# BeatsFest

Brand Style Guidelines

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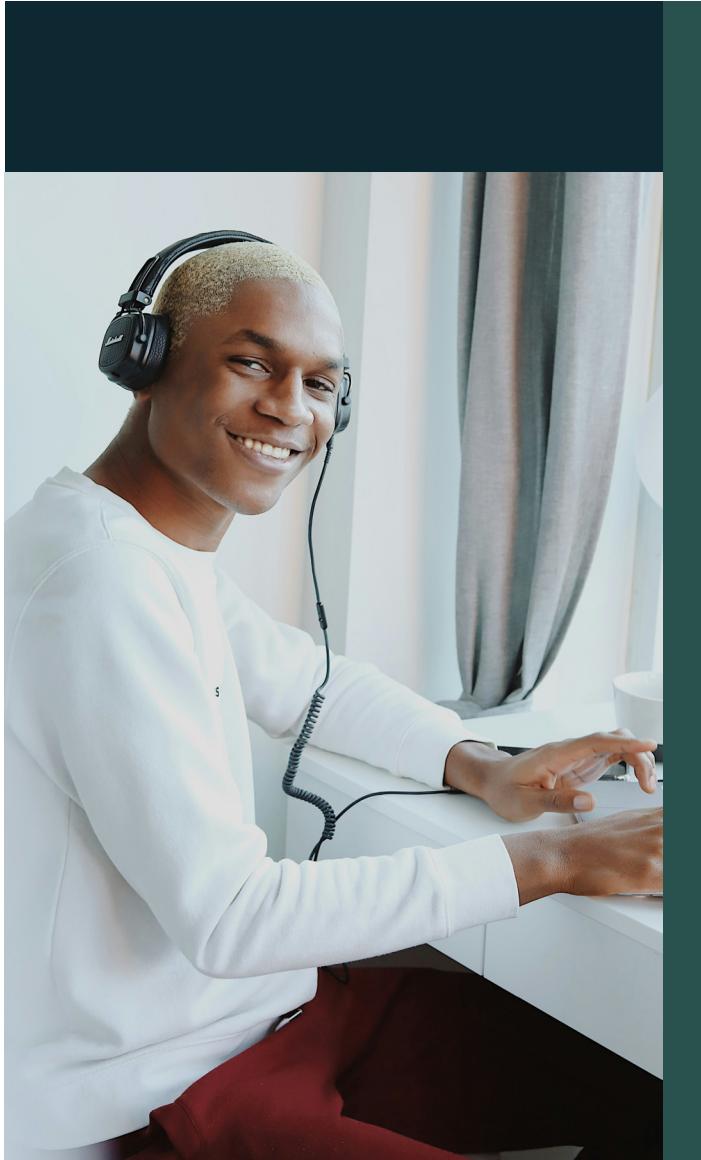
At **Beats**Fest, we're more than just a music streaming service - we're a cultural movement, a vibrant community, and a celebration of individuality. Rooted in the dynamic energy of Generation Z and young Millennials, our mission is to provide a fresh, hip platform that resonates with the diverse tastes and adventurous spirit of our audience. From our bold visual identity to our engaging tone of voice, every aspect of the **Beats**Fest brand is crafted to reflect our commitment to authenticity, innovation, and inclusivity.

In these guidelines, you'll discover the key principles that shape our brand identity, from our vibrant color palette inspired by the hues of a blooming garden to our playful tone of voice that captures the excitement of a festival atmosphere. Whether you're a designer creating stunning visuals or a marketer crafting compelling messaging, these guidelines will empower you to communicate the essence of **Beats**Fest in every interaction.

So -- grab your headphones, turn up the volume, and let's dive into the world of **Beats**Fest -- where every beat tells a story, and every listener is part of the movement!

## COMPANY OVERVIEW

At **Beats**Fest, we're not just planting seeds; we're cultivating a garden of sound that's ripe with diversity, growth, and unbeetable vibes!

## MISSION

Our mission is to harvest the freshest beats and cultivate a community where every listener feels like they're blooming with creativity.

## VISION

Our vision at **Beats**Fest is to be the root of a musical revolution -- we're not just here to water the same old tunes; we're nurturing a soundgarden where innovation thrives and creativity blooms, from underground grooves to mainstream melodies.

