



Velocity
DANCE STUDIO

BRAND GUIDE
HCDE 308

BRAND IDENTITY

MISSION STATEMENT

"Velocity advances contemporary dance and movement-based art by fostering the creative explorations of artists and audiences through an invested commitment to education, creation, performance, inquiry, community participation, and inter/national exchange."

VALUES

Through dance, mentorship, and community engagement, Velocity Dance Studio strives to be recognized for:

- Cultural Relevance
- Empowerment
- Accessibility
- Diversity
- Community Involvement

VOICE TONE STYLE

RELATABLE

Our dance studio uses empathy as a compass to guide us through our customer interactions. We emphasize the importance of open communication with our patrons so we can better understand, represent, and serve our community.

BUSINESS CASUAL

We are casually looking for serious dancers and seriously looking for casual dancers. As a community dance center, we're serious when we have to be, but prefer to keep our customer interactions casual and lighthearted.

MINIMALISTIC

By eliminating the unnecessary, we can allow modern contemporary dance to expose our essence, identity, and emotional vulnerability.

PRIMARY LOGO

Velocity's Logo serves as a representation of our desire to advance contemporary dance and movement-based art by investing in artists' creative exploration. The wordmark and brandmark can be used independently, or concurrently.

Our logo was designed to embody Velocity's societal movements within the community and graceful movements through dance. The elegance of contemporary dance is illustrated by the serif wordmark as well as the smooth continuous linework that outlines the dancer. Additionally, the forward-facing dancer paired with the italic treatment of the wordmark symbolizes the progressive, dynamic, and avant-garde culture that Velocity strives to maintain.

Please do not rotate, shear, embolden, or colorize our primary logo. You may only use the black and white version if you are displaying both the wordmark, and the brandmark together.



Velocity
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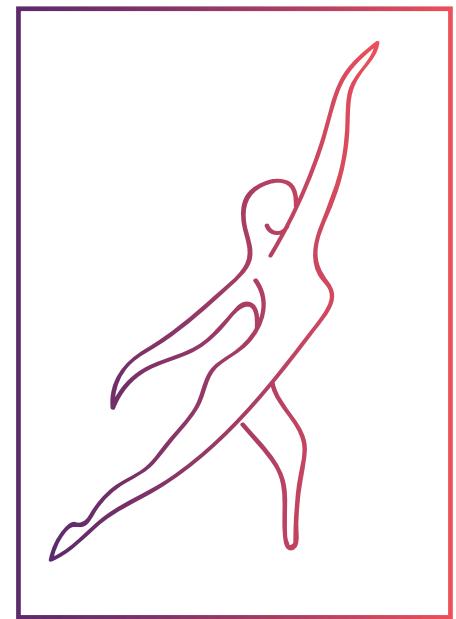
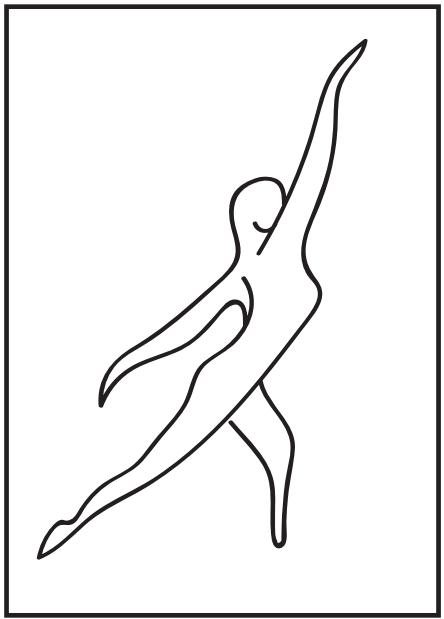
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SECONDARY LOGOS

The hand-drawn style of our secondary logo emphasizes the personal values of the brand and represents the natural expression imbued within dance. Our brandmark illustrates the naturality and elegance that contemporary dance embodies through simple line art. The dancer in the box represents an artists performing in front of a mirror. Our artists' goal is to help the audience see the beauty in dance the way they see it. If we watch the dancer through the mirror, we can begin to understand how they see themselves and how they perceive dance. Whether our secondary logo is on apparel or flyers, the brandmark is designed to be memorable and easily recognizable.

Like our primary logo, please do not rotate, shear, embolden, or colorize these three iterations in any other way than what is pictured. The gradient-based logo must be presented as pictured with no variant to the degree or direction of the gradient. It can, however, be placed on either a white or black background.



DOCUMENT DESIGN

Velocity's digital and print-based documents have their own branding style. As pictured on our pages, the opaque dancer in the background is specific to our document design.

On business cards, the ribbon twirling dancer can be positioned on the right hand side of the wordmark. The ribbon should be slightly cut off by the bottom edge of the card. The ribbon attached to the dancer embodies how dynamic and fluid contemporary dance is. Viewers can follow the ribbon from the top of the card, through the logo, and to the body of the dancer. The illustration is designed to flow through the document without interrupting the content.

Whether it be flyers or presentation slides, the dancer on the document design logo should be fully visible on the page. The ribbon must be slightly cut off from the bottom of the page, and from the left side of the page if possible.

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FEATURED ICONS

Velocity's icons are an extension of the design direction illustrated in the logo. The smooth continuous linework is meant to mimic the brandmark's visual style, namely line weight, curvature, and continuance. Rounded edges are perceived as friendly and inviting, which represents Velocity's values.

The icons are a representation of the tasks that help sponsor the organization. While the shopping cart is used in the context of purchasing tickets and dance class memberships, the piggy bank is used to communicate donation.

When using our icons, be sure to use the correct color in relation to its background. For example, black icons must be used on gray or white backgrounds, whereas white icons must be used on either purple or pink backgrounds. Gradients cannot be used in or behind our icons.



COLOR PALETTE

Velocity is represented by the analogous colors, Poppin' Purple and Punch Pink. Modern contemporary dance has elements of fluidity which is reminiscent of cool hues, however, it is very dynamic which calls for a warmer tone. We deduced that the warm-toned purple would perfectly represent our graceful, but energetic studio. Our purple is used as the main color for navigation bars and background elements. In our mobile app, it is used as a background to differentiate body content from headings.

