



BRAND GUIDELINES

VERSION 1.0 · SEPTEMBER 2026

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Short on purpose. Rules where they protect the brand, room to be creative everywhere else.

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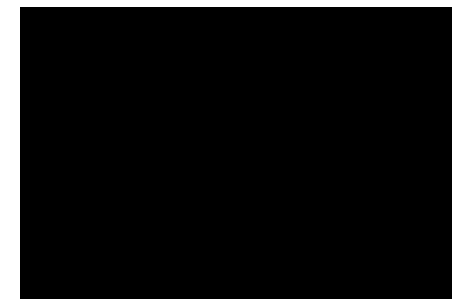
BRAND AT A GLANCE

LOGO

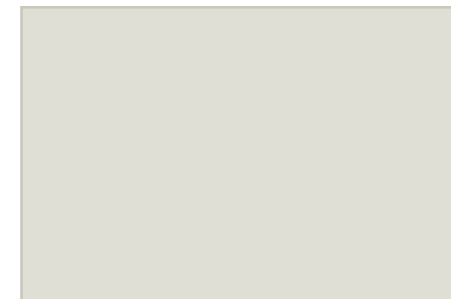


Cream on black. Give it room.

COLOUR



Black
#000000



Cream
#E0DFD5



Signal Red
#F20800

TYPE

AA

Bebas Neue — headlines

Aa

DM Sans — everything else

VOICE

**CONFIDENT.
WARM.
DIRECT.**

Like a sharp friend from the industry.

BRAND

Who we are, what we stand for, and how we sound when we talk.

01

IN A WORLD FULL OF NOISE, WE HELP INDEPENDENT ARTISTS TURN MUSIC INTO GLOBAL MOMENTUM.

WHAT WE DO

BeChorus is a music distribution and artist services platform. We help independent artists release, promote and grow their music worldwide.

WHO WE SERVE

Independent artists and labels — with deep roots in Hindi and Indian independent music, and an outlook that is global.

WHAT WE PROMISE

You keep full ownership of your music and control over your releases. Every application is reviewed by a real person.

WHAT WE STAND FOR

Four beliefs that shape every decision — from the product to the way we write a reply.

01

ARTISTS FIRST

You keep ownership. You keep control. Every decision starts with what is best for the music.

02

SAY IT PLAINLY

No jargon walls. We explain distribution, royalties and releases in words anyone can use.

03

REAL ATTENTION

People review every application, and artists get real support across A&R, analytics and release strategy.

04

BUILT FOR MOMENTUM

Distribution is the start. We help music travel further with marketing, playlist pitching and growth strategy.

HOW WE SOUND

We sound like a sharp friend from the industry. We know the business, and we never make an artist feel small for not knowing it.



Where we sit between two poles.

CONFIDENT.

We say what we can do, then do it. No hype, no hedging.

WARM.

We talk to artists as people. We say “you” and “we”.

DIRECT.

Short sentences. One idea at a time. The point comes first.

SAY IT LIKE US

SITUATION	NOT THIS	THIS
Website headline	 Leverage our end-to-end distribution ecosystem to maximise DSP reach.	 Your music, on every major platform.
Release day	 We are pleased to announce the availability of the following release.	 Out now. Go listen.
Declining an application	 Your submission does not meet our criteria.	 This one is not the right fit right now. Here is what we saw, and what you can change.
Support reply	 Kindly be informed that your request is under process.	 We have your request and we are on it. Here is what happens next.

WORDS WE USE

release · artists · grow · plainly · together · yours

WORDS WE SKIP

leverage · synergy · ecosystem · guru · ninja · “kindly be informed”

OUR LINES

TAGLINE

EMPOWERING CREATORS.

SUPPORTING LINE

From release to recognition, we help artists shine.

MANIFESTO

In a world full of noise, we help independent artists turn music into global momentum.

BOILERPLATE

BeChorus is a music distribution and artist services platform that helps independent artists release, promote, and grow their music worldwide.

WRITING OUR NAME



BeChorus

In running text and headlines.



BeChorus Distribution

Formal and legal contexts.



Bechorus

Wrong capital.



BECHORUS

Never in all caps in text.



Be Chorus

One word, always.

The lowercase “bechorus” appears only inside the logo. Spelling: British English (colour, catalogue, organise) — pick one and keep it.

WHAT WE OFFER

Six things, said the same way everywhere.

01

MUSIC DISTRIBUTION

Release to Spotify, Apple Music, Amazon Music, YouTube Music, TikTok and more.

02

ARTIST BRANDING

Identity, cover artwork and profile polish that make an artist recognisable.

03

VIDEO & CONTENT

Music videos, reels, shorts and visualizers — storyboarded and edited.

04

MUSIC MARKETING

Playlist pitching, influencer and ad campaigns, and audience targeting.

05

ANALYTICS

Streaming data, revenue tracking, audience insights and growth reports.

06

LABEL SERVICES

Catalogue and royalty management, multi-artist distribution, release scheduling.



LOGO

One wave, one wordmark. How to use them, and how not to.

02

OUR LOGO

Three versions, one identity. Always use the supplied master files — never redraw or retype the logo.