## PERSONALITY & TONE OF VOICE

We aim to cultivate a balance between down-to-earth authenticity and lively energy, much like tending to a flourishing garden. Our writing style is a mix of casual language and playful humor -- with plenty of garden-puns sprinkled in where appropriate! Through our choice of words and expressions, we aim to cultivate a sense of vibrancy, diversity, and creativity. The language is straightforward and accessible, avoiding overly formal or technical terms.

| Vibrant | Energetic |
|---------|-----------|
| Youthful | Creative |
| Authentic | Blossoming |

## TARGET AUDIENCE

**Beats**Fest is an up-and-coming music streaming company with a mission to provide a fresh, hip platform that resonates with younger listeners. Our target audience, predominantly Millennials and Gen Z, seek simplicity in designs -- such as sans serif fonts -- but appreciate brands with personality and a willingness to be bold and unique -- through color and imagery. Market research shows a leaning preference for bold hues, neon, and eye-catching color schemes, with "bold minimalism" recently describing Gen Z's design preferences.

Our audience is highly engaged with digital media, embracing technology and social media platforms for daily news consumption and interaction. They are socially conscious, adventurous, and value experiences -- especially musical. Geographically diverse, they span urban, suburban, and rural areas, with aspirations to live in major cities where the music schene is thriving with possibilities. Diverse interests and a common passion for social issues drive the importance of an inclusive and authentic brand identity for **Beats**Fest.

## COMPETITION

Top competitor brands to **Beats**Fest, including Spotify, Apple Music, and SoundCloud, share common design elements contributing to their impactful visual identities. These elements include bold, vibrant color palettes, with Apple Music and SoundCloud using bright cranberry and red/orange to evoke passion, while Spotify's green offers a sense of both calm and energy. All three brands employ iconography in their logos relevant to music, along with modern, simple sans serif fonts preferred for readability on digital devices. Knowing that BeatsFest's target audience is primarily young, 16-25-year-old Gen Zers, they are likely drawn to Spotify's youthful, energetic branding, aligning with Gen Z's preference for bold minimalism and vibrant color choices like teal and beet red.

## COMPANY LOGO

This section outlines the various forms that
the **Beats**Fest logo can take.

1. The full logo, featuring both the icon and the wordmark. This
should be used whenever
possible to officially represent the company.
This can be used in:
      Full-color-on-white
      Black-on-white
      White-on-black
      Color-on-white

2. The icon. This can be used in:
      Full-color-on-white
      Black-on-white
      White-on-black
      Color-on-white

3. The wordmark. This can be used in:
      Full-color-on-white
      Black-on-white
      White-on-black
      Color-on-white

1.



2.



3.

## LOGO CLEAR SPACE

All forms of the **Beats**Fest logo must have a designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.



