BEATBOX SOUNDLAB

Enes Mick Lars Niels Pepijn

PRESENTATION

INTRODUCTION

- Retro
- Cozy
- Warm
- Contrasting
- inviting

RESEARCH

1 COZY 56%

2 MODERN 31%

3 CHIQUE 13%

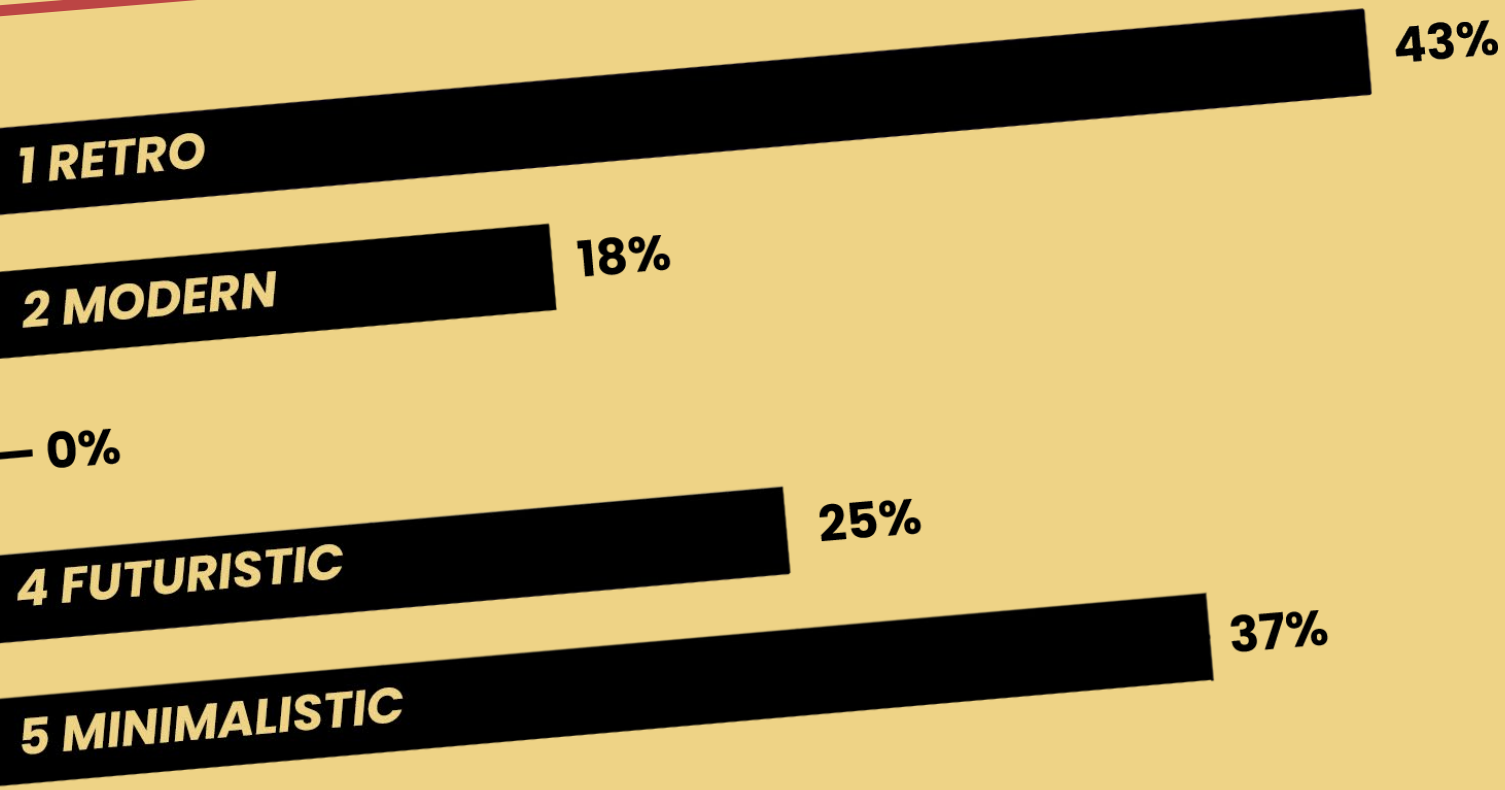
4 FUNKY 6%

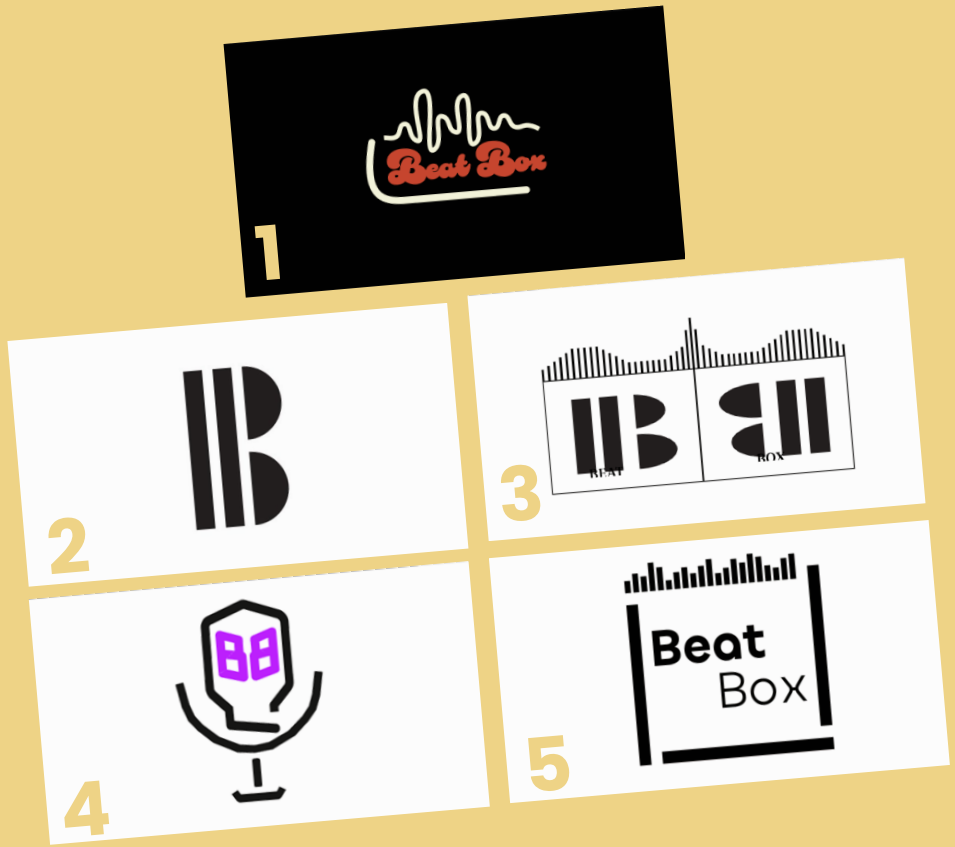
5 FUTURISTIC 13%

6 ABSTRACT 13%

7 RETRO 38%

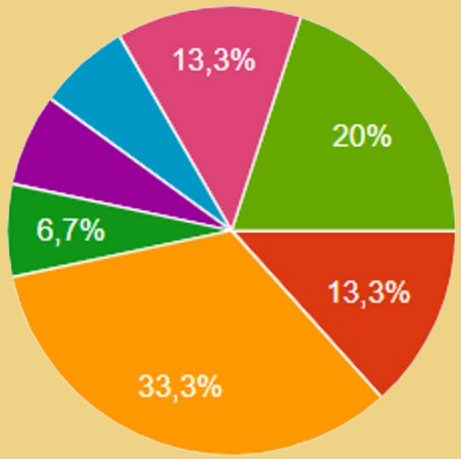
RESEARCH


1 RETRO
43%
2 MODERN
18%
0%
4 FUTURISTIC
25%
5 MINIMALISTIC
37%


Beat Box
1
2
3
4
Beat
Box
5

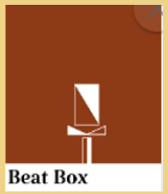
RESEARCH

Which logo do you like the most?