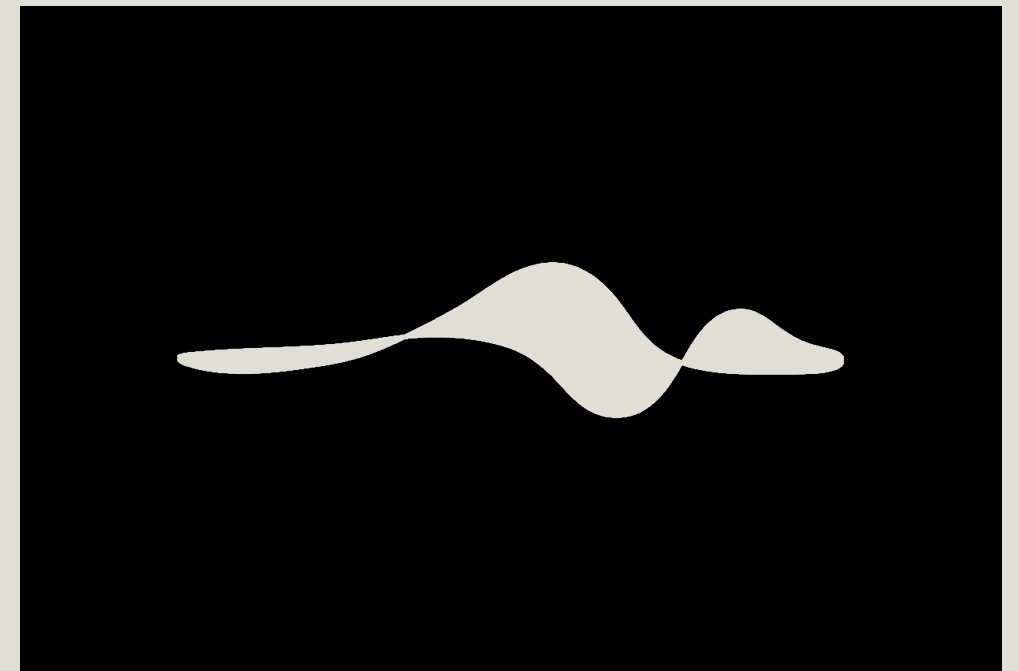
PRIMARY

Our default. Use it whenever there is room: website headers, decks, documents, sign-offs.



STACKED

For squarer or narrower spaces: social posts, posters, covers, merchandise.



SYMBOL — THE WAVE

For avatars, favicons and app icons, and as a graphic device. Use it where the name is already visible.

COLOURWAYS

Two logo colours: cream and black. Choose whichever gives the strongest contrast with what is behind it.



Cream on black

Preferred. 15.7 : 1



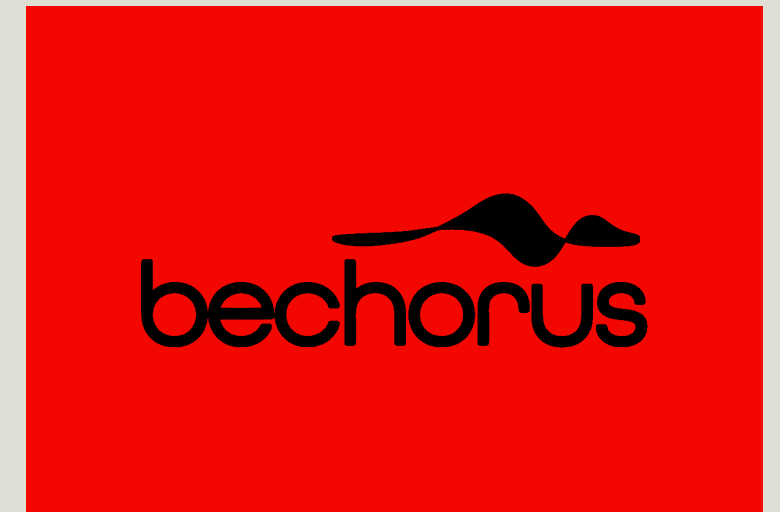
Black on cream

15.7 : 1



Black on white

21 : 1



Black on red

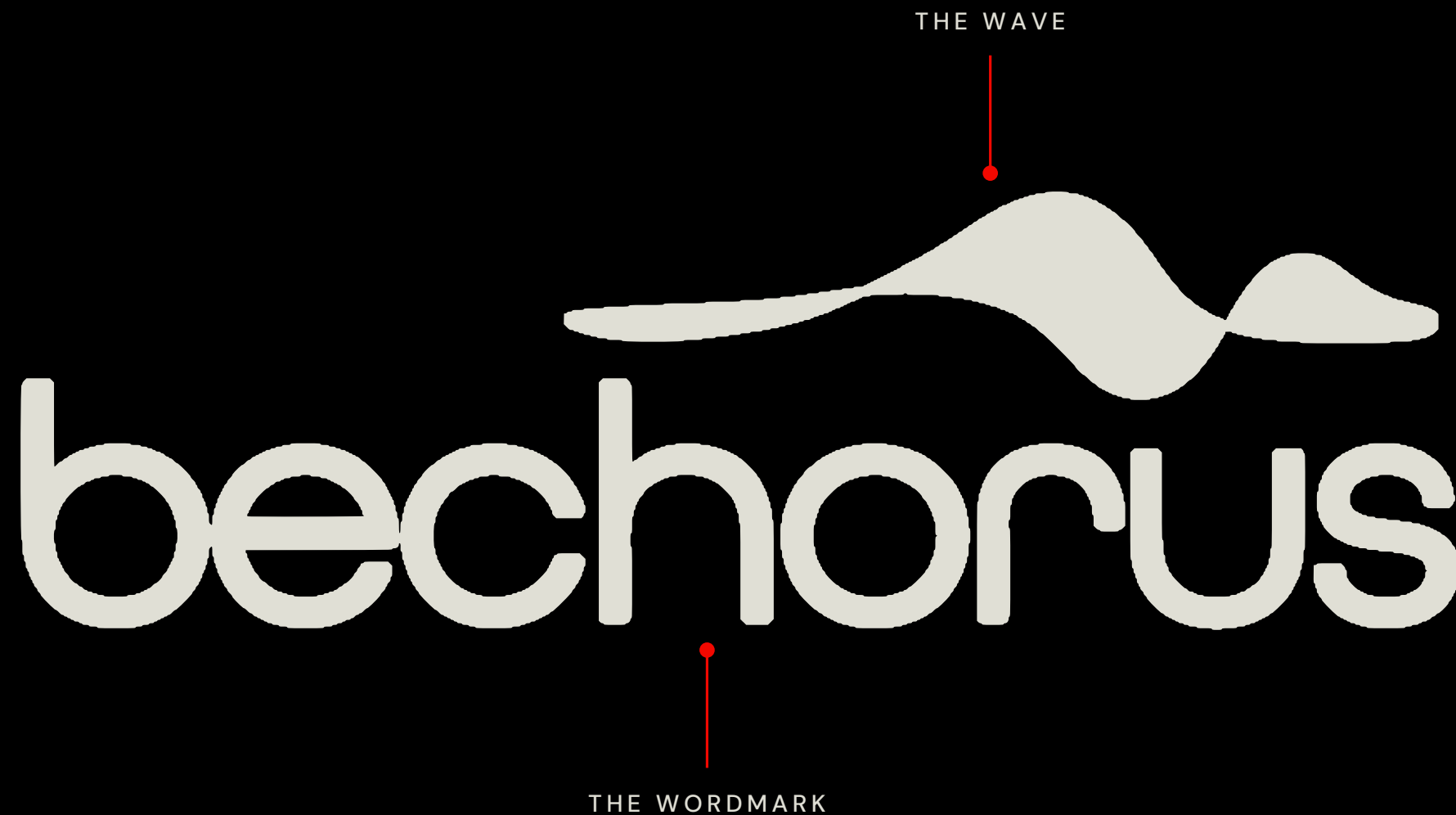
4.8 : 1 — accent moments

ON PHOTOGRAPHY



Match the logo to the calmest area of the image: cream over dark, black over light. If the area is busy, add a solid panel or a black scrim.

