

ROCK *The* BELLS RESORT

STYLEGUIDE

R5 🍷 10.7.23

KEYART 1 PYRAMID

PRIMARY INTRODUCTION



KEYART ANNOUNCE

SHOWCASING ALL
3 FESTIVAL THEMES



KEYART FULL LINEUP

SHOWCASING ALL
3 FESTIVAL THEMES



ROCK The BELLS RESORT
CANCUN, MEXICO | APRIL 23-26, 2024
Hip-Hop Paradise is Here

Cali Love
ICE CUBE • E-40 • TOO \$HORT
LADY OF RAGE • XZIBIT • DJ QUIK
HOSTED BY SWAY CALLOWAY

NATIVE SLANG
BUSTA RHYMES • COMMON
WYCLEF JEAN • DIGABLE PLANETS
THE SOUL REBELS
VIBES BY PETE ROCK & PRINCE PAUL • HOSTED BY MONIE LOVE

Atlantopia
JERMAINE DUPRI (DJ SET) • T.I.
JEEZY • BIG BOI • GOODIE MOB
VIBES BY DJ JELLY, PRINCESS CUT & DJ ACE • HOSTED BY BIG TIGGER

Miami Bass POOL PARTY
TRICK DADDY & TRINA
VIBES BY DJ EPPS

Illustration of a beach scene with a lifeguard stand, a donut stand labeled 'SANDY'S DONUTS', and people enjoying the ocean.



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Illustration of a beach scene with a lifeguard stand, a donut stand labeled 'SANDY'S DONUTS', and people enjoying the ocean.

WWW.ROCKTHEBELLSRESORT.COM

KEYART CALI LOVE

ANNOUNCE



ROCK The BELLS RESORT
CANCUN, MEXICO | APRIL 23-26 2024
*4 Days, 3 Festivals,
1 Dream Vacation*
Cali Love

THE WEST COAST CREATED A NEW SOUND AND VIBE THAT CHANGED HIP-HOP FOREVER. CALIFORNIA ARTISTS CONTINUE TO PUSH CREATIVITY AND TAKE HIP-HOP TO NEW PLACES AND HEIGHTS. IF YOU BELIEVE THE "WEST COAST IS THE BEST COAST," YOU'LL LOVE THIS DAY.

LINEUP DROPPING SOON. SIGN UP HERE
WWW.ROCKTHEBELLSRESORT.COM

The keyart features a vibrant beach scene with a purple food truck, a donut stand, a classic car, and a rainbow over the ocean. The background is a bright blue sky with palm trees and clouds.



ROCK The BELLS RESORT
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4 Days, 3 Festivals, 1 Dream Vacation
Cali Love

