

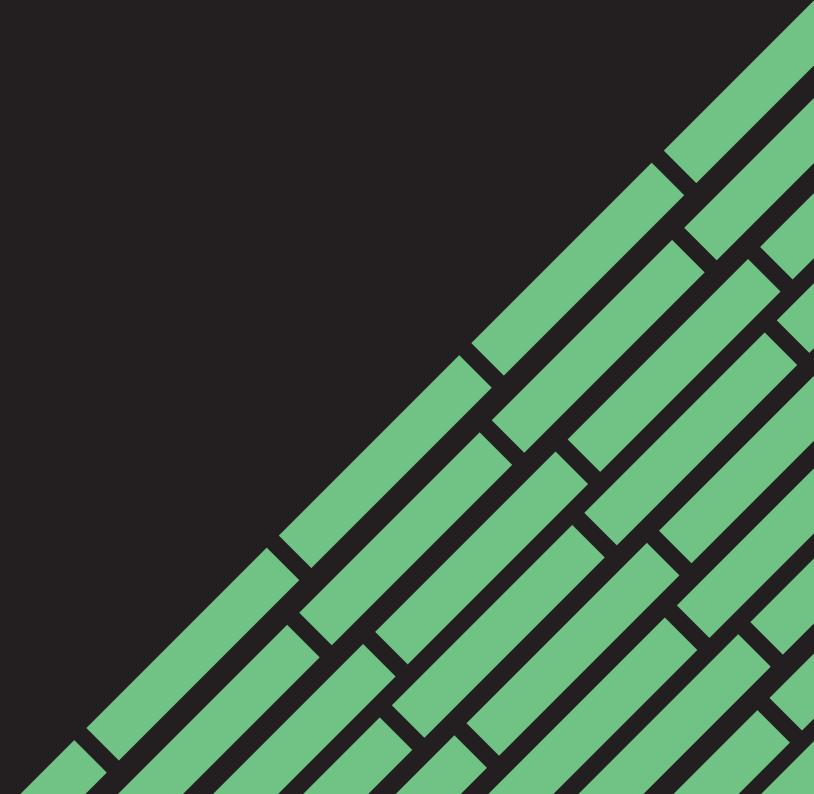
**BRAND  
IDENTITY  
SYSTEM.**

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**BeatLab Studio**

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**Dinh Hai Ninh**





Welcome to BeatLab Studio brand guideline, we'll be showing you how to use the brand element properly and examples of how it was used to express BeatLab Studio appearance.

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**BEATLAB**

# About BeatLab Studio

**BeatLab studio is the first proper music ecosystem in asia that consisting of every aspect in music. Two main services of BeatLab Studio are producing and educating.**

BeatLab Studio provided top quality facilities including recording studio , music academy that its courses are hold by professional team of producers and artists. Many more facilities such as cafeteria and restaurant are include to act as a way to boost both the company clients and customer performance in the process of working with BeatLab Studio.



Here in BeatLab studio, We highly focus on the elements of Community , Energetic and Youthful , from these three elements , Beatlab studio is an environment that are youthful , joyful , and filled with people that always ready to help others.

# Brand Strategy

## Brand Mission

Create an environment where unique musical personalities are forged and developed into the future musical shapers and remains steadfast in its mission of connecting and promoting unique musical personalities, constantly creating quality products, using its music to create positive changes for the community.

## Brand Vision

BeatLab Studio aim is to reach to those who have the potential to develop , creating and learning music. From that BeatLab Studio can act as a way for them to create an positive impact on the community with music.



# Brand Strategy

## Brand Values

### Educating

- BeatLab music academy courses are held by professional team of qualified teachers.

### Quality

- Through BeatLab studio , Clients will never disappoint in their music product outcome.

### Youthful

- The company are filled with young creative employees and students.

### Professional

- The company offer its clients the best services and working experience.



# Brand Strategy

## Brand Attributes

### Community

- BeatLab is an environment where people of its community get to share and receive help from others.

### Energetic

- The working and learning process with BeatLab are always fun and full of energy.

### Inspiring

- We ignite the talents of every individuals of the ecosystem. Help them to achieve their personal goals

# **Brand** **Strategy**

## **Brand Positioning**

- We are the first music ecosystem in asia that provided services that consisting of every music aspect , including recording studio , production house , music courses in Albeton , Djing , Producing.
- Our clients will received the company services that are hold by our professional team of advisor , artist and teachers for the best quality outcome.
- BeatLab focus on Creating a community that its priority are develop people talent in music rather than making profit from them.



# **Brand** **Strategy**

## **Brand Pillars**

- We believe every individuals are unique and their talent can be develop in different ways.
- Our music academy figurative meaning can be understand as a playground - where our student come to have fun in their learning process , that will help them to not feel pressured in their learning process.
- Our music courses are not the same for everyone , each person will be help differently base on their skills and talent,
- Students can have access to our recording studio for learning purpose , they also get the opportunities to interact with international producer and artist.
- Cafeteria and restaurant are provided as a way to boost both the employee and students working and learning performance.

# Brand Architecture

## Master Brand

### Graphic Elements

- Graphic elements is what help the brand appearance to be memorize in clients mind. It is also a way for BeatLab studio to communicate in its product.

### Logo

- BeatLab studio has 3 type of logo that are used for different situation. The logo will be put of every platform that are own by the company.

# Brand Architecture

## Master Brand

### Brand imagery

- Brand imagery is one visual story-telling component of BeatLab studio Brand Identity, it is what define BeatLab aesthetic appearance of it core messaging

### Brand Colour

- Neon green , black and white are the original color pallete that will be use on every BeatLab studio platform. As it is the colour represent music.

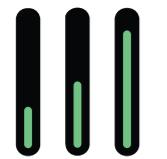
### Brand Typography

- We used SVN MONUMENT and Montserrat for headlines and Work Sans for body text

# Brand Toolkit

## Brand Logo

Logogram



Logotype



Logogram + LogoType



# Brand Toolkit

## Typography

Work sans light

The quick brown fox jumps over the lazy dog  
THE QUICK BROWN FOX JUMPS OVER THE LAZY  
DOG 0123456789

Work sans regular

The quick brown fox jumps over the lazy dog  
THE QUICK BROWN FOX JUMPS OVER THE LAZY  
DOG 0123456789

Montserrat semibold

The quick brown fox jumps over the lazy dog  
THE QUICK BROWN FOX JUMPS OVER THE  
LAZY DOG 0123456789

**Monserrat bold**

**The quick brown fox jumps over the lazy dog  
THE QUICK BROWN FOX JUMPS OVER THE  
LAZY DOG 0123456789**

**SVN MONUMENT bold**

**The quick brown fox jumps over  
the lazy dog  
THE QUICK BROWN FOX JUMPS  
OVER THE LAZY DOG 0123456789**

# Brand Toolkit

## Colour palette



**Neon green**

C: 99    R: 2    #02FF99  
M: 0    G: 255  
Y: 40    B: 153  
K: 0

**Black**

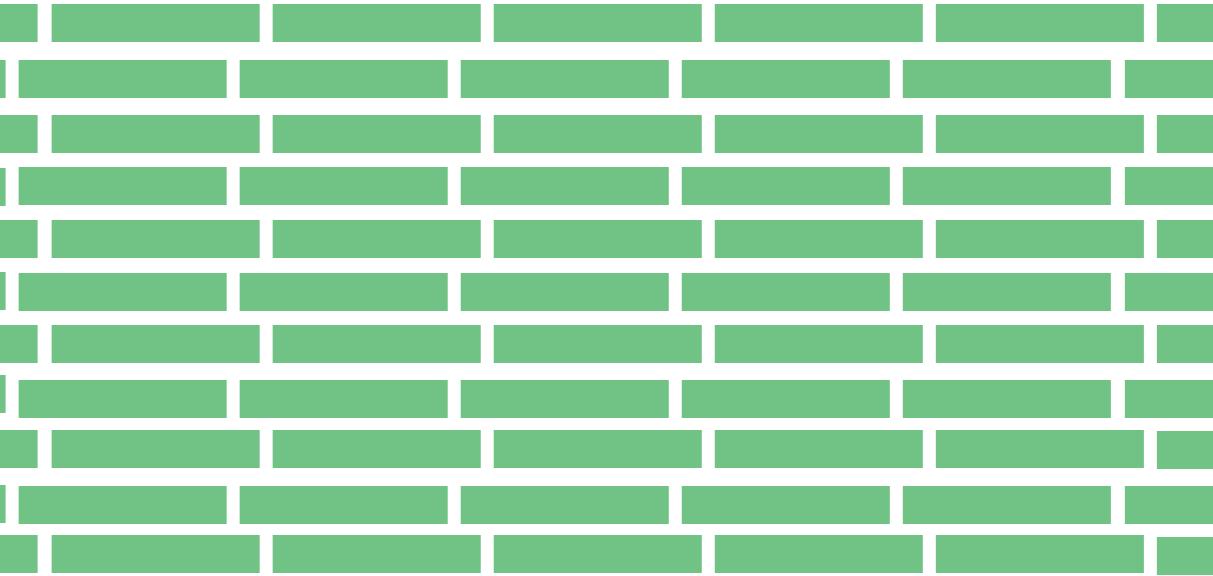
C: 100    R: 0    #000000  
M: 100    G: 0  
Y: 100    B: 0  
K: 100

