



Rhapsody

Brand guidelines

Version 2 · Designed by Rory Mason

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How Rhapsody looks, sounds and behaves, and why. Use these guidelines whenever you design for the brand, from the app to a flyer on a club wall.

ABOUT RHAPSODY

One place for the events you'd otherwise miss.

Rhapsody is a digital events platform for Berlin's music and culture scenes.

It gathers niche events in one place: the gigs, club nights and screenings that are otherwise only advertised on a venue's own website, or by a handful of accounts on social media for people already in the know.

Relevant and real.

WHAT OUR AUDIENCE NEEDS

- 1** To find the niche events that are hard to come across online.
- 2** To stay close to the communities built around music and events, in real life.
- 3** The good parts of social media, without the unhealthy ones.

BRAND ESSENCE

Relevant and real.

We're told everything is meant to be relevant: social media, advertising, most of our digital lives. But most of it isn't even real, so it isn't relevant either. What is real are the bigger things we're part of, and how we spend our time together. You find them at a gig, a concert, a club night or a venue.

Mission and vision

MISSION

To promote events that run from heart-warming to mind-expanding, but are always deeply immersive.

In the long run, that means

- Thriving subcultures and music scenes

- Deep immersion in live music

- Individual creativity that blossoms

VISION

Everyone getting to the events that are right for them, from deep introspection to bubbly conversations with new people or a cosy night with friends.

Values

Four things Rhapsody always stands for. When a decision is hard to make, start here.

01

Real value

Useful beyond the app. What you find on Rhapsody should make your life outside it better.

02

Part of the scene

We belong to the scenes we promote. Never an outsider looking in, and never a scheme to make money from them.

03

Reliable

We consistently point people to events that are genuinely relevant to them, every time.

04

Adventure

Any event could be the start of something new: new ideas, new people and nights to remember.

AUDIENCE

Who it's for

Berlin's inner-city music lovers, aged 25 to 40, brought together by niche live music.

- One primary audience, and a varied one. Design for what they share, not for one corner of it.

WHERE

Lives inside the Ring. Heads to Kreuzberg and Neukölln for events and nights out.

OUTLOOK

Politically engaged. Many are, or have been, involved in advocacy or activism.

WHO

Culturally diverse. Works in hospitality and creative roles, often with side projects in music, fashion or art.

HABITS

Open to new events, but short on free time, so they often stick to what they know they'll enjoy.

NAME

Rhapsody

noun · rap-suh-dee

1 An effusively enthusiastic or ecstatic expression of feeling.

2 A free instrumental composition in one extended movement, typically one that is emotional in character.

WHY IT WORKS

Two meanings, both ours: the rush of a great night out, and music itself.

HOW IT SOUNDS

It shares its R with the brand essence: Rhapsody, relevant and real.

ALSO SHORTLISTED

Enlight, Enlightenment and Cloud Nine.



THE MARK

A speaker, seen head on.

The mark is a speaker cone, the view from the front of the dance floor. It brings back the nights you've spent in front of a sound system, and hints at the ones still to come.

Simple

Three shapes and nothing more.

Clear

Reads as a speaker at a glance.

