

**BASS IN THE GRASS**

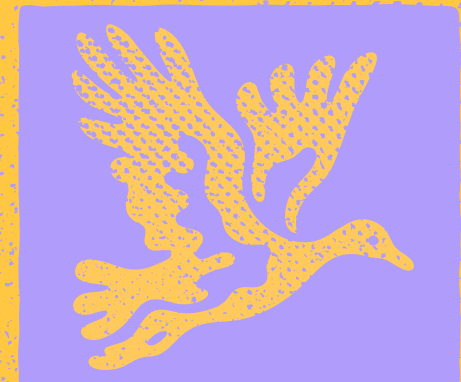
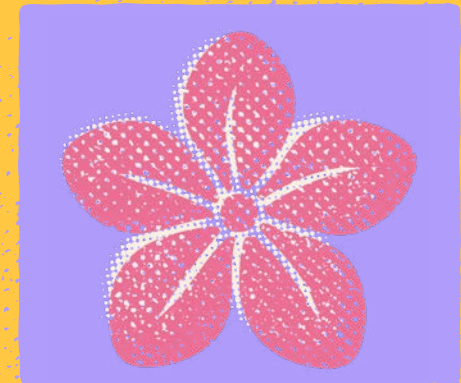
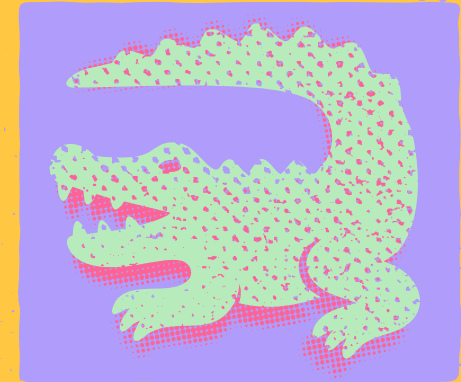
*Music Festival*

**16 MAY 2026 - MINDIL BEACH, DARWIN**

**EVENT TOOLKIT**

# DON'T MISS A BEAT

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**BASSINTHEGRASS takes place on Larrakia country. We acknowledge the Larrakia people as the Traditional Owners of the Darwin region and pay our respects to elders past, present and emerging.**

# ARE YOU READY FOR GOOD VIBES?

BASSINTEGRASS is shaping up to be an unforgettable event for music fans as it returns for its 23rd year in 2026. Darwin will be the place to dance under the palm trees with multiple stages, a stunning beachside setting, and unforgettable festival vibes. This one-day event is a must-attend for music lovers far and wide.

But BASSINTEGRASS is so much more than a music festival. The event buzzes with good vibes, attracting a diverse, vibrant crowd. It's an opportunity for music lovers to listen to local, national and international artists across multiple genres in a tropical beachside location.

BASSINTEGRASS also takes place during Darwin's dry season, giving interstaters the ultimate winter escape destination. Benefit from the good vibes, good tunes and good times BASSINTEGRASS delivers by using this toolkit to create your own BASS-themed content. That's why we've put together this toolkit to help you create great social media content with a whole range of graphics. Our event tool kit has everything you need to get your customers excited about this epic event, which attracts thousands of people and boosts the economy.



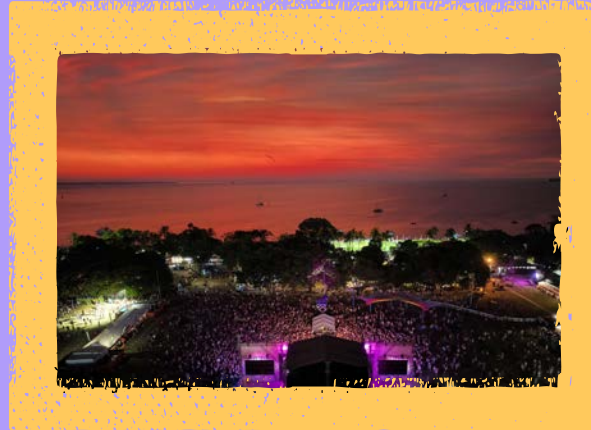
# 2026 LINE-UP VIDEO



# WHAT'S SO SPECIAL ABOUT BASSINTHEGRASS?



**DARWIN'S BIGGEST  
MUSIC FESTIVAL**



**BEACHSIDE TROPICAL  
LOCATION WITH THAT SUNSET**



**SPECTACULAR  
TERRITORY DESTINATION**



**PREDICTABLY PERFECT  
DRY SEASON WEATHER**



**AFFORDABLE  
AND ALL AGES**

# LOGOS



[DOWNLOAD LOGOS](#)

# IMAGERY

All BASSINTHEGRASS imagery should align with the brand campaign, showing bright, clean visuals that highlight the unique festival experience.