**White**

C: 0    R: 255    #FFFFFF  
M: 0    G: 255  
Y: 0    B: 255  
K: 0

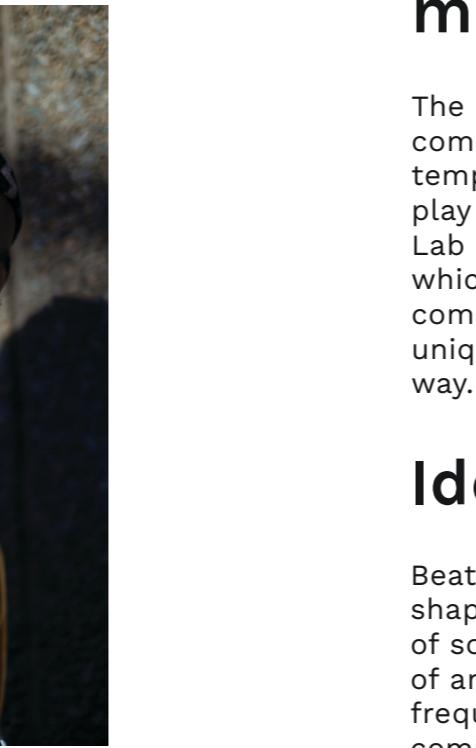
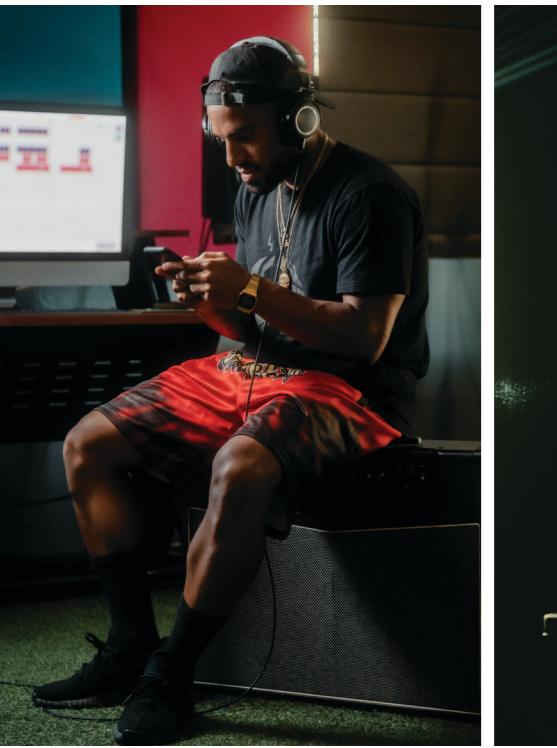
# Brand Toolkit

## Graphic Elements



# Brand Toolkit

## Imagery



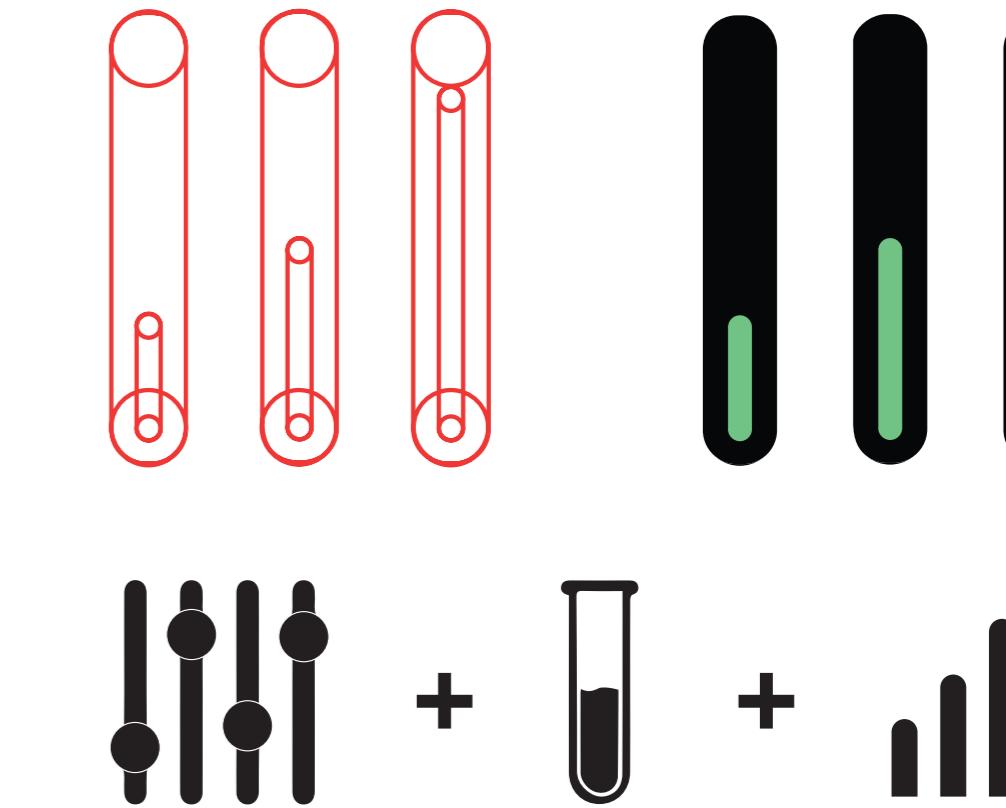
# Brand Logo

## Name and Logo meaning

The name “BeatLab” is a combination of Beat - the pace, tempo or the timing that it takes to play a particular piece of music, and Lab - a laboratory create chemicals which mean people of the BeatLab community , each individuals is unique and talented in their own way.

## Idea

BeatLab logo are combine from the shape of a test tube and the image of sound frequency and the idea of an amplifier buttons. The sound frequency also act as chemical compound in the tube.



# Brand Logo

## Variant 1

These are the two main logos of BeatLab studio , every item will include either one of these two , base on different situation of the platform that the logo are use on.



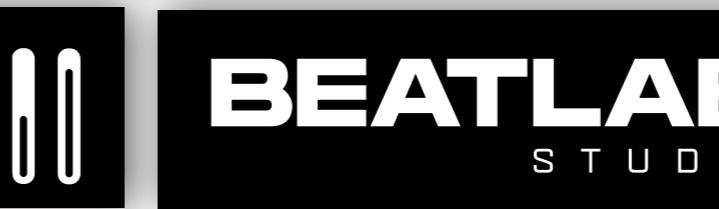
## Variant 2

These three logos will only use for small items such as letter head , envelope or business card .. , the logotype could be use for merchandise such as tshirt and totebag.



# Brand Black & White Logo

When full colour of the logo are not available base on the situation , black & white should be your option.



## Brand Logo

### Collaboration

When collaborate with another organization , BeatLab studio main logo must be use.

#### Example



## Brand Logo

### Clear space

No elements should interrupt the logo clear space zone , the logo cleaspace is a way to help it regconizable when stand with other elements such as text , image , icon ..



## Brand Logo

### Size requirement

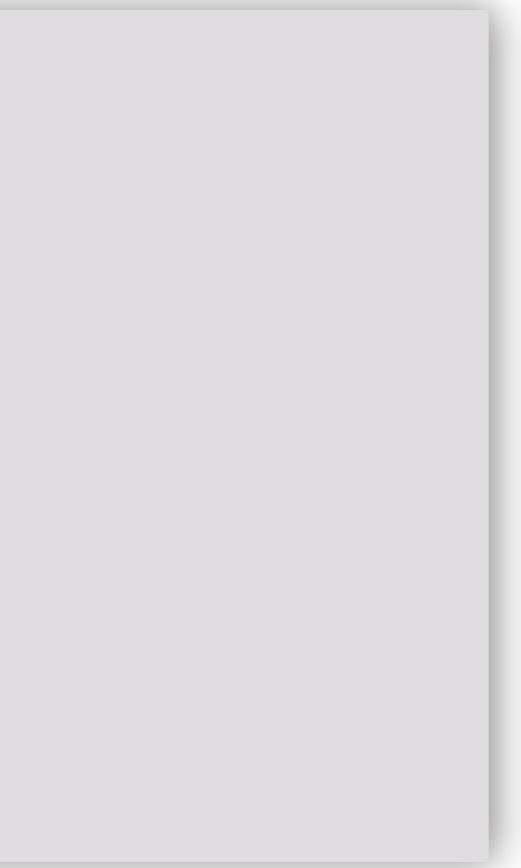
To avoid any possible reproduction problems, the logo must never be reproduced at a size smaller than the minimum specified width. Here are the size limit of the logos



## Brand Logo

### Logo positioning

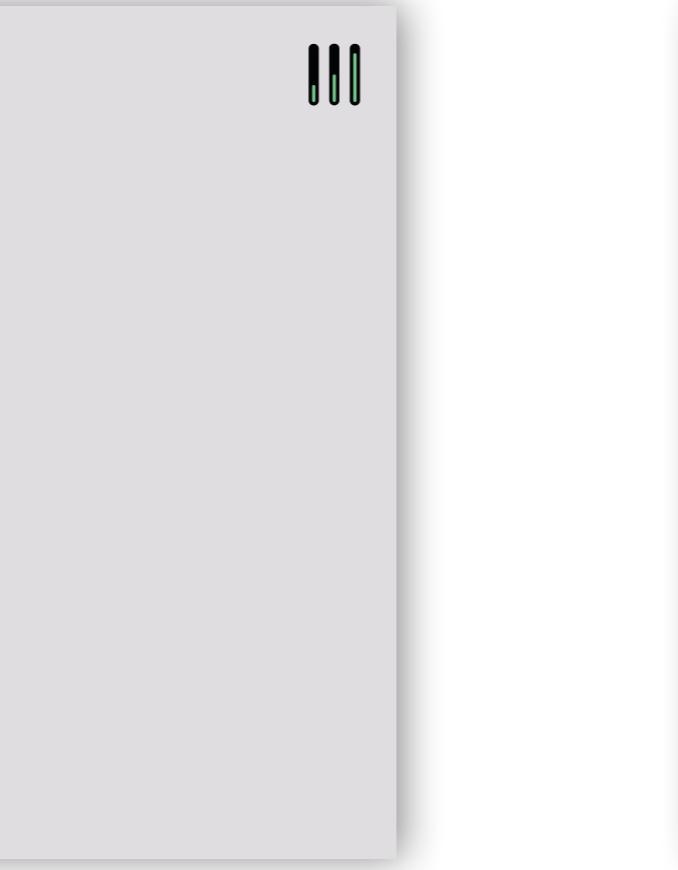
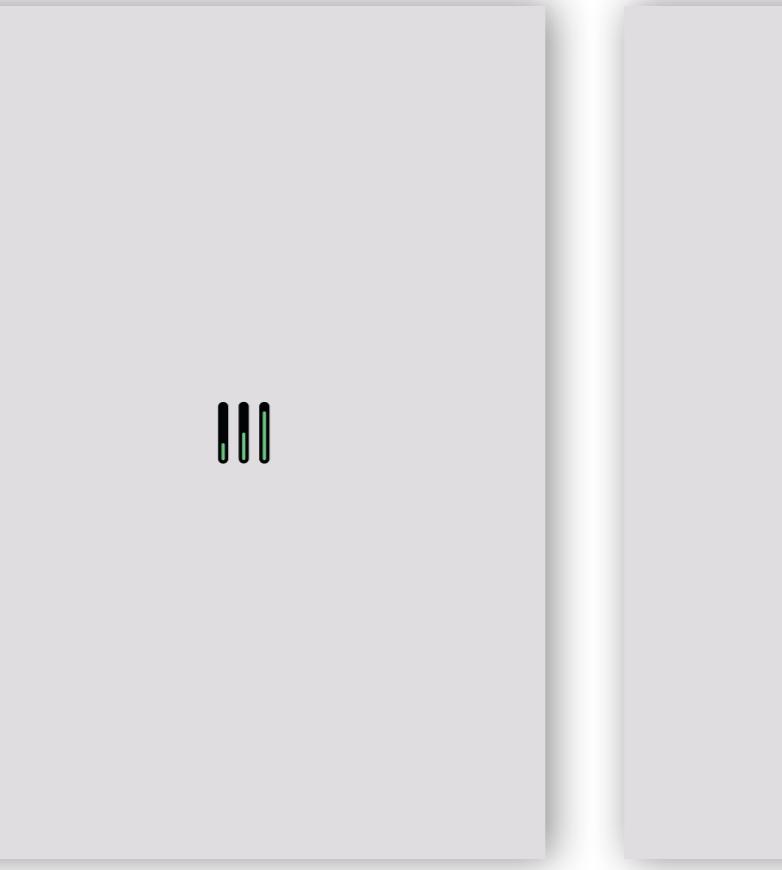
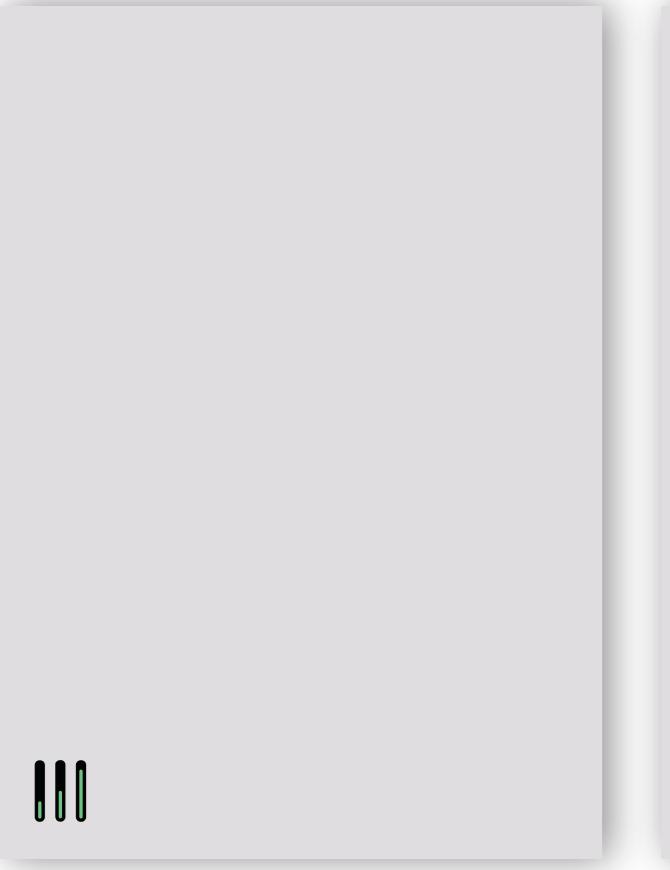
The logo should be on left or right corner of top and bottom of the design in most situation , center is an option only for the back of a design like a letter head cover.



