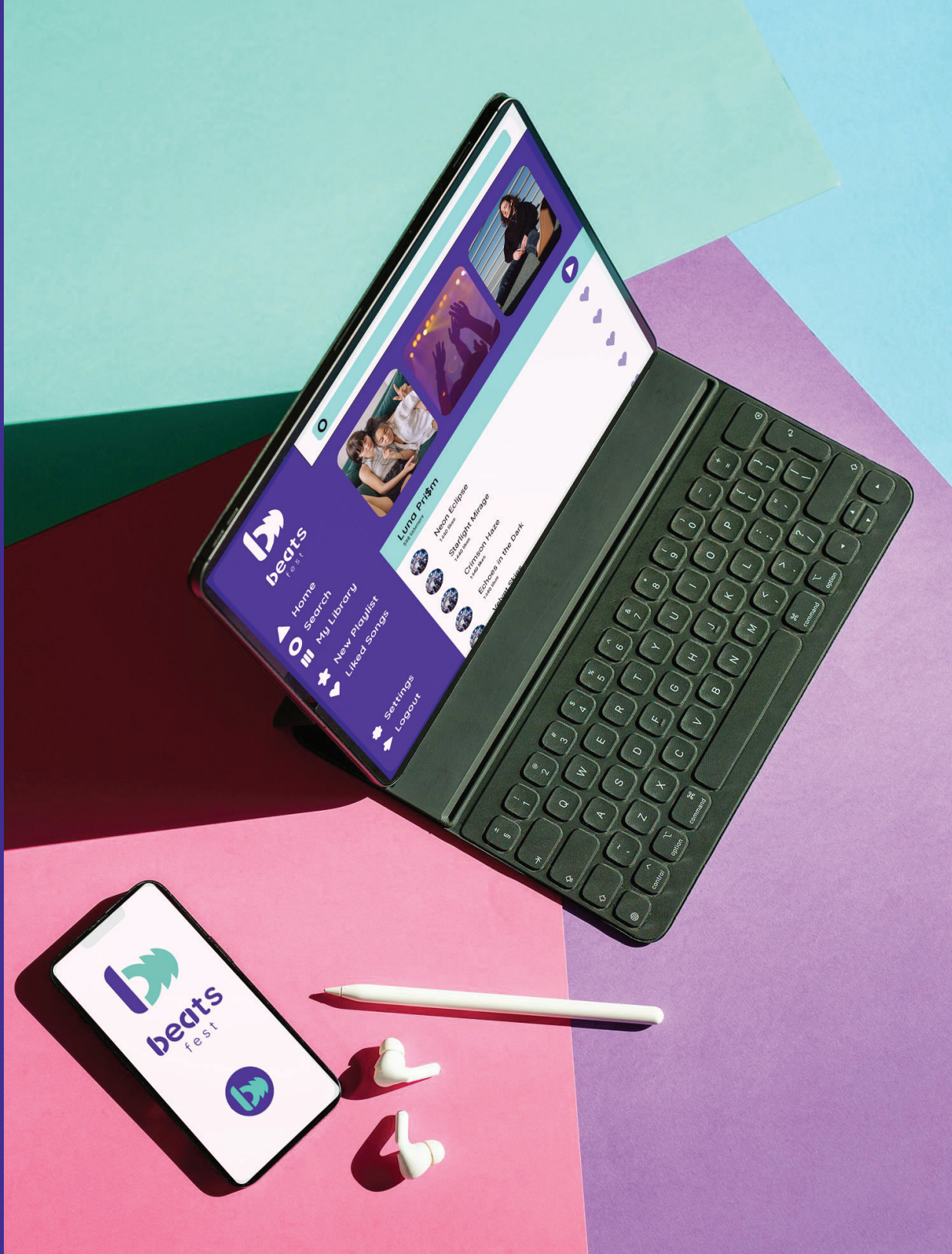


beats  
fest

# Brand Guidelines



This style guide provides a clear framework for representing the Beatsfest brand consistently across all platforms and communications.

It defines the company's vision, personality, tone of voice, and visual identity to ensure every touchpoint reflects Beatsfest's bold, youthful, and socially conscious spirit.

By combining simplicity with vibrant, neon-inspired aesthetics, this guide helps creative teams maintain authenticity, inclusivity, and recognizability in every expression of the brand.

# Table of Contents

# Contents

1. About / 5

2. Logo / 9

3. Typography / 14

4. Color / 18

# About

## Mission Statement

Beatsfest's vision is to deliver an authentic, youth-driven music streaming experience that stands apart from competitors by catering almost exclusively to Gen Z and younger Millennials. The company values inclusivity, accessibility, and simplicity while maintaining a bold, adventurous identity that resonates with socially conscious and tech-savvy audiences. Its mission is to provide affordable, high-quality streaming while staying true to youth culture, offering student discounts, and embracing diversity in both its platform and brand expression.

