

Cove Surf Jam 2027 Design Brief

A raw, low-key celebration of the creative, less commercial edge of surfing in Sri Lanka. We need the artwork that carries it.

01 WHAT IS COVE SURF JAM?

An excuse to bring the community together and enjoy the soulful side of surfing. Two surf jams and a non-competitive expression session at the Cove, with local and foreign surfers rocking single and twin fins, foamies and floaties — showing us what “surfing with style” is all about. Against a backdrop of pop-up shops, soulful surf films, live music, DJs, beach BBQs and much more. It feels more like a festival than a surf competition.

02 CSJ27 THEME

The theme, as always, is the wonky, weirdo, creative, soulful side of surf culture in Sri Lanka. The antithesis of global corporate surf brands. Bringing the community together for a weekend of surf celebration.

03 INSPIRATION, COLOURS, ILLUSTRATION, STYLE

Our design and event logo change each year, but always have a playful, raw, hand-made edge to them. They recognise our Sri Lankan roots and our creative celebration of alternative sub-culture. Vintage brands, gig posters, record sleeves & music and arts festivals are the source of our inspiration — see the reference strip below. Full board: [2027 Creative Inspiration board on Pinterest](#).

04 THINGS WE DON'T WANT

- ✗ Corporate surf branding
- ✗ Performance surfing
- ✗ Big wave imagery
- ✗ Generic palm trees
- ✗ AI-looking artwork
- ✗ Overly polished

05 WORD ASSOCIATION

Soulful	Weird	Playful
Raw	Hand drawn	Vintage
Tropical	Creative	
Community	Alternative	

06 DELIVERABLES

- Poster
- T-shirt front
- Optional back print

REFERENCE · VINTAGE BRANDS, GIG POSTERS, RECORD SLEEVES, FESTIVAL PRINT



07 · SUCCESS

When someone sees this design they should feel the **warmth, humour, integrity and passion** of the Cove Surf Jam.