# Brand Logo

## Logo positioning

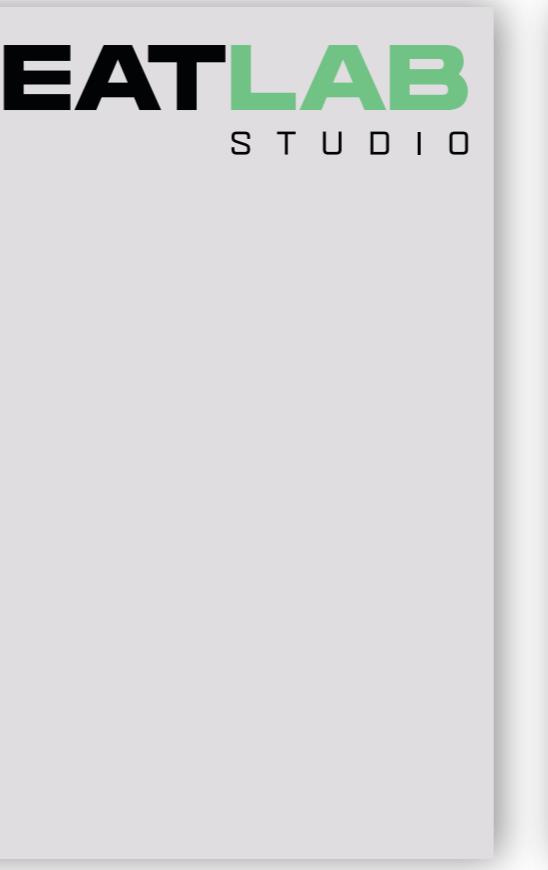
The logomark should be on left or right corner of top and bottom of the design in most situation , center is an option only for the back of a design like a letter head cover.



# Brand Logo

## Logo positioning

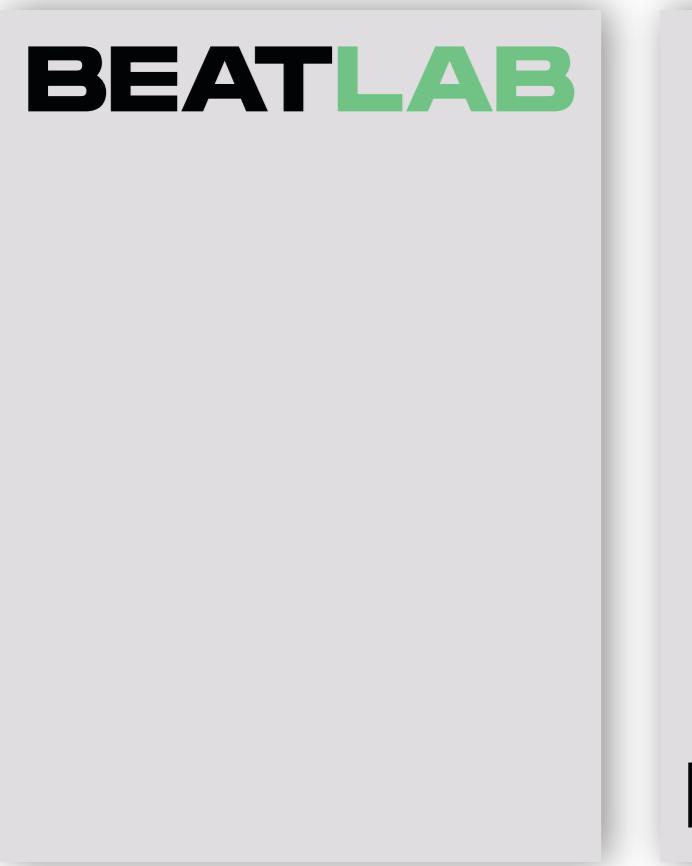
The full logotype can be place on top of the composition or rotate in a right angle and place in the left bottom corner.



## Brand Logo

### Logo positioning

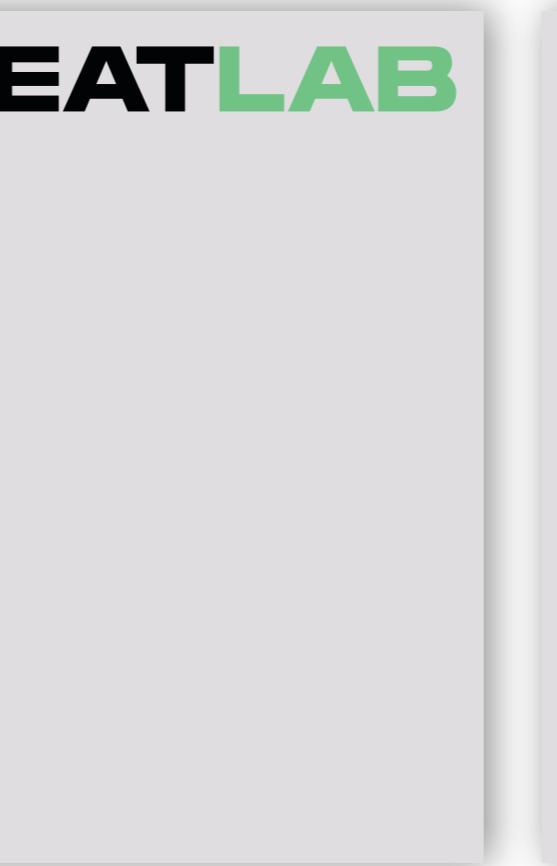
The simplify logotype can be place on top , down the bottom , or the side of the composition , but not in the center.



## Brand Logo

### Logo positioning

The simplify logotype can be place on top , down the bottom , or the side of the composition , but not in the center.



# Logo Usage

## Backgrounds

When using logos on different platforms and backgrounds, there are a few notes on how to use them properly , here are the available backgrounds , and logo that can be use on them

On white background



On neon green background



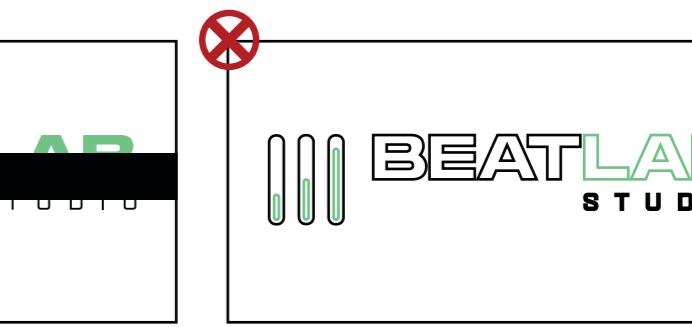
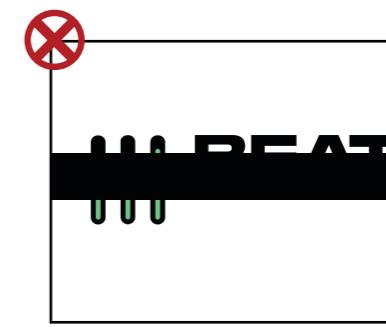
On black background



# Logo Usage

## Incorrect Usage

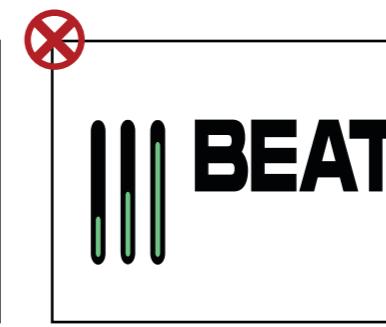
It is important to use the logo properly , here are the guide on how the logo shouldn't be use.



No shadow are allow to add to the logo.

No object should be put on the logo.

You cannot make the logo into outlines.



No gradient are allow to add to the logo.

You cannot stretch the logo.

You shouldn't use a insufficient contrast background for the logo.

