



EVENT TOOLKIT



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

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



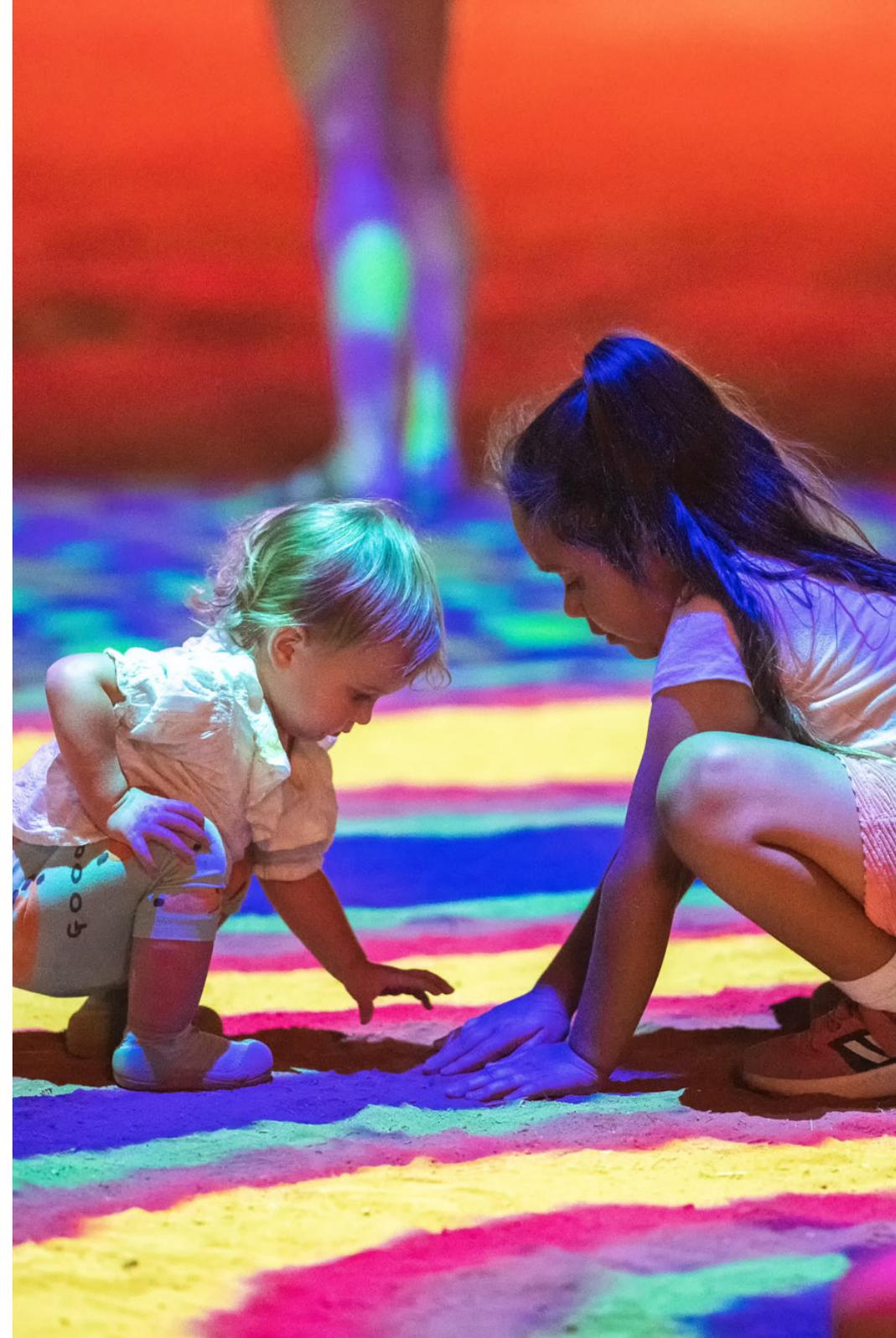
WHERE WE CONNECT

We can't wait for the desert to come alive under the Red Centre's starry skies at Parrtjima, the only authentic Aboriginal light festival of its kind. An all-ages art and cultural event, this is where the ancient and modern converge in a beautiful celebration of earth's oldest continuous living culture.