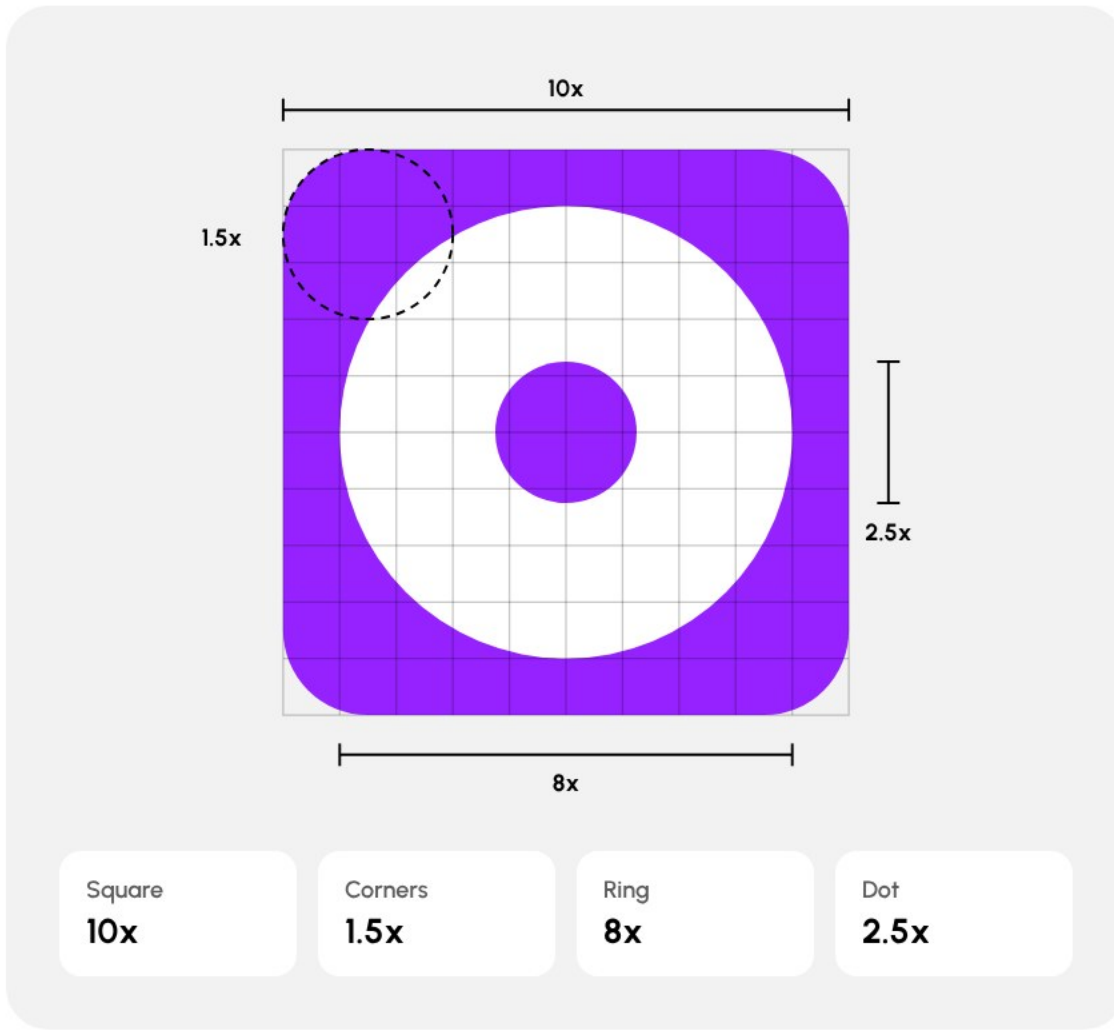
Playful

Rounded corners keep it friendly.

LOCKUP WITH THE WORDMARK



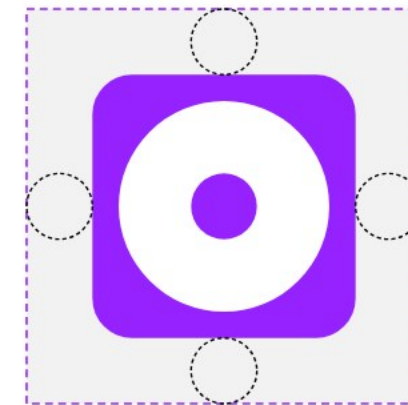
Rhapsody



CONSTRUCTION AND CLEAR SPACE

Built on a simple grid

Every part of the mark is measured in x, a tenth of its width. Always use the master artwork, never redraw it.



Clear space

Keep at least one dot's width (2.5x) clear on every side. Nothing else enters this space.

Minimum size

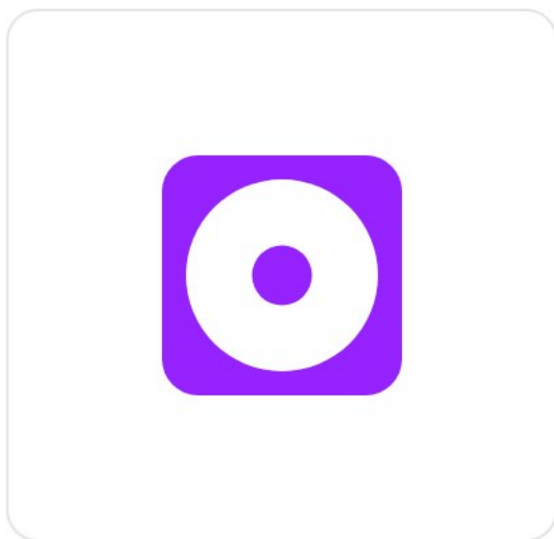
24 px on screen and 10 mm in print.
Below that, the dot starts to disappear.



