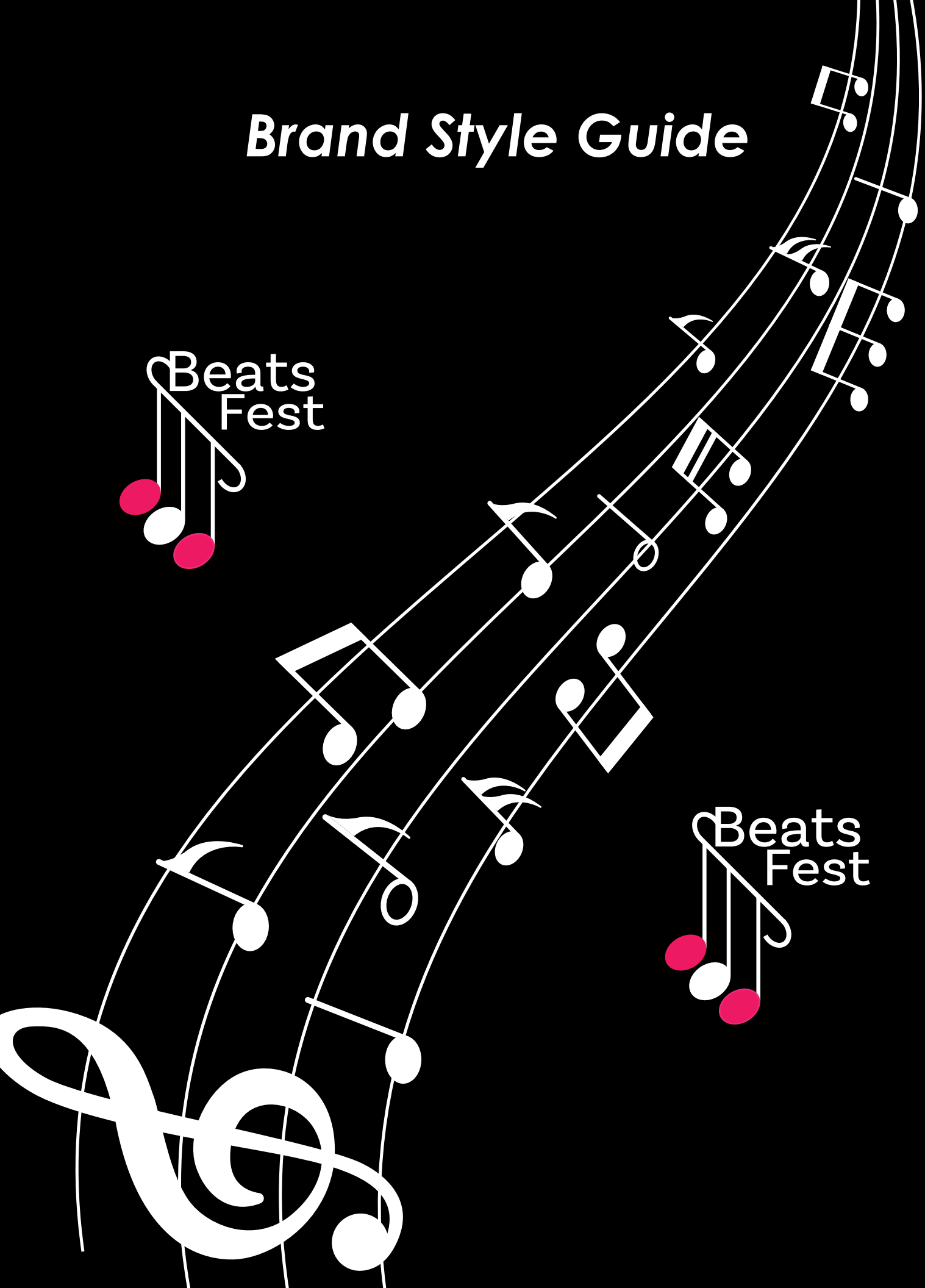
Brand Style Guide



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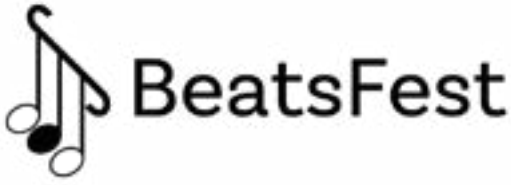
Overview

To ensure our logo is used correctly and how it is best representing our company, this guide has been created. Our company is serious, but not in a formal way. Relaxed, but getting things done. Aesthetically we strive for simple and efficient. We hope to provide this music streaming platform to make people happy and help them to feel included. Our target audience has specific preferences, and this guide will help you to utilize them to better connect with them.

