

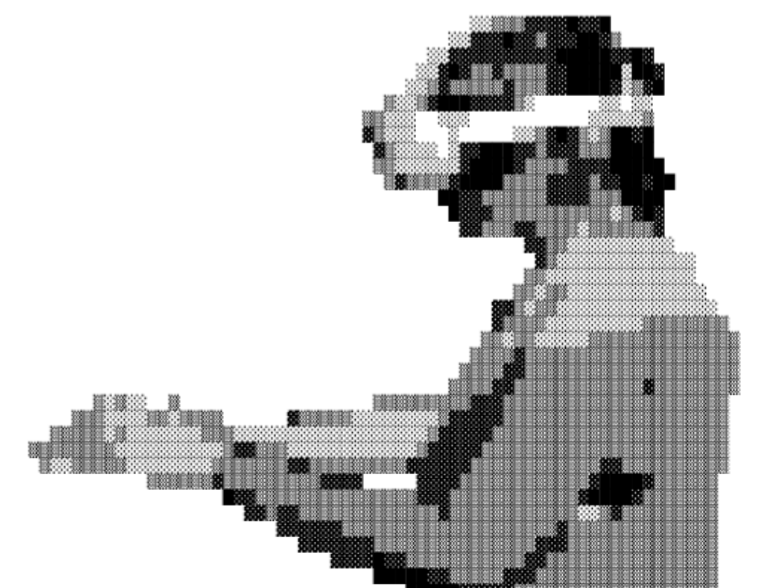
# Using the Sónar brand guidelines

This guide outlines our brand identity standards to ensure we are presented consistently across all communications.

Inside you'll find guidelines on proper use of our logo, colour palette, typography, imagery, and other brand assets.

By following these standards, you'll help us maintain a polished, professional brand image. Our goal is to equip you with the knowledge and resources to produce on-brand materials that reflect our unique qualities.

For any additional brand guidelines information or to request our brand assets, please contact the Jane Doe at [jane.doe@brand.com](mailto:jane.doe@brand.com)



# TABLE OF CONTENTS

01	Our brand
02	Identity on a page
03	Tone of voice
04	Logo
05	Colors
06	Typography
07	Illustrations & icons
08	Graphic elements
09	Photography
10	Applications

# OUR BRAND

01 — Our brand ◀ Who we are | Mission |

02 — Identity on a page

03 — Tone of voice

04 — Logo

05 — Colors

06 — Typography

07 — Illustrations & icons

08 — Graphic elements

09 — Photography

10 — Applications

# Who we are

We believe the future  
of technology is  
human.

Sonar is more than a festival, it's a living system. Born at the intersection of music, creativity, and technology, Sonar connects global communities of artists, designers, coders, and thinkers who shape the future of culture.

Since its inception, Sonar has challenged what a festival can be. It is not static. It evolves, reconfigures, and generates new experiences with every edition. Each iteration is a new version release, a system update, a reprogramming of what sound, art, and technology can express together.

We design for curiosity.

We build for experimentation.

We perform for evolution.

Our world is one where data becomes art, where rhythm becomes structure, and where identity moves continuously like code.

Sonar is sound in motion.

A system that listens, adapts, and creates. A platform for the infinite future of now.

# Our mission

This is our company's mission we are dedicated to - the reason we get out of bed in the morning.

This mission will guide us on internal/external communications, decision-making, and our roadmap. It ensures we're all aligned and moving towards the same goals, keeping our brand consistent and our work meaningful.

**Sonar exists to explore the intersection of music, creativity, and technology; transforming sound into a living system of innovation and expression.**

# IDENTITY ON A PAGE

- 01 — Our brand
- 02 — Identity on a page ◀
- 03 — Tone of voice
- 04 — Logo
- 05 — Colors
- 06 — Typography
- 07 — Illustrations & icons
- 08 — Graphic elements
- 09 — Photography
- 10 — Applications

# Identity on a page

We design the communication that makes tomorrow's technology simple and inspiring, for everyone.

Bettermade helps SaaS companies grow their brand with clear communications to the right audience.

We support marketing teams in creating consistent experiences across all channels.

## Tone of Voice

Futuristic

Adaptive

Minimalistic

Experimental

Playful

Logo



Logomark



Titles typeface

Offbit

Text typeface

snapi  
t  
mono

Primary colours



Secondary colours



Symbols



Graphics



# 03 TONE OF VOICE

- 01 — Our brand
- 02 — Identity on a page
- 03 — Tone of voice <
- 04 — Logo
- 05 — Colors
- 06 — Typography
- 07 — Illustrations & icons
- 08 — Graphic elements
- 09 — Photography
- 10 — Applications

# How we speak

Our voice reflects who we are: futuristic, adaptive, minimalistic, experimental, and playful.

These qualities shape how we communicate, ensuring our message resonates with our audience in a way that's authentic and engaging.

## >> Futuristic

Always looking ahead; anticipates what's next in sound, tech, and culture.

## >> Adaptive

Fluid and responsive; shifts tone and rhythm depending on platform or context.

## >> Minimalistic

Speaks with precision and clarity, every word counts, like lines of code.

## >> Experimental

Bold, curious, and unafraid to test boundaries or glitch conventions.

## >> Playful

Embraces, curiosity, surprise, and discovery in both language and form.

# LOGO

01 — Our brand

02 — Identity on a page

03 — Tone of voice

04 — Logo ◀ Logos | Variations | Clear space

05 — Colors

06 — Typography

07 — Illustrations & icons

08 — Graphic elements

09 — Photography

10 — Applications

# Logos

A logo's strength comes from its consistent use over time, creating a strong visual link to the brand in consumers' minds.

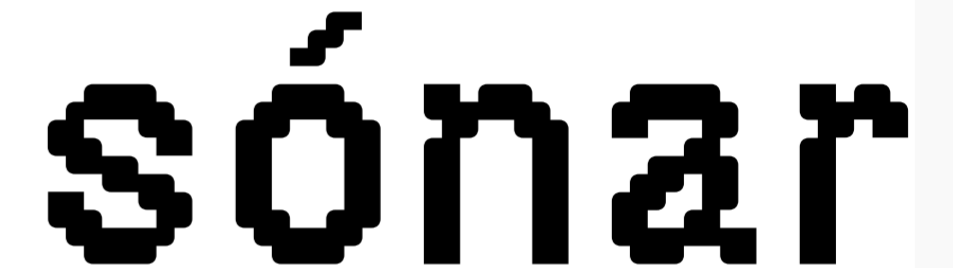
This recognition allows the logo to embody the brand's entire identity and values. Therefore, maintaining a recognisable logo and using it consistently is crucial for building and reinforcing its meaning to audiences.

This section presents the approved variations of your brand logo, including horizontal and vertical stacking options.

Horizontal



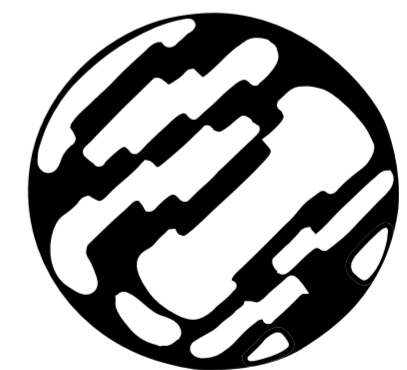
Wordmark



Vertical



Logomark

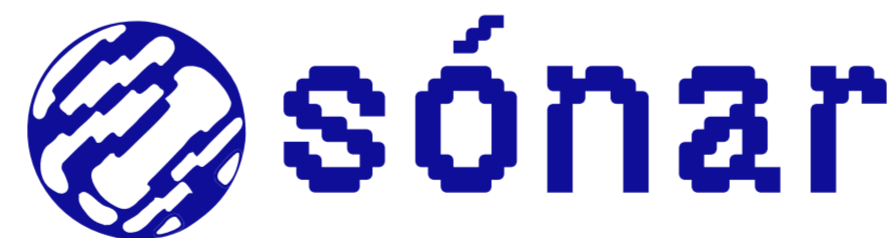
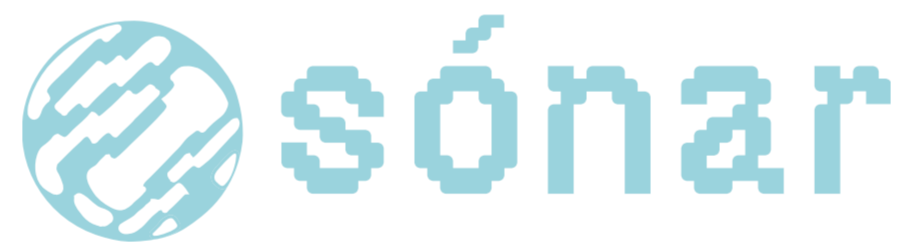
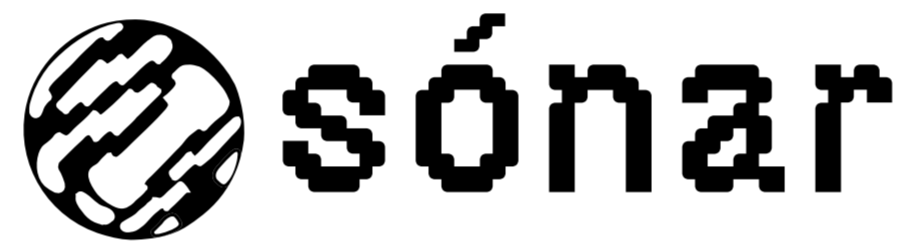


# Color Variations

This section showcases the approved color variations of your logo and brand elements.

