

BeatsFest

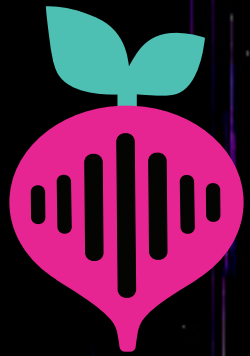
STYLE GUIDE 2025

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OVERVIEW

The image that we present to the world is our own brand mark. They say we shouldn't judge a book by its cover, but we do anyway. We believe that the visual presentation of a style of music is almost as important as the music itself. What would punk music be without safety pins and studs? This guide serves to define and protect our style in a clear and consistent way.



Brand Vision

MISSION STATEMENT

BeatsFest isn't just another cloud-based subscription music streaming company. We are a place where true music lovers come to explore, discover, and connect. We are fast-growing and youth-focused, with a collection of music as diverse and active as our audience.

PERSONALITY AND TONE OF VOICE

BeatsFest is:

PASSIONATE

INFORMAL

EFFORTLESSLY COOL

We are a company of passionate music lovers.

We are serious and professional, but we don't wear ties to work.

Come in your denim, but leave the slippers at home.

TARGET AUDIENCE

The target market of BeatsFest is anyone who is passionate about good music. Our primary target audience is Gen Z (the under 30 population), although our reach extends to Millennials (the 30-45 population) as well. Some key characteristics of our primary audience include:

- Single, college-aged young adults (may have kids, may be in college or just working at the local coffee shop, might still live with mom and dad- hey, we don't judge).
- Any gender- our audience celebrates gender equality.
- Savvy with tech, but skeptical of traditional media, especially news media.
- Very social, both in-person and on social media.
- Loves diversity- racially, ethnically, sexually, etc. and appreciates music that is diverse as the world around them.
- Daring, adventurous, and independent (with a little help from mom and dad).
- Socially conscious- in addition to being

passionate about music, our audience is also passionate about the environment, equality, and sustainability. They support brands that feel the same way.

- Politically liberal and progressive. They are outspoken about the injustices they see in the world and are passionately opposed to gun violence.

Visual Preferences and Market Research

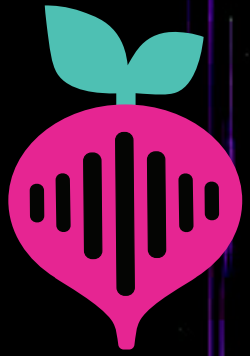
Visual preferences of our target audience are a reflection of the modern, digital landscape and the excitement that they crave from everyday life. These preferences include:

- Simplicity- no excess details or fancy clutter.
- Vibrant, saturated colors, particularly bright fluorescent and neon colors.
- Sans-serif typefaces. Our market

research was centered on companies with similar product offerings and missions. We looked at three competitors and found the following similarities:

- Simple logos, using the elements of line and shape.
- A logo that can be used as a stand-alone image and a combination logo with the company name.
- A black background with white lettering. Bright colors were used conservatively as accent colors.
- A modern, sans-serif typeface in their logos and in all communication on their websites.

Although each site was unique, all appeared to be focused toward the Gen Z audience, as the artists featured above the fold were all artists traditionally liked by the Gen Z demographic. The look and feel of each site was inline with the preferences of our target audience (simple, bold, sans-serif).



Logo

LOGO

The BeatsFest logo, also known affectionately as “The Beet”, is of paramount importance to our brand identity. It consists of the spherical vegetable, inhabited by sound waves, and topped with two leaflets. The beet is a powerful vegetable. Just like our listeners, it is both sweet and a little dirty. It is humble and quiet on the outside, but intense on the inside. It’s the punk rock of vegetables.



LOGO USAGE

Our logo may be used in white color mode, black color mode, white on black, and black on white. Color mode is always preferred unless the usage requires grayscale. While the white version of our logo is highlighted in this guide, our logo really shines in black mode and it should be used on a black background whenever possible.



White
Color
Mode



Black
Color
Mode

The use of the BeatsFest logo with white soundwaves or black soundwaves in front of a non white or black image is determined by which color is most appropriate with the image behind it.



