ONEBEAT

BRAND MANUAL

DESIGN GUIDE

ADDRESS

68 Jay St, Suite 1003
Brooklyn, NY 11201

CONTACT

chris@foundsoundnation.org

WEB

1beat.org

01 ABOUT ONEBEAT

1.1. Intro & Ethos

1.1 INTRO & ETHOS

Overview

170+ Fellows (2012 - pres)
41 Countries represented
60,000+ attendees globally
20,000+ applications to 1B

1B global network

71,000,000+ YouTube plays
4,000,000+ Soundcloud
1,700,000+ Facebook fans
500,000+ Twitter followers

In a time when politics leaves us with a fractured world, music has a unique power to tie together disparate communities, retracing our common histories, and reconnecting us with principles of collaboration, empathy, and creativity. In this spirit, OneBeat convenes musical changemakers from countries across 5 continents to build a one-of-a-kind musical community, creating and performing brand new genre-bending works, and taking this radically inventive global village on tour across America and cities across the globe.

OneBeat culminates in a 4-week residency and tour, where innovative musicians from around the world design unique musical events, perform concerts, collaborate with local artists and youth, and launch a series of projects designed to make a positive impact on local and global communities. An initiative of the U.S. State Department's Bureau of Educational and Cultural Affairs in collaboration with the ground- breaking New York-based music organization Found Sound Nation, OneBeat employs the collaborative creation of music as a potent new form of cultural diplomacy.

02 LOGO & CREDITS

2.1. Logo A
2.2. Logo B
2.3. Logo Remixes
2.4. ECA Credit Language
2.5. ECA Credit Logos

2.1 LOGO A

Logo & Credits

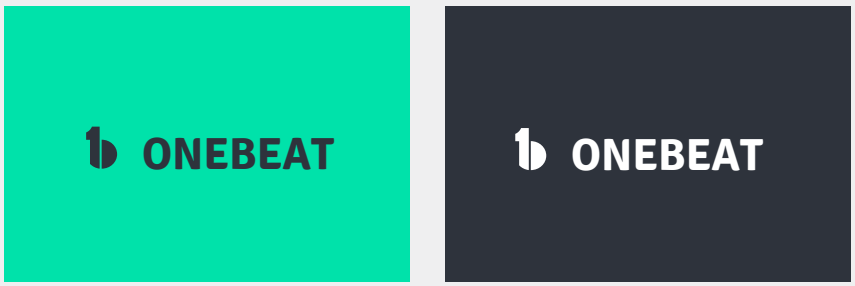
Logo A - horizontal version - used for smaller logo appearances (nav bar of website, pamphlets, etc)
Download all logos: http://bit.ly/2uJhGHK

LOGO A & VARIATIONS

Logos Download:
http://bit.ly/2uJhGHK

1) Logo Symbol
1B symbol, see variations

2) Logo Title
OneBeat writen in Signika Bold or SemiBold

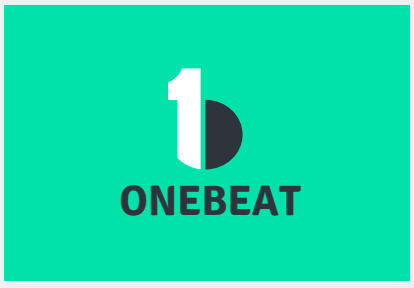


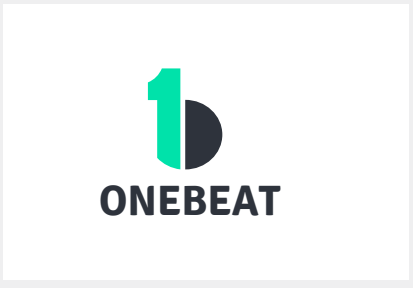
2.2 LOGO B

Logo & Credits

Logo B - vertical version - has a larger 1b symbol, used more often in bigger form, sometimes with just the 1b symbol, when OneBeat is present elsewhere as text.

