

BeatsFest

Brand Style Guide

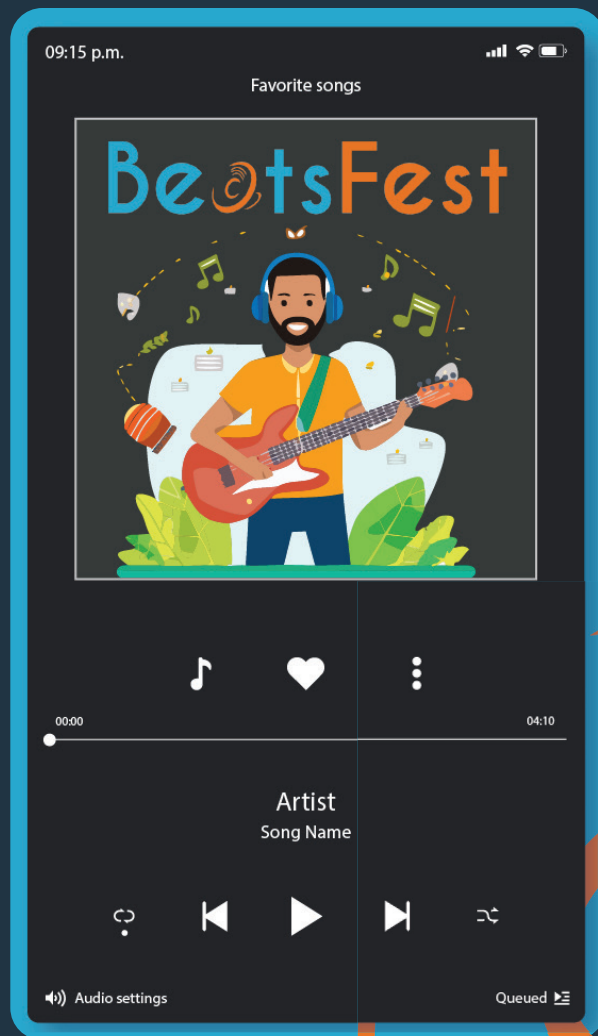


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Brand Vision



| Mission

BeatsFest is more than just a music streaming service, it's a vibrant hub for young, dynamic, and diverse individuals who live for the rhythm of life. Built in the cloud and designed with you in mind, BeatsFest exists to bring the music you love right to your fingertips, wherever you are.

| Brand Personality

Beatsfest's brand personality is serious but informal, maintaining professionalism while staying approachable and relatable to active music enthusiasts.

| Tone of Voice

BeatsFest's tone of voice is clear and confident as well as professional without being stiff or overly formal. It's fresh, approachable, and in tune with today's trends, speaking directly to an independent young adult audience.

Target Audience

I Target audience needs and preferences

Beatsfest's target audience consists of Generation Z young adults, particularly those aged 18–25. These individuals are either in college, entering the workforce, or working in the service industry. While many still live with their parents, they aspire to live independently in urban settings, especially downtown areas. The audience spans across urban, suburban, and rural locations but shares common values and aspirations tied to youthful energy and urban lifestyle aspirations.

Target audience needs easy-to-use and intuitive music streaming options. Subscription pricing that fits within a budget-conscious lifestyle. Music and features that resonate with their individual tastes and cultural diversity. Their visual preferences include clean and uncluttered designs with straightforward navigation. They prefer bold, vibrant, and saturated color schemes, including neon and artificial hues that feel dynamic and youthful.

I Visual competitor research

Competitor research reveals that Spotify, Tidal, and Deezer share a focus on clean, minimalist designs with sans-serif fonts and simple icons accompanying their single-word names, ensuring strong brand recognition. Spotify's green and black palette conveys energy and approachability, while its legible sans-serif font enhances usability. Tidal's monochrome color scheme with occasional blues and purples reflects sophistication, appealing to audiences seeking exclusivity, complemented by its angular, modern font. Deezer's vibrant rainbow spectrum adds uniqueness and energy, paired with minimalistic typography for a youthful and dynamic aesthetic. All competitors prioritize symmetry and balance in their branding for a polished look.

Overview



Welcome to BeatsFest's style guide, a toolkit for crafting a brand identity that connects with your audience across every platform. Inside, you'll find everything from typography and color schemes to your tone of voice and mission. Think of it as your go-to resource for creating marketing materials that consistently reflect who you are and what you stand for.



Logo Usage

Rotation

The logo, including its wordmark and brandmark, must always be presented in its original orientation. The logo should always remain upright, parallel to horizontal or vertical baselines. Do not skew, tilt, or rotate the logo to fit unconventional layouts.



Clear space

Do's

- Maintain a clean and uncluttered area around the logo.
- Ensure all surrounding elements respect the defined minimum clear space.
- Scale the clear space proportionally when resizing the logo.