# Logo Usage

## Incorrect Usage

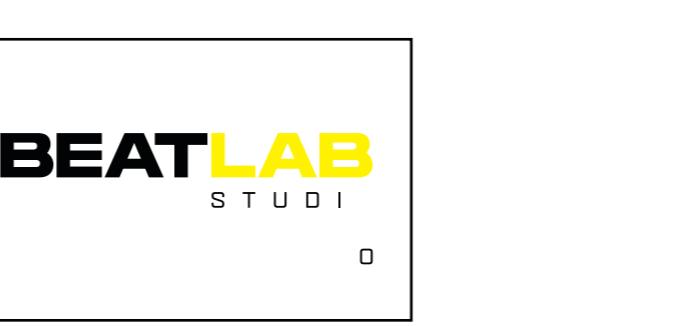
It is important to use the logo properly , here are the guide on how the logo shouldn't be use.



You cannot cut the logo.



You shouldn't lower the logo opacity , unless it is the logomark that are use for background.



You cannot change the main color of the logo.

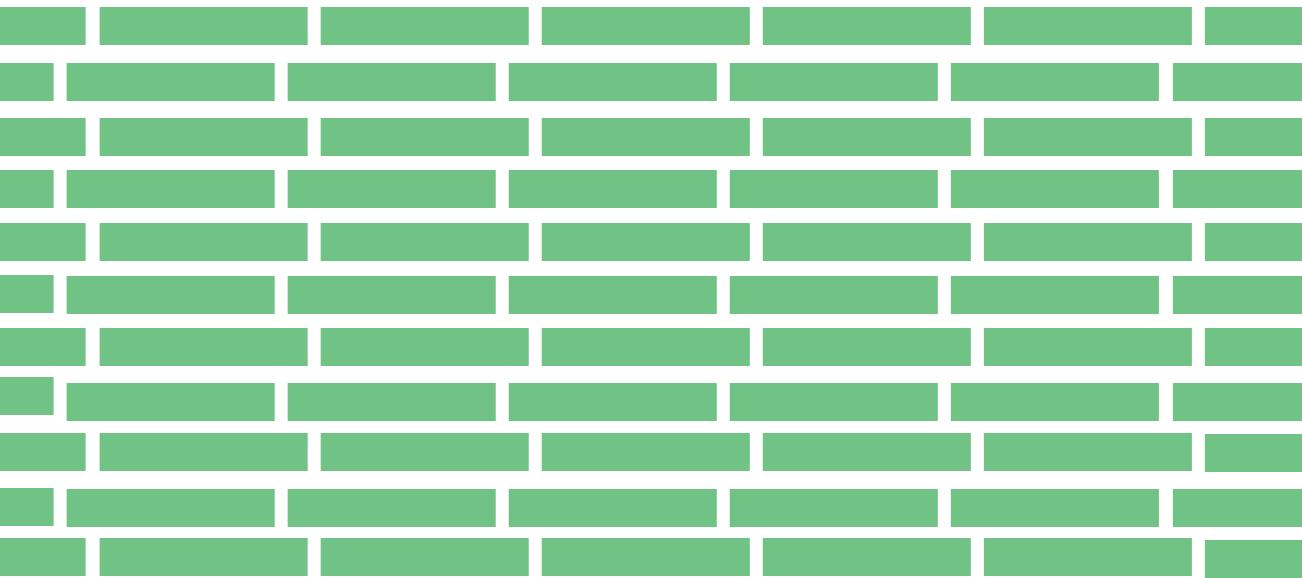


The order of the logo are not allow to be change.

# Graphic Elements

## Idea

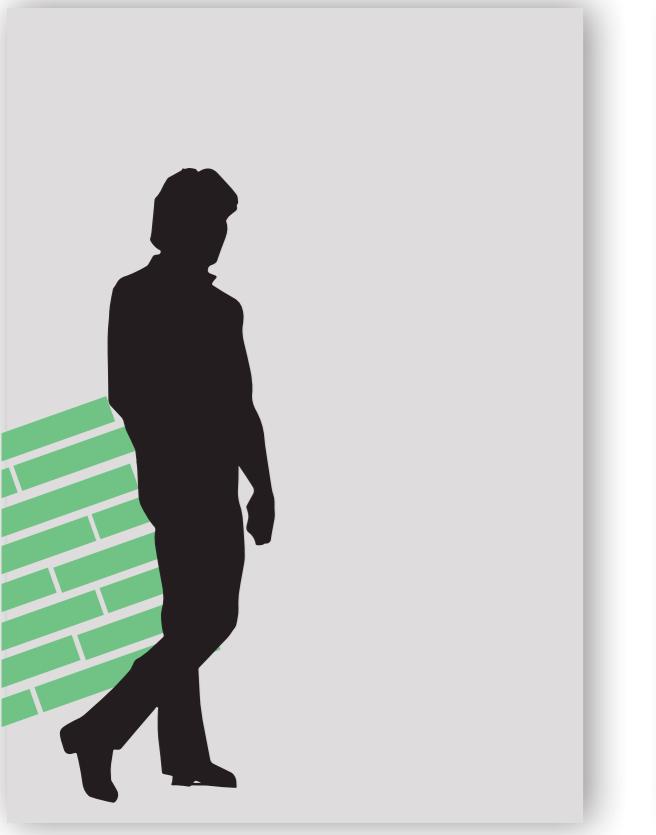
The graphic element are inspired from audio sound wave as it create a dynamic and energetic feeling , perfectly synchronize with the company industry field - Music.



# Graphic Elements

## Usage

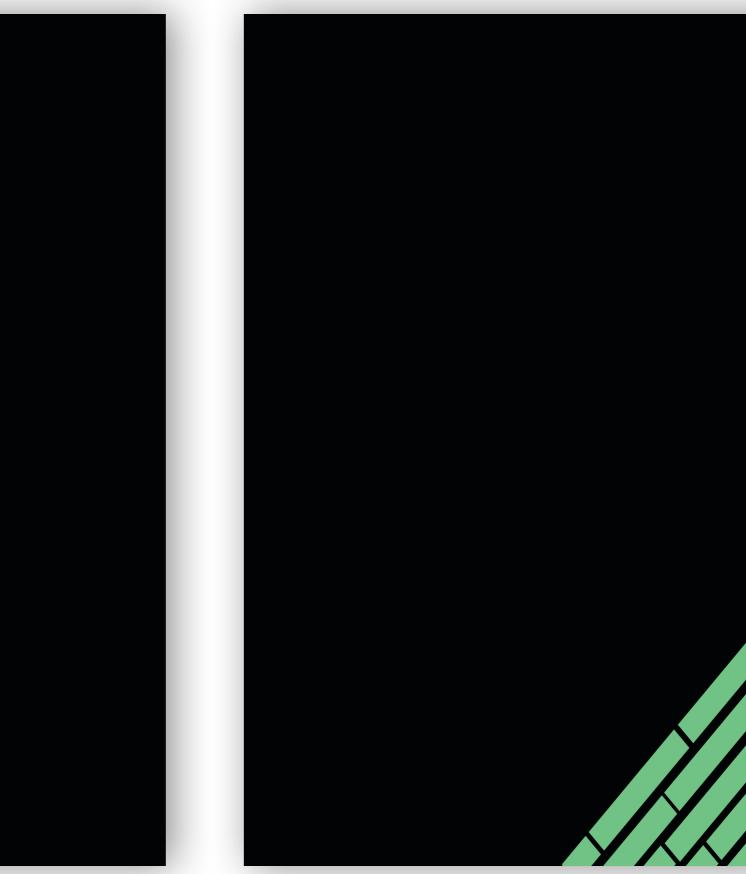
The shape are fit to use in the corner of the composition and shouldn't scale bigger than 1/3 of the composition. The graphic element is also suitable to place behind a main object or a person in a composition.



# Graphic Elements

## Usage

The shape are fit to use in the corner of the composition and shouldn't scale bigger than 1/3 of the composition. The graphic element is also suitable to place behind a main object or a person in a composition.

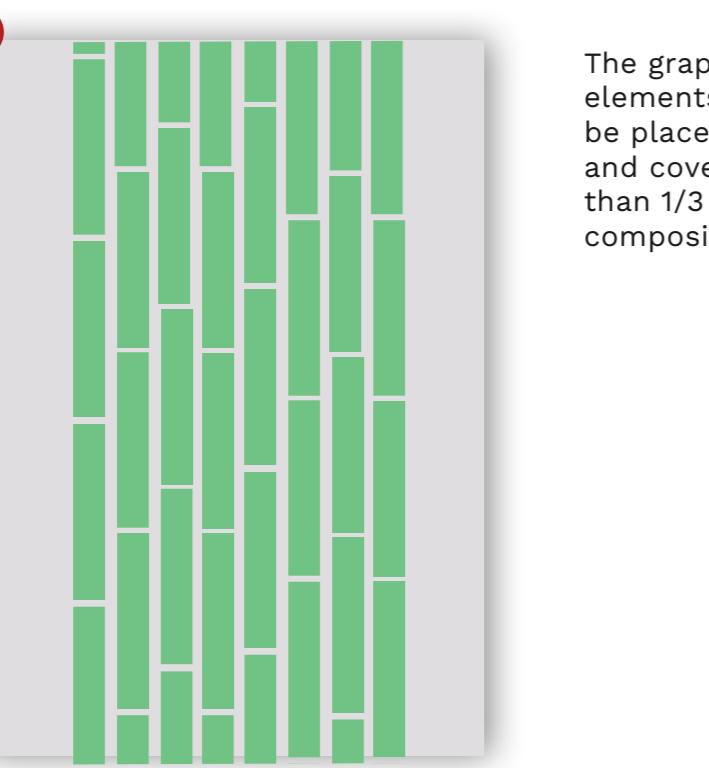


# Graphic Elements

## Incorrect Usage

These are how the element shouldn't be use, as it will change the brand appearance , making it not regconizable. When apply the graphic element onto the design , it must be tilt to a 45 degree angle , the angle degree could be change if it is behind an object, base on the situation.

The graphic element shouldn't be in the middle of the composition.



