

BRAND BOOK · VERSION 1.4 · 2026

 Happenings



Life is happening.

Happenings is the way in: discover what is on, show up, and stay connected to the people around it.



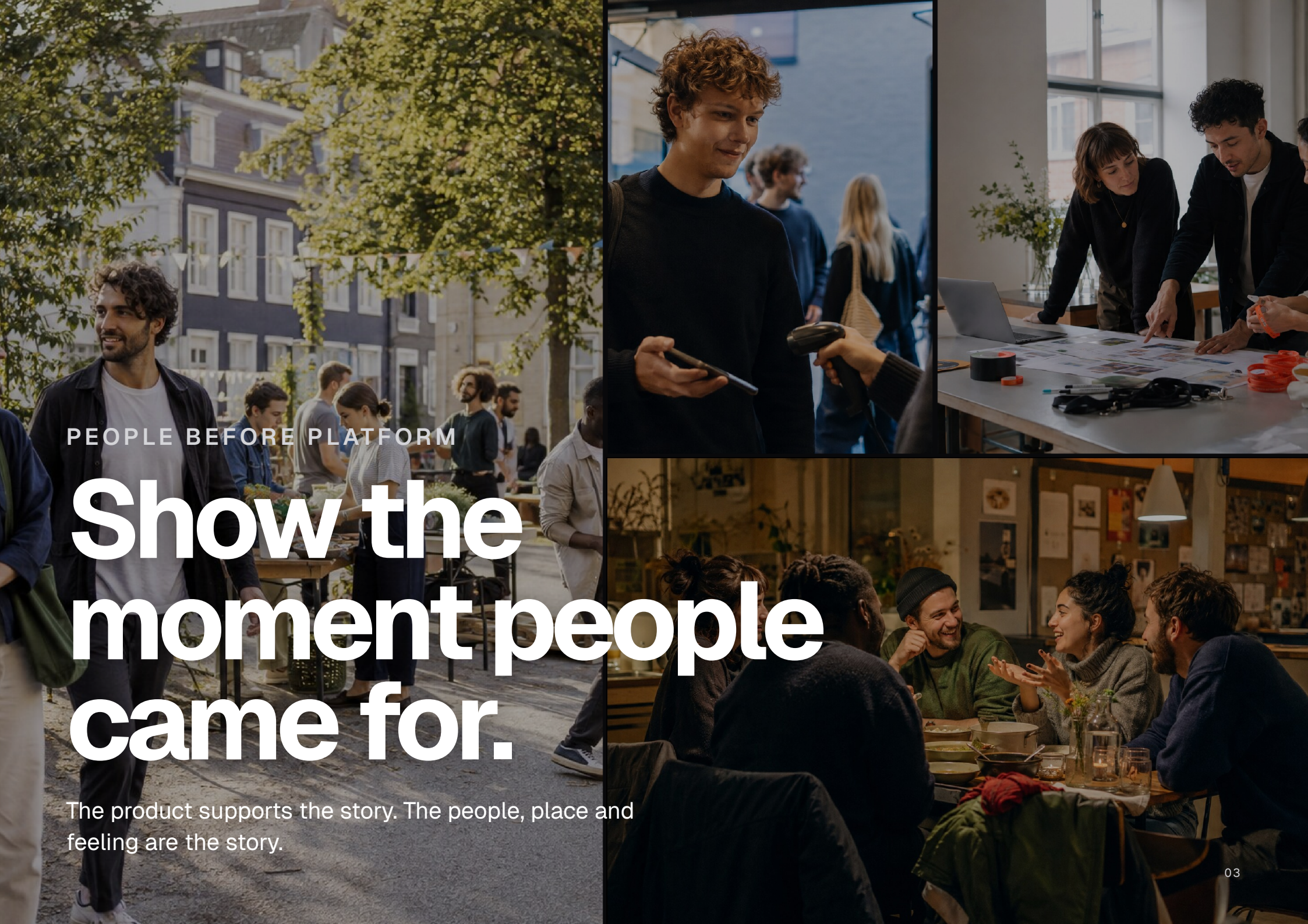
Find it.
Join it.
Belong.



THE BRAND IDEA

Happenings makes real life easier to enter.
An event becomes a ticket. A ticket
becomes a memory. A page becomes a
community people return to.

The brand should always feel social, useful and alive.
Never institutional. Never like event software talking
about itself.



PEOPLE BEFORE PLATFORM

Show the moment people came for.

The product supports the story. The people, place and feeling are the story.

THE CONSUMER PRODUCT

What is happening, right now?

Today, Near me, tickets and the festival map turn the city into something people can enter, not just scroll past.