LOGO B & VARIATIONS

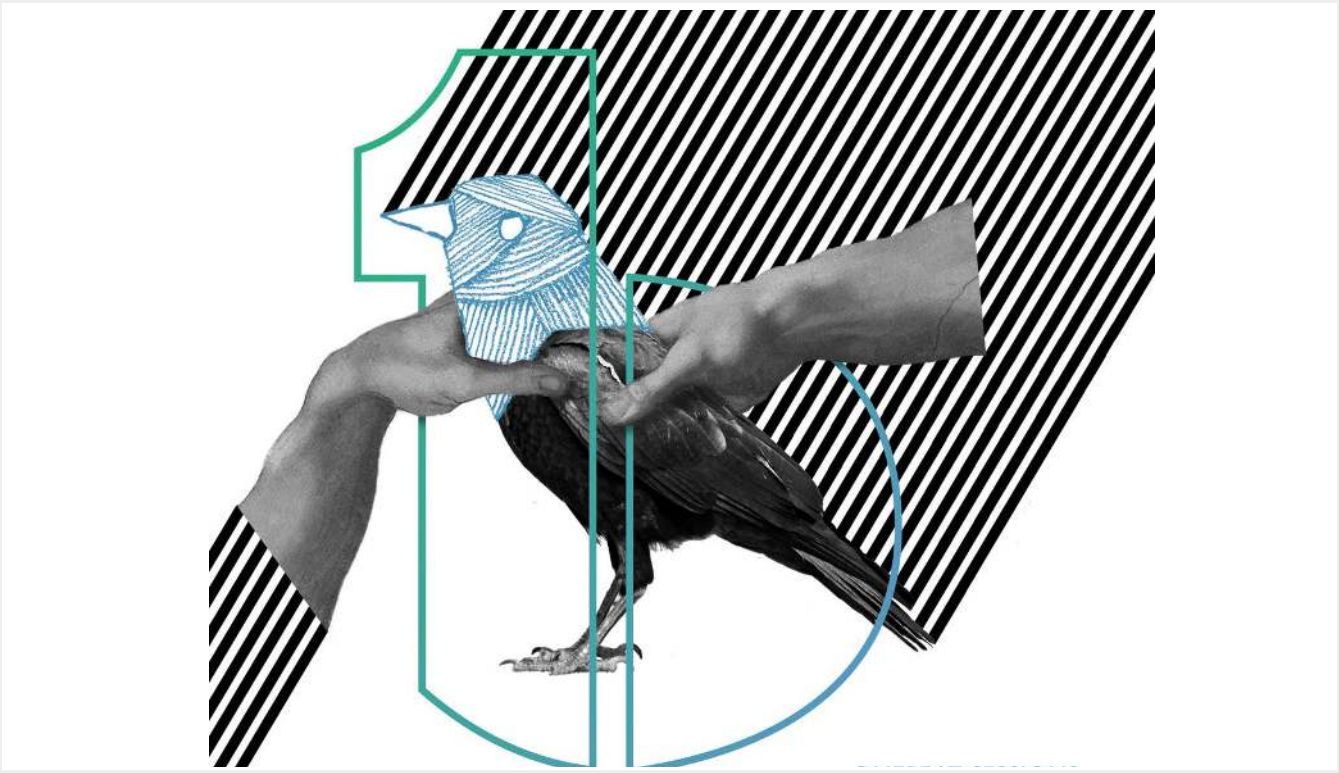


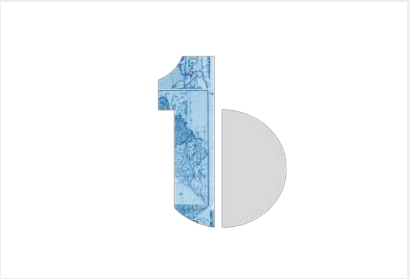


2.3 LOGO REMIXES

Logo & Credits

We sometimes work with designers to remix the logo for special events or programming. Contact chris@foundsoundnation.org if you have an idea for a remix.





2.4 ECA CREDITING

Logo & Credits

Use of the OneBeat logo should be accompanied by the following credit language:

OneBeat is an initiative of the US Department of State's Bureau of Educational and Cultural Affairs, and produced by Bang on a Can's Found Sound Nation.

For video crediting we've developed a single simple SLIDE that includes both crediting langauge and logo. Download logos here: http://bit.ly/2uJhGHK

1920 x 1080

1920 x 1080

2.5 ECA CREDIT LOGOS

Logo & Credits

When OneBeat logo is used, ECA flag and seal should appear. See ECA Style Guide below for more detailed logo designs (jpgs, eps, ai files available)

