

# STUDIO MLD

***“Your dance  
destination.”***

# BRAND STORY

## What are our core beliefs?

### CEO May Lene's Story

At the age of 14, May Lene stumbled upon her passion for dance but she couldn't afford formal dance lessons. Though that did not stop her. She started learning how to dance in her small room and that was the beginning of May's dance journey.

Days turned into weeks, weeks into months, and months into years of practice. May Lene's dedication helped her become the person she wanted to be. That was when she believed anything was possible. Failure only made her stronger.

### Serving The Community

MLD STUDIO strives to create opportunities for dancers from all backgrounds. Through workshops, online tutorials, and motivational talks, she wants to share the wisdom she gained through her dance journey. May Lene's ultimate goal is to empower individuals to believe in themselves and pursue their passions.

### Inspiring The Community

May Lene's journey wasn't just about her personal growth; it inspired dancers everywhere. Her story helped people facing similar challenges. She proved that with passion and perseverance, anything is achievable.

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**LOGO**

# PRIMARY LOGO



Our logo captures the essence of power, boldness, and modernity with a distinct hip-hop flair. Made with precision and passion, its dynamic lines and vibrant colors reflect the energy and vitality of the hip-hop culture.

Each element is designed to state a sense of strength and confidence, and compliments the boldness and fearlessness.

# SKETCHES

**MLD** STUDIO



**STUDIO  
MLD**

Here are some sketches made during the process of creating the logo. These sketches are rough drafts or early ideas that were used to brainstorm and experiment with different concepts.

Sketching helps to visualize possibilities and refine ideas which leads to the creation of a logo that best represents the brand's identity and values.

# ICONS



Logo icons represent the company. They're super important to tell people what the brand is about. These icons are designed to be easy to recognize. They help companies stand out.

These logo icons can be used in websites, mobile apps, or social media profile pictures.



# BLACK & WHITE



Black and white logos are useful because they work well in lots of different places. They don't need color, so they're easy and cheap to print on packaging and signs.



They focus on the basic design instead of trendy colors. Anyone can understand them, even if they can't see colors well, which makes them accessible to everyone.

# DO NOT

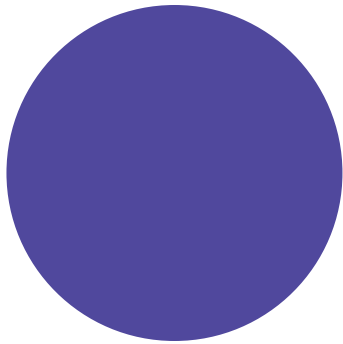


1. Do not make the background and the text light
2. Do not change the position
3. Do not make the text and the background dark

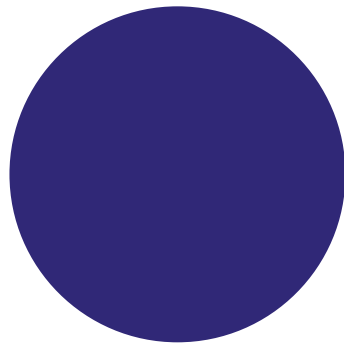
4. Do not switch "MLD" and "STUDIO"
5. Do not make the logo upside down
6. Do not stretch the logo

**COLORS**

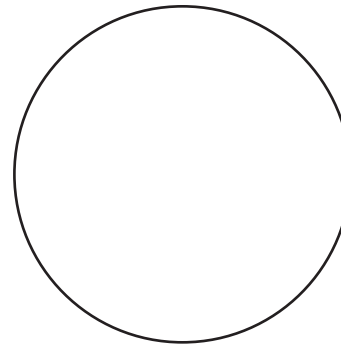
# PRIMARY COLORS



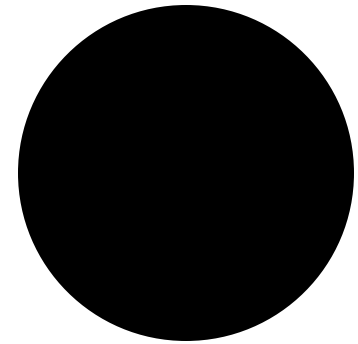
#50489d



#2f2977



#ffffff

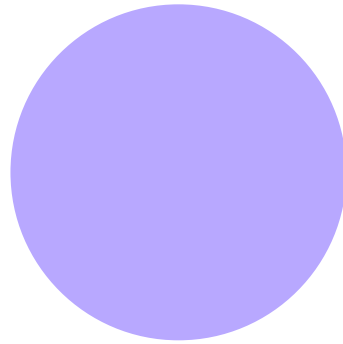


#000000

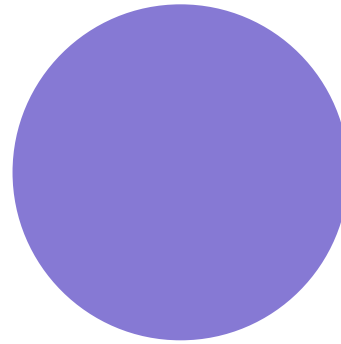
Primary colors are the building blocks in the world of design. colors, allowing for endless possibilities in color combinations and creations. In design, primary colors often form the core palette of a project.

Purple adds luxury and creativity to our style, making us stand out. White keeps things fresh and clean. It also adds a sense of clarity. Black brings depth and strength. Together, these colors create a look that's modern, fierce, and unforgettable.