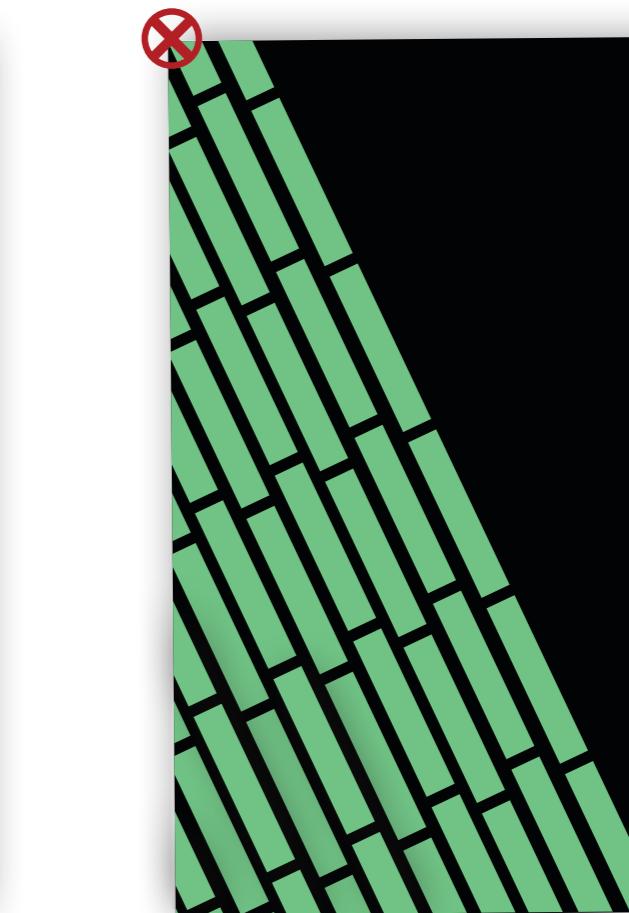
The graphic elements must not be place horizontal and cover more than 1/3 of the composition.



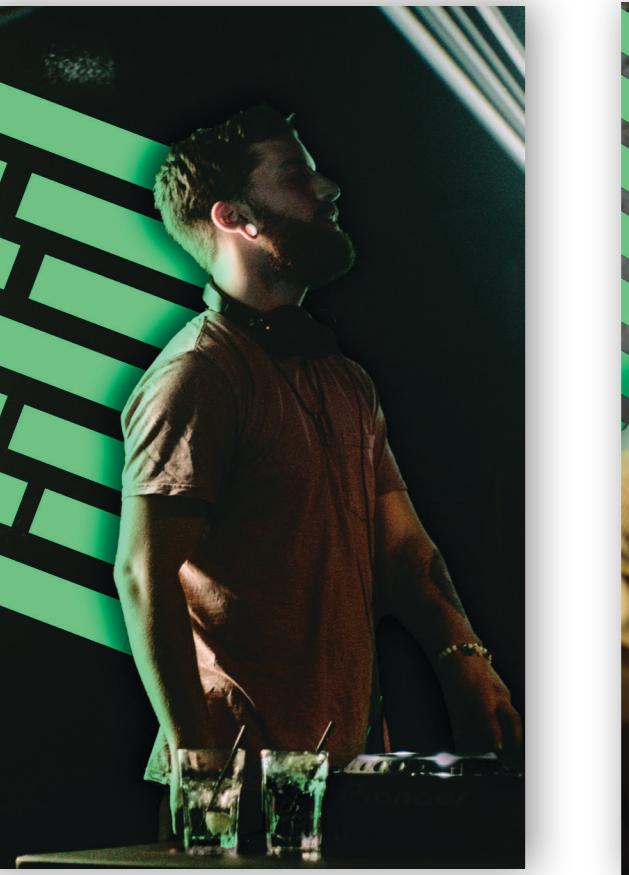
# Graphic Elements

## Incorrect Usage

These are how the graphic shouldn't be use, as it will change the brand appearance , making it not regconizable. When apply the graphic element onto the design , it must be tilt to a 45 degree angle , the angle degree could be change if it is behind an object, base on the situation.

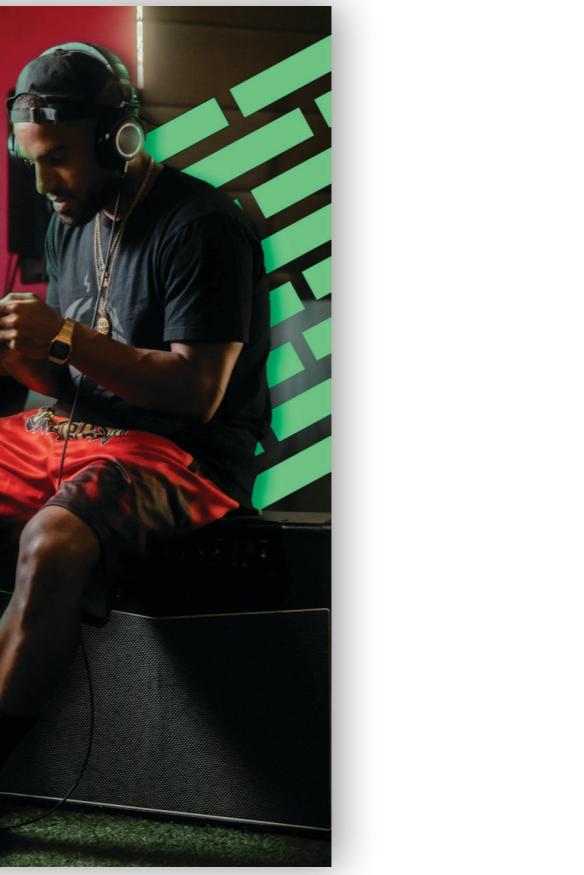
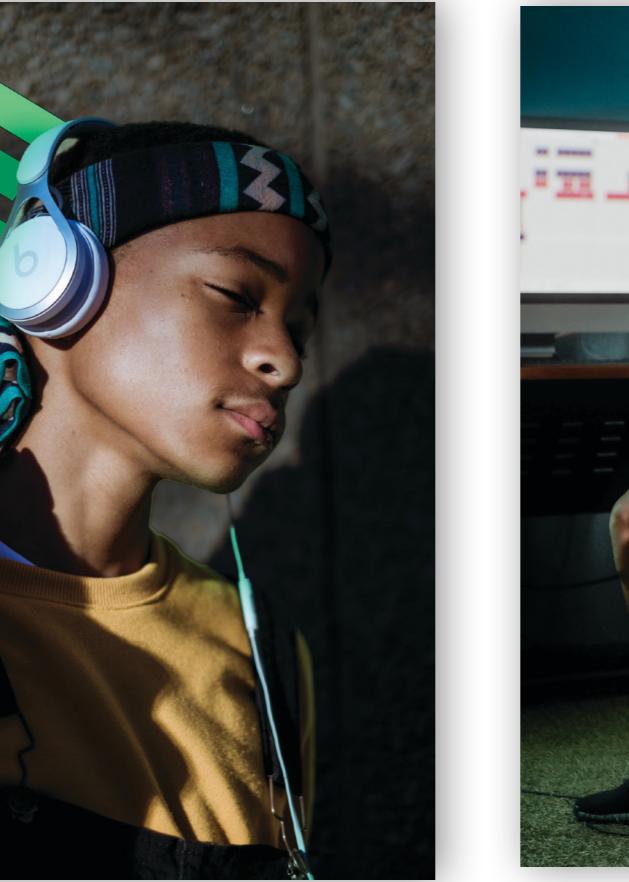


# Graphic Elements



## Image with graphic element

This is how the graphic element should be used in an image, the element can be resized freely based on your composition.

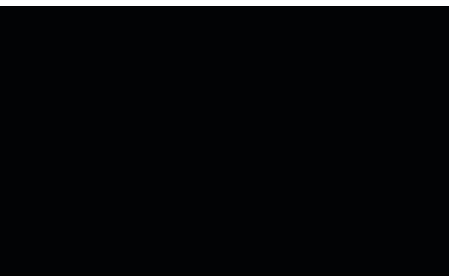


# Brand Colour



Neon green

C: 99    R: 2    #02FF99  
M: 0    G: 255  
Y: 40    B: 153  
K: 0



Black

C: 100    R: 0    #000000  
M: 100    G: 0  
Y: 100    B: 0  
K: 100



White

C: 0    R: 255    #FFFFFF  
M: 0    G: 255  
Y: 0    B: 255  
K: 0

## Colour Pallete

These are three main colours of the brand - Neon green, black and white. Neon green is chosen for its dynamic and energetic elements, it brings a youthful music vibe. Black is chosen as it is the colour representing profession and reputation.

White is chosen because it represents simplicity and community. Neon green and black are the primary colours and will be used the most for brand recognition, while white will only be a support colour to use in company products.

# Brand Typography

## Typeface

SVN MONUMENT and Montserrat are chosen for BeatLab studio appearance , as these two typeface both have the elements of modern , bold and professional looking. Work sans typeface are chosen for body content as the typeface itself is easy to read and a wide variety of fonts.

### Work sans light

The quick brown fox jumps over the lazy dog  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG 0123456789

### Work sans regular

The quick brown fox jumps over the lazy dog  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG 0123456789

### Montserrat semibold

The quick brown fox jumps over the lazy dog  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG 0123456789

# Brand Typography

## Colour

Colour that are use for headline , subheading , body text and highlight should be change base on the background colour. Only the body text always has to be black or white , the others can be optional with BeatLab studio colour pallete.

### Black

### Neon green

### White

### Colour

### Colour

### Colour

### Colour

### Colour

### Colour

# Brand Typography

## Type Hierarchy

This is a guide on showing how the chosen typefaces should be used in BeatLab studio platforms.

1

### Headline

Font : SVN MONUMENT bold  
Colour : BeatLab colour palette ( Black )  
Headline should be on top and covered 80% of the top composition

2

### Subhead

Font : Montserrat bold  
Colour : BeatLab colour palette ( neon green )  
Subheading on different platform shouldn't be less than 5 pt to assure it is readable.

3

4

### Body

Font : Work Sans Light  
Colour : BeatLab colour palette ( Black )  
Body text shouldn't be less than 5.5pt so it is readable.

### Highlight

Font : Montserrat semibold  
Colour : BeatLab colour palette ( Black or neon green )  
Highlight should be bigger than body text 3 pt.

# Brand Typography

## Type Hierarchy

This is a guide on showing how the chosen typefaces should be used in BeatLab studio platforms.

