

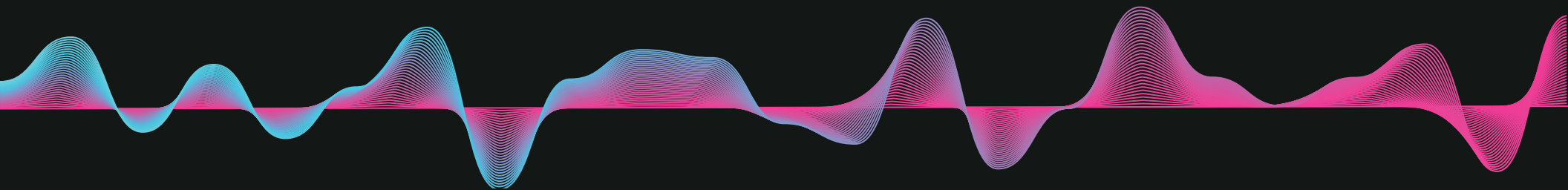


Beatsfest

Brand Guidelines

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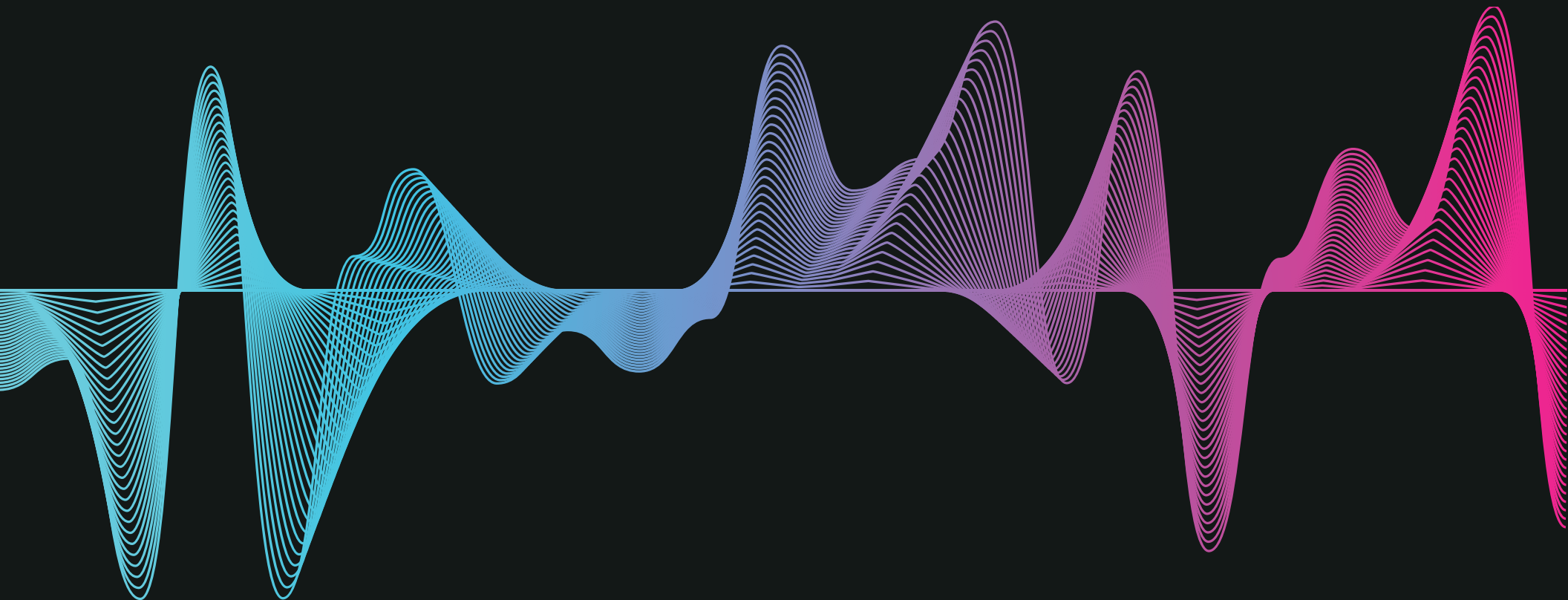
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Overview

This document serves as an all-encompassing rulebook for how to properly apply our brand colors, logo, typography, and supplemental elements in order to maintain consistency across all mediums and contexts.