This flexibility allows your brand to maintain its identity while adapting to various design needs and constraints.

On light background



On dark background

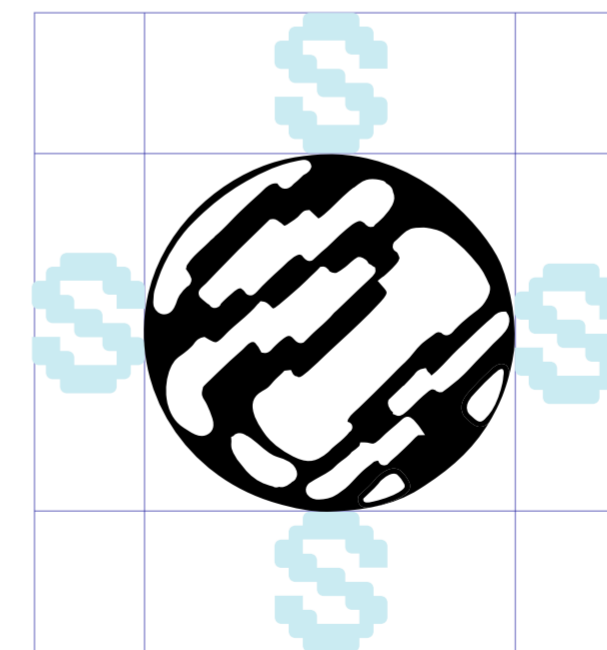


# Logo clearspace

A logo stands out when there are plenty of white space in the surrounds.

This size represents the minimum space around the logo and must be applied in all cases.

Of course, it is allowed, and in some cases it is recommended to go beyond this in order to create a clear and consistent design.



# COLOURS

- 01 — Our brand
- 02 — Identity on a page
- 03 — Tone of voice
- 04 — Logo
- 05 — Colors ◀ Primary | Secondary
- 06 — Typography
- 07 — Illustrations & icons
- 08 — Graphic elements
- 09 — Photography
- 10 — Applications

# Primary colors

Primary colours are the core hues of your brand identity.

These colours appear most frequently in your designs and marketing materials.

Key primary colour come with light and dark versions, adapting to different background colours. This ensures better contrast for accessibility and aesthetics, while maintaining brand consistency across various applications.

## Light Blue

**HEX #**9BD3DD

**R** 155 **C** 43

**G** 211 **M** 0

**B** 221 **Y** 13

**K** 0

**P** 629 C

## White Smoke

**HEX #**ECEDED

**R** 236 **C** 6

**G** 237 **M** 4

**B** 237 **Y** 4

**K** 50

**P** 663 C

## Dark Blue

**HEX #**0F0E99

**R** 15 **C** 100

**G** 14 **M** 98

**B** 153 **Y** 2

**K** 2

**P** Blue 072 C

## Black

**HEX #**231F20

**R** 35 **C** 69

**G** 31 **M** 68

**B** 32 **Y** 64

**K** 74

**P** Neutral Black C

# Secondary colors

Secondary colours complement your primary palette.

These additional hues provide flexibility in your designs without overshadowing your main brand colours.

Fire Brick

**HEX #C72A23**

**R** 199 **C** 8

**G** 42 **M** 100

**B** 35 **Y** 100

**K** 02

**P** 7626 C

Dark Orange

**HEX #FF8200**

**R** 255 **C** 0

**G** 130 **M** 65

**B** 0 **Y** 100

**K** 0

**P** 151 C

Blueberry

**HEX #573C99**

**R** 87 **C** 78

**G** 60 **M** 91

**B** 153 **Y** 0

**K** 0

**P** 7671 C

Light Pink

**HEX #EE95AC**

**R** 238 **C** 0

**G** 149 **M** 55

**B** 172 **Y** 10

**K** 0

**P** 197 C

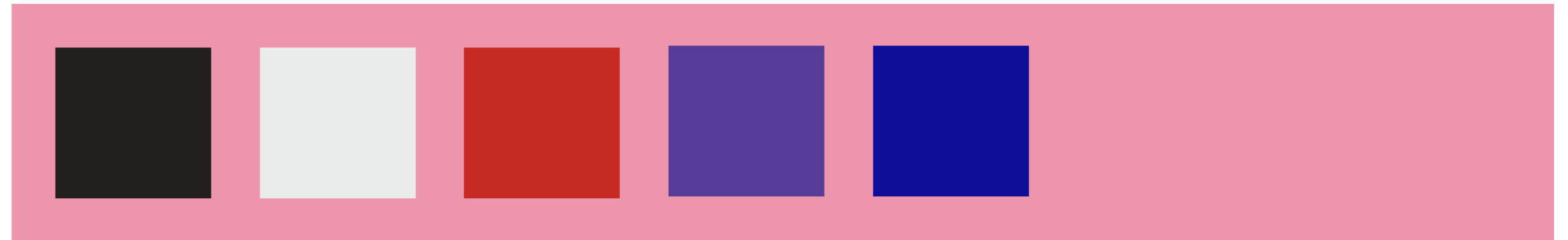
# Color use

Colors should only be used and paired in the hierarchy given to maintain legibility.



# Color use

Colors should only be used and paired in the hierarchy given to maintain legibility.



# TYPOGRAPHY

- 01 — Our brand
- 02 — Identity on a page
- 03 — Tone of voice
- 04 — Logo
- 05 — Colors
- 06 — Typography <
- 07 — Illustrations & icons
- 08 — Graphic elements
- 09 — Photography
- 10 — Applications

# Fonts

This section outlines the typography guidelines for the brand.

It includes:

1. Title font: The main typeface used for headlines and key messaging.
2. Text font: Used for body text and supporting content.