ANATOMY



ONE CONTINUOUS FORM

The wave is a single line of sound: flat and quiet at first, then a swell, then an echo. It reads as a waveform — and as an artist building momentum.

CUSTOM LETTERING

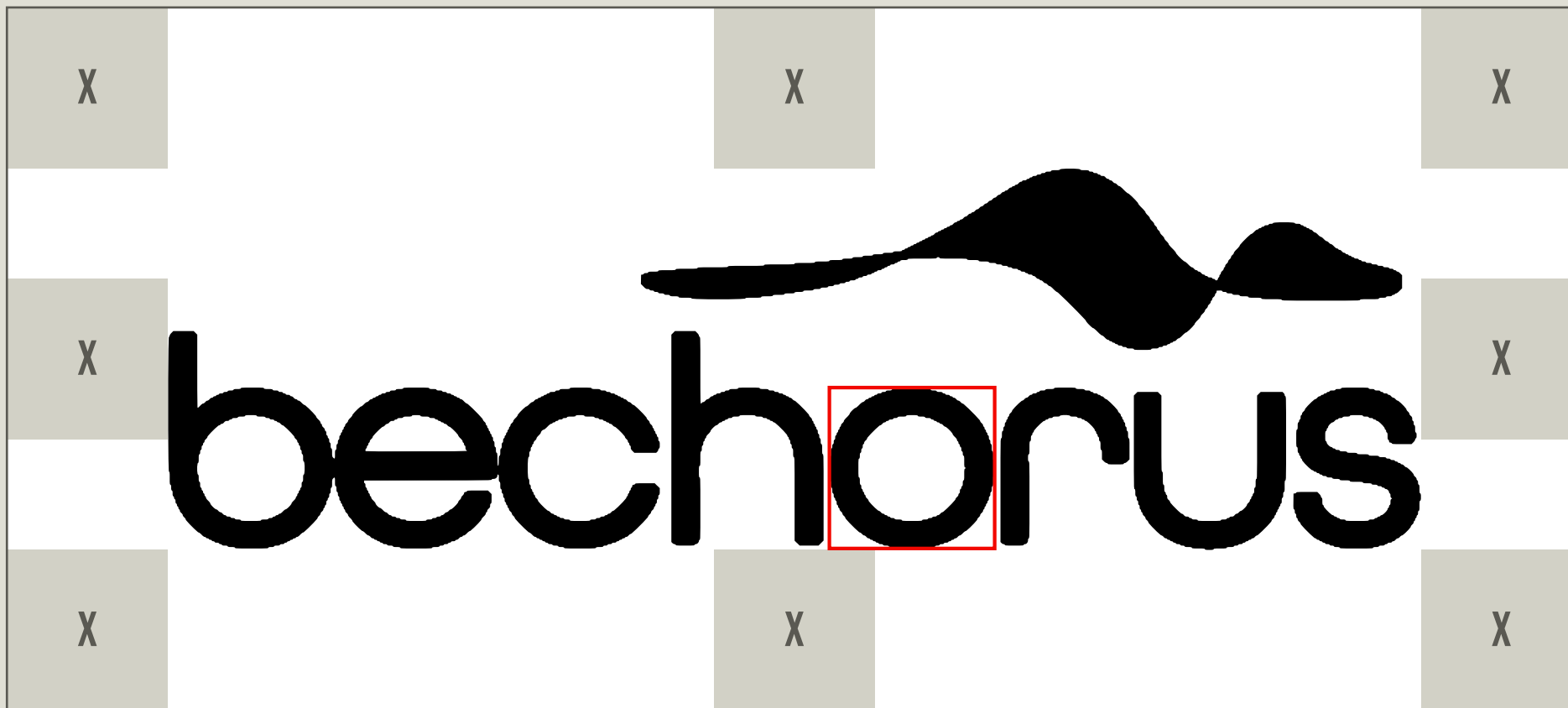
The wordmark is lowercase, with soft rounded terminals. It is drawn, not typed — no font will reproduce it.

ONE LOCKUP

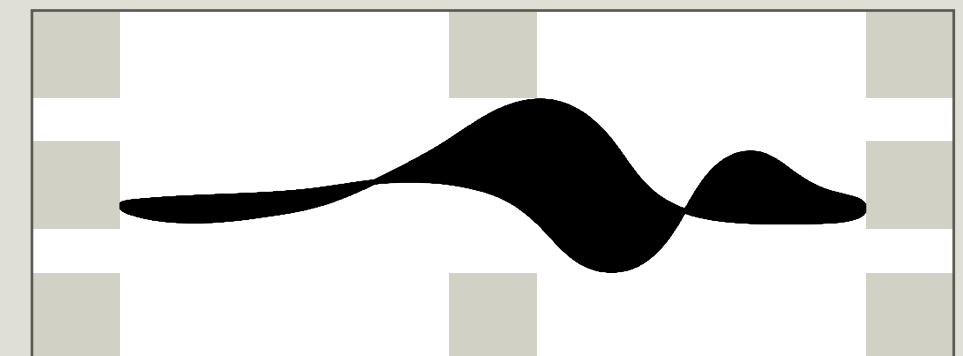
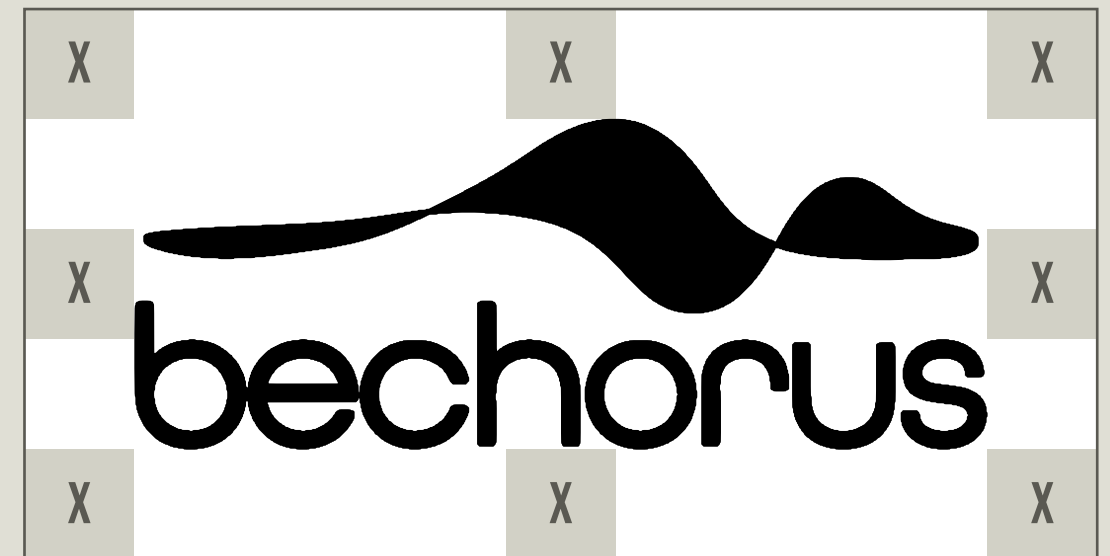
Wave and wordmark are fixed in relation to each other. Never move, resize or recolour either one separately.

