



MUSIC **ON**. WORLD **OFF**.

BRAND STYLE  
GUIDE  
**2023**





# BEATS FEST

## ONE

OVERVIEW

## TWO

BRAND VISION & PERSONALITY

## THREE

LOGO USAGE

## FOUR

LOGO: DOCUMENTATION

## FIVE

LOGO: BRANDING

## SIX

INCORRECT LOGO USAGE

## SEVEN

INCORRECT LOGO USAGE PT2

## EIGHT

BRAND COLORS & FONTS

## NINE

FONT USAGE

## TEN

TARGET AUDIENCE

## ELEVEN

COMPETITORS

## TWELVE

CONCLUSION



# BEATSFEST Brand Style Guide

**P**ROVIDE CONSISTENCY ACROSS ALL MARKETING AND COMMUNICATION MATERIALS WHILE BUILDING BRAND RECOGNITION. THIS BRAND STYLE GUIDE WILL STREAMLINE THE DESIGN PROCESS, DEMONSTRATE PROFESSIONAL AND UNIFIED IMAGERY ACROSS ALL TOUCHPOINTS, AND SERVE AS A REFERENCE TOOL FOR **BEATSFEST** EMPLOYEES AND EXTERNAL PARTNERS, EMPOWERING THEM TO CREATE ON-BRAND CONTENT ALIGNED WITH THE COMPANY'S VISION AND GOALS.



**BEATSFEST** is music streaming for the younger generations - those who value independent thinking, authenticity, and individual differences. This style guide's goal is to create a memorable brand that is also aligned with its listeners' causes, aspirations, and diversity.

**C**REATING A BRAND STYLE GUIDE IS ESSENTIAL FOR ANY ORGANIZATION SEEKING TO ESTABLISH A STRONG AND CONSISTENT BRAND IDENTITY.





INCLUSIVE

FRESH

DIVERSE

AUTHENTIC

ADVENTUROUS

DARING

INDIVIDUALITY



MISSION

A fast-growing, youth-focused, cloud-operated, subscription-based music streaming service with a visionary mission of catering to a young, diverse, active audience.



BEATS FEST

Founded in **2018** by small a group of college software engineers.

MUSIC ON. WORLD OFF.

GOAL



PROVIDE A FRESH, HIP MUSIC STREAMING SERVICE THAT CATERS TO THE TASTES OF YOUNGER LISTENERS.





APPROVED LOGO VARIANTS



Full Color



One Color  
Two Options



Black and White  
& White On Black

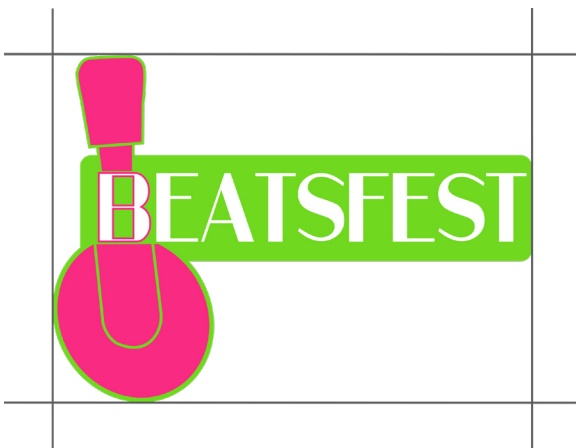
**IMPORTANT:** Logo should be no less than 300px by 218px





## WHEN USING THE LOGO ON DOCUMENTATION, THE FOLLOWING SHOULD BE KEPT IN MIND:

- The Logo should be kept in the upper-left corner of stationary and print as it provides the first point-of-reference for brand items. The Logo should not be altered, warped, or adjusted outside of the approved Logo variations. Should variation be needed, upon approval, the Logo can be positioned in the center of a document. Appropriate clear space around the Logo must be maintained regardless of placement.
- When used on printed documents in full-color, the Logo should be on neutral cardstock - white, light grey, or black. The White on Black Logo variation should be used when a black background is needed.
- In used for electronic advertisements, the location of the Logo should be on the lower-right area, as it reinforces the brand upon exiting the advertisement and leaves a lasting visual.



**Clear Space:** At least 150px around Logo



## BRANDING ON FABRIC AND T-SHIRTS SHOULD BE AS FOLLOWS:



- Logo should be on neutral fabrics - white, light grey, or black only. Fabric should not have patterns or distracting textures on it.
- Screen printed logos should be centered in the upper section. Embroidered Logos should be located on the upper-left side of polo shirts/jackets/vests or along the left sleeve hem of short-sleeved polo shirts.
- Do not print Logo over zippers or seams that could alter the Logo's legibility.



THE LOGO SHOULD BE THE MOST IMPORTANT IMAGE OF ALL MARKETING PRODUCTS.