Offbit

<https://power-type.com/offbit/>

Snapit

<https://justfreefonts.com/fonts/snap-it-mono/>

Titles

# Offbit

101 Bold   Bold   Dot Bold

Text

# Snapit mono

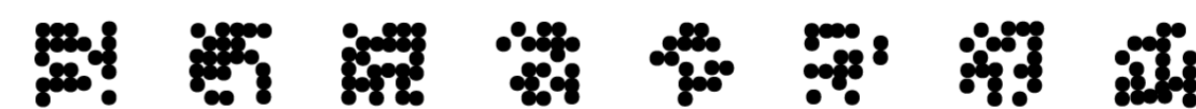
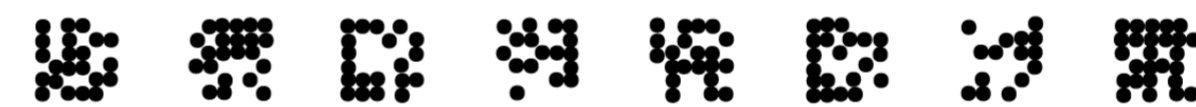
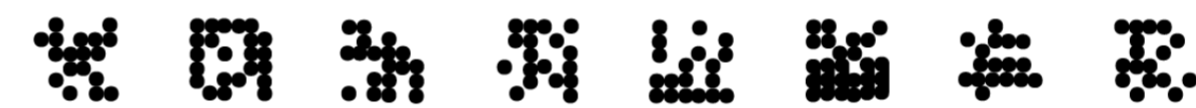
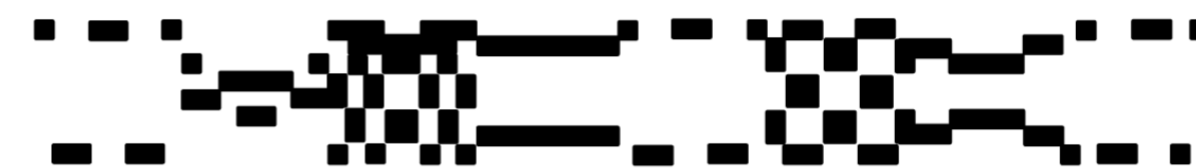
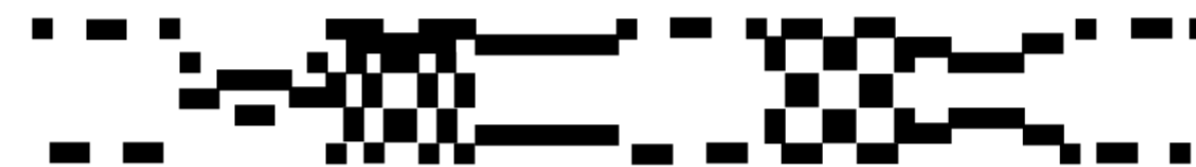
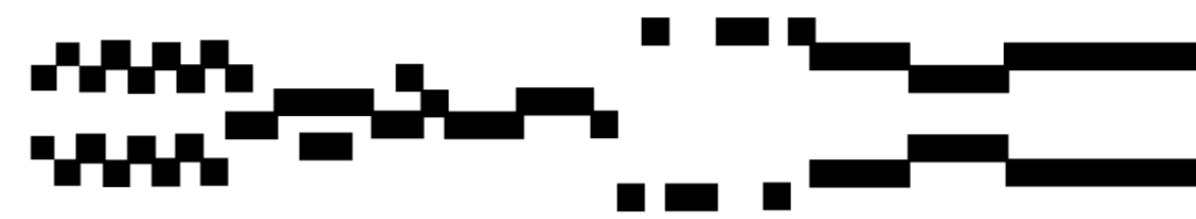
Bold   Regular

# ILLUSTRATIONS & ICONS

- 01 — Our brand
- 02 — Identity on a page
- 03 — Tone of voice
- 04 — Logo
- 05 — Colors
- 06 — Typography
- 07 — Symbols < | Icons
- 08 — Graphic elements
- 09 — Photography
- 10 — Applications

# Symbols

An symbol library from contains beautiful pixel-perfect SVG icons.



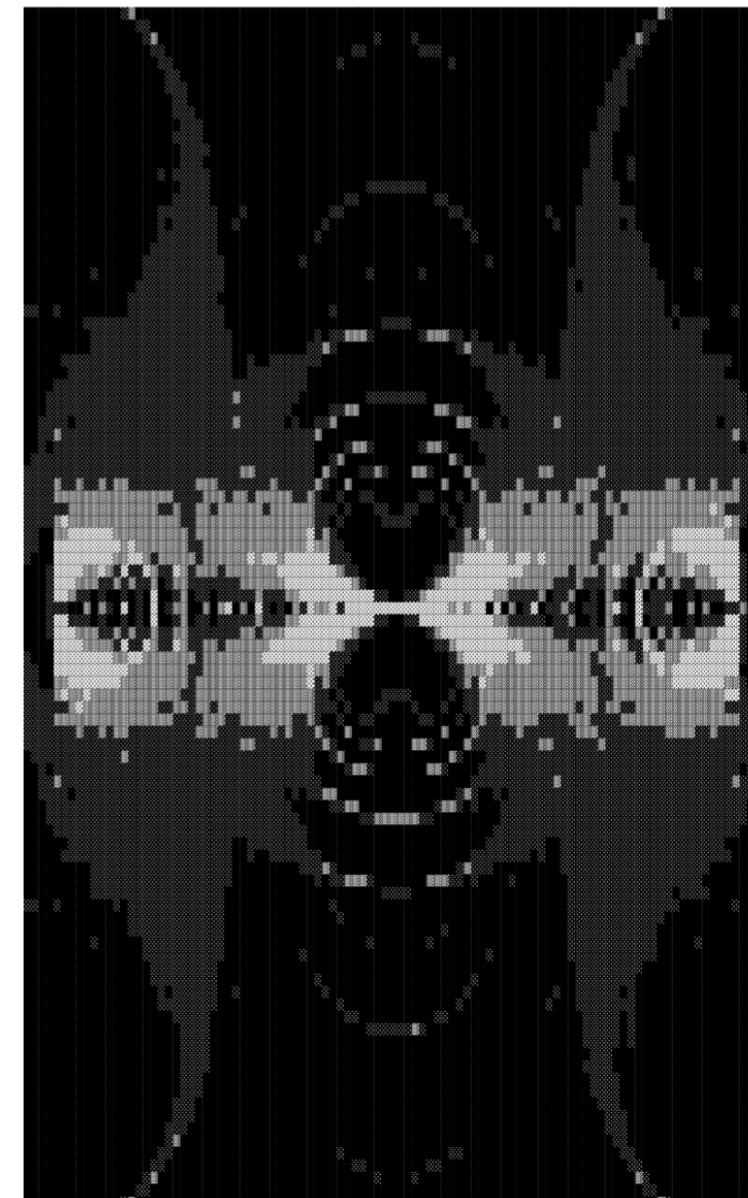
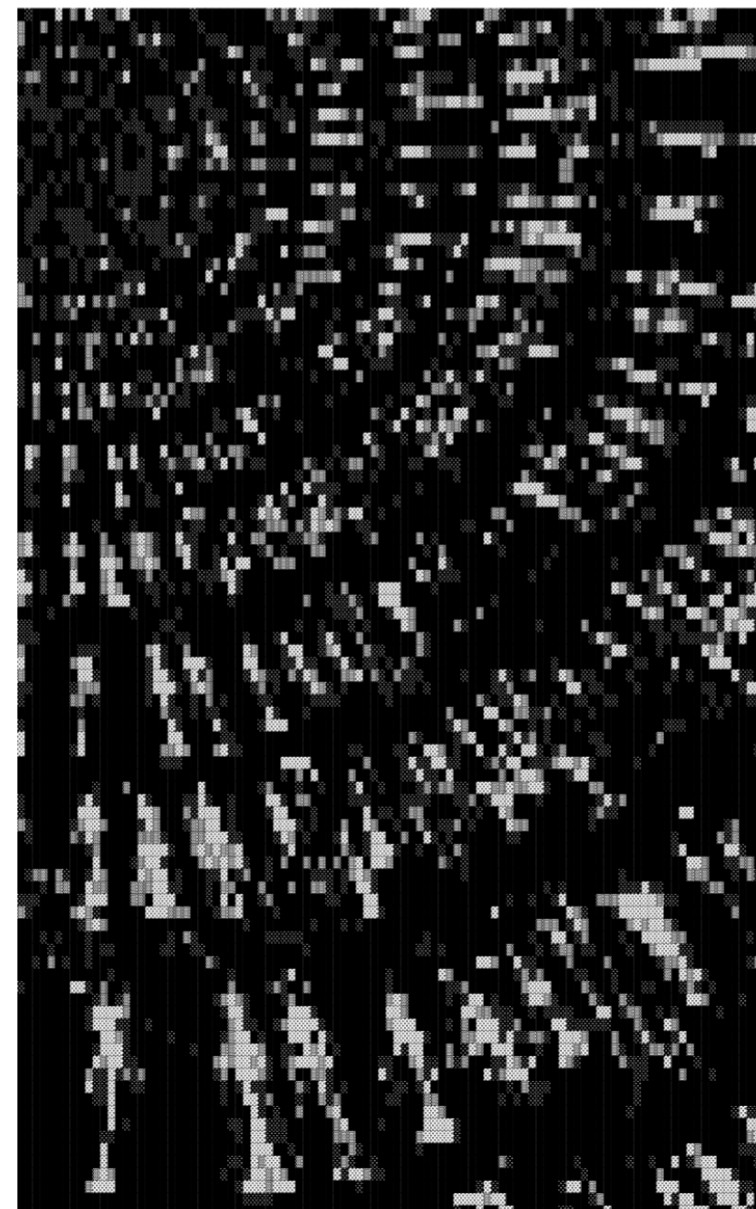
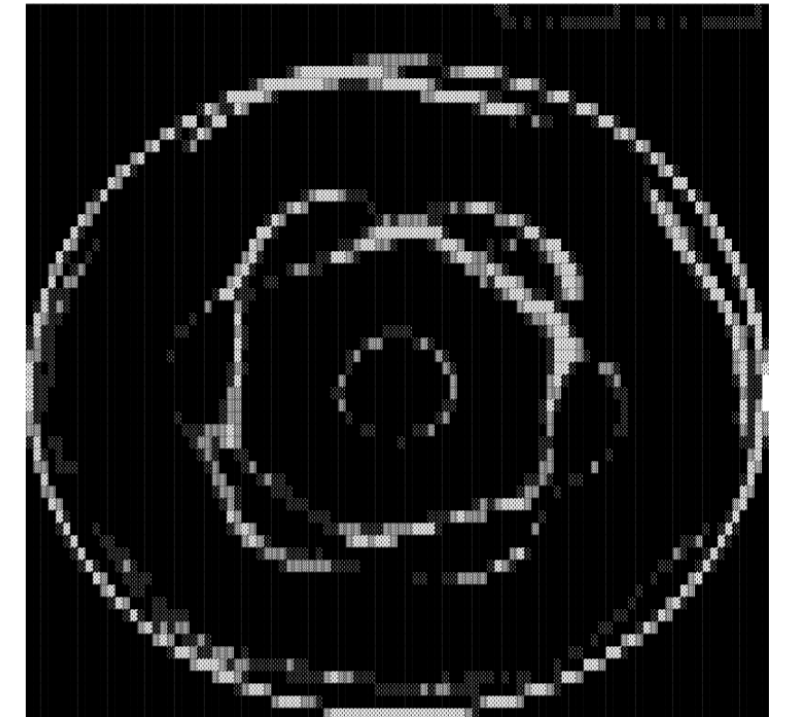
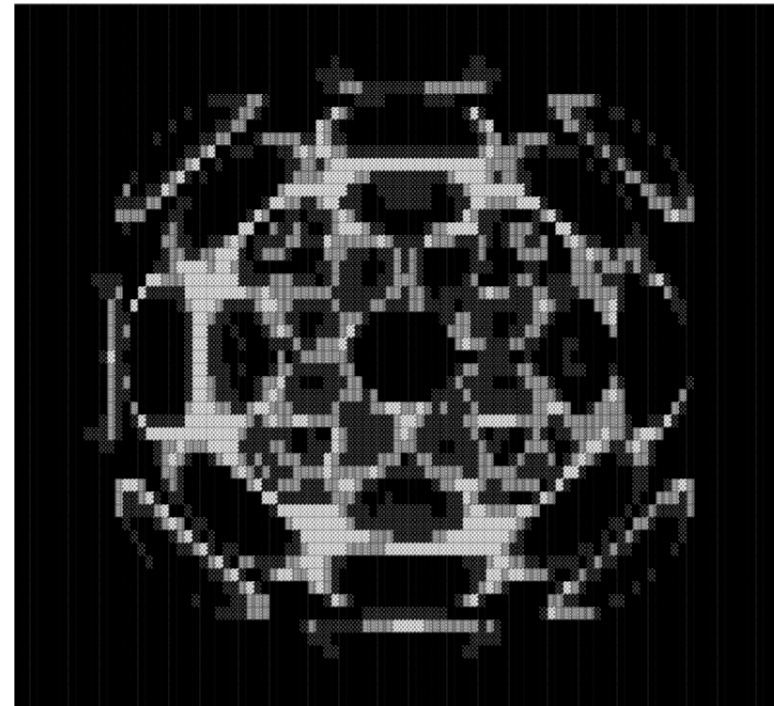
# GRAPHIC ELEMENTS

