

SONAR FESTIVAL

Project Type:

Brand Identity, Digital, Print,
Environmental, Merchandise



Sonar Festival

Exploring the Future of Sound.

For over 30 years, Sonar Festival has been a global meeting point for electronic music, creativity, and technology. The rebrand builds on this legacy, evolving Sonar into a visual and experiential identity that embodies sound in motion. By incorporating wave-inspired graphics, generative systems, and futuristic typography, the rebrand positions Sonar as a living laboratory of sound and innovation.

The Problem

Sonar's current branding does not fully convey technology and innovation. It fails to visually reflect the festival's cutting-edge work in digital culture, music technology, and creative experimentation, leaving the identity disconnected from what the festival truly represents.

Positioning

Sonar is the benchmark for advanced music and digital culture. The rebrand builds on this DNA by embedding coding-inspired aesthetics into the visual system, representing sound as data, frequencies, and digital structures. This reinforces Sonar's role as a cultural laboratory where music, technology, and design converge.

Direction

The identity system is built like code, modular, flexible, and infinitely generative. Typography echoes ASCII and programmable typefaces, visuals move like sound waves, and layouts adapt like data systems. The result is a future-facing identity that reflects Sonar's commitment to experimentation and innovation.



INTRODUCTION TO

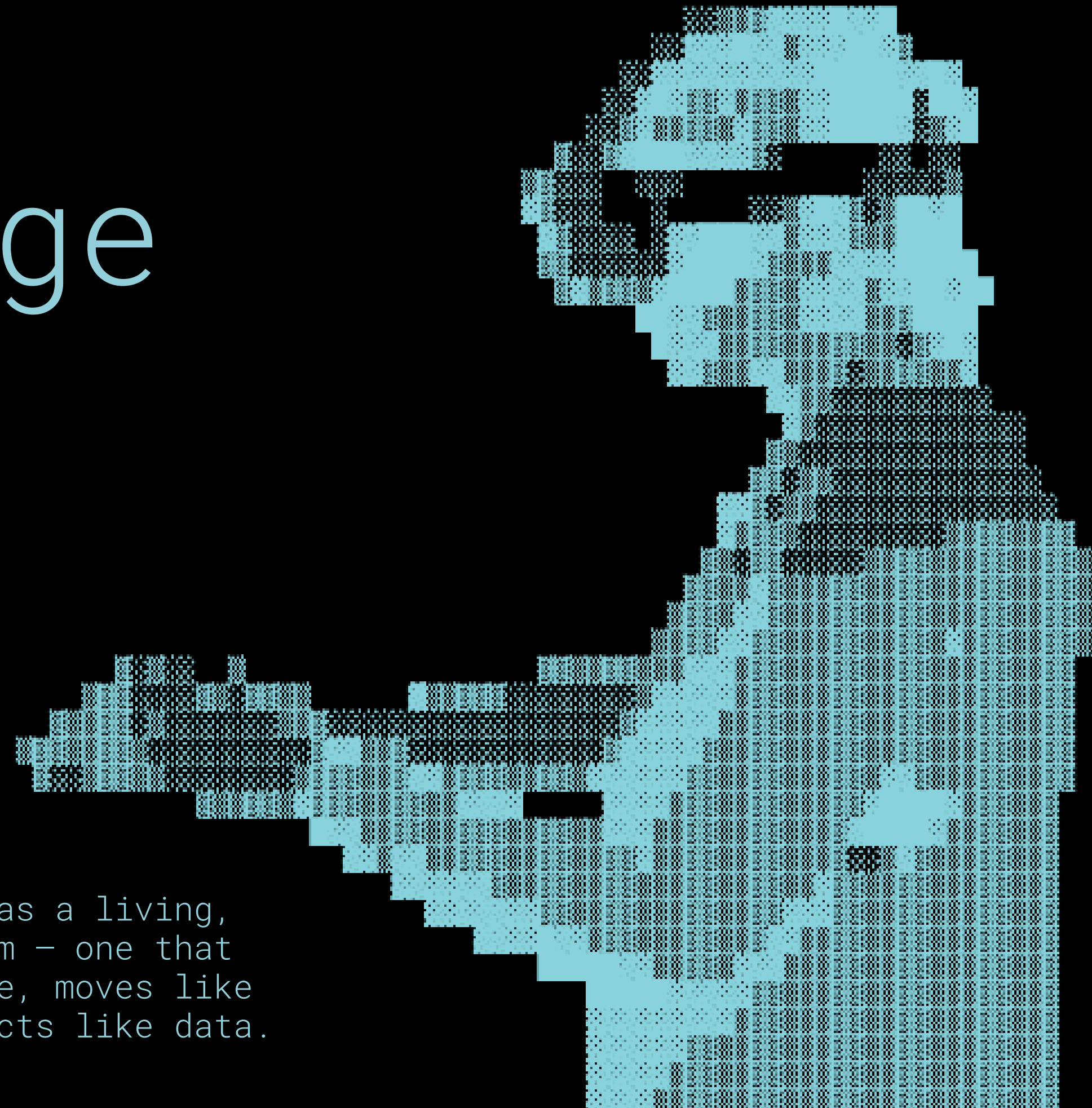
The Challenge

The new Sonar

Sonar has always stood at the intersection of sound, art, and technology. But the world around it has changed. Audiences are now digital-native, experiences are networked, and identity itself is fluid.

The Goal

Reimagine Sonar as a living, generative system – one that evolves like code, moves like sound, and connects like data.





