



INDUSTRY

Media and Entertainment

PROJECTS

Logo
Identity System
Brochures

Grant Park Music Festival

The Grant Park Music Festival continues to be the nation's only remaining free, outdoor classical music series. For area residents and tourists alike, these concerts provide a summer evening adventure to share with friends and family. When the Festival wanted to redesign its logo, visual identity and materials to reflect its new home in Chicago's Millennium Park, they turned to Brainforest.

From the Frank Gehry inspired logo, to the color palette, brochure design and photography selection, Brainforest developed a body of materials that reflects the excitement and fun of an outdoor concert on a warm summer evening.

Brainforest is a creative agency rooted in strategy. Your brand has fleeting, valuable opportunities to make a connection with your customers. Through our strategically based **AccessPaths™** process, Brainforest creates meaningful, vivid experiences to ensure all points of customer interaction are embraced. **To begin creating your own success story, contact Nils Bunde at 312.492.6600 or nils.bunde@brainforest.com**

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