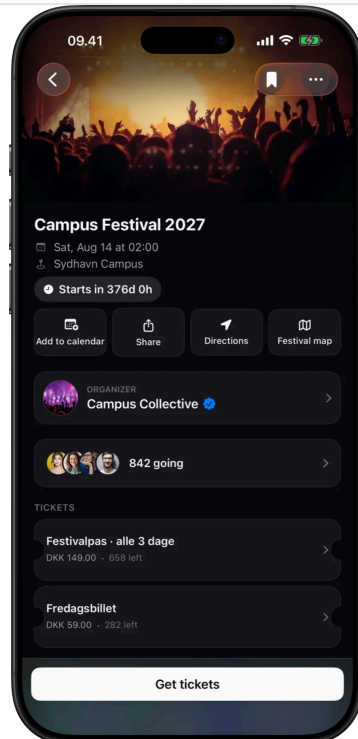
One path from curiosity to the door.



01 · DISCOVER

See what is close.

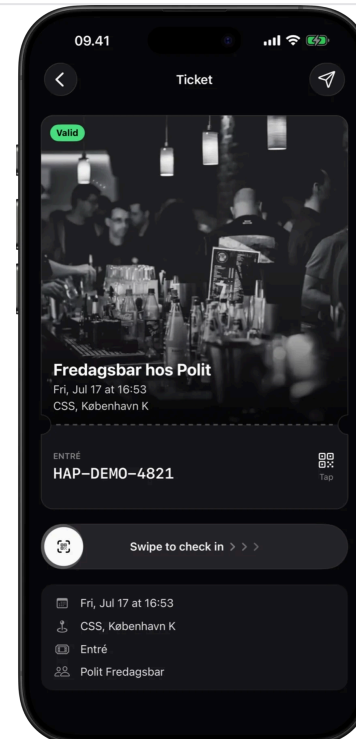
Events, pages and people surface in context.



02 · DECIDE

Know enough to go.

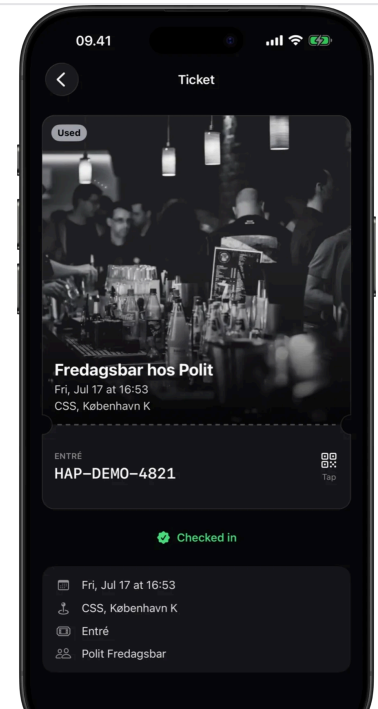
Time, place, friends, organizer and tickets.



03 · JOIN

Keep entry close.

Tickets and memberships live in the wallet.



04 · ARRIVE

Move through the door.

Fast verification without breaking the moment.

A member card that means something.

Identity is useful when it opens the right door. Happenings connects memberships, verification and entry without turning community into surveillance.

