BRAND STYLE GUIDE

BEAT$FEST

2023-2024

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OUR MISSION

IS TO PROVIDE A SUBSCRIPTION-BASED MUSIC STREAMING SERVICE TO A YOUNG, DIVERSE, ACTIVE AUDIENCE.

Founded in 2018 by college students looking to provide a fresh new streaming serivice that caters to younger generations music tastes.

We strive to provide a laid-back music streaming experience, but still understand how serious our users to take their music exploration.

OUR PERSONALITY

Serious about music discovery but adventurous and forward thinking.

OUR VOICE

We are straightforward yet laid back in how we communicate.

TARGET AUDIENCE

DEMOGRAPHICS:

Age: Gen Z, Millenials
Gender: Any and all.
Profession: Students, service workers.
Income: Low to Middle.
Education Level: Pre-college, currently enrolled, or recently post-college.
Marital Status: Typically single, may be parents.

PSYCHOGRAPHIC:

Independent, technology proficient, daring, adventurous, team oriented, racially and ethnically diverse, individualists, value authenticity and inclusiveness, socially and environmentally conscious.

GEOGRAPHIC:

Rural and urban. Usually planning to move to more urban areas.

BEHAVIORAL:

Technology driven, majority of content consumed digitally, highly active on social media platforms, prefers to live exciting and adventurous lives, socializes in large groups, politically progressive, sexually fluid.

VISUAL PREFERENCES:

Colors: Vibrant and highly saturated, artificial, neon.
Complexity: Simplicity above all else.
Fonts: Sans Serif

COMPETITOR RESEARCH

TOP COMPETITORS:

APPLE MUSIC

SPOTIFY

YOUTUBE MUSIC

COMPETITOR RESEARCH:

Our competitors consistently use bright colors, sans serif fonts, and are overtly seen to cater to the stylistic preferences of younger generations. They employ visually simplistic compositions that Gen Z and Millennials are partial to.

Each competitors personality boasts a casual and informal listening platform, they present a consistently styled and easy to use streaming service that highlights their wide range of musical offerings.

The competitor research findings strongly align with our target audiences preferences, they are in tune with their customers wants and needs and therefore our customers wants and needs.

LOGO USAGE

LOGO USAGE GUIDELINES

Display logo ONLY in the designated colors.

Use of black or white circle is optional, can be used to promote visibility on images.

Always allow for a minimum of .5 inches of clear space in all directions.

Do NOT adjust the transparency of the logo, display only in 100% opacity.

Allow for proper contrast between the logo and its intended background.

Logo should be displayed no smaller than 1 inch x 1 inch.

Display logo on brand appropriate images, avoid using images that do not align with the brands image.

DOCUMENT USAGE:

Always place top left OR top center of document.

Do NOT place at bottom of document.

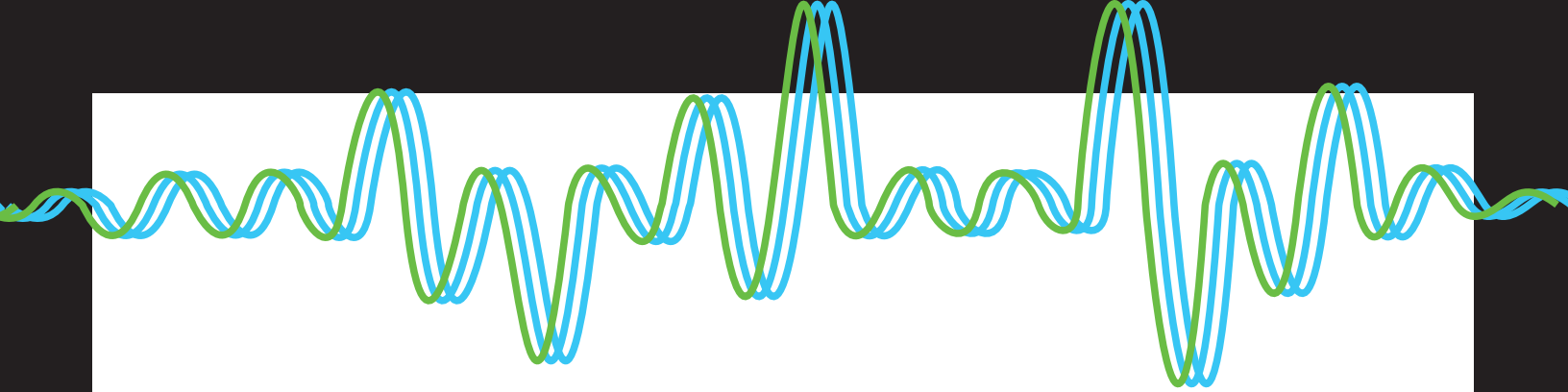Display logo in appropriate size for document, not too large or too small.

Allow for a minimum of .5 inches around logo so it appears prominently on the document.

Do NOT provide too much space around the logo so that it appears unrelated to the information in the document.

WHAT TO AVOID

Photo by Breno Machado on Unsplash

Photo by Hans Vivek on Unsplash

TYPOGRAPHY

SANS SERIF

BEBAS KAI

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bebas Kai Regular is the ONLY font the wordmark should be displayed in. It can also be used for headings and sub headings in other design work for the brand.
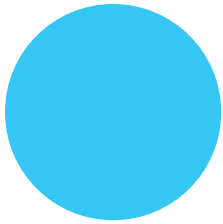
Bebas Neue Pro

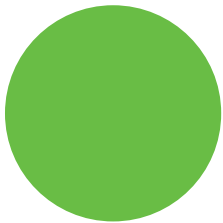## Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bebas Neue Pro Regular can be used for headings, sub headings, and body copy in design work for the brand.
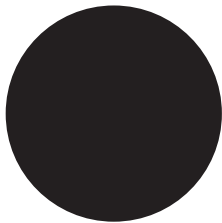
COLOR

CMYK: 62, 0, 0, 0
HEX: #37C6F4
RGB: 55, 198, 244

CMYK: 63, 0, 100, 0
HEX: #6ABD45
RGB: 106, 189, 69

CMYK: 0, 0, 0, 100
HEX: #231F20
RGB: 35, 31, 32