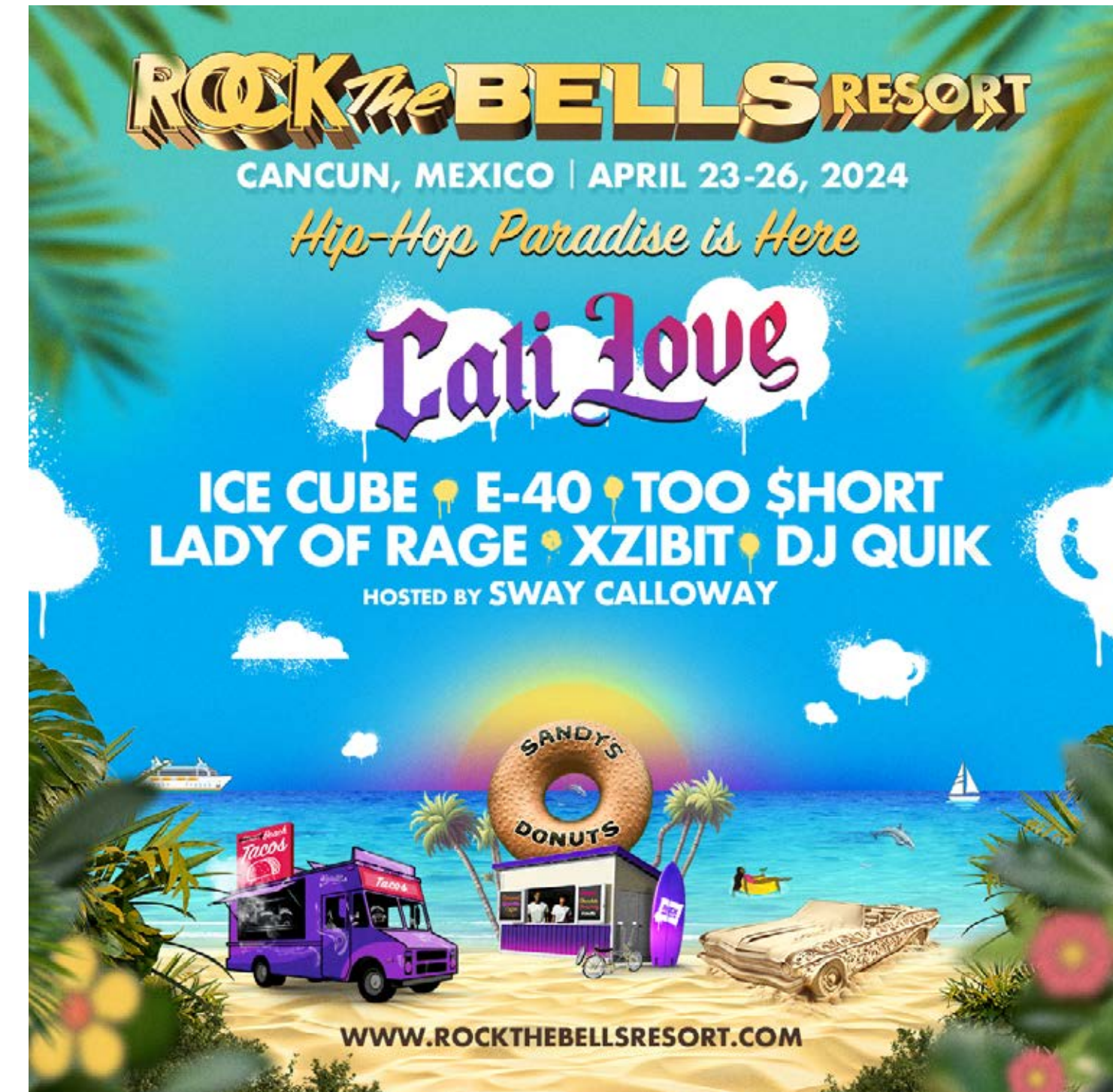
THE WEST COAST CREATED A NEW SOUND AND VIBE THAT CHANGED HIP-HOP FOREVER. CALIFORNIA ARTISTS CONTINUE TO PUSH CREATIVITY AND TAKE HIP-HOP TO NEW PLACES AND HEIGHTS. IF YOU BELIEVE THE "WEST COAST IS THE BEST COAST," YOU'LL LOVE THIS DAY.

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This version of the keyart is identical to the one on the left, featuring a vibrant beach scene with a purple food truck, a donut stand, a classic car, and a rainbow over the ocean.

KEYART CALI LOVE

LINE UP



KEYART NATIVE SLANG

ANNOUNCE

ROCK
The
BELLS
RESORT

CANCUN, MEXICO | APRIL 23-26 2024

*4 Days, 3 Festivals,
1 Dream Vacation*

NATIVE SLANG

EQUAL PARTS CREATIVITY, ORIGINALITY,
DOPE BEATS AND AUTHENTIC RHYMES.
HIP-HOP CONTINUES TO PUSH THE
BOUNDARIES AND REINVENT ITSELF.
THIS DAY IS A CELEBRATION OF ARTISTS
BEHIND MOVEMENTS THAT EXPANDED
AND REDEFINED HIP-HOP
MUSIC AND CULTURE.

LINEUP DROPPING SOON. SIGN UP HERE
WWW.ROCKTHEBELLSRESORT.COM

The keyart features a vibrant beach scene at sunset with palm trees, a hot dog stand, and a sign pointing to the ocean. The text is overlaid on a blue background with white clouds.

ROCK
The
BELLS
RESORT

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This smaller keyart uses the same beach scene and text as the larger version, but with a more compact layout.