01 Membership

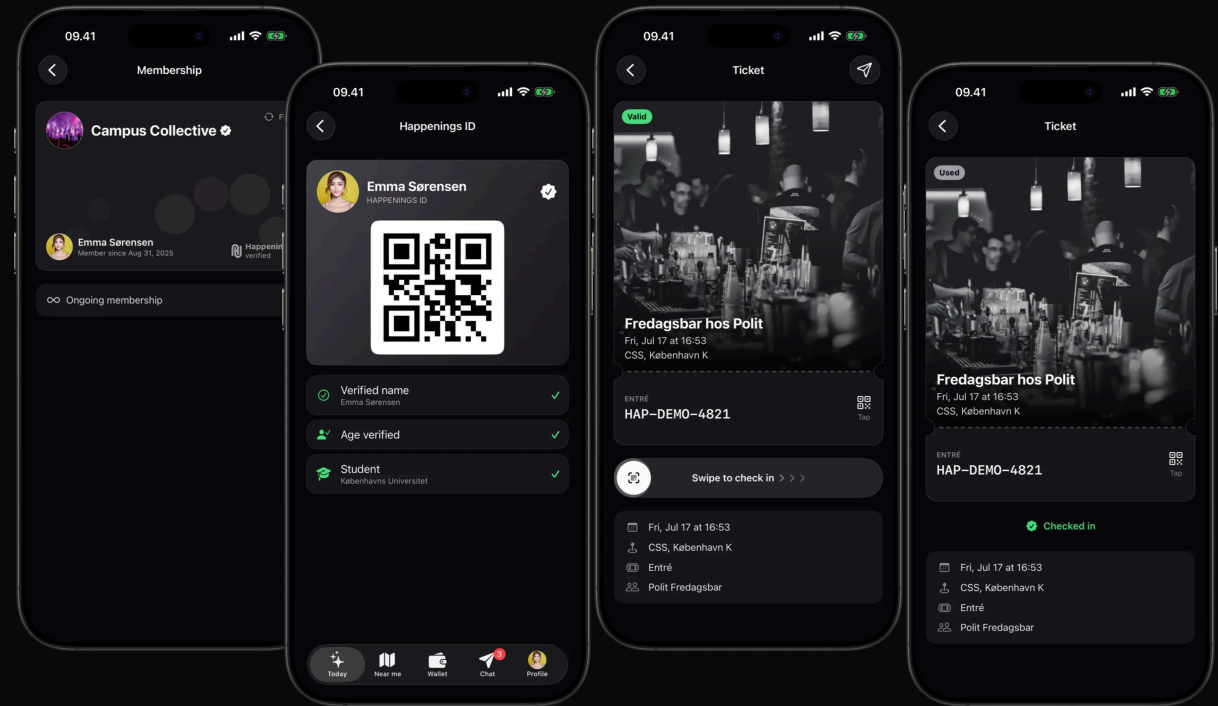
Proof that someone belongs to a specific community.

02 Happenings ID

Verified attributes shown with clear purpose and consent.

03 Entry

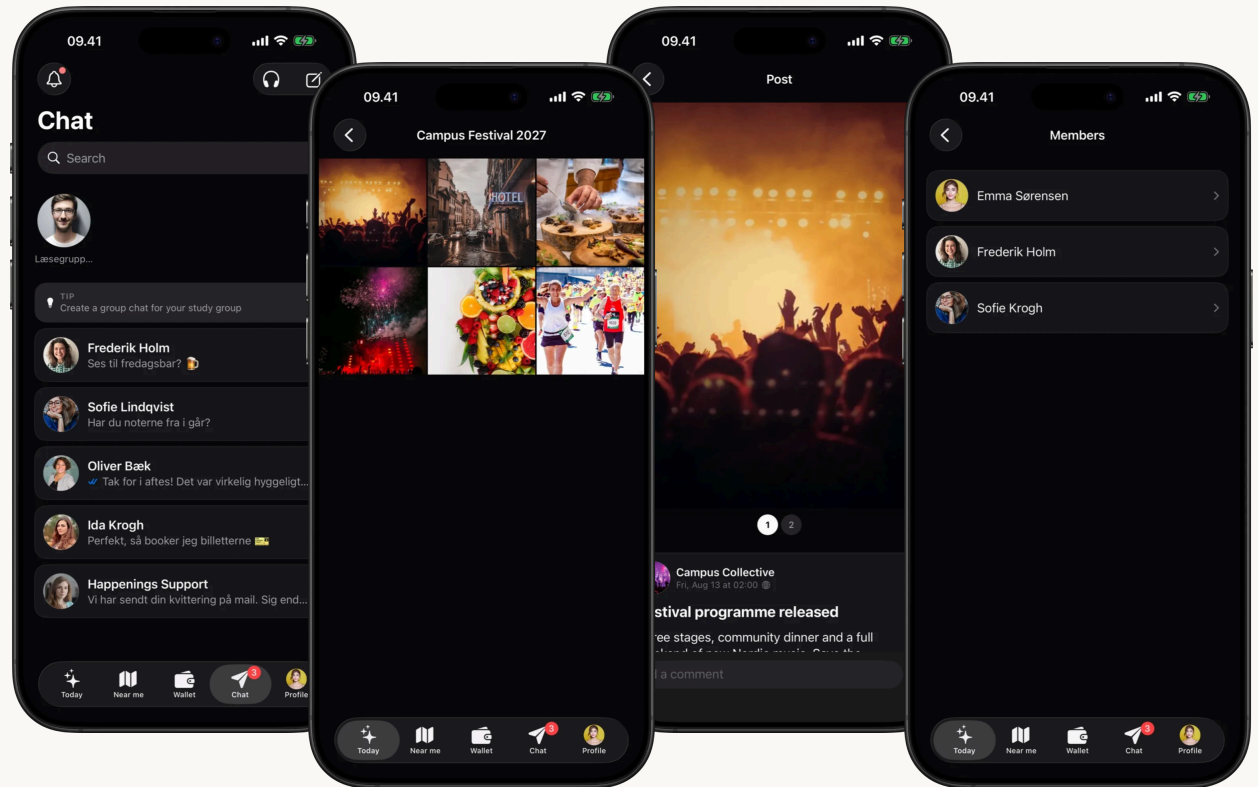
A trusted handoff from digital intent to a real place.