Adhering to these guidelines allows Beatsfest to be recognized as a reputable, organized, familiar, and visually appealing company by both internal and external sources.

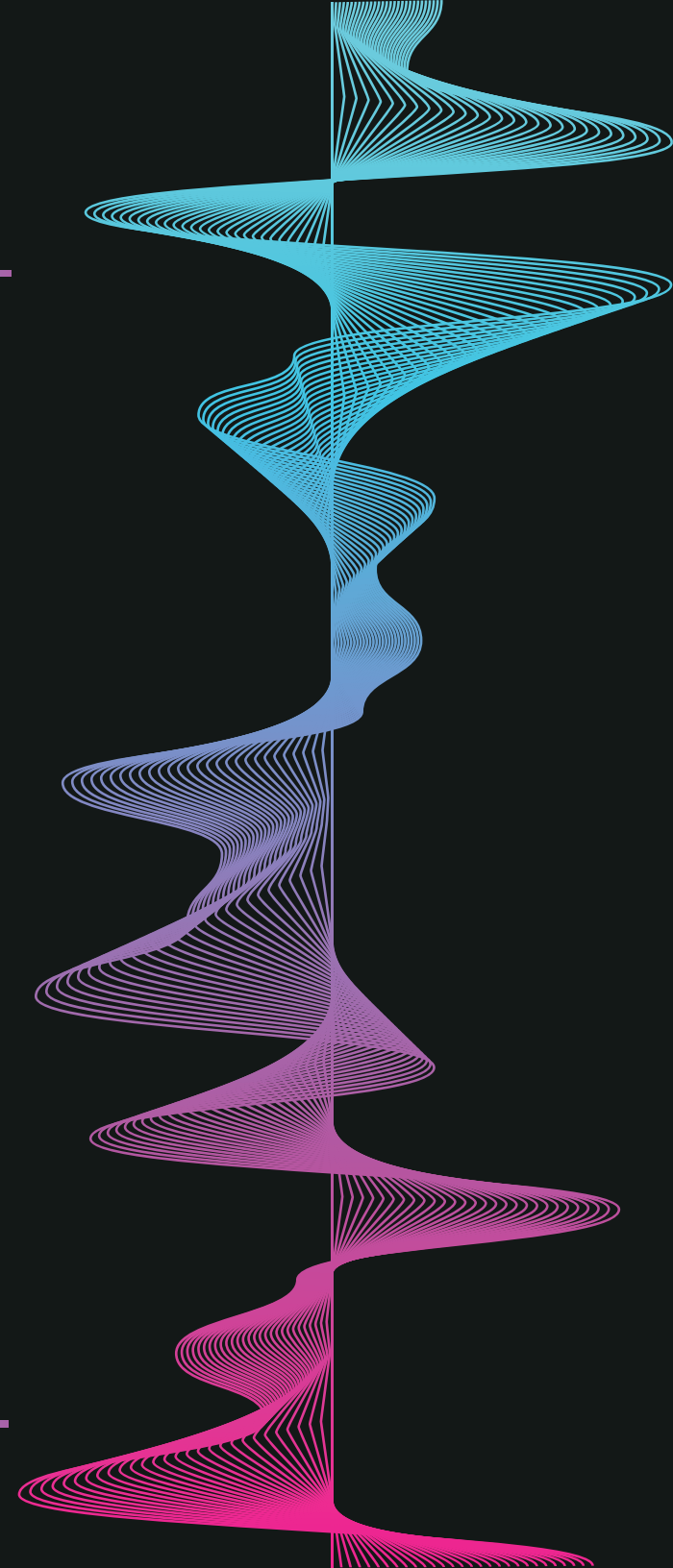


Brand Vision

Beatsfest is a rapidly expanding, cloud-operated music streaming service that seeks to provide the bustling and diverse youths of today with a refreshing, subscription-based service that caters to their unique music tastes and characteristics.

