



BeatsFest

Logo Usage Guides



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Overview

BeatsFest style guide's purpose is to make it easier for the brand to be consistent and recognizable over time. The brand logo and all aspects regarding its use should comply with the rules set forth either internally or externally. This helps build brand awareness, equity, and loyalty. This document provides instructions for the proper use of the logo and its elements.





Brand Mission



Brand Mission

Beatsfest is a fast-growing, youth-focused, cloud-operated, music streaming service. We are committed to bringing a personal and entertaining experience to each listener. With our subscription-based service we have a vision to cater to a young diverse and active audience.





Personality & Voice



Personality and Tone of Voice

Straightforward and business-like

Serious but informal

BeatsFest positions itself as familiar as an old friend reconnecting after a long day or right with you through the tough days.

We are laid-back when you need us, or assertive when you want us.





Target Audience

Target Audience

The target market of Beatsfest is a diverse group of music listeners, primarily consisting of Generation Z. These individuals were born between 1997 and 2012. However, Beatsfest also has a thriving business among Millennials—people born between 1981 and 1996.

With over 50% of its users under the age of 30, Beatsfest has the most youthful user base compared to other music streaming services. Beatsfest is committed to being focused on younger Millennials, and especially members of Generation Z. Beatsfest offers considerable discounts on their premium services to students who can provide proof of active enrollment in college.



Target Audience Demographics

BeatsFest listeners are young adults between the age of ages 10–25.
These young adults are attending or planning on attending college.
Have their first job after completing college.
They work in the service industry. Some may live with their parents.
They are single but may have children.
Females make up 60% of the target audience.
In addition, this demographic is highly trusting of digital media and very skeptical of traditional media, specifically news media.



Target Audience Psychographic

BeatsFest listeners are extremely independent in thought but still tethered to parental influence. These listeners are very proficient with technology. They are daring and adventurous, with a high priority given to teams and groups.

BeatsFest listeners, are socially conscious and passionate about racial equality, climate change, sustainability, and gender equality; passionately oppose gun violence. They also, celebrate individual differences and gravitate toward brands and causes they perceive as authentic and inclusive.



Target Audience Behavioral

BeatsFest Listeners are:

Highly comfortable with digital media

Receives all their daily news through digital media.

Highly active on social media

Lives for excitement and adventure

Socializes in large groups.



Target Audience Visual Preferences

The BeatsFest audience prefers simplicity above all.

Font: Overwhelmingly prefer sans serif fonts

Color: Prefer vibrant, saturated colors; highly accepting of artificial colors, including ultra-vibrant neon-esque color pallets

Font Samples:

BeatsFest Subscription Streaming Service

Forma DJR Display

BeatsFest Subscription Streaming Service

Arial

BeatsFest Subscription Streaming Service

Gill Sans

Color Samples:





Visual Competitors

Visual Competitors



Spotify's demographic age range is from 18 to 55 with most of its users in the age of 25 to 34, male and female. Spotify also analyzes its user listening habits to create tailored mood-based playlists which will increase customer loyalty and engagement.



Apple music the age between 16-34, 62% are male with 68% of subscribers have a college degree. Apple is the second largest popular music service since 2020.



The primary target market for Amazon Prime Music is 18- to 24-year-olds college students. Amazon music service is much different than apple and Spotify, in which Amazon has a store, video service, and music. Once you pay an annual fee you get access to all services. Its target audience for music is 18-to-24-year college students. Amazon Music has 74 million users.





Logo Usage Rules

Logo Usage Styles



Side by side: Brandmark and Wordmark next to each other.



Stacked: Brandmark and wordmark stacked on top of each other.



Brandmark: Brandmark is the logo with out the wordmark attached



Wordmark: Wordmark the the text name without the brandmark attached



Logo Usage Styles



Black & White / Side by side: This logo version should be displayed in white if against a black background.



Black & White / Stacked: This logo version should be displayed in white if against a black background.



Black / Brandmark: This logo version should be displayed against a white or light background.

BeatsFest

Black / Wordmark: This logo version should be displayed against a white or light background.



Rotation

Don't: DO NOT display the logo tilted, upside down or skewed in any way.



Rotation: The logo should always be placed upright and not rotated in whole or it parts.



Clear Space



Clear Space: The logo should always have a half inch of equal space or more all around the logo at all times



Scale

Standard size: The logo should always be proportional at all times. Not too large and not too small.

Don't: DO NOT display the logo in any special stretching mode or proportionated state.



Transparency



Don't: DO NOT display the logo with any percentage of transparency. The logo should remain bold, with 100 percent opacity.