Logo Design

Logo Design

Above are the logos for the brand. One black and white, the second two colors. I wanted to make sure that this logo had the feeling of a young Gen-Zer, but also, was good for the users that were already using the service. That audience consists of Millennials.

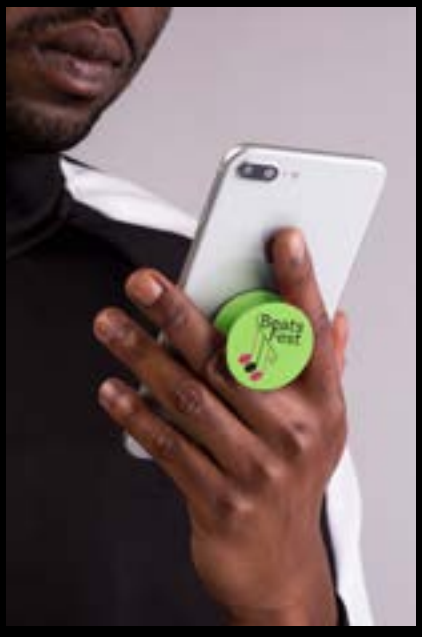


Above are the logos vertical for the brand. One black and white, the second two colors. I wanted to make sure that the company had a version of the logo for all situations.

These are examples of the logo with only the brand-mark. This is to be used only when neces-sary.

The logo should be left aligned on all documents, right aligned on all photos, and centered on all apparel/ marketing elements.

Messaging



Messaging

Brand Identity

Fast-growing subscription-based music streaming service catering to a diverse, active, younger audience. Created by college students wanting to give the Gen-Zers a music streaming service dedicated to them. Who has a good customer base of Millennials already.

Our company is very modern, trendy, and enthusiastic! BeatsFest is a way to reach out to younger music listeners and give them what they prefer when it comes to streaming great music.

Our tone of voice for BeatsFest is simple and efficient. Not tense and traditional. We want our subscribers to feel like they can reach out and give us new ideas or feedback and let us know what we can do better while we provide great customer service.

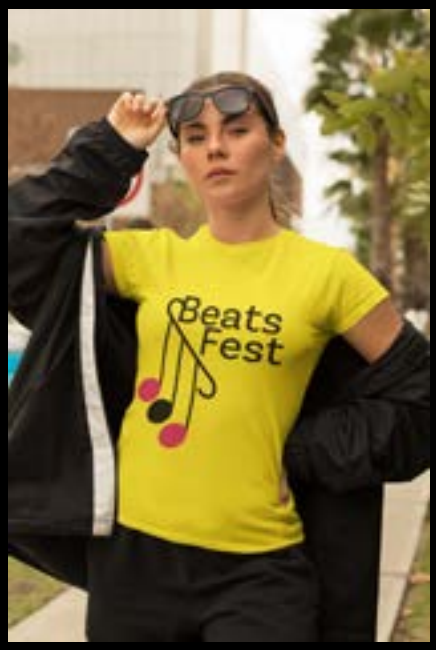
Target Audience

Our target audience is young, active, Gen-Zers. People are just starting to feel comfortable in a work setting. Has had a job or two by now and knows how to save money and pay your bills.

They may still be living at home with their parents, but they have a sense of independence as well. They are just getting their feet wet with life so to speak. No longer in high school, but adults enough to need to pay their own way now. Visual preferences include sans serif typefaces and vibrant colors. Neon's are a yes!

Competitors for BeatsFest use sans serif typefaces and usually one or two colors mostly black and red; with Pandora as the exception using multiple vibrant colors. They all mostly have the same tone of voice as BeatsFest. These things are all aligned with the target audience brief.

