

SIGNAL ELEKTRIK

Brand Identity · Instagram Content Strategy

Event Collective

Sound System

Beirut

THE CONCEPT

Two stages. One signal.

Signal Elektrik is a Beirut-based event collective and sound system running two simultaneous stages at every event — one for four-on-the-floor techno and house, the other for 140bpm breaks and bass music.

The name reflects the shared electrical current between both worlds: different frequencies, same voltage.

MARKET POSITIONING

01 The gap they fill

Beirut has scattered techno nights and occasional bass events, but no collective holding both under one roof with deliberate curation for each stage.

02 The promise

Educated listeners on both ends. You can start on one stage, cross over — and leave understanding something you didn't before.

03 The name

"Signal" = the unifying electrical pulse. "Elektrik" = the energy of the crowd and the machines. Both stages carry the same charge.

THE DUAL STAGE CONCEPT

α

STAGE ALPHA

FOUR ON THE FLOOR

Long DJ sets. Hypnotic grooves. Peak-hour programming that rewards patience and rewards the body.

Techno

House

Acid

Industrial

Minimal

128 – 140 BPM

VS

β

STAGE BETA

140BPM TERRITORY

Energy-forward, syncopated, genre-fluid. The unpredictable stage — you never quite know where it goes next.

Breaks

D&B

Jungle

Half-time

Bass

140 BPM

Who comes to Signal Elektrik

01

The curious alternative

Goes to Fete de la Musique, knows a few DJs, open to new sounds. Doesn't self-identify as a raver — yet. Drawn in by the educational content and the approachable dual-stage format.

02

The scene regular

Already knows the difference between techno and tech-house. Wants a collective with genuine curation and no pretension. Comes for Stage Alpha but crosses to Beta out of curiosity.

03

The music-curious expat

Tbilisi / Berlin / London transplants in Beirut who want something that feels familiar but locally rooted. Signal Elektrik's international sound vocabulary makes it instantly legible.

VISUAL IDENTITY SYSTEM

Color palette



Void

#08080E

Alpha

#C864FF

Beta

#00C8FF

Signal

#F0F0F0

Live

#FF2D55

- Void black dominates — backgrounds, primary surfaces
- Alpha purple — Stage Alpha content, accents, CTAs
- Beta cyan — Stage Beta only, never mixed with Alpha
- Signal white — body text and secondary labels
- Live red — event alerts and ticket drops only

Typography

Headlines

SIGNAL ELEKTRIK

Subheads

Two stages · One frequency

Accent

Stage Alpha · 23:00

Body

Calibri or Extended Grotesque — functional, no-nonsense.

How Signal Elektrik speaks

Knowledgeable

Dry

Precise

Curious

Direct

Scene-aware

Hype-free

Irony

Copy never shouts. It informs and invites. Think record store clerk who actually wants to talk to you — not a promoter trying to sell you a ticket. The tone is flat and factual: no adjectives like "underground" or "immersive" before the collective has earned them. Let the music and the dual-stage format speak for themselves.

Do

- + Use genre-specific terminology correctly
- + Reference Beirut scene and cultural context
- + Keep bio factual and update before every event
- + English primary — Arabic for cultural moments

Don't

- Over-hype with words like 'immersive' or 'legendary'
- Post without tagging the relevant stage (Alpha/Beta)
- Use low-effort countdown content
- Ignore the educate-first content strategy

Six pillars. One consistent feed.

01

Event announcements

Lineup reveals, venue teasers, ticket drops.
Always dual-stage — Alpha and Beta
announced together, every time.

02

Sound education

"What is half-time?" / "Breaking down a
techno groove." Carousel posts that teach
genre fundamentals without talking down.

03

Artist & record culture

Spotlights on artists, record recommendations,
archive footage, DJ kit. The texture of the
scene.

04

After-event content

Crowd energy, stage visuals, candid moments.
Raw is fine. "You were there" content that
fuels FOMO.

05

Alpha vs Beta series

Recurring format comparing the two stages:
BPM, mood, crowd, setup. The core brand
differentiator, made visual.

06

Community & scene

Beirut nightlife context, collabs with other
collectives, takeovers. Signal Elektrik as part of
a scene, not above it.

What posts, when — and why

MON

Sound education carousel

Genre breakdowns, BPM explainers, "what is..." format. Targets newcomers and boosts saves — the algorithm rewards saved posts.

Evergreen

WED

Artist spotlight / record rec

A DJ playing an upcoming event, a formative record, or a short mix recommendation with context. Culture content builds scene credibility.

Culture

FRI

Event teaser or announcement

Lineup reveals, venue teasers, ticket drops. Always dual-stage — announce Alpha and Beta together. Never one stage without the other.

Event

SAT

Alpha vs Beta stage post

Compare the two stages on a specific dimension: BPM, crowd energy, sound system, genre history. Core brand-building format — reinforce the dual-stage concept weekly.

Series

SUN

After-event recap

On event weekends: crowd photos, stage clips, short Reels. On quiet weekends: rest, or repurpose the week's best Story content. Don't force it.

As needed

Reels strategy: one 15–30 sec Reel per week — crowd clip, genre education, or stage walkthrough. Reels are the primary discovery driver on Instagram.

Bio, highlights, and handle

Handle

@signalelektrik

Display name

Signal Elektrik

Bio copy

Event collective. Sound system. Beirut.

— Alpha: techno & house

— Beta: breaks & bass

Next event [date] ↓

Keep bio factual. Update the last line before every event. No adjectives.

Story highlights



Stage Alpha

Photos, lineups, clips from the techno/house stage across all events.



Stage Beta

Photos, lineups, clips from the breaks/bass stage across all events.



About

Brand story, the dual-stage concept explained, booking info.



Past events

Vol. 01, Vol. 02... — archive of each event night with crowd, lineup, atmosphere.



Sound 101

Saved education posts — genre explainers, BPM guides, music history. Evergreen for new followers.

Where Signal Elektrik goes next

Phase 1

Beirut — build the scene

- Monthly events, rotating venues
- Establish Alpha/Beta as known formats
- Sound education content builds a loyal, educated following
- Collaborate with local collectives and promoters

Phase 2

Regional expansion

- Tbilisi, Amman, Cyprus — markets with active underground scenes
- Guest bookings from the regional network
- Signal Elektrik as a travelling sound system, not just a local night

Phase 3

Festival stage residency

- Apply for festival stage slots with the dual-stage concept as the pitch
- License the Alpha/Beta format to other promoters
- Independent Signal Elektrik festival edition