1

2

3

4

SVN MONUMENT

Montserrat

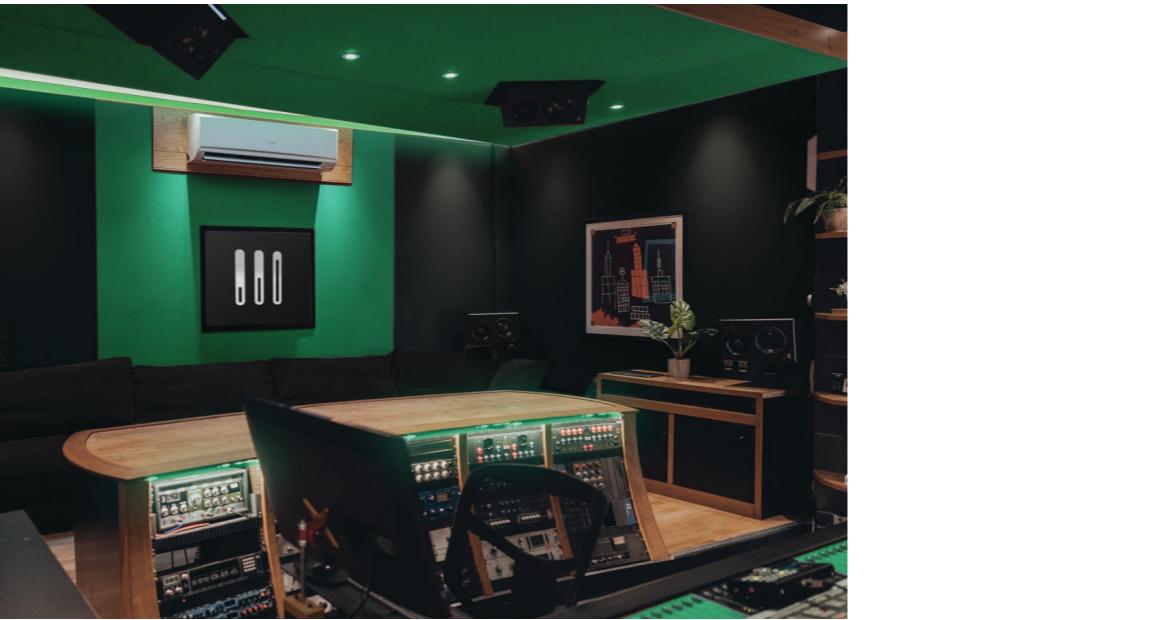
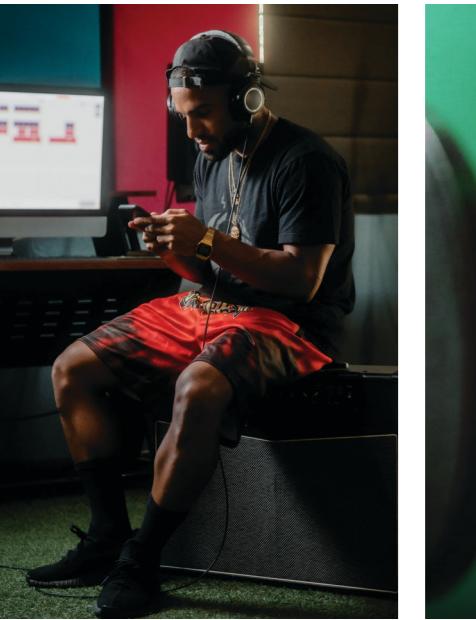
Work Sans

Montserrat

# Brand Photography

## Style

BeatLab studio photography are shown in 3 different ways - individual, equipment and facility.



### Individual

The person needs to be in the age group of 18 - 35 and his/her action needs to be something that are relevant to music.

### Equipment

The equipment should be a closeup shoot and include BeatLab main colour - neon green. The object or the background must be green

### Facility

The facility photoshoot must be taken with a wide viewpoint. And must always include neon green and black as its main colour theme

# Brand Photography

## Image treatment

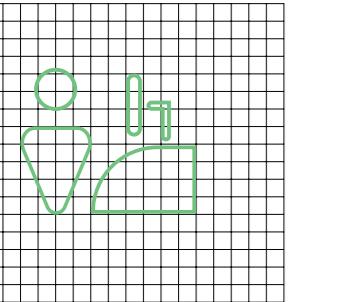
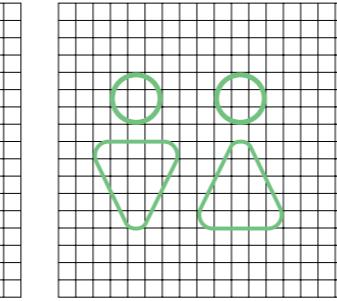
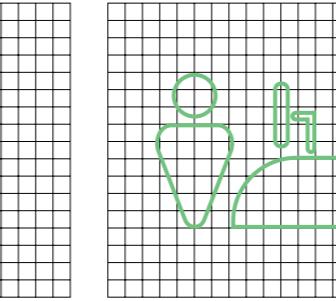
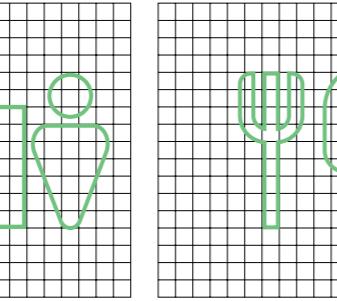
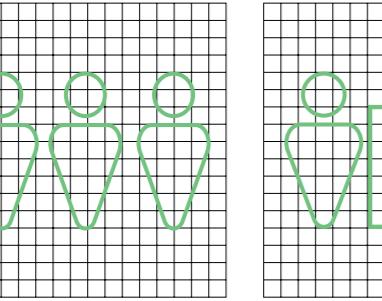
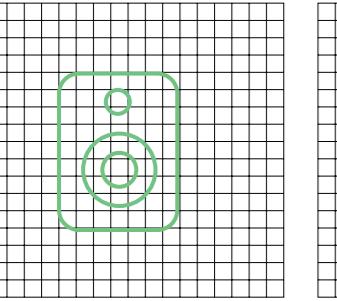
As for the individual photoshoot, it should be treated with a gentle touch of neon green light effect, combining with the person's shadow on the background to create the most focus.



# Brand Icons

## Fundamental

The icons are place on a 16 x 16 grid , the stroke are 1.5pt and must not be less than that , the icon can be scale to different size base on the platform that it is on , the , Ex: Wayfinder.



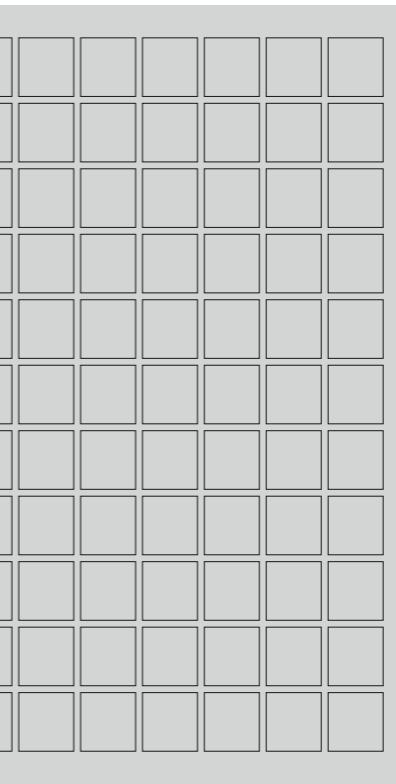
These are the icons that will be use for way finder and rooms sign. The icon stroke are neon green and must be place on dark platform to ensure that it is regonizable.

## Grid Layout

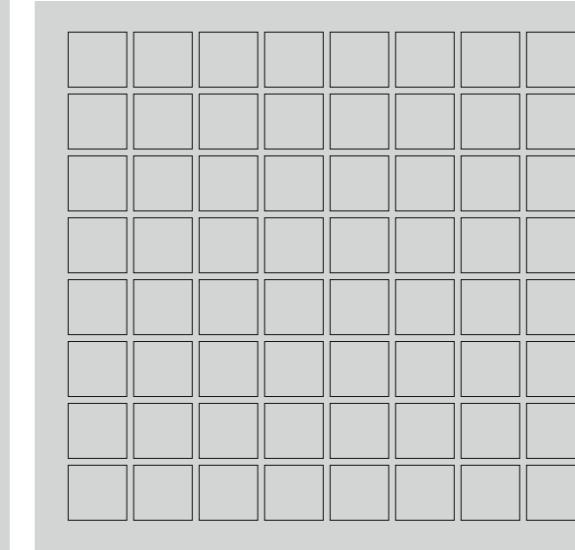
## Fundamental

This is the 2 main grids that will be apply to every BeatLab Studio platforms , such as letter head , envelope , business card ..