KEYART NATIVE SLANG

LINE UP



KEYART ATLANTOPIA

ANNOUNCE

ROCK The BELLS RESORT
CANCUN, MEXICO | APRIL 23-26 2024
*4 Days, 3 Festivals,
1 Dream Vacation*
Atlantopia

ATLANTA HAS BEEN CALLED THE HIP-HOP CAPITAL OF THE WORLD. THE CITY IS HOME TO SOME OF THE BIGGEST ARTISTS AND MOVEMENTS IN THE PAST 30+ YEARS, AND HAS UNDENIABLE AND OUTSIDE INFLUENCE ON HIP-HOP CULTURE. WE SALUTE THE A.

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KEYART ATLANTOPIA

LINE UP



LOGO LOCK UPS



MAIN LOCKUP



HORIZONTAL LOCKUP

LOGO LOCKUP ALT WITH GRAFFITI CLOUDS

MORE
CLOUDS



LESS
CLOUDS



LOGO LOCKUP

THEMES

Atlantopia

Cali Love

NATIVE SLANG

Miami Bass

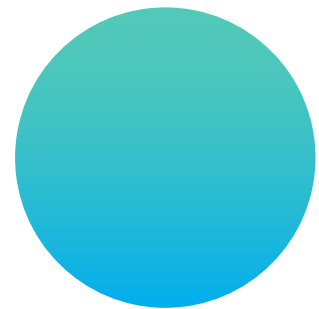
WITHOUT CLOUDS



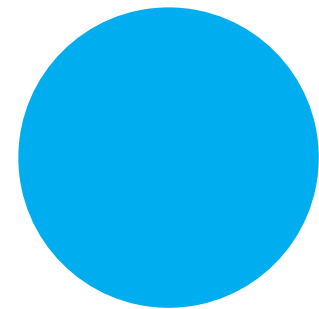
WITH CLOUDS

COLOR

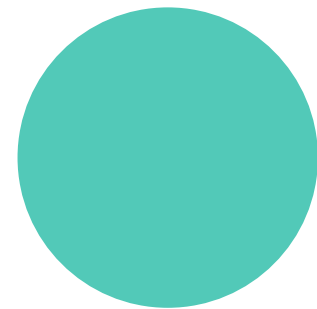
TROPICAL PALLETTE



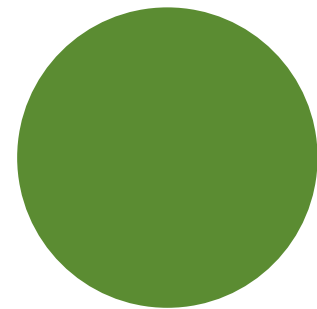
GRADIENT
Cyan/Teal



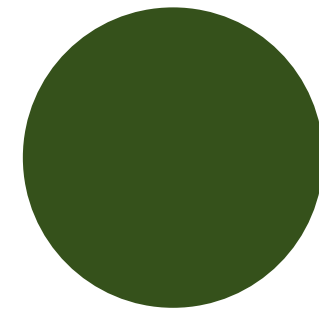
CYAN
RGB: 0/173/238
CMYK: 70/15/0/0
HEX: #00adee