COMMUNITY BETWEEN EVENTS

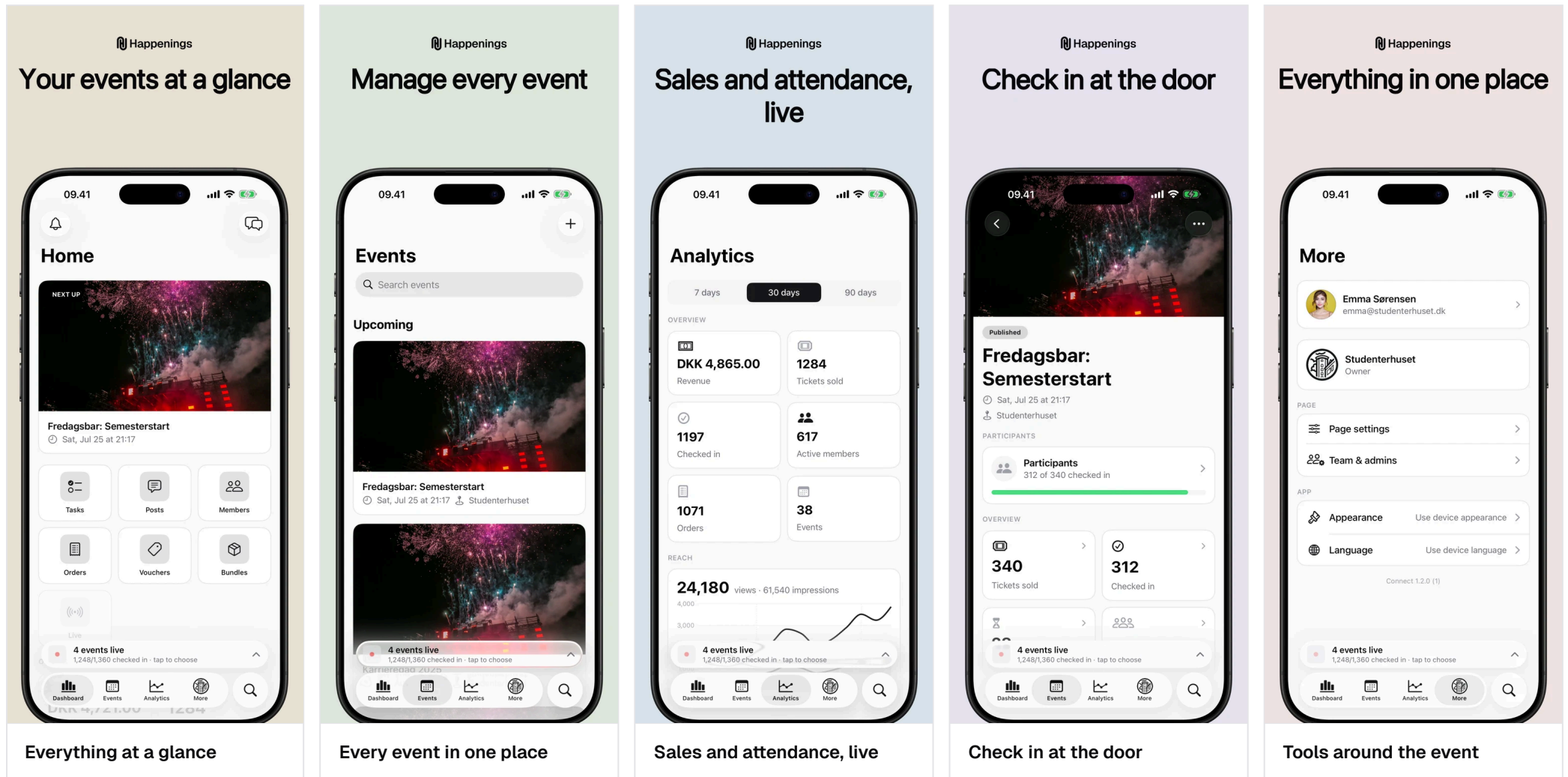
The night ends. The connection does not.

Chat, posts, members and shared albums give every event an afterlife, and every community a reason to come back.



Make it happen. See what worked.

Create, publish, sell, communicate, check in and learn, without stitching five tools together.