Logo Usage



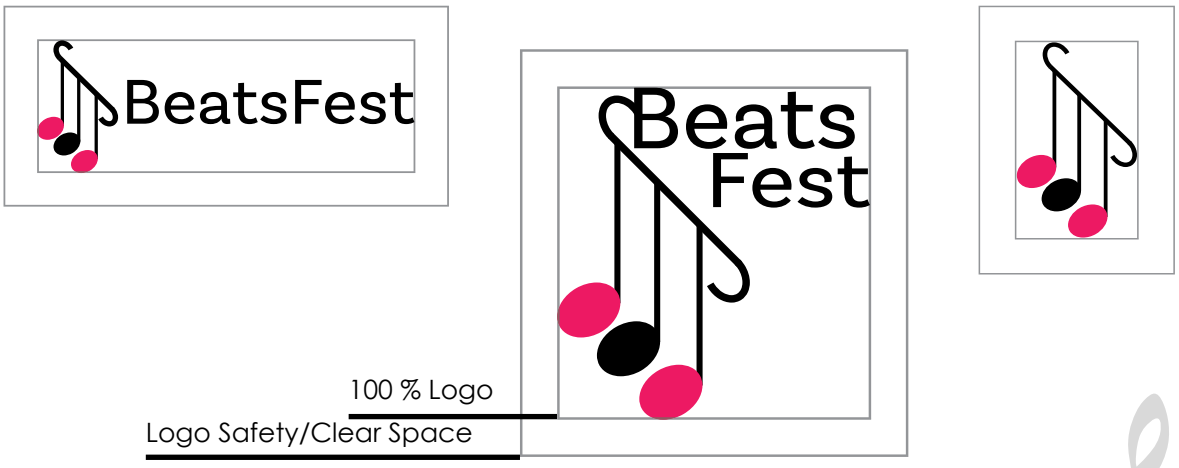
Rules

Rotation

The logo should not be rotated at all. It should stay in the upright position. This way the logo intention is clear and legible to the viewer. Rotating the logo will make it hard for the viewer to see it then figure out what is going on within the design.

Clear Space

The logo should have safety space around it so that other elements used are not crowding it or too close. This way the logo is viewed as intended and the viewer is able to clearly see it apart from all other elements.



Rules

Scale

This logo should not be below the width of 1.2 in and height of 1.3 in. If any smaller than this, you would not be able to see anything clearly. The logo can be as big as necessary for the design being created. However, make sure the ratio of with and height should always be consistent as this logo is a rectangular shape and not a square or a circle.

Smallest acceptable size.

Transparency

The logo should not be tinted or shaded in any way. The transparency should always be 100% for every medium and design. Changing the transparency will take away from the logo and make the readability and legibility both suffer. The viewer will also have a much harder time seeing it.

Rules

Contrast

The logo should be in color primarily. If you need it for a black t-shirt it should be in color and the black should be changed to white as depicted below. If the shirt is white the full color logo should be used. The font used in the logo is Basic Sans regular. If you need the two-color for a black shirt see below depiction. Both have contrast and are both easily seen by the viewer.

Color - on a black background

Color- on white background

Color Variations for Placement

The logo variations change depending on the medium of use. Below are variations of the logo and how they could be used. Alway use full color logo when you can, but if you cannot change the main part of the logo design to contrast most with the background such as using black if the background color is white and using white if the background is black.

This is the Full color (two color) primary Logo.

This is the black and white or one color logo.

This is the reverse logo and to be used on black backgrounds.

Four Important Things to Avoid when Placing the Logo in a Document

1.

This logo should not be below the width of 1.2 in and height of 1.3 in. If any smaller than this, you would not be able to see anything clearly. The logo can be as big as necessary for the design being created. However, make sure the ratio of with and height should always be consistent as this logo is a rectangular shape and not a square or a circle.

Smallest acceptable size.

2.