- 01 — Our brand
- 02 — Identity on a page
- 03 — Tone of voice
- 04 — Logo
- 05 — Colors
- 06 — Typography
- 07 — Illustrations & icons
- 08 — Graphic elements ◀ | Graphics
- 09 — Photography
- 10 — Applications

# Graphics

This section showcases a library of graphic elements designed to enhance visual communication and reinforce the brand identity.

Leverage these graphics to create engaging and consistent designs across various applications.



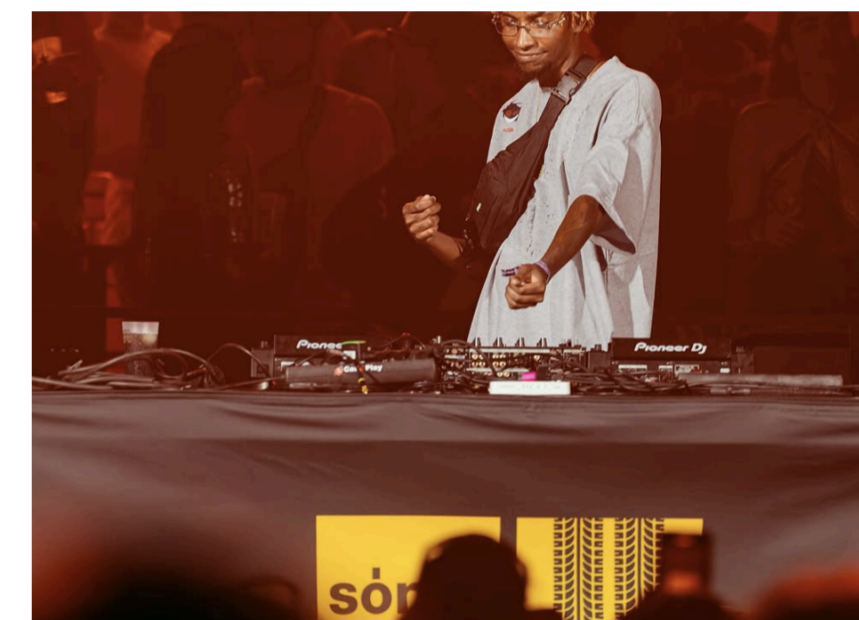
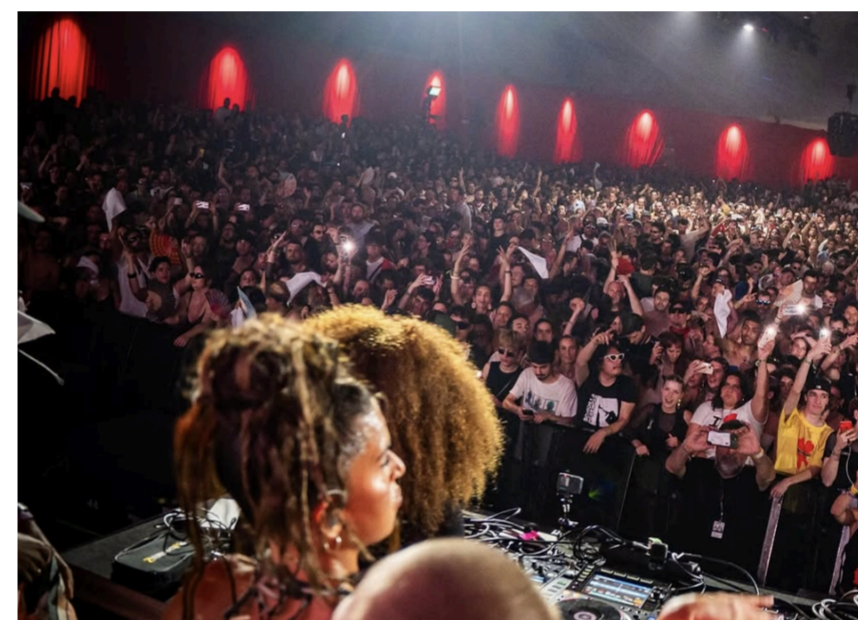
# PHOTOGRAPHY

- 01 — Our brand
- 02 — Identity on a page
- 03 — Tone of voice
- 04 — Logo
- 05 — Colors
- 06 — Typography
- 07 — Illustrations & icons
- 08 — Graphic elements
- 09 — Photography **<**
- 10 — Applications