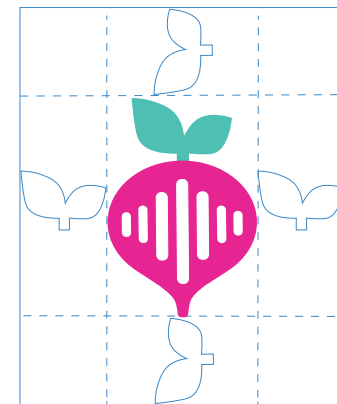
Black
On
White



White
On
Black

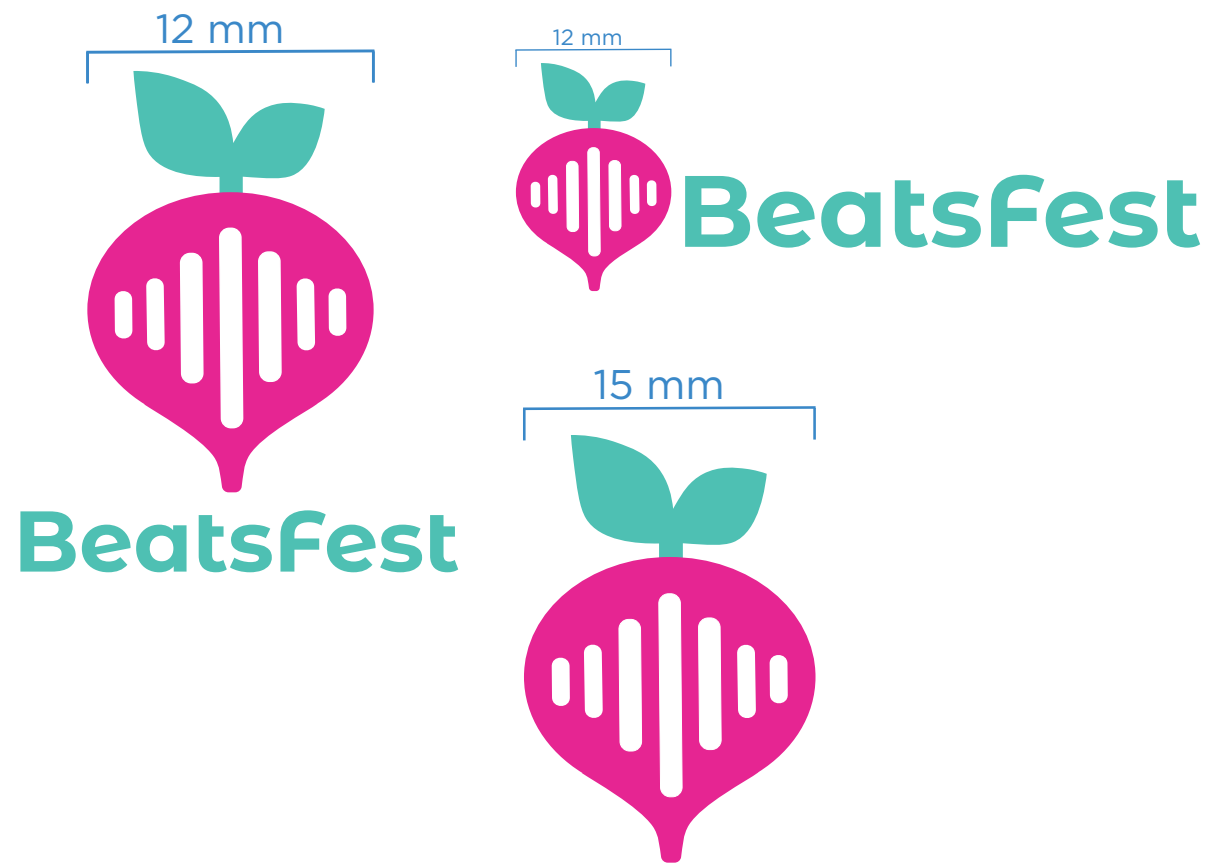
LOGO SPACING

To ensure visual integrity, BeatsFest has established spacing standards. All versions of the BeatsFest logo should be surrounded by a space equal to the width of the widest part of the leaves. No typography or other visual elements should be placed within this area.

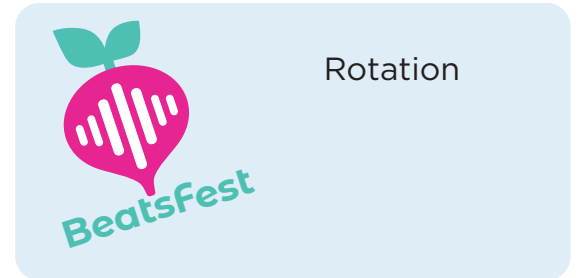


LOGO SCALE

To ensure legibility and visibility, the BeatsFest logomark should never be reproduced in a size less than 12 mm for the horizontal arrangement, and 15 mm for the vertical arrangement and “The Beet Only” arrangement.