Here at Beatsfest, we believe that modern problems require modern solutions. We are committed to the ongoing research and relatability involved in keeping up with the everchanging nuances of youth. We aim to visually display a trendy, modern vibe that grows as you do. Beatsfest is committed to being closely involved and connected with our audience in order to maintain relevance and make pertinent contributions to the dynamic youth.

We are a team that values thorough and unbiased research about our audience. At Beatsfest, we appreciate the modern nuanced language and diverse personalities of the younger generation without relying on forced references or stereotypes. We see you, and we aim to show that the overall environment and vibe of our service is friendly, inviting, and does not rely on cringe-factor to make our point.

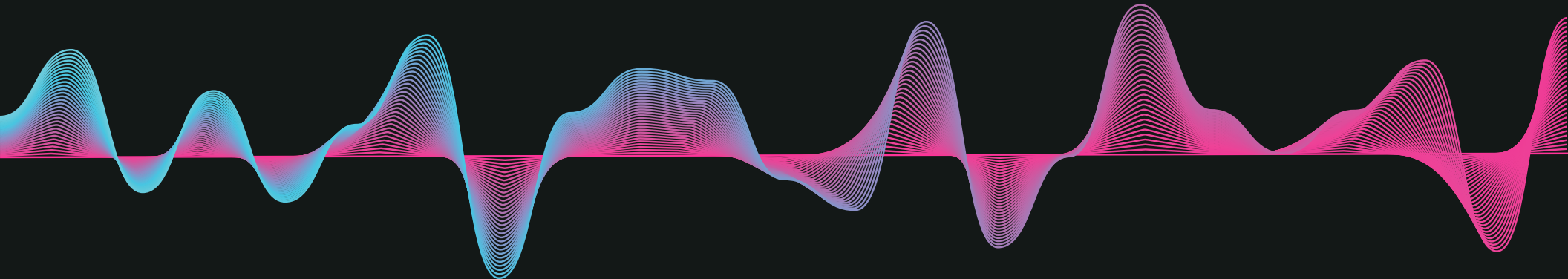


Target Audience: Demographic

Beatsfest caters to members of the Millennial and Gen Z generations in a gender-inclusive manner. Since the younger generations are major contributors to our business, we actively consider the fact that many members of this demographic may also be single, in college, recently graduated and seeking employment, working in the service industry, or starting junior professional positions.

