

Visual Identity 2023

SANDBOX FESTIVAL

LOGO

SANDBOX

A FESTIVAL BY NACELLE



COLOR PALETTE

RGB: 20/55/70
CMYK: 91/47/32/70
#143746

RGB: 240/230/200
CMYK: 5/6/21/0
#F0E6C8

RGB: 124/209/216
CMYK: 50/0/14/0
#7CD1D8

RGB: 12/114/89
CMYK: 94/12/68/23
#0C7259

RGB: 198/185/255
CMYK: 32/24/0/0
#C6B9FF

RGB: 251/106/47
CMYK: 0/65/82/0
#FB6A2F

HEADLINES: COMPAGNIE II

A music festival by the sea

PREAMBLES / INTRODUCTION TEXTS: SLACK LIGHT

When they aren't dancing, our guests take in the gorgeous Red Sea by kitesurfing, diving, snorkeling, or just chill on the warm sands.

BODY TEXT: EPILOGUE REGULAR

This is not your traditional big headliner festival with 70 DJs or more, it is a much more intimate gathering amongst strangers that quickly feel like friends as they all appreciate longer set times and more live acts that complement the organic element of being at the beach.

Our top priority is to promote this full experience through our unparalleled Egyptian climate (kiting, diving, snorkeling, or bumming it out by the sea), our line-up of local and international artists, and of course our guests who make Sandbox what it is. We would love it if all our guests could not only come to our festival but to also come and enjoy what El Gouna has to offer.

LINEUPS: NAME IN COMPAGNEI II + COUNTRY IN UPPERCASE SLACK LIGHT

Acid Pauli^{DE} Aly Goede^{EG} Ashmawy^{EG}
Ben Ufo^{GB} Chiati^{EG} Damian Lazarus^{GB}
Doomaz^{EG} Franc Moody^{GB} Fulltone^{EG}