# Photography

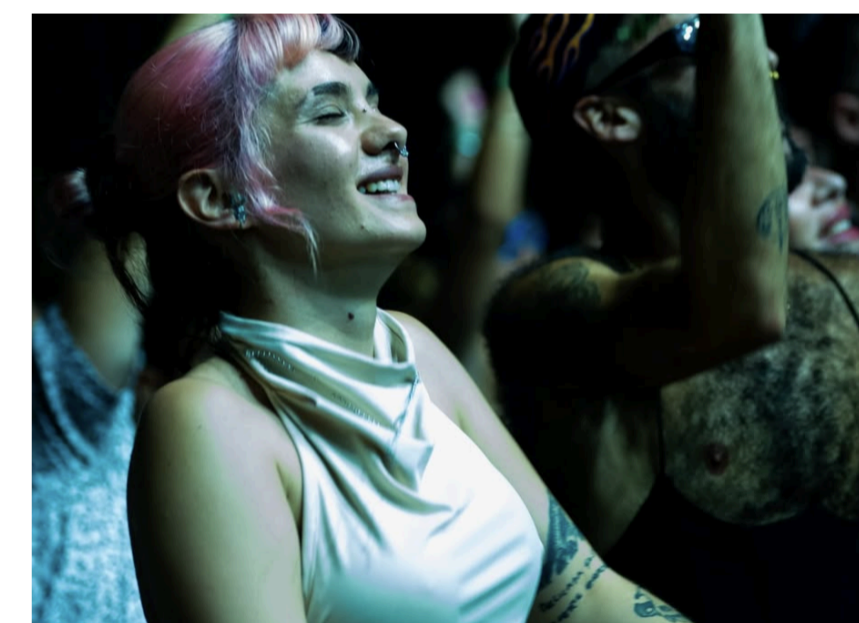
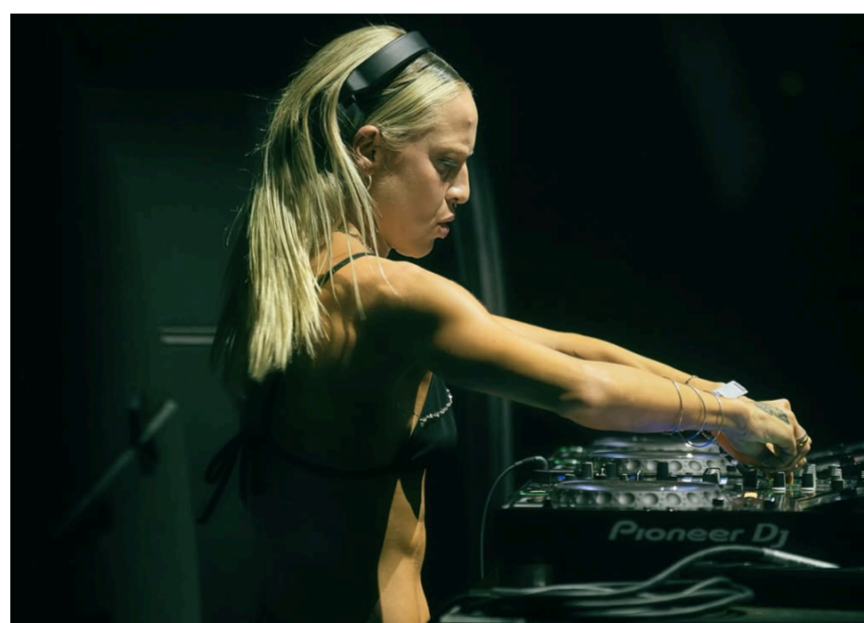
Photography should reflect the energy of experimentation, the architecture of rhythm, and the humanity behind technology.

Focus on contrast, light and shadow, analog and digital, motion and stillness. Use rhythm, repetition, and negative space to mirror the modular systems at the core of Sonar's design.



## DO NOT

Photographs where the person is staring directly into the camera, feels very staged, too much stillness in the photographs



# APPLICATION

01 — Our brand

02 — Identity on a page

03 — Tone of voice

04 — Logo

05 — Colors

06 — Typography

07 — Illustrations & icons

08 — Graphic elements

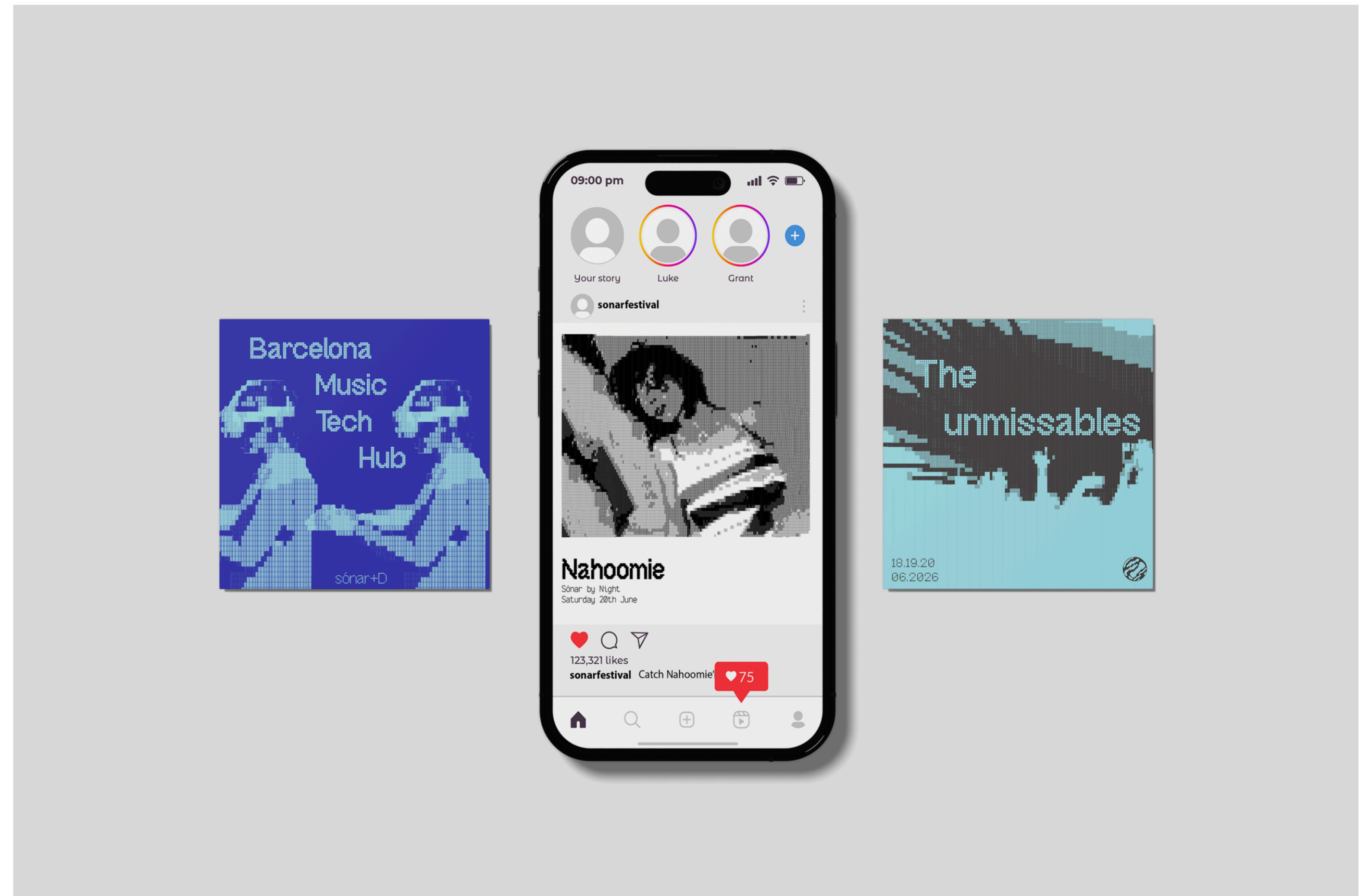
09 — Photography

10 — Applications < Content | Print | Swag

# Content

This section provides guidance on how to apply your brand personality and visual identity to all your content marketing efforts.