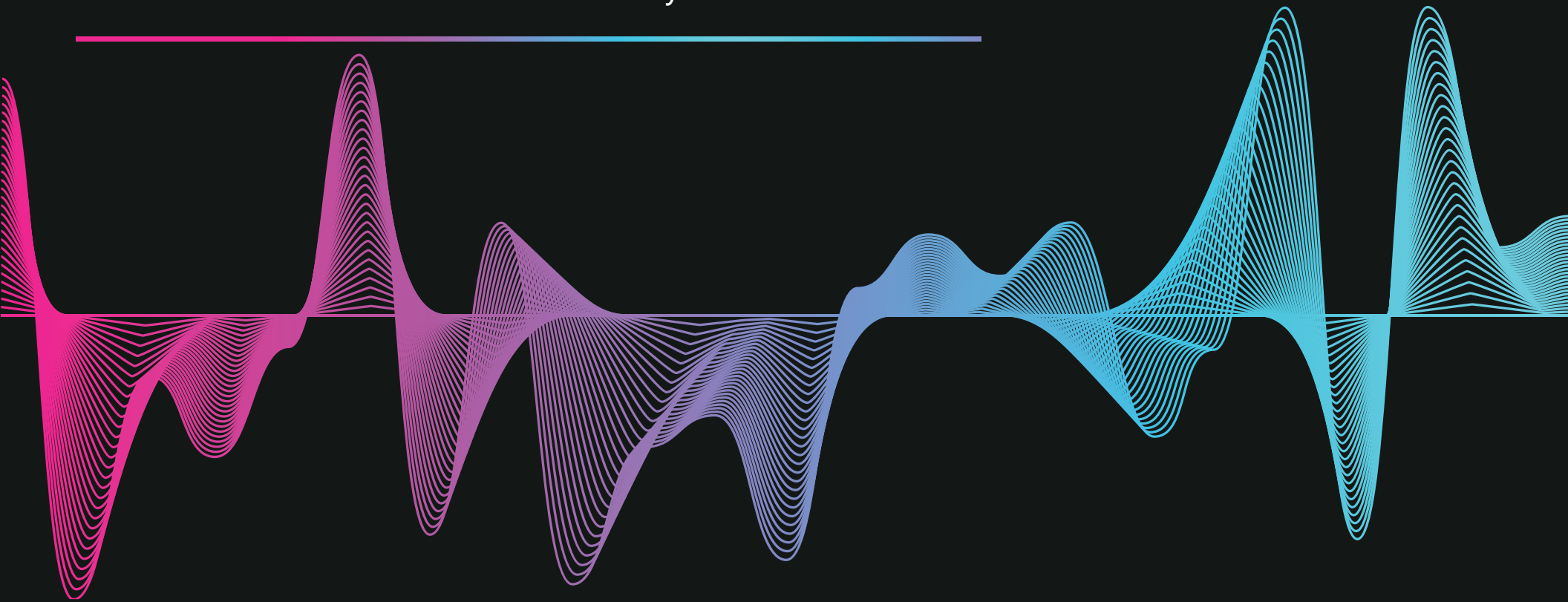
This group also lives in a wide variety of locations including rural, suburban, and urban. We understand that many members of this demographic do not currently hold high income positions due to age and the effects of the post-COVID economy, so we aim to make a difference by offering significant discounts to students who provide proof of active enrollment.

Additionally, Beatsfest knows and relates to how tech-savvy our audience demographic is, so we intend to create a refreshing yet familiar experience for these members that also feels authentic and relatable. Overall, we aim to create a modern, comfortable, unique, and inviting atmosphere that caters to the wide diversity and progressive nature of our audience.



Target Audience: Visual Preferences

Research indicates that our user demographic appreciates simplicity above anything else. For this reason, we opt to use a minimal number of fonts and colors to appeal to our audience. Sans-serif fonts are the overwhelming preference due to their modernity and sleek appearance. We have also selected a refined palette of extremely vibrant, saturated, neon-esque colors to represent our brand because these palettes align with the modern and futuristic ages of technology and are most commonly seen on screens and in the light-based spectrum of RGB colors that our audience is overtly familiar with.