11 x 8 row grid



8 x 11 rows grid



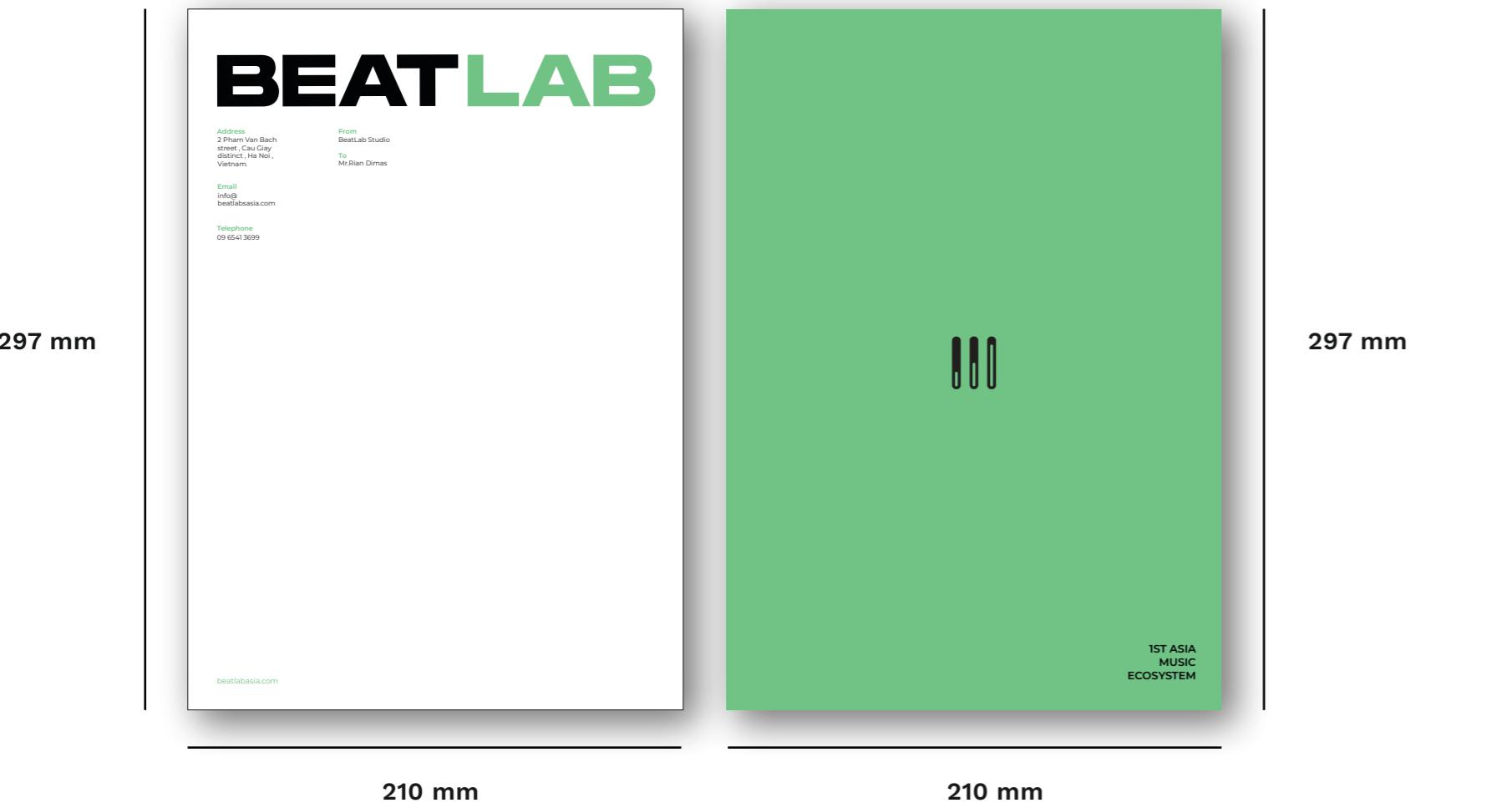
A4 Vertical

A4 Horizontal

# Brand Items

## Letterhead

This is the 2 main grids that will be apply to every BeatLab Studio platforms , such as letter head , envelope , business card ..



# Brand Items

## Envelope

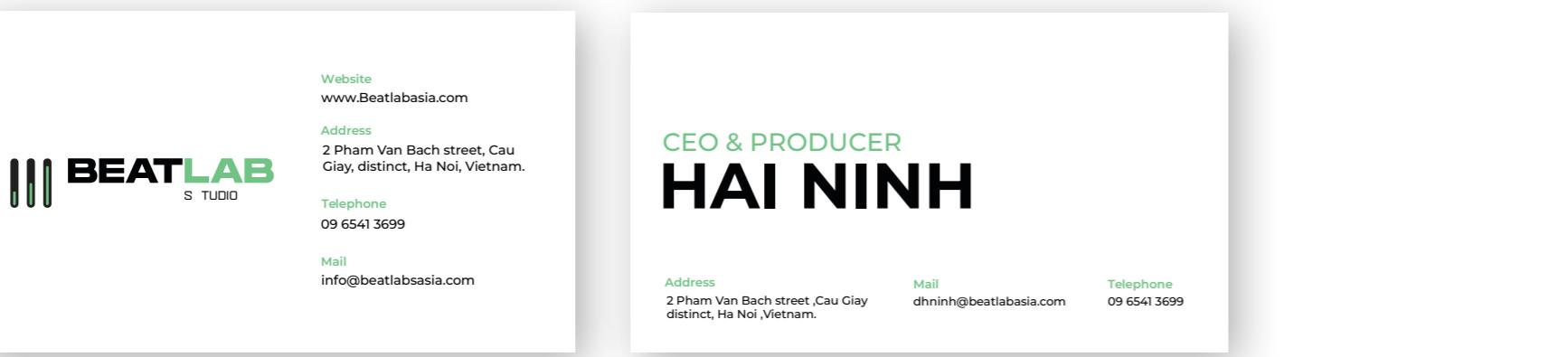
This is the 2 main grids that will be apply to every BeatLab Studio platforms , such as letter head , envelope , business card ..



# Brand Items

## Business card

This is the 2 main grids that will be apply to every BeatLab Studio platforms , such as letter head , envelope , business card ..



50mm

50mm

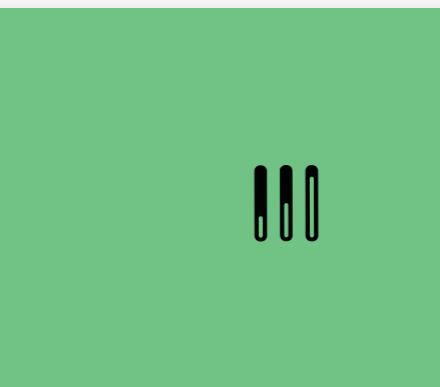


88mm

# Brand Items

## Complimentary Card

This is the 2 main grids that will be apply to every BeatLab Studio platforms , such as letter head , envelope , business card ..



100mm

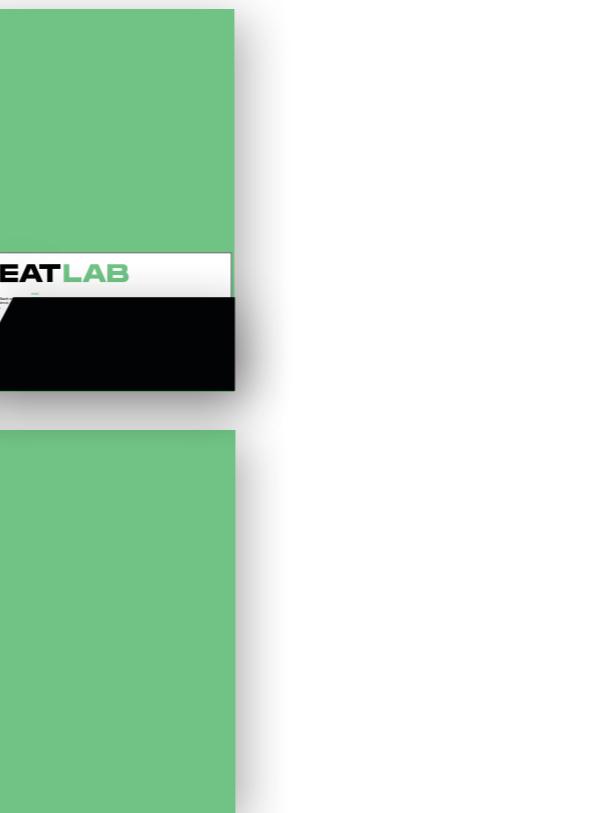
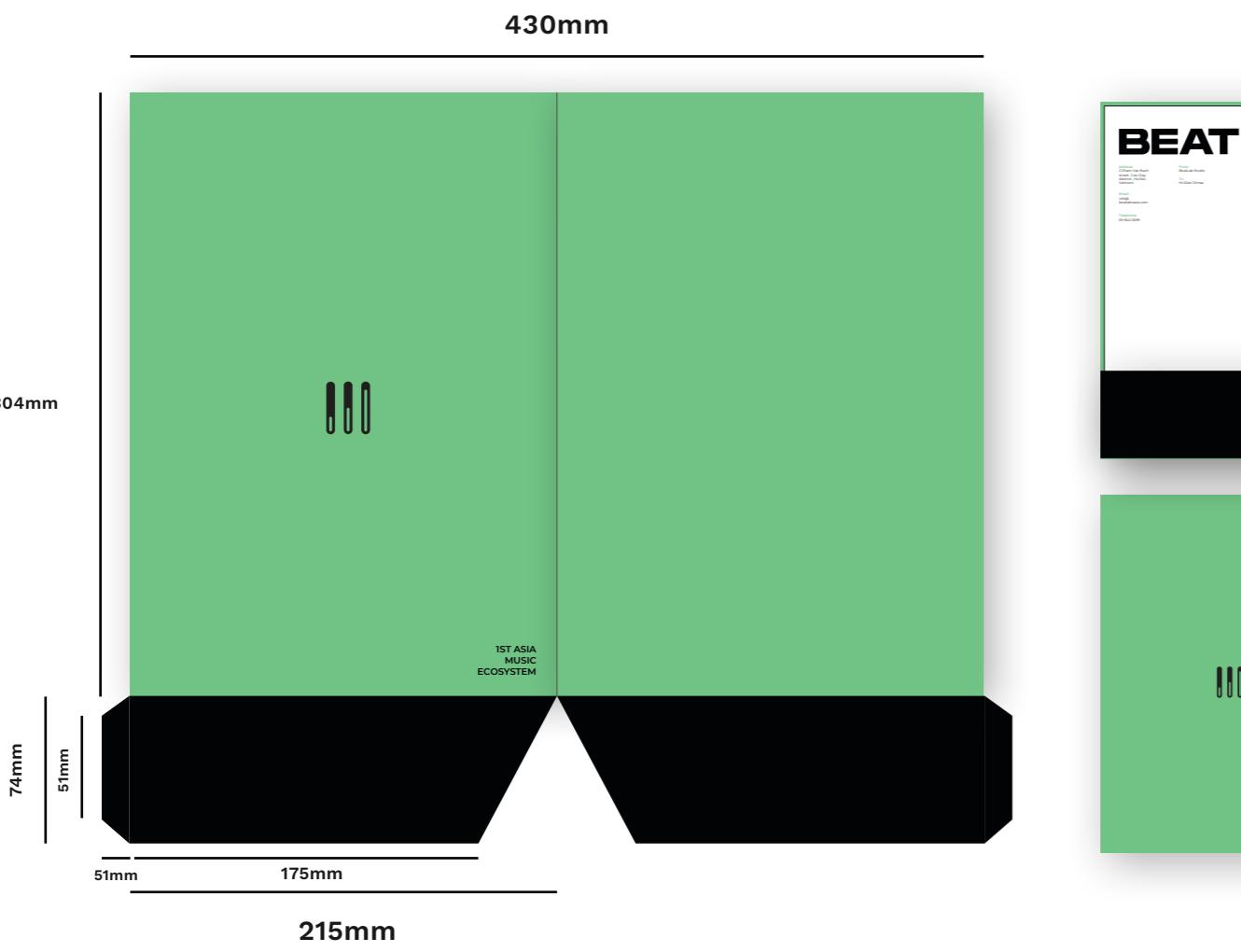
210mm



