

Queensland Music Festival

OUR STATE OF PLAY

Queensland Music Festival is a biennial, State-wide celebration of music. Tell was responsible for the 2007 campaign that included the redesign of the Festival brand and the development of an inclusive positioning statement “Our State of Play,” that captured the fun spirit of creating music across Queensland that the Festival engenders.

A brand language, using a simple bar as a building block, unifies the diverse range of messages and collateral that the Festival encompasses. The motif becomes an interpretive visual representation neither classical nor avant-garde, passive nor loud. The inclusive and involving concept allows interpretation based on personal experience.

Tell successfully applied the brand to the Festival program and website, press, web advertising, billboards, posters and stationery.

Initially created for the 2007 Festival, the new brand and positioning has been so embraced that it has also been officially implemented as the organisation’s corporate identity. The Queensland Music Festival plan to retain this memorable brand for future Festivals.





Queensland Government
Arts Queensland
The Queensland Music Festival is an initiative of the Queensland Government



ABC
S12 ABC
Sydney

Queensland Music Festival 2007

OUR STATE OF PLAY JULY 13-29 qmf.org.au

Shout
BILLBOARDS

network

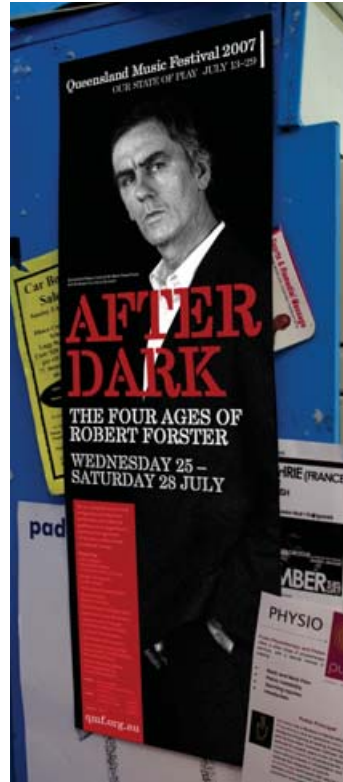
GUY

SEVEN
TELEVISION



“Congratulations! The explanation of process and the outcome went down a treat, and the end result has hit all the right marks and ticked the right boxes. Again thank you for such a spot on response to an extensive brief.”

Stefan Treyvaud
Marketing Manager, Queensland Music Festival



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Phone + 61 7 3367 0850
tellthem@tellcreative.com