COLOURWAYS

Four versions

Use the primary version wherever you can. The others are for when the background or the medium calls for them.



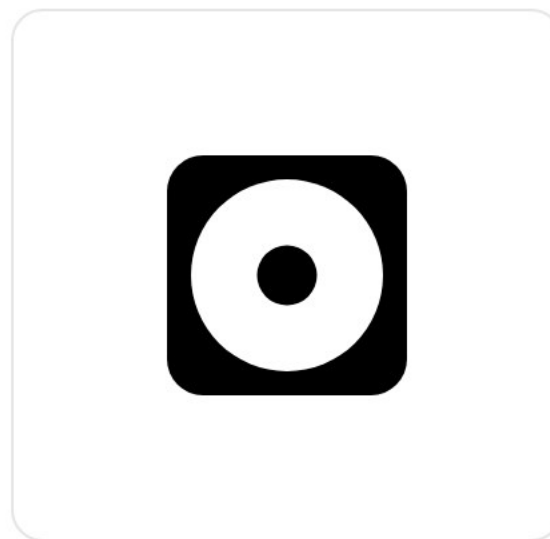
Primary

The default, on white or light backgrounds.



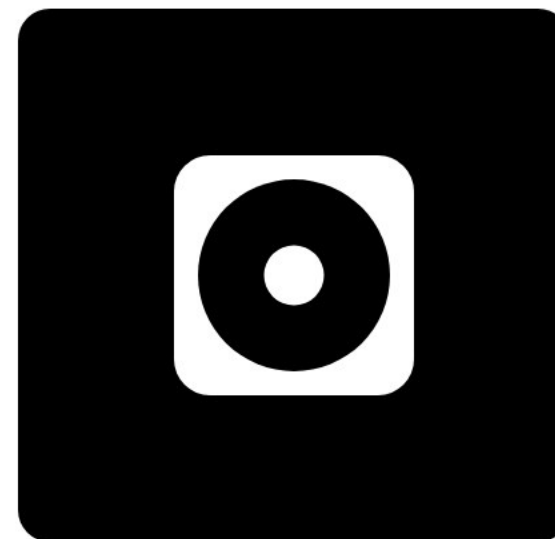
Inverse

On Vivid Violet, so the mark never disappears into it.



Black

When colour isn't available, like one-colour print.



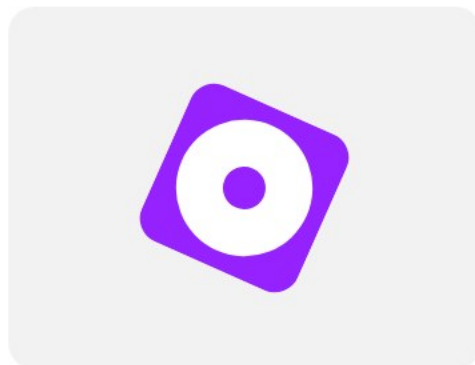
White

On black, dark mode and dark photography.

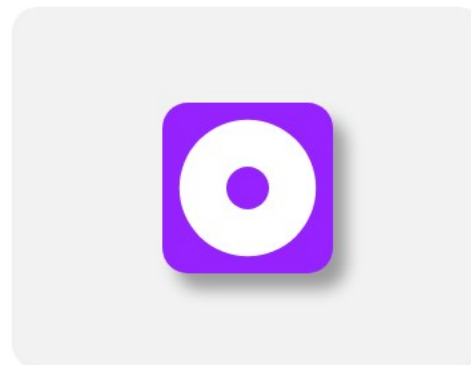
MISUSE

Hands off

The mark only works if it always looks the same. Never change it, add to it or crowd it.