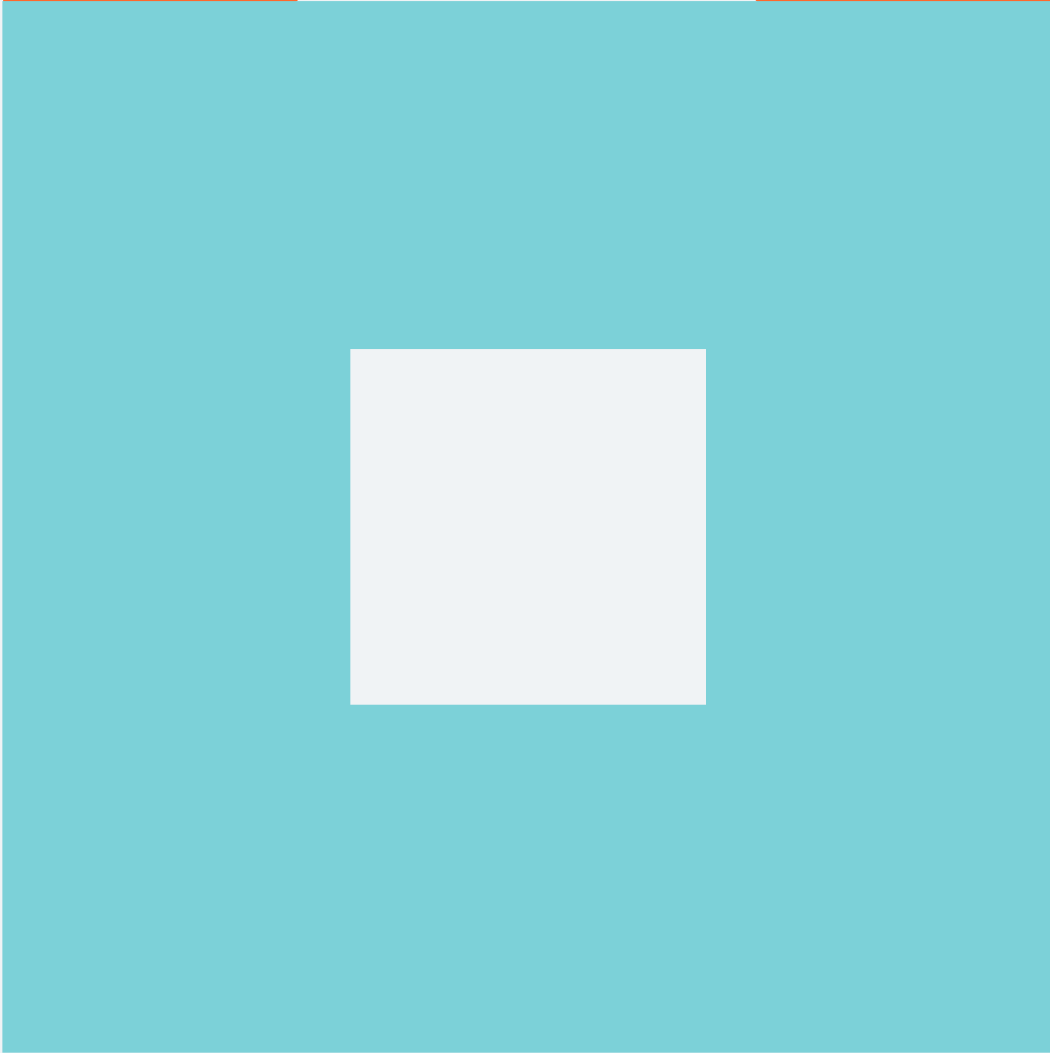
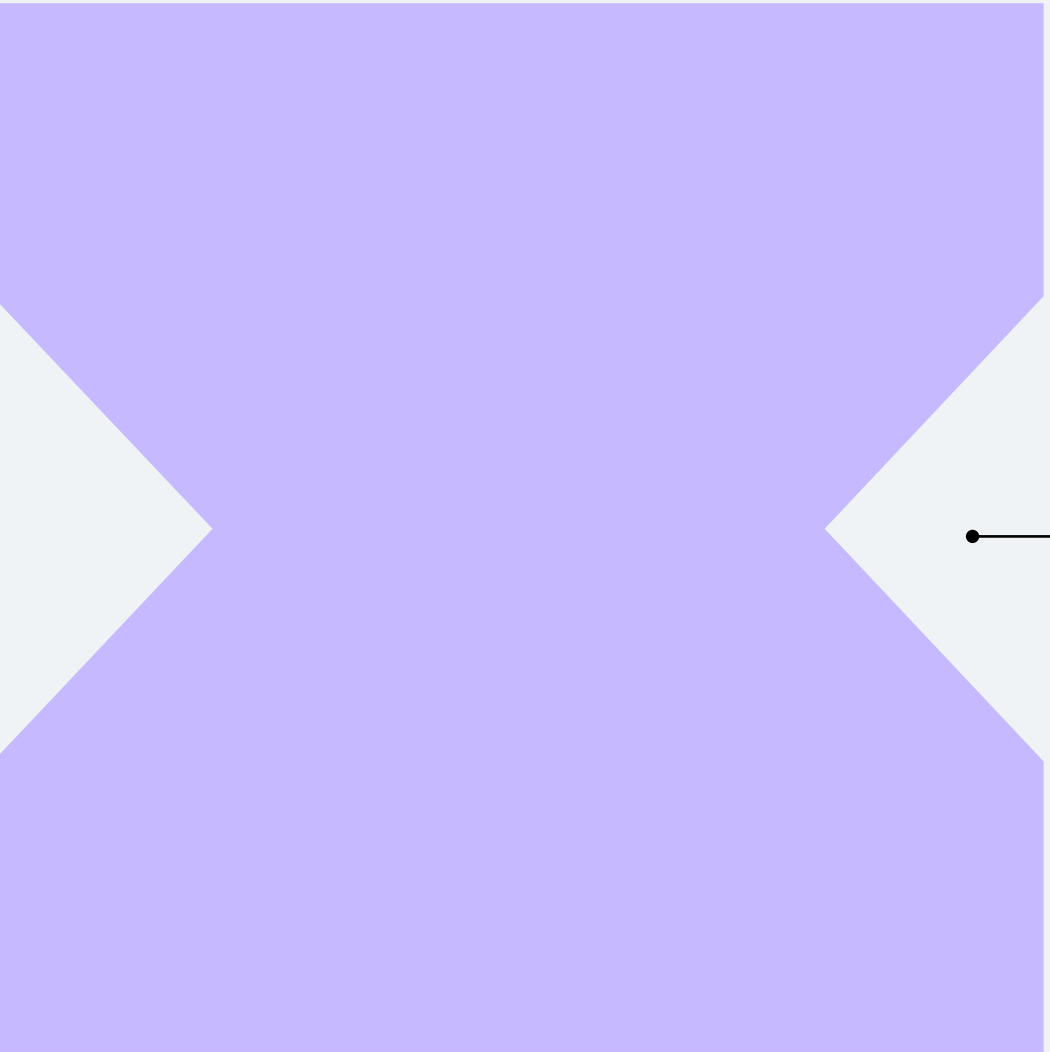
