



VIBE *and* **REVIVE**

Music, Mimosas + Mindfulness

BRAND STANDARDS

Usage & Guidelines



TABLE OF CONTENTS

Messaging

Brand Story | 3

Branding

Primary Mark | 4

Main Mark Reversed | 5

Illustrations, Icon & Alternate Logo | 6

Color Palette

HEX and Examples | 7

Typography

Print and Digital | 8



INTRO

The Vibe & Revive Festival brand was designed to capture the spirit of a refreshing, feel-good experience where celebration and wellness meet. Inspired by the vibrant energy of Asbury Park, New Jersey, the logo reflects a day filled with music, mimosas, and mindfulness—a place where people can recharge their minds while enjoying great company, sound, and sunshine.



BRANDING
Main Mark





BRANDING
Main Mark Reversed

5



#ed2180



#e72125



#f05223



#fbaf17

The primary logo mark can be placed on any of the brand colors or on a background image, provided the background is not overly busy or distracting. This ensures the logo remains clear and visible in all applications. Please see page 9 for background image reference.



BRANDING
Illustrations, Icons, Alternate



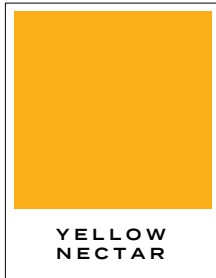


COLOR PALETTE

HEX and Examples

7

Vibe and Revive



HEX: #FBAF17



HEX: #F05223



HEX: #E72125



HEX: #ED2180



MIX GRADIENT





EXAMPLE

Radiora

Aa

Radiora

Header | Title Case

DM SANS BOLD

Aa

DM Sans Bold

Subheader | Upper Case | 280 Tracking

DM Sans Medium

Aa

DM Medium

Body Copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
diam nonummy nibh euismod tincidunt ut laoreet dolore
magna aliquam erat volutpat. Ut wisi enim ad minim veniam,
quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut
aliquip ex ea commodo consequat. Duis autem vel eum iriure
dolor in hendrerit in vulputate velit esse molestie consequat,
vel illum dolore eu feugiat nulla facilisis at vero eros et
accumsan et iusto odio dignissim



VIBE *and* **REVIVE**

Music, Mimosas + Mindfulness