

Brand Style Guide



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Overview



The brand purpose helps us position our brand around what makes us unique and different, enabling us to focus on accomplishing our mission. The Brand Guide Style contains detailed guidelines on ways to use our brand's visual identity. Following these guidelines will contribute to building our brand.

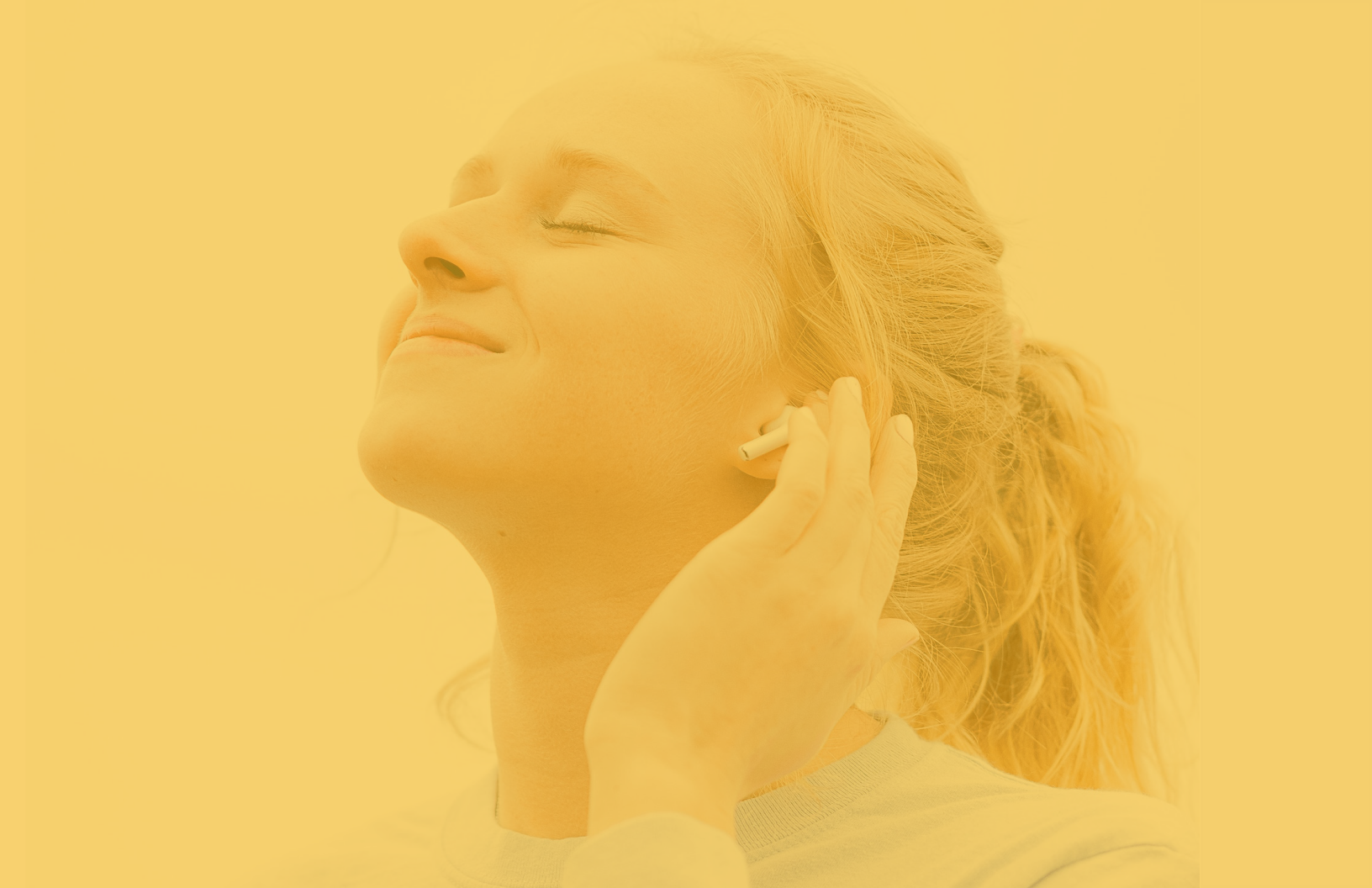
Mission statement

Our mission is to provide a fresh, hip music streaming service that inspires and caters to a young, diverse, and active audience.

A brand is a living entity — and it is enriched or undermined cumulatively over time, the product of a thousand small gestures.

- Michael Eisner

About the Company



Beatsfest is a fast-growing, youth-focused, cloud-operated, subscription-based music streaming service. It was founded in 2018 by a group of college software engineers from a top university in the United States. It's main goal is to provide a fresh, hip music streaming service that caters to the tastes of younger listeners.

Personality

Our personality is:

- serious but informal
- trendy & youthful
- energetic
- diverse and inclusive

Tone of Voice

Our tone is:

- always straightforward and business-like, but not buttoned-up or formal
- friendly and inspirational
- positive and inclusive

Target Audience

Young adults from Generation Z, who are typically single, technologically savvy, adventurous, passionate, highly active in social media, environmentally and socially conscious. They socialize in large groups, attend college or just graduated college, work in the service industry, live with their parents in urban, suburban and/or rural areas.