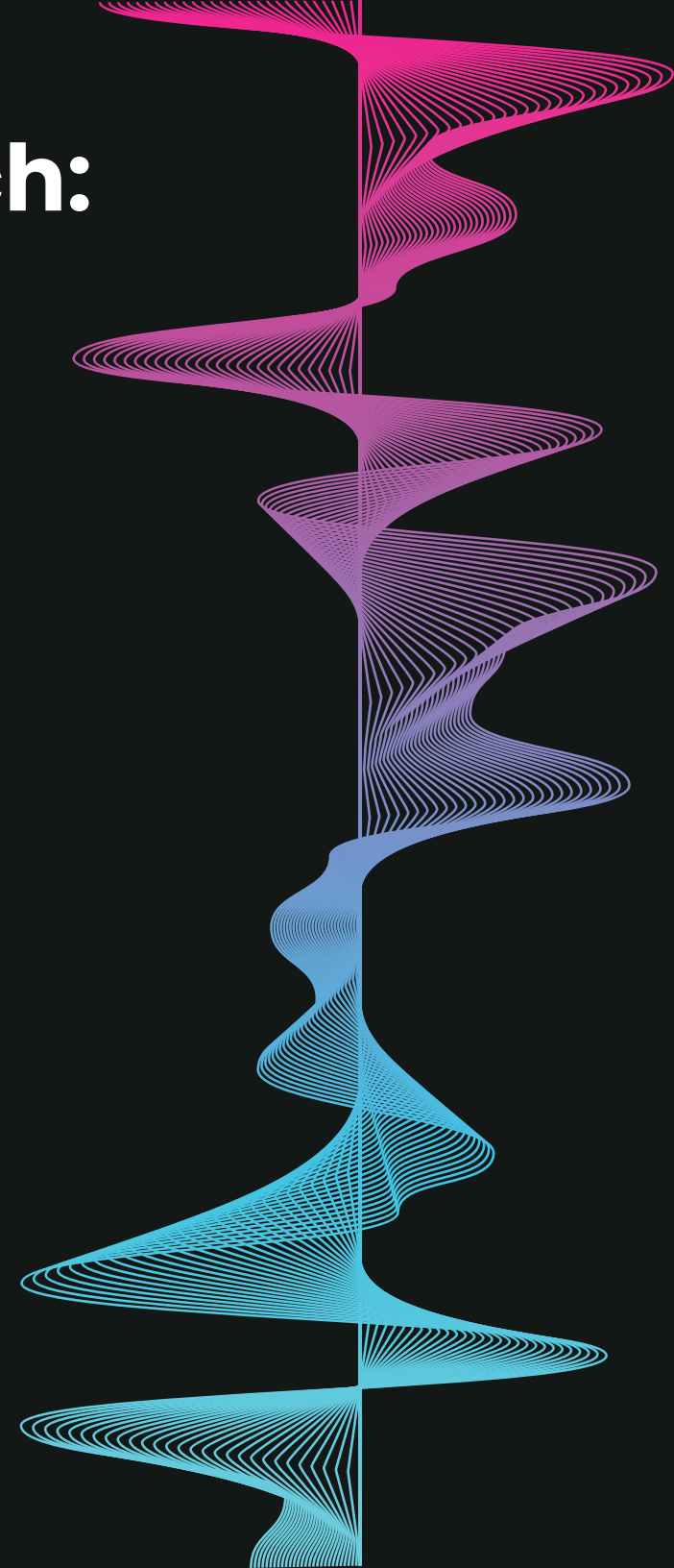


Visual Competitor Research: Design Elements

Research about other popular music streaming services confirm our own findings about our target audience's visual preferences based on the overwhelming consistency of vibrant, tech-based colors and simple, contemporary sans-serif fonts seen on these sites and apps.

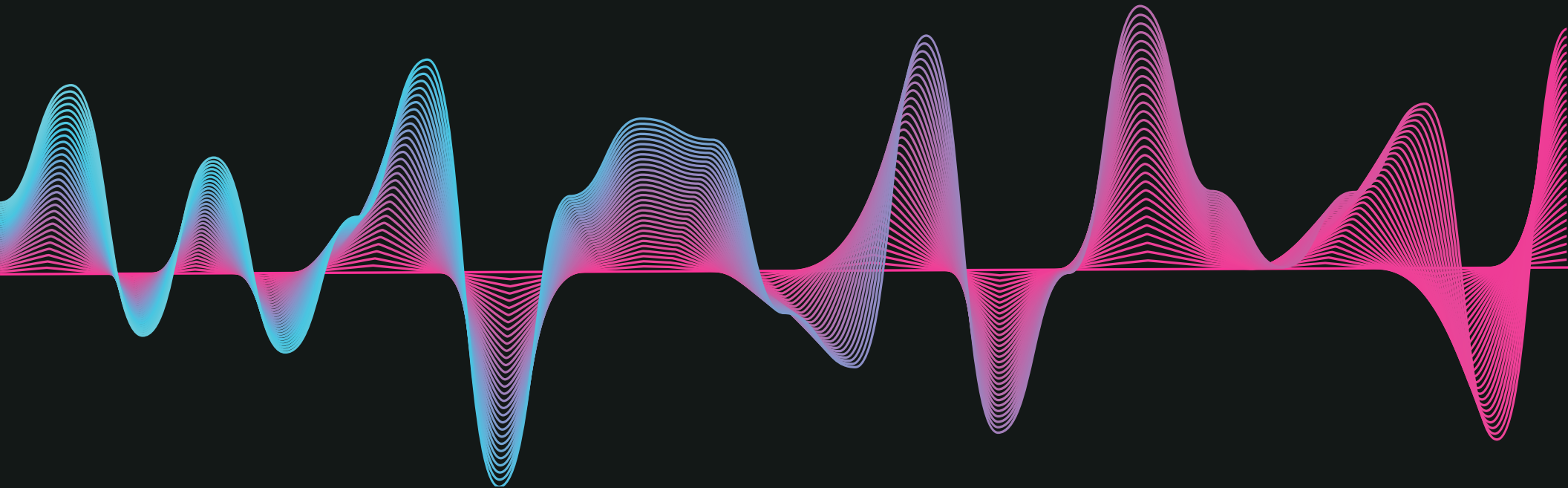
Colors tend to lean towards cool over warm, but a variety of saturated hues are seen on competitor sites and apps regardless of warmth. Competitors often combine these colors with dark gray or black backgrounds that create intense contrast with the neon hues.