[DOWNLOAD IMAGERY](#)

# BRAND COLOURS

<p>CMYK 33/38/0/0 RGB 176/156/250 HEX B09CFA</p>	<p>CMYK 68/100/29/18 RGB 100/31/99 HEX 641F63</p>	<p>CMYK 11/86/0/0 RGB 223/57/174 HEX DF39AE</p>	<p>CMYK 63/69/0/0 RGB 138/93/254 HEX 8A5DFE</p>	<p>CMYK 2/66/2/0 RGB 237/122/173 HEX ED7AAD</p>	<p>CMYK 0/22/74/0 RGB 255/201/93 HEX FFC95D</p>	<p>CMYK 2/15/43/0 RGB 247/214/156 HEX F7D69C</p>	<p>CMYK 1/4/11/0 RGB 250/240/224 HEX FAF0E0</p>	<p>CMYK 24/0/31/0 RGB 194/232/191 HEX C2E8BF</p>
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# GRAPHICS



[DOWNLOAD GRAPHICS](#)

# SOCIAL ASSETS



**BASS IN THE GRASS**  
THE  
*Music Festival*  
16 MAY 2026 - MINDIL BEACH, DARWIN

(A-Z)

ANNA LUNOE B2B NINA LAS VEGAS  
 AYYBO<sup>(USA)</sup> • BALL PARK MUSIC  
 DENZEL CURRY<sup>(USA)</sup> • GALANTIS<sup>(SWE)</sup>  
 G FLIP • IN HEARTS WAKE • JESSB<sup>(NZ)</sup>  
 KITA ALEXANDER • KOBIE DEE  
 THE LIVING END • MALLRAT  
 MAPLE'S PET DINOSAUR  
 MORTY<sup>(UK)</sup> • NINAJIRACHI • OKTAE<sup>(KR)</sup>  
 PEKING DUK • PLAYLUNCH  
 TEEN JESUS AND THE JEAN TEASERS  
 THE TESKEY BROTHERS • VENJENT<sup>(UK)</sup>

**ON SALE NOW**




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**TICKETS ON SALE**



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**TICKETS ON SALE**

**DOWNLOAD ASSETS**

# BRAND TONE

<b>Brand Personality</b>	Youthful, inclusive, authentic, energetic, fun, vibrant
<b>Audience</b>	Majority female, Gen-Z (born between 1997 and 2012) and young Millennials (born between 1981 and 1996)
<b>Language</b>	Casual, but respectful. Use emojis thoughtfully 🎉

# SOCIAL GUIDE

<b>Hashtags</b>	<i>#BASSINTHEGRASS #BASS26 #NTAustralia</i>
<b>Mentions</b>	Tag us at <b>@BASSINTHEGRASS</b> (Facebook) and <b>@officialbassinthegrass</b> (Instagram) so we can see your posts and share where possible.
<b>Asset Sizing</b>	1:1 for Instagram, 4:5 for Facebook, 9:16 for Tiktok / stories / reels

# GLOSSARY / TERMS

<b>BASSINTHEGRASS</b>	Must always be written as one word in all caps
<b>BASS</b>	Shortened version should be written in all caps
<b>Line-up</b>	Should be hyphenated when referring to the BASS Line-up
<b>ReFresh</b>	The first tier of premium BASS tickets - speedy access to amenities, a retreat from the crowds and a hassle free festival experience
<b>Oasis</b>	Premium BASS tickets - convenient and comfortable access to a prime location where you can settle in for the festival
<b>BASS Camp</b>	A special retreat designed for the whole family to enjoy.