AVOID



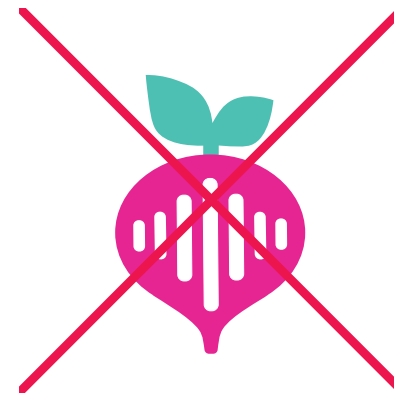
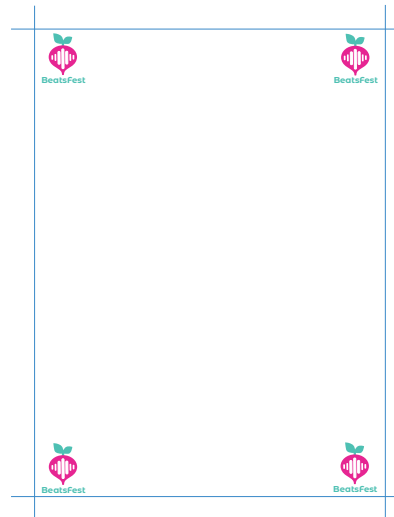
DOCUMENT PLACEMENT

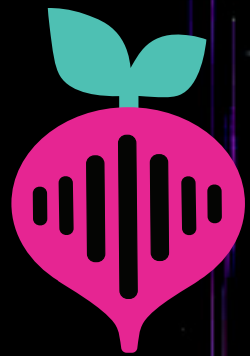
The BeatsFest logo should always be placed in the corner of official letterheads and other communication documents. Placement on posters and advertising is at the discretion of the designer, so long as it does not interfere with the image.

Do not use the logomark without the wordmark in official communications documents.

The logo should not be altered in any way unless permission is received from the marketing team.

Avoid placing the logo next to elements that may distract from it.





Typography

LOGO TYPEFACE

The BeatsFest typeface is important for the consistent look and feel of our branding. The logo typeface should always be in Montserrat Alternates Bold. This can also be used as a headline font.

Montserrat Alternates 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**

1 2 3 4 5 6 7 8 9 0

BRAND TYPEFACE

Montserrat Alternates is our primary typeface. Bold, SemiBold, and Regular versions are all appropriate, although SemiBold should be used primarily for subheadings, with Regular as support.

Montserrat Alternates SemiBold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Montserrat Alternates Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

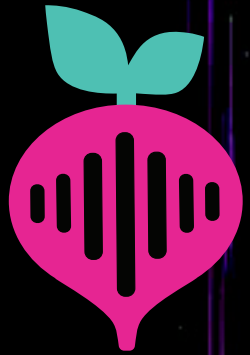
Gotham is our preferred secondary typeface. Gotham Book should be used as a supporting typeface in subheadings and for body copy. Gotham Medium and Gotham Bold are also appropriate for certain applications. Gotham Light Italic should be used for captions.

Gotham Book

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Gotham Light Italic

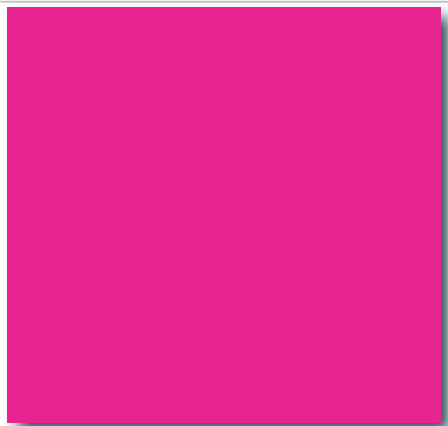
*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz*



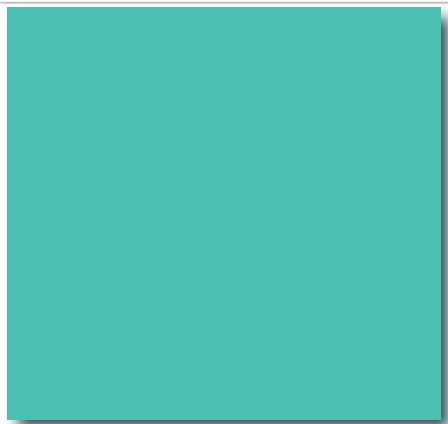
Color & Image

COLORS

Color is key to the BeatsFest visual identity. Our logo should always be shown in Mars Magenta and Gaga Green unless a grayscale version is necessary.



