

BASS IN THE GRASS

18 May 2024

Mindil Beach, Darwin



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?

Embrace the rhythm of opportunity with BASSINTEGRASS, the Northern Territory's longest-running music festival! Welcoming all ages, but boasting an unmistakable Gen-Z allure, BASSINTEGRASS is where music lovers from all over Australia come together to create memories that last a lifetime.

But BASSINTEGRASS is so much more than a music festival. The gathering 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 interstaters 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. It is all about da BASS! This kit has everything you need to get your customers excited about this epic event, which attracts thousands of people and boosts the economy.



2024 LINE-UP VIDEO

BASS IN THE GRASS

18 May 2024
Mindil Beach
Darwin

Macklemore

IN ALPHABETICAL ORDER

Bag Raiders • Bliss N Eco • Coterie • Jet • J-Milla
Kinder • King Stingray • Lotte Gallagher • Mashd N Kutcher
Middle Kids • Mood Swing & Chevy Bass • Northlane
Sam Divine (UK) • Sunshine and Disco Faith Choir • The 046
The Jungle Giants • Vassy • Walker & Royce (USA)
What So Not • Young Franco • Ziggy Alberts

PLUS LOCAL ARTISTS AND MORE TO BE REVEALED!

Buy tickets now

bassinthegrass.com.au

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MAJOR EVENTS
Country

NORTHERN TERRITORY

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

LOGO USAGE

Correct Use



White and Orange



White and Bright Pink



White and Fluro Pink



Bright Pink and Orange

Download logos

Incorrect Use



When the background colour has insufficient contrast with the white logo, the pink logo should be used.



Logo must be placed over a solid colour. Do not place on overlapping shapes.



Logo must be bright pink or white on a solid colour background.



Do not distort the logo in any way.



Logo lockup colours should not be altered in a way where the primary brand colours are not dominant.

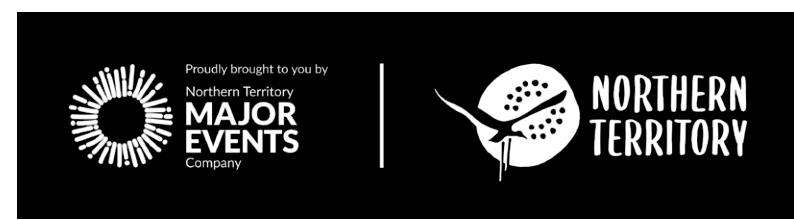


The logo with the lock-up "Music Festival" is not in use in 2024.

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

2024 BRAND CAMPAIGN

Colours

Primary



Secondary



Fresh Cut Shapes

The fresh cut shapes play an essential part in the BASSINTHEGRASS brand to give the 2024 event its own unique feel.

A collection of pre-made shapes are available for use.



[Download shapes](#)

BRAND IN ACTION

BASS IN THE GRASS
18 May 2024 Mindil Beach, Darwin

Macklemore
IN ALPHABETICAL ORDER

Bag Raiders • Bliss N Eso • Coterie • Jet
King Stingray • Lotte Gallagher
Mashd N Kutcher • Middle Kids
Mood Swing & Chevy Bass
Northlane • Sam Divine (UK)
Sunshine and Disco Faith Choir
The 046 • The Jungle Giants
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PLUS LOCAL ARTISTS AND MORE TO BE REVEALED!

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The Jungle Giants

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Sunshine and Disco Faith Choir

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MAJOR EVENTS NORTHERN TERRITORY

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Bliss N Eso

Downloadable graphics

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>#BASS24 #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
The Terrace	The highest tier of premium BASS tickets - the ultimate experience with the best of everything for the festival connoisseur



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Northern Territory
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TERRITORY**