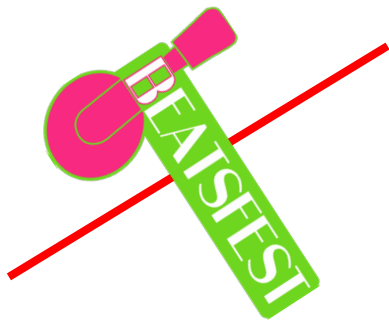
DO NOT USE THESE LOGOS



No color changes allowed outside of brand standard approved.



Cannot change direction of logo, mirror/flip Logo.



No rotation of Logo allowed.



No Font Changes.

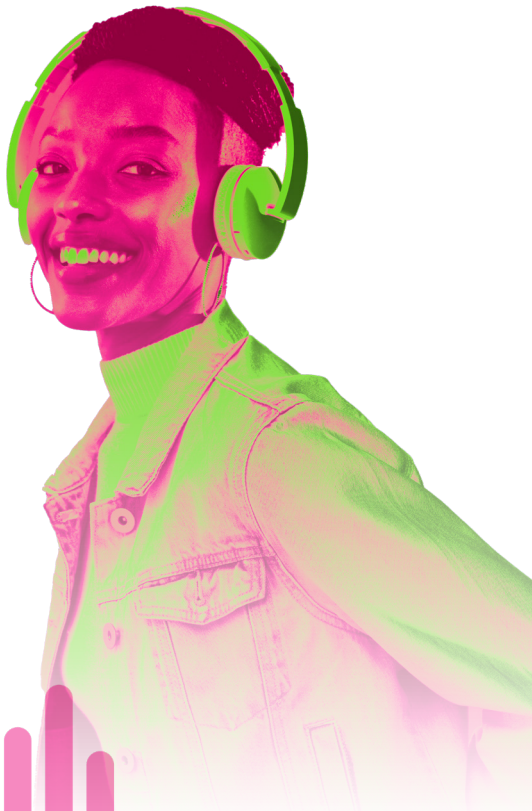


Logo transparency should not be adjusted.



Cannot warp Logo.

No additional artistic adjustments to Logo.





## Tips:



Avoid positioning the Logo over busy, brightly colored images or backgrounds with lots of details. The Logo should not be scaled down to avoid being lost in an image.

Should the Logo need to be positioned over an image, adjustment of the background image opacity is required.

The Logo should be the main focus on advertisements.

The Logo should be placed top-left or centered when displayed over images.



IMPROPER LOGO  
USAGE GOES AGAINST  
**BEATS FEST** BRAND  
STANDARD GUIDELINES.



# BRAND COLORS & FONTS



HEX: F92A82  
RGB: 249, 42, 130  
CMYK: 0, 83, 48, 2



HEX: 70D820  
RGB: 112, 216, 32  
CMYK: 48, 0, 85, 15

PROPER FONT CHOICE IS KEY IN CREATING A MEMORABLE BRAND IDENTITY. WHEN CREATING BRAND MATERIAL FOR **BEATS FEST**, TWO PARTICULAR FONTS ARE APPROVED.



**APPROVED FONTS**

## RETROSPECTIVE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!

## ARIAL NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!

# NOTE:

IT IS IMPORTANT TO UTILIZE THE PROVIDED FONTS AS THEY SHAPE THE PERSONALITY AND VALUES OF **BEATSFEST**.



## RETROSPECTIVE

### Primary Font

**Use in:** Logo, Headlines and Splash Text

**Size:** No less than 12pt. Must be at least 2pt larger than secondary font.

**Weight:** Regular, All Caps

## ARIAL NARROW

### Secondary Font & Web Safe Font

**Use in:** Subheads, Body Copy & Caption

**Size:** No less than 8pt. Must be at least 2pt smaller than primary font.

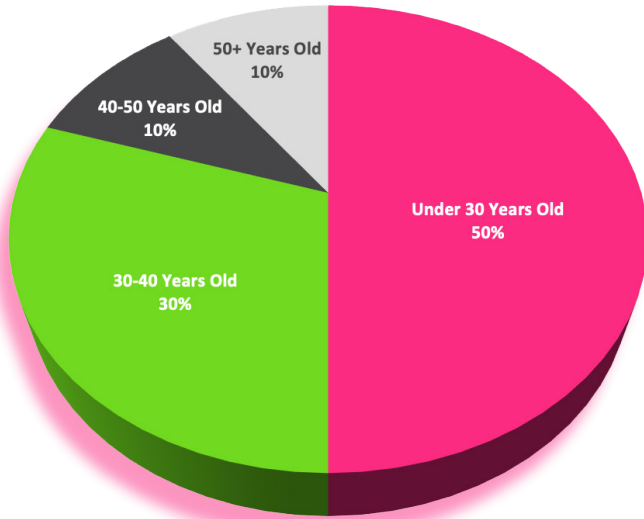
**Weight:** Regular or Bold, can utilize All Caps

While not a primary **BEATSFEST** color, body text should be grey whenever possible.