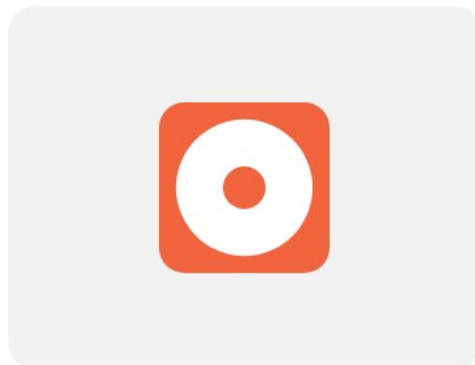
✗ Don't rotate it



✗ Don't add shadows or effects



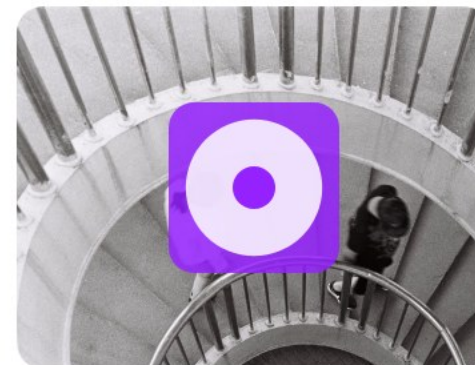
✗ Don't stretch or squash it



✗ Don't change its colours



✗ Don't outline it



✗ Don't fade it into busy images

COLOUR PALETTE

One colour, used sparingly

Vivid Violet feels deep, yet light and exciting. Black and white keep everything around it straightforward and real.

Like the apps our audience already uses, Rhapsody keeps its interface quiet and lets one strong colour do the work, but in light mode by default.

ROUGHLY HOW MUCH OF EACH



PRIMARY

Vivid Violet

HEX #9522FF

RGB 149 34 255

The logo, headlines and key actions.

White

HEX #FFFFFF · RGB 255 255 255

Backgrounds. Rhapsody is light by default.

Black

HEX #000000 · RGB 0 0 0

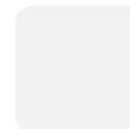
Text, and the background in dark mode.

SUPPORTING COLOURS, FOR THE INTERFACE ONLY



Violet Light · #B77BFF

Violet text and icons on black, where Vivid Violet is too dark to read.



Surface Grey · #F2F2F2

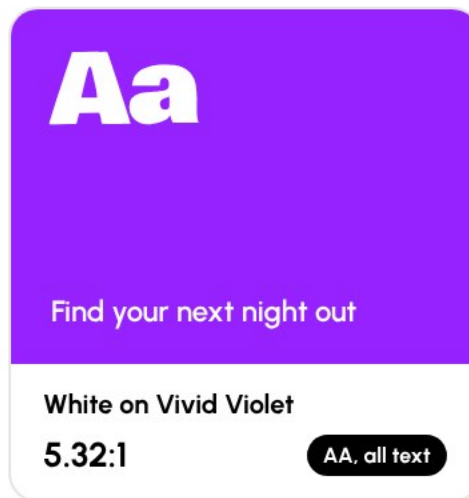
Cards and panels that need to sit apart from the page.

ACCESSIBILITY

Readable for everyone

Every colour pairing is checked against WCAG 2.1. Body text needs a contrast of at least 4.5:1. Large text, 24 px and up or 19 px bold, needs 3:1.

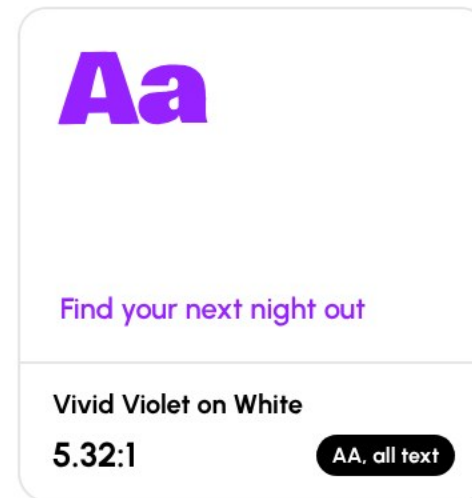
Vivid Violet on black only passes for large text, which is why Violet Light exists.



Aa

Find your next night out

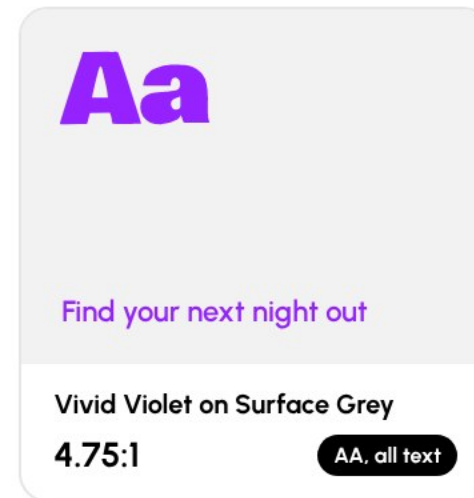
White on Vivid Violet
5.32:1 AA, all text