Don'ts

- Place text, icons, or graphic elements within the defined clear space.
- Overlap the logo with any other elements, including images, patterns, or backgrounds.
- Compress or expand the clear space to fit the design layout.



Scale



Print
0.8in



Digital
1.1in

Transparency

Do's

- Always maintain 100% opacity for the logo.
- Ensure the logo stands out against the background without reducing transparency.
- Use alternative logo variations (e.g., black, white, or one-color versions) for better visibility in complex designs.



x - yes



x - yes

Don'ts

- Reduce the opacity of the logo for aesthetic effects.
- Present the logo with semi-transparency, even in subtle overlays or layered designs.
- Use the logo in a way that makes it blend or fade into the background.



x - no

| Contrast

The logo consists of the word "BeatsFest" in a bold, sans-serif font. The letter "e" in "Beats" is replaced by a stylized ear icon. The entire logo is black.

Black Logo: Best for white or light-colored backgrounds where a classic monochromatic look is needed.

Do Not Use: On dark or medium-toned backgrounds where contrast may be insufficient.

The logo consists of the word "BeatsFest" in a bold, sans-serif font. The letter "e" in "Beats" is replaced by a stylized ear icon. The entire logo is white.

White Logo: Specifically for dark or richly colored backgrounds where the standard or black logo would not be visible.

Do Not Use: On light or pastel backgrounds where the white elements would blend in.

| Color variation for placement

Each logo variation has specific use cases based on the background and medium. Follow these placement rules to maintain consistency and visibility:

The logo consists of the word "BeatsFest" in a bold, sans-serif font. The letter "e" in "Beats" is replaced by a stylized ear icon. The letters "Beats" are blue and "Fest" is orange.

Full-Color Logo: Ideal for white or light-colored backgrounds where all logo elements are clearly visible.

Do Not Use: On dark, patterned, or textured backgrounds where contrast is insufficient.

The logo consists of the word "BeatsFest" in a bold, sans-serif font. The letter "e" in "Beats" is replaced by a stylized ear icon. The entire logo is gray.

One-Color Logo: Suitable for situations where full-color printing is unavailable or not practical, such as on letterheads, invoices, or grayscale designs.

Do Not Use: On complex or patterned backgrounds where the logo may lose clarity.

The following color variations of the BeatsFest logo are approved for use:

- Full-Color Logo: The standard version with orange and blue and an orange landmark.
- One-Color Logo: A single-tone version (gray) for situations where full-color printing is not feasible.
- Black Logo: A monochromatic black version for high-contrast applications.
- White Logo: A monochromatic white version designed for use on dark backgrounds.



I Important things to avoid when placing the logo in documents.

- When using the logo in documents, never place the logo anywhere other than on the left side of the page.
- Avoid placing the logo on backgrounds that are highly textured, busy, or cluttered.
- Do not alter the orientation of the logo:
The logo, wordmark, and brandmark must remain upright and in their intended position without any rotation.
- Never replace the text of the logo with all capital letters.

Visual Identity



I Logo

BeatsFest

Primary logo

BeatsFest

Wordmark



Brandmark

| Typography

Caviar Dreams Bold, 20 point

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d c d e f g h i j k l
m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0
. , ! \$ () & # *

Beaufort Pro Regular 20 point

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d c d e f g h i j k l m n
o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0
. , ! \$ () & # *

| Headlines

Caviar Dreams Bold, 26 point

BeatsFest

| Subheads

Caviar Dreams regular 18 point

A Fresh and Hip Music Streaming Service

| Body copy

Beaufort Pro Regular 14 point

BeatsFest is more than just a music streaming service, it's a vibrant hub for young, dynamic, and diverse individuals who live for the rhythm of life.

| Caption

Beaufort Pro Regular 12 point

Listen on the app

| Color

These colors represent the logo's personality and should not be altered in any way. The official brand colors are as follows:



HEX:
#32a9ce

Blue

RGB: 50, 169, 206
CMYK: 71, 15, 11, 0



HEX:
#e77525

Orange

RGB: 231, 117, 37
CMYK: 6, 66, 99, 0



HEX:
#203544

Dark Blue

RGB: 32, 53, 68
CMYK: 88, 69, 51, 48



HEX:
#F0E68C

Orange

RGB: 240, 230, 140
CMYK: 7, 4, 56, 0



HEX:
#aba597

Gray

RGB: 170, 164, 149
CMYK: 35, 30, 40, 1



| At least four of the most important things to be avoided when placing the logo on images.

- When using the logo in images, such as advertising, never place the logo anywhere other than in the lower right corner.
- Avoid altering the logo's colors in any way. Do not add or remove colors, and never modify the colors of the logo, wordmark, or brandmark.
- Do not apply special effects such as textures, drop shadows or bevel and emboss.
- Do not lower the transparency of the logo, wordmark, or brandmark. Ensure the transparency remains at 100% at all times.

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