

# CASE STUDY ILLUSTRATION CZECH UKULELE FESTIVAL



## SKILLS

- CLIENT LIASON
- CREATIVE IDEAS
- GRAPHIC DESIGN
- ILLUSTRATION
- LARGE FORMAT PRINTING

## CLIENT

- INTERNATIONAL FESTIVAL
- BASED IN CZECH REPUBLIC

≡ CZECH UKULELE FESTIVAL. ≡

For the 5th year in a row Ukulele enthusiasts from near and far went on the pilgrimage to Unetice, a small village close to Prague, where Ben Anderson pulls together a great festival featuring local bands as well as many well known international Uke players. Being one of those international acts with Dead Mans Uke I know what a special weekend it is so I was happy to set a new and fresh tone for the 2017 festival by giving the branding a complete make-over.

That included creating a new logo that could be used for all coming years as well, and designing flyers, posters, banners, backdrops, t-shirts, buttons and images for the website and newspaper articles. I created a recognisable brand by using the unusual colour combination yellow and brown, inspired by Unetices surroundings, and by creating a flashy handwritten font that would immediately catch the eye.

Credit goes to Nicole Ramsden for creative input and the layout of the designs.