Typography is strictly sans-serif across all competitor services and tends to be white or light gray to create adequate contrast with the dark backgrounds. Larger and bolder white text is generally used for headings, titles, and other information high in the visual hierarchy, while smaller, lighter-weight, light gray text is used for secondary information.



Visual Competitor Research: Tone of Voice

The tone of voice seen among competitors is professional but informal, using casual and youthful terminology without overcompensating. All competitors have a vibe and personality that instantly feels comfortable to the audience due to the language they use. From playlist titles and descriptions to artist bios, these services make it feel like users are speaking to a familiar friend with a detailed history of studying modern music. The most notable example of this is the way Spotify respectfully addresses their users like companions, especially in their famous yearly Spotify Wrapped feature.



Logo Usage Rules

Rotation



Do not rotate the logo.

Clear Space



Maintain one logo-width of clear space on all sides.

Scale



Do not scale the logo smaller than 1 in. by 1 in.

Transparency



Do not lower the opacity of the logo.

Contrast



Do not use the full color logo on backgrounds where contrast is reduced.

Logo: Color Variations for Placement

One-Color
Light



Use this version on darker or patterned backgrounds if contrast is reduced when using the full-color logo.

One-Color
Dark



Use this version on lighter or patterned backgrounds if contrast is reduced when using the full-color logo.

Full Color



Use this version when contrast and color palette cohesiveness is not affected by backgrounds.