Contrast

White Logo / Dark Background: The white logo should be used on the dark backgrounds such as advertisements.



Black Logo: Will be used on photocopies and black and white newspapers and such similar print designs using black only.



Color Variations for Placement

2 Color Logo / Secondary Color background: The two color version of the logo should be against the bright vibrant colors.



Stacked single color logo: These colored logo versions are to be use for secondary campaigns to attract our target audience of 10-25 year old demographic that like bright and vibrant colors.



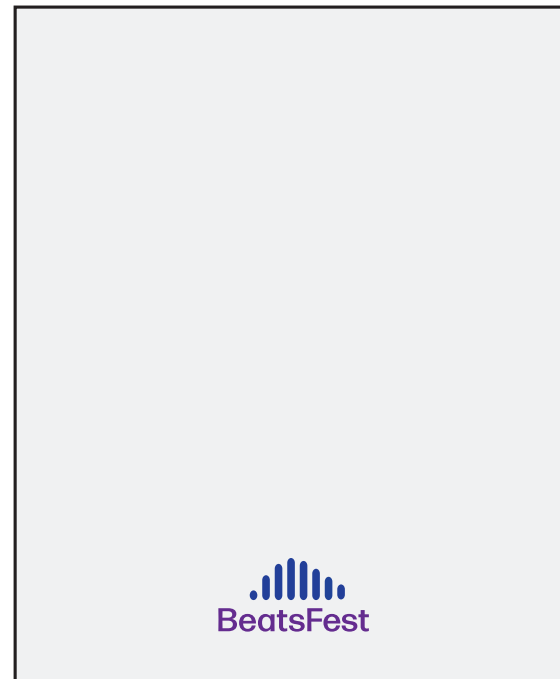
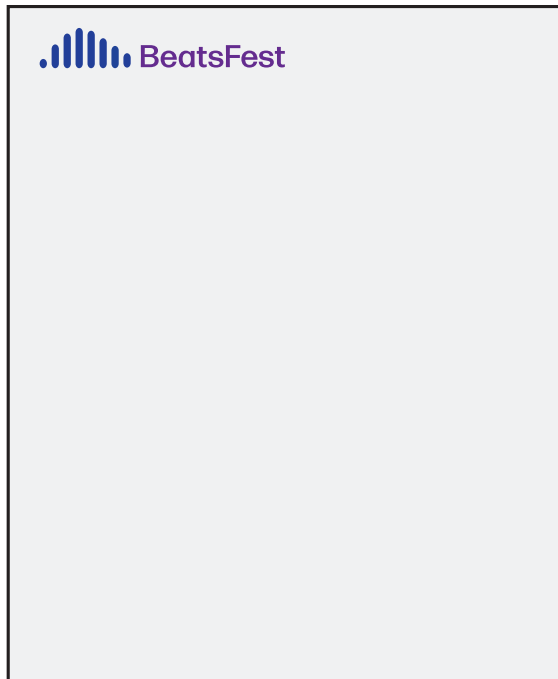


Document Placement

Logo Placement On Documents

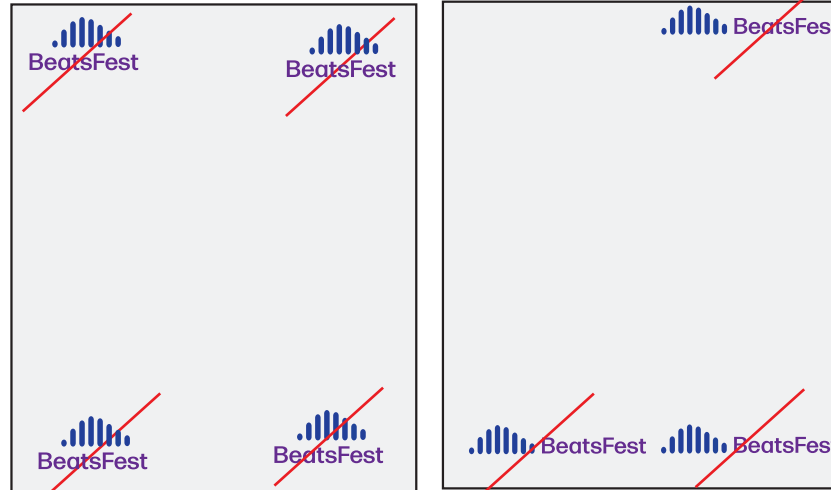
Two color side by side logo : Should always be placed in the left corner of a document of correspondence.

Two color stacked logo : Should always be place in the bottom center of a document of correspondence.