**HEX:** 474748  
**RGB:** 71, 71, 72  
**CMYK:** 1, 1, 0, 72

# BEATSFEST Demographics



Percentage of BEATSFEST listeners

## TOP AUDIENCE CATEGORIES

- Generation Z (GenZ) aka Zoomers
- College students/Planning to attend college/Living at home
- Service industry workers
- Technology proficient
- Social Media users
- Radically, ethically, sexually diverse
- Digital news consumers



## 1. Spotify:

**Branding:** Spotify's iconic green and black color scheme is instantly recognizable, and their dynamic wave-like logo reflects the fluidity of music. The brand consistently uses these elements across their platform, creating a strong visual identity.

**User Interface:** Spotify boasts a clean, user-friendly interface with album artwork taking center stage. Curated playlists, custom covers, and artist images contribute to a visually engaging experience.

## 2. Apple Music:

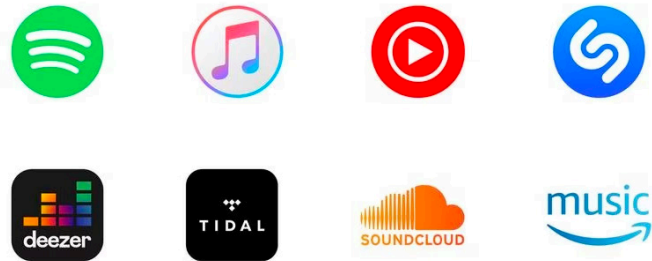
**Branding:** Apple Music's clean and minimalistic design aligns with the broader Apple ecosystem. The use of album art as a focal point maintains visual interest while staying consistent with their brand image.

**User Interface:** Apple Music emphasizes simplicity. The interface utilizes large cover images, and the "For You" section offers personalized playlists with imagery that corresponds to user preferences.

## 3. Amazon Music:

**Branding:** Amazon Music maintains a visually cohesive design with its parent brand, featuring a blue and white color palette. The incorporation of the Amazon logo signifies its affiliation.

**User Interface:** Amazon Music prioritizes functionality. The user interface is intuitive, with an emphasis on browsing and discovering music. Album art is displayed prominently in grids for easy selection.



## 4. Tidal:

**Branding:** Tidal positions itself as a high-fidelity streaming service, which is reflected in its sophisticated and dark visual aesthetic. The use of black and white exudes a premium feel.

**User Interface:** Tidal's interface mirrors its branding, with darker tones that put album art in the spotlight. The "Explore" section often showcases high-quality visuals of artists and exclusive content.

## 5. Deezer:

**Branding:** Deezer maintains a vibrant and diverse visual presence with a colorful brand palette. This aligns with their focus on music discovery and catering to a wide range of tastes.

**User Interface:** Deezer's interface often uses vibrant gradients and images, contributing to a lively and engaging atmosphere. Playlist artwork and editorial visuals are prominent throughout the platform.

## 6. YouTube Music:

**Branding:** YouTube Music capitalizes on its association with the YouTube platform, featuring a red and white color scheme. This integration reinforces the synergy between audio and video content.

**User Interface:** YouTube Music prominently features video content alongside audio tracks. Visuals often include thumbnail previews of music videos, making the visual experience more dynamic.

**In conclusion**, embracing and adhering to brand standard guidelines is not merely an option, but a strategic imperative for any organization striving for consistency, recognition, and lasting impact. These guidelines serve as the compass that directs every facet of **BEATSFEST**'s expression, from visuals and tone to messaging and customer experiences. By meticulously following these guidelines, they can foster a cohesive and unified brand identity that resonates with their target audience, builds trust, and stands the test of time.

Consistency is the cornerstone of successful branding, and brand standard guidelines provide the roadmap to achieve it. They ensure that every touchpoint, whether digital or physical, exudes the same essence, creating a harmonious and memorable brand experience. This consistency doesn't stifle creativity; rather, it amplifies the impact of creativity by channeling it in ways that align with **BEATSFEST**'s values and aspirations.

Furthermore, adhering to brand standards safeguards a brand's integrity in a world saturated with messages and visuals. By maintaining a distinct and recognizable identity, a brand can cut through the noise and establish a strong foothold in the market. Customers are more likely to remember and trust a brand that consistently presents itself in a professional and cohesive manner.

Remember, these brand standard guidelines are not static documents; they evolve as a brand grows and adapts to changing markets and trends. Regularly reviewing and refining these guidelines ensures that a brand remains relevant and resonant, while still upholding its core identity.

In summation, these brand standard guidelines are not constraints, but powerful tools that empower a brand to communicate effectively, connect emotionally, and leave an indelible mark on the world. By embracing these guidelines, **BEATSFEST** will cultivate a brand that is not just a name or a logo, but a compelling story that captivates, engages, and endures.