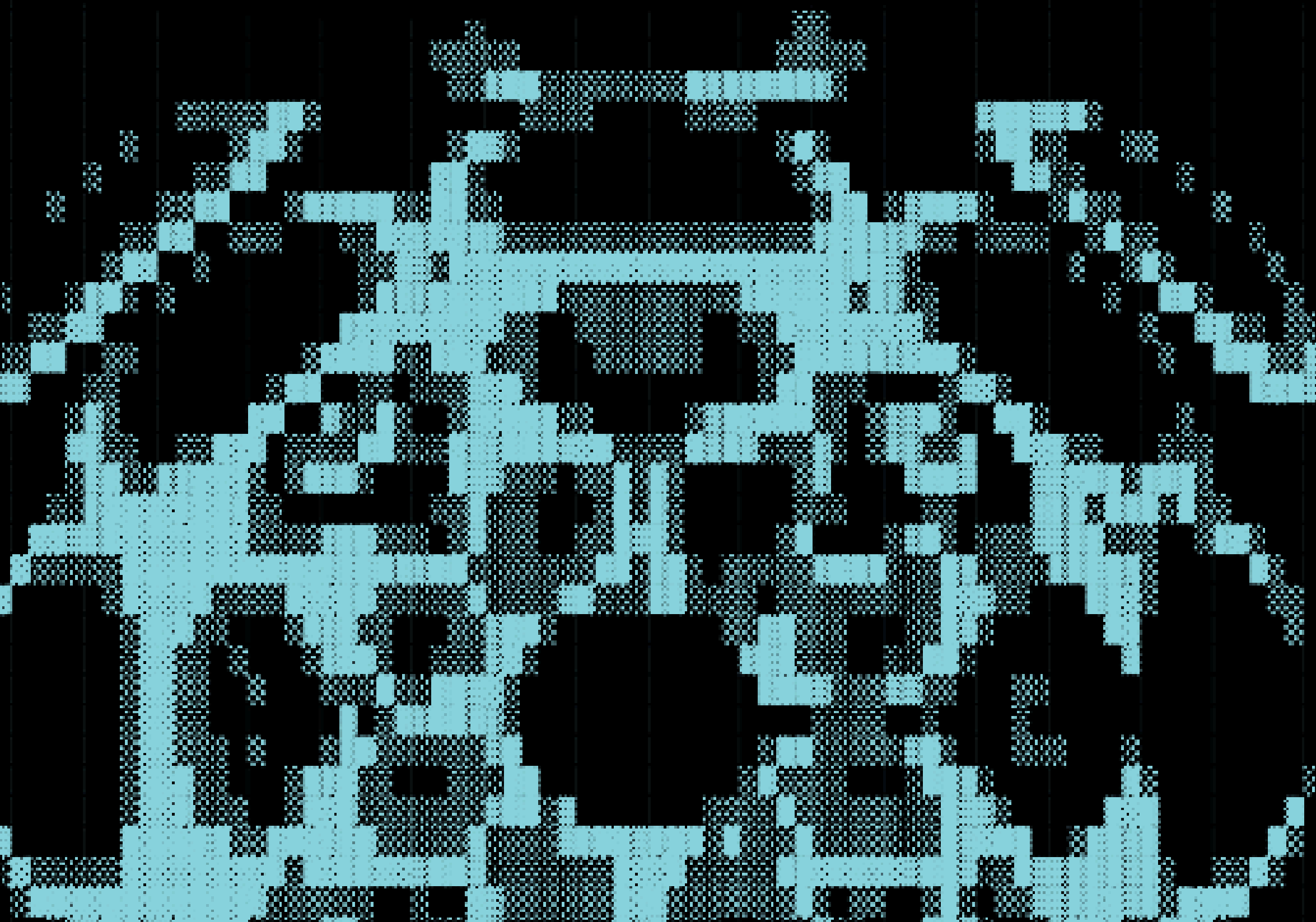
The Concept

SOUND IN SYSTEM.

IDENTITY IN MOTION

The new Sonar identity is not fixed. It's modular, responsive, and alive. A framework built to generate infinite expressions across print, digital, and environment. Typography, motion, and form echo code structures, waveforms, and data flows.

THE VISION



Sonar makes the future audible

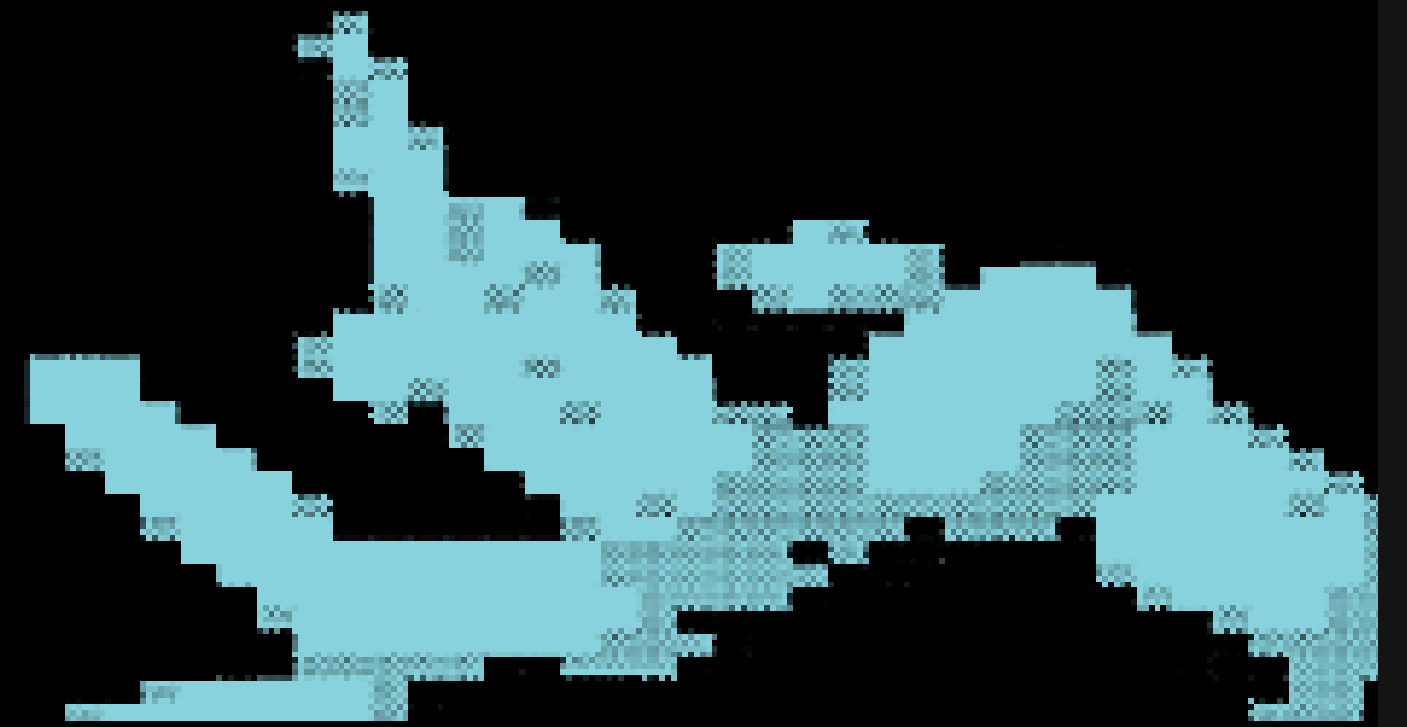
To create a future-facing identity that reflects Sonar's commitment to experimentation, innovation, and cultural progression. An identity that listens, learns, and adapts, like the audience it serves.

