

# Typography

## Gokschil

**Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz**

**1 2 3 4 5 6 7 8 9**  
**.,()£"?!**

## Cascadia Mono

**Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy  
Zz**

**1 2 3 4 5 6 7**

## The Embo Fire Festival

The Embo Fire Festival is a huge event that includes activities such as performances, fire dancers, interactive group events, fireworks and so much more!

The font that is used for titles/ key headers is the font 'Gokschil'. This font is easy for viewers to read, but is still subtly unique enough to stand out and be memorable – the middle curve of the 'S' also looks like smoke moving around which connotes the idea of fire to the viewer.

For text that will be used for things such as paragraphs, Cascadia Mono is the font that was chosen as it is simple and easy for users to read and understand.

# Logo + Colours

#BB2B2F

#E35D3B

#FAA740

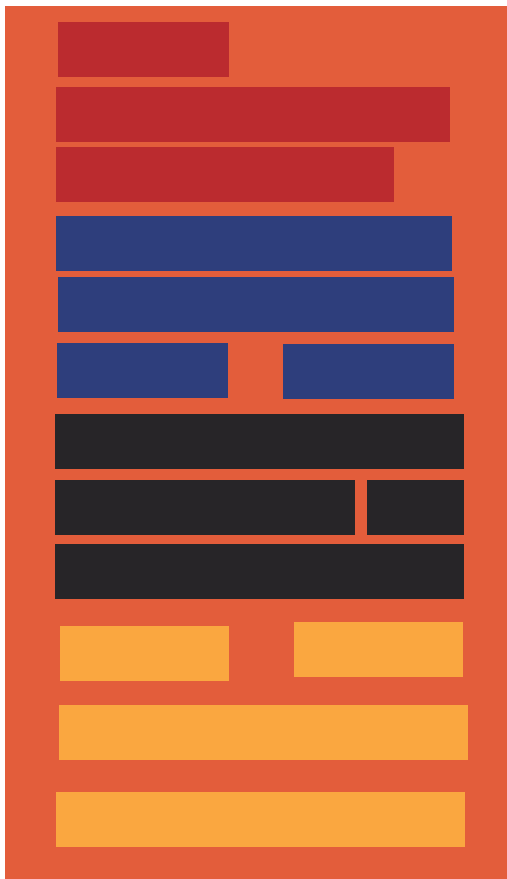
#272527



For the logo, it is inspired by things that are/ can create fire. For example, the triangles are in the shape of a sun and the gap at the bottom of the circle is to subtly create the illusion of a match that has been lit and the triangles replicate the glow around the match.

## Colour Palette

This colour palette was used as it was voted as the most suitable for the theme of the event by the targeted age group. Similarly, the fiery colours of the red, orange and yellow are complimentary and connote the idea of fires and the blue creates the idea of confidence and blue flames.



Primary

Primary

Secondary

Secondary<sup>L</sup>

Secondary

# Buttons



The buttons are rounded to make the design more visually appealing to the viewer as direct, straight lines may come across harsh to the viewer whereas rounded edges it makes the design look softer and more inviting.

Key buttons- such as a checkout button - are written in capitals to catch the eye of the user, this is to encourage the user to interact more with the site and follow the steps to buying the ticket. For other buttons -such as the cancel button- it is designed to be a different colour to the main button to prevent user mixing up the button and clicking the wrong button.

Other buttons are displayed within an icon or text, this is to prevent a user getting overwhelmed from having a variety of buttons on their page.



Having arrows to navigate the page allows users who may not have a mouse to still interact with the page as well as giving an indicator as to whether the end of the pages.

# Icons



The icons used on the website are primarily used in the 'Maps' section. The design of the icons were selected based off of how easy a viewer could understand what each symbol means as well as following the art style of the site.

As the icons appear on a colour map, having a solid black colour allows for the icons to be seen more clearly.

# Layouts

The layout should be easily replicable across a variety of media, utilising the image placements and fonts, it allows visually appealing designs across multiple media platforms.

Each layout page should have a key title at the top and then have imagery alongside the paragraph text. Having images alongside text allows the viewers to have a break from reading text and gives their eyes a chance to rest



The Embo Fire Festival, held in the picturesque village of Embo in the Scottish Highlands, is a vibrant celebration that marks the change of each season with grandeur and warmth. This unique event takes place annually at the onset of spring, summer, autumn, and winter, drawing visitors from near and far.

At the heart of the festival are the mesmerizing performances by skilled fire dancers, whose intricate routines light up the night skies with flames that dance to the rhythm of traditional and contemporary music. Each event also features an array of local and international musicians, creating a festive atmosphere that resonates through the village streets.

The festival isn't just about performances. It also hosts a lively market where artisans from across Scotland and beyond sell their crafts, including handmade jewelry, traditional Scottish attire, and unique art pieces. Food stalls abound, offering everything from local Scottish delicacies to international cuisine, ensuring there's something to satisfy every palate.

