

DAFMARK BRAND GUIDELINES



DAFMARK

TABLE OF CONTENTS

Dafmark Brand and Flexible Identity System	1.1
Identity Specifications: Interchange of Brand Names	1.2
Identity Specifications: Clear space and minimum size	1.3
Identity Specifications: Backgrounds allowed	1.4
Color Palette	1.5
Typeface	1.6



DAFMARK BRAND AND FLEXIBLE IDENTITY SYSTEM

Dafmark creates meaningful connections through the creativity and language of dance, its passion for education of all art forms and its commitment to invest in and inspire the next generation.

A flexible identity system unifies these offerings through a clear design structure. The offerings connect to the principal identity while remaining unique and distinct.

DAFMARK DANCE THEATER



DAFMARK



DAFMARK
DANCE THEATER



DAFMARK
CREATIVE ARTS CENTER



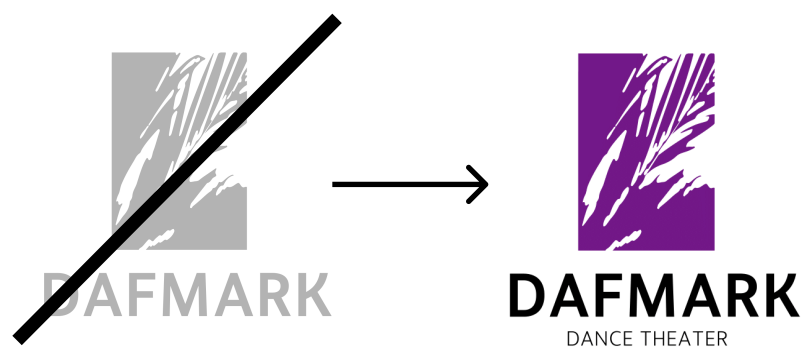
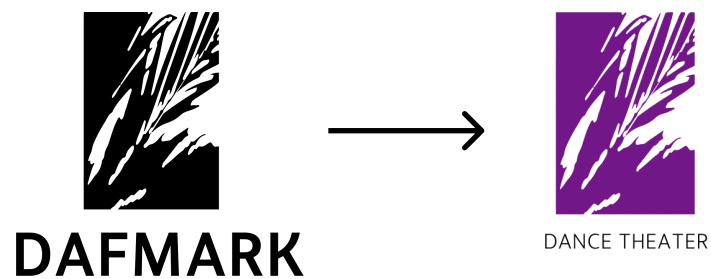
DAFMARK
PARTNERS IN DANCE

INTERCHANGE OF BRAND NAMES

When Dafmark's principal identity is present on the same page, Dafmark's sub-identities do not need the "Dafmark" name. Use the respective alternate version of the sub-identity.

Without Dafmark's principal identity present, the sub-identities must include "Dafmark."

Never alter the identities' imagery or text spacing.



CLEAR SPACE AND MINIMUM SIZE

When “Dafmark” is present in the identity, measure the vertical space by one “F” height. For the horizontal space, measure with two “F” widths.

When using an alternate sub-identity, use the “F” from the principal identity on the same page.

The minimum size for any identity is 3/4” (0.75 in.) wide, measured from the longest text in the identity.



BACKGROUNDS ALLOWED

All identities must be placed on a white background: they cannot be placed on colored backgrounds or photos. If using a photo background, the identity must be placed on a white rectangle.



COLOR PALETTE

Black and white portray boldness and highlight the principal identity’s dynamic shape. The gray accent colors complement the primary colors.

Color portrays the essence of a brand. These primary colors portray Dafmark’s values of transcendence, community and loyalty.

PRIMARY COLORS



RGB:
115, 25, 137



RGB:
30, 132, 54



RGB:
33, 93, 181

ACCENT COLORS



RGB:
176, 176, 176



RGB:
86, 86, 86



RGB:
0, 0, 0

TYPEFACE

Typography portrays a brand's voice. LT Hoop is a fluid yet clear typeface that expresses boldness. These qualities reinforce Dafmark's essence and is reflected throughout these guidelines.

FONT

LT Hoop

EXTRA BOLD

SEMI BOLD

REGULAR

LIGHT