Brandbook

RSD
Rachel's School of Dance
Ballet • Jazz • Tap

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Introduction

Rachel's School of Dance is a prestigious dance school that offers ballet, jazz and tap dancing classes to all ages. We provide our students the tools and practices to be the best dancers they can be. We carefully fulfill the needs of each student to up bring them to be the best dancers in Canada.

Our branding is important to us, as it gives the consumer a glimpse of our focus to class and sophistication. This book shows specific guidelines and rules so that all our partners can feature us in va consistant design.

Three Pillars of Design

Our design focuses on three main components:
Sophistication, Balance, and Elegance.

With these three main elements, we can provide
a clear consistent design language that shows
class and style.

Sophistication

Typography is important in our brand it
conveys a certain emotion to what font we choose.

Serif fonts are used for most of our headings
and sub-headings. Meanwhile San-Serif fonts are
used for many text and number writings.

Typography

Logo
Bodoni 72

Headings/Sub-Headings
Garamond Regular

Texts
Aleo Light

Numbers
Canter Light

RSD

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

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

0 1 2 3 4 5 6 7 8 9

Balance

The logo and the layout of each element, from the spacing and the asethetics are carefully thoughtout.

They are the first thing that a reader will see and the brand identity itself relies heavily on the logo and the context around it. It is the touchstone of our brand.

Logo Usage

The logo must be unobstuctive within 20 pixels from all sides at all times.

The logo maybe used with certain backgrounds depending on the logo option.

When the full logo and full name is included, a dark rose gold or a gray bacground is perfered. There are two variations of the logo. One presents all the dance styles offered and the other shows a specific dace style. Character colour are only offered in one colour, a yellow tint white.

Alternatively, when only presented with the 'RSD' logo, the background can be offered in the latter two colours mentioned or be transparent. Character colour are offered in the yellow tint white, and black and white.

Black and white character colour can only be used in-house by the dance school only.

Changes to the orientation, scaled unporportionately, colour, additions and substitutions are **not** allowed.

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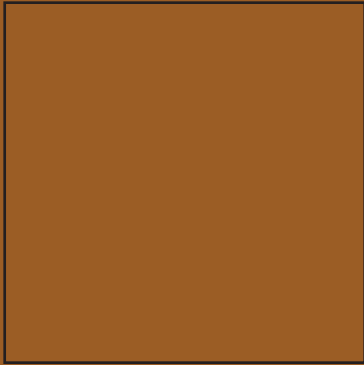Rachel's School of Dance
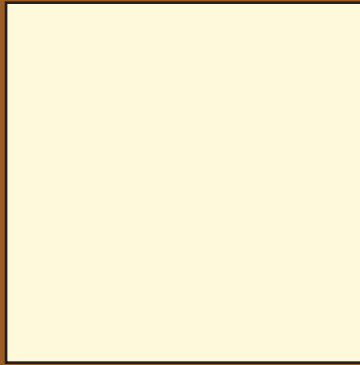Jazz

RSD

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Elegance

Colour gives the brand, personality and taste.

Our choice of colour represents luxury,
class, and prestige meanwhile creating a palatte
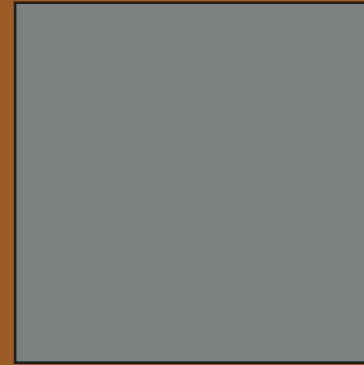that still feels modern and minimalistic.
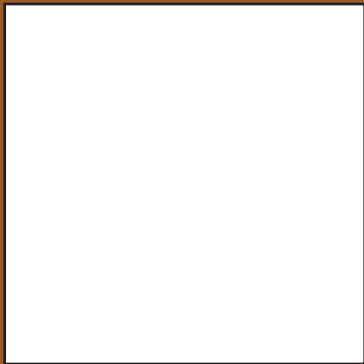
Colours

CMYK 30, 65, 100, 19
RGB 155, 93, 37
HEX 9B5D25

CMYK 0, 1, 17, 0
RGB 255, 248, 217
HEX FFF8D9

CMYK 22, 14, 18, 45
RGB 123, 128, 128
HEX 7B8D8D

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX FFFFFF

CMYK 75, 68, 67, 90
RGB 0, 0, 0
HEX 000000

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