TEAL
RGB: 82/201/184
CMYK: 61/0/36/0
HEX: #52c9b8

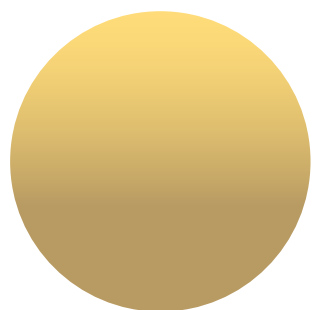


PALM
RGB: 91/140/50
CMYK: 69/25/100/9
HEX: #5b8c32

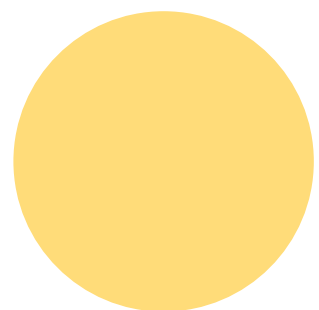


JUNGLE
RGB: 53/81/27
CMYK: 74/44/100/42
HEX: #35511b

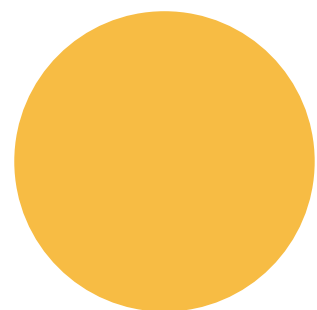
GOLD PALLETTE



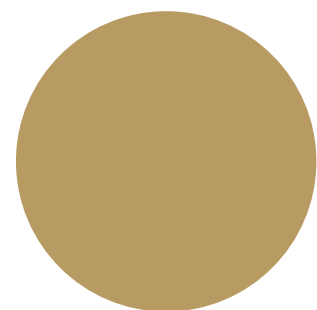
GRADIENT
White Gold/Sand



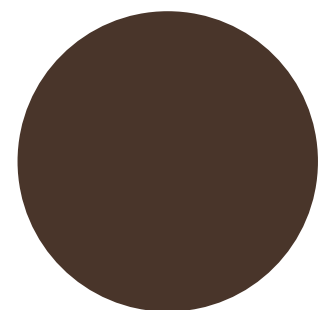
WHITE GOLD
RGB: 255/220/121
CMYK: 1/12/62/0
HEX: #ffdc79



SUN
RGB: 247/188/68
CMYK: 3/27/84/0
HEX: #f7bc44

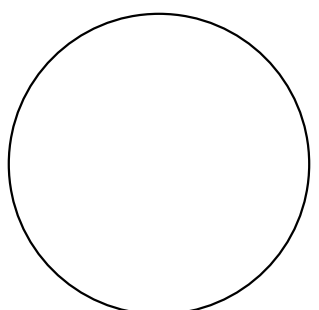


SAND
RGB: 184/155/99
CMYK: 28/36/71/2
HEX: #b89b63

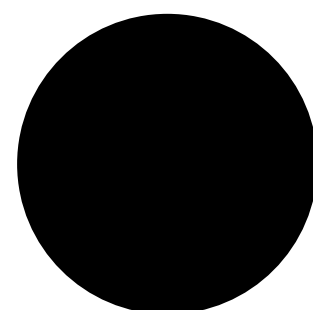


COFFEE
RGB: 73/53/42
CMYK: 53/65/72/57
HEX: #49352a

GENERAL

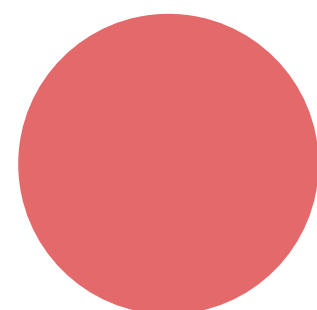


WHITE
RGB: 255/255/255/255
CMYK: 0/0/0/0
HEX: #ffffff



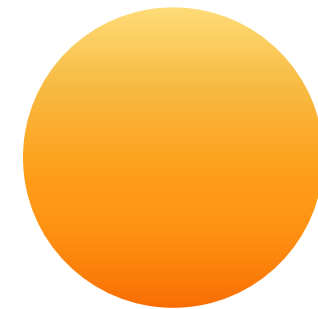
BLACK
RGB: 0/0/0
CMYK: 100/100/100/100
HEX: #000000