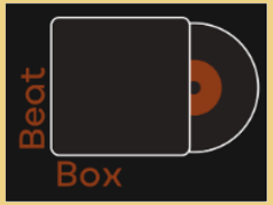
- Option 1
- Option 2
- Option 3
- Option 4
- Optie 5
- Option 6
- Option 7
- Option 8

Option 1

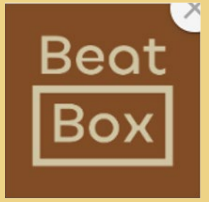


Option 4

Option 7



Optie 5



Option 2

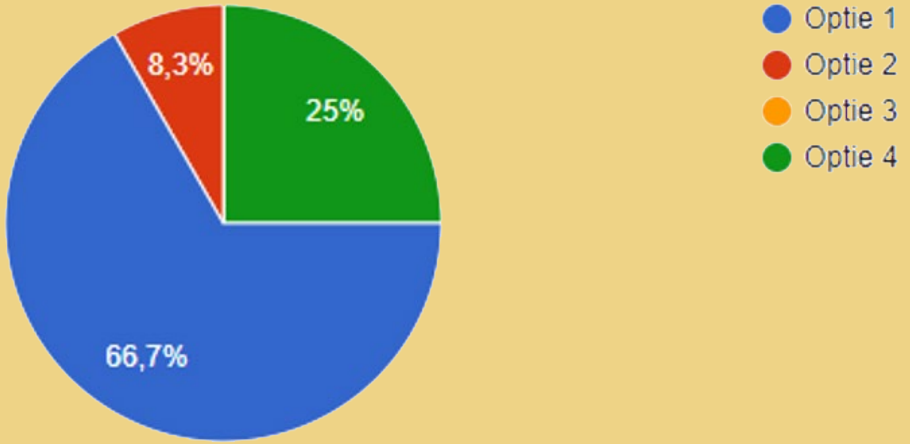
Option 8

Option 3

Option 6

RESEARCH

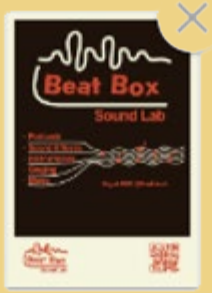
Which style poster do you prefer?



Optie 1

Optie 3

Optie 2



Optie 4

RESEARCH

First style: Cozy.

Second style: Retro.

COLOR

Primary & Secondary

USAGE

PRIMARY

The retro style is defined by muted and earthy tones all contrasing with eachother.

