

10-19 APRIL 2026

PARRTJIMA

ILLUMINATING THE WORLD'S
OLDEST LIVING CULTURE



10 NIGHTS OF LIGHT, ART, MUSIC
AND CULTURE IN THE DESERT

Event Toolkit

DESERT PARK
ALICE SPRINGS (MPARNTWE)
PARRTJIMA.COM.AU

Explore

Introduction	3
2026 Promotional Video	4
What makes Parrtjima so unique?	5
Logos	6
2026 Campaign	7
Imagery	8
Colour Palette	9
Brand	10
Social Guide	10
Learn a little Arrernte	10

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

Language and its deep knowledge

We can't wait for the desert to come alive from 10–19 April 2026 for an unforgettable edition of Parrtjima, where the landscape of the Red Centre transforms under starry skies, bringing art and culture to life in captivating new ways.

Parrtjima is an extraordinary celebration of culture and light - a festival that illuminates stories, traditions, and the spirit of the world's oldest living culture. It's where local artists meet with some of Australia's most well-known Indigenous identities on Arrernte Country in Alice Springs (Mparntwe).

The 2026 Parrtjima theme, Language, will be brought to life through a series of dynamic light installations and interactive experiences that honour the power of language in all its forms.

Across the festival, visitors will encounter artworks that illuminate the stories, rhythms and beauty of language, from ancient to contemporary.

Alongside the visual program, interactive language workshops will offer the opportunity to learn words, phrases and cultural meanings unique to Country.

Together, these experiences invite audiences to see, hear and feel the living spirit of language – not just as communication, but as connection, identity and an enduring bridge between people and Place.



2026 Promotional Video



What makes Parrtjima so unique?

THE ONLY FESTIVAL THAT ILLUMINATES
THE WORLD'S OLDEST LIVING CULTURE



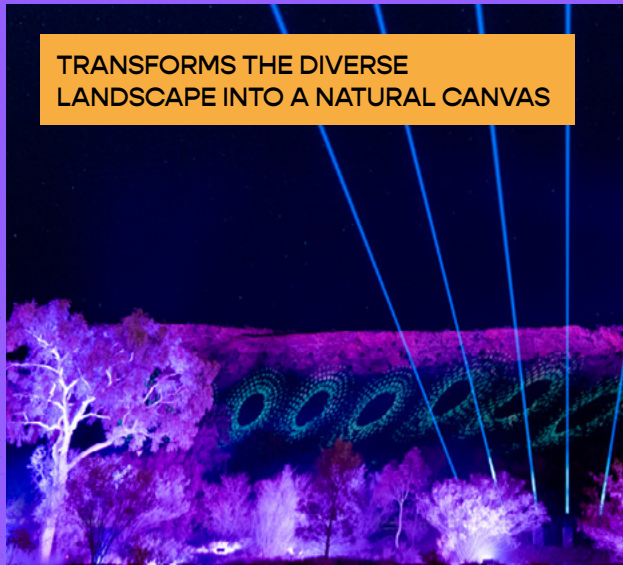
10-NIGHT, FREE, FAMILY FRIENDLY EVENT



AUTHENTIC DEMONSTRATIONS
AND WORKSHOPS



TRANSFORMS THE DIVERSE
LANDSCAPE INTO A NATURAL CANVAS



DEVELOPED WITH TRADITIONAL
OWNERS AND ELDERS



Logos

The logo should be used as large as possible when space allows, to maximise visibility and brand impact.

The Parrtjima logo must always maintain clear space to ensure visibility and impact.

Clear space is the term for a specific amount of space that a logo must have on all sides – no other graphic elements or typography should enter this zone.