ACCENT

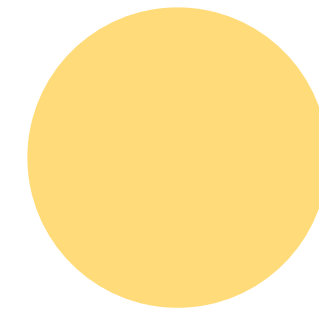


CORAL
RGB: 228/105/107
CMYK: 6/73/50/0
HEX: #e4696b

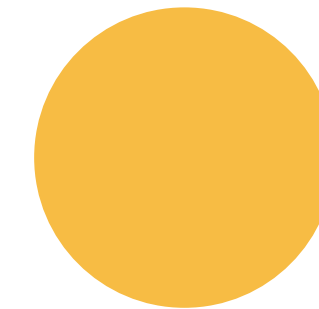
ATLANTOPIA



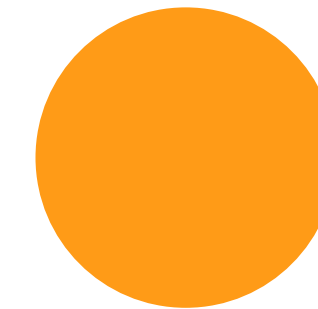
GRADIENT
ALL 4 colors



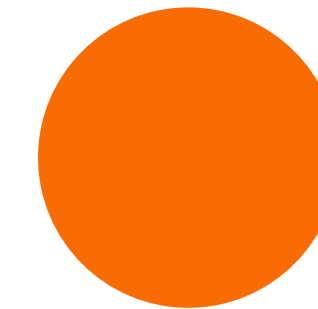
WHITE GOLD
RGB: 255/220/121
CMYK: 1/12/62/0
HEX: #ffdc79