# SECONDARY COLORS



#b8a8ff

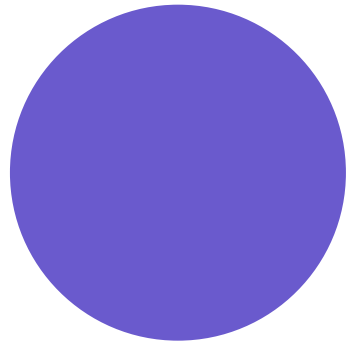


#8679d4

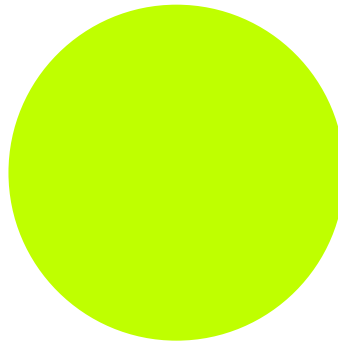
We use a secondary palette to complement and enhance our primary colors, expanding the range of options available for design and communication purposes.

In our secondary palette, it's simple and fun. Together, these colors compliment our primary colours with vibrancy while capturing the essence of hip-hop culture.

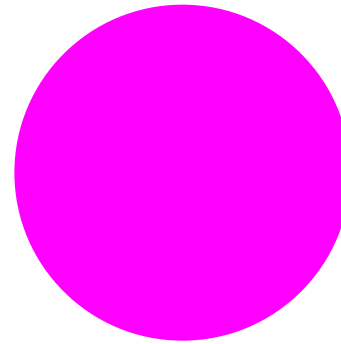
# TERTIARY COLORS



#50489d



#50489d



#50489d

These tertiary colors can be used to further expand the hip-hop color palette while maintaining harmony with the primary and secondary colors.

These colours are only used for promotions or alert messages. They should be used more sparingly.

**TYPOGRAPHY**

# TYPEFACE

**Poppins Bold**

**Poppins Semi-Bold**

Poppins Regular

**Bold**

**Semi-Bold**

Regular

Using a sans serif font for the typeface offers several benefits, especially in digital and modern designs. Sans serif fonts are simpler and easier to read on screens

because they don't have the extra decorative strokes at the ends of letters that serif fonts do. They convey a clean and modern aesthetic.

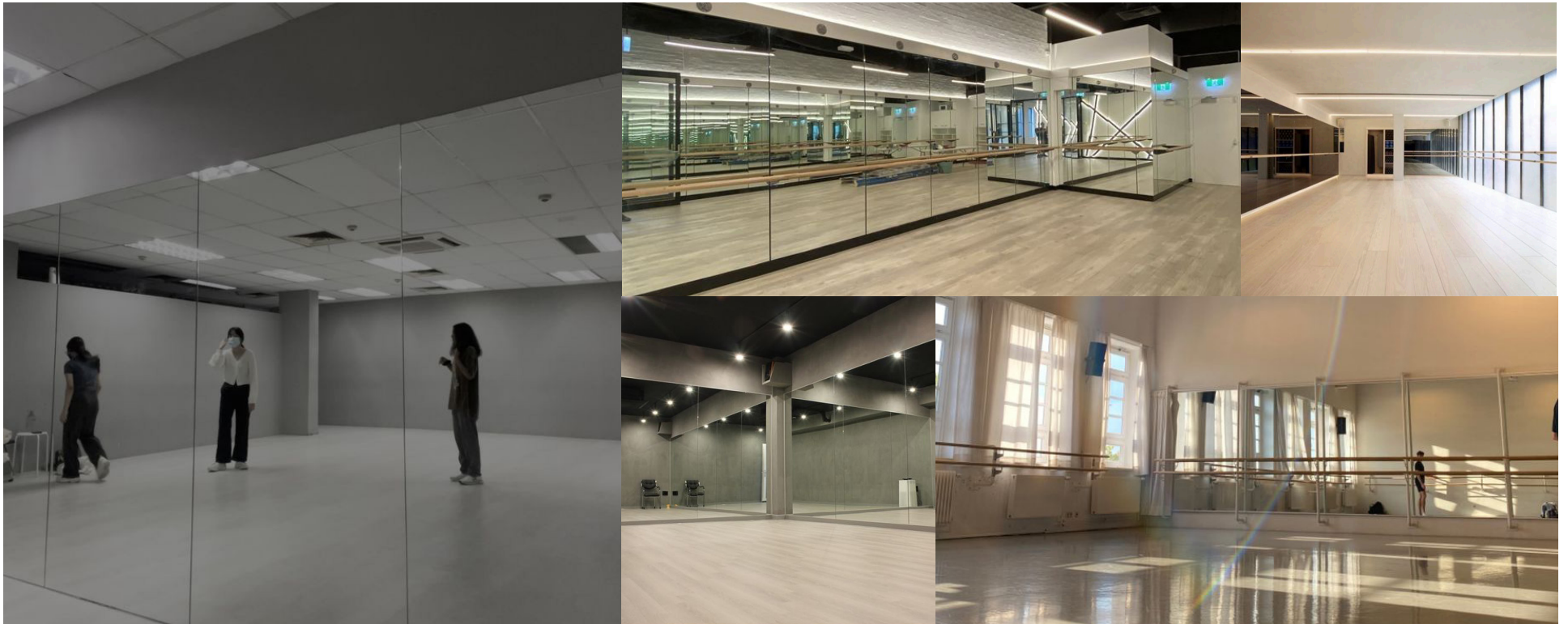


**IMAGERY**

# MOOD BOARD



A mood board is a visual tool used to capture and convey the aesthetic, tone, and atmosphere of a particular concept or project. In the context of a dance studio, a mood board featuring photos of the studio itself and dancers can serve



as a powerful source of inspiration and guidance. The photos of the studio can showcase its layout, decor, and ambiance, providing a sense of the physical space.

# MOCKUPS