Four reasons to open Happenings.

Personas are organized around the job in the moment, not age, status or a marketing stereotype.



01 · EXPLORE

The Explorer

What is worth leaving home for, and who else is going?



02 · BELONG

The Member

Keep membership, benefits, identity and entry in one trusted place.



03 · ORGANIZE

The Community Lead

Bring people together without making admin the main job.



04 · OPERATE

The Festival Operator

Connect the program, map, tickets, entry and live communication.

Make saying yes feel easy.



THE EXPLORER

“Give me a reason to go.”

The useful signal is not more events. It is the right event, right now.

NEEDS

Place, timing, atmosphere and social proof at a glance.

HAPPENINGS ROLE

Today, Near me, pages, friends, sharing and calendar.

SUCCESS FEELS LIKE

From “maybe” to on the way, without a search project.



THE MEMBER

“Know me when it matters.”

Belonging becomes useful when it opens a real door.

NEEDS

One trustworthy place for membership, status, benefits and entry.

HAPPENINGS ROLE

Member card, Happenings ID, Wallet, chat and recurring communities.

SUCCESS FEELS LIKE

Recognized and included, never watched or over-profiled.

Let organizers spend time on people.



THE COMMUNITY LEAD

“Help us feel active all year.”

The event is one moment. The community is the product.

NEEDS

Simple ownership, memberships, events, posts and communication.

HAPPENINGS ROLE

Page, member management, ticketing, content, chat and insight.

SUCCESS FEELS LIKE

More people involved, less time stitching tools together.



THE FESTIVAL OPERATOR

“Keep the whole day moving.”

A program matters when people can find it, enter it and navigate it.

NEEDS

Live program, map, tickets, capacity, check-in and attendee updates.

HAPPENINGS ROLE

Festival page, map, event detail, ticket inventory, scanning and analytics.

SUCCESS FEELS LIKE

One calm operational view, even when the venue is busy.

One mark. Three ways to introduce it.



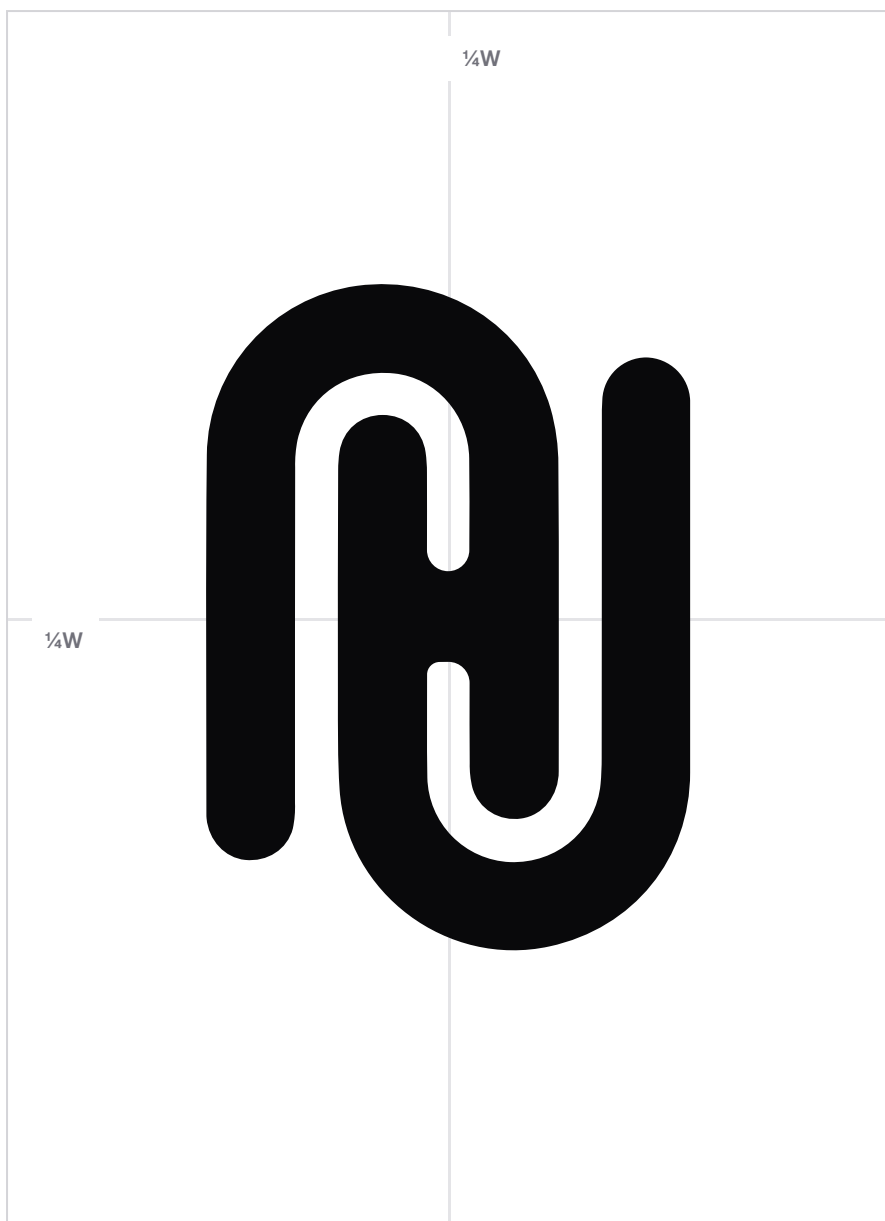
Expressive mark · culture, community and celebration