SUN
RGB: 247/188/68
CMYK: 3/27/84/0
HEX: #f7bc44

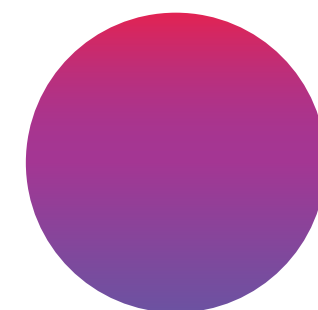


PEACH
RGB: 255/155/23
CMYK: 0/46/98/0
HEX: #ff9b17

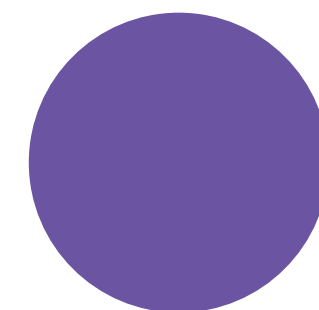


YAM
RGB: 249/108/3
CMYK: 0/71/100/0
HEX: #fdb515

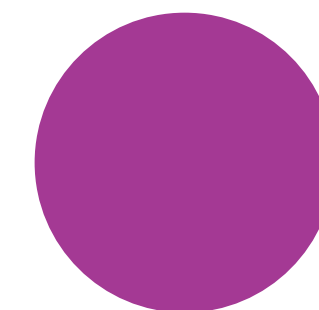
CALI LOVE



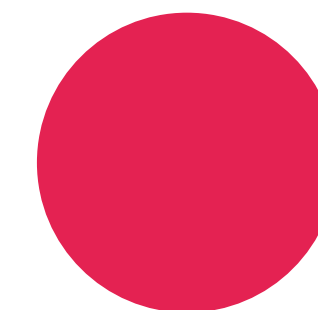
GRADIENT
All 3 colors



PURP
RGB: 107/84/162
CMYK: 68/78/0/0
HEX: #6b54a2

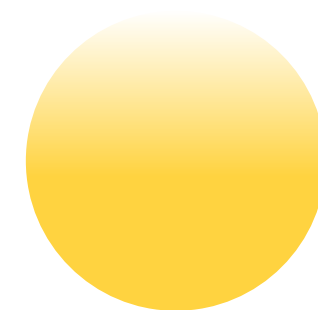


MAGENTA
RGB: 164/57/148
CMYK: 39/92/0/0
HEX: #a43994

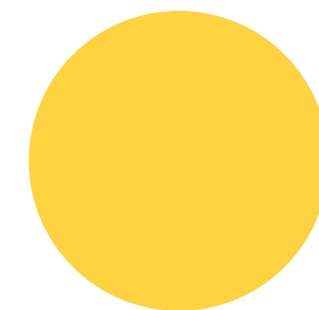


SUNSET RED
RGB: 228/34/82
CMYK: 4/98/59/0
HEX: #e42252

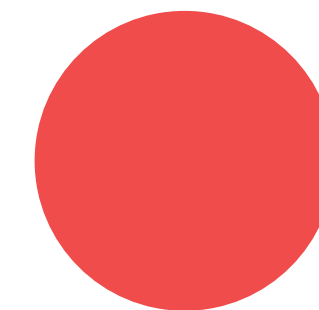
NATIVE SLANG



GRADIENT
Yellow & White

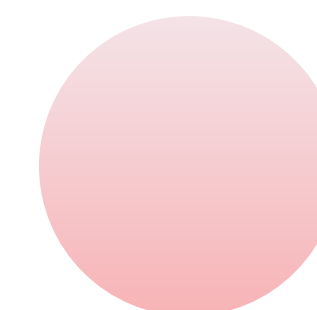


YELLOW
RGB: 255/211/64
CMYK: 0/16/85/0
HEX: #ffd340

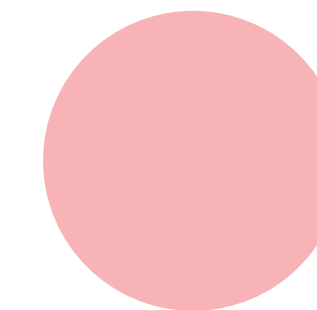


VIBRANT CORAL
RGB: 239/76/75
CMYK: 0/86/71/0
HEX: #ef4c4b

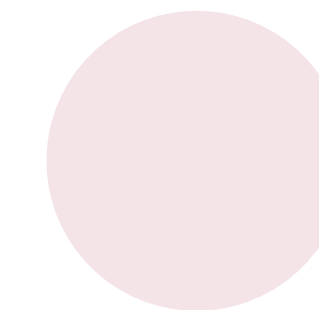
MIAMI BASS



GRADIENT
Flamingo Pink & Muted Pink



FLAMINGO PINK
RGB: 237/182/183
CMYK: 0/36/17/0
HEX: #f7b3b6



MUTED PINK
RGB: 241/228/231
CMYK: 3/11/4/0
HEX: #f1e4e7

TYPEOGRAPHY

FUTURA BOLD

AaBbCcDdEeFfEeGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789

(For headlines, taglines
or body copy)

FUTURA MEDIUM

AaBbCcDdEeFfEeGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789

(For body copy)

Sign Painter (Semi Bold)

*AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
0123456789*

(For taglines or call outs)

TAGLINES

ESCAPE TO HIP-HOP PARADISE

**YOUR ALL-INCLUSIVE
LUXURY BEACH GETAWAY**

**4 DAYS
3 HIP-HOP FESTIVALS
1 DREAM VACATION
NO STRESS, NO REGRETS**

HIP-HOP PARADISE IS HERE

FUTURA FONT

Escape to Hip-Hop Paradise

*Your All-Inclusive
Luxury Beach Getaway*

*4 Days
3 Hip-Hop Festivals
1 Dream Vacation
No Stress, No Regrets*

Hip-Hop Paradise is Here

SIGN PAINTER FONT

DESIGN ACCENTS



CLOUD 1



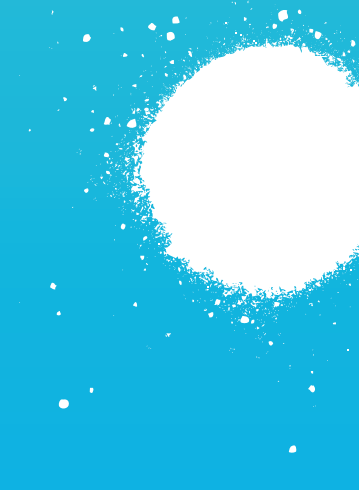
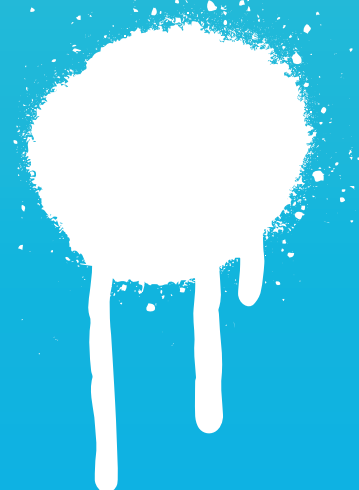
CLOUD 2