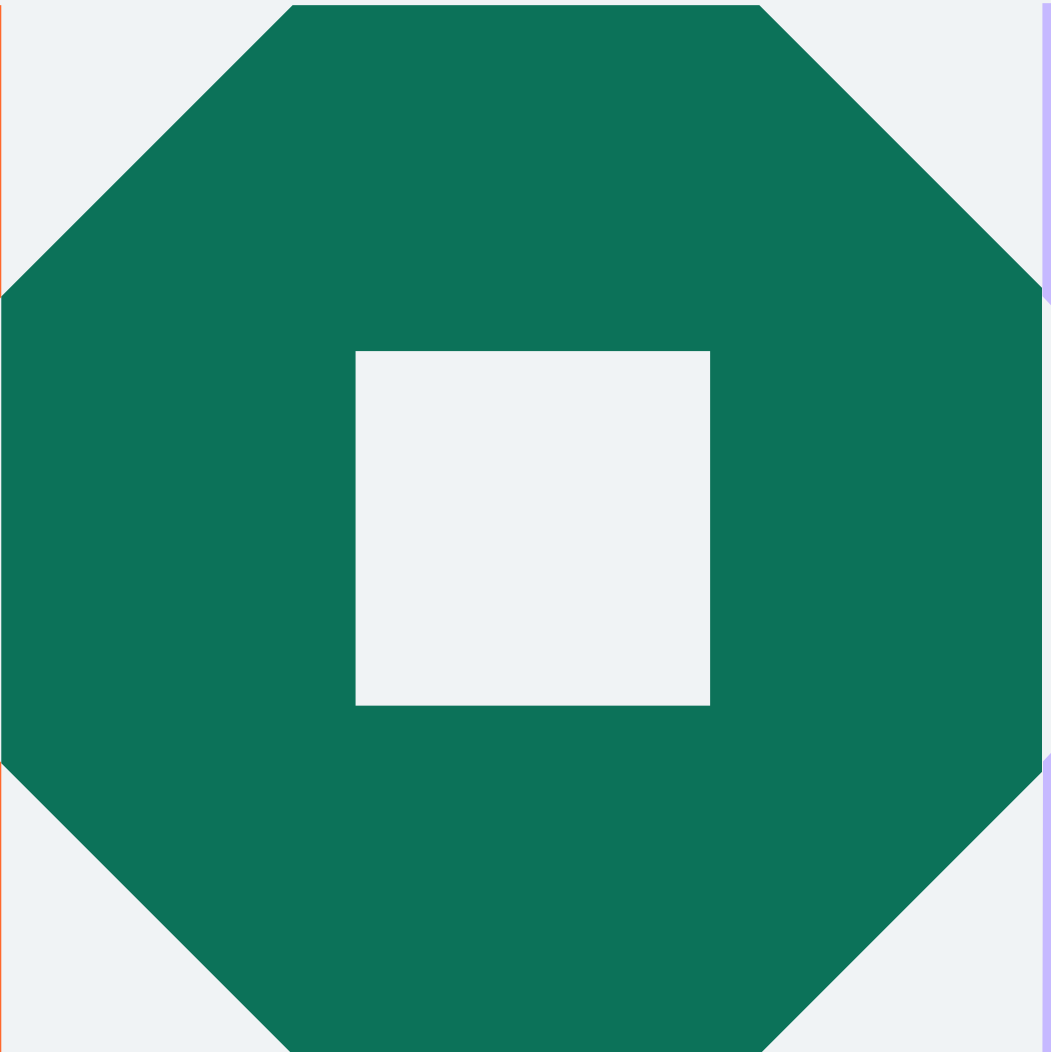
SUPPORTING / SECONDARY / SUB-HEADLINE: SLACK LIGHT