Visual Competitor Research

Common factors between our competitors are:

- simple designs
- sans-serif typefaces
- bright and fully saturated colors
- image-focused designs

(these findings align with the target audience profile)

Logo Variations

Full
Color



Two
Color



Black
& White



White
on Black



Logo Application

Logo Limitations

To maintain the quality of the BeastFeast brand, there are rules and specifications that should be followed regarding the application of the logo (all variations).

- Do not rotate logo.
- Do not use effects on the logo, including transparency.
- Maintain proper color configuration of logo.
- Do not use conflicting backgrounds.
- Do not distort the logo.



Minimum Size & Proportion



The smallest size for our logo is 1.5 inch wide. From there, the logo can be scaled as large as necessary to suit the specific application for which it is being used.

When reducing and enlarging, the proportions and space between the letter and shapes of our logo stay consistent.

Clear Space



The minimum clearspace is .25 inches.
When placing the logo, maintain
sufficient clearspace so other elements
do not interfere with its integrity.

Logo Usage & Placement

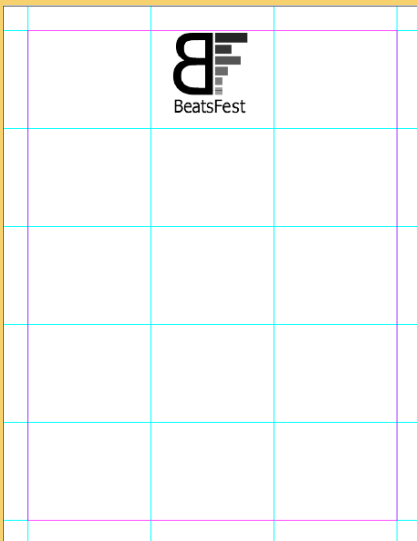
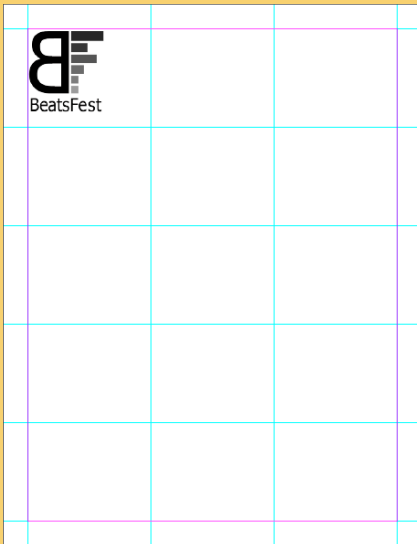


Digital Assets

- On an image place the logo in the center or in the lower right corner.
- Use the two-color, black & white, or white on black logo in situations where the full-color logo is not fully legible.
- The logo must always be presented in a way that assures a clear distance from other elements.
- Do not use highly textured, busy, or cluttered backgrounds.



Logo Usage & Placement



Physical Assets

- On a document place the logo on the top left or top center of the page,
- Use the two-color logo, black logo, or black on white logo on documents. Do not use the full-color logo.
- The logo must always be presented in a way that assures a clear distance from other elements.
 - Do not use highly textured, busy, or cluttered backgrounds.

Color Palette



Vermilion

hex: EF4136

cmyk: 0%, 73%,

77%, 6%

rbg: 239, 65, 54

Xanthous

hex: F4B71A

cmyk: 0%, 25%,

89%, 4%

rbg: 244, 183, 26



Typography

Simple and legible typography has been selected to represent our brand.

MYRIAD BOLD

- Myriad Bold is a robust yet refined typeface typically used for headlines.

MYRIAD REGULAR

- Myriad Regular is a simplistic typeface used for wordmark and body copy.

MYRIAD LIGHT

- Myriad Light is a modern headline typeface used for subheads.

MYRIAD LIGHT ITALIC

- Myriad Light Italic is used for captions, callouts, and secondary information.