## Personality

Beatsfest embodies a youthful, fresh, and inclusive personality while remaining confident and straightforward. It balances seriousness with informality, appealing to Gen Z's desire for authenticity and bold expression. Adjectives describing the brand include trendy, daring, sleek, socially conscious, and adventurous. This personality positions Beatsfest as a streaming service that feels modern, accessible, and genuinely connected to users.

## Tone of Voice

Beatsfest communicates in a direct, conversational, and businesslike tone that avoids overly corporate or polished language. The brand's voice is confident and approachable, striking a balance between serious credibility and youthful relatability. Its overall mood is authentic, inclusive, and modern. It is designed to resonate with a diverse audience that values clarity and straightforwardness without losing the energy of youth culture.

## Demographics

Primarily Gen Z (ages 10–25), with a strong Millennial base (ages 26–40). Mostly students, young professionals, and service industry workers. Diverse in race, ethnicity, gender identity, and sexual orientation.

## Behaviors

Digital-first, heavy social media users, skeptical of traditional media, socially conscious, and expressive of individuality.

## Preferences/Needs

Simplicity, readability, and scalability are crucial. Strong preference for sans serif fonts and vibrant, saturated, neon-like color palettes that reflect excitement and modernity.

## Spotify, YouTube, and SoundCloud

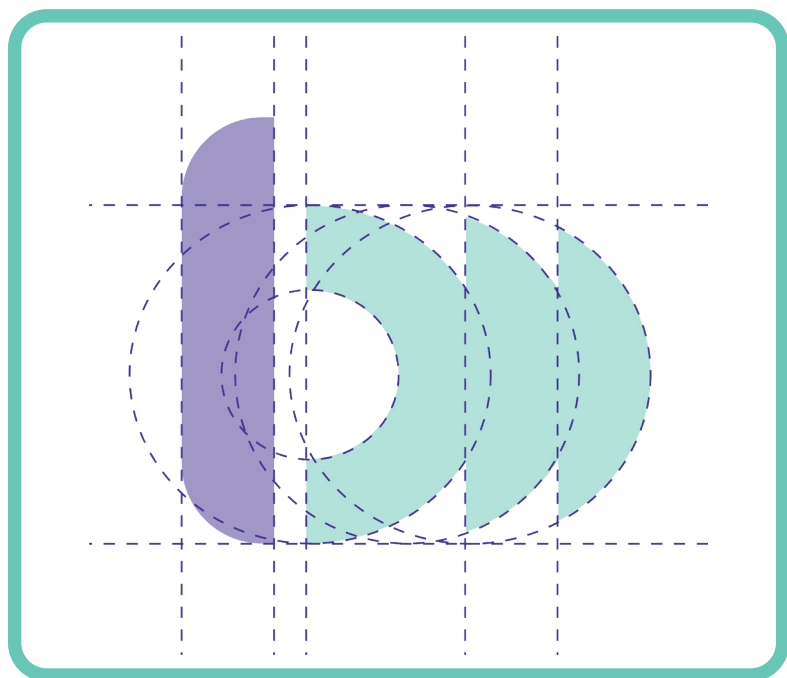
Spotify, YouTube Music, and SoundCloud each approach music streaming with distinct visual and tonal identities. Spotify uses a sleek, dark interface highlighted by its neon green accent, paired with clean sans serif typography and a playful, witty tone. YouTube Music takes a more functional route, leaning heavily on its bold red-and-black palette and simple typography, with a straightforward voice that emphasizes accessibility over personality. SoundCloud stands apart with its bright orange branding and creative, grassroots identity, appealing to independent musicians and underground culture. Its tone is informal and expressive, celebrating individuality and community-driven artistry.

Beatsfest differentiates itself by leaning further into vibrant, saturated, neon-inspired color palettes that reflect Gen Z's appetite for bold, adventurous visuals. Unlike Spotify's playful mainstream vibe, YouTube Music's functional neutrality, or SoundCloud's experimental edge, Beatsfest strikes a balance between credibility and relatability. Its tone of voice is serious yet approachable, designed to resonate with socially conscious, tech-savvy young listeners. By combining simplicity and readability with daring vibrancy, Beatsfest defines itself as an authentic, youth-driven alternative in a crowded streaming market.