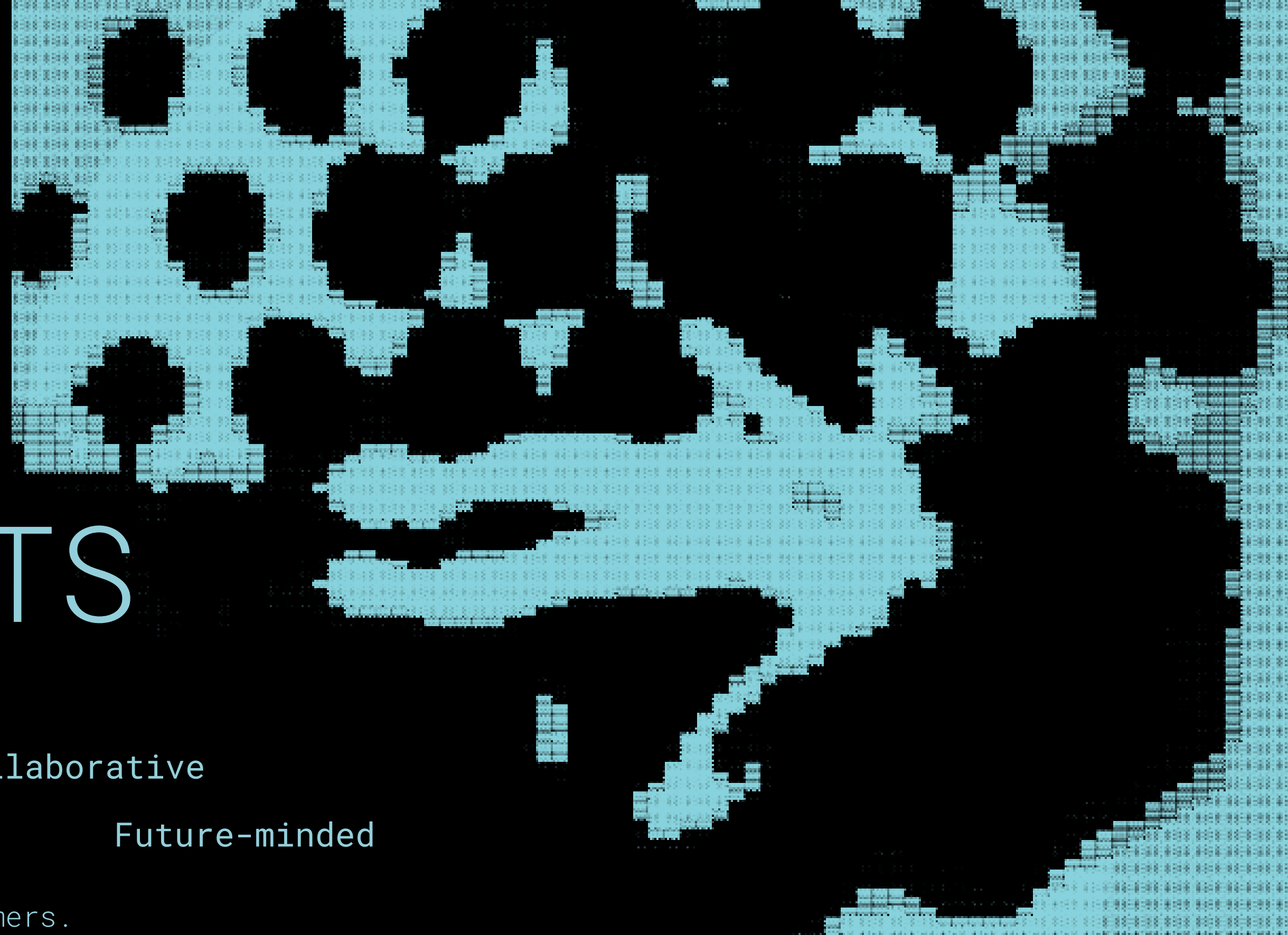


Sonar is a platform for experimentation.

A global meeting point for music, creativity, and technology. Each edition is a new system build. A reconfiguration of rhythm, light, and innovation.