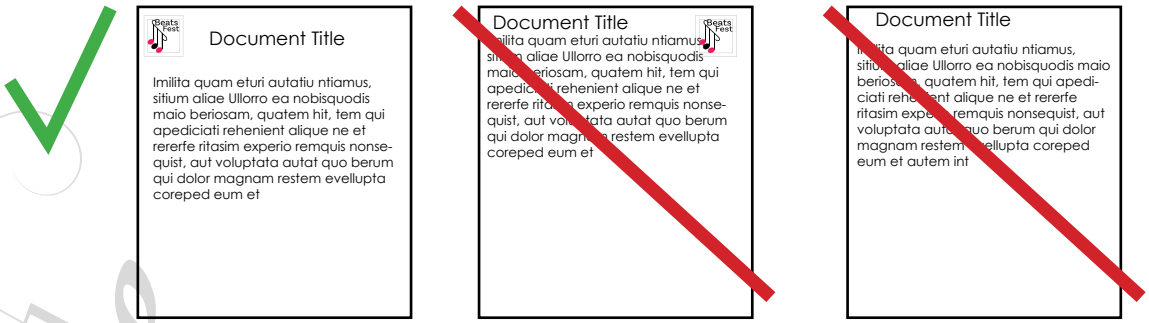
Never add special effects to the logo such as a drop shadow to the logo.

3.

Do not use alternative colors: Do not add or delete colors from the logo. Do not change the colors in the logo, word-mark, or brand-mark.

4.

For use in documents, place the logo on the left side of the page, preferably the upper left: This entry strategy reinforces branding when the viewer enters the document.



Visual Identity

Elements - Typography

Logo

The logo uses Basic Sans - Regular Font 35-pt. Basic Sans is a pretty big font family and they have a few styles that are able to be used for different things. The target audience has an overwhelming preference for sans serifs. Basic Sans fits the preference for sans serif fonts and it is a very readable and legible typeface.

Headlines

Basic Sans - Bold 25-30 pt

Century Gothic - Bold 25-30 pt

Body Copy

Century Gothic - Regular 12 pt - Leading 15 pt

Subheads

Basic Sans - Bold. 16-20 pt.

Century Gothic - Bold 16-20 pt

Captions

Basic Sans - Light 12-14 pt

Elements - Typography

Basic Sans - Regular 35pt

ABCDEFGHIJKLMNOPQRSTU-
VWXYZ 1234567890!@#$%^&*
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Basic Sans - Bold 16pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()

Century Gothic - Bold 16pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()

Century Gothic - Regular 12pt - Leading - 15 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()

Basic Sans Light - Regular 12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()

Licensing:

For all 3rd party BeatsFest partners the fonts and licenses for use must be secured through the Adobe link below. Please do not share or pass font files to outside partners that have not secured a usage license through Adobe.

https://fonts.adobe.com/fonts/basic-sans#fonts-section

https://fonts.adobe.com/fonts/century-gothic#fonts-section

Elements - Color

C0 M0 Y0 K100
RGB 0, 0, 0
HSB 0, 0, 0
HEX #000000
PMS Black 627
Pantone Coated Black 6 C

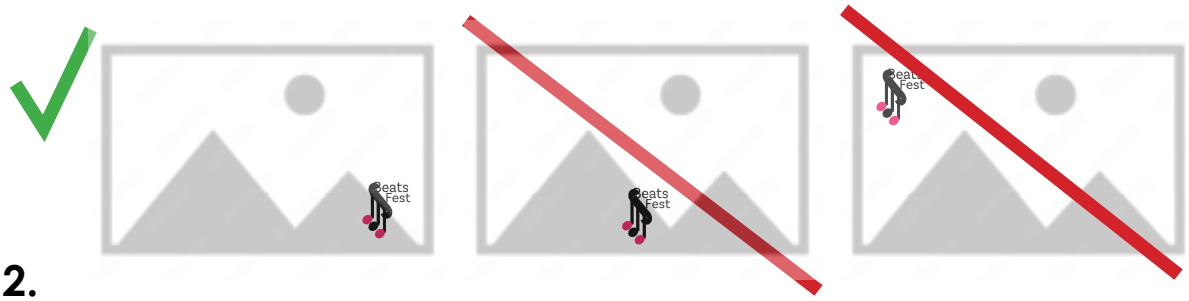
C0 M98 Y42 K0
RGB 237, 29, 100
HSB 340, 88, 93
HEX #ed1d64
PMS 213 - Ruby
Pantone Coated 213 C

The chosen colors are directly from the target audience's preferences. They prefer bright neon colors that really pop. Red is a color that represents passion, and anger. However, neon red represents fun and excitement. The logo should have the two outside music notes either white or neon red (Ruby) depicted above. No other colors are to used for the logo.