# Logo

# Logo Construction

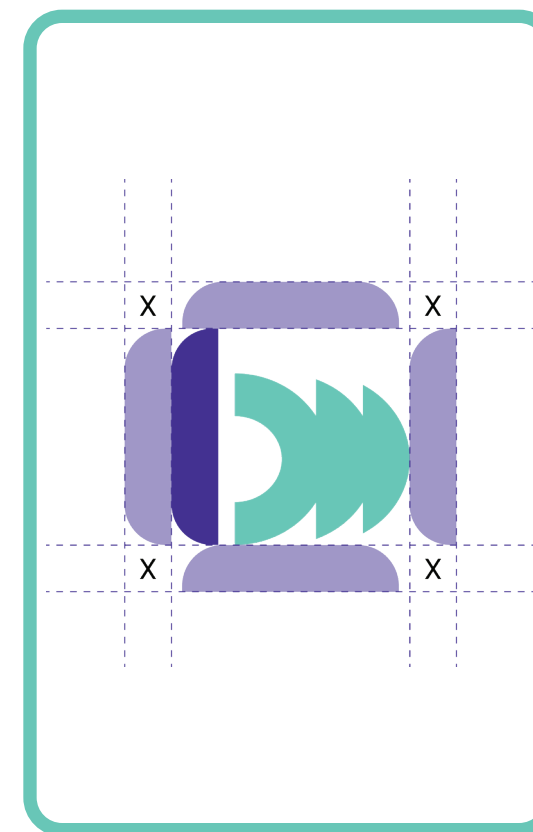
The Beatsfest logo is built on a geometric grid system that embodies rhythm, balance, and creativity. Its structure combines a bold vertical form with overlapping circular shapes that represent movement, sound waves, and connection which are core elements of the Beatsfest experience. The turquoise and violet color palette reflects the brand's youthful energy and dual focus on listeners and emerging artists. Every curve and alignment follows precise proportions, ensuring the logo remains clear and consistent across all applications. The result is a modern, dynamic mark that captures the pulse of Beatsfest.



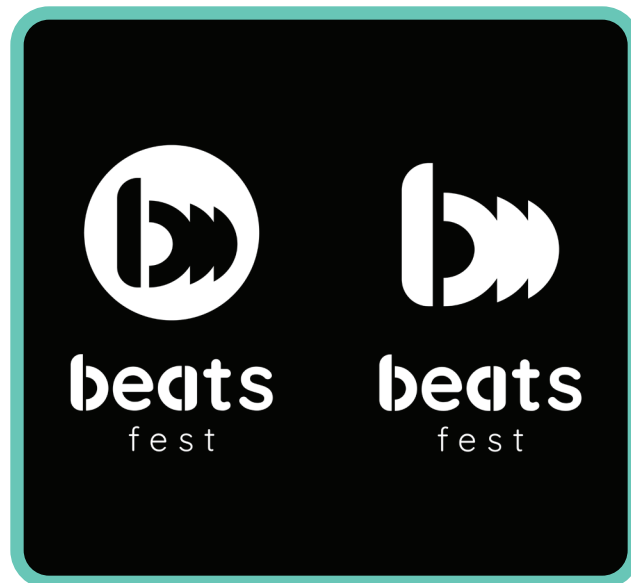
# Size and Clearspace

To maintain legibility and visual impact, the Beatsfest logo should always be displayed with sufficient clear space. The minimum clear space is defined by the height of the rounded corner shapes surrounding the logo, ensuring no other text, graphics, or images interfere with its visibility. This space preserves the logo's balance and clarity across all applications.

For smaller uses, the logo should never be smaller than 1 inch wide in print or 100 pixels wide in digital formats. Maintaining these minimum size standards, along with the designated clear space, ensures that the Beatsfest logo remains bold, readable, and instantly recognizable on every platform.