CASE: upper and lowercase

LEADING: 100%

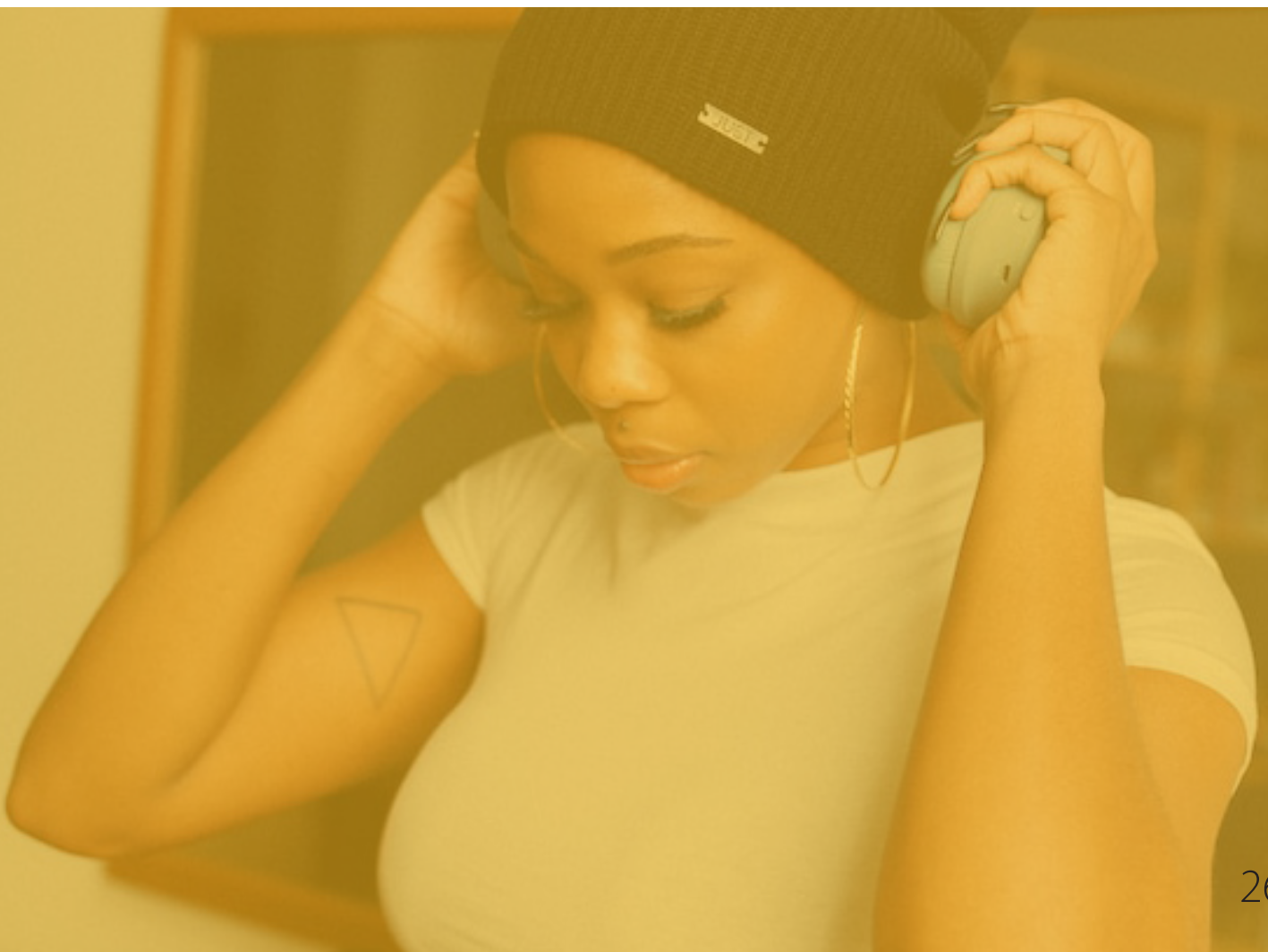
TRACKING: 0

JUSTIFICATION: flush left or flush right

Photography



Photography help us make emotional connections. We use it to capture the natural side of music and lifestyle. Our brand message is inspirational, and fun not aspirational. When selecting and taking photos for our brand, remember to keep the body language believable and music streaming in the forefront. Environments are to be comfortable, casual, and relaxed. Allow lifestyle spaces to portray reality versus stark or staged backgrounds. Diversity is a priority.





Contact Information

Point of Contact:
Marketing Director

Phone Number:
407-555-1234:

Email Address:
mk@beatsfest.com

Works Cited

Woman in white crew neck shirt covering her face with her hand, Jackson Simmer, Photo by https://unsplash.com/@simmerdownjpg?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText>Jackson Simmer on https://unsplash.com/photos/iACz8TaDWsI?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText>Unsplash, Free to use under the Unsplash License.

A woman with her eyes closed holding a phone to her ear, Jair Medina, Photo by https://unsplash.com/@jmedinanossa?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText>Jair Medina Nossa on https://unsplash.com/photos/-7Kkov230I0?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText>Unsplash, Free to use under the Unsplash License.

Flatlay photography of wireless headphones photo, C D-X, Photo by https://unsplash.com/@cdx2?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText>C D-X on https://unsplash.com/photos/PDX_a_82obo?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText>Unsplash, Free to use under the Unsplash License.

Man in black crew neck t-shirt and black pants sitting on brown and red concrete photo, Jusdevoyage, Photo by https://unsplash.com/@jusdevoyage?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText>Jusdevoyage on https://unsplash.com/photos/z4-tUFS2P3A?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText>Unsplash, Free to use under the Unsplash License.

Women in white tank top and black knit cap photo, Dushawn Jovic, Photo by https://unsplash.com/@justdushawn?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText>Dushawn Jovic on https://unsplash.com/photos/cruUfe5g1Zk?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText>Unsplash, Free to use under the Unsplash License.

People raising hands on concert photo, Edward Cisneros, Photo by https://unsplash.com/@everything-captured?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText>Edward Cisneros on https://unsplash.com/photos/jfU3_67YiwQ?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText>Unsplash, Free to use under the Unsplash License.