# Brand Items

## Folder

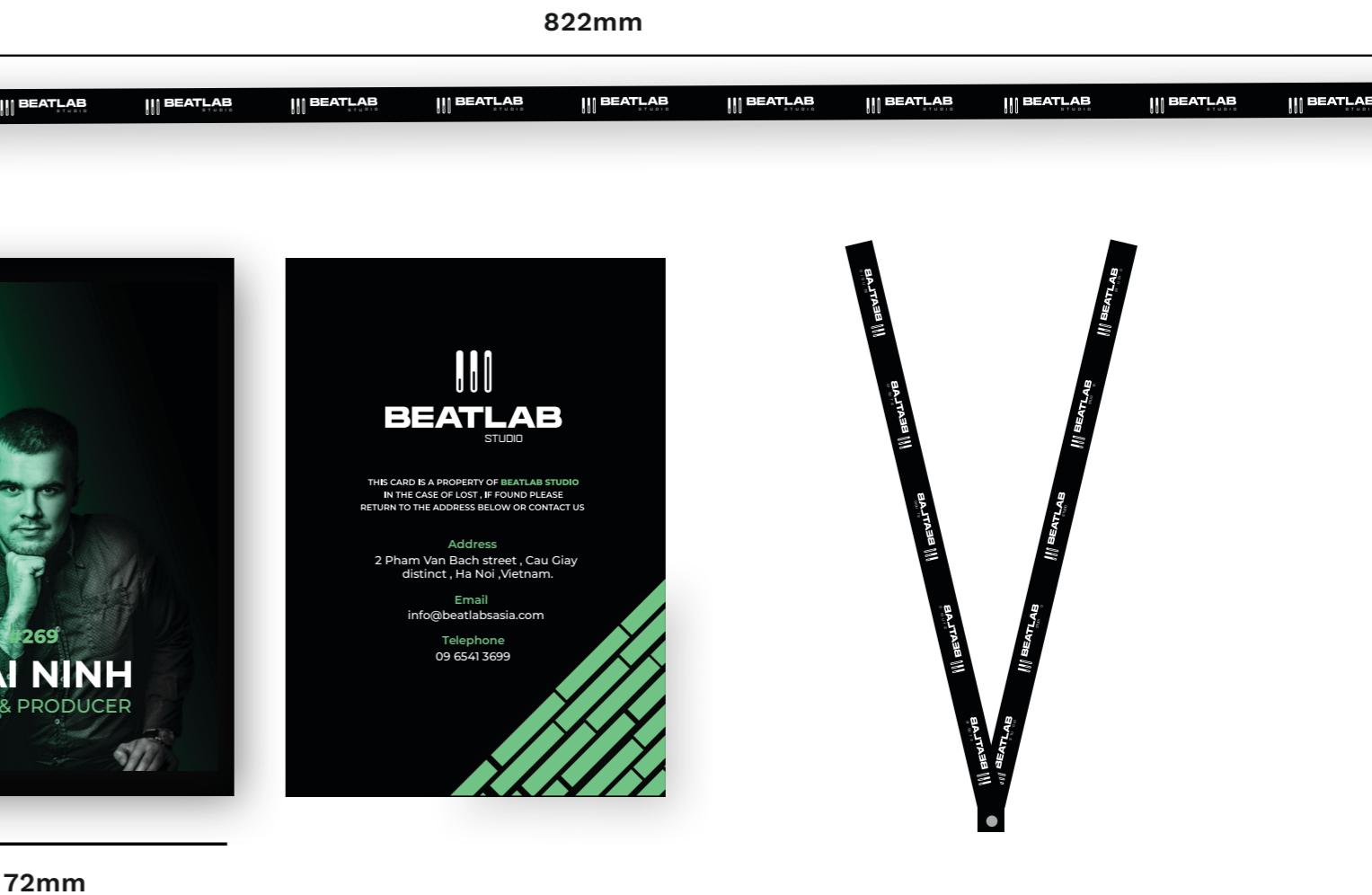
This is the 2 main grids that will be apply to every BeatLab Studio platforms , such as letter head , envelope , business card ..



# Brand Items

## Name Tag

The name tag string are loop with the company logo and there will be a keyring to connect the string with the name tag.



# Brand Items

## Name Tag

A name tag will be provided for students and employee as a way to give them access to the facility and services.



# Brand Items

## USB

A usb is helpful for both the client and employee to save their music track and data conveniently.



# Brand Items

## T-Shirt and Tote Bag

The front of the tshirt and tote bag



# Brand Items

## T-Shirt and Tote Bag

The back of the tshirt and tote bag.



# Brand Items

## Mug

This is the 2 main grids that will be apply to every BeatLab Studio platforms , such as letter head , envelope , business card ..



# Brand Items

## Stylescape

The style scape that express the company brand assets such as colors, typography, photography, patterns..



# Brand Poster

## Items

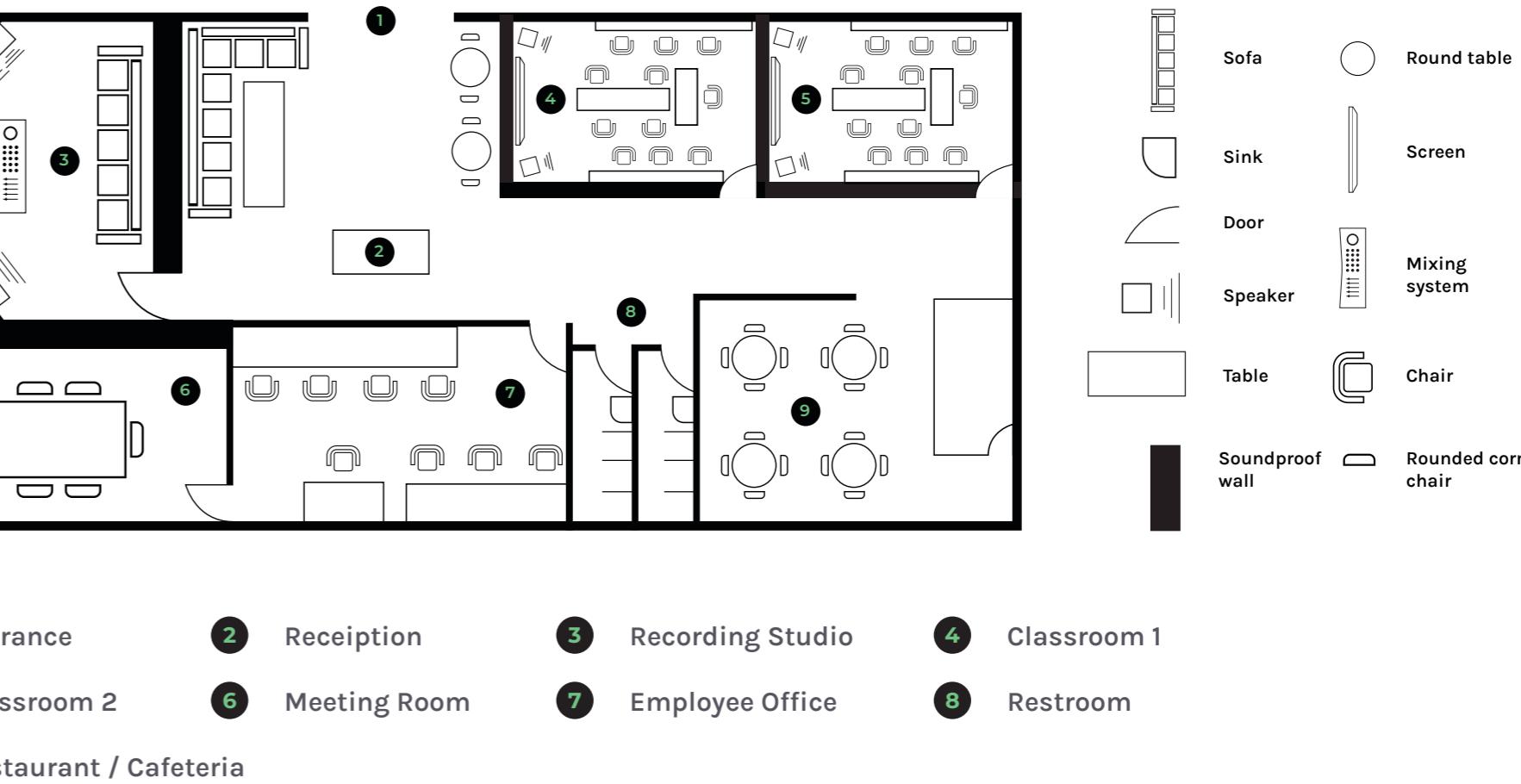
These are 2 type of styles for the poster.



# Company Facilities

## Floorplan

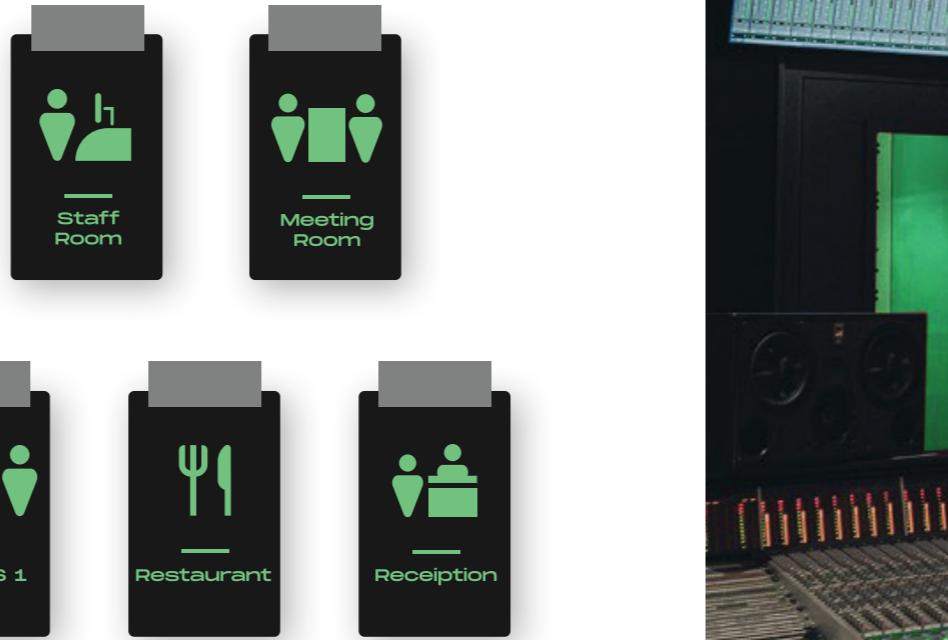
This is the floorplan of the company building , demonstrates where all the room are located



# Company Facilities

## Wayfinding

Wayfinding act as a way to help customer to locate their wished destination.



# Company Facilities

## Recording studio

This is the soul of the company, every aspect of a music ecosystem are create from here.



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# Company Facilities

## Music Academy

This is where unique talent people are forge.

1ST MUSIC ECOSYSTEM IN ASIA

BEATLAB  
STUDIO

You have reach the end of our guideline for BeatLab Studio , If there are issues in the process of using the design , please contact us at [info@beatlabasia.com](mailto:info@beatlabasia.com).

