



BASS IN THE GRASS

Mindil Beach, Darwin

17 May 2025

EVENT TOOLKIT

DON'T MISS A BEAT

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BASS is delivered by Northern Territory Major Events Company. To find out what other amazing experiences we create, visit www.ntmajorevents.com.au

BASSINTHEGRASS takes place on Larrakia country. We acknowledge the Larrakia people as the Traditional Owners of the Darwin region and pay our respects to elders past, present and emerging.



ARE YOU READY FOR GOOD VIBES?

BASSINTEGRASS is shaping up to be an unforgettable event for music fans as it returns for its 22nd year in 2025. Darwin will be the place to dance under the palm trees with multiple stages, a stunning beachside setting, and unforgettable festival vibes. This one-day event is a must-attend for music lovers far and wide.

But BASSINTEGRASS is so much more than a music festival. The event buzzes with good vibes, attracting a diverse, vibrant crowd. It's an opportunity for music lovers to listen to local, national and international artists across multiple genres in a tropical beachside location.

BASSINTEGRASS also takes place during Darwin's dry season, giving interstateers the ultimate winter escape destination. Benefit from the good vibes, good tunes and good times BASSINTEGRASS delivers by using this toolkit to create your own BASS-themed content. That's why we've put together this toolkit to help you create great social media content with a whole range of graphics. Our event tool kit has everything you need to get your customers excited about this epic event, which attracts thousands of people and boosts the economy.



2025 LINE-UP VIDEO



WHAT'S SO SPECIAL ABOUT BASSINTHEGRASS?



Darwin's biggest music festival



Beachside tropical location with ✨ that sunset ✨



Spectacular Territory destination



Predictably perfect dry season weather



Extra performance spaces



Affordable and all ages

LOGOS

Without Date



With Date

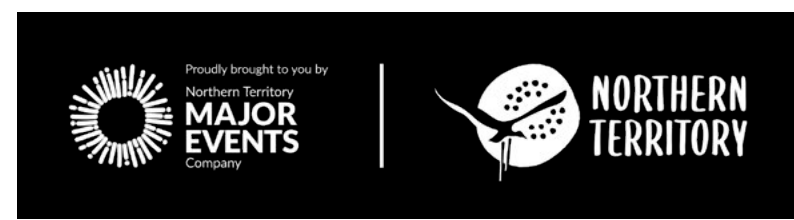


[Download logos](#)

NT MAJOR EVENTS LOCKUP

The NT Major Events / Northern Territory Government logo lockup is to be used on all event collateral that is displayed **locally** and at BASSINTHEGRASS.

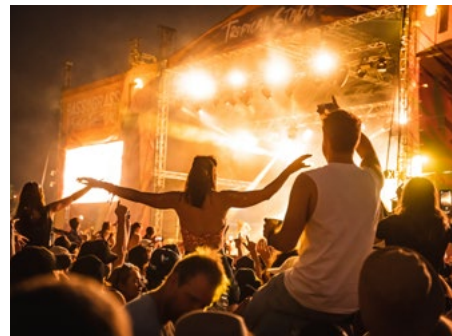
The NT Major Events / Tourism NT logo lockup is to be used when there is a specific tourism message and visitation outcome required. This logo will need to feature on all **national** media assets where possible.



Download lockups

IMAGERY

All BASSINTHEGRASS imagery should align with the brand campaign, showing bright, clean visuals that highlight the unique festival experience.



Download imagery

2025 BRAND CAMPAIGN

Colours

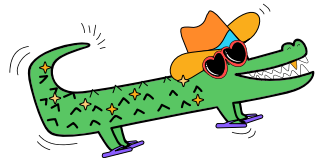
Primary

Bright Pink RGB: 255, 55, 221 HEX: #FF37DD	Orange RGB: 255, 138, 41 HEX: #FF8A29	Pastel Purple RGB: 138, 93, 254 HEX: #8A5DFE	Sherbert Orange RGB: 255, 201, 93 HEX: #FFC95D
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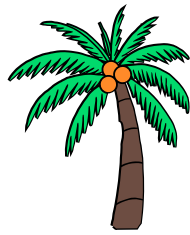
Secondary

Dusk Pink RGB: 223, 57, 174 HEX: #DF39AE	Bright Blue RGB: 42, 211, 246 HEX: #2AD3F6	Dusk Pink RGB: 89, 198, 99 HEX: #59C663	Fluro Yellow RGB: 255, 255, 85 HEX: #FFFF55
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Graphics



Festival Crocodile



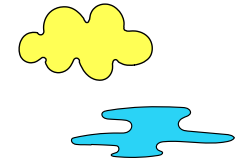
Palm Tree



BASS Speaker



Stars



Clouds

[Download graphics](#)

BRAND IN ACTION

17 May 2025
Mindil Beach, Darwin

BASS IN THE GRASS

Hilltop Hoods
 (A-Z) The Amity Affliction
 Baby J • Cyril • The Dreggs
 Hope D • Hot Dub Time Machine
 Jaded^(UK) • Jax Jones^(UK)
 Jazmine Nikitta • The Jungle Giants
 Kah-Lo^(NG) • Latifa Tee • Luude
 Meg Mac • Old Mervs
 The Rions • 3%

BOOK TICKETS

BASS IN THE GRASS
 Mindil Beach, Darwin
 17 May 2025

BASS IN THE GRASS
 Mindil Beach, Darwin 17 May 2025

Hilltop Hoods

BASS IN THE GRASS
 Mindil Beach, Darwin 17 May 2025

Baby J

BASS IN THE GRASS
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Hilltop Hoods
 (A-Z) The Amity Affliction • Baby J
 Cyril • The Dreggs • Hope D
 Hot Dub Time Machine • Jaded^(UK) • Jax Jones^(UK)
 Jazmine Nikitta • The Jungle Giants
 Kah-Lo^(NG) • Latifa Tee • Luude
 Meg Mac • Old Mervs • The Rions • 3%

Buy tickets now
bassinthegrass.com.au

BASS IN THE GRASS
 Mindil Beach, Darwin 17 May 2025

The Jungle Giants

Download assets

BRAND TONE

Brand Personality	Youthful, inclusive, authentic, energetic, fun, vibrant
Audience	Majority female, Gen-Z (born between 1997 and 2012) and young Millennials (born between 1981 and 1996)
Language	Casual, but respectful. Use emojis thoughtfully 🎉

SOCIAL GUIDE

Hashtags	<i>#BASS25 #NTAustralia</i>
Mentions	Tag us at @BASSINTHEGRASS (Facebook) and @officialbassinthegrass (Instagram) so we can see your posts and share where possible.
Asset Sizing	1:1 for Instagram, 4:5 for Facebook, 9:16 for Tiktok / stories / reels

GLOSSARY / TERMS

BASSINTHEGRASS	Must always be written as one word in all caps
BASS	Shortened version should be written in all caps
Line-up	Should be hyphenated when referring to the BASS Line-up
ReFresh	The first tier of premium BASS tickets - speedy access to amenities, a retreat from the crowds and a hassle free festival experience
Oasis	Premium BASS tickets - convenient and comfortable access to a prime location where you can settle in for the festival
BASS Camp	Introducing for the first time BASS Camp – a special retreat designed for the whole family to enjoy.