CLEAR SPACE

Clear space is x — the height of the “o” in the wordmark. Keep it free of text, graphics, other logos and the edge of the page.



x = height of the “o”



Symbol: clear space = $\frac{1}{2}$ the wave's height

MINIMUM SIZE

Below these sizes the wave's fine tail closes up and the wordmark loses its shape.

Shown here at 1 pt = 1 px.

PRIMARY

120 PX

30 MM IN PRINT



minimum



too small

STACKED

120 PX

30 MM IN PRINT



minimum



too small

SYMBOL

48 PX

12 MM IN PRINT



minimum



too small

If the primary or stacked logo would fall below its minimum, switch to the symbol — as long as the name appears somewhere else on the layout.

THE WAVE ON ITS OWN

The symbol works alone in small, square spaces — profile pictures, favicons, app icons. Centre it, and keep 20% of the container free on each side.



Profile picture



Accent variant



App icon

FAVICON



80 px



48 px



32 px

Never below 32 px.

- ✓ Wave never touches or leaves the crop.
- ✓ Cream on black is the default; black on red for accent.
- ✓ Add no outlines, glows or shadows.

PLEASE DON'T



Don't stretch or squash



Don't rotate or tilt



Don't split the colours



Don't add shadows or effects



Don't move the wave



Don't drop the wave



Don't use low-contrast colours



Don't retype the wordmark



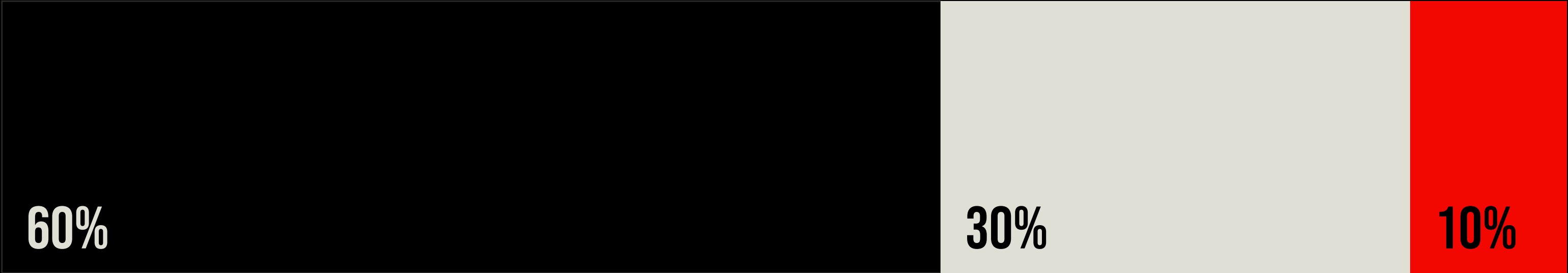
COLOUR

Black and cream do the work. Red is the signal.

03

THE PALETTE

Black and cream carry almost everything. Red is the signal — use it once per layout, for the one thing that matters most.



BLACK

HEX #000000
RGB 0 0 0
CMYK 0 0 0 100

The stage. Backgrounds, text on light, and the default logo on light.

CREAM

HEX #E0DFD5
RGB 224 223 213
CMYK 0 0 5 12

The paper. Backgrounds, text on dark, and the default logo on dark.

SIGNAL RED

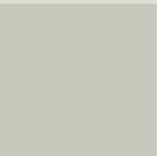
HEX #F20800
RGB 242 8 0
CMYK 0 97 100 5

The signal. One accent per layout: a word, a button, a line.

CMYK values are starting points converted from screen colour — always proof on the actual stock.

SUPPORT & CONTRAST

SUPPORT NEUTRALS

	Graphite #141413 Cards and panels on black
	Smoke #2B2B29 Lines and dividers on black
	Ash #8E8D85 Secondary text — on black only
	Stone #5A5952 Secondary text on cream
	Sand #C9C8BD Lines and dividers on cream

CONTRAST (WCAG 2.1)

	Cream on Black All text	15.7 : 1	AAA
	Black on Cream All text	15.7 : 1	AAA
	Red on Black All text	4.8 : 1	AA
	Black on Red Buttons, badges, labels	4.8 : 1	AA
	Ash on Black All text	6.3 : 1	AA
	Stone on Cream All text	5.3 : 1	AA
	Cream on Red Large text only (24 px+, or 19 px bold)	3.3 : 1	LARGE ONLY
	Red on Cream Large text only (24 px+, or 19 px bold)	3.3 : 1	LARGE ONLY
	Ash on Cream Never	2.5 : 1	FAIL

