



Brand Guidelines v1.0

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# Brand Identity

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# Logo Variations

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Variation 01



Variation 02



Variation 03

# Logo - Don'ts

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Do not change proportions



Do not change colours



Do not Rotate



Do not add special effects



Do not place the identity on coloured  
Backgrounds other than those specified



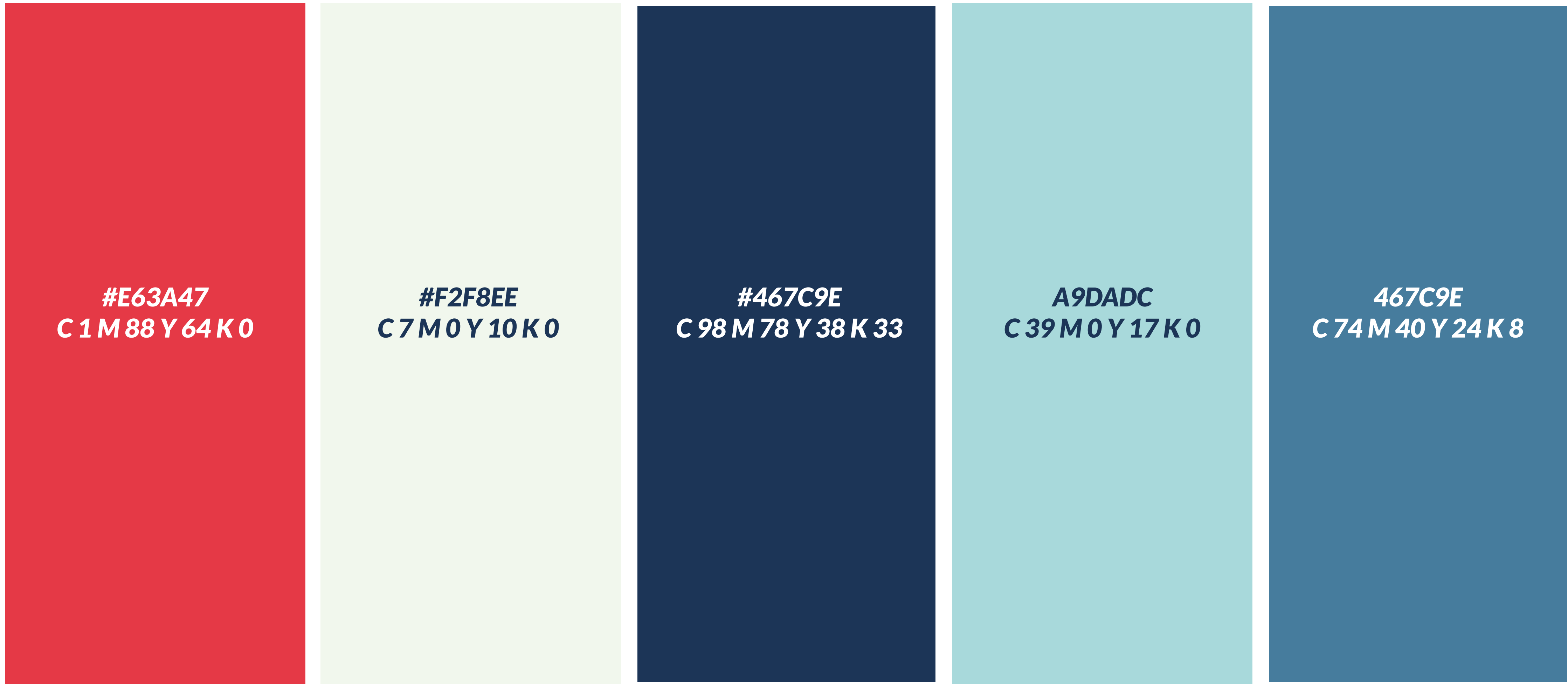
Do not place the identity on gradients  
Backgrounds other than those specified

# Colour Schemes

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# Solid Colours

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# Typography

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# Suez One

## Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@#%&**

# Typography

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## Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%&

REGULAR

**BOLD**

**BLACK**

# Thank you

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# Branding Identity

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Danza de Ritmo's aim is to be a trendy as well as professional Zumba/Dance Studio inspiring kids, as well as adults to express their emotions & to keep in shape through the art of dancing & cardio.

The design style is vintage, and retro to give a unique look as well as to make it attractive to the younger audiences.