Meet
Paquita
Gordon

SMALL INFO / FACTS: SLACK LIGHT

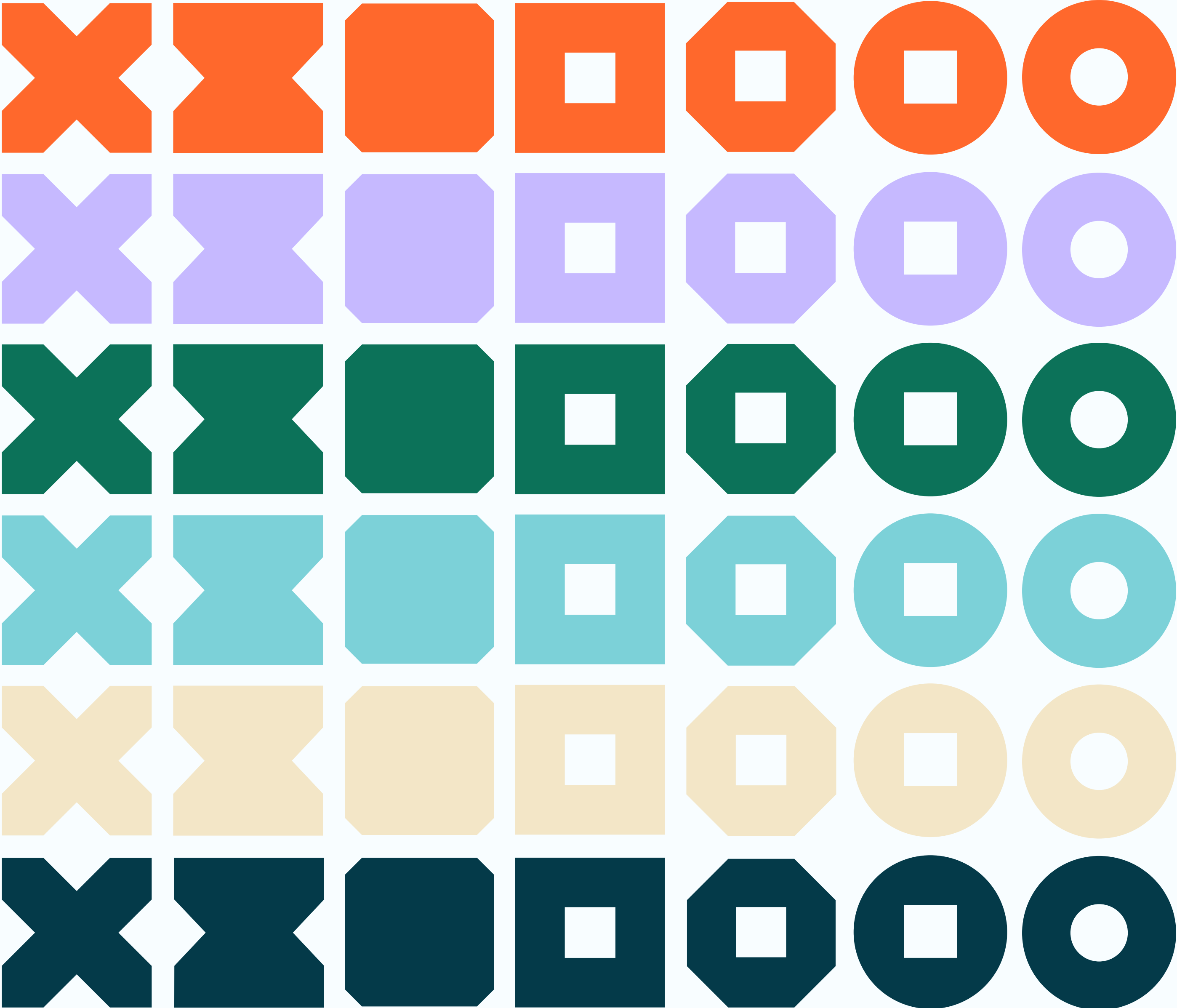
11-13 May 2022

