


Tuesdays
LIVE

presents...

TDWE

THE DANIEL WAKEFORD EXPERIENCE



18+*

THE LOUNGE, CANTERBURY

TUESDAY 13 NOV

Doors 7PM

£12 (£9 students[^])

Tickets available from
magnetic.com

Tuesday

We were approached by ***Kent Event Services*** to brand their new event 'Tuesday'. The brand is split between a club night and a live night. Events are held on a Tuesday evening, hence the name 'Tuesday'. We were asked to create a logo that appealed to a Uni age demographic and that represented tunes in some way...




Tuesday

Tuesday

Logo concept



Logo concept

The brief was to create a logo that referenced tunes in some way. We created a curvy sound wave icon to symbolise this. We used BalboaPlus Fill and Myriad Pro for the fonts featured in the logo.



Tuesday

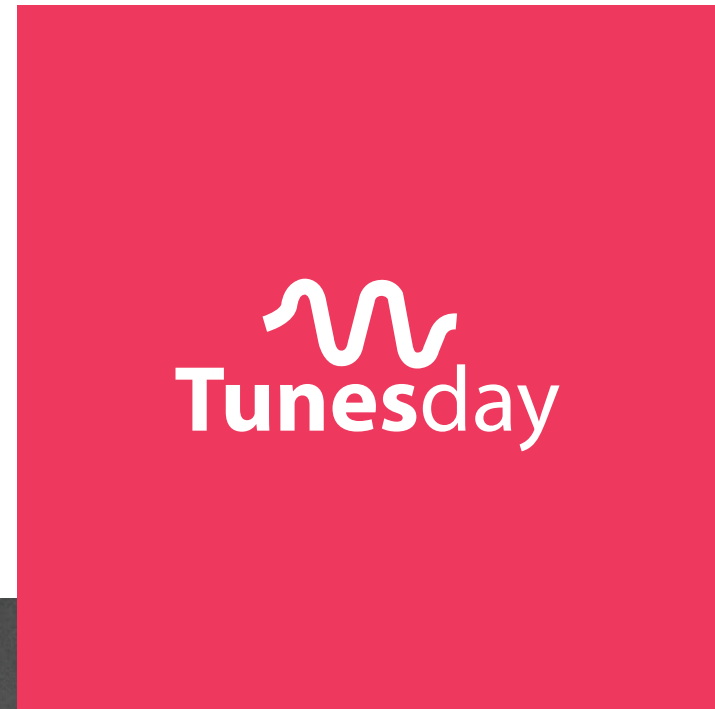
Colour palette



Black
C=0 M=0 Y=0 K=100



Red
C=0 M=91 Y=52 K=0



Colour palette

We chose a fresh Red to catch the eye and make Tunesday events stand out from the crowd!

HOOSIERS




Tunesday



Tuesday

Fonts

Title font

VAG Rundschrift D

Subtitle font

VAG Rundschrift D

Body text font

Myriad Pro Regular

Fonts

We selected fonts that are crisp and clear and compliment the logo design and appeal to the demographic.

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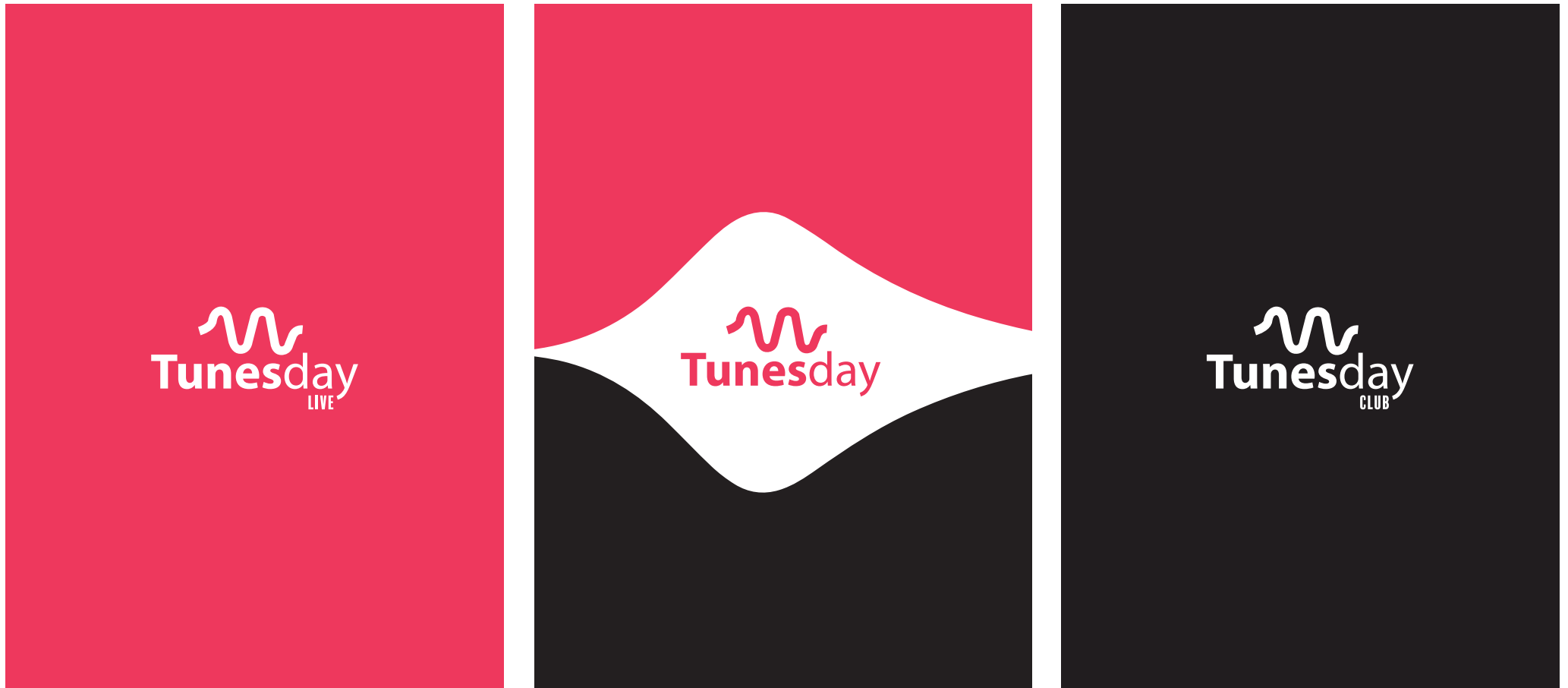
tickets available from
gigantic www.gigantic.com
Fatsoma www.tuesday.live

* Valid photo ID must be presented
^ Student ID required in addition



Tuesday

Logo layout options



Logo layout options

There are 2 versions of the logo, one for 'Tuesday Live' and 'Tuesday Club'. One has predominately the red colour scheme and the other, the black colour scheme. The logo can be used in the curve frame or independently on a solid colour.

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* Valid photo ID must be presented on the door. Full Ts&Cs at point of purchase.
^ Student ID required in addition to valid photo ID. Full Ts&Cs at point of purchase.

@TuesdayLive