#BC4544

Deep Chestnut

#EED386

Chardonney

SECONDARY

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

#E1A14C

Desert

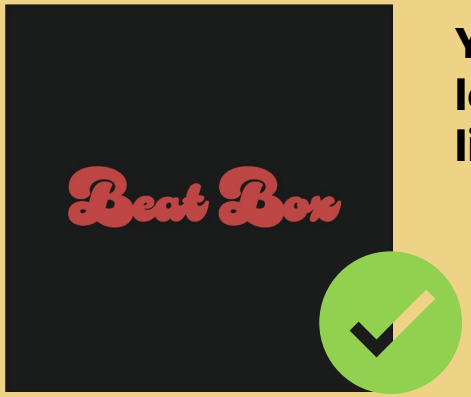
#1B1C1C

Oil

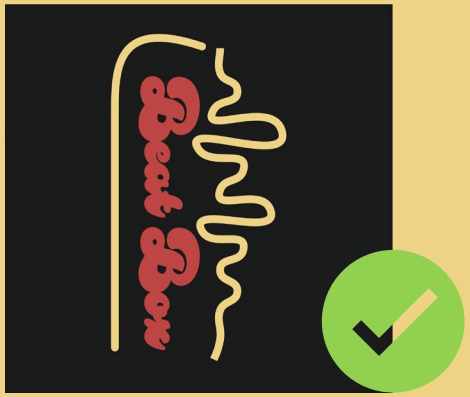
LOGO USAGE

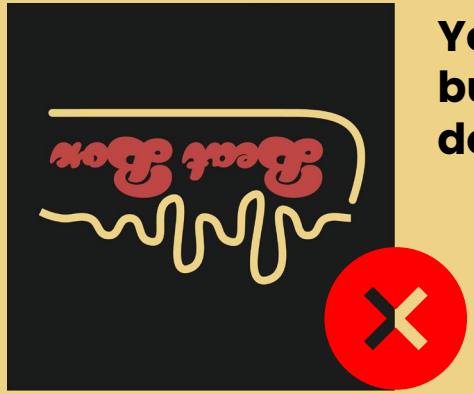
Do's & Don'ts

DO'S



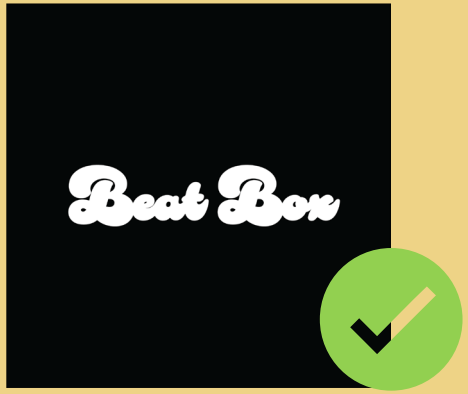
You can use the logo without the lines

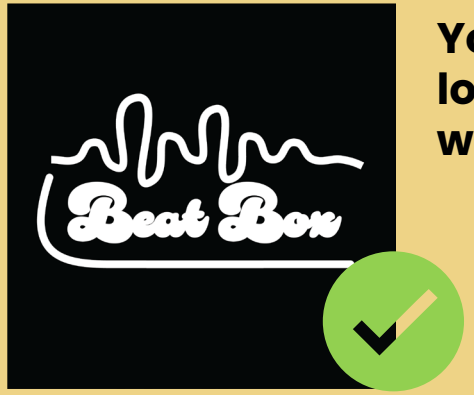




You can rotate the logo, but not rotate it upside down

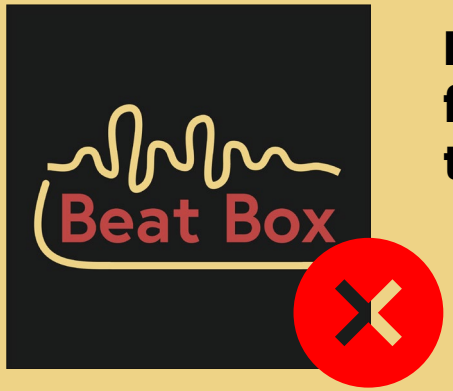
Do use the logo on a dark background



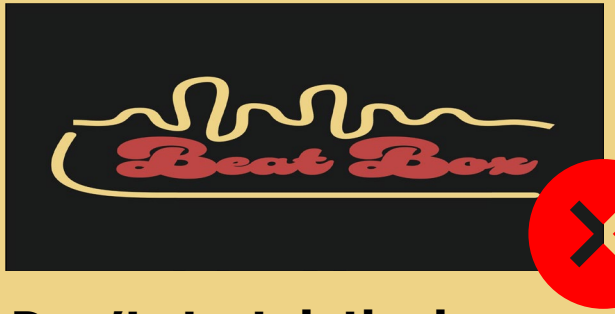


You can use the logo in black and white

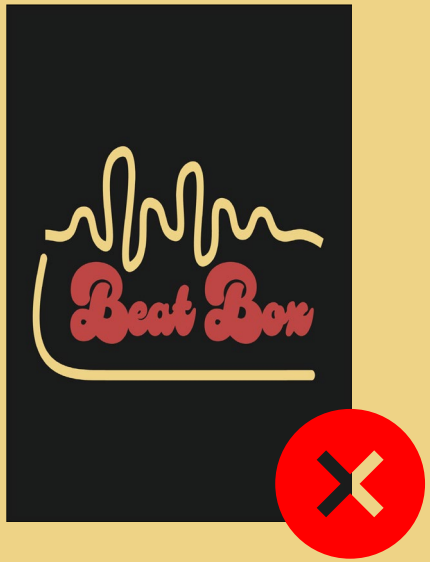
DON'TS

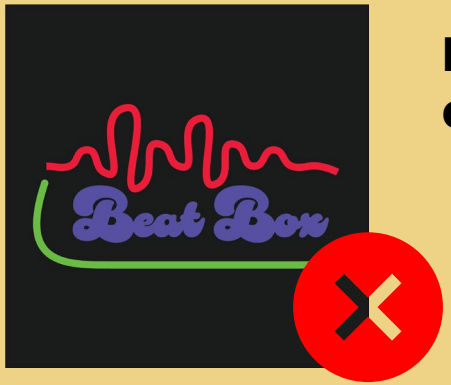


Dont change The font/typeface on the logo

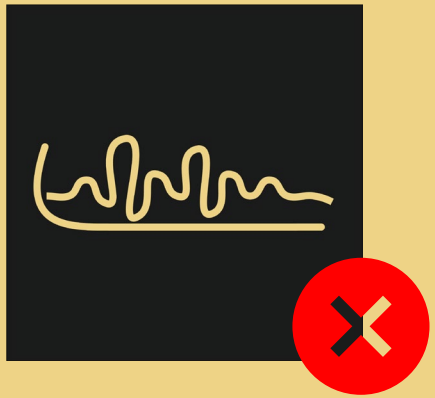


Don’t stretch the logo horizontally nor vertically





Don’t change colours on the logo



Don't use the logo without text

FONT USAGE

Text & Titles

TITLES

Franchise is our title font.

Use Franchise for headlines.

It will be the first thing anyone will read.

FRANCHISE

FRANCHISE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.,

TEXT

Poppins is our text font.

Use Poppins Bold for headers.

Use Poppins regular for paragraphs.

Poppins

Poppins Bold