 **Happenings**

Primary lockup · first touch, partnerships and legal


Happenings

Reverse lockup · compact and centred compositions



THE MARK

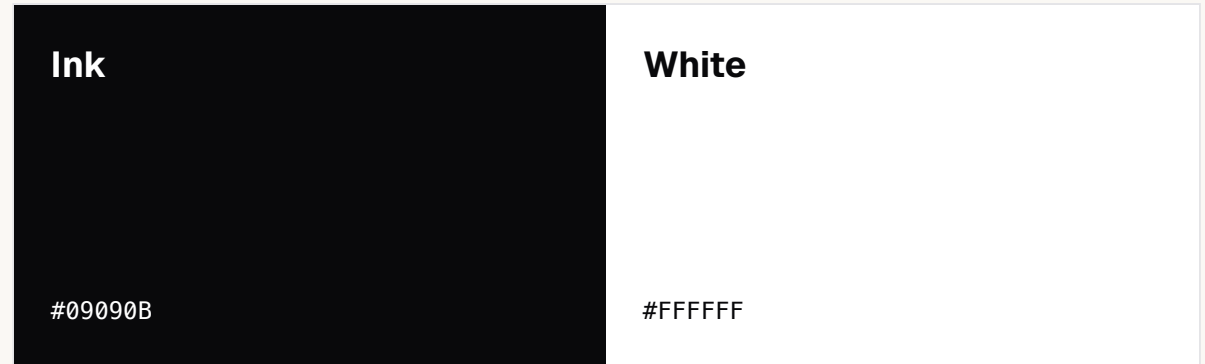
Recognisable because it never changes shape.

The black, white and rainbow marks share the same geometry. Colour changes. The silhouette does not.

ASSET	DIGITAL	PRINT
Mark	20 px high	7 mm high
Horizontal lockup	128 px wide	36 mm wide
Stacked lockup	96 px wide	28 mm wide

Never redraw, rotate, outline, crop, add a shadow, separate the paths or place the mark on a low-contrast image.

Black makes it clear. The spectrum makes it Happenings.



Product surfaces stay calm and neutral. The full spectrum belongs in the mark, personal app icons and moments where emotion matters.

**Direct enough for a
door. Warm enough
for an invitation.**

Hg

Tonight starts here.

Your ticket is ready.

Geist is the product and communication typeface. Headlines are bold, short and tightly set. Body copy is open, useful and written like one person speaking to another.

12 / 14 / 16 / 20 / 24 / 32 / 48 / 72 / 104 · SENTENCE CASE · TABULAR NUMBERS FOR DATES AND COUNTS

TYPOGRAPHY · EDITORIAL

Come for
the
moment.

Instrument Serif gives campaigns a human voice.

Use it when the brand speaks about culture, invitation and belonging. Geist remains the operating system.

Use Instrument Serif for

Campaign headlines, editorial statements, pull quotes, cultural stories and expressive moments.

Keep Geist for

Product UI, tickets, member cards, identity, data, instructions, legal copy and every action.

Pair with restraint

One serif statement per composition. Sentence case. Generous line breaks. Never fake bold or use it as body copy.

PHOTOGRAPHY

Close enough to feel part of it.

Use real moments with movement, texture and imperfect energy. Show why someone would leave home.

- People participating, not posing for the platform.
- A clear sense of place, activity and proximity.
- Natural colour and available light over heavy treatment.
- Avoid empty venues, handshakes and generic party stock.



A world that feels lived in.



VOICE

Say what is happening. Make it easy to act.

Specific

Name the event, place, time or next action.

Social

Write like someone who genuinely wants you there.

Calm

Identity, tickets and money need clarity, not hype.