Aa

Find your next night out

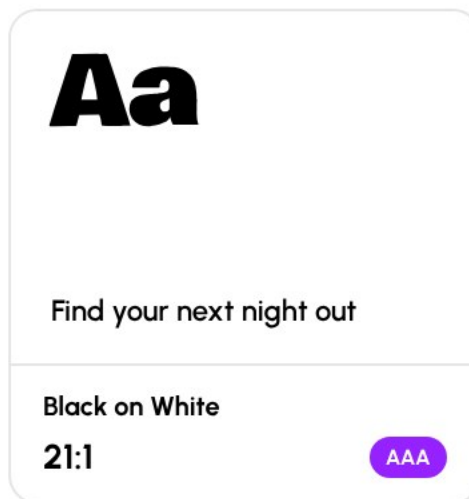
Vivid Violet on White
5.32:1 AA, all text



Aa

Find your next night out

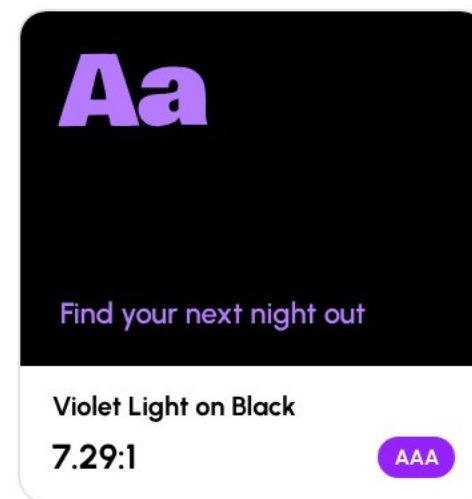
Vivid Violet on Surface Grey
4.75:1 AA, all text



Aa

Find your next night out

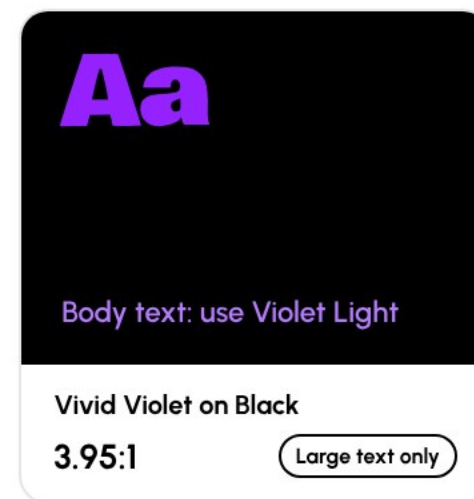
Black on White
21:1 AAA



Aa

Find your next night out

Violet Light on Black
7.29:1 AAA



Aa

Body text: use Violet Light

Vivid Violet on Black
3.95:1 Large text only

TYPEFACES

Two typefaces, two jobs

Both are free from Google Fonts, so anyone working on the brand can use them.

Bowlby One

HEADLINES

Aa

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789&?!**

A big statement, made for titles and headlines. Use it short and large, never for body text.

Urbanist

EVERYTHING ELSE

Ad

Regular 400
Medium 500
SemiBold 600
Bold 700

Clean like Helvetica, with a bit more character. For subheadings and body text, with letter spacing between -1% and 2%.

TYPE HIERARCHY

Five styles

App sizes in points, shown at twice their size

Saved events

Display

Bowlby One · 40/44

Announcements

Heading

Bowlby One · 26/30

Low Tide Sessions

Subheading

Urbanist SemiBold · 20/26 · -1%

Three Berlin bands, one long night under the arches.

Body

Urbanist Regular · 16/24 · 0%

Fri 24 Oct · Doors 20:30

Caption

Urbanist Medium · 13/18 · 2%

IN USE



Fri 24 Oct · Doors 20:30

Low Tide Sessions

Three Berlin bands, one long night under the arches. Kellerhalle, Neukölln.

Save event

Share

IMAGERY

Leave some of it in the dark

Dark, with light doing the work

Shadowy scenes where the light picks out what matters.

From above or from afar

High vantage points, looking down or across.

Partly revealed

Enough to recognise, with something left to discover.

Real textures

Concrete, worn wood and metal. Modern, never tacky.



Photos: Rory Mason, 35mm film

tone of voice

How we sound

Like a friend who always knows what's on: honest, excited and on your side.

Straight talking

No hype and no filler. Say what it is, where and when, and why it's worth the night.

✓ Three Berlin bands at Kellerhalle on Friday. Doors at 20:30.

✗ THE biggest night of the year!!! Don't miss out!!!

On the side of the small

Smaller, talented creators come first: their names, their words and their work.

✓ Low Tide Sessions are back, in their own words: "louder, slower, longer."