WHO WE ARE





AUDEINCE INSIGHTS

Keywords

Digital-native

Collaborative

Experimental

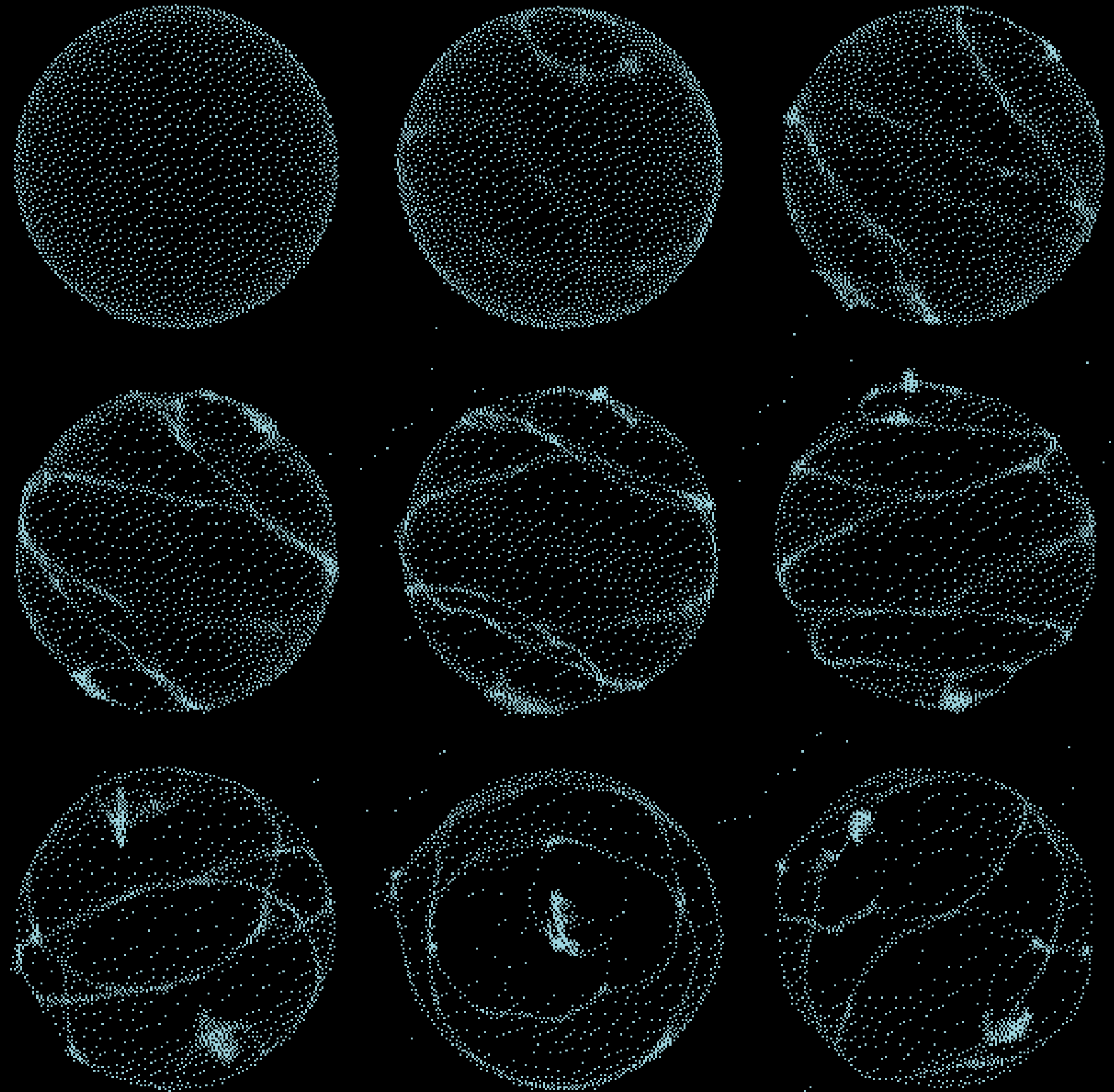
Future-minded

Our community are creators, not consumers. Designers, coders, producers, and technologists who live at the edge of innovation. They speak in code, think in sound, and see design as language.

NAMING SYSTEM

Each Sonar edition follows a versioned naming structure, echoing code releases and system updates.

- Sonar v10.23: Echo Systems
- Sonar v11.24: Fractal Resonance
- Sonar v12.25: Generative Horizons
- STAGE [ALPHA] - main stage
- STAGE [BETA] - experiential acts
- WAVEFORM [001] - live audio-visual installation



VISUAL SYSTEM

Identity

The identity is built from modular components: typography, sound visualizations, and pixel-based imagery.

Layouts adapt like algorithms. Motion mirrors sound.