DISCOVER

“See what’s happening near you.”

INVITE

“Friday bar starts at 18.00.”

TRUST

“Your member card is ready.”

CONFIRMATION

“Din billet ligger i Wallet.”

AVOID PLATFORM LANGUAGE

~~“Unlock community engagement.”~~

AVOID EMPTY ENTHUSIASM

~~“Get ready for an amazing experience!”~~

MESSAGE HIERARCHY

One idea. Different doors in.

Use the smallest line that fits the moment. Do not stack every statement into one piece of communication.

BRAND IDEA	Life is happening.
CONSUMER HOOK	See what's happening.
PARTICIPATION	Find it. Join it. Belong.
BRAND PROMISE	Everything you need to make things happen.
DESCRIPTOR	Events, tickets, memberships and communities. All in one place.
ORGANIZER	Make it happen. See what worked.

BRAND ARCHITECTURE

One trust layer. More ways to belong.

Happenings is the master brand.
Products can speak to different jobs
without fragmenting the promise.



Master platform, consumer relationship
and trust layer.

CONSUMER

Happenings

Discovery, pages, events, communities, tickets and
Wallet.

ORGANIZER

Happenings for Organizers

Publishing, memberships, commerce, check-in and
insight.

IDENTITY

Happenings ID

Verified attributes and member cards with clear
purpose.

ENDORSED

Third Place by Happenings

Workspace communities for schools and companies
on shared infrastructure.

APP ICON SYSTEM

One app. Your version of it.



The classic black-on-white icon is the master. Personal variants let the brand feel owned without losing its silhouette.



Every variant keeps the production mark, placement and safe area. Colour is personal. Geometry is canonical.

Recognizable before the logo arrives.

The system can turn quiet, loud or operational.
What stays constant is direct type, real people
and one clear action.



Tonight starts
with a maybe.

Campaign · Lead with the human hesitation,
then make the next step easy.



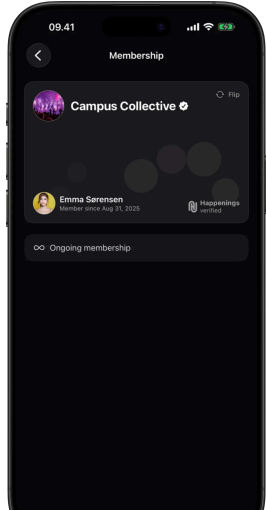
NEAR YOU · SATURDAY 14.00

See what's
happening outside.