Parrtjima – A Festival in Light is where timeless Indigenous stories are told in creative new ways, using cutting-edge technology. It's where local artists meet with some of Australia's most well-known Indigenous identities on Arrernte Country in Alice Springs (Mparntwe).

The theme for 2024 is 'Interconnectedness', highlighting the importance of sharing and working together, and the connection First Nations people have with each other, the land, our waterways and sky country.

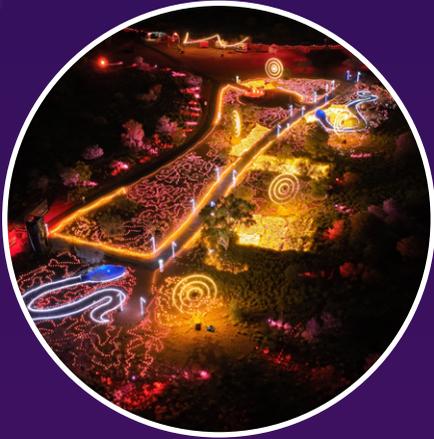
To help you make the most of the benefits this dazzling free event brings, we've created this toolkit. It includes everything you need to spread the word and get your customers excited about Parrtjima, including assets and graphics you can use online.



2024 PROMOTIONAL VIDEO



WHAT MAKES PARRDJIMA SO UNIQUE?



The only authentic Aboriginal light festival of its kind



A free, multi-night event



Shares stories through light installations, music, talks and more



Transforms the diverse landscape into a natural canvas



Developed with Traditional Owners and Elders

LOGOS

There are a variety of logo lockups available depending on the application.

Ensure the logo and tagline text is legible when viewed at 100% scale.

[DOWNLOAD LOGOS](#)

TAGLINE

This is the primary logo which only shows the tagline.



WITH DESTINATION

The Parrtjima logo can be used with the destination only.



WITH DATE

The Parrtjima logo can be used with the event date only.



WITH DATE & DESTINATION

The Parrtjima logo can be used with the event date and destination.



