





Beats Music
Brand Guidelines

BEATS MUSIC BRAND GUIDELINES 2014



Beats Music
Brand Guidelines

LOGO & WORDMARK



PRIMARY LOGOMARK & WORDMARK





PRIMARY WORDMARK

beats**MUSIC**™



PRIMARY LOGOMARK





ALTERNATE LOGOMARK & WORDMARK



beats**MUSIC**TM

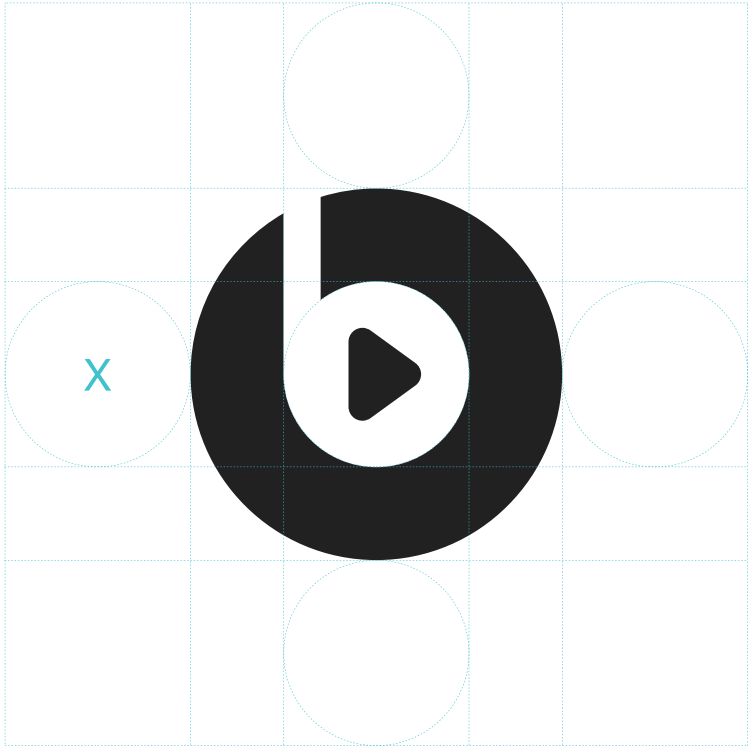
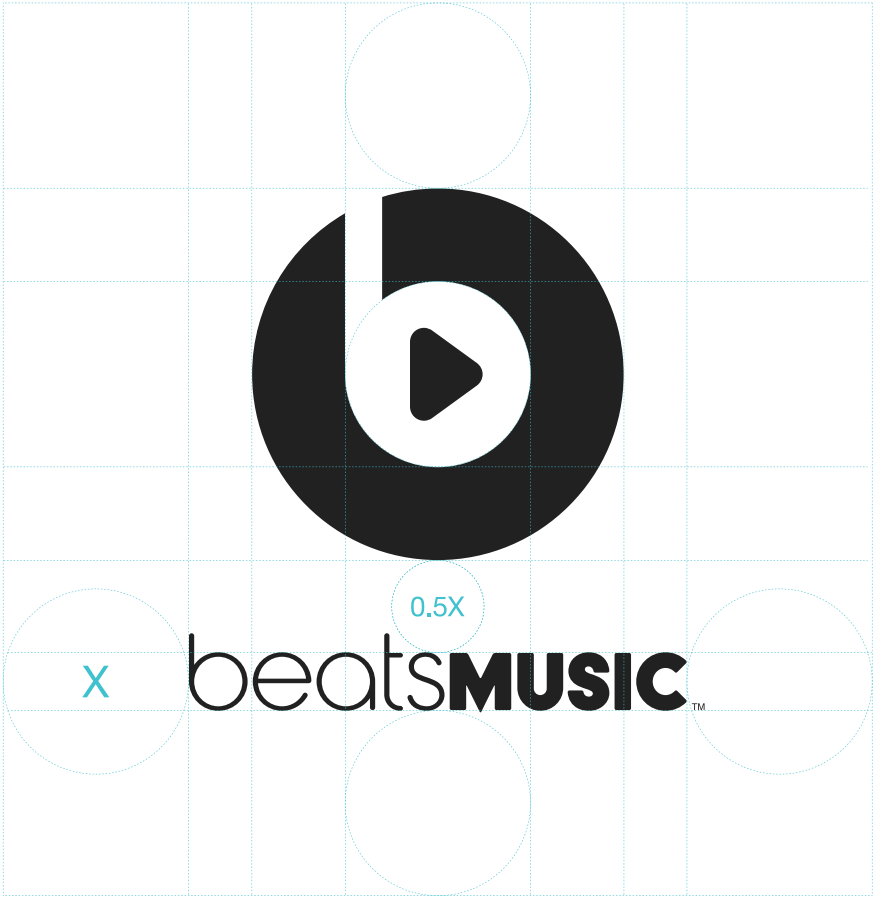