✗ Top picks from our partners this week.

Excited, never pushy

Full of possibilities, but we never pressure anyone into going.

✓ Fancy something new this week? Here are three ideas.

✗ Only two hours left to decide. Act now!

RHAPSODY IN USE

The app

The interface stays quiet so the events can be loud. Photos and flyers bring the colour; violet only marks what matters.

Light by default

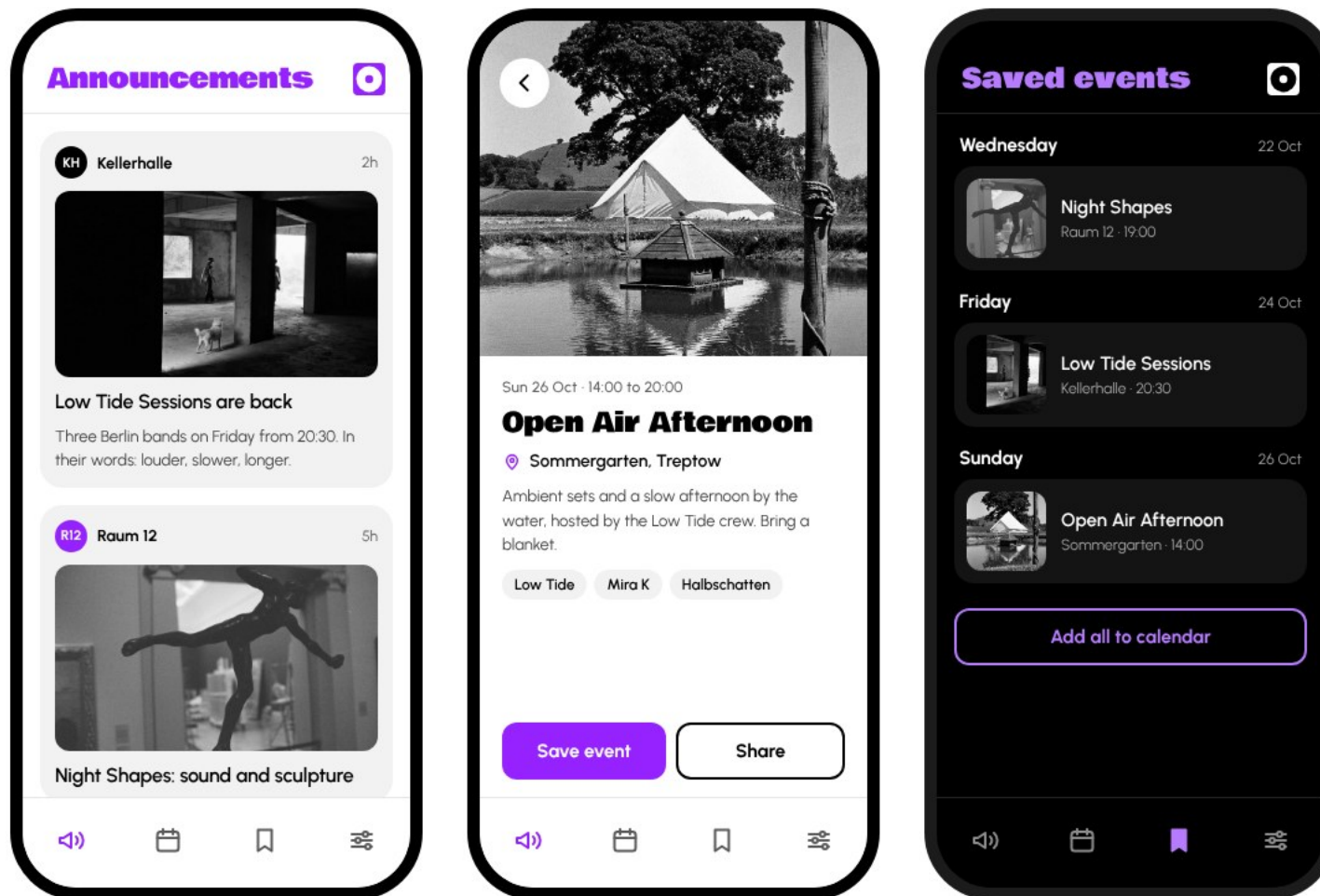
White space and black text, with event images carrying the colour.

Violet for what matters

Headings, the current tab and the main action. Nothing else.

Dark mode

Violet Light takes over from Vivid Violet for text and icons.





Relevant and real.