115%
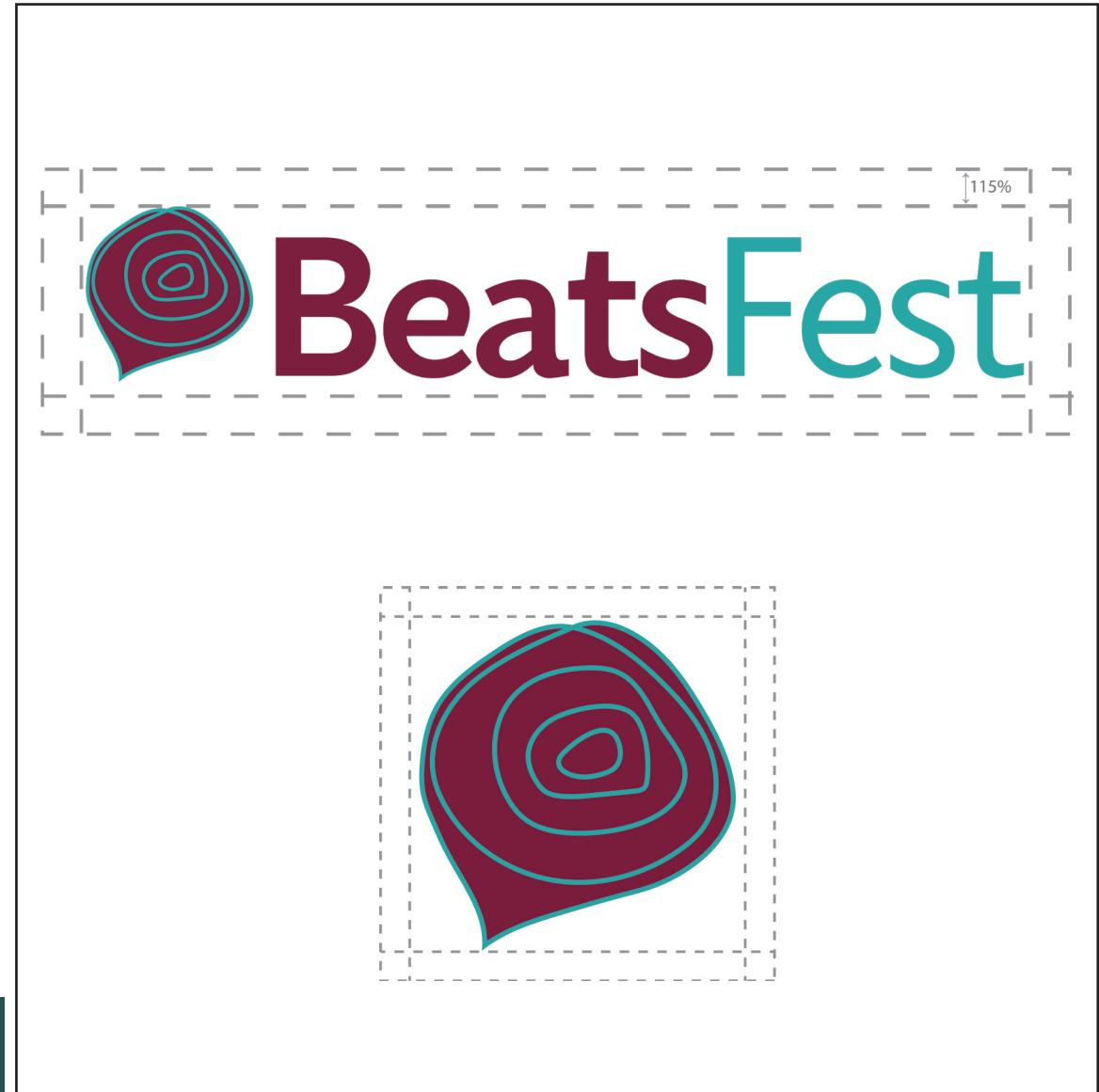
## LOGO TREATMENT

The logo must be used as is and not be altered in any way. This means that you must not:

1. Change the logo's rotation or orientation.

2. Disproportionately scale or resize the logo. The smallest scale for the logo is 150x81 pixels.

3. Change the logo's colors outside of the approved color palette outlined in this document.

4. Display the logo in a configuration not previously specified.

5. Attempt to recreate the logo.

6. Make alterations to the logo's text.

7. Add special effects to the logo.

8. Add an outline to the logo or display the logo as an outline.

9. Use the logo on top of busy photography.

10. Display other elements within the logo's designated clear space.

11. Crop the logo in any way.

12. Change the transparency of the logo.
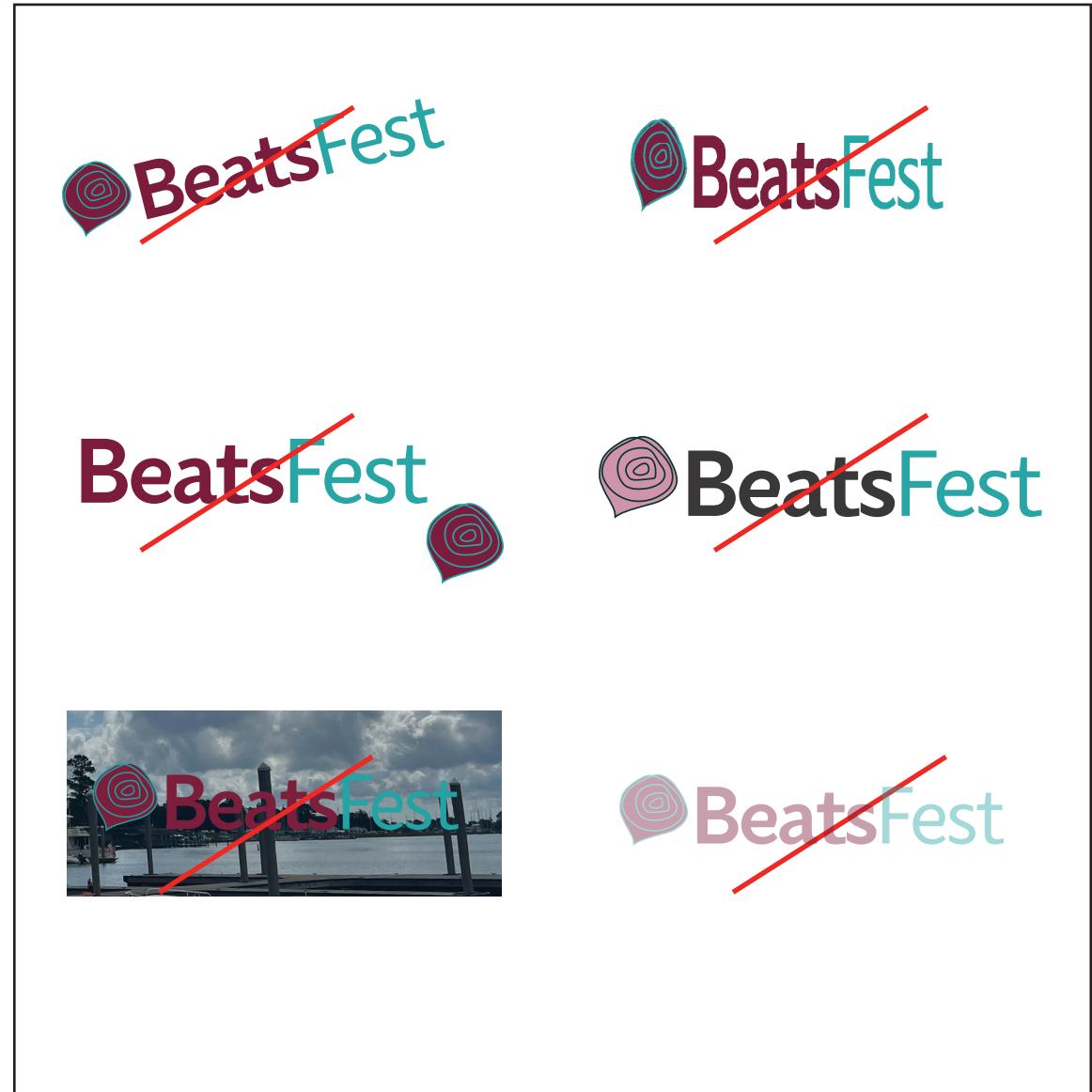
## LOGO USAGE

For use on web:
- Place the logo in highly visible spot.
- Consider size of logo in relation to the page. Ensure it is neither too large nor too small, maintaining a balance that complements the overall design while maintaining legibility.
- Consider contrast. Use the best logo variation that maintains a contrast against the document background.
- Ensure the safe space is maintained around the logo.
- Use icon if full logo is too big or long.

For use in documents:
- Place the logo on the left side of the page, preferably the upper left or center
- Consider size of logo in relation to the document. Ensure it is neither too large nor too small, maintaining a balance that complements the overall design while maintaining legibility.
- Consider contrast. Use the best logo variation that maintains a contrast against the document background.
- Ensure the safe space is maintained around the logo.
- The full logo should be used.

For use in photo:
- Place the logo in the lower right or left corner.
- Consider size of logo in relation to the photo. Ensure it is neither too large nor too small, maintaining a balance that complements the overall design while maintaining legibility.
- Consider contrast. Use the best logo variation that maintains a contrast against the document background.
- Ensure the safe space is maintained around the logo.
- Limit use of the full color logo when applying on images. Consider the white variation for contrast.
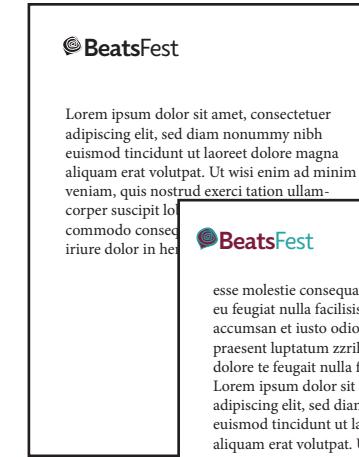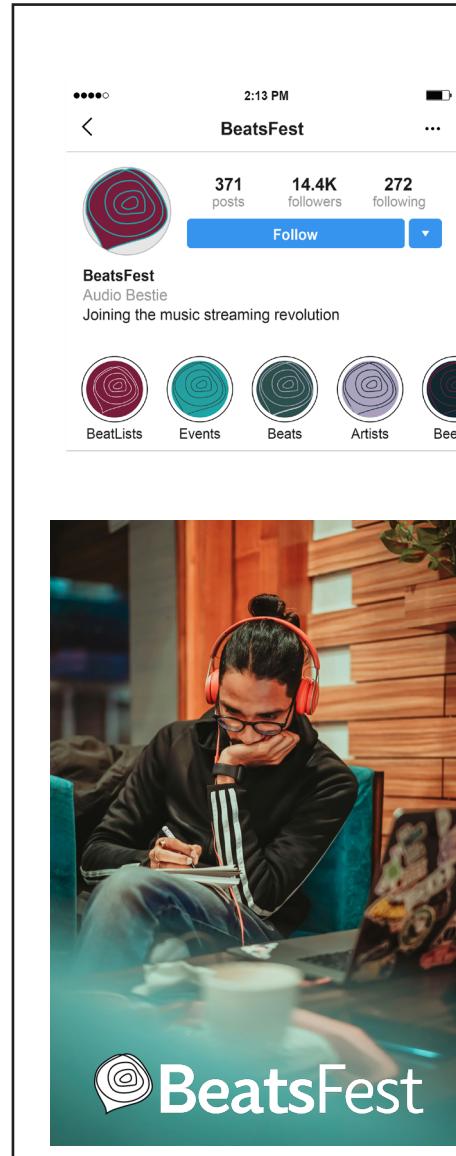
## TYPOGRAPHY

