



LIQUIDSPIRIT BRAND KIT
Gozo
FOR CREATIVITY AND CONSISTENCY

NAVIGATION PAGE

CONTENT	PAGE
Logo	3
Colour Palette	4
Mission - Vision - Values	5
Typography	6
Photography	7
Mockups	8
Contact Page	9

LOGO

MAIN LOGO

LIQUIDSPIRIT
Gozo

WHITE ON BLUE

LOGO VARIATION

LIQUIDSPIRIT
Gozo

BLACK ON WHITE

COLOUR PALETTE

THESE COLORS REFLECT OUR BRAND'S IDENTITY AND PERSONALITY



MISSION

To create an immersive and intimate music festival experience that celebrates soulful sounds and fosters a deep connection between artists, attendees, and the enchanting surroundings of Gozo. Our festival aims to rejuvenate the spirit, promote cultural exchange, and support local communities, all while providing an unforgettable holiday escape in Malta's serene and picturesque sister island.

VISION

To establish LIQUID SPIRIT Gozo as a premier destination for soulful music lovers worldwide, where each festival becomes a harmonious blend of music, relaxation, and exploration. We envision a festival that not only captivates the senses but also nurtures the soul, leaving a lasting positive impact on our music scene. Through our commitment we aspire to create a legacy of musical events that resonates long after the festival ends.

VALUES

Talent: We are committed to curating a lineup of exceptional artists who bring authenticity and soul to their performances, creating memorable and transformative musical experiences.

Fun: We prioritize 'hands-in-the-air' moments, uplifting our audiences at all times. Party is the name of the game, from the music through to the experience. There is nothing pretentious about LIQUID SPIRIT Gozo.

Family: Fostering a sense of belonging we strive to create an inclusive and welcoming environment for all attendees, embracing diversity in music, culture, and people.

Island Experiences: We celebrate and promote what the Island of Gozo offers integrating local experiences, artisans and wellbeing and rejuvenation into the festival experience. We aim to provide a holistic experience that nurtures the mind, body, and soul.**Sustainability:** We are dedicated to minimizing our environmental footprint by implementing sustainable practices in all aspects of the festival, from waste management to energy use.

Innovation: We continuously seek to innovate and improve the festival experience, incorporating new ideas and technologies to enhance the enjoyment and sustainability of our event.

TYPOGRAPHY

FONT OVERVIEW

TYPOGRAPHICA

FOR HEADERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz12345

67890!

Montserrat

Various. For Subheaders and Paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ

WXYZabcdefghijklmnopqrstuv

wxyz1234567890!@#\$%^&*()

FONT HIERARCHY

TYPOGRAPHICA

MONTSERRAT

Montserrat Medium

Montserrat Regular

TYPE APPLICATION

LIQUID SPIRIT GOZO

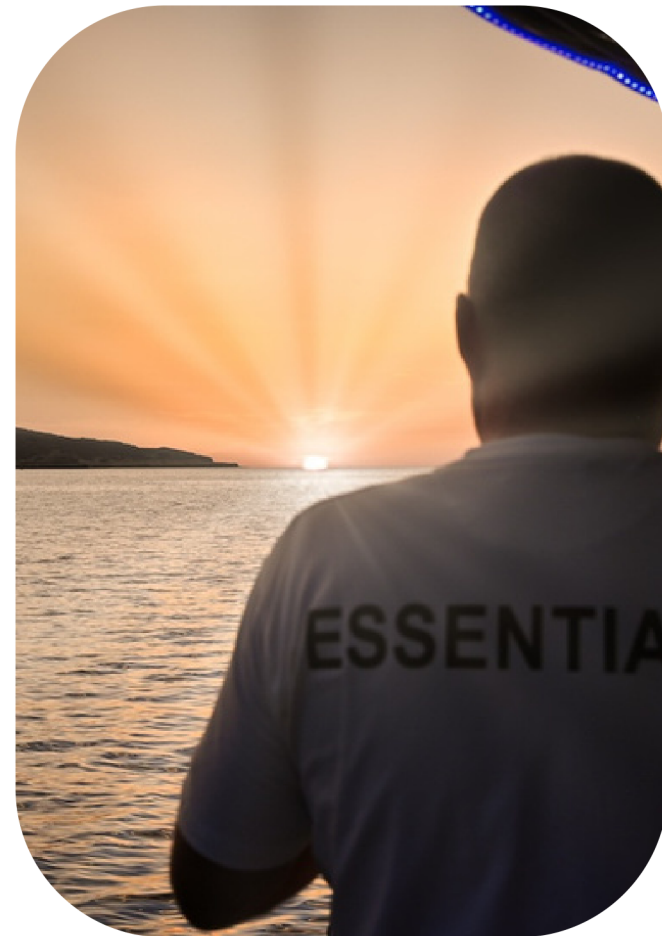
**A BOUTIQUE DANCE AND SOUL
FESTIVAL ON THE ISLAND OF
GOZO**

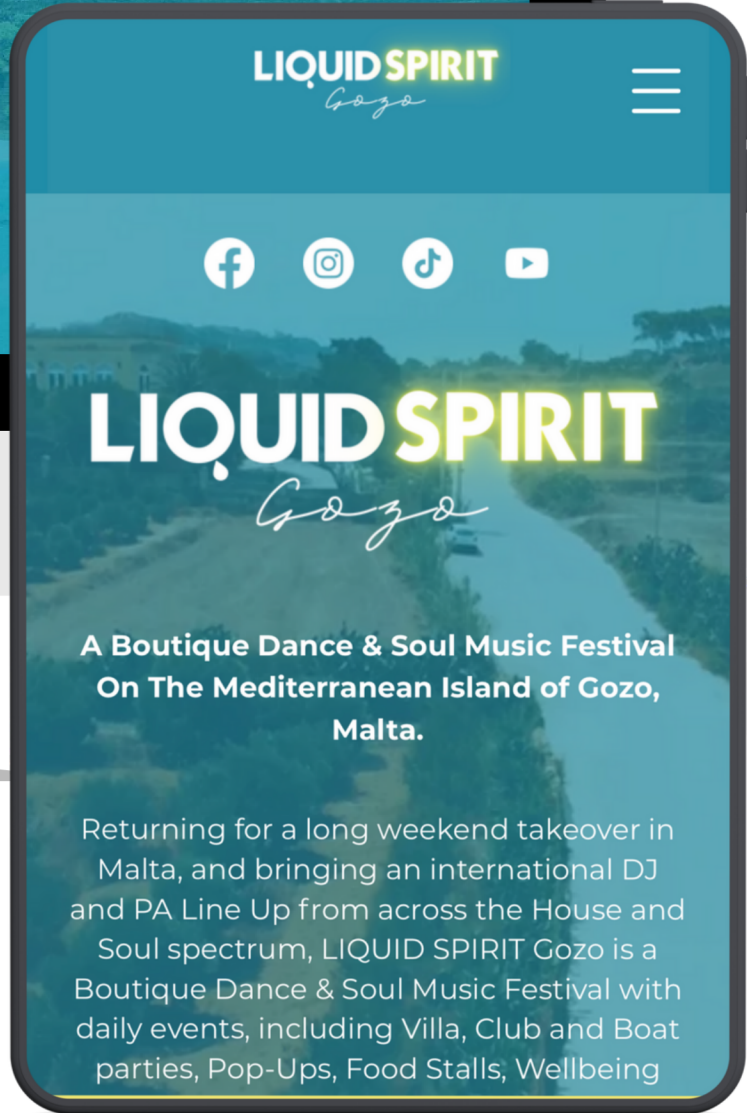
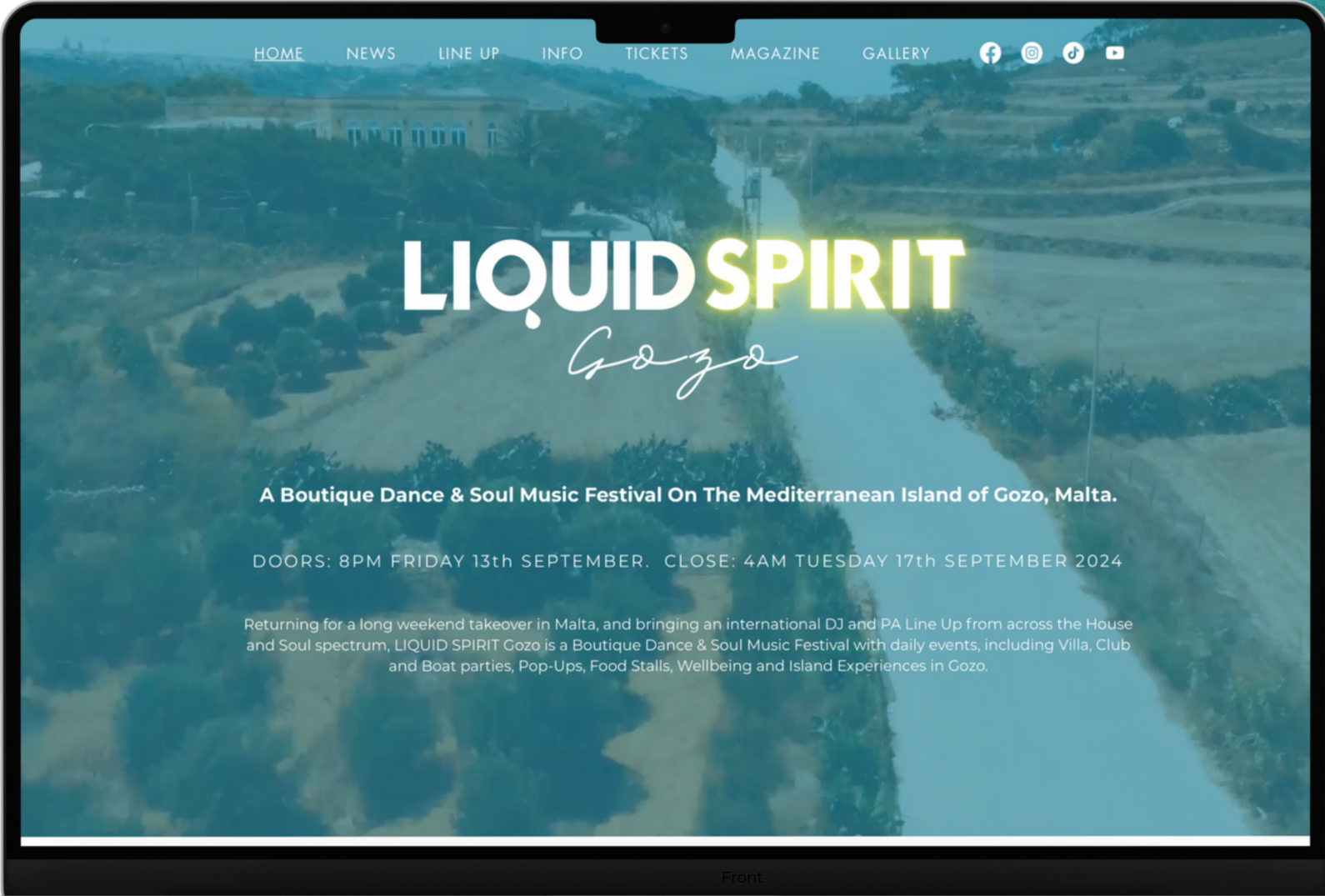
DATES

Doors

PHOTOGRAPHY & VIDEOGRAPHY

CLEAN, CRISP, PROFESSIONALLY SHOT IMAGES TO DEPICT ALL THE FESTIVAL FEELS.





LIQUIDSPIRIT

Gozo

PRESS, MARKETING & MEDIA CONTACT: ANDREA BRITTON

[@LIQUIDSPIRITGOZO](#)

HELLO@LIQUIDSPIRITGOZO.COM

WWW.LIQUIDSPIRITGOZO.COM