SHAPES

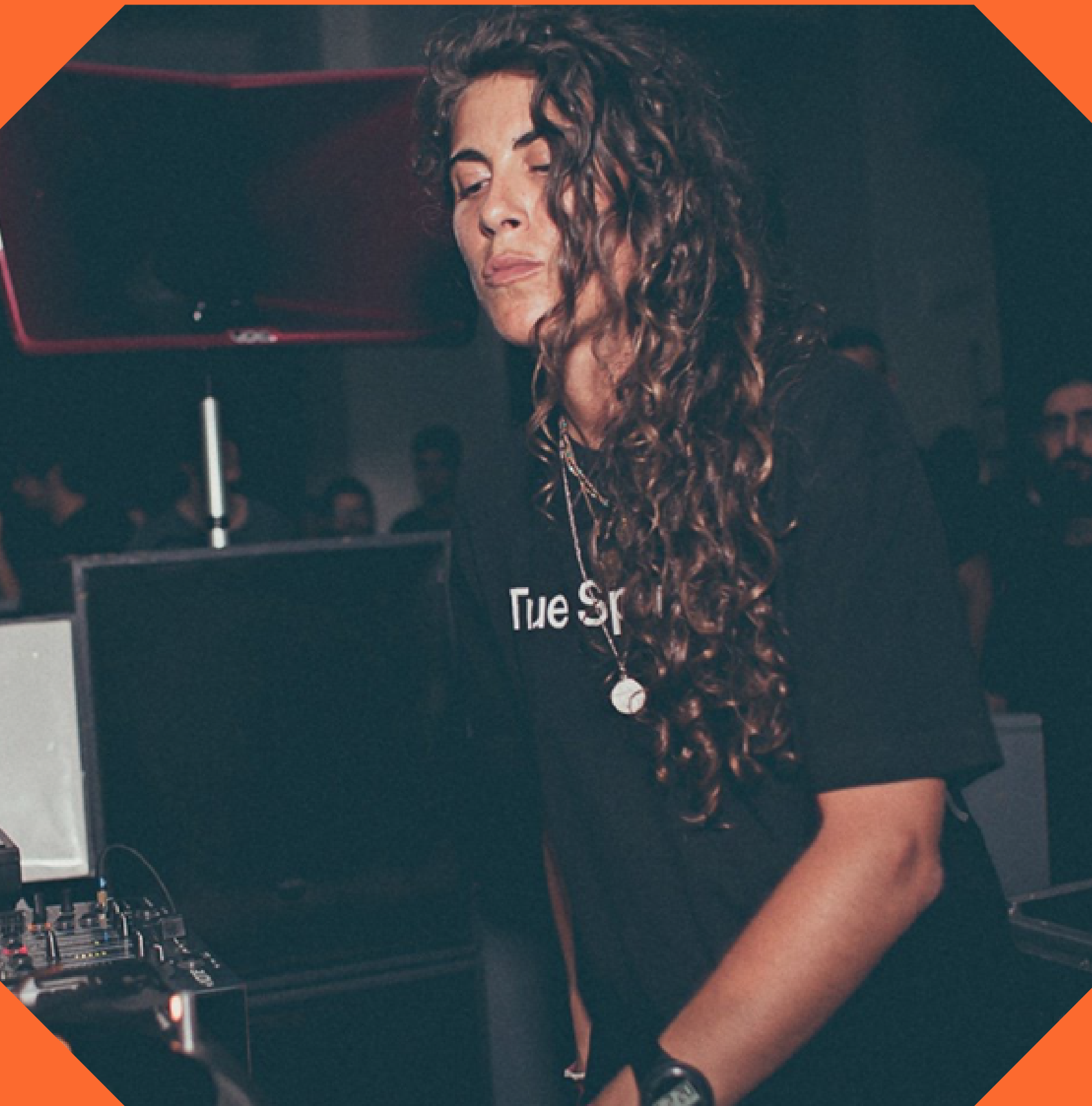


THIS SHAPE SHOULD ONLY
BE USED IN SMALL SIZES.

