



Brand

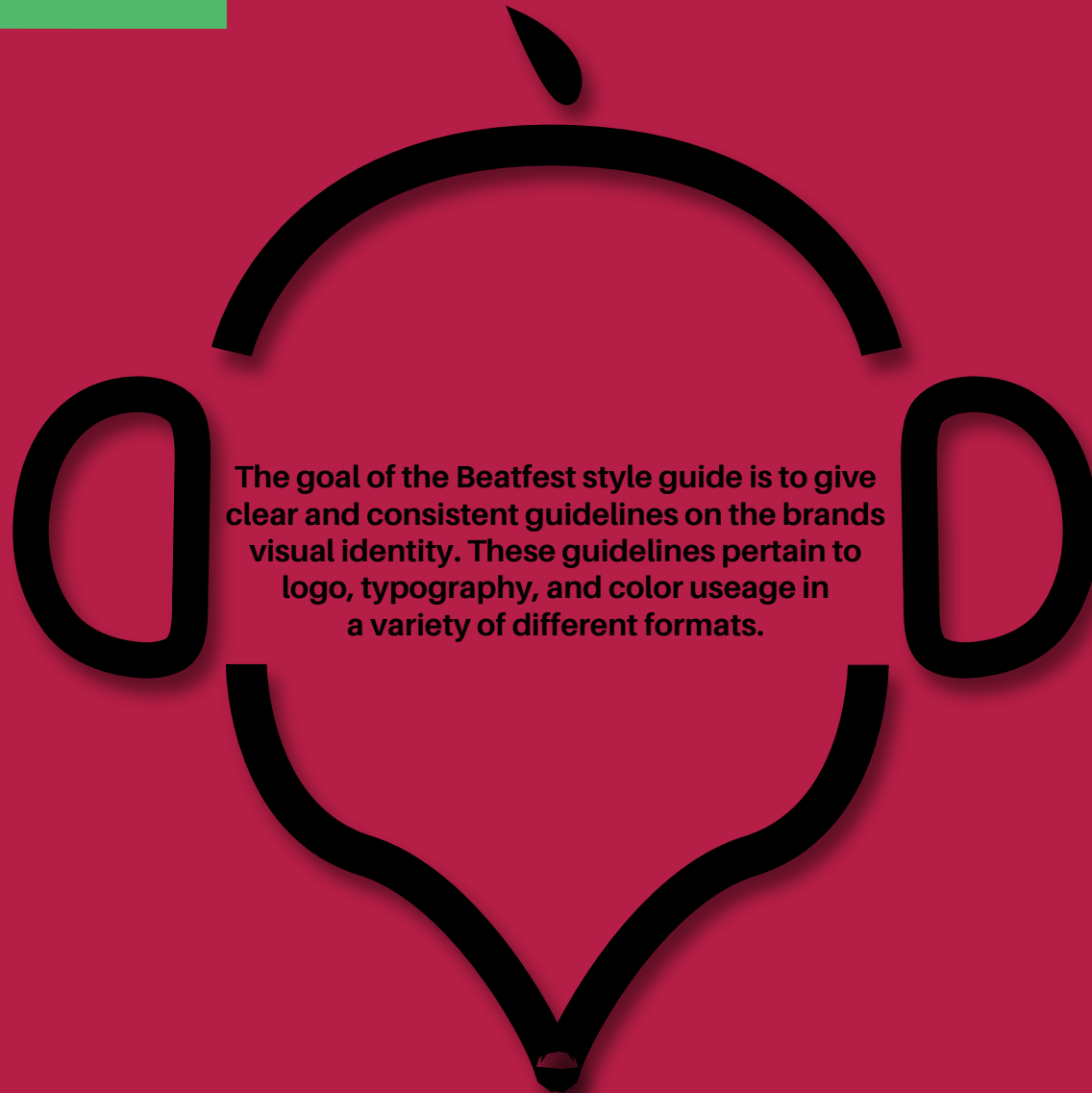
Guidelines

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introduction



The goal of the Beatfest style guide is to give clear and consistent guidelines on the brands visual identity. These guidelines pertain to logo, typography, and color useage in a variety of different formats.



Mission Statement

Founded in 2018 by top university software engineers, Beatsfest is a fast-growing, cloud-oriented, subscription-based streaming platform. Beatsfest caters to young, active, and diverse listeners with its goal to provide fresh, hip music to fuel these young listeners' lives.

Personality and Tone

Beatfest is overall serious but informal. It has a bright, minimalistic, modern vibe catering to younger listeners. The brand's tone is straightforward, almost business-like, but it still has fun, playful elements that keep Beatfest hip, fresh, and inspiring.