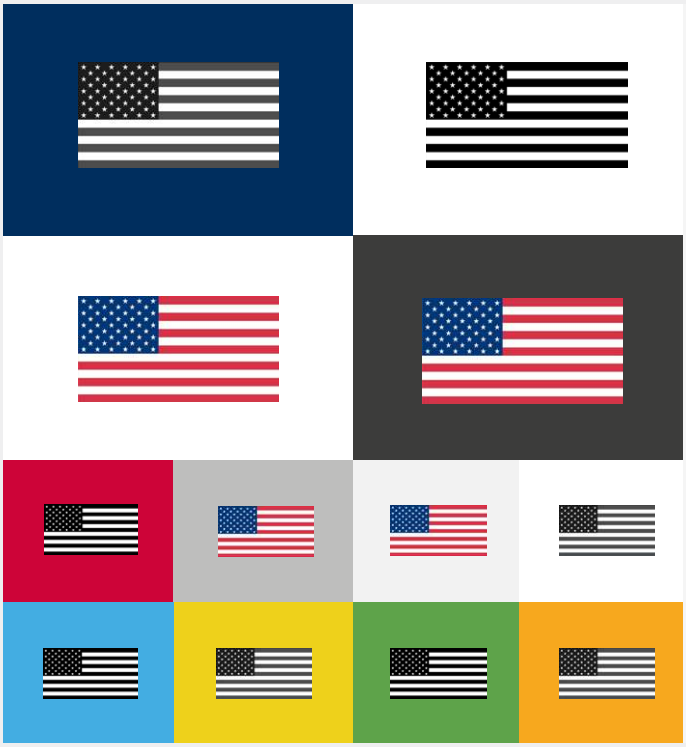
U.S. Flag & ECA Seal

Please note that ECA requires both the flag and Department of State seal on all print materials. Exceptions will made for items that are too small or otherwise unsuitable to include these logos.

All ECA print designs should be clearly identified as Department of State materials by utilizing the agency seal in the design. The seal incorporates specific colors and typography that must be followed in order to maintain its integrity.

Download ECA Style Guide

https://app.box.com/s/2zk6helxsazbyqsdio86b8nrwxjkw6yt



03 TYPOGRAPHY

3.1. Primary Font

3.2. Secondary Font

3.3. Type Hierarchy

3.1 PRIMARY FONT

Typography

Roboto Condensed is used for most of the basic text associated with OneBeat (eg, web, booklets, etc).

Roboto Condensed

Typeface Download

you can download the font here : https://fonts.google.com/specimen/Roboto+Condensed

Google Font

Designed by
Christian Robertson

Bold	**A B C D E F G H I J K L N O P Q R S T V W X Y Z a b c d e f g i j k l m n o p q r s t u v w x y z**
Regular	A B C D E F G H I J K L N O P Q R S T V W X Y Z a b c d e f g i j k l m n o p q r s t u v w x y z
Figures	1 2 3 4 5 6 7 8 9 0
Special Characters	! @ # $ % ^ & * ( ) - +

3.2 SECONDARY FONTS

Typography

Signika is used maily for the Logo Title (in Bold or Semibold) and for larger Category headings in print, on web or in video. Georgia is used as alternative main body text on pamphlets, reports, booklets.

Signika & Georgia

Typeface Download

you can download the font here : https://fonts.google.com/specimen/Signika

Google Font

Designed by
Christian Robertson

Signika

A B C D E F G H I J K L N
O P Q R S T V W X Y Z
a b c d e f g i j k l m n o
p q r s t u v w x y z

Georgia

A B C D E F G H I J K L N
O P Q R S T V W X Y Z
a b c d e f g i j k l m n o
p q r s t u v w x y z

3.3 TYPE HIERARCHY

Typography

We have make a standard size for headings, sub-headings, and body type in order to guide the reader.

TYPE HIERARCHY

Big Headline
Signika Bold
Size - 60pt

OneBeat

Large Headline
Signika Bold
Size - 45pt

OneBeat

Headline
Signika Bold
Size - 30pt

OneBeat

Big Headline
Roboto Cond
Size - 60pt

Fellows

Large Headline
Roboto Cond
Size - 40pt

Fellows

Headline
Roboto Cond
Size - 30pt

Fellows

Title
Roboto Cond
Size - 20pt

Fellows

Caption
Roboto Cond
Size - 14pt

Fellows

Body
Roboto Cond
Size - 10pt

Fellows

04 COLOR SYSTEM

4.1. Primary Colors

4.2. Secondary Colors

4.3. Colors Philosophy

4.1 PRIMARY COLORS

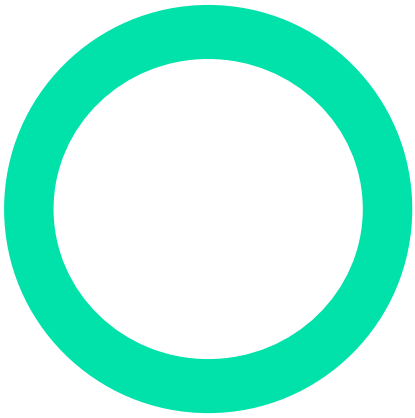
Color System

Here are the primary colors of the OneBeat brand.

PRIMARY COLORS

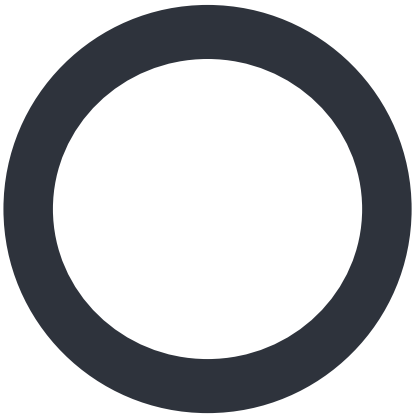
1B Green :
Main highlight color, used for large-splashes of color within boxes/lines or in large heading fonts. CMYK conversion requires some color matching.