Design Keywords

Modular, Adaptive,
Parametric, Pixelated
Minimal, Futuristic


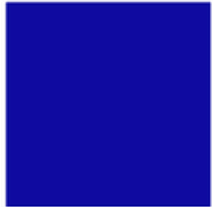


Visuals





Code page 437 imagery, dot accents, cymatics, tech-based

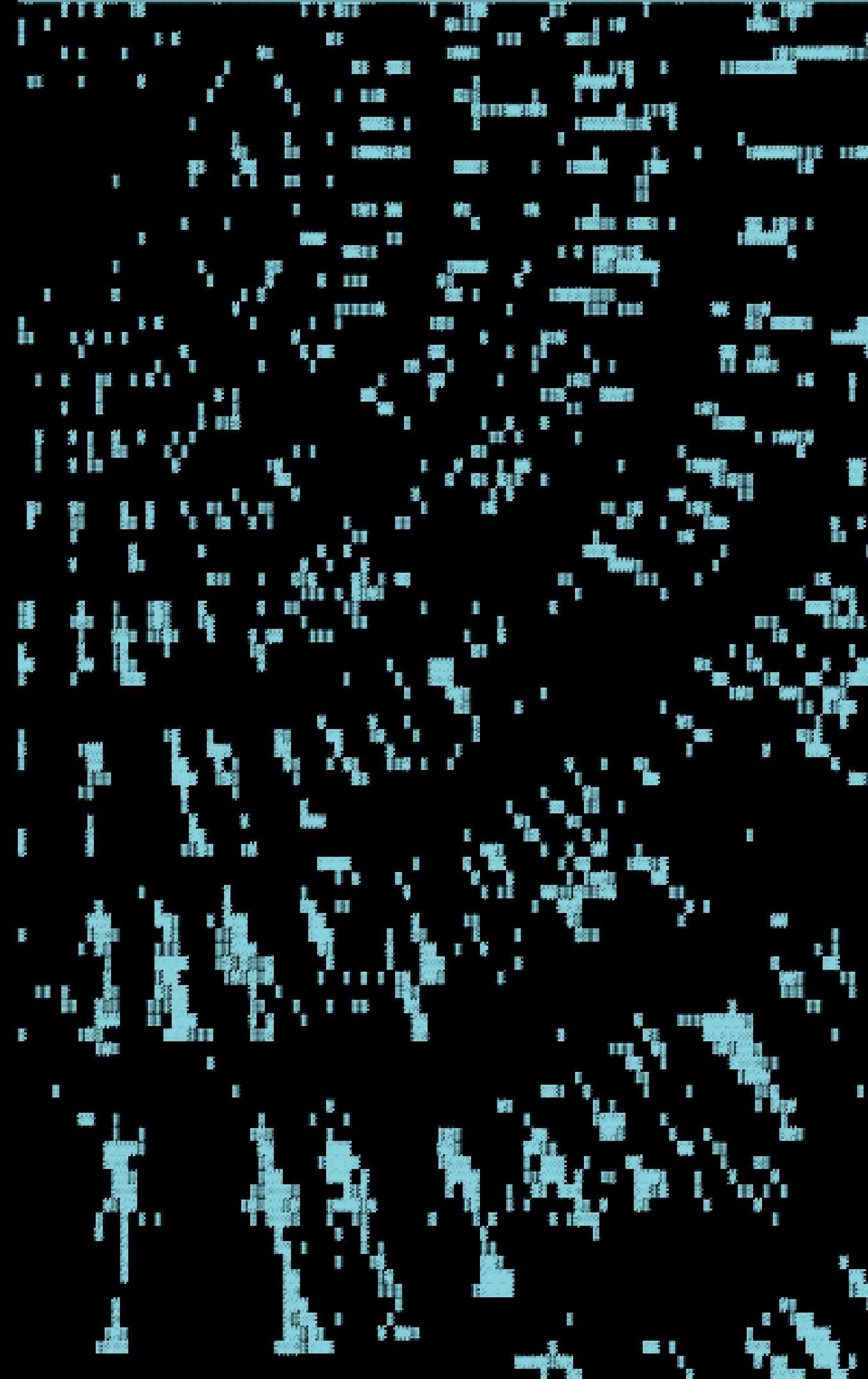
COLOR

The primary palette is digital-first, dark mode foundations with shifting blue values that respond to audio, time, and light. It's designed to pulse across screens, print, and stage environments.

The secondary palette reminisces on the previous identities of sonar while still allowing them to be.

			
Light Blue	Dark Blue	Black	Whitesmoke
HEX #9BD3DD	HEX #0F0E99	HEX #231F20	HEX #ECEDED
RGB 155, 211, 221	RGB 15, 14, 153	RGB 35, 31, 32	RGB 236, 237, 237
HSB 189, 30%, 87%	HSB 240, 91%, 60%	HSB 345, 11%, 14%	HSB 180, 0%, 93%
CMYK 43, 0, 13, 0	CMYK 100, 98, 2, 2	CMYK 69, 68, 64, 74	CMYK 6, 4, 4, 0
INKTYPE Process	INKTYPE Process	INKTYPE Process	INKTYPE Process

			
Fire Brick	Dark Orange	Dark Slate Blue	Light Pink
HEX #C72A23	HEX #ff8200	HEX #573C99	HEX #EE95AC
RGB 199, 42, 35	RGB 255, 130, 0	RGB 87, 60, 153	RGB 238, 149, 172
HSB 3, 82%, 78%	HSB 31, 100%, 100%	HSB 257, 61%, 60%	HSB 344, 37%, 93%
CMYK 8, 100, 100, 2	CMYK 0, 65, 100, 0	CMYK 78, 91, 0, 0	CMYK 0, 55, 10, 0
INKTYPE Process	INKTYPE Process	INKTYPE Process	INKTYPE Process