TARGET AUDIENCE

Beatsfest's target audience is a diverse group of young, active music listeners. This group consists primarily of Gen Z (1997-2012) and Millennials (1981-1996). The brand has the youngest user base among competitors, as 50% of users are below the age of 30. To cater to the younger demographic, Beatsfest offers perks for students who can prove active enrolment in college.

Beatsfest's audience is widespread and includes singles who may have children, young adults attending, those planning to attend college or in entry-level positions, those who live with their parents, and those who work in the service industry. This audience trusts digital media and is suspicious of traditional media such as news outlets. They are active and lead exciting, adventurous lifestyles, and prefer to socialize in large groups.

Psychologically, the target audience is independent in their thoughts but not without some parental intervention. They are technologically advanced and driven, very active on social media, and highly involved in teams or groups. This generation is the most progressive regarding race, sexuality, ethics, and sexuality. It celebrates individuality, which causes them to gravitate toward brands that share these inclusive values, views, and aesthetics.





VISUAL COMPETITOR RESEARCH

The top three most used music streaming services are Spotify, Tidal, and Apple Music,
making these brands prime competition for Beatsfest.

COLOR

Apple Music

Magenta
Bright, fun, light-hearted
Invites a more novice listener

Spotify

Black and white, with a pop of green
Serious but fun

Tidal

Black and white
Serious and studio-esque

SHAPE

Signature Apple logo instead of the
word "Apple"

White music note set on a magenta
background for their app logo



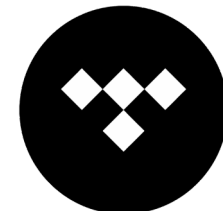
Circle with three bars that symbolize
music coming out of a speaker and text
"Spotify"

Text is dropped for app logo



Diamonds that create the letter "T"
followed by "Tidal" underneath

Text is dropped for app logo



Typography and Overall Design

Sans-Serif typefaces

Clean, simple

Appeals to younger demographic

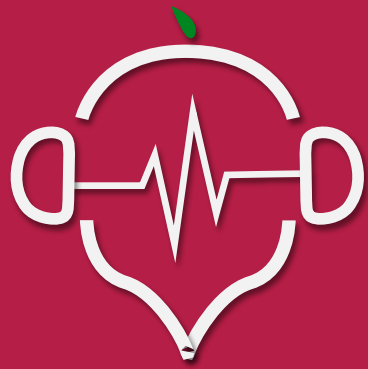
Audience usability at the forefront

Clean, simple, modern designs

Navigate platform easily

Diverse range of music and visuals





Visual IdenTiTy Elements

Typography

Logo

AMOceanus Bold

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 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

Main

AMOceanus Bold

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 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 ! ? @ \$ % * () : ; ' " ,

Accessible

Aileron Bold

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 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 ! ? @ # \$ % & * () : ; ' " ,

Typography Cont.

Subhead

Main

AMOceanus Regular
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 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
! ? @ \$ % * () : ; ' " ,

Accessible

Aileron Semi-Blold
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 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 ! ? @ # \$ % & * () : ; ' " ,

Bodycopy

Alieron Regular

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 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 ! ? @ # \$ % & * () : ; ' " ,

Caption

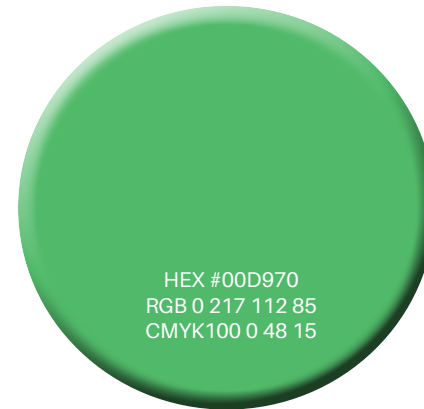
Alieron Light

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 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 ! ? @ # \$ % & * () : ; ' " ,

