



AKVAVITTEN FESTIVAL

“Danmarks hyggeligste festival”

Website Design



AKVIVITTEN FESTIVAL

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Aalborg Akvavit og Fredericia Kommune byder velkommen til Danmarks hyggeligste Festival.

Vi inviterer til tre dejlige dage med det bedste af Dansk Toppen, Hansi Hinterseer, cigarsmagning og en masse god mad.

Køb din billet i dag og husk at invitere din nabo.

Design choices

Header

The website's header is an image of some women laughing and seeming to have fun.



With this picture we mean to show the potential guests of Akvavitten Festival that they will have fun if they buy a ticket and joins the festival.

Logo

The logo is inspired by the logo for the festival's main sponsor, Aalborg Akvavit. It is formed as an ellipse and in it is a man and a woman toasting - in what is meant to be Aalborg Akvavit.



Colors

The website's colors is mainly red, white and black.



Black is used in the logo and the text. White is the background color and red is used in the footer and in the navigation.

Mixed in these colors are also the grey nuances from the header image.

Fonts

With our font choice our focus has been on finding simple and easy-to-read fonts.

Source sans pro for the headline:

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And Verdana for the rest:

Hjem