DOWNLOAD LOGOS

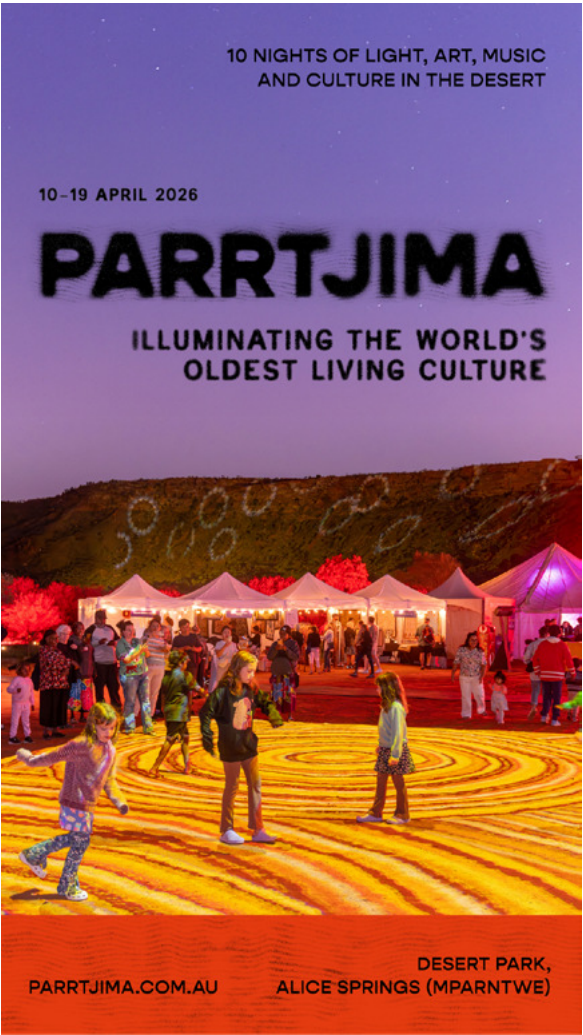
PARRTJIMA

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PARRTJIMA

**ILLUMINATING THE WORLD'S
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2026 Campaign



[DOWNLOAD GRAPHICS](#)

Imagery

All Parrtjima imagery should show emotive, clean visuals that highlight the unique festival experience.



[DOWNLOAD IMAGERY](#)

Colour Palette

This year, we've simplified Parrtjima's brand palette to represent each of our 3 experience pillars. These are similar colours to last year's palette with more saturation to match the vibrance of the light installations and to capture the attention of our desired audiences. Text should always be Night Sky (black) on all brand colours to ensure adequate contrast for accessibility with the exception of using Night Sky (black) text on a Salt (white) coloured CTA.

EDUCATION	WARM OCHRE HEX #E53B10 RGB 229 59 16 CMYK 4 91 100 0	NIGHT SKY HEX #000000 RGB 0 0 0 CMYK 60 40 40 100
ILLUMINATION	SPINIFEX GOLD HEX #F8AD40 RGB 248 173 64 CMYK 1 36 85 0	
CONNECTION	DUSK DREAMING HEX #955FFF RGB 149 95 255 CMYK 59 68 0 0	SALT HEX #FFFFFF RGB 255 255 255 CMYK 0 0 0 0

Brand

Tone	Premium, transcendent, uplifting, welcoming, inclusive, memorable
Audience	Majority female Majority aged 25-34 59% Alice Springs residents

Social guide

Hashtags	#Parrtjima #lightfestival #aboriginalart #centralaustralia #redcentre #NTAustralia
Mentions	Tag us at @ParrtjimaAustralia (Facebook and Instagram) so we can see your posts and share where possible.
Asset Sizing	1:1 for Instagram, 4:5 for Facebook, 9:16 for Tiktok / stories / reels

Learn a little Arrernte

Keen to learn a few words of the local Arrernte (pronounced Aran-da) language? Try the below.

Parrtjima	(pronounced par-chee-ma) means 'light'
Werte	(pronounced woord-da) means 'hi' or 'hello'
Unte mwere	(pronounced Unta mar-da) means 'are you good?' or 'how are you?'
Kele	(pronounced colour) means 'OK', 'fine'
Kele mwere	(pronounced colour mar-da) means 'all good'
Mparntwe	(pronounced M-ban-tua) name for Alice Springs
Kwatye	(pronounced kwat-jar) means both water and rain, and connects us all