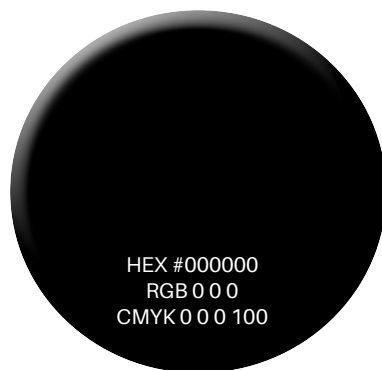


Color PalettE

Primary Colors



Secondary Colors





Logo Usage

Logo

Color Logo



Black and White Dark Background



Colored Background 1



Colored Background 2



Black and White Light Background

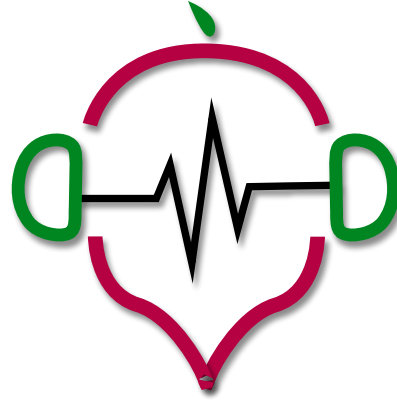


Logo Icon

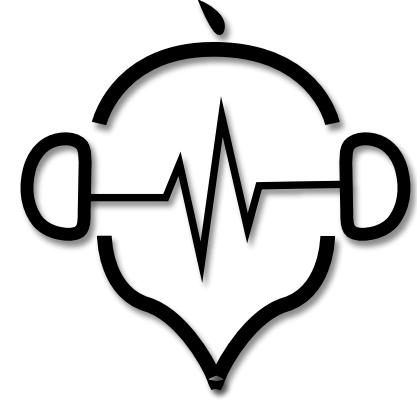
AKA The BeatsFest Beet



App Icon



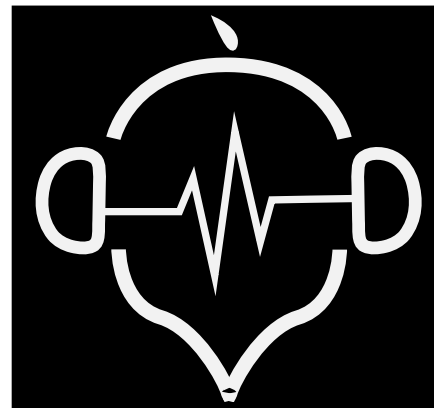
Color Icon



Black and White on
Ligh background

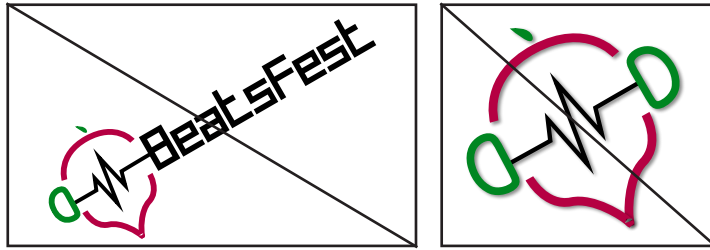


White on Colored Background



White on Black Background

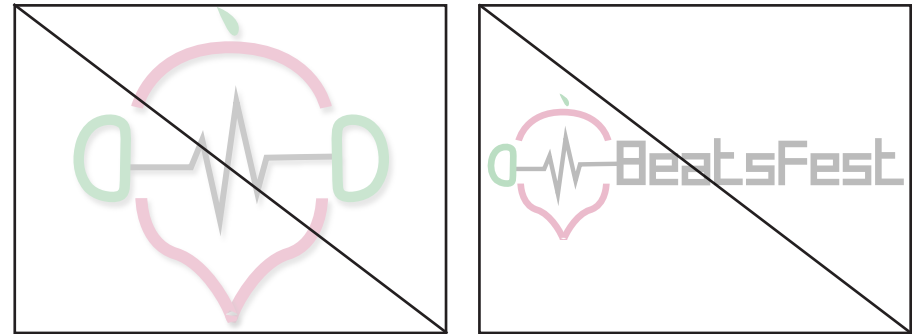
RoTaTion



Do not tilt or rotate the icon or logo

Transparency

Do not allow for a transparent logo.
Logo must be fully opaque



Contrast

Do not place logo or icon on a non or low contrasting background



IconScale

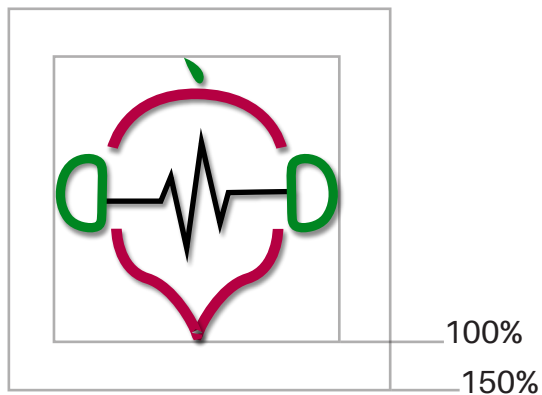


Logo Scale



Clear Space

Icon



Primary Logo



THINGS TO AVOID

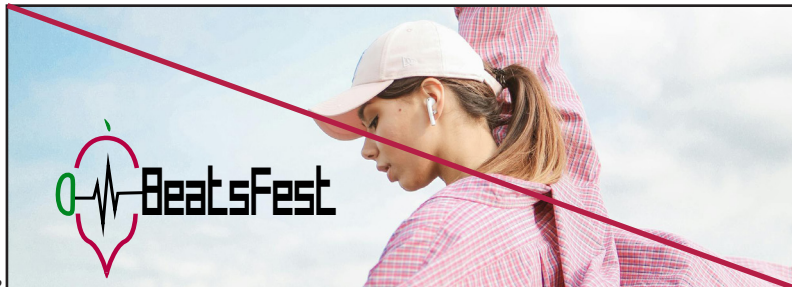
Images



Do not place over busy or patterned backgrounds



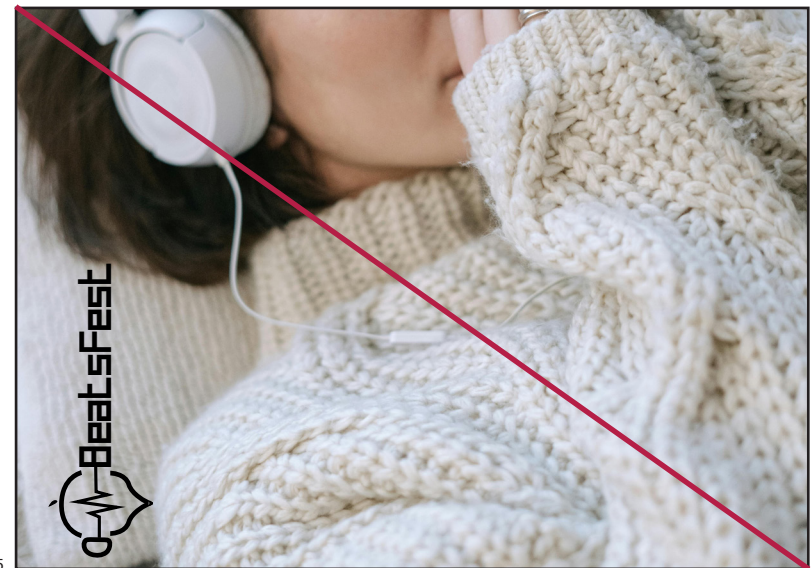
Do not place over low contrasting background.
Use proper colorway for background choice



Do not skew or stretch the logo



Do not pull logo apart
