

BrandBook



Table Of Contents

About.....	02
Logo Usage	03
Incorrect Logo Usage	04
Colors.....	05
Typography	06

About

Rachel's School of Dance is an organization dedicated to producing the best ballet, tap and jazz dancers in the region.

We are dedicated to providing our students with the highest qualified teachers and provide an encouraging outlet, so our students have a place they can feel free to express themselves.

As a company we want to make sure we align our beliefs and mission with our visual presence, which is why we have outlined some details regarding our logo, color palette and typography in this document.

Please review the content of this document before proceeding with anything to do with our company image.



Rachel's
School of Dance



Rachel's
School of Dance



Rachel's
School of Dance



Logo Usage

Rachel's School of Dance logo is the face of our company and should always be used as directed

The logo can be used in any of the 3 color sequences. Examples to right indicate how to use the logo with or without the background icon.

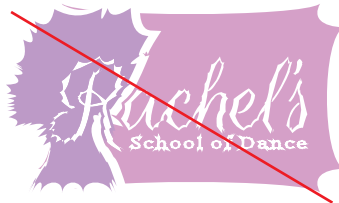
If the logo is being placed on a dark background it must be inverted to a solid white icon or solid white text.

The logo should not exceed 8 inches wide or go below 2 inches wide

Please notice the spacing required around the edge of the logo. This space is required to emphasize that it is it's own element.



rotate



style



scale



color



alter



remove

Incorrect Logo Usage

Don't:

1. Change the orientation of the logo
2. Add any stylization effects to the logo
3. Unproportionately scale the logo
4. Adjust the logo colors unless referencing the inversion explained on page 01
5. Alter any of the content or icon properties
6. Remove any of the content

1.



PANTONE 522 C, 257 U
RGB 190, 155, 200
CMYK 5, 23, 0, 22
HEX #be9bc8



PANTONE 672 C, 515 U
RGB 214, 160, 201
CMYK 0, 25, 6, 16
HEX #d6a0c9

2.



PANTONE 5 C, 421 U
RGB 178, 179, 179
CMYK 1, 0, 0, 30
HEX #b2b3b3



PANTONE 4 C, 4 U
RGB 187, 187, 187
CMYK 0, 0, 0, 27
HEX #bbbbbb



PANTONE 269 C, Purple U
RGB 70, 34, 96
CMYK 27, 65, 0, 62
HEX #462260



PANTONE 7403 C, 460 U
RGB 247, 215, 137
CMYK 0, 13, 45, 3
HEX #f7d789

Colors

Our colors are the signature of Rachel's School of Dance. They divide us from our competition and give our company a friendly, higher quality experience feel. We take pride in these colors and ask that they are used wisely.

1. Primary "Logo" Colors

These colors are used mainly for the logo of our company, but can be used as accents in print and throughout the web

2. Secondary Colors

Our secondary color palette consists of grayscale versions of our logo colors along with two accent colors which will be used across our website and included in most forms of print.

*Rouge Script Regular**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz**1234567890***Ovo Regular****Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz****1234567890**

Helvetica Neue Thin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Vv Ww Xx Yy Zz

1234567890

Helvetica Neue Bold**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz****1234567890**

Typography

All of our fonts will be used across both web and print depending on the requirements.

Rouge Script will be used as a header and main category font. It is whimsical and flows nicely with our concept

Ovo will be used as our serif font to add a modern feel to certain aspects of the web (links) and print

Helvetica Neue will be used as the main content font of both web and print