Brand Style Sheet

This style sheet is a reference for our internal design team, vendors, and others who are authorized to work with the DoubleDown brand.

Use the elements, artwork, and material within this document to make things that look like the DoubleDown brand, every time.

Though all of the brand elements are listed on this sheet, they may not be appropriate in every situation. Take great care in selecting the right visual element for the project.

For example, our primary brand logo should be used in the majority of applications, but in small spaces, the small format lockup is more legible.

Any visual element, colour, typeface, or logo that is not listed on this sheet requires approval from our design team.

As always, please do not distort our graphic elements by changing the aspect ratio, shape, or colour.

If you have any questions concerning the content of this style sheet, please don't hesitate to reach out to our Design Team at: **hello@stradea.ca.**

Primary Brand Logo

HEART BEAT
EVENTS

Primary Stacked Brand Logo

HEART BEAT
EVENTS

HEART BEAT
EVENTS

HEART BEAT
EVENTS

The Heart Beat Story

Drew and K have always shared a love for music, it is one of the things that brought them together. Drew played multiple instruments growing up in school and K took piano lessons from a very young age.

Drew's love for music embarked on the path of DJing after a sports injury he suffered half way through university while K got more into music after high school when she managed a music store. They connect over shared favourites and introducing each other to new music.

Drew was well established as DJ DoubleDown in London, Ontario, where he built his reputation in the local music scene. However, it wasn't until moving to Ottawa and falling in love with the city's vibrant energy that he decided to take the leap and start a business around his greatest passion: music.

The move inspired Drew to bring his expertise and love for DJing to a broader audience, leading to the creation of Heart Beat Events.

With K's extensive background in business and marketing, it was a natural fit for her to bring a strategic vision and help to shape Heart Beat Events into a brand that stands out. Her expertise ensures that every event is not only musically perfect but also seamlessly organized and professionally executed. Together, they form a dynamic duo, combining their individual strengths to create a company that exceeds client expectations.

FavIcon + Variations

Knock Out + White Scale

HEART BEAT
EVENTS

HEART BEAT
EVENTS

Primary Brand Logo Variations

HEART BEAT
EVENTS

HEART BEAT
EVENTS

Typography

Montserrat

MONTSERRAT LIGHT

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MONSERRAT SEMIBOLD

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MONTSERRAT REGULAR

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MONTSERRAT BLACK

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Brand Colours (Primary)

LOVE SYMBOL #2
CMYK: 85, 86, 51, 69
RGB: 21, 11, 40
HEX: # 150828

MAGIC MAG
CMYK: 65, 99, 22, 8
RGB: 113, 41, 115
HEX: #712973

PLUM
CMYK: 76, 95, 42, 47
RGB: 60, 25, 65
HEX: #3C1941

MAGENTA #2
CMYK: 34, 92, 4, 0
RGB: 173, 56, 144
HEX: #AD3890

BIG PINK
CMYK: 12, 80, 0, 0
RGB: 210?, 85, 169
HEX: #D955A9

MEDIUM PINK
CMYK: 22, 76, 25, 0
RGB: 242, 108, 233
HEX: #F26CE9

MIDNIGHT BLACK
CMYK: 75, 64, 68, 77
RGB: 23, 29, 26
HEX: #171D1A

TINT SCALE
If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% that is used as a background will require dark text.

Brand Colours (Secondary)

EIFFEL BLUE
CMYK: 97, 74, 31, 16
RGB: 26, 73, 115
HEX: #1A4973

SKY BLUE
CMYK: 77, 32, 0, 0
RGB: 1, 145, 218
HEX: #0191DA

LIGHT PINK
CMYK: 14, 47, 0, 0
RGB: 241, 145, 242
HEX: #F191F2

TRUE BLUE
CMYK: 88, 53, 14, 1
RGB: 24, 111, 165
HEX: #186FA5

AQUA AQUA 2
CMYK: 74, 25, 27, 1
RGB: 60, 152, 173
HEX: #3C98AD

AQUA GREEN
CMYK: 69, 9, 24, 0
RGB: 78, 180, 192
HEX: #4EB4C0

FROST WHITE
CMYK: 4, 3, 3, 0
RGB: 241, 241, 241
HEX: #F3F3F3

Accessibility Contrast Ratios

ABC	ABC	ABC	ABC ABC
ABC	ABC ABC	ABC ABC	ABC ABC
ABC ABC	ABC	ABC	ABC

HEART BEAT
EVENTS