Must use full combination mark



Do not tilt or rotate logo to accomodate image layout

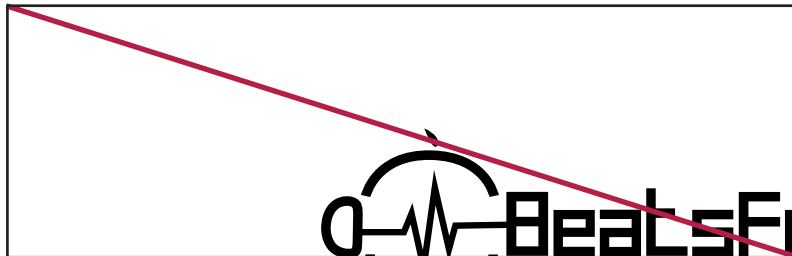
1. AI Arista. "AI generated, girl, earphones, music." Pixabay, 28 April 2024, <https://pixabay.com/illustrations/ai-generated-girl-earphones-music-8721674/>. CC0. Accessed 13 Aug 2024.
 2. Tankilevitch, Polina. "Woman Wearing Pink Long Sleeved Shirt while Listening to Music." Pexels, 13 Sept 2020, <https://www.pexels.com/photo/woman-wearing-pink-long-sleeve-shirt-while-listening-to-music-5385765/>. CC0. Accessed 13 Aug 2024.
 3. Lach, Ron. "A woman dancing on the couch while listening to music." Pexels, 19 Oct 2020, <https://www.pexels.com/photo/a-woman-dancing-on-the-couch-while-listening-to-music-8487217/>. CC0. Accessed 13 Aug 2024.
 4. Kaboompics, Karolina. "Teenage girl sitting with headphones on holding a coca-cola can." Pexels, 8 May 2021, <https://www.pexels.com/photo/teenage-girl-sitting-with-headphones-on-holding-a-coca-cola-can-8005020/>. CC0. Accessed 13 Aug 2024.
 5. Samkov, Ivan. "A woman in knitted sweater wearing headphones." Pexels, 3 Dec 2020, <https://www.pexels.com/photo/a-woman-in-knitted-sweater-wearing-a-headphone-6799978/>. CC0. Accessed 13 Aug 2024.



