

ECHOES OF EARTH

FUTURE EARTH · REBRANDING

INDIA'S GREENEST CIRCULAR MUSIC FESTIVAL · v2.0

WHAT IS ECHOES OF EARTH?

India's greenest circular music festival, founded 2016

Music, art, conservation & community in immersive outdoor settings

Each edition is built around a biodiversity theme

A multi-sensory environmental experience across Bangalore & Goa

FESTIVAL IDENTITY

- Sustainability-driven music & art festival
- Multi-sensory, immersive environmental experience
- Strong ethical identity & community-led storytelling
- Earthy, handmade, craft-driven aesthetic

HOWEVER

- Visual language feels rooted in craft & nostalgia
- Sustainability is coded as rustic, low-tech, niche
- Limited appeal to design-led, global audiences
- Ethical, but not perceived as forward-thinking

RESEARCH SUMMARY

TARGET AUDIENCE

- Urban, educated, environmentally aware
- Primary audience: ages 22–40
- Culture seekers & music explorers
- Sustainability-conscious individuals
- Creative professionals & community-driven visitors

MAIN TENSIONS

- Ethical credibility vs. design-led appeal
- Craft & nostalgia vs. future-facing identity
- Sustainability as sacrifice vs. design possibility
- Niche festival vs. global cultural platform



OPPORTUNITY

To reposition Echoes of Earth as:

- A future-facing cultural platform, not just a green festival
- An innovation-driven, design-led identity
- A prototype of sustainable living through sound & design

OUR CONCEPT

ECHOES: FUTURE EARTH

"Designing music for the planet we want."

A music festival that prototypes the future of sustainable living through sound, design, and culture —
reimagining Echoes of Earth as a future-facing cultural platform, not just a green festival.

KEY SHIFT

Handmade → Designed

Rustic → Refined

Earth-only storytelling → Nature + intelligent tech

Passive sustainability → Active innovation

Craft-based nostalgia → Innovation-driven design

WHAT WE WANT TO CREATE

- An immersive, design-led festival experience
- Sustainability as aspiration, not sacrifice
- Eco-futurism: biomimicry, circular systems, modular architecture
- A cultural platform that resonates with the future

MOODBOARD



LOGO



W H I T E · B L A C K · B R A N D C O L O R W A Y

Modular logo inspired by soundwaves, tree rings & circuit patterns. Organic geometry meets digital precision.

TYPOGRAPHY

Aa

HEADER FONT

GEOMETRICA SANS

Architectural precision · all-caps · wide tracking

Aa

BODY FONT

PLAYFAIR

Organic warmth · serif details · editorial feel

COLOUR PALETTE

#0F2E28

#1C1C1C

#2BB673

#4FD1C5

#E7E2D8

DEEP FOREST

CHARCOAL

ECO CORE GREEN

DIGITAL TEAL

WARM LIGHT

Primary background

Secondary dark

Brand green

Controlled tech glow

Soft organic neutral



ECHOES 2.0 · FUTURE EARTH

Dec 13 – 15, 2026 · Bangalore, India

ARTISTS

BONOBO · JON HOPKINS · MODERAT · FLOATING POINTS ·
FOUR TET · NICOLAS JAAR · BICEP · TYCHO
+ more artists across 9 sustainable stages

Genres: Organic Electronic · Ambient Techno · Immersive Sound

"Designing music for the planet we want."

MERCHANDISING



WHITE, BLACK, DEEP FOREST & WARM SAND T-SHIRT DESIGNS

MERCHANDISING



WHITE & DEEP FOREST CAP DESIGNS

MERCH: OTHERS



TOTE BAGS · BOTTLES · WRISTBAND · LANYARDS

BRANDED FOOD TRUCKS



ECHOES F&B · ON-SITE SUSTAINABLE FOOD & BEVERAGE

FOOD & BEVERAGE PACKAGING



COMPOSTABLE PACKAGING IN BRAND PALETTE

SOCIAL MEDIA ASSETS

echoesofearthfestival



ECHOES OF EARTH

ECHOES 2.0
FUTURE EARTH · 2026

"Designing music for the planet we want."

DEC 13 – 15, 2026 · BANGALORE, INDIA

ORGANIC ELECTRONIC · AMBIENT TECHNO · IMMERSIVE SOUND

— ARTISTS —
BONOBO
SECOND STAGE

JON HOPKINS
FLOATING POINTS

MODERAT
NICOLAS JAAR

FOUR TET

BICEP
TYCHO

+ MORE ARTISTS ACROSS 9 SUSTAINABLE STAGES

ZERO LANDFILL WASTE FREE	SAPLINGS PLANTED 33,000+	CO₂ AVOIDED 21,681 KG	ATTENDEES 33,000+
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ECHOESOFEARTH.COM

ECHOES OF EARTH · EST. 2016 · INDIA'S GREENEST CIRCULAR MUSIC FESTIVAL

2.1K

128

342



1,269
posts

89.3K
followers

10
following

Future of Earth 2026 | Ambient Techno

Following

Message



echoesofearthfestival



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SPOTIFY PLAYLIST COVER DESIGN





COMING THIS DECEMBER 2026

HOPE TO SEE YOU SOON

"Designing music for the planet we want."

ECHOES OF EARTH.COM · #FUTUREEARTH