1B Dark Blue:
Main base color, used instead of black on body text, and for most all headings, captions, and titles.



1B Green

CMYK : 63, 0, 50, 0
RGB : 0, 227, 170
Web : #00e3aa



1B Dark Blue

CMYK : 77, 67, 55, 53
RGB : 46, 51, 60
Web : #2e333c

Color Tints

100%
80%
60%
40%
20%

Color Tints

100%
80%
60%
40%
20%

Color Gradient

Yellow Gradient

Color Gradient

Dark Blue Gradient

4.2 SECONDARY COLORS

Color System

Here are the secondary colors of our brand.

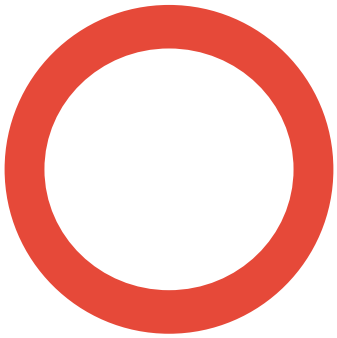
SECONDARY COLORS

1B Red :
Alternate highlight color, used as minimal splashes of color or in large heading fonts. CMYK

1B Blue:
Alternate base color, used for text links in web or hyperlinks, for PDF, or for site navigation or menus

https://app.box.com/s/2zk6helxsazbyqsdio86b8nrwxjkw6yt

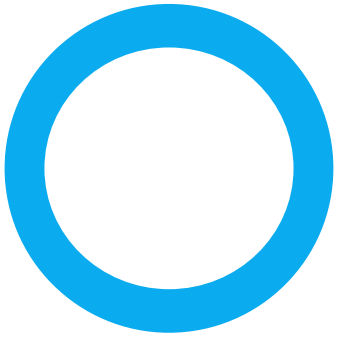
1B Light Grey:
Alternate base color, used as background or shape colors, used for dividing lines.



1B Red

CMYK : 4, 86, 84, 1
RGB : 230, 74, 58
Web : #e64a3a

100% 80% 60% 40% 20%



1B Blue

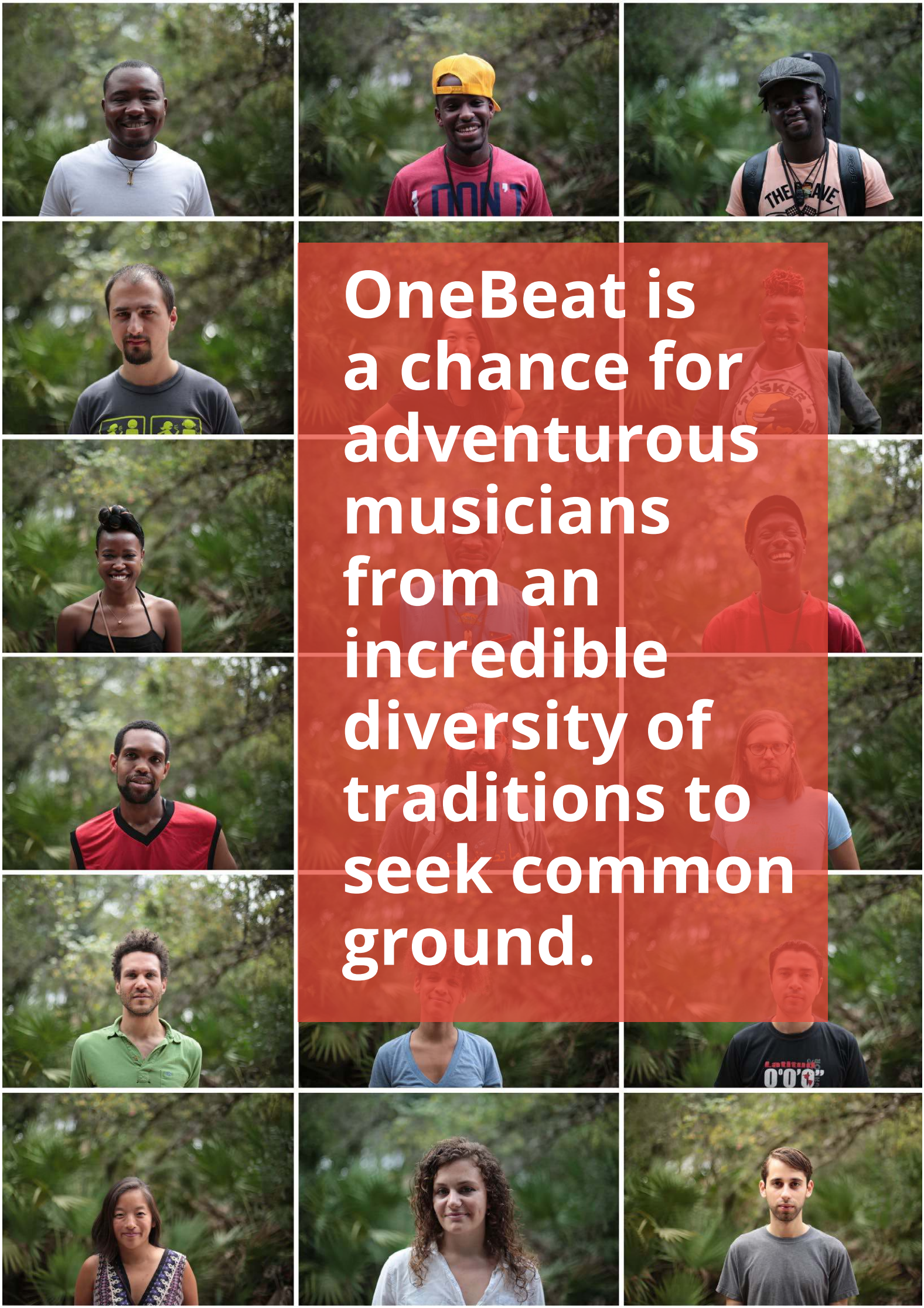
CMYK : 84, 39, 15, 1
RGB : 18, 130, 176
Web : #1282b0