SHAPES
COLOR VARIATIONS

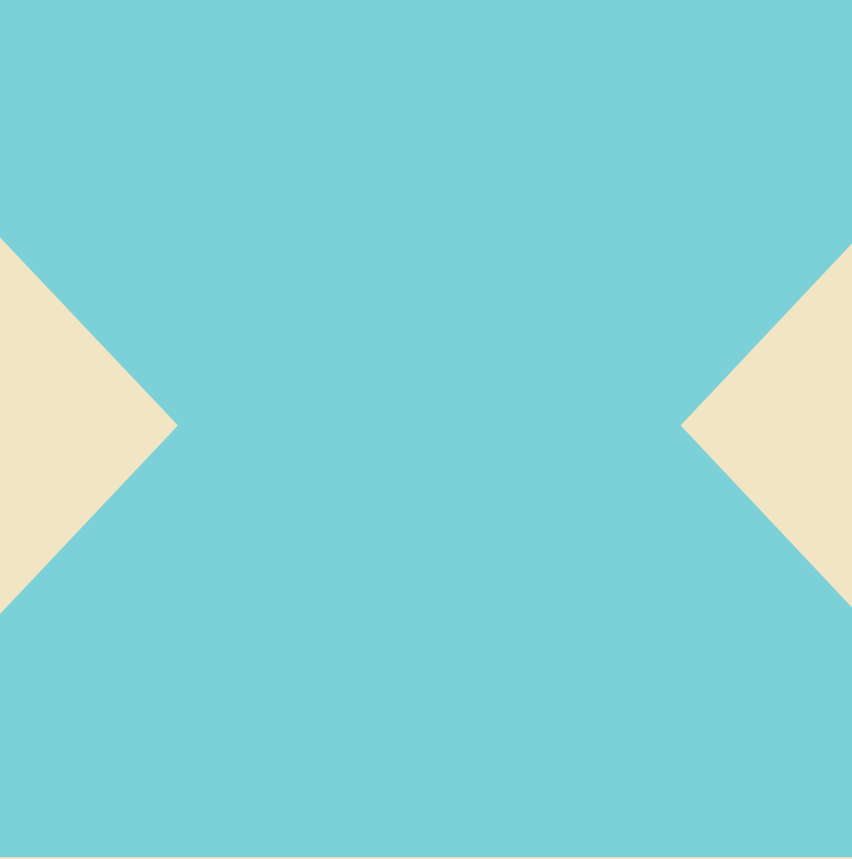
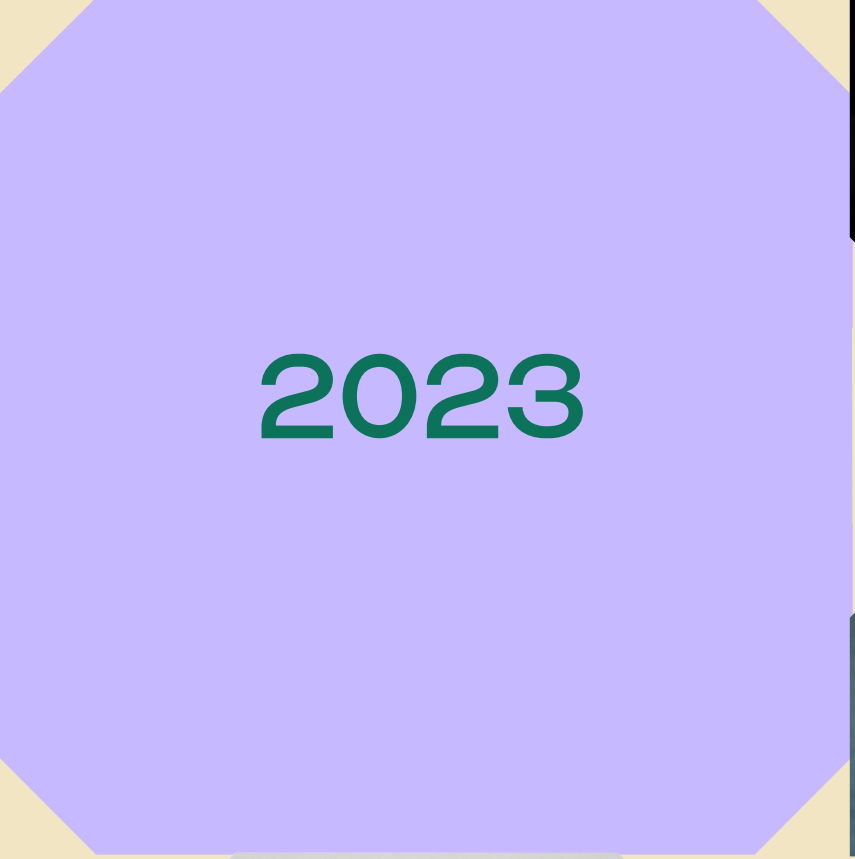
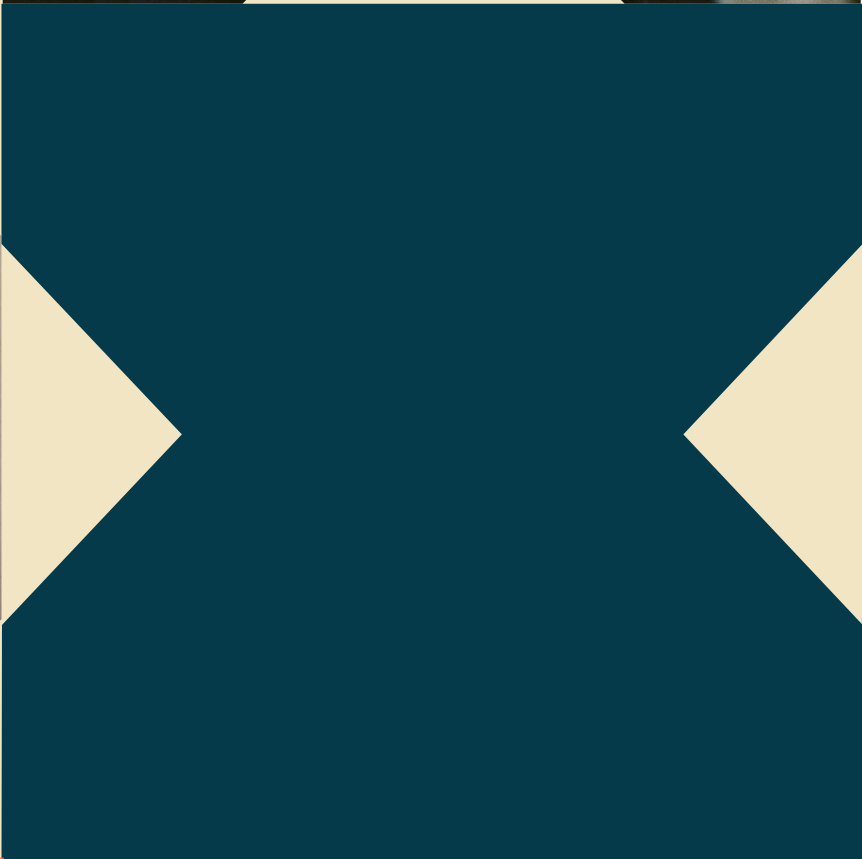


PHOTOGRAPHY



The shapes can contain photos

May
11-13



Colored shapes, shapes with
photography, and typography, can be
mixed for a dynamic and vivid expression.