NT MAJOR EVENTS LOCKUP

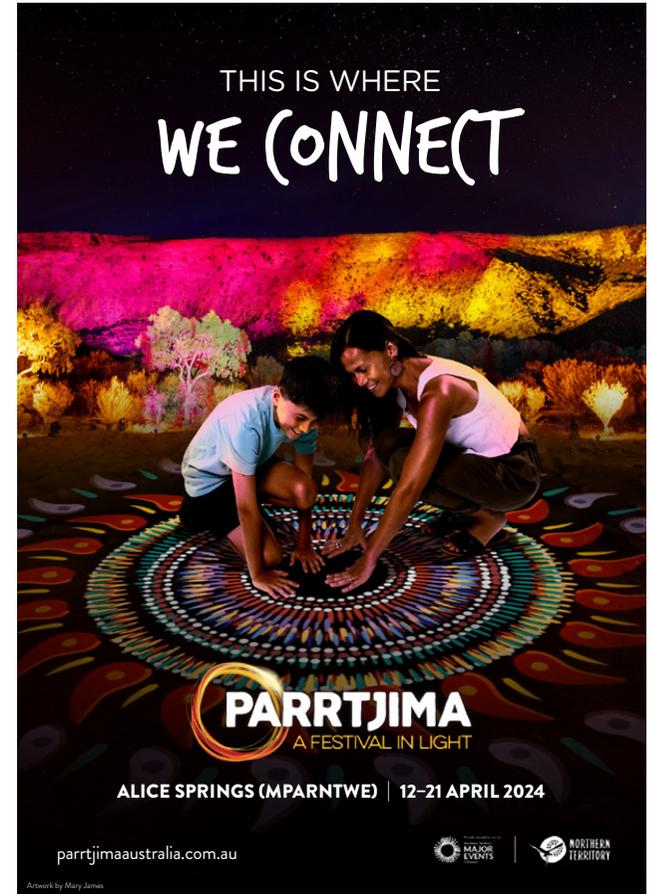
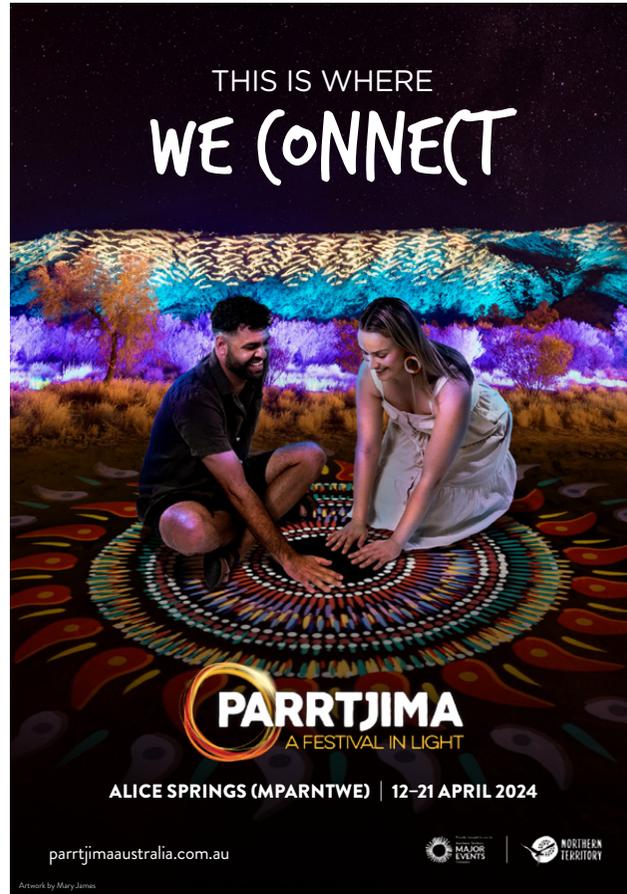
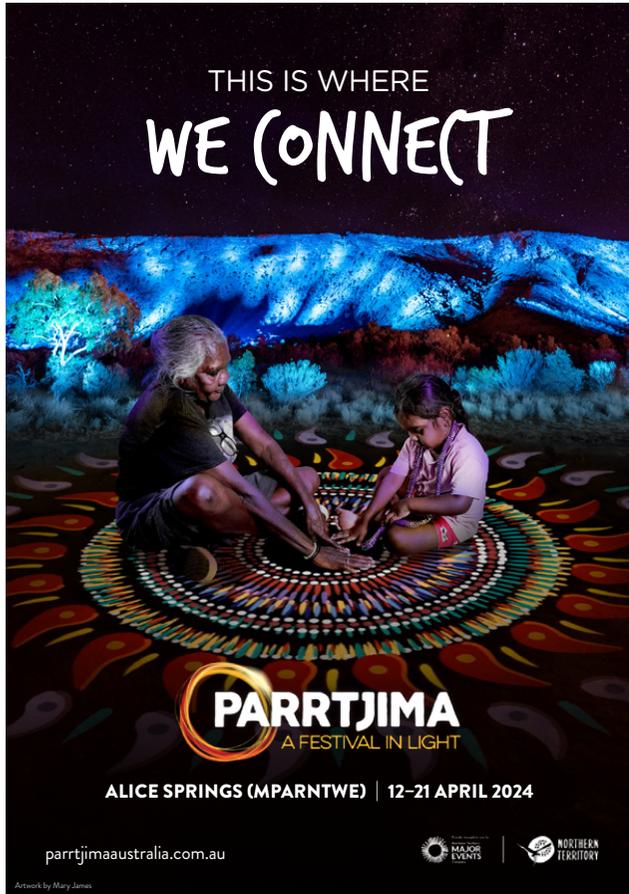
The NT Major Events / Northern Territory Government logo lockup is to be used on all event collateral that is displayed **locally** and at Parrtjima.