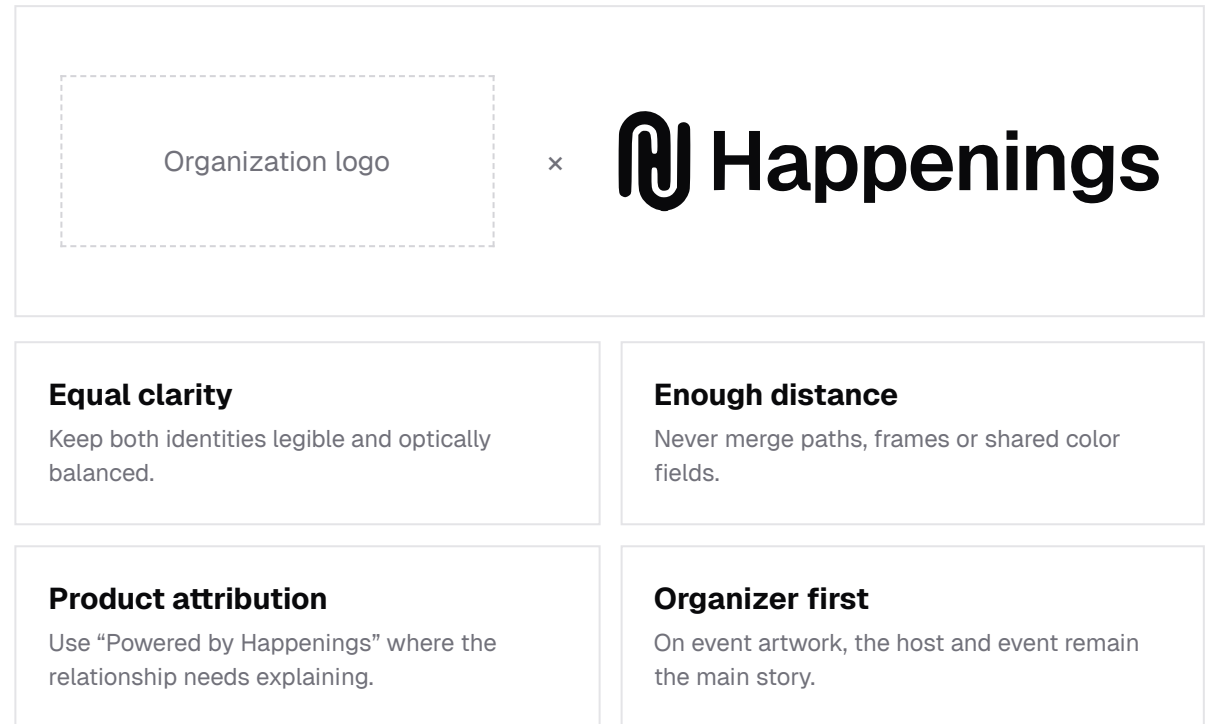
MEMBERSHIP

Your community.
In your pocket.



The organizer owns the moment. Happenings powers the way in.

Partner brands should stay recognizable. Happenings appears as the trusted product layer, not as decoration pasted onto their identity.



Move like someone is already there.

The camera notices participation and quietly moves closer. People do not perform for the platform.

01 · OBSERVE

Human action leads.

02 · DIRECT

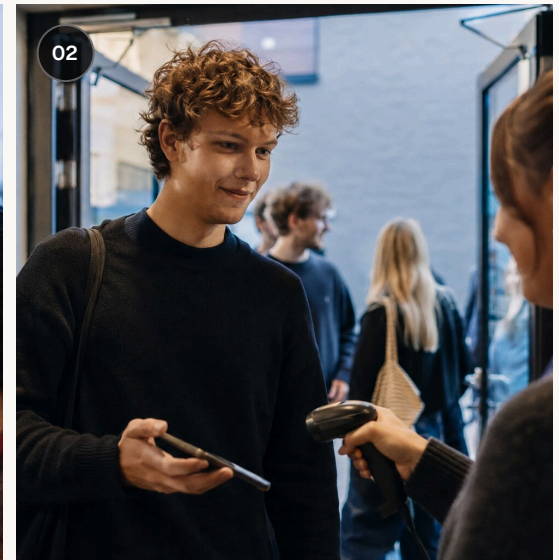
One move per shot.

03 · PACE

Keep human speed.

04 · EDIT

Leave a clean hold.



Generate life. Composite truth.

Storyboard the human change, direct one clear camera move, then add real Happenings UI and identity in the edit.

PROMPT ANATOMY

Person + action

Place + light

Camera + physical detail

End state + constraints

Six shots.
One human shift.



ARRIVAL · 3–5 SECONDS

Slow dolly in

Let the place become an invitation through one believable step.

Hold the landing frame.

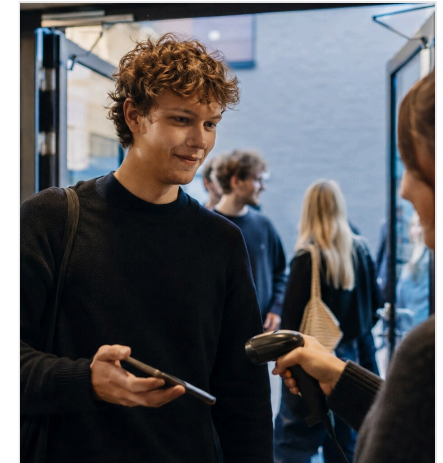


PARTICIPATION · 3–4 SECONDS

Gentle handheld

Follow one useful action at the pace it would happen in real life.

No spectacle for its own sake.



RECOGNITION · 2.5–4 SECONDS

Static or rack focus

Generate the gesture. Add the real member card, ticket or map afterward.

Never generate trusted UI.



SONIC BRANDING

A beat that makes room for real life.

Contemporary lo-fi hip-hop: tactile,
warm and lightly propulsive.
Recognizable enough to be ours.
Quiet enough to leave space for
people.



Find it. · Join it. · Belong.

TEMPO	RHYTHM	HARMONY	TEXTURE
72–88 BPM	Dusty drums restrained swing	Warm Rhodes open voicings	Room tone real places
82–88 BPM	72–82 BPM	80–90 BPM	
Discover Curious and lightly propulsive. The feeling is “let’s go,” never “watch this ad.”	Belong Warmer, closer and more spacious for members and community stories.	Organize Drier and more rhythmic. Work feels coordinated, not corporate.	
Avoid: generic study beats, trap-hat loops, EDM drops, corporate ukulele, excessive vinyl crackle and imitations of named artists.			



**See what's
happening.
Then be part
of it.**

Events. Tickets. Memberships. Member cards.
Maps. Chat. Pages. Posts. Real communities,
with one trusted way in.