100% 80% 60% 40% 20%

1B Light Grey

CMYK : 17, 13, 12, 0
RGB : 209, 211, 212
Web : #d1d2d4

100% 80% 60% 40% 20%



OneBeat is a chance for adventurous musicians from an incredible diversity of traditions to seek common ground.

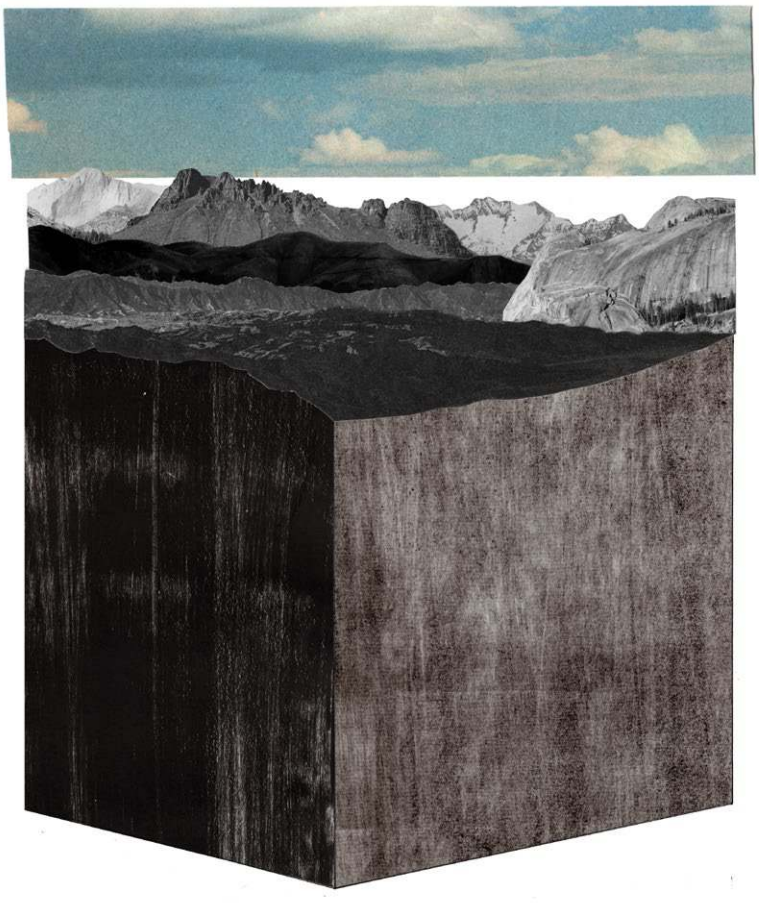
05 DESIGN ARCHIVE

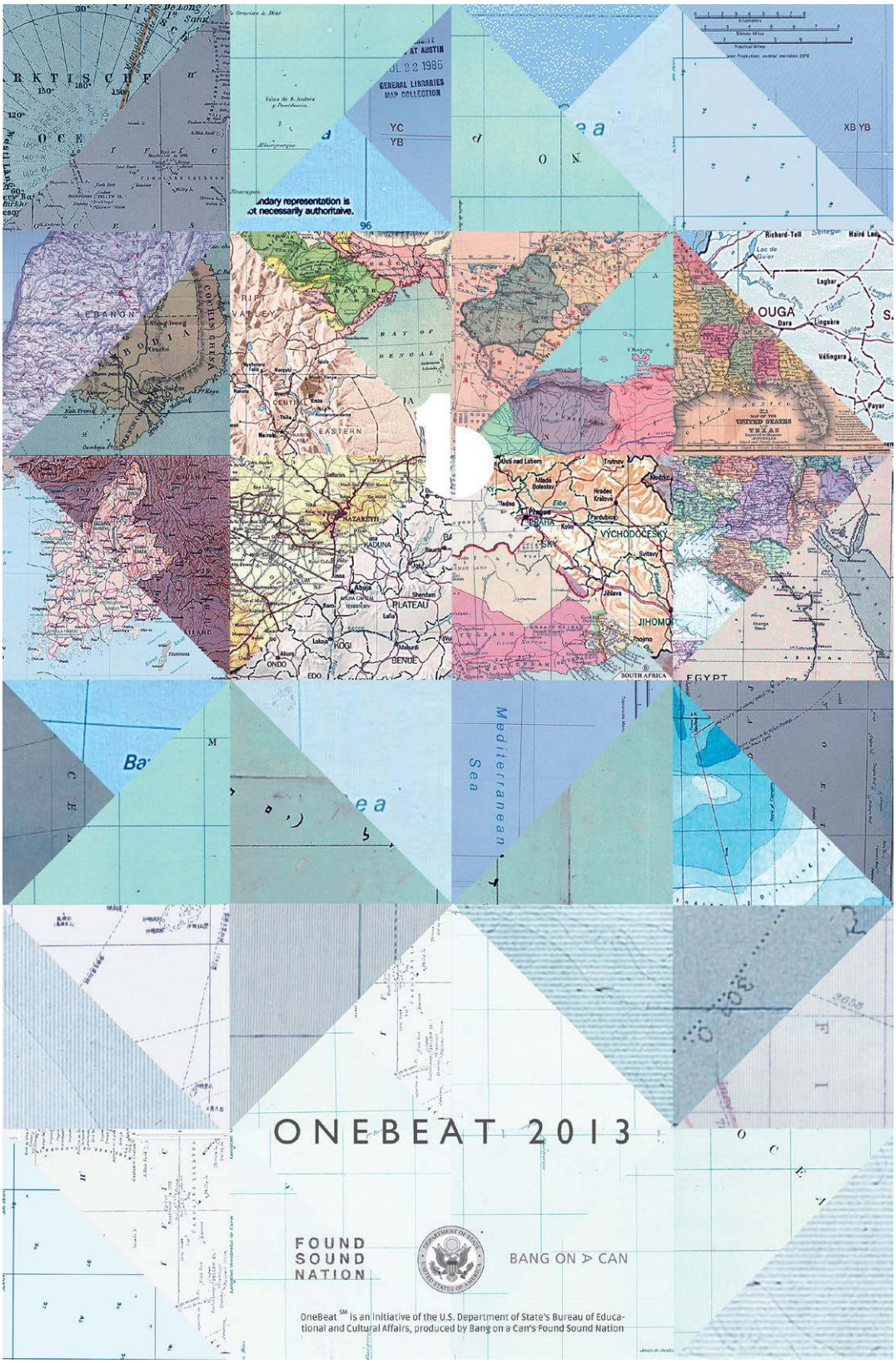
5.1 Posters
5.2 Photography

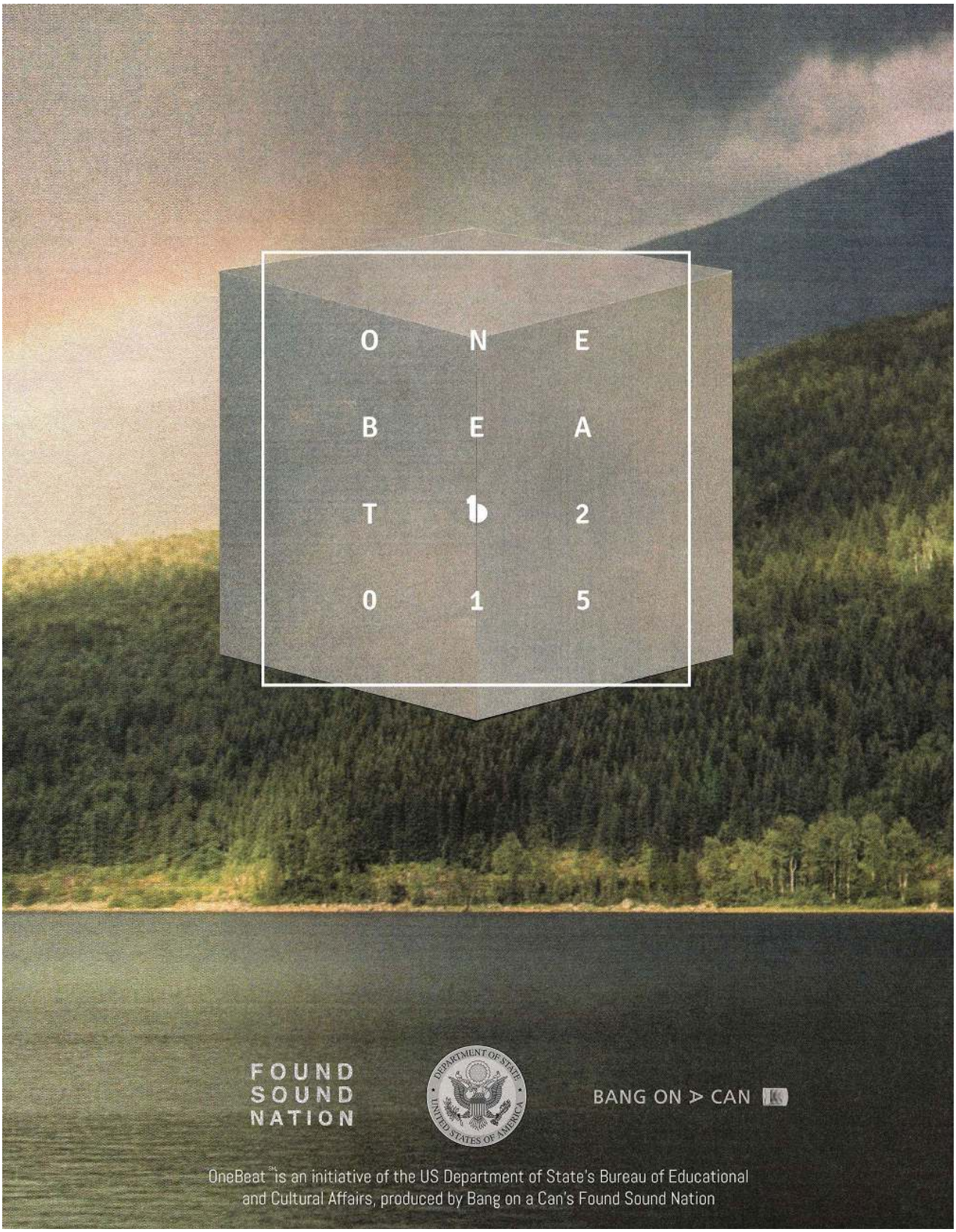
5.1 POSTERS

Design Archive

Here are a few of our previous years' identities and Poster designs.




ONEBEAT 2013
FOUND SOUND NATION
BANG ON A CAN
