BEATS FEST

BRAND STYLE GUIDE

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Overview and Statement

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All of the content found in this style guide will give example of how BeatsFest should be visually used and interpreted. Additionally, this will also lay down the ground rules for how this brand's visual upkeep should abided by, only to ensure visual continunity.

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Beatsfest is a fast-growing, youth-focused, cloud-operated, subscription-based music streaming service with a main goal was to provide a fresh, hip music streaming service that caters to the tastes of younger listeners.

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Audience
Breakdown

Audience Breakdown

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- Generation Z, also known as Zoomers, includes young individuals ages 10–25; Beatsfest is especially popular among the young adults from Generation Z
- Young adults who are attending or planning on attending college; individuals in their first job after completing college
- Technologically superior compared to other generations
- Daring and adventurous, with a high priority given to teams and groups
- The most racially, ethnically, and sexually diverse generation in history
- They celebrate individual differences and gravitate toward brands and causes they perceive as authentic and inclusive
- Socially conscious and passionate about racial equality, climate change, sustainability, and gender equality; passionately oppose gun violence
- Lives for excitement and adventure
- Receives all their daily news through digital media
- Stylish, politically liberal, sexually fluid, vocal and visual about gender identity

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Market Research

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When you look at all the different music streaming services you will see that all the logos also have symmetry in common and this symmetry for all the brands supersedes other aspects of the brands such as their catalog grid systems and other relevant UI information. The use of modern symmetrical logos is also appreciated more so by Millennials and Gen Z'ers as typically high-end brands would use such typefaces but in recent years, this has shifted across multiple industries for conveying expertise and experience as well. This has caused most modern companies that have come out in the last decade, or older companies, to reimagine themselves to visually cater to these age groups .

A common theme that is seen across most other streaming services was the use of sans serif typefaces which are fonts that are similar to the ones that are with this style guide itself. They are typically associated with more modern brands such as other strteaing services such as Spotify, Tidal, and Pandora. Many do not precisely aim towards the younger age groups such as Gen Z, except Spotify. Most streaming seem to cater to older Millenial age groups, not that BeatsFest does not do this as well, but a gap in the market is seen and that is where BeastsFest Steps in .
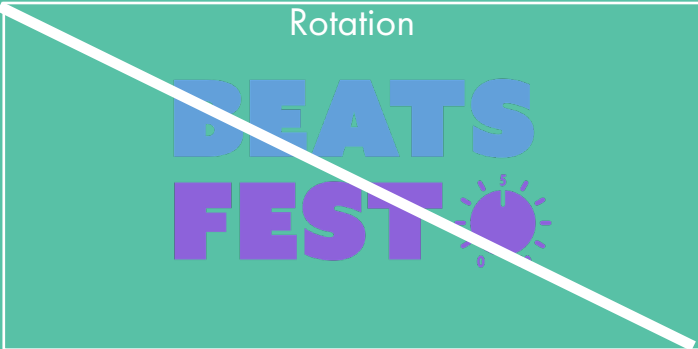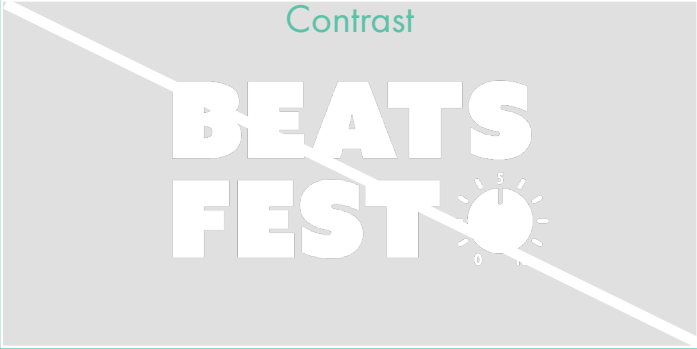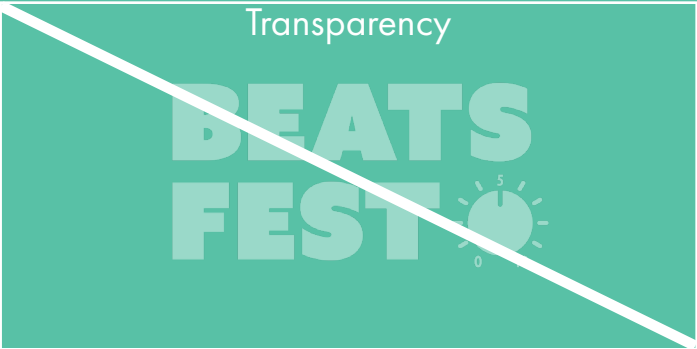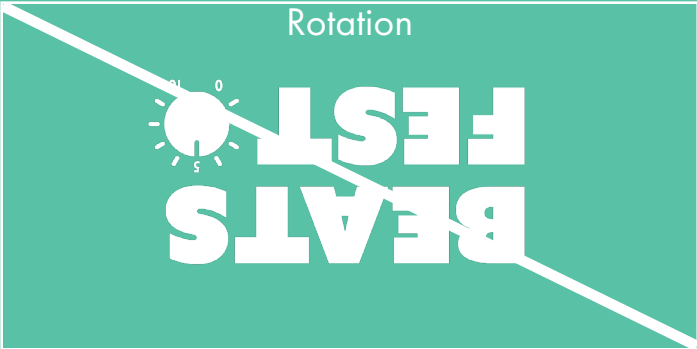
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Something else that was seen in my research was the use of very vibrant colors, specifically seen with Spotiy and it's highlighter green main logo color. But this color and other similar vibrant color are used to dress the streaming app among other elements. Most of the other streaming services seem to use one color and capitalize on said color, that is what we are doing here with BeatsFest. Most of the colors used for other streaming services seem to have lackedt this shade of blue and I feel this color an other colors with the similar brightness may work as well, as seen in the color palette breakdown.

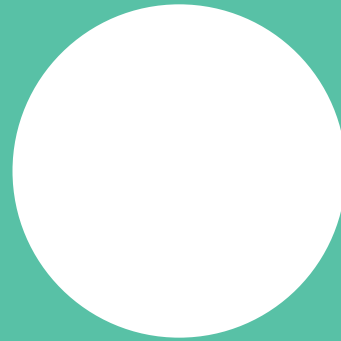BEATS
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Logo Usage

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Logo Usage

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Rotation

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Clear Space

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Transparency

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Contrast

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Rotation

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Color

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Color

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31445b

ffffff

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Typography

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Logo Type

AZO SANS
UBER REGULAR

Detail Type

Futura PT - Book
Futura PT - Heavy