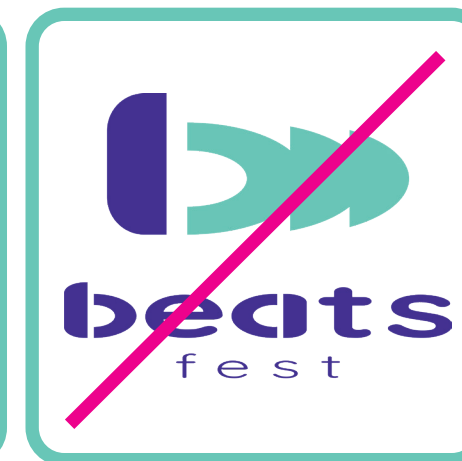
# Logo Colors



# Logo Don'ts



Crop



Distort



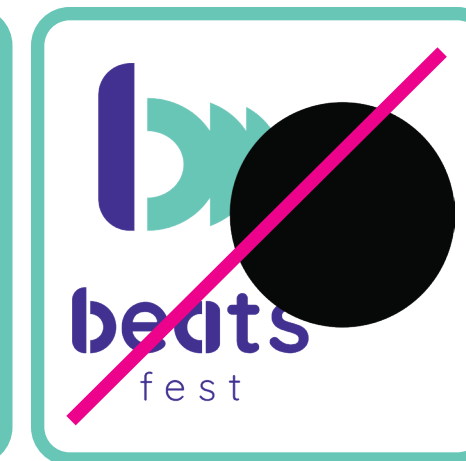
Rotate



Shadow/Glow



Color



Cover

# Typography

## Primary Typeface

Quicksand is Beatsfest's primary typeface, featured in the logo, headlines, and advertising materials. Designed by Andrew Paglinawan in 2008, Quicksand was inspired by geometric forms and rounded terminals, creating a clean yet approachable look. Its smooth curves and rhythmic flow echo the movement of sound waves, perfectly aligning with Beatsfest's focus on creativity and connection through music. Use Quicksand for titles, key messaging, and any application where a bold, energetic presence is needed.

Available for free under the Open Font License (OFL) on Google Fonts.



AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789+;%@\*

Quicksand Light

**Quicksand Semibold**

Quicksand Regular

**Quicksand Bold**

Quicksand Medium

# Secondary Typeface

Roboto is Beatsfest's secondary typeface, used for body text, captions, and digital content. Created by Christian Robertson for Google in 2011, Roboto was designed for clarity and versatility across digital interfaces. Its open letterforms and modern proportions ensure excellent readability while pairing seamlessly with Quicksand's friendly geometry. Roboto supports the brand's voice by providing structure and accessibility, helping Beatsfest communicate clearly across every platform.

Available for free under the Open Font License (OFL) on Google Fonts.

# Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789+;%@\*

Roboto Light  
*Roboto Light Italic*

Roboto Regular  
*Roboto Regular Italic*

Roboto Medium  
*Roboto Medium Italic*

**Roboto Semibold**  
***Roboto Semibold Italic***

**Roboto Bold**  
***Roboto Bold Italic***

**Roboto Black**  
***Roboto Black Italic***

# Specifics

Beatsfest's typography system is designed to reflect the brand's energetic, music-driven personality while ensuring clarity and readability across all platforms. Use these guidelines.

This combination of Quicksand and Roboto, both free Google Fonts, creates a cohesive visual hierarchy. Quicksand delivers personality and rhythm, while Roboto provides clarity and ease of reading which is perfectly suited for Beatsfest's audience of young music lovers and emerging artists.

## Headlines - Quicksand Bold

Use for brand name, main titles, key promotions, and impactful messaging that needs to grab viewers attention.

## Subheads - Quicksand Regular

For secondary headings that support headlines while maintaining brand personality.

## Body Copy - Roboto Regular

For all standard text in articles, descriptions, and general content. Provides clean readability without competing with Quicksand.

## Captions - Roboto Light

For smaller text, image or music captions, or other supporting details that need to be legible but unobtrusive.

# Color

## Color Palette

Beatsfest's color palette reflects the brand's youthful, energetic, and inclusive personality while providing a modern, vibrant visual identity. The two primary colors from the logo are lively turquoise that conveys energetic creativity and a bold purple that communicates confidence and sophistication.

Together, these colors create a dynamic, memorable palette that balances fun and professionalism, perfectly suited for Beatsfest's music streaming platform and its audience of young, trend-conscious users.



### **Turquoise**

C=56 M=0 Y=34 K=0

A bright, refreshing tone that conveys creativity, energy, and approachability. It's used to highlight key elements, evoke excitement, and reinforce Beatsfest's lively, music driven vibe.

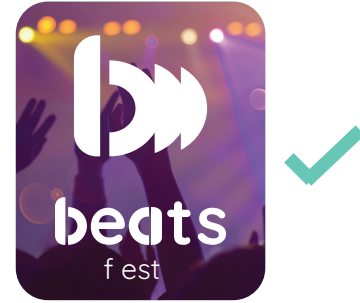


### **Purple**

C=91 M=98 Y=1 K=0

A bold, expressive shade that communicates innovation, confidence, and originality. Purple anchors the brand visually, providing contrast and sophistication while complementing the playful energy of turquoise.

# Background Usage



### Primary Logo (color):

Use the full-color logo on light or neutral backgrounds for maximum impact and brand recognition.

### White Logo:

Use the white version of the logo on dark or vibrant backgrounds to maintain visibility and contrast. Ideal for hero images, banners, or any situation where the background makes the colored logo hard to read.

### Black Logo:

Use the black version sparingly, typically in one-color print applications where color printing is not possible, or when brand materials require a neutral, minimalist look. Avoid using the black logo on dark backgrounds, as it will lose visibility.

### Transparency:

To maintain brand integrity, never apply opacity or transparency to the logo. Always use the full solid colors (or the designated white or black versions) to ensure the logo remains legible and recognizable. Do not layer the logo over backgrounds in a way that compromises visibility.

# Thank You!