SAFE AREA & EXCLUSION ZONE





SAFE AREA & EXCLUSION ZONE





INCORRECT USAGE



Beats Music
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TYPOGRAPHY



TYPOGRAPHY

Neuzeit Grotesk Black

ABCDEFGHIJ
KLMNOPQR
STUVWXYZ
1234567890
ı € # ¢ ∞ § ¶ • ª ° _

Neuzeit Grotesk Bold

abcdefghij
klmnopqr
stuvwxyz
1234567890
ı € # ¢ ∞ § ¶ • ª ° _

Neuzeit Grotesk Regular

abcdefghij
klmnopqr
stuvwxyz
1234567890
ı € # ¢ ∞ § ¶ • ª ° _



HEADER

Neuzeit Grotesk Black/ -25 Tracking/ Tight leading

**USE CAPS WITH
-25 TRACKING.
LEADING SHOULD
BE NICE AND
TIGHT LIKE THIS.**

BODY COPY

Neuzeit Grotesk Bold and Regular/ -10 Tracking/ Open leading

Use the Neuzeit Bold where you need something more impactful than the Neuzeit Regular but not as punchy as Neuzeit Black.

Give your type some air. Open up your leading and never use more than -10 tracking for body copy. We want to create some dynamic tension between the big chunky headers and smaller airy body copy.



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COLOR PALETTE



COLOR

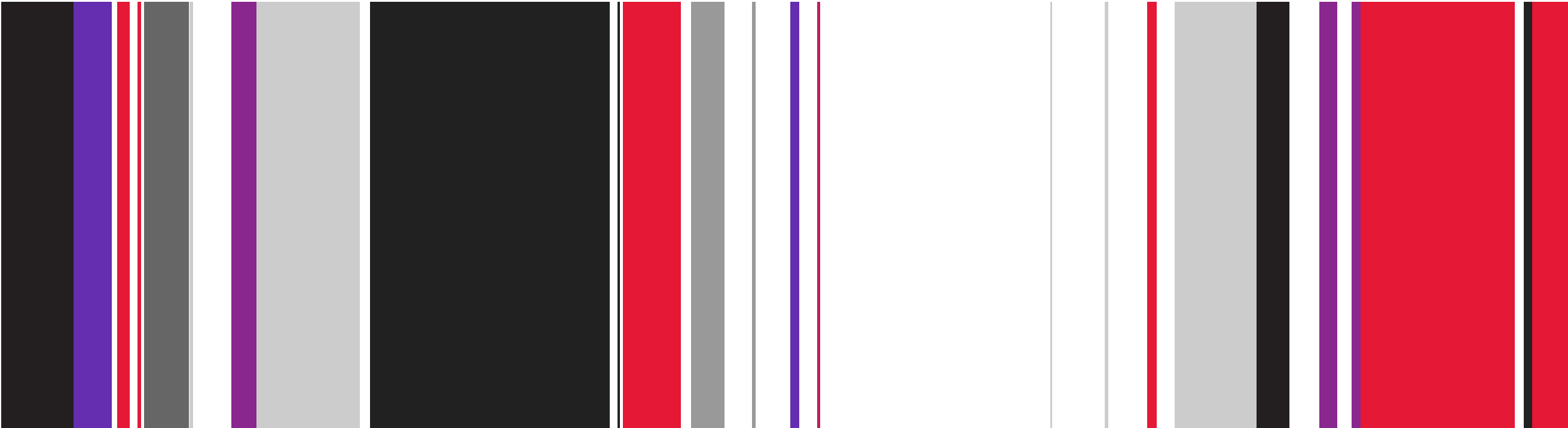
Color plays a critical role in the way that we express our brand.
The color gradient reinforces movement and interaction within the interface.



