

A photograph of four dancers in a dark studio, performing a synchronized low-to-the-ground pose. They are wearing dark, form-fitting leotards. The lighting is dramatic, with strong shadows. A large, faint, stylized 'V5' logo is visible in the background. The text 'V5 dance company' is overlaid in the bottom left, and 'brand book' is in the bottom right.

V5

dance company

brand book

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Designed by Cecily Lo
For V5 Dance Company
Boston, MA

INTRODUCTION

V5 is a **collaborative** of contemporary dancers in Boston committed to developing and sharing **innovative** and **interactive** dance with **new communities**. The focus of our identity is in this innovation, and we strive to represent our company mission through V5's visual brand.

***OUR BRAND IS AS VITAL TO THE
V5 EXPERIENCE AS OUR DANCERS
THEMSELVES.***

THE LOGO

V5's logo seeks to extend the same vision as our choreography: fresh, cutting-edge, and visually striking.

with typemark



without typemark



The hand-written font and uneven edges hark back to our company's devotion to thinking outside the box. V5 pushes the envelope. We break boundaries.

The simplicity of the logo gives it versatility: project it on the backdrop of a performance -- or keep it as tiny as a favicon.

COLOR VARIATIONS:



MINIMUM REQUIREMENTS



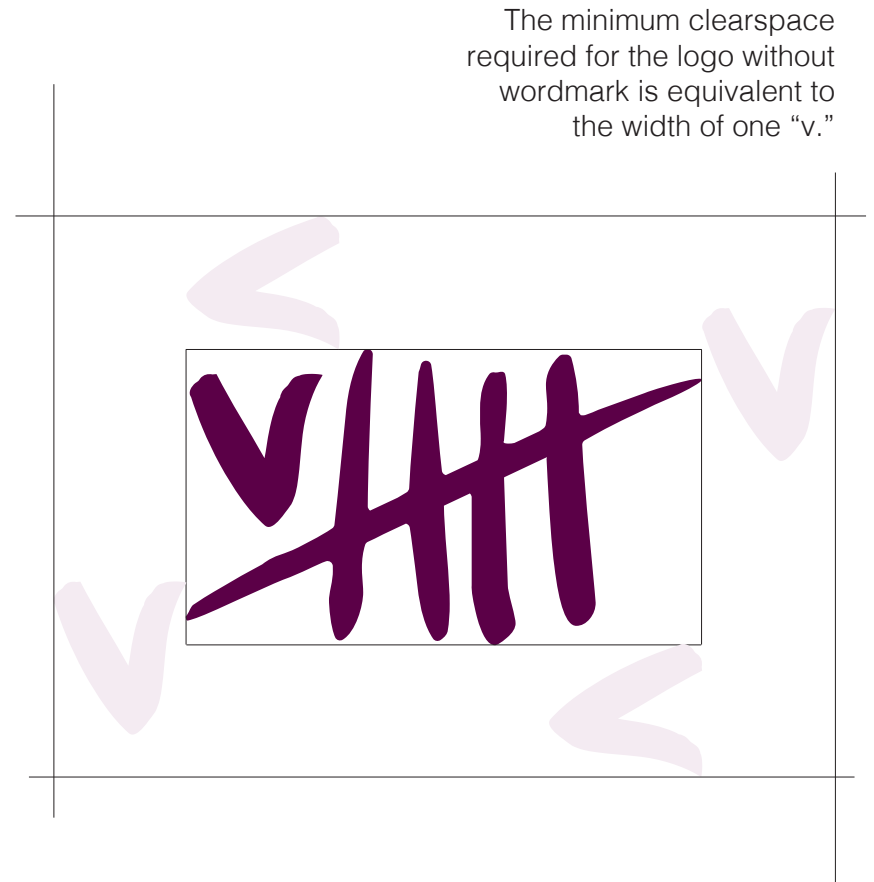
the minimum acceptable size for our logo with the wordmark is **50mm** wide.



the minimum acceptable size for our logo is **10mm** and should only be used sparingly at this size (business cards, small print ads, etc.)



The minimum required clearspace is equivalent to the gap between the logo and the wordmark, whose proportions may not be altered.



The minimum clearspace required for the logo without wordmark is equivalent to the width of one "v."

INCORRECT USAGE

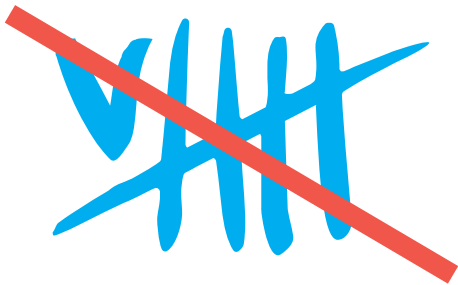
01. Do not use colors outside of the color palette.

02. Do not rotate the logo.

03. Do not stretch the proportions of the logo.

04. Do not modify the proportions between the logo and the wordmark.

05. Do not alter the font of the wordmark.

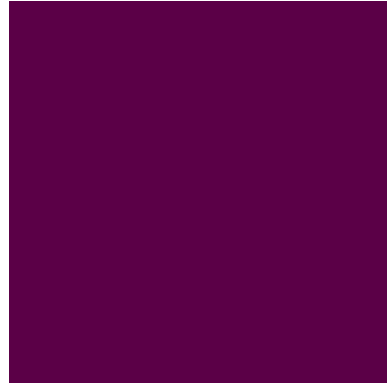


COLOR PALETTE

**FOR LIGHT
BACKGROUNDS**

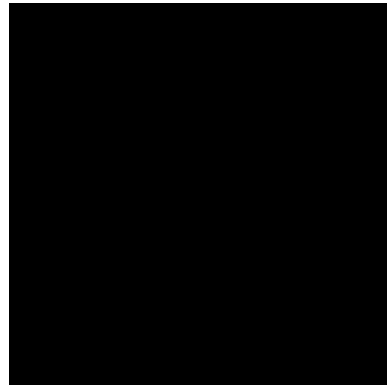
C: 40%
M: 100%
Y: 10%
K: 55%

#5a0047



C: 0%
M: 0%
Y: 0%
K: 100%

#000000



PRIMARY

C: 0%
M: 0%
Y: 0%
K: 30%

#bbbdcd



C: 10%
M: 25%
Y: 2%
K: 0%

#dfc2d8



SECONDARY

**FOR DARK
BACKGROUNDS**

TYPOGRAPHY

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

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

01. Helvetica Light

To be used for the body of all print and web publications.

02. Big Noodle

To be used for headers and other accents.

03. Arsenale White

To be used for the wordmark and decorative purposes.

PRODUCTS