Things to avoid On Documents

Don't: DO NOT place the two colored stacked logo in any other location on a document.



Don't: DO NOT place the two colored side by side logo anywhere else on the document.

Don't: DO NOT change the logo font. Please keep the logo type as is was designed. This will keep continuity to the brand.



Don't: DO NOT place the logo inside any shape. It will not adhere to the half inch clearance needed for visual clarity.

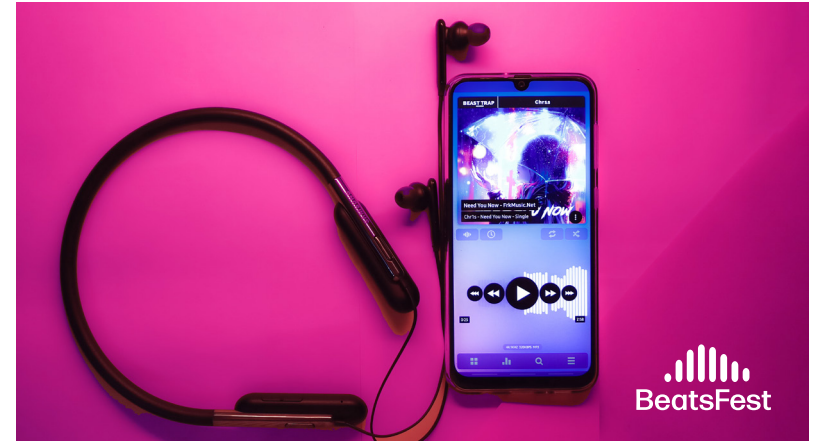




Logo Placement On Images



Two color stacked logo : The two color logo should be against light backgrounds of an advertisement placed in the lower right corner to end the ad.



White stacked Logo: The white logo should be against dark backgrounds of an advertisement placed in the lower right corner to end the ad.



Things to avoid On Images

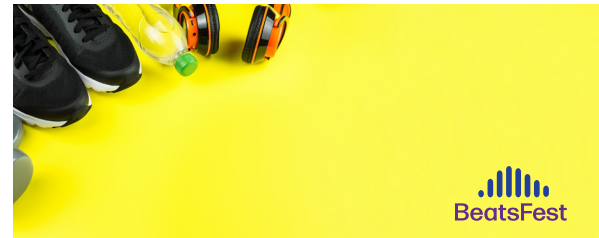
Don't: DO NOT place the logo directly on an image. It is hard to see clearly.



Don't: DO NOT give the logo any effects such as a drop shadow. The logo is hard to see clearly.



Don't: DO NOT scale the logo as large as the image it displays. It will overpower the advertisement message.



Don't: DO NOT select image that doesn't fully show a whole image or a person enjoying their headphones on. In complete images don't show the brand feel.



Forma DJR Display

Forma DJR Display: This typeface is used in the logo as well as in publications. Clear hierarchy of information ensures ease of use and functionality in the brand. Brand campaigns, print, digital and web must be consistent.

Headlines

Bold

Leading 50

Tracking 10

Subheads

Medium

Leading 50

Tracking 10

Body Copy

Regular

Leading 50

Tracking 100

Captions

Light

Leading 50

Tracking 100





Color Palette

Primary Color Palette: BeatsFest music streaming service uses two colors in their logo. The blue represents the serious side and the purple represents the informal side. Display or print them with these specifications.

BeatsFest



Pantone: P 93-8 C

CMYK: 75, 98, 1, 0

RGB: 102, 47, 144

Hex: 662f90



Pantone: P 99-8 C

CMYK: 100, 90, 0, 0

RGB: 33, 64, 154

Hex: 21409a





Images Used

Samsung android smartphone with earbuds. Rajesh, Kumar. Date retrieved 2/24/2024. [Commercial license](#). [Source](#). Scpio.com

Black and Orange Headphones. Vyacheslav Korneenv. Rajesh, Kumar. Date retrieved 2/24/2024. [Commercial license](#). [Source](#). Scpio.com

This is generated with AI Wolf in Suit. Ivan Lupinoga. Date retrieved 2/24/2024. [Editorial license](#). [Source](#). Scpio.com

Green Headphones on a lemon green background. Date retrieved 2/24/2024. [Commercial license](#). [Source](#). Scpio.com

Excited woman listening to headphones in UV light. Sol Vazquez. Date retrieved 2/24/2024. [Commercial license](#). [Source](#). Scpio.com

Woman in Black sunglasses holding her chin. Mariano Nocetti Garary. Date retrieved 2/24/2024. [Commercial license](#). [Source](#). Scpio.com