CLOUD CLUSTER 1



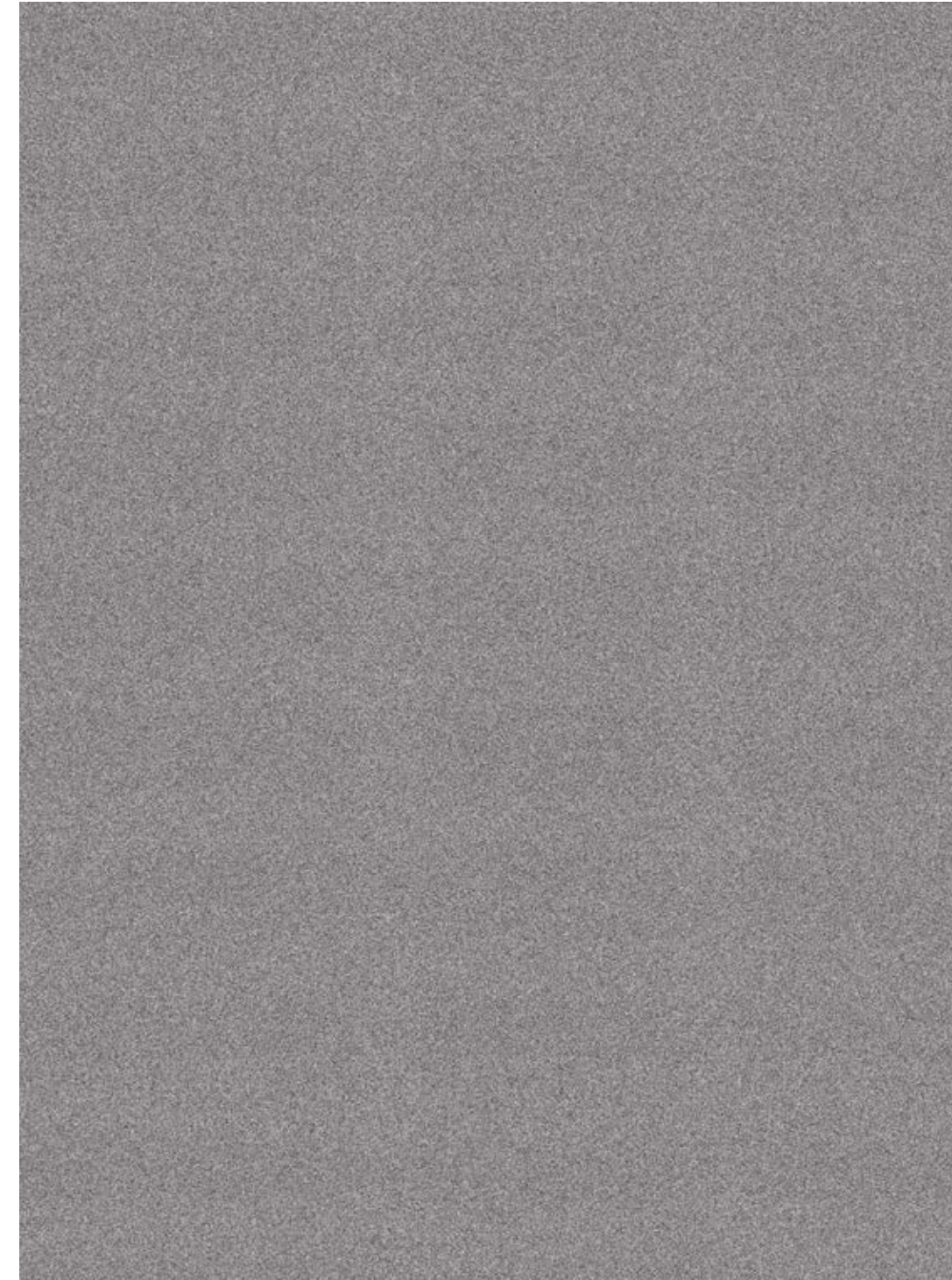
CLOUD CLUSTER 2



SPRAYS

DESIGN ACCENTS

GRAIN TEXTURE OVERLAY



A SLIGHT GRAIN OVERLAY EFFECT IS USED IN THE KEY ART
This gives it a subtle textured dream like feel.

