

dance**works** INC

BRAND GUIDELINES  
VERSION 2.0 OCTOBER 2017

# Danceworks Brand Guidelines

## LOGO OPTIONS

Primary logo 2 color



### Black

Use this version if black is the only color available; for example, fax cover sheets or forms, payroll checks and stubs, contracts, etc.



### Reversed logo

The signature may be reversed out of color backgrounds as long as there is sufficient contrast to ensure legibility.



### Reversed logo (2 color)

The signature may be reversed out of color backgrounds as long as there is sufficient contrast to ensure legibility.



### Design Element

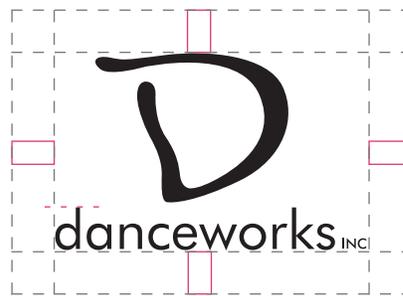
The "D" to be used ONLY as a favicon for social media applications and/or in merchandising applications. PMS 3125 or reversed out.



## LOGO COLORS

	CMYK 95, 2, 22, 0 RGB 0, 171, 199 PMS 3125
	CMYK 0, 0, 0, 100 Black

## LOGO SPACING



Spacing around the logo is to be no less than the height of the lowercase "d" in the word "danceworks"

## LOGO DON'TS

Changing color



Do not distort the logo proportion



# Danceworks Brand Guidelines

## LOGO BACKGROUND CONTROL

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To ensure optimum legibility and impact, select the logo version that provides maximum contrast. On an image background, avoid busy and high contrast areas that interfere with the readability of our logo. On solid color backgrounds, it is important to remember visibility and impact of the logo as well. The preferred white background for our primary logo is most impactful. Apparel or merchandise applications can use a tone-on-tone version of the logo.

## PROMOTIONAL ITEMS

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Our logo should appear on a white background whenever possible, but refer to "Logo Background Control" for other acceptable applications. The logo should be scaled and placed for optimum visibility.



TYPOGRAPHY

Futura BT Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

**Futura BT Heavy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**

*Futura BT Book Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$%^&\*()*

***Futura BT Heavy Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890!@#\$%^&\*()***

Futura should be used for all printed promotional Danceworks communications. Set all type flush left, ragged right.

COLOR PALETTE



Our primary brand color is Cyan.

A broad color spectrum – which includes the primary brand colors – is available for use in large fields of color or to highlight copy. These colors should always be used at 100% – do not create screens or gradations.

Use black for body copy in print materials.

# Danceworks Brand Guidelines

## COLLATERAL FONTS OVERVIEW

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To include, but not limited to:

- Class program brochures
- Outreach program brochures
- Ads
- Annual reports
- Program reports
- Performance brochures
- Playbills
- Postcards
- Flyers
- Invitations
- Grant proposals

### Headline copy

For pieces that are considered Danceworks corporate, such as the Annual Report, Class Programs, Outreach Programs, Grant Proposals. These pieces should use the Futura font family.

*Exceptions to the headline copy rules:*

Performance collateral headlines

Mad Hot Ballroom and Tap collateral headlines

These pieces are themed and may use a stylistic approach to headlines, but must adhere to the Futura font family for all supporting/body copy.

### Body copy

ALL pieces should use the Futura font family.  
Size based upon space and collateral application.

## PERFORMANCE COMPANY COLLATERAL

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### Headline copy

Headlines are open to a stylistic approach and should be carried throughout all pieces of collateral within a performance season including programs, postcards, advertisements, playbills, etc.

### Body copy

ALL pieces should use the Futura font family.  
Size based upon space and collateral application.

## MAD HOT BALLROOM & TAP COLLATERAL

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 C95 M2 Y22 K0  
PMS 3125 U  
PMS 3125 C  
R0 G171 B199

 C0 M0 Y0 K100  
PMS Black  
R0 G0 B0

 C20 M100 Y80 K15  
PMS 1797 U  
PMS 1797 C  
R175 G29 B53

### Primary colors

Mad Hot Ballroom and Tap collateral is PMS 3125 and Black, and PMS 1797 (red) should be used as an accent color on all MHBT collateral.

### Headline copy

Headlines are open to a stylistic approach and should be carried throughout all pieces of collateral within a MHBT season including invitations, postcards, advertisements, programs, etc.

### Body copy

ALL pieces should use the Futura font family.  
Size based upon space and collateral application.

## LOGO OPTION FOR MHBT ONLY

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MHBT logo version  
(2 color)



Reversed logo  
(2 color)  
The MHBT logo version may be reversed out of color backgrounds as long as there is sufficient contrast to ensure legibility.