APPLICATIONS

Digital

- Website
- Socials
- Screen graphics
- Tickets

Print

- Posters
- Programs
- Billboards

Enviornmental

- Signage
- Wayfinding

Merchandise

- Shirts
- Hoodies
- Hats
- Badges
- Wristbands

MOODBOARD



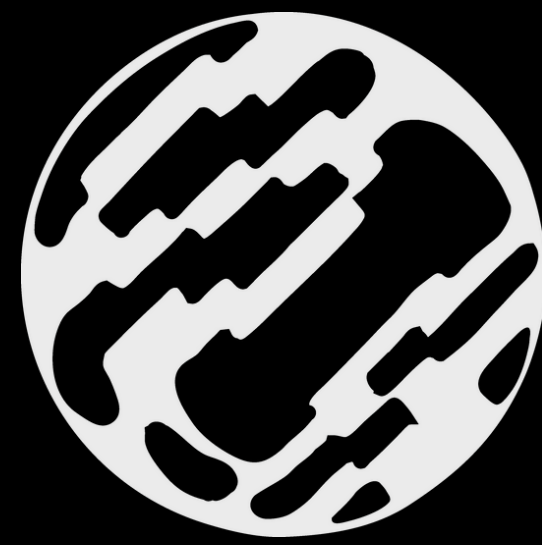
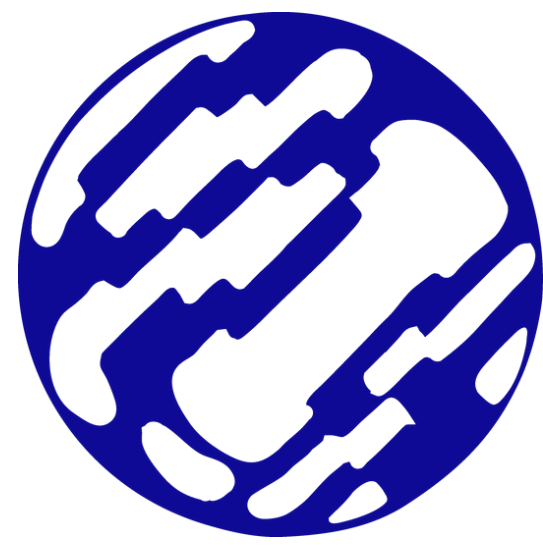
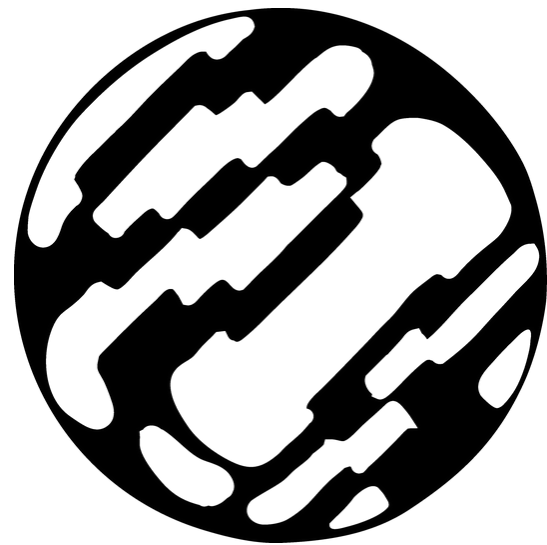
LOGO ROUGHS