COLOUR IN USE



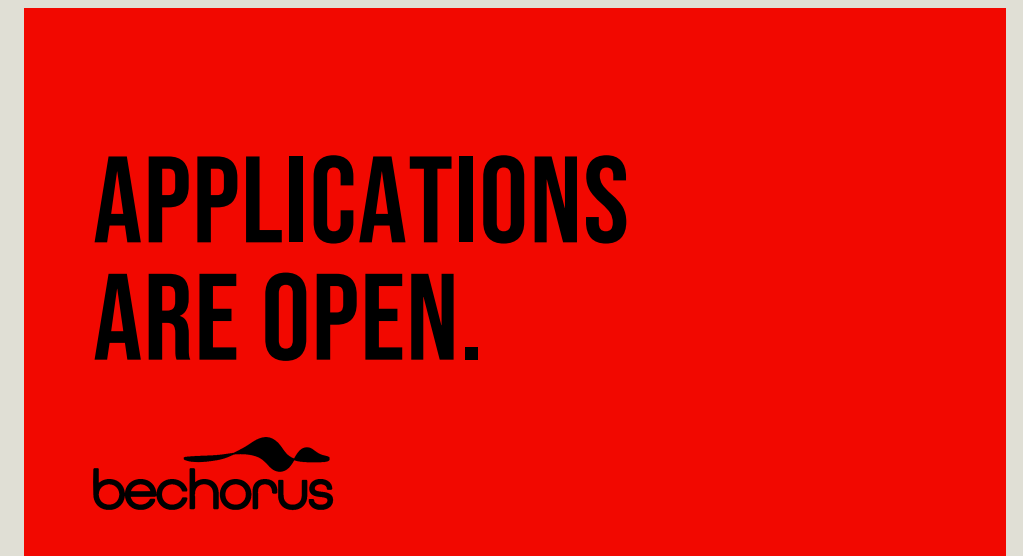
Dark-led

Black ground, cream type, one red phrase.



Light-led

Cream ground, black type, one small red mark.



Signal moment

Red as the ground — black type and logo only.

DO

- ✓ Keep to roughly 60 / 30 / 10: black, cream, red.
- ✓ Use red once per layout — a word, a button, a rule.
- ✓ Put black text on red, never small cream text.

DON'T

- ✗ Set paragraphs or small text in red.
- ✗ Add gradients, tints of red or any extra hue.
- ✗ Make the logo red.



TYPOGRAPHY

Two typefaces, one clear hierarchy — in English and Hindi.

04

TWO TYPEFACES

One loud, one calm. All three families are free and open source (SIL Open Font License) — no licences to buy.

DISPLAY

BEBAS NEUE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789 & !?.,

Headlines, big statements, numbers. Capitals only,
and never for paragraphs.

TEXT

DM Sans

Regular Medium Bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**stuv**wxyz
0123456789 & !?.,

Everything else: body copy, interface, captions,
labels. Regular, Medium and Bold only.

HINDI / DEVANAGARI

नमस्ते

आपका संगीत, दुनिया भर में।

स्वतंत्र कलाकारों के लिए, हर प्लेटफ़ॉर्म पर।

Noto Sans Devanagari

For all Hindi copy. Bold for headlines, Regular for
text. Bebas Neue has no Devanagari — never fake it.

THE SCALE

Six steps. Sizes are for screen in px; scale proportionally for print (1 px ≈ 0.75 pt).

ROLE	SAMPLE	FONT	SIZE / LEADING	TRACKING
DISPLAY	GLOBAL MOMENTUM	Bebas Neue	80 / 80	+1%
HEADLINE	TURN MUSIC INTO MOVEMENT	Bebas Neue	56 / 58	+1%
SUBHEAD	Every artist gets a real look.	DM Sans Bold	24 / 32	0
BODY	You keep full ownership of your music and control over your releases.	DM Sans Regular	16 / 24	0
CAPTION	Reviewed by a person, every time.	DM Sans Regular	13 / 19	0
LABEL	NEW RELEASE · OUT NOW	DM Sans Medium	11 / 16	+14%

Display, headline and subhead samples are drawn slightly smaller than spec so they fit the page.

SET IT RIGHT

NEW RELEASE

**YOUR MUSIC,
EVERY
PLATFORM.**

Spotify, Apple Music, Amazon Music, YouTube Music, TikTok and more — delivered by people who read every application.

APPLY NOW

HEADLINES	Bebas Neue, capitals, tracking +1% or wider — never tighter. One to three lines. At most one red word or line.
BODY	DM Sans Regular, sentence case, left-aligned. 45–75 characters a line, leading about 1.5.
EMPHASIS	DM Sans Bold. No underlines, no all-caps body text, no italics for emphasis.
HINDI	Noto Sans Devanagari: Bold for headlines, Regular for text. Set about 10% larger than nearby Latin, leading 1.6. No Bebas.
FALLBACKS	Bebas Neue → Impact, Arial Narrow Bold. DM Sans → Helvetica Neue, Arial. Devanagari → Noto Sans Devanagari, Mangal.
DON'T	Set paragraphs in Bebas. Stretch, outline or add shadows to type. Use more than two typefaces in a layout (plus Devanagari for Hindi).

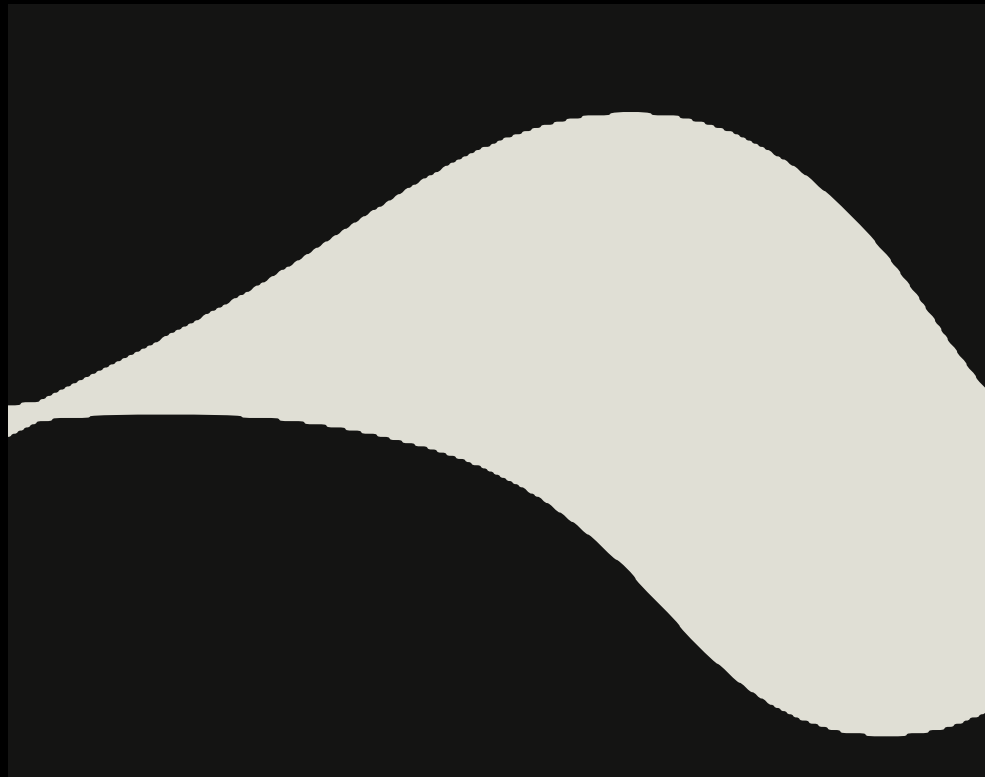


GRAPHIC LANGUAGE

The wave as a device, the grid it sits on, and how we use photography.