EXAMPLES OF APPLICATION
POSTERS




May
11-13

2023

Acid Pauli^{DE} Aly Goede^{EG} Ashmawy^{EG} Auf^{EG} Avalon Emerson^{US} Ben Ufo^{GB}
Chiatl^{EG} Colyn^{NL} Damian Lazarus^{GB} Dana Rush^{DE} Detmolt^{DE} Doomaz^{EG}
And more to come

A music festival
by the sea
June 4-7 2023

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Franc Moody^{EG}

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Saturday Lineup

Ahmed
Samy^{EG}

Gazbee^{EG}
Peach^{CA}

Yellow Tape
Records^{EG}

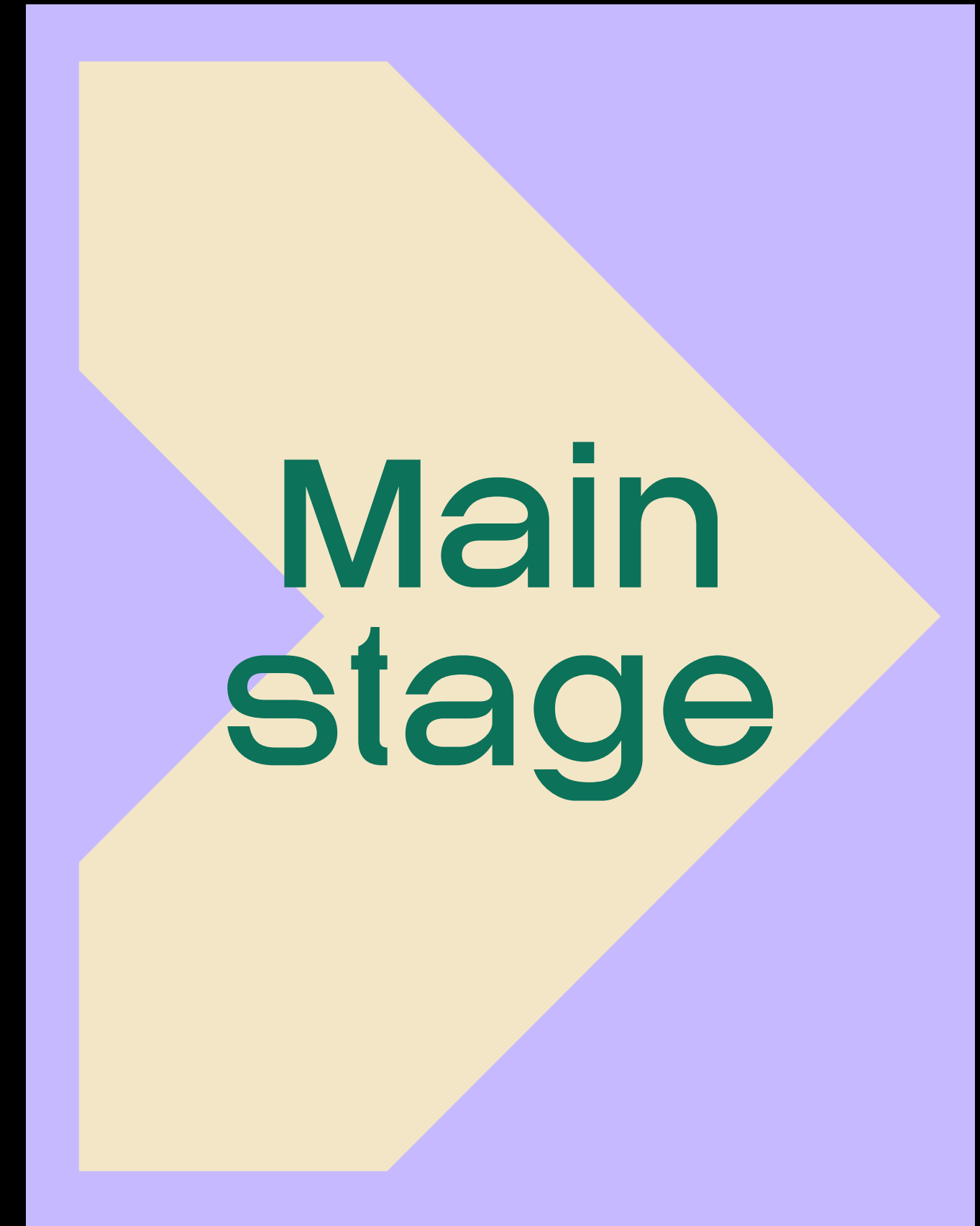
Acid Pauli^{DE} Aly Goede^{EG} Ashmawy^{EG} Auf^{EG} Avalon Emerson^{US}
Ben Ufo^{GB} Chiatl^{EG} Colyn^{NL} Damian Lazarus^{GB} Dana Rush^{DE}
Detmolt^{DE} Doomaz^{EG} Franc Moody^{GB} Fulltone^{EG} Gene on Earth^{DE}