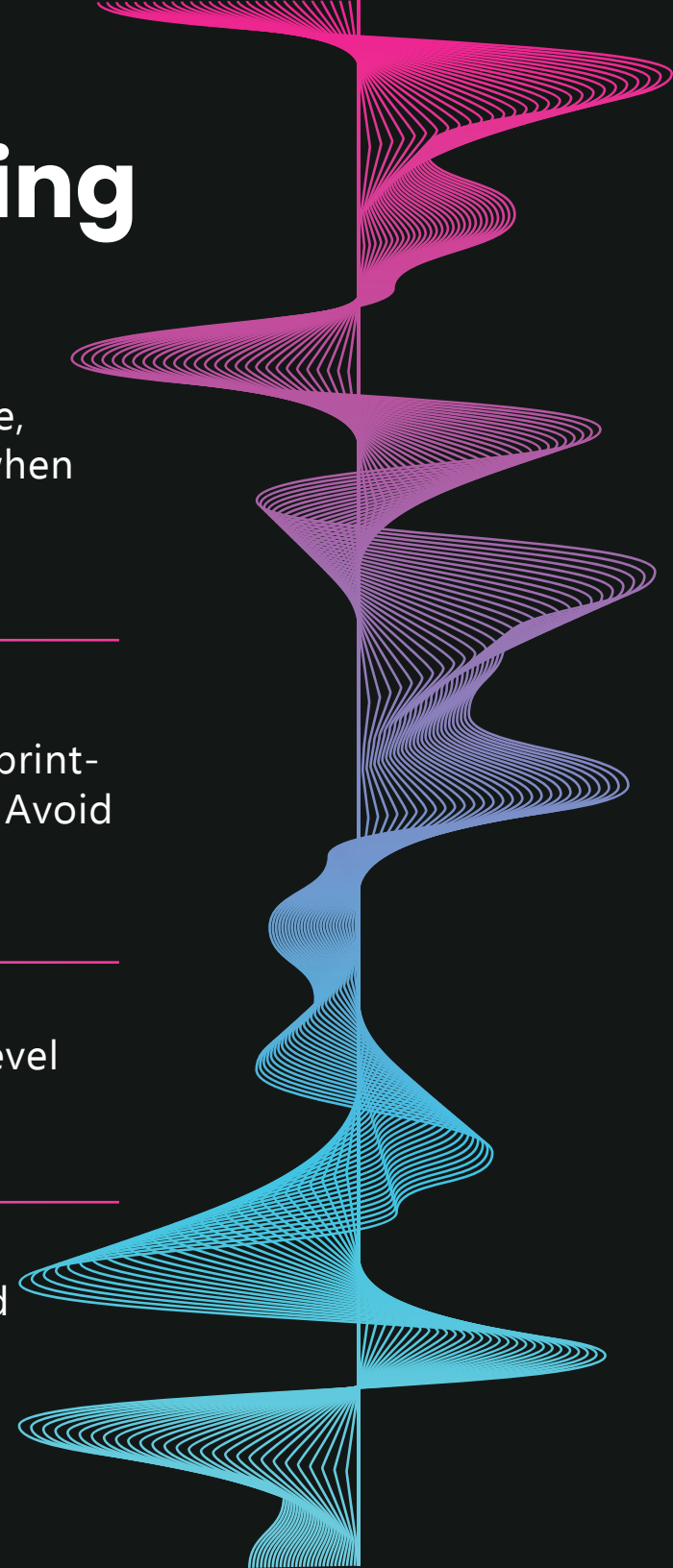
Things to Avoid When Placing the Logo in Documents

1. 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. Avoid placing the logo in other locations in documents.

2. The one-color logos should be used for documents that will be printed using a black-and-white printer or when preferred stylistically. Avoid using the full color logo when printing in black-and white.

3. Never add special effects or drop shadows to the logo: Avoid bevel and emboss, textures, drop shadows, and 3D text effects.

4. Avoid highly textured, busy, or cluttered backgrounds that could reduce legibility.





Visual Identity Elements: Typography

Logo:

**Poppins
ExtraBold**

*Font size scales with logo

Headlines:

**Poppins Bold,
36 pt.**

Subhead:

Poppins Regular, 20 pt.

Body Copy:

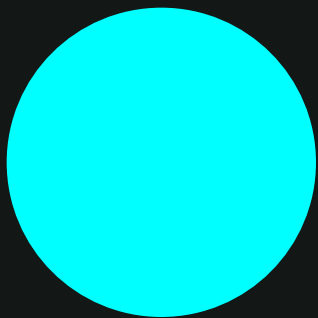
Ebrima, 16 pt.
Tracking: 25

Captions:

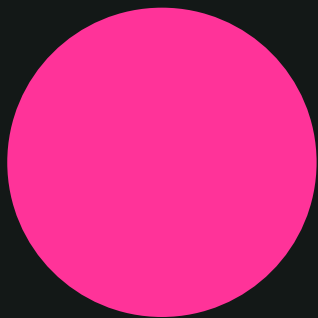
Ebrima, 12 pt.
Tracking: 25

Visual Identity Elements: Color

Logo Colors:



#00ffff



#ff3399

Gradients:



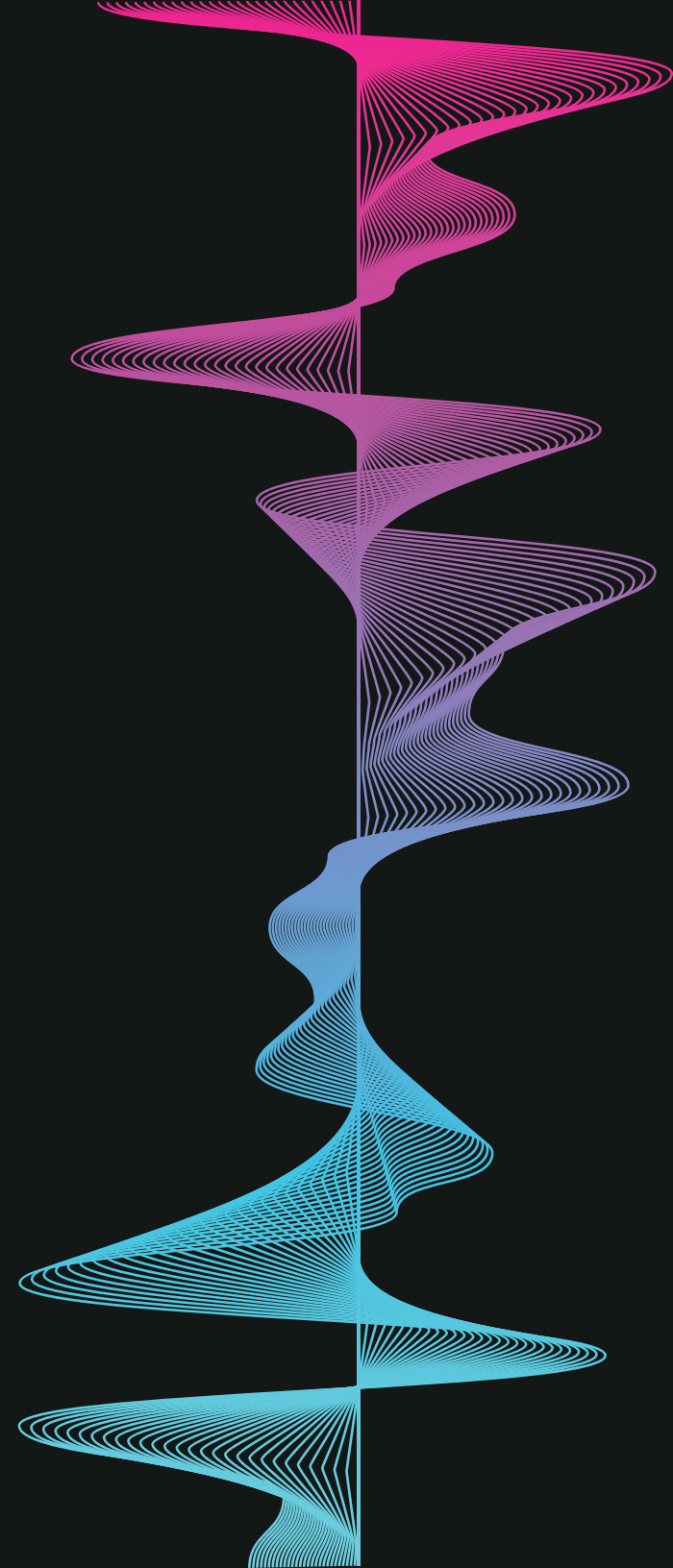
#00ffff

#ff3399



#ff3399

#00ffff



Things to Avoid When Placing the Logo on Images

1. For use in images, specifically in advertising, place the logo in the lower right corner. This reinforces branding with the exit strategy as viewers exit compositions at the lower right. Avoid placing the logo in other locations in images.

2. Avoid special effects as a general rule, but it may be appropriate to add a subtle drop shadow to make the logo pop from the image background. If necessary, use this effect seldomly.

3. Avoid using the full color version of the logo on images. Instead, use the black, white, or one color version to ensure proper contrast and legibility.

4. Avoid placing the logo on images with busy or cluttered backgrounds that may reduce contrast and legibility.