Logo on Images

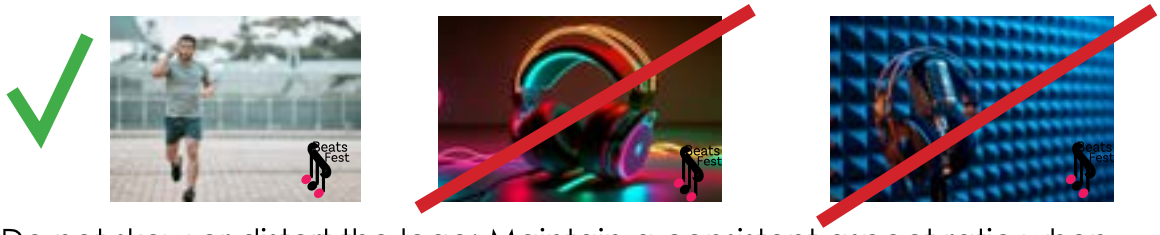
1.

Place the logo in the lower right corner of the image so that it reinforces the brand with the exit strategy as viewers exit the compositions at the lower right.



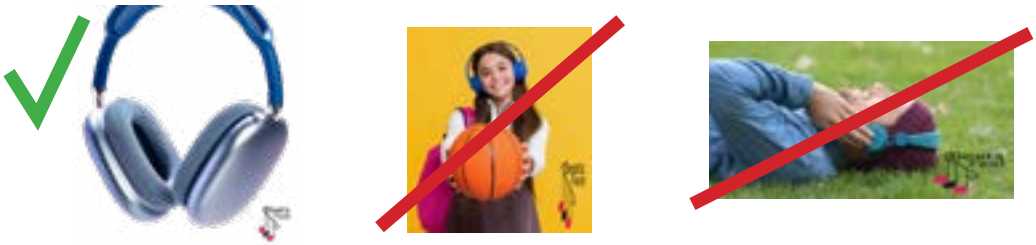
2.

Don't place the logo on a background that reduces legibility: Do not use highly textured, busy, or cluttered backgrounds. Avoid placing a full-color logo on a color background because it reduces contrast, visibility, and legibility.



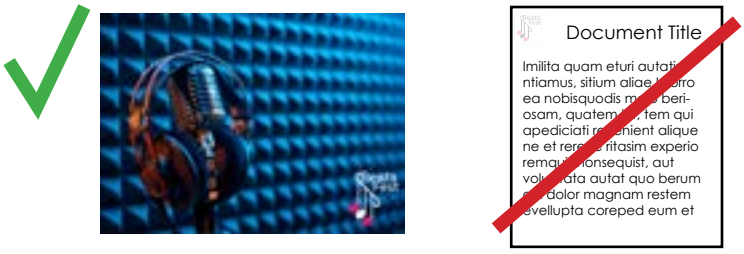
3.

Do not skew or distort the logo: Maintain a consistent aspect ratio when placing or resizing the logo.



4.

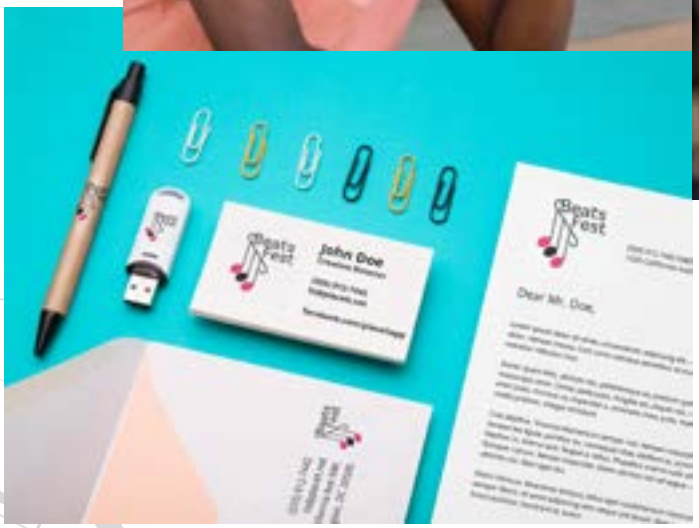
Do not present the logo with reduced transparency: Do not reduce the transparency of the logo, wordmark, or brandmark. Transparency must be maintained at 100%.