THE WAVE AS A DEVICE

The symbol can work as graphic language, not only as a logo. Three ways to use it.



CROP IT

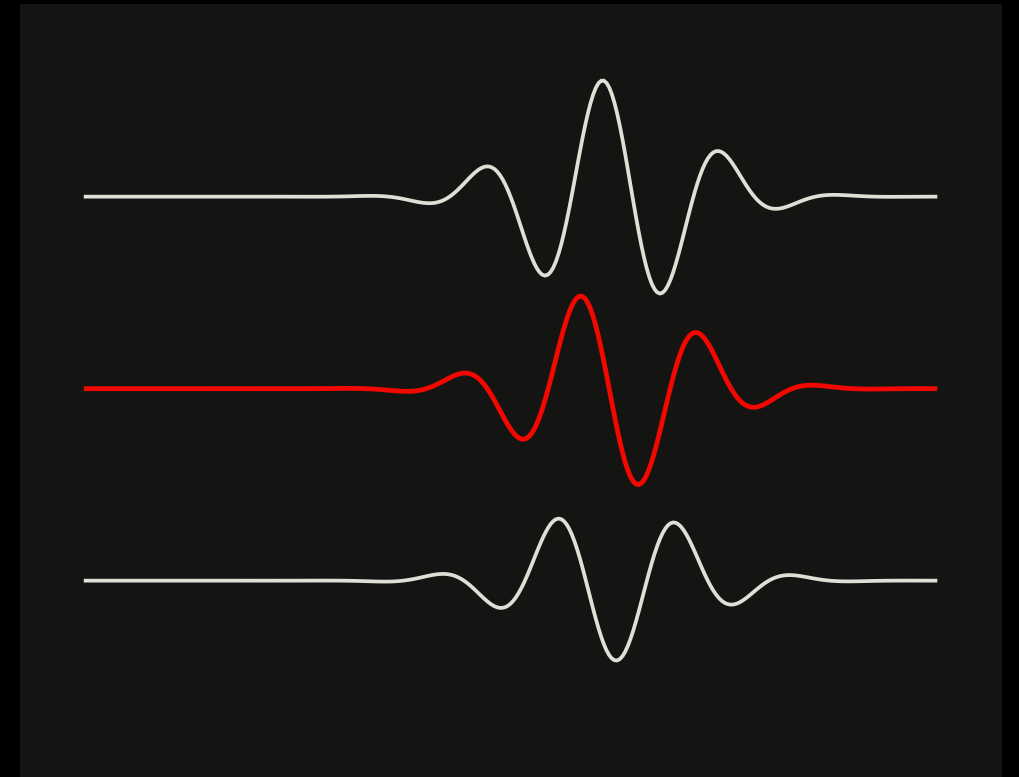
Scale the symbol up and let it bleed off the edge.
Uniform scale only.

The wave here is a graphic device, not the logo. The logo lockup stays black or cream, with its own clear space.



ECHO IT

Repeat it, offset and fading — voices joining a chorus.
Cream on black, up to five copies.