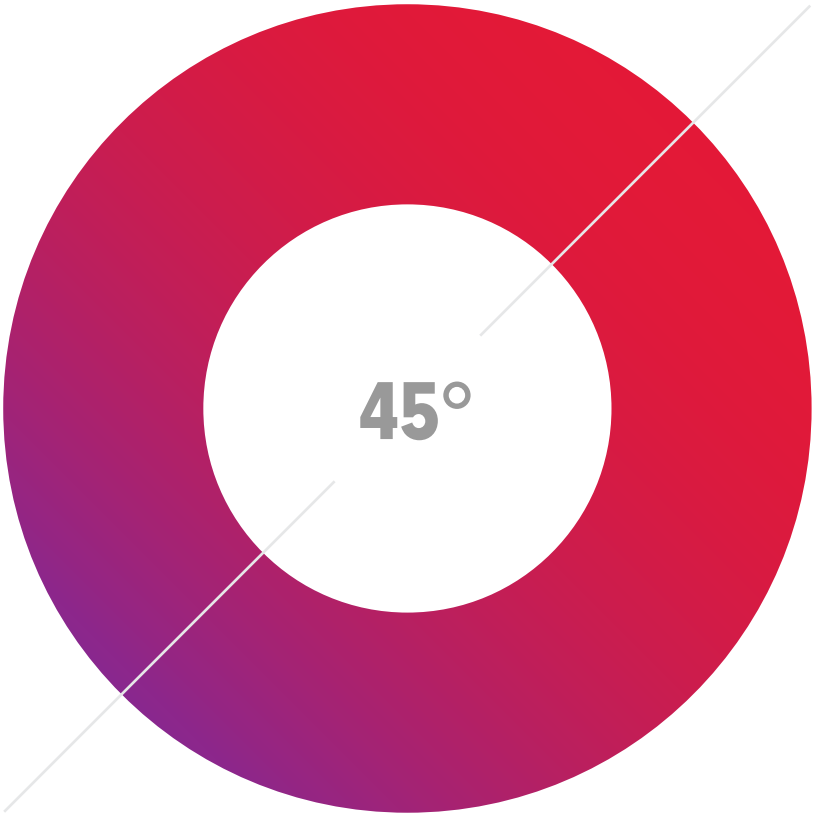
Engagement and Experience

Identification and Awareness

COLOR WEIGHTING

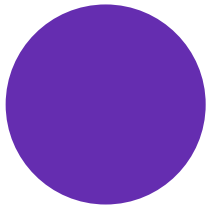


GRADIENT

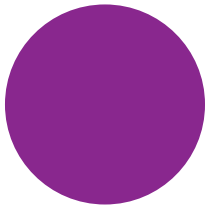


The 45° gradient of color reinforces movement and interaction within the interface. The gradient always goes from red in the top right to purple in the bottom left.

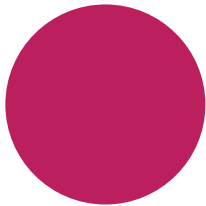
COLOR PALETTE



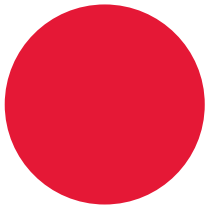
C74 M89 Y0 K0
R101 G45 B176
#652DB0



C64 M82 Y0 K0
R137 G39 B142
#89278E



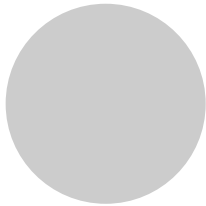
C42 M90 Y0 K0
R137 G39 B142
#BC1F5D



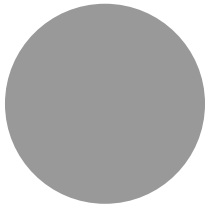
C0 M100 Y81 K4
R227 G24 B55
#E31837
PANTONE 186C



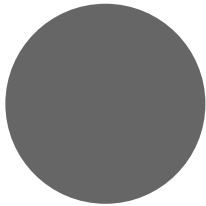
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF



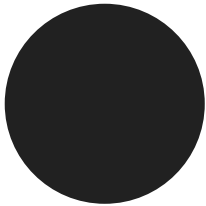
C19 M15 Y16 K0
R204 G204 B204
#CCCCCC



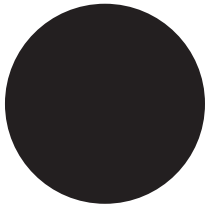
C43 M35 Y35 K1
R153 G153 B153
#999999



C60 M51 Y51 K20
R102 G102 B102
#666666



C72 M66 Y65 K73
R33 G33 B33
#212121



C0 M0 Y0 K100
R0 G0 B0
#000000
PANTONE BLACK C



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THANK
YOU