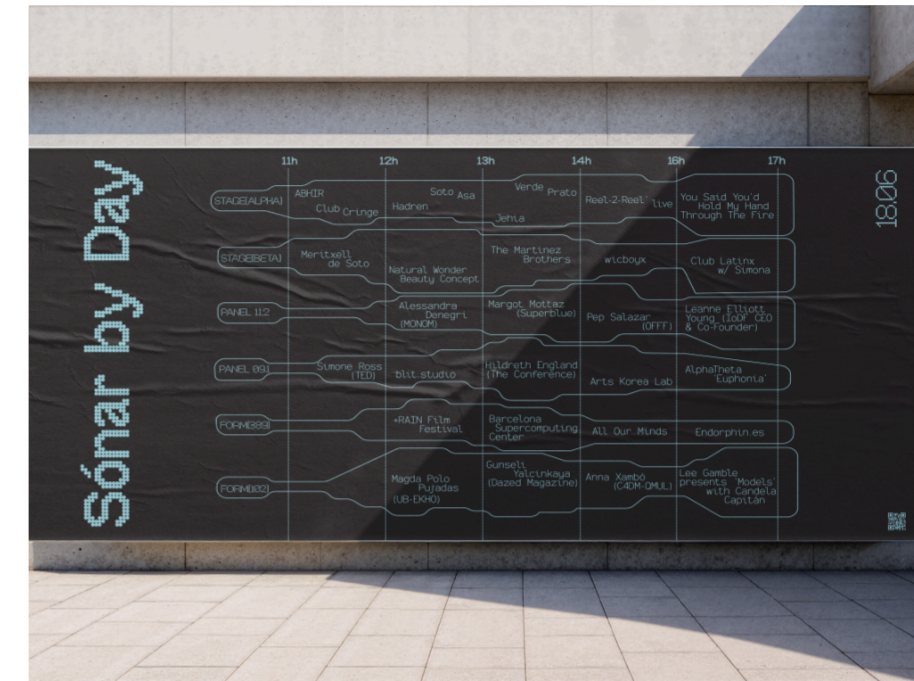
It ensures the blog posts, social media updates, videos, and other content are consistent and recognisable, strengthening the brand image across all platforms.



# Print

This section provides guidelines for applying your brand identity to printed materials.

These standards ensure your brand's visual elements, typography, and messaging remain consistent and impactful in physical formats, maintaining a professional and cohesive brand presence across all printed touchpoints.



# Merch

This section provides guidelines for applying your brand identity to promotional merchandise and giveaway items.

It covers how to incorporate your logo, colours, and brand personality into various products such as t-shirts, bottle, tote, and other branded items.

These guidelines ensure that your swag items effectively represent your brand, create a positive impression, and serve as memorable touchpoints for your audience.