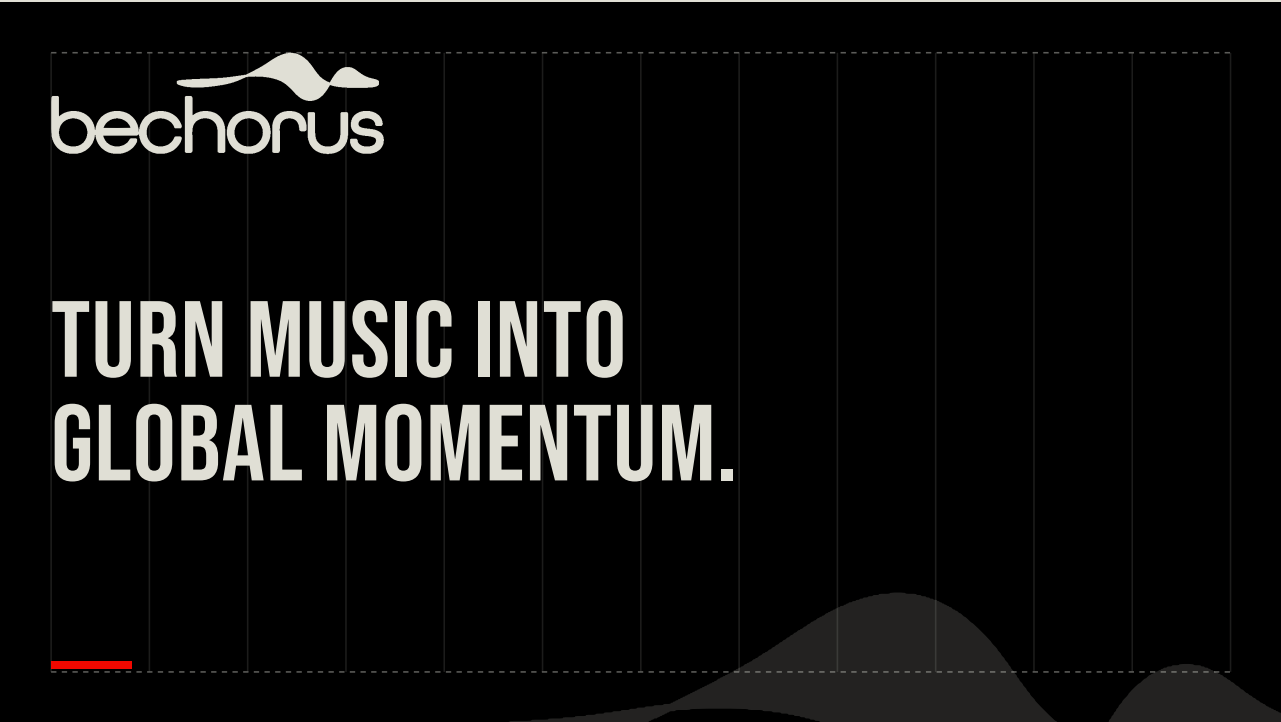


LINE IT

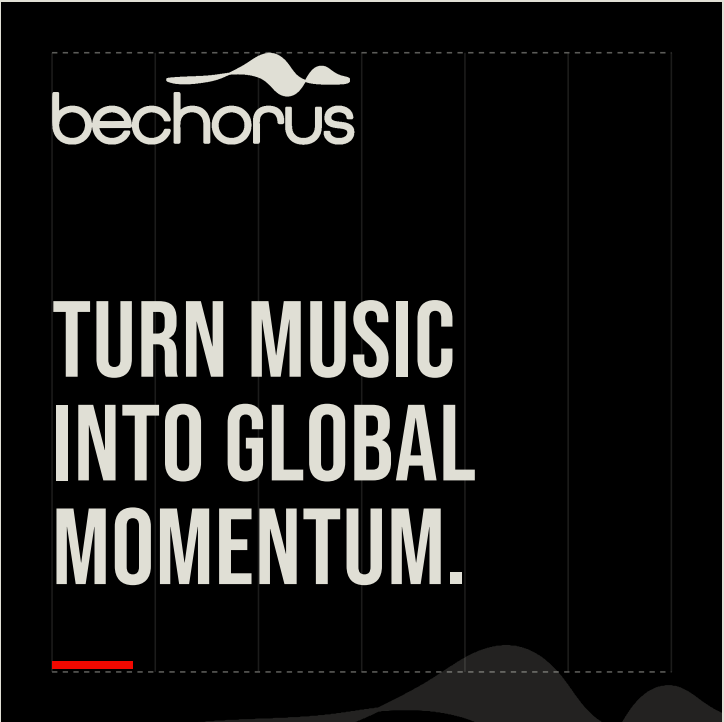
A thin waveform works as a divider or texture. Cream,
with at most one red line.

LAYOUT & GRID

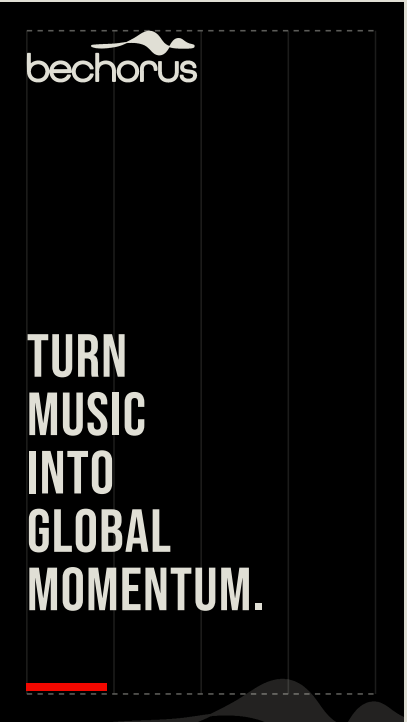
Generous margins, a strict grid, one focal point. The logo anchors the top-left; the wave can bleed off the opposite corner.



16 : 9
Slides, web, YouTube



1 : 1
Feed posts, avatars



9 : 16
Story, Reels

MARGINS
7% of the shorter side, on every edge.

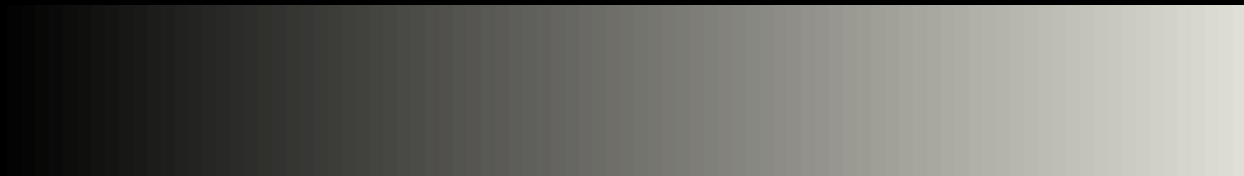
LOGO
Top-left by default; bottom-left for sign-offs. Centre only on covers.

GRID
12 columns landscape, 6 square, 4 vertical.
Align to it, break it on purpose.

FOCUS
One focal point: a headline, a wave or a photo. Not all three.

PHOTOGRAPHY

Photography should feel like the music: honest, close and a little dark. Real people, real rooms, room to breathe.



BLACK-TO-CREAM DUOTONE — for when a photo needs to sit quietly

Show the work first: instruments, hands, microphones, headphones, crowds — before gadgets and screens.

01

REAL ARTISTS

Real people in studios, rehearsal rooms, stages and streets. No stock-photo smiles.

02

LOW-KEY LIGHT

Natural or practical light, deep shadow, soft grain. Let the darkness carry the mood.

03

SPACE TO BREATHE

Leave calm areas for headlines and the logo. Crop for shape, not to fill the frame.

04

ONE TREATMENT

Muted, slightly desaturated colour — or black and white. Never heavy filters.

AVOID

Neon filters and heavy effects. Busy backgrounds behind the logo. Posed corporate stock. Anything that makes an artist look like an advert.



APPLICATIONS

Social, web, stationery and motion — the brand at work.

06

SOCIAL

Big Bebas type, lots of space, one red moment. The same three moves work across every format.



Release
Black ground, cream headline, one red word.



Statement
Cream ground, black headline, one red phrase.



Announcement
Red ground — black type and black logo only.

FORMATS
Feed 1080×1080 or 1080×1350 · Story 1080×1920 · Avatar 800×800

LOGO
About 28% of the width, bottom-left, with clear space

HEADLINE
Bebas Neue, up to three lines, one red word or phrase

WEB & INTERFACE

Rounded like the wordmark, dark like the stage. Components stay quiet so the music and the red accent can speak.

BUTTONS

APPLY NOW

CONTACT US

Primary · Secondary · Link

INPUT

Artist name

Enter your artist name

Focused state

Read the FAQ

LABEL SERVICES

Catalogue and royalty management,
built for labels.

Learn more →

RADIUS

Buttons: fully round. Inputs: 12 px. Cards: 16 px.