Mars Magenta
#E52E92
RGB: 242, 5, 159
Pantone: Pink-C
CMYK: 3, 94, 0, 0



Gaga Green
#0BDBC2
RGB: 11, 219, 194
Pantone: 3265-C
CMYK: 64, 0, 36, 0

IMAGE STANDARDS



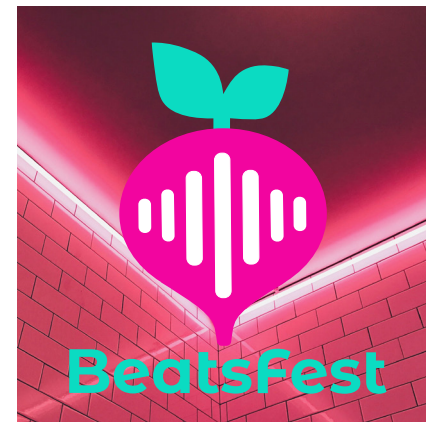
Avoid placing the logo over busy images

Avoid making the soundwave a window to the image/color behind it.



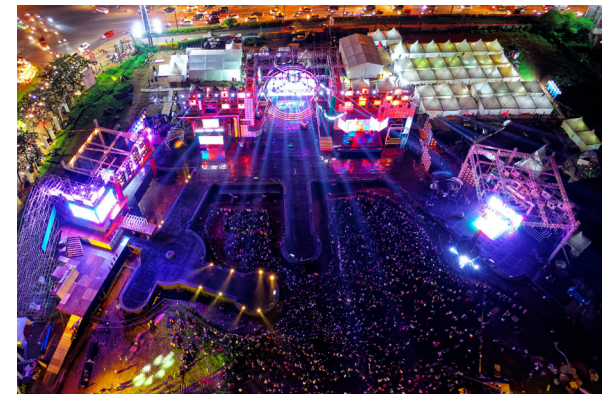
Avoid black logo on dark background or white logo on light background

Avoid placing the logo over similar colors to the magenta and green.



PHOTOGRAPHY

The BeatsFest brand is authentic, fun, and serious about music. Avoid using images that are contrived, forced, or look like they were created as stock photos. Preferred images show people listening and loving music as a part of everyday life.



APPLICATION

Application of the BeatsFest logo-mark and wordmark should not interfere with the image behind it. BeatsFest marketing should always clearly highlight the BeatsFest logo and be an example of people finding joy in listening to and participating in music.

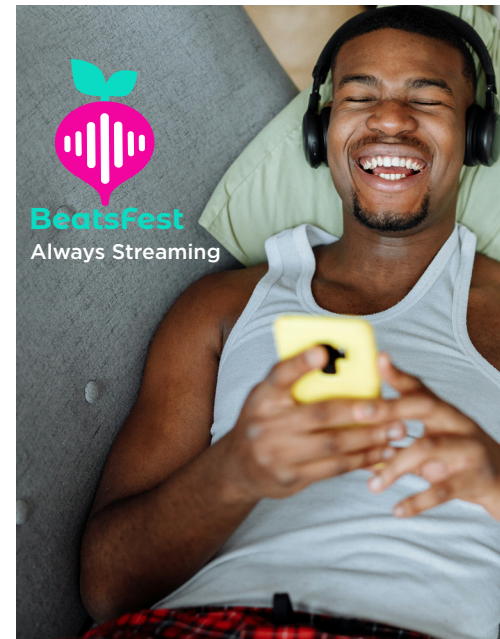
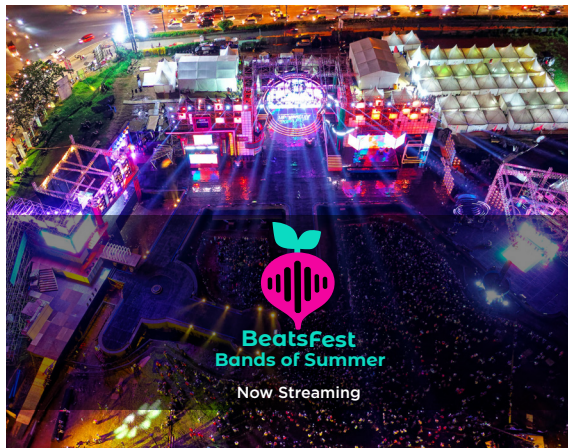


IMAGE CREDITS

Cover Image:

“Ai Generated, Sound, Wave royalty-free stock illustration” by TyliJura is licensed under CC BY-NC 4.0

Image Standards:

“A Man Carrying a Cassette Radio Player” by RDNE Stock project is licensed under CC BY-NC 4.0

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Photography:

“Woman in Pink Sports Bra” by Andrea Piacquadio is licensed under CC-BY-NC 4.0

“Aerial View of Concert on Grounds” by Tom Fisk is licensed under CC-BY-NC 4.0

“Silhouette Of People in Front Of Stage” by Sebastian Ervi is licensed under CC-BY-NC 4.0

“A Man in Tank Top Lying on the Couch with Headphones” by Thirdman is licensed under CC-BY-NC 4.0