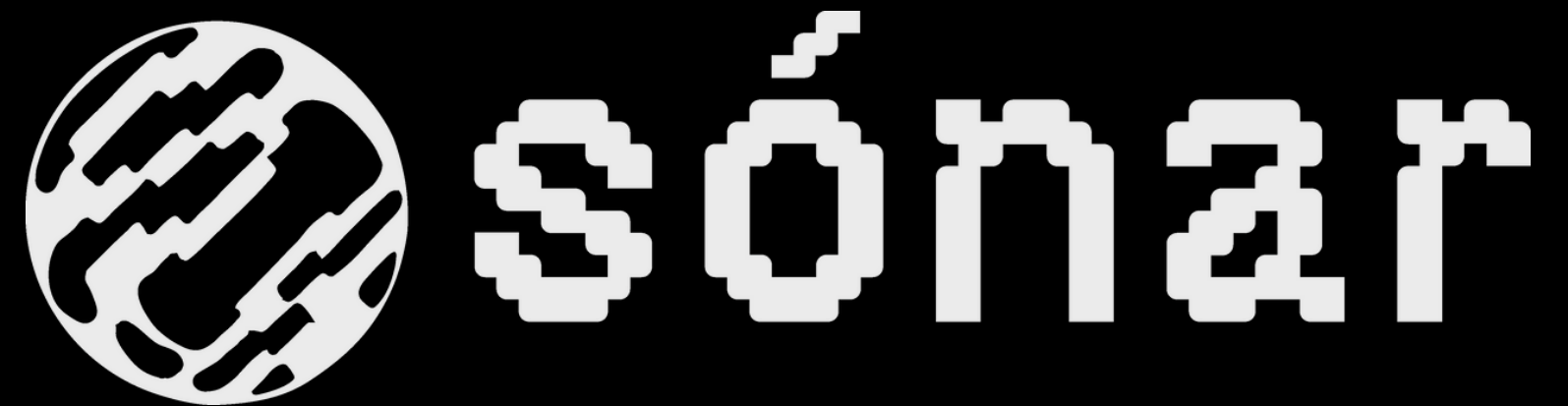
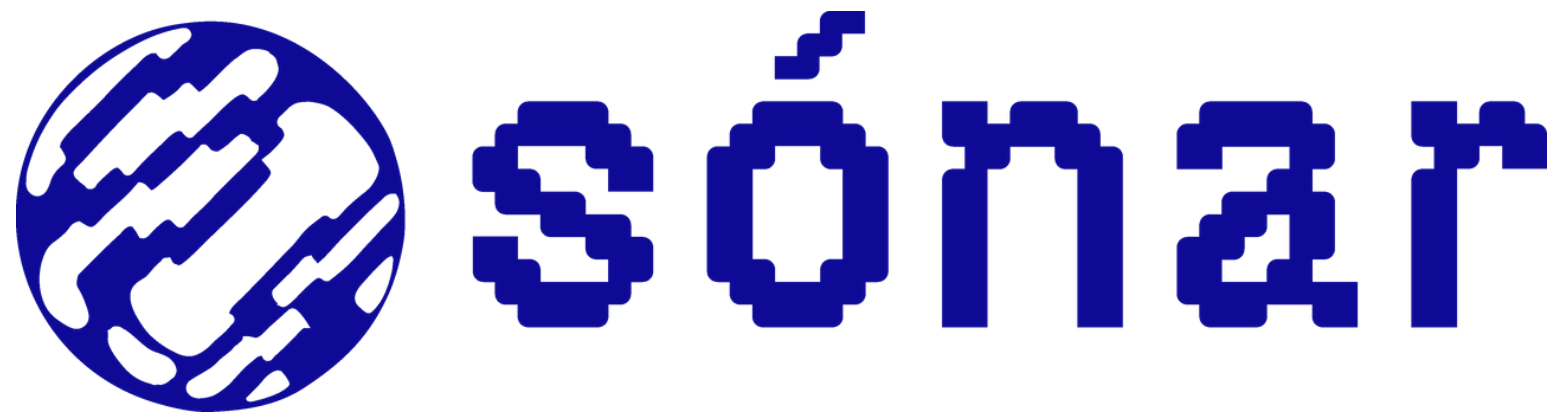
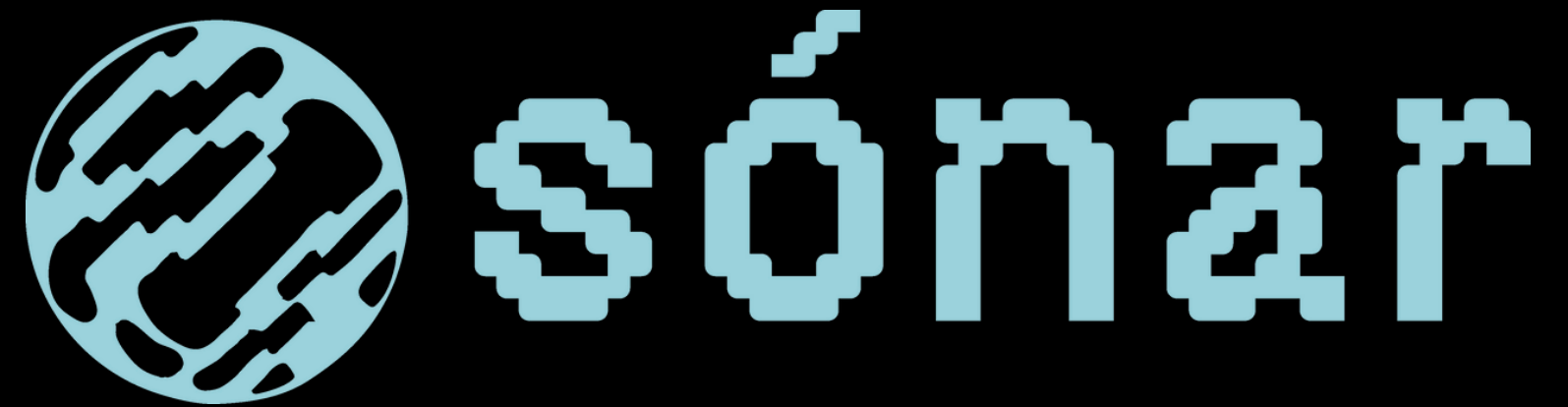
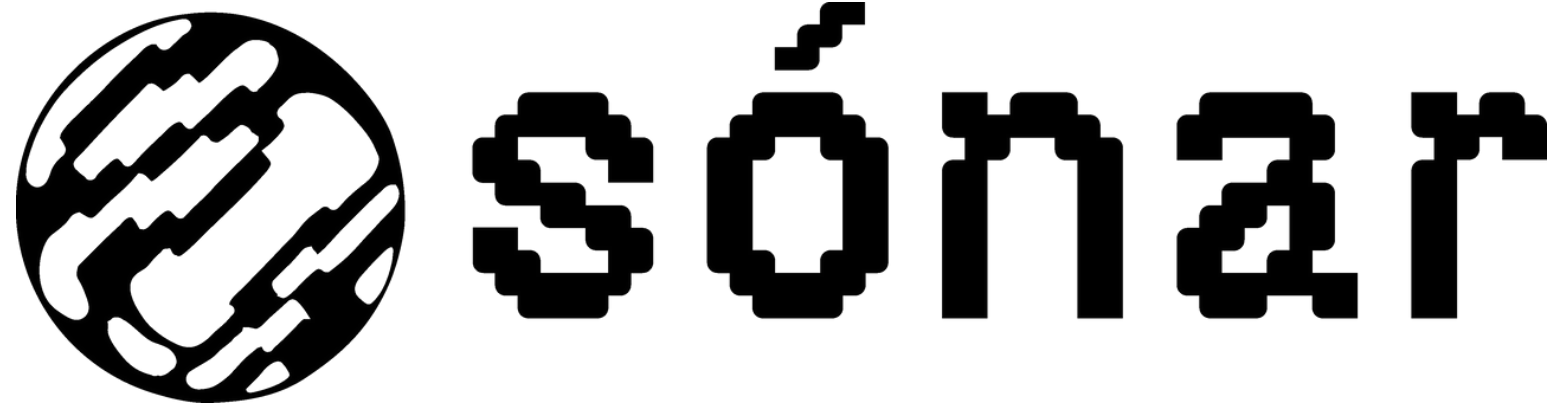
LOGO ROUGHS

