



Creative Brief: Boulder B-Sides

Project Overview

Boulder B-Sides is a collaborative community initiative between Community Foundation Boulder County, the City of Boulder's Office of Arts and Culture, and the Boulder County Arts Alliance. The project is designed to ensure Boulder's creative community can participate visibly and economically in the arrival of the Sundance Film Festival.

During the festival, local arts organizations will receive funding and support to create public arts activations in vacant storefronts throughout the festival footprint. These spaces become temporary canvases for local artists and organizations — creating opportunities for discovery, connection, and economic activity while bringing Boulder's creative identity into the festival experience.

At its heart, Boulder B-Sides is about putting local creativity in the spotlight and giving people an opportunity to discover the creativity and community that already exists here in Boulder beyond Sundance.

Project Goals

- Showcase Boulder's creative talent to audiences visiting Boulder for the Sundance Film Festival
- Activate vacant storefronts and bring energy to underutilized spaces.
- Create economic opportunities for local artists and arts organizations.
- Give Sundance attendees an authentic experience of Boulder beyond the festival itself.
- Create opportunities for the local community to participate in and benefit from the energy surrounding Sundance.



Audience

Primary

Sundance attendees

- National and international visitors
- Film lovers, filmmakers, artists, and creative professionals
- People who may be unfamiliar with Boulder and looking for things to discover beyond the official festival experience

Secondary

Local community members and arts supporters

- Boulder residents
- Local arts audiences
- People who want to participate in and support Boulder's creative community

The Brand

We want to create a bold, contemporary identity for Boulder B-Sides that invites people to look beyond Sundance, discover another side of Boulder, and stumble upon the creativity happening just around the corner.

We are planning to partner with a local designer to develop a visual identity and flexible brand system for Boulder B-Sides that can live across physical spaces, digital channels, and marketing materials.

The Sundance Film Festival will bring new visitors to Boulder and encourage community members to experience their community in a new way. We want the Boulder B-Sides branding to catch the eye, give people a reason to look in a window, and think, "What's over there? That looks exciting!"

The brand should capture that sense of curiosity and serendipity while communicating that these experiences are a homegrown representation of what Boulder's arts community has to offer.



Brand Personality

- Inviting Discovery
- Unexpected
- Fresh
- Creative
- Local

We want people to feel they've stumbled upon something exciting (a local secret) and to feel curious enough to investigate.

The Boulder B-Sides Name

The name Boulder B-Sides offers a useful metaphor for this project — The things you discover when you look beyond the main event.

A "B-side" traditionally refers to the less-promoted or alternative side of a record or cassette — the music you might discover after flipping it over.

The B-side isn't necessarily less important. It can be the unexpected favorite or the thing you didn't know you were looking for.

The identity could explore related ideas including:

- Flipping over to see what's on the other side
- Letting curiosity lead you to an unexpected surprise
- Exploring another side of Boulder beyond the film festival
- Discovering a local treasure that makes you feel closer to the Boulder community



Potential inspiration:

- Records
- Cassette tapes
- Reversible graphics
- Negative space (looking through a window to see what's inside)
- Mirror images
- Rotating or flipping type
- Two sides of the same object

The visual identity could reward people who engage with it — revealing something unexpected when they look closer.

Project Themes

1. Discovery & Serendipity

Boulder B-Sides should feel like something you stumble upon. The brand should create the feeling of, “Wait — what's happening over there?”

2. Boulder: A Real, Vibrant Community (Not just a movie set)

The Flatirons are an instantly recognizable visual anchor for Boulder and may provide an opportunity to establish a sense of place for an international audience.

However, we'd like to avoid simply creating another traditional Boulder/Flatirons identity.

The goal is to communicate, “This is Boulder, authentic, creative, vibrant!”

3. The Vacant Storefront as Canvas

The physical environment is a major part of the project. Vacant commercial spaces become temporary galleries, stages, studios, and places for artistic experimentation.



What the Brand Should Communicate

The visual identity should communicate three ideas simultaneously:

1. Look here

There is something unexpected happening just around the corner.

2. This is Boulder

The experience is rooted in local artists, organizations, creativity, and community.

3. You're invited/Join us!

This isn't an exclusive arts event or a private Sundance experience. It's an invitation to explore, participate, and experience another side of Boulder.

Visual Direction

We are drawn toward:

- Bold, contemporary, playful typography
- Bright, unexpected color (contrasting the winter landscape)
- Strong visual contrast
- Graphic systems that can scale from tiny digital applications to large storefront windows
- Motion, rotation, flipping
- A strong, recognizable wordmark or symbol
- A system that can accommodate many different kinds of artists and activations
- A brand that feels at home in an arts

We want to avoid:

- Generic "Boulder" or "Colorado" aesthetics



- Anything that suggests Boulder B-Sides is an official Sundance program or festival sub-brand

The identity should feel connected to the energy of the Sundance moment while maintaining a clear visual distinction from Sundance, communicating that Boulder B-Sides is a local community initiative.

Brand Applications

We see potential in a visual identity being used across a variety of physical and digital mediums, including:

Physical

- Storefront/window graphics
- Posters
- Street-level signage
- Wayfinding
- Event/program signage
- Artist/organization signage
- Stickers and other small-format materials

Digital

- Website
- Social media graphics
- Email marketing
- Online event listings
- Press releases

Marketing

- Campaign materials
- Printed collateral
- Community partner materials



The identity should be flexible enough that individual activations can have their own visual personality while still clearly belonging to Boulder B-Sides.

Deliverables

We would like to work collaboratively with the designer to determine the appropriate scope, but anticipate the following:

Core Identity

- Boulder B-Sides logo
- Color palette
- Typography system
- Graphic elements / visual language
- Basic brand guidelines

Campaign Materials

- Templates or design system for social media
- Templates or design system for web/email/digital graphics
- Poster/flyer template
- Storefront/window application concepts
- Signage/wayfinding concepts

Desired Outcomes

A successful Boulder B-Sides identity should:

- Make people stop: Something about it catches their eye.
- Make people curious: They want to know what's happening.
- Make people explore: The brand encourages them to turn a corner, look through a window, or enter a space.
- Make Boulder visible: Visitors understand that this experience is rooted in the local creative community.