OneBeat SM is an initiative of the U.S. Department of State's Bureau of Educational and Cultural Affairs, produced by Bang on a Can's Found Sound Nation


O N E
B E A
T 1 2
0 1 5
FOUND
SOUND
NATION
DEPARTMENT OF STATE
UNITED STATES OF AMERICA
BANG ON A CAN
OneBeat℠ is an initiative of the US Department of State's Bureau of Educational
and Cultural Affairs, produced by Bang on a Can's Found Sound Nation

ONEBEAT ISTANBUL

APRIL 29, 7PM | FREE

Bilgi University Energy Museum

found sound nation **1BEAT.ORG** İstanbul Bilgi University

OneBeat, Found Sound Nation'ın yapımcısı olduğu bir Birleşik Devletler Dış İşleri Bakanlığı Eğitim ve Kültür İşleri Bürosu girişimidir.
OneBeat is an initiative of the U.S. Dept of State's Bureau of Educational and Cultural Affairs, produced by Bang on a Can's Found Sound Nation

OneBeat
Москва
2017
25 июня, 19:00 до 22:00
| ГРАУНД Ходынка
Reinventing a Soldier's Tale | A collaboration
between musicians from Russia and the U.S.
featuring PoemaTheatre
found sound nation
ХОДЫНКА | ГРАУНД
PWRHS
OneBeat is an initiative of the U.S. Department of State's Bureau of Educational and Cultural Affairs, & produced by Bang on a Can's Found Sound Nation.