Do not place over busy or patterned backgrounds



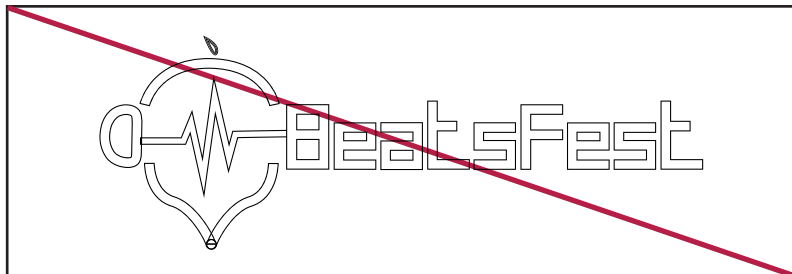
Do not use dark or black colorways on dark backgrounds



Do not crop or bleed logo or icon off of page

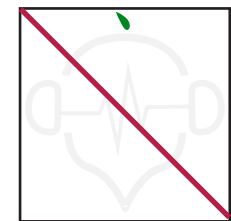
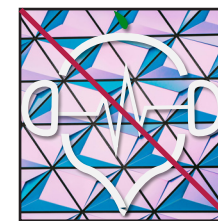


Do not change the typeface



Do not apply effects to the logo.

*Drop shadow may be used with the beatfest icon and logo white colorway

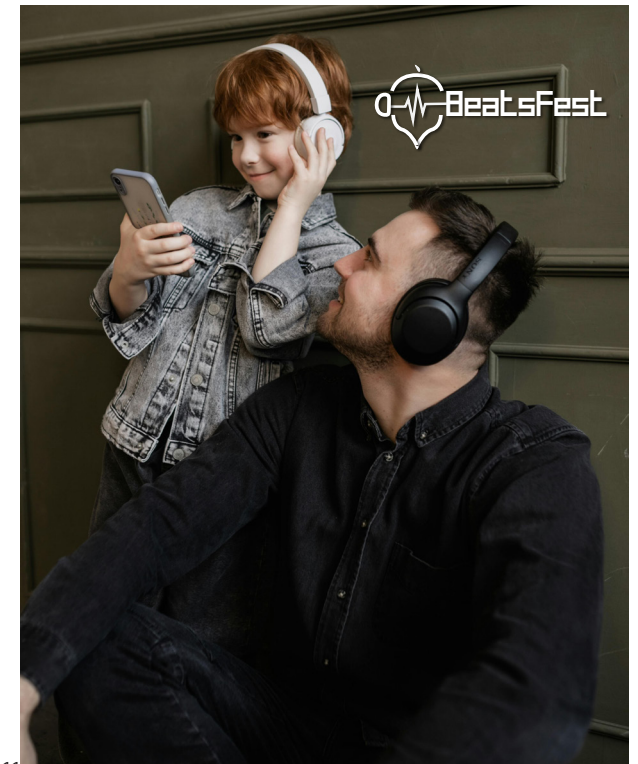


Ensure same treatment is given to the BeatsFest Icon

THINGS TO AVOID

Documents

Proper Logo Usage



7. Sound On. "Woman in Gray Sweater Wearing White Headphones." Pexels, 10 Dec 2019, <https://www.pexels.com/photo/woman-in-gray-sweater-wearing-white-headphones-3756943/>. CC0. Accessed 13 Aug 2024.

8. Odintsova, Yelena. "Close-up shot of a bearded man in white shirt listening to music using a wireless headphones." Pexels, 31 Dec 1999, <https://www.pexels.com/photo/close-up-shot-of-a-bearded-man-in-white-shirt-listening-to-music-using-a-wireless-headphones-5096351/>. CC0. Accessed 13 Aug 2024.

9. PNW Production. "A young girl listening to music while wearing headset." Pexels, 6 April 2021, <https://www.pexels.com/photo/a-young-girl-listening-to-music-while-wearing-headset-7577329/>. CC0. Accessed 13 Aug 2024.

10. Vika_Glitter. "Music, headphones, kids, together." Pixabay, 4 July 2020, <https://pixabay.com/photos/music-headphones-kids-together-5373440/>. CC0. Accessed 13 Aug 2024.

11. Darnel, Alena. "Father and Son Listening to music." Pexels, 26 March 2021, <https://www.pexels.com/photo/father-and-son-listening-to-music-7322194/>. CC0. Accessed 13 Aug 2024.