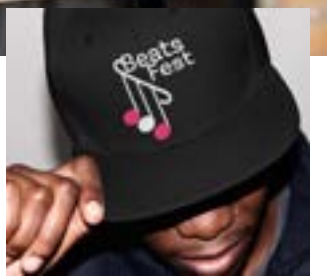
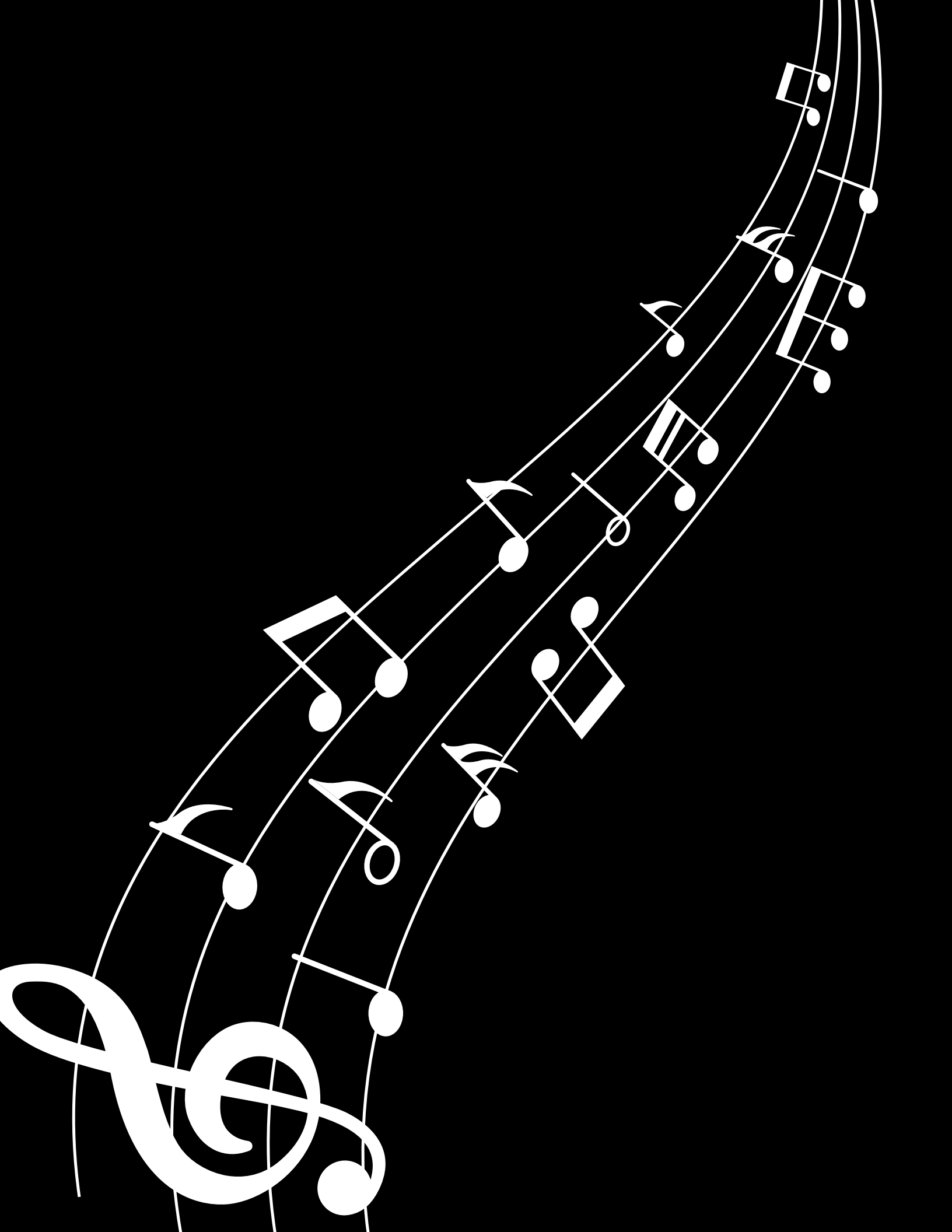


Contact Information further questions

For any additional questions please feel free to reach out to the Brand Style Team at

brandstylequestions@beatsfest.com
or
brandstyleteam@beatsfest.com.

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