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](#)

2024 CAMPAIGN



DOWNLOAD GRAPHICS

IMAGERY

All Parrtjima imagery should show emotive, clean visuals that highlight the unique festival experience.



[DOWNLOAD IMAGERY](#)

COLOUR PALETTE

BRAND COLOURS

These colours are used sparingly throughout the 2024 Campaign graphics. Midnight blue should be used for text that appears on a white background.

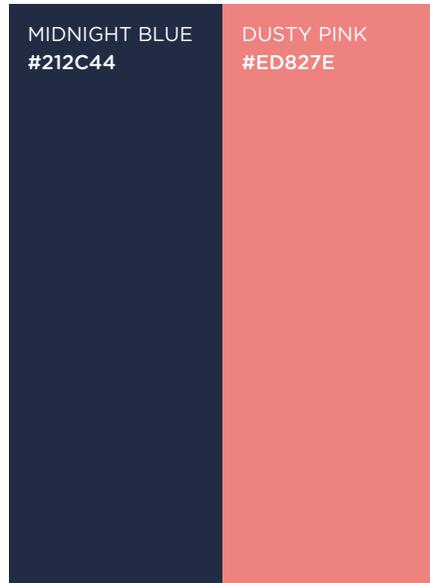
2024 CAMPAIGN COLOURS

These are the primary colours of the 2024 campaign. Desert and Rose should be used as highlight colours, not for large areas such as a background.

GRADIENT

The purple to navy gradient can be used for backgrounds where it is not appropriate to use a hero image, for example when the dimensions are very small.

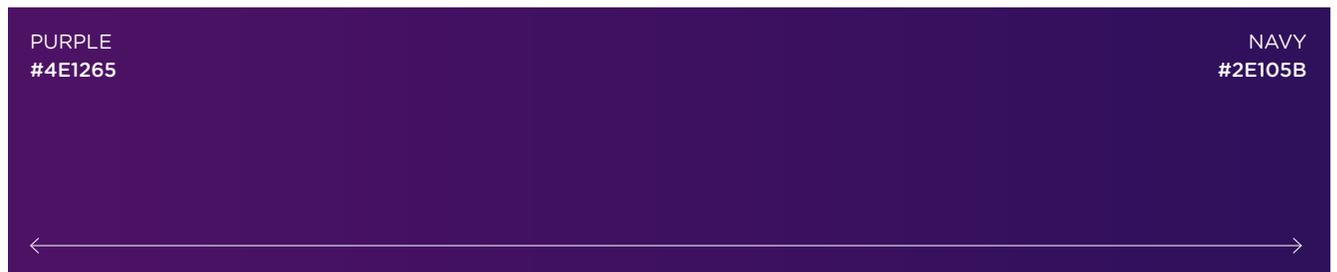
BRAND COLOURS



2024 CAMPAIGN COLOURS



GRADIENT



BRAND

Tone	Premium, transcendent, uplifting, welcoming, inclusive, memorable
Audience	Majority female Majority aged 25-34 65% Alice Springs residents Highest portion of interstate visitors are aged between 45-54

LEARN A LITTLE ARRERNTE

Keen to learn a few words of the local Arrernte (pronounced Aran-da) language? Try the below.

Parrtjima	(pronounced par-chee-ma) means 'light'
Werte	(pronounced woord-da) means 'hi' or 'hello'
Unte mwere	(pronounced Unta mar-da) means 'are you good?' or 'how are you?'
Kele	(pronounced colour) means 'OK', 'fine'
Kele mwere	(pronounced colour mar-da) means 'all good'
Mparntwe	(pronounced M-ban-tua) name for Alice Springs
Kwatye	(pronounced kwat-jar) means both water and rain, and connects us all

SOCIAL GUIDE

Hashtags	<i>#Parrtjima #lightfestival #aboriginalart #centralaustralia #redcentre #NTAustralia</i>
Mentions	Tag us at @ParrtjimaAustralia (Facebook and 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



