BeatsFest

Music Streaming

BRAND
STYLE GUIDE.

BEATSFEST

HISTORY

Beatsfest was launched in 2018 by a group of college software engineers from a leading U.S. university. Their mission was simple: to create a modern, cool music streaming platform that truly connects with the tastes and vibes of a younger audience.

BRAND VISION

Our mission at Beatsfest is to deliver a subscription based, cloud-driven experience tailored to a vibrant, active audience. We are a rapidly growing music streaming platform built for today's youth. With a focus on diversity, energy, and convenience.

Our brand vision is to become the ultimate music destination for the next generation—empowering young, diverse, and energetic audiences to connect, discover, and thrive through a seamless and vibrant listening experience.

TARGET AUDIENCE

Our core audience is primarily Gen Z, born between 1997 and 2012, though we also have a strong following among Millennials (1981–1996). These individuals are young, often working in service industries, and typically living in urban, suburban, or rural areas—many still with parents but dreaming of city life downtown. They're at pivotal stages of life: either attending college, planning to, or starting their first jobs post graduation. Most are single, though some have children. When it comes to aesthetics, simplicity is key. They gravitate toward clean, sans-serif fonts and vibrant, saturated color palettes, including bold neon tones. Comfortable with digital media and active on social platforms, they value diversity, adventure, and a progressive outlook on life.

COMPETITOR RESEARCH

Findings show that other music streaming services stick to sleek, modern aesthetic designs to appeal to a broad audience. Common color schemes lean toward clean, minimal tones with strategic pops of vibrant color. Typography typically embraces sans-serif fonts, emphasizing readability and simplicity. Brand personalities are polished yet approachable, reflecting their tech-savvy and lifestyle-focused user base. The tone is professional but conversational, often mixing inclusivity and personalization to resonate with users. These brands focus on creating an experience that feels seamless, user-friendly, and innovative, reinforcing their commitment to connecting users to music effortlessly and intuitively.

TABLE OF CONTENTS

OVERVIEW

This style guide ensures consistency in Beatsfest's visual and verbal identity, aligning all branding efforts with the company's youthful, energetic, and modern aesthetics. It serves as a reference for maintaining a clean, vibrant design language that resonates with our target audience. By following this guide, every touchpoint reflects Beatsfest's commitment to simplicity, boldness, and connection.

OUR LOGO

The logo for Beatsfest displays a brandmark graphic of a musical beat from a sound wave that also represents the letter "T" in the wordmark. The combination of brandmark and wordmark create the logo and should almost always be used together.

LOGO USAGE

CLEAR SPACE

The logo should always be placed with enough clear space around it. Using this space creates enough negative space for the logo to be easily recognizable away from other elements.
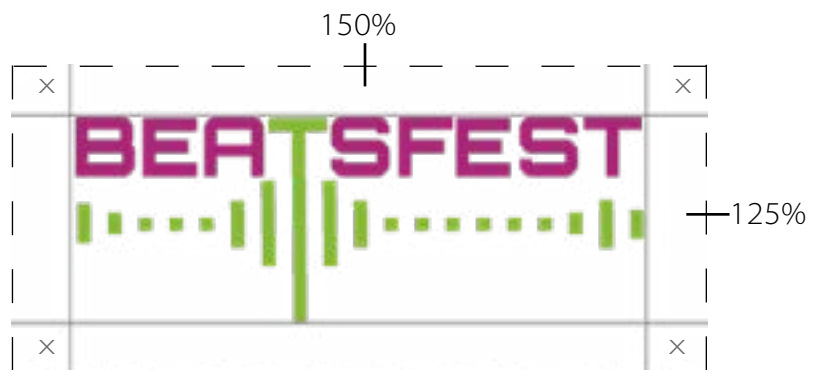
MINIMUM LOGO SIZE

When scaling this logo, the width should be no shorter than 1 inch to support readabilty and legibiltiy.

6p0 x 2p1.8

VARIATIONS FOR PLACEMENT

Different variations of the logo are designed specifically for designated areas. The full color logo should only be used above backgrounds that are black, white, or shades between. Black logo should be used on light vibrant solid colors. White logo should be used above multicolored backgrounds and dark solid color backgrounds .

LOGO MISUSE ON DOCUMENT

Below are a few examples of what to avoid when implementing BeatsFest's logo into a document

Do not rotate or distort the logo.

Do no use drop shadows or glos behind the logo.

Do not use gradient or other effects on the logo.

Do not change the color or tones of the logo ouside of the provided colors in the color section.

LOGO MISUSE ON IMAGE

Below are a few examples of what to avoid when implementing BeatsFest's logo on an image.
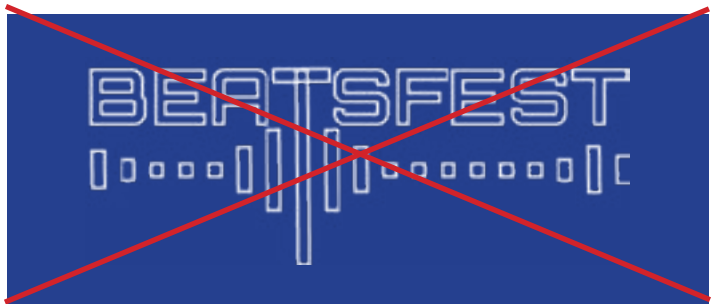

Do not add shapes between image and logo.

Do not add use full color logo over images with many features or colors. Use a solid black or white logo in this instance.

Do not cover important features of an image with the logo. In this example, their faces.

Do not use outlined versions of the logo over images.

TYPOGRAPHY

To keep the brand uniformed, use specified typ-face as details when creating material for BeatsFest. These 2 fonts are used for headers and paragraphs.

Aa

Orbitron

Headline- 22 point 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 0123456789

Aa

Myriad Variable Concept

Subheads- 17 point
SemiExtended

Body- 12 point
Light Semi Extended

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 0123456789

COLORS

This color scheme gives off a vibrant, saturated look targeting young, tech-savvy, and energetic audience. Featuring bold, eye-catching hues that exude excitement with a playful yet polished appearance.

Primary 1

CMYK: 47% 0% 100% 11%
RGB: 133   181   55
HEX: #85B537

Accent 1

CMYK: 100% 100% 100% 100%
RGB: 0 0 0
HEX: #00000

Accent 2

CMYK: 0% 0% 0% 0%
RGB: 255 255 255
HEX: #FFFFFF

Primary 2

CMYK: 39% 100% 26% 0%
RGB: 167   37   117
HEX: #A72575