5.1 PHOTOGRAPHY

Social Media

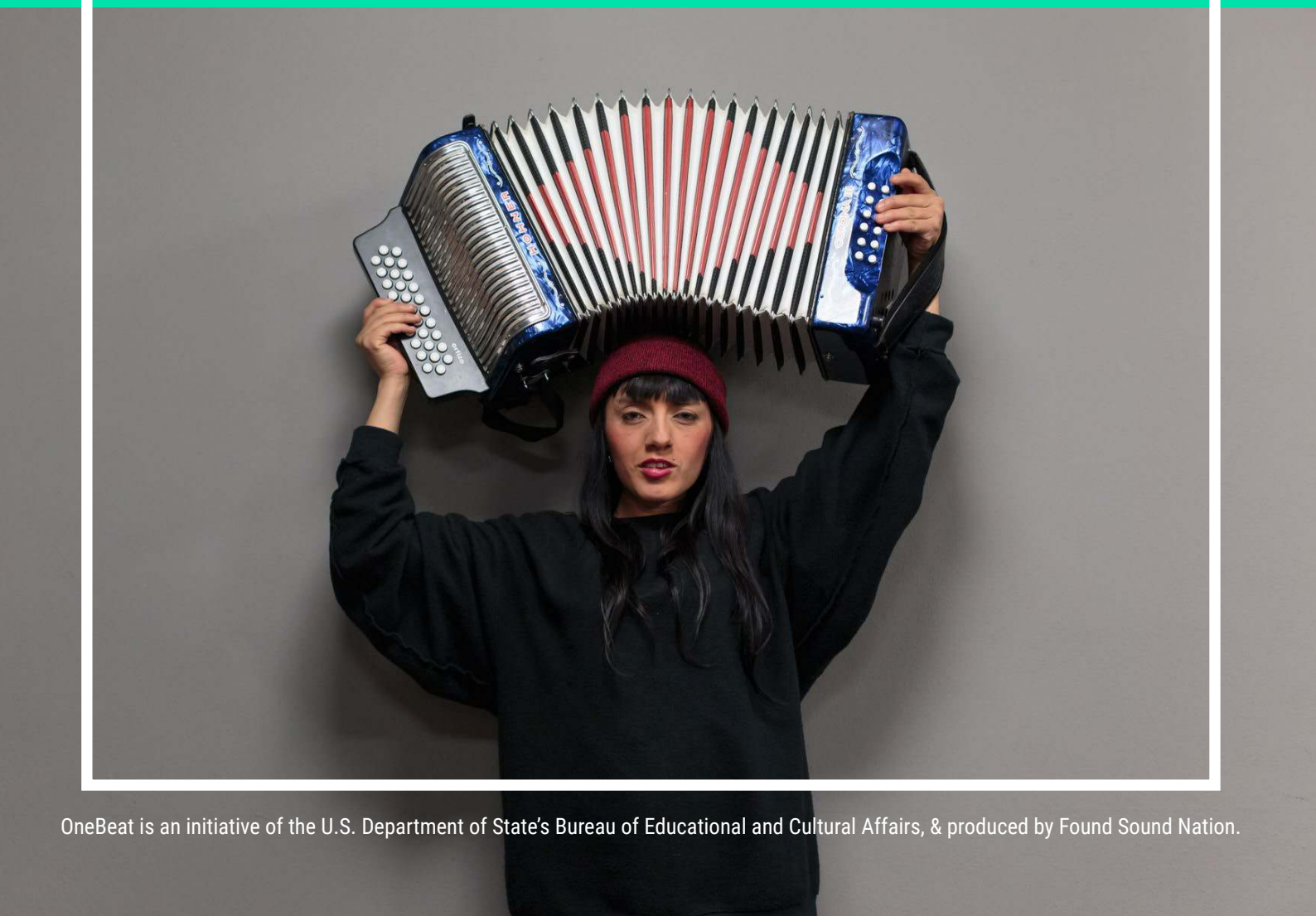
Here are some ‘on brand’ images of concerts, workshops, outings and Fellows at OneBeat, as well as how we structure our layouts.

Esteban Copete
Marimba player, Saxophonist | Colombia
Griffin Rodriguez
Producer, Engineer | United States
Daniela Serna
Composer, Percussionist | Colombia
Shereen Abdo
Singer, Composer | Egypt
Sandunes
Synth & Keyboard Player, Sound Designer | India
Haydée López Peña
Flutist | Cuba
Lara Klaus
Drummer, Percussionist | Brazil
Barry Likumahuwa
Bassist | Indonesia
Peni Candra Rini
Singer, Composer | Indonesia
Fidel Kilic
Vocalist, Composer | Turkey
Blessing Chimanga
Drummer, Mbira Player, Vocalist | Zimbabwe
Neil Chua
Ruan Player | Malaysia
Kyla-Rose Smith
Violinist | South Africa
Bongeziwe Mabandla
Singer, Songwriter | South Africa
Abdellah M. Hassak
Bassist, Producer | Morocco
Askat Jetigen Uulu
Composer | Kyrgyzstan

ONEBEAT

THANK YOU

found sound nation



OneBeat is an initiative of the U.S. Department of State's Bureau of Educational and Cultural Affairs, & produced by Found Sound Nation.