

SOUNDLAB

BEAT

BOX

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BRAND GUIDE

PURPOSE

The soundlab has been without representation since its inception, as a consequence of this, the existence of the lab and its capabilities are not well known amongst its target audience.

The purpose of this guide and of the soundlab's branding is to make the lab more recognizable and spread awareness about its capabilities to the people who could use it.

In this guide you will find the rules and resources required to recreate the style of this brand, and in so doing keep the lab in the spotlight.

IDENTITY

The SoundLab should be inviting on the outside and exude creativity when you look deeper into it, the best way to accomplish this is to use warm colors and a very noticable artstyle.

Keywords to keep in mind while designing are:

- Retro
- Cozy
- Warm
- Contrasting



COLOR

Primary and secondary colors

USAGE

PRIMARY

#BC4544

Deep Chestnut

#EED386

Chardonnay

They're used as the most recognizable colors of our brand, look at one of our posters for example:



SECONDARY

#E1A14C

Desert

#1B1C1C

Oil

These are used as accents in our brand, look at the text shadow and the border in our poster for example.



LOGO

Do's and don'ts



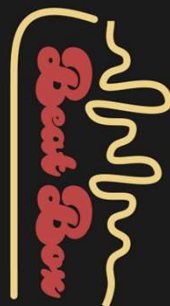
USAGE

DO'S



Beat Box

You can use the logo without the lines



You can rotate the logo, but not rotate it upside down



Do use the logo on a dark background



You can use the logo in black and white



DONT'S



Don't change The font/typeface on the logo



Don't change colours on the logo



Don't use the logo without text



Don't stretch the logo horizontally nor vertically



FONT

Titles and text

USAGE

TITLES

Franchise is our title font.

**Use Franchise
for headlines**

make sure it is the first
piece of text anyone will
read.

It is meant to draw
attention
and immediately
be recognized as the
Beat Box's title within
fontys.

FRANCHISE

FRANCHISE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.,.

TEXT

Poppins is our text font.

Use Poppins Bold for headers

Following up a title made with
the franchise font.

**Use Poppins regular for
paragraphs**

Following a header made with
the Poppins Bold font.

Poppins

Poppins Bold

Abcdefghijklmnopqrstuvwxyz

0123456789,.

Poppins regular

Abcdefghijklmnopqrstuvwxyz

0123456789,.

IMAGES

Images & illustrations

ILLUSTRATIONS

IMAGES

**Any images used
need to conform to
the Beat Box's colors.**

The best way to do
this is to take the
image you want to
use, put it into adobe
illustrator and trace
the image. The black
outline you get will fit
the style and be easy
to put in.



ILLUSTRATIONS

Beat Box's style is inspired by retro/vintage art.

To keep with this style the type of illustrations to use are old-timey ones related to sound. Things like old microphones, cassette tapes, boomboxes, records and record players are all good examples.



TEXT

Text Tone

TONE

TEXT TONE

Stay informal!

- **Abbreviate words**

Abbreviations are a big part of informal language; you won't find them a lot in formal texts because they'll make you sound like you're talking to a friend, which is what we're going for here.

- **Stick to casual language**

Using a casual vocabulary also takes away from the formality of text. Bigger words would do a better job of describing things and shorten the text, but they make it feel less friendly, like an automated response email. For example: 'Often' turns into 'a lot', 'previous' turns into 'the last one'.

- **Be personal**

Write the text as if you're messaging a friend. Refer to people like 'you' and 'everyone'. Using exclamation marks will make your writing feel more human, also talking about emotions will produce the same effect.

DO'S & DON'TS

- **Abbreviations**

Do not: We have..., We would..., They are...

Do : We've..., We'd..., They're...

- **Casual language**

Do not: Dear all, due to recent difficulties we will be restricting use of heavy speakers until further notice.

Do: Hello everyone, we've had some technical issues with the heavy speakers recently so they're gonna be out of the lab for a while.

- **Personality**

Do not: "It has come to our attention that there have been mixed feelings toward our recent changes"

Do: "We've noticed that you guys really didn't like our last changes"

EXAMPLE

Hello everyone!

Today we're very happy to announce the launch of the soundlab's very own brand: Beat Box. The brand was developed and worked on by a group very passionate students and will help put the soundlab in the spotlight! If you'd like to know more about the lab and everything it has in store, scan the QR code on this poster or head to the ISSD. Have fun everyone and feel the beat!

SHAPES

When using shapes, only use straight edges as this is one of our brands characteristics. This makes it easier to recreate and recognise our style.

The main shape used in our brand is a rectangle, however other shapes can be used as well. You can use it diagonally or just straight, you can be creative with it if you keep the characteristic of it having a straight edges.

When looking at our brand guide design you can already notice the shapes and lines.

PRODUCT

Product Examples

EXAMPLES

EXAMPLES



EXAMPLES

Poster template

Can be used to showcase what Beat Box users recently made. Just ask the creators for a picture of themselves, outline it in adobe illustrator and put it in the beige area in the middle with a QR code



BEATBOX

Persona

PERSONA

PERSONA

Name: Stan van der Meer

Age: 21

Education: Currently in his third semester at Fontys University of Applied Sciences

Background: Stan is a driven and ambitious student hailing from Tilburg, Netherlands. With a keen interest in design and a passion for music, he decided to pursue a degree in ICT at Fontys. While his main focus is on graphic design he has always been fascinated by the world of sound and audio technology.

Personality: Stan is analytical, innovative, and detail-oriented. He enjoys tackling complex problems and finding creative solutions using his technical expertise. Despite his introverted nature, he likes collaborative environments where he can exchange ideas and work with others who share his passion for sound. In his spare time, he enjoys playing with electronics, playing musical instruments, and experimenting with audio effects.