A music festival
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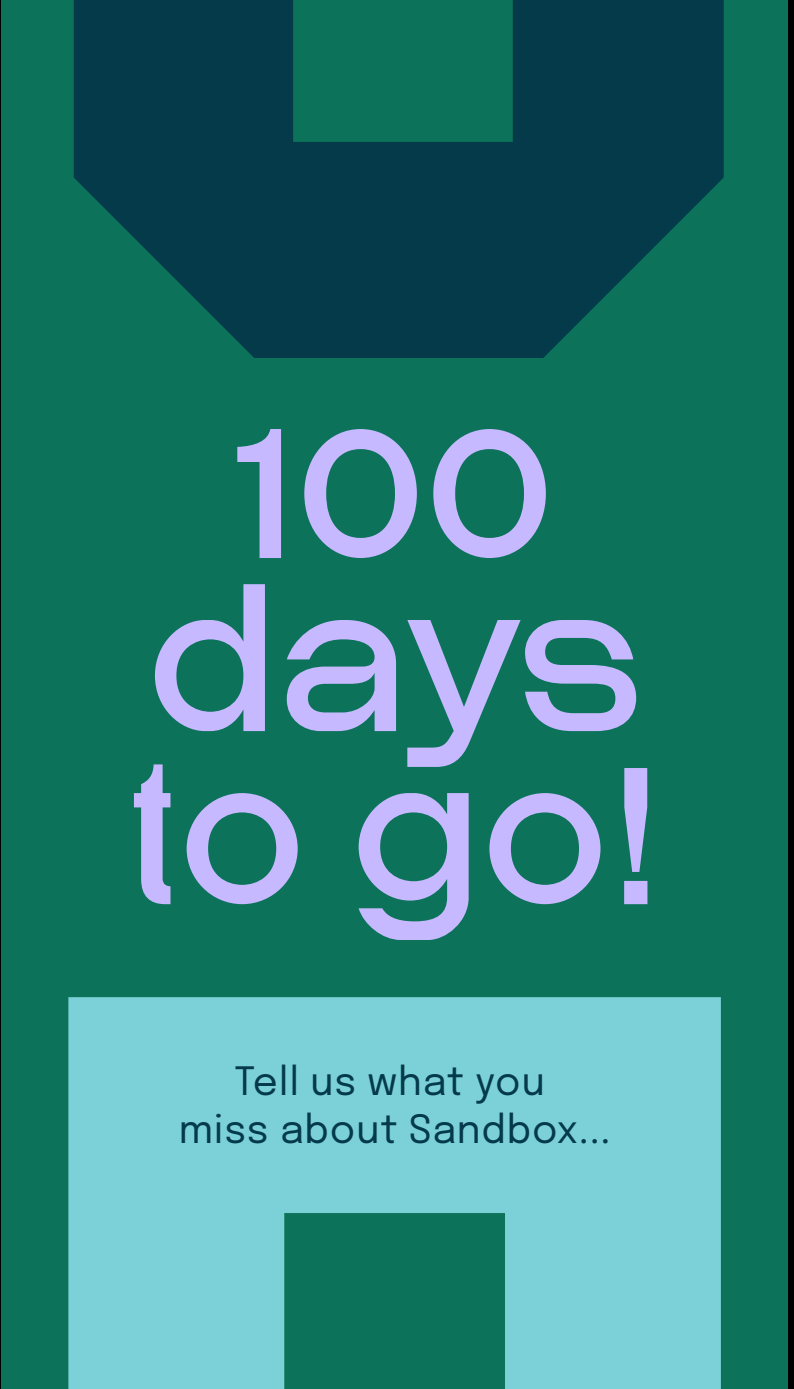
Example of posters. This type of treatment can also be
used in square posts or other vertical layouts.

EXAMPLES OF APPLICATION
SIGNAGE



Part of the X can be used as an arrow, in the same style as the other shapes, to point in different direction at the location.

EXAMPLES OF APPLICATION
SOCIAL MEDIA POSTS AND STORIES



Thanks!