Abcdefghijklmnopqrstuvwxyz

0123456789,.

Poppins regular

Abcdefghijklmnopqrstuvwxyz

0123456789,.

IMAGES

Images & illustrations

ILLUSTRATIONS

IMAGES

Outline.
Conformity.
Consistency.

ILLUSTRATIONS

Retro.
Vintage.
Consistency.

TEXT

Text Tone

TONE

TEXT TONE

Informality is key

- **Abbreviate words**
- **Stick to casual language**
- **Personality**

DO'S & DON'T'S

- **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...

Do: Hello everyone, we've had some technical issues...

- **Personality**

Do not: "It has come to our attention..."

Do: "We've noticed that you guys..."

SHAPES

- Straight edges.
- Characteristic.
- Easier to recreate and recognise style style.
- Main shape rectangle, however other shapes can be used as well.
- Diagonally or just straight, you can be creative with it.

PRODUCT

Mock-ups

EXAMPLES

PRODUCTS

Beat Box
SOUND
LAB
COME VISIT
'BEAT BOX'
FREE FOR
ALL STUDENTS

Beat Box
SOUND
LAB
COME VISIT
'BEAT BOX'
FREE FOR
ALL STUDENTS

Beat Box
SOUND
LAB

Beat Box
SOUND
LAB

PRODUCTS

PRODUCTS

Beat Box
Fontys Soundlab
Building R10
Make podcasts
BeatBox.com
040 12345678
COME VISIT THE BEAT BOX

Beat Box
Fontys Soundlab
Gebouw R10
Make podcasts
BeatBox.com
040 12345678
Come visit the Beat Box

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.