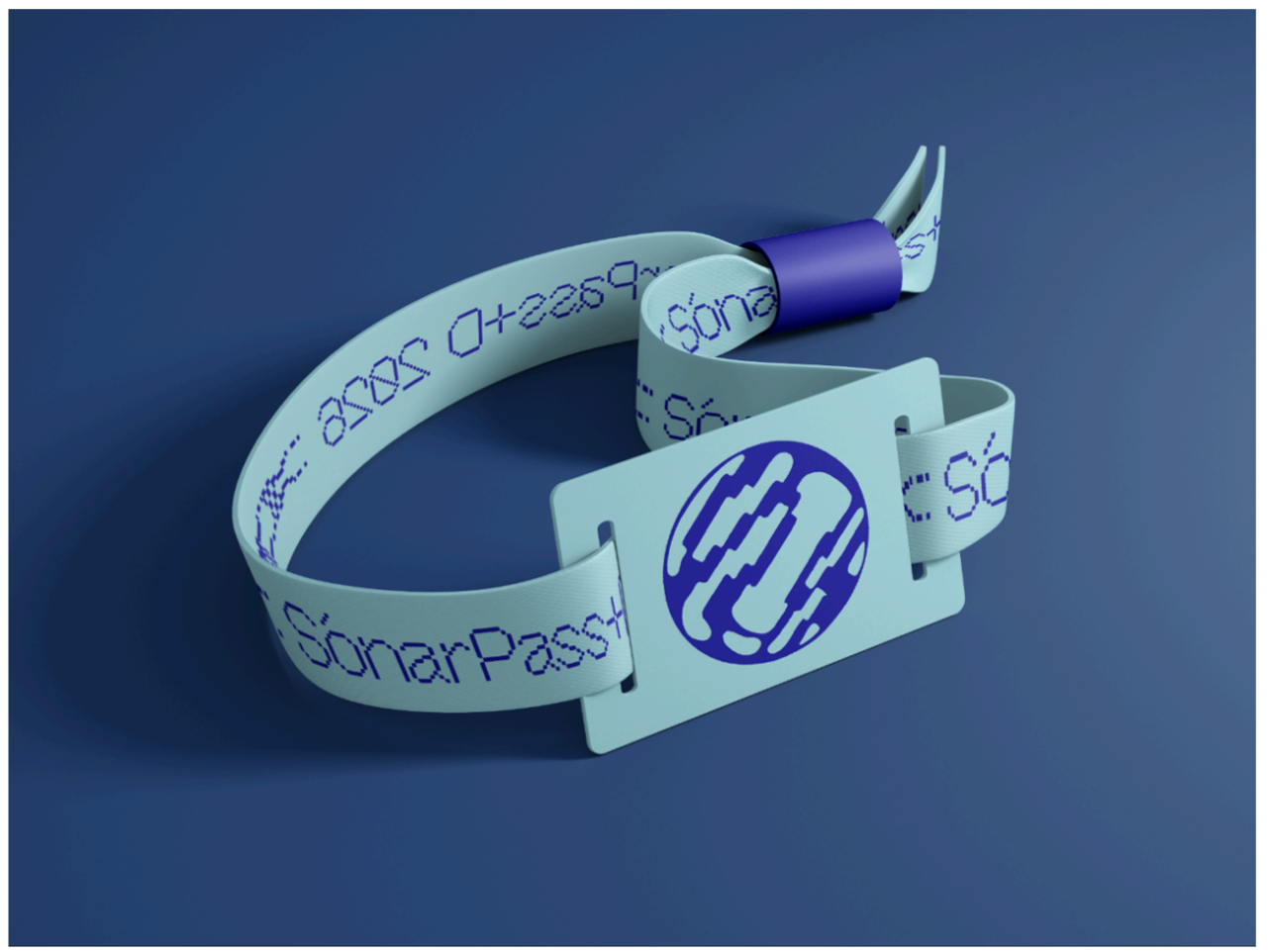


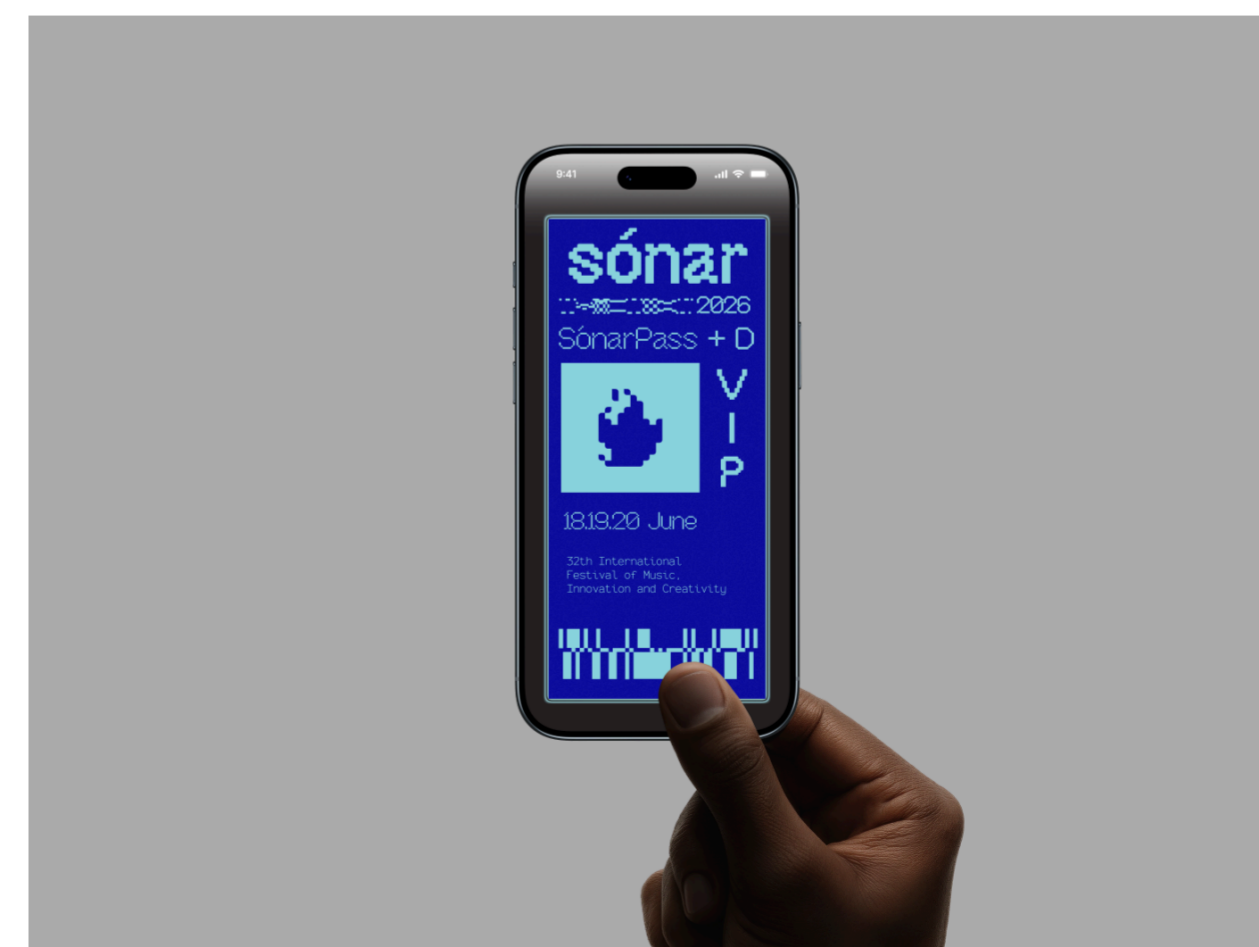
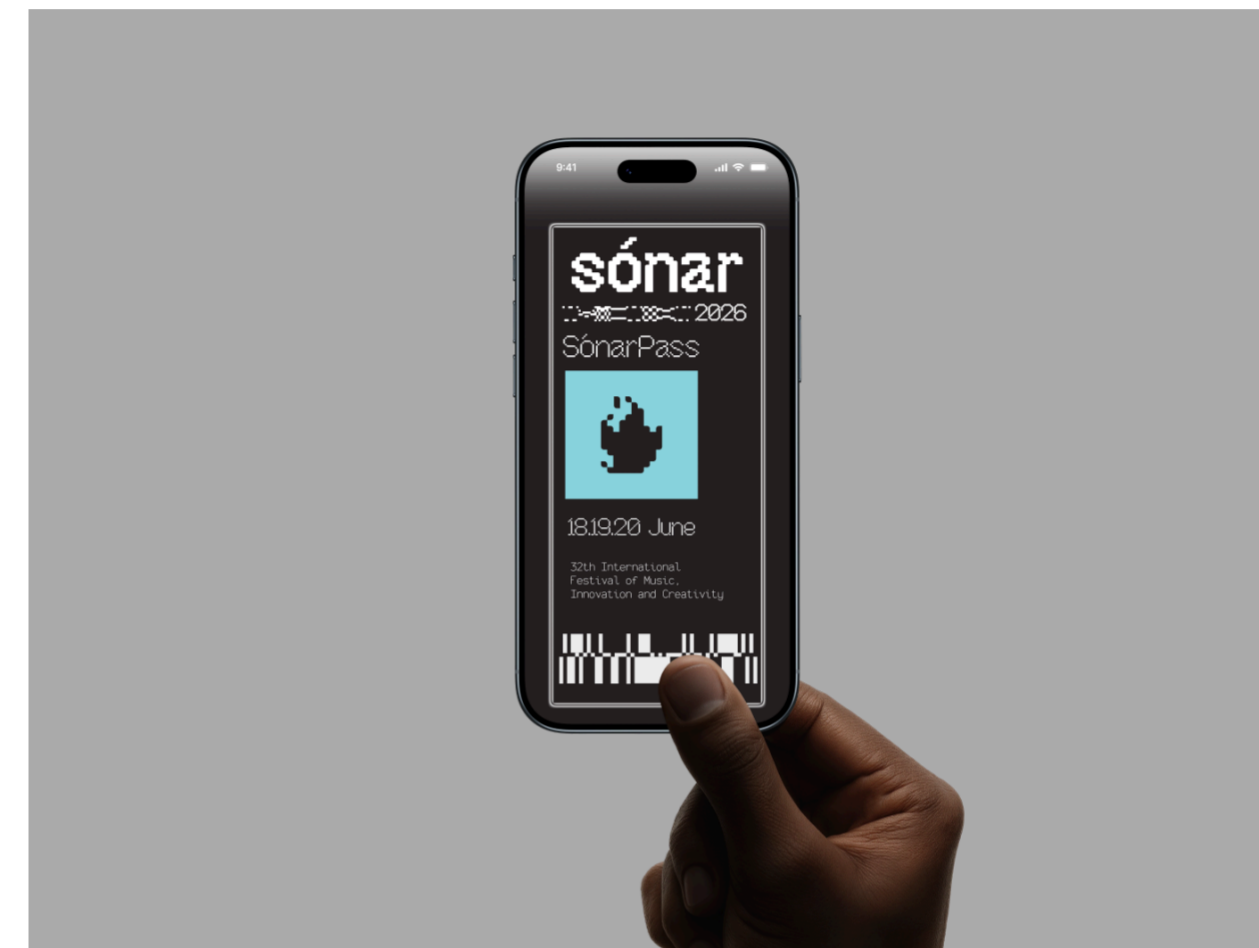
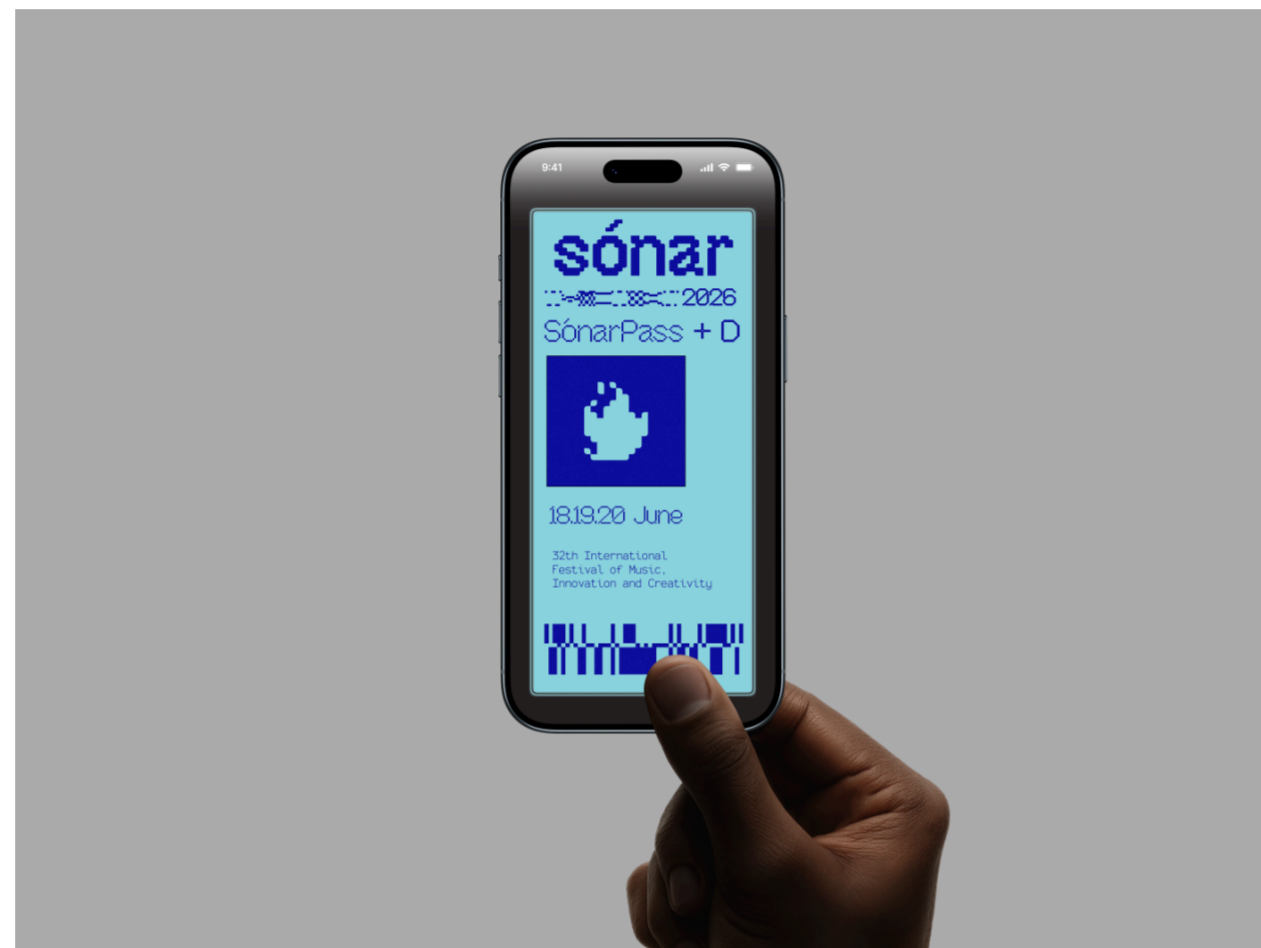


# Access

This section provides guidelines for applying your brand identity to access items for the events.