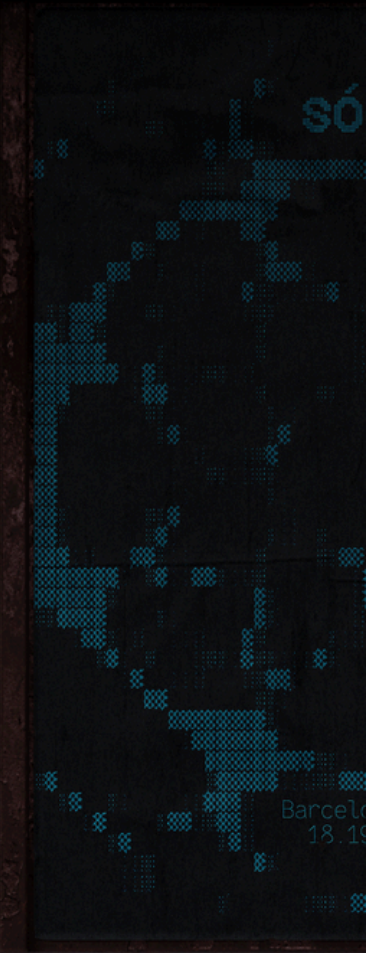
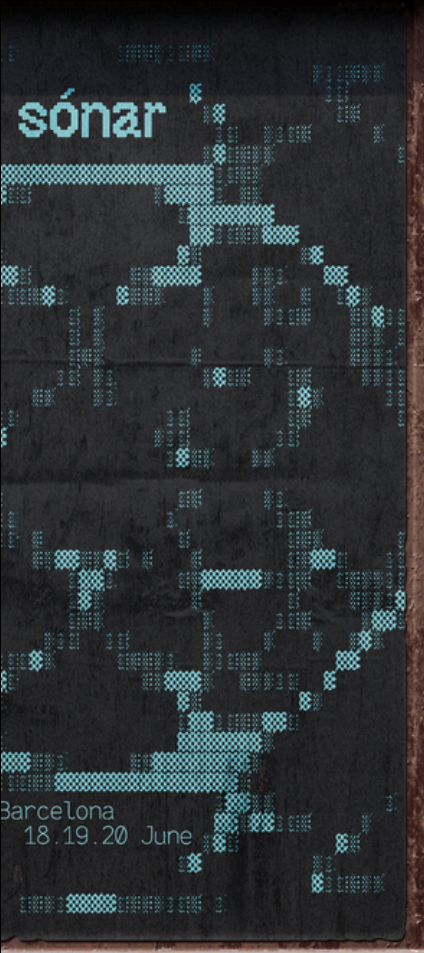


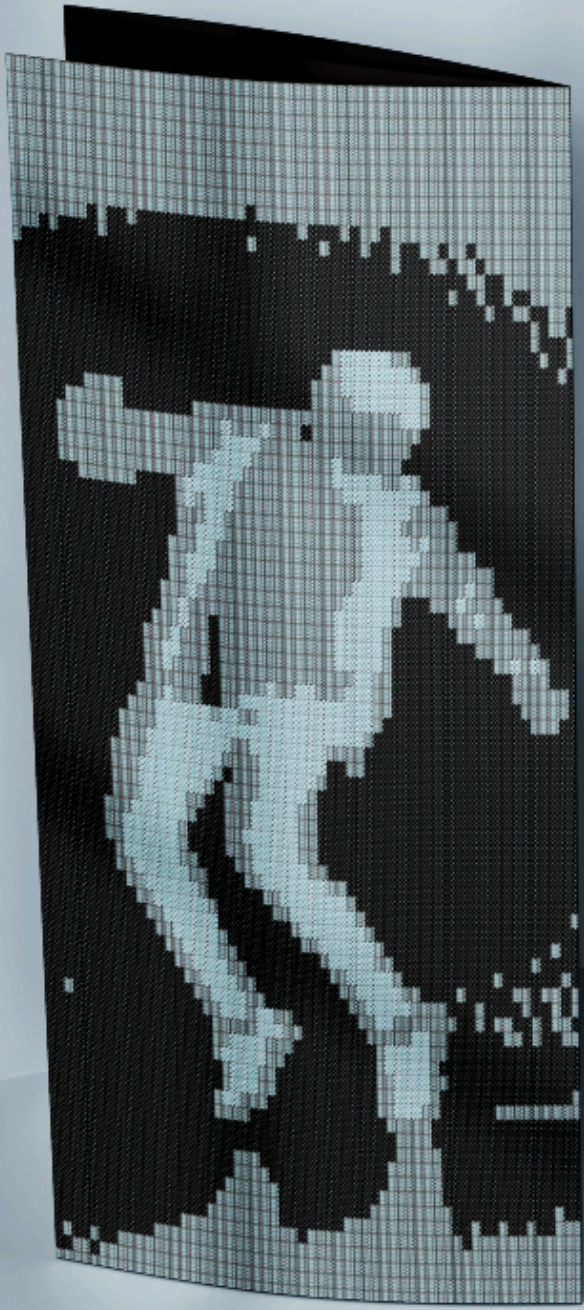
LOGO



LOGO








Smart by Day

14h	16h	17h
peel' live	You Said You'd Hold My Hand Through The Fire	18.06
ix	Club Latinx w/ Simona	
ar (OFFF)	Leanne Elliott Young (IoDF CEO & Co-Founder)	
ea Lab	AlphaTheta 'Euphonia'	
Minds	Endorphin.es	
OMUL)	Lee Gamble presents 'Models' with Candela Capitán	



18.06

	11h	12h	13h	14h	16h	17h
STAGE[ALPHA]	ABHIR Club Cringe	Soto Asa Hadren	Verde Prato Jehia	Reel-2-Reel' live	You Said You'd Hold My Hand Through The Fire	
STAGE[BETA]	Meritxell de Soto	Natural Wonder Beauty Concept	The Martinez Brothers	wicboyx	Club Latinx w/ Simona	
PANEL 11.2		Alessandra Denegri (MONOM)	Margot Mottaz (Superblue)	Pep Salazar (OFFF)	Leanne Elliott Young (IoDF CEO & Co-Founder)	
PANEL 09.1	Simone Ross (TED)	blit.studio	Hildreth England (The Conference)	Arts Korea Lab	AlphaTheta 'Euphonia'	
FORM[389]		+RAIN Film Festival	Barcelona Supercomputing Center	All Our Minds	Endorphin.es	
FORM[102]		Magda Polo Pujadas (UB-EKHO)	Gunseli Yalcinkaya (Dazed Magazine)	Anna Xambó (C4DM-QMUL)	Lee Gamble presents 'Models' with Candela Capitán	

18.06