The primary typeface for **Beats**Fest is Elido.

Elido Bold is used for headings, subheadings, and merchandise. Elido Bold is used for 'Beats' in the wordmark portion of the logo.

Elido Regular is used for headines, subheadings, and body copy. It is the primary text choice for web. Elido Regular is used for the 'Fest' in the wordmark portion of the logo.

Tracking is be set to -44 for all Elido type.

Noble Light can be used as secondary font for complimentary messaging or disclosures.

# Elido

## Bold | Regular | *Light Italics*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*

## Nobel
Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

## COLORS

**Beats**Fest colors are bold, energetic, and earthy to tie visual elements with the brand vibe. The primary colors for the brand is BeatRed, a deep, cranberry red that pulls inspiration from the unique color of beets, and TealMe, a vibrant teal that aligns with the target market's preferences and pairs perfectly together.

DeepBlue can also be used for extra contrast or a visual break if there is an overwhelming amount of red and teal used. DeepBlue is a good replacement where black would typically be used, putting a youthful spin where we can.

Complimentary colors, LowGreen and TurnPurp, build on the both and earth tones to round out the color palette.

This color palette provides a great contrast and will create depth against lighter backgrounds, ensuring legibility and accessibility in color versions and in black and white.

PRIMARY

**BeatRed**
HEX: 7B1F3D
CMYK: 36, 96, 58, 34
RGB: 123, 31, 61
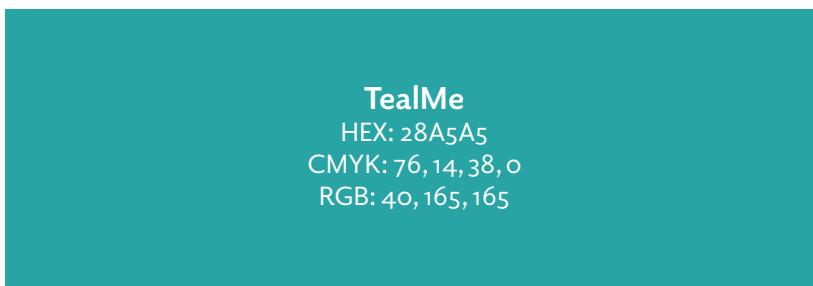
**TealMe**
HEX: 28A5A5
CMYK: 76, 14, 38, 0
RGB: 40, 165, 165
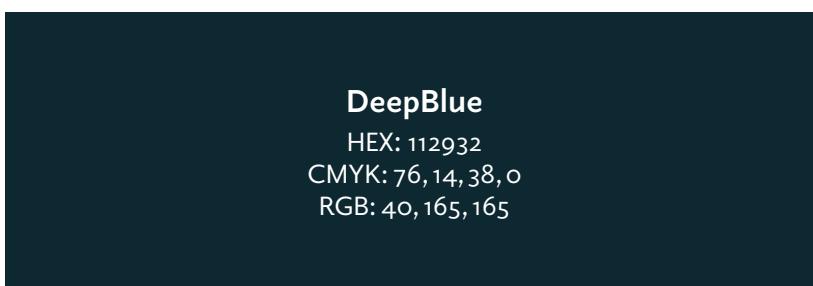
**DeepBlue**
HEX: 112932
CMYK: 76, 14, 38, 0
RGB: 40, 165, 165

ACCENTS
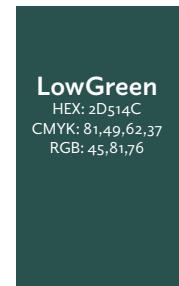
**LowGreen**
HEX: 2D514C
CMYK: 81,49,62,37
RGB: 45,81,76

**TurnPurp**
HEX: 2D514C
CMYK: 32,33,11,0
RGB: 174,164,191