20% - 30% opacity in (overlay) blend mode

ELEMENTS

BACKGROUNDS & OVERLAYS



BACKGROUND



BACKGROUND PALM TREE FRAMING

BACKGROUND PLANTS FRAMING

ELEMENTS

PLANE FOR MESSAGING



TAGLINE EXAMPLES

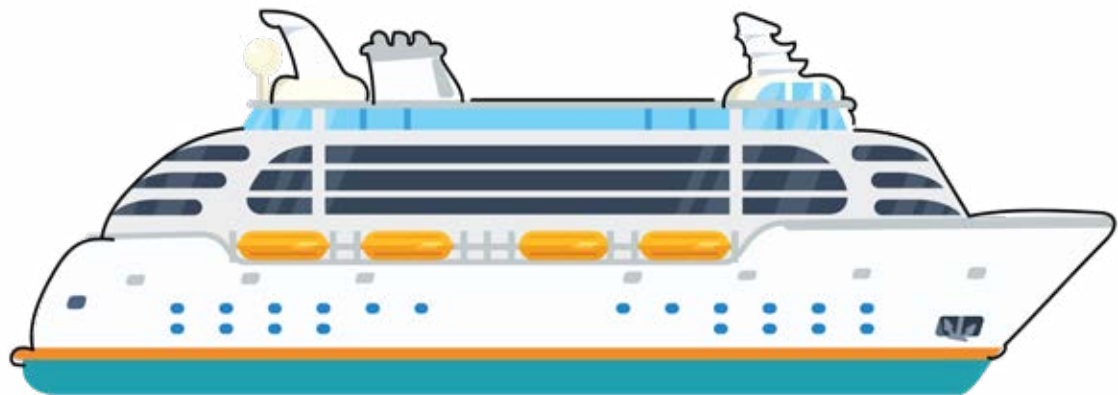
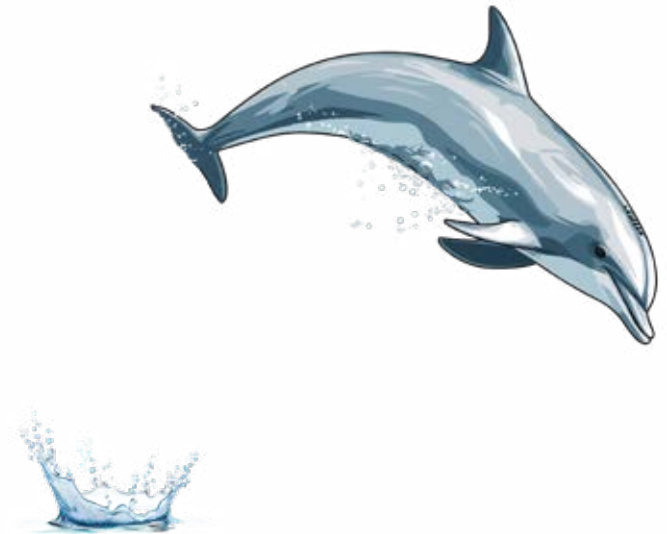
ELEMENTS

PYRAMID, PALMS, SUN



ELEMENTS

GENERAL ILLUSTRATION SET



ELEMENTS

CALI LOVE



NATIVE SLANG



ELEMENTS

ATLANTOPIA



POOL PARTY



KEYART 1 PYRAMID

BREAKOUTS



1080X1080



1080X1920



2:3 RATIO 1080X1350



1920X1080

KEYART 2 FULL LINEUP

BREAKOUTS



1080X1080



1080X1920



2:3 RATIO 1080X1350



1920X1080

KEY ART CALI LOVE

BREAKOUTS



1080X1080



1080X1920



2:3 RATIO 1080X1350



1920X1080

KEY ART NATIVE SLANG

BREAKOUTS



1080X1080



1080X1920



2:3 RATIO 1080X1350



1920X1080

KEYART ATLANTOPIA

BREAKOUTS



1080X1080



1080X1920



2:3 RATIO 1080X1350



1920X1080

POOL PARTIES



1080X1920



1080X1080



1080X1080



1080X1920

POOL PARTIES



1080X1920



1080X1080



1080X1080



1080X1920

Hip-Hop
Paradise
is Here.