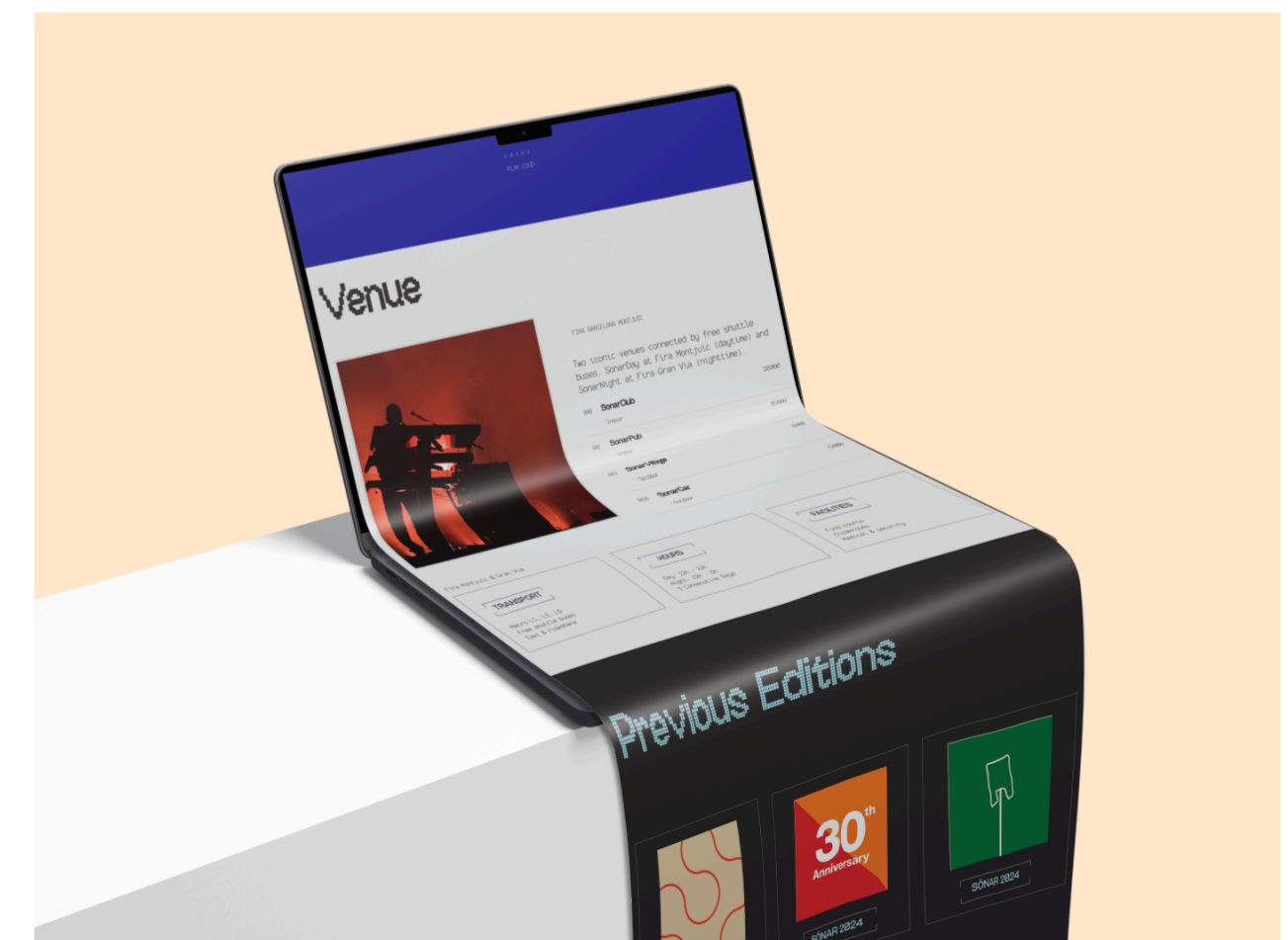
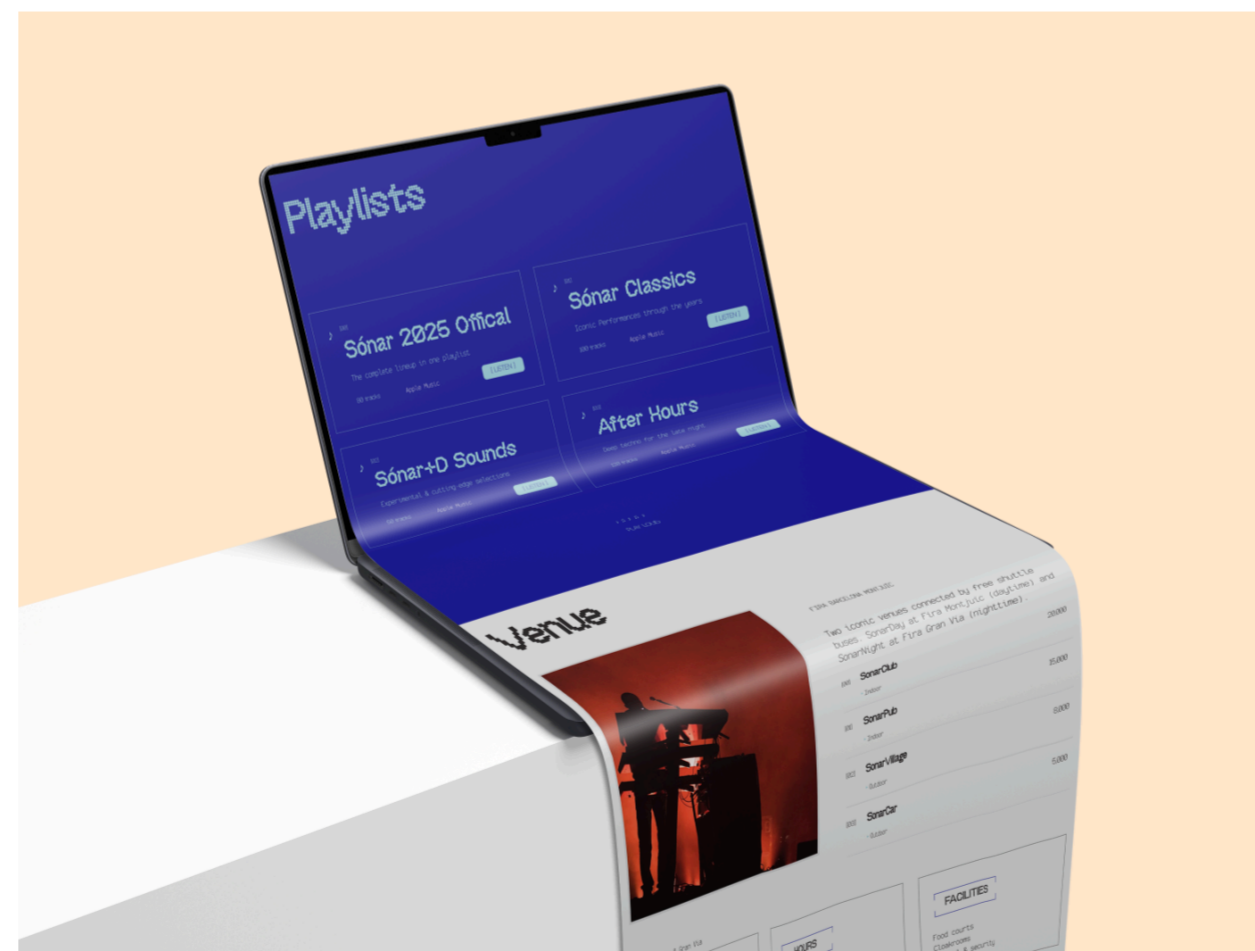
# Wayfinding

This section provides guidelines for applying your brand identity to wayfinding and signage.



# Web

This section provides guidelines for applying your brand identity to the website.



# Screen Visuals

This section provides guidelines for applying your brand identity to screens.