PRIMARY BUTTON

Red fill, black label, DM Sans Bold, caps, +14% tracking. One per view.

HOVER

Primary flips to cream fill, black label. 200 ms ease-out.

FOCUS

2 px cream ring, 3 px offset. Always visible.

DISABLED

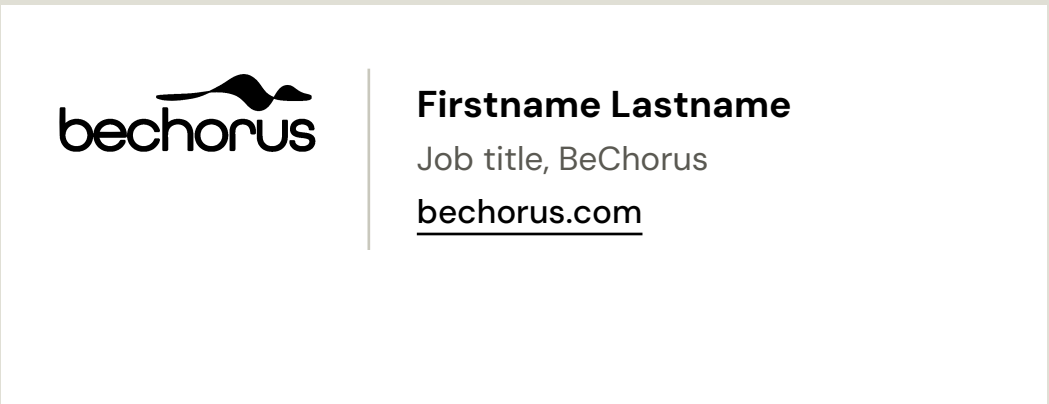
40% opacity, no hover state.

LINKS

Cream, underlined. Red only for a single call to action.

STATIONERY

Simple, dark and generous — the same rules, in print and in the inbox.



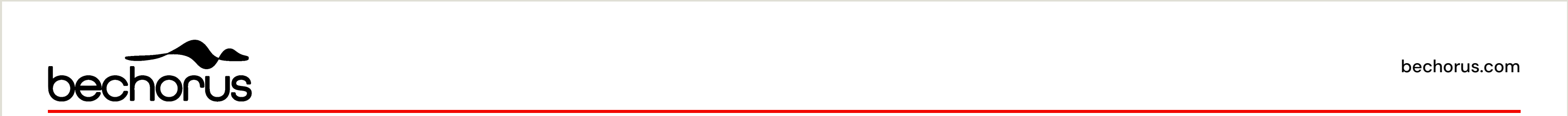
EMAIL SIGNATURE

Primary logo about 100 px wide, black on white. DM Sans with an Arial fallback. No banners, quotes or extra colours.

BUSINESS CARD · FRONT AND BACK · 85 × 55 MM

Matt uncoated stock. Black front, white back. Black or cream foil is welcome; red is for the small rule only.

LETTERHEAD HEADER



MOTION

The logo arrives the way a track starts: the wave draws in from the left, then the name settles beneath it. Keep any new motion consistent with the animation already on bechorus.com.



DURATION

1.6 seconds in total, then hold the end frame for at least 1 second.

EASING

Ease-out, cubic-bezier(0.22, 1, 0.36, 1).
Nothing bounces.

DIRECTION

Left to right, like a playhead. The wordmark fades up after the wave lands.

END STATE

The static lockup, cream on black — exactly as on the logo page.

Don't: spin, bounce, glitch, stretch, or fade the whole logo in as one flat block.

BEFORE YOU PUBLISH

☐ **01** Is it the supplied master logo — unedited?

☐ **02** Is there clear space of x on every side?

☐ **03** Is the logo cream or black, and never another colour?

☐ **04** Is the contrast strong enough to read at a glance?

☐ **05** Is red used once — and never for body text?

☐ **06** Only Bebas Neue and DM Sans (plus Noto Sans Devanagari for Hindi)?

☐ **07** Is the copy plain, warm and direct?

☐ **08** Is our name written BeChorus in running text?

☐ **09** Is the wave uncropped, unstretched and in place?

☐ **10** Would an artist understand it in five seconds?

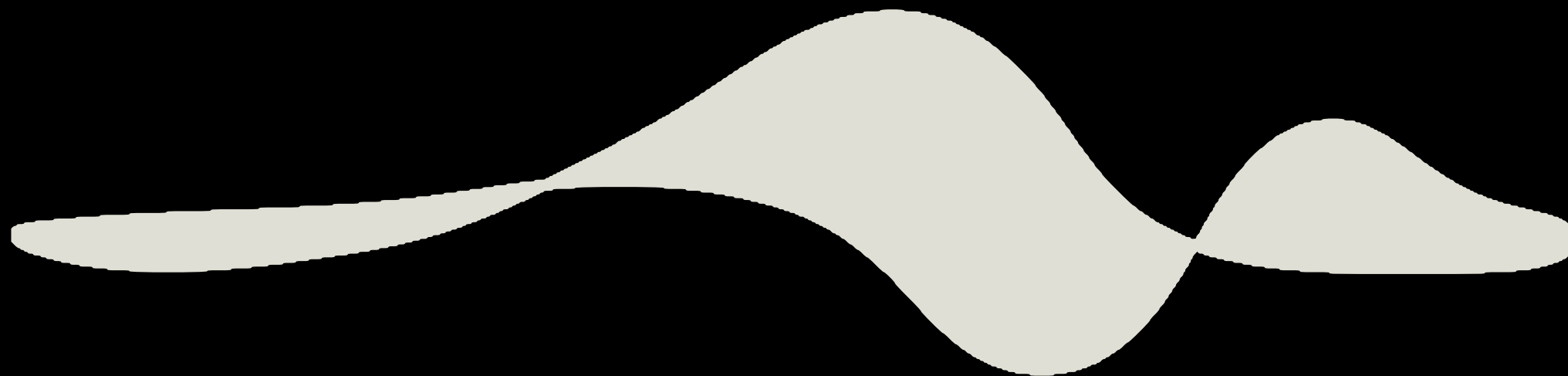
NEED SOMETHING?

Master files, approvals, or co-branded material with partners and press — ask before you publish.

CONTACT US

bechorus.com/contact-us

Version 1.0 · September 2026
Reviewed once a year.



EMPOWERING CREATORS.

BECHORUS.COM

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