



Coolum Kite Festival

Festival Branding

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“Working with Tell on the rebranding of the Coolum Kite Festival was a huge success. From our initial brief to the end product, the Tell team provided highly professional service, innovative creative skills and most importantly were flexible in guiding us through the process. The end result was a simple yet effective logo design which clearly reflected the essence of our festival. Thank you Tell!”

Di Stevenson
Secretary, Coolum Kite Festival

Held each year in spring, the Coolum Kite Festival brings an explosion of colour to the skies over Coolum Beach, as hundreds of kites of all shapes and sizes take flight throughout the weekend. The festival required a new brand to reflect the growing scale and professionalism of the event.

Movement and energy are paramount to the festival and these have been introduced to the

brand through swirling line work, radiating from the back of the kite. These bring layers of meaning including air currents, clouds, water and kite tails. The fresh new brand was applied to posters, stationery, programs, advertising, flyers and t-shirts.



Result: The new look campaign and brand attracted 45,000 people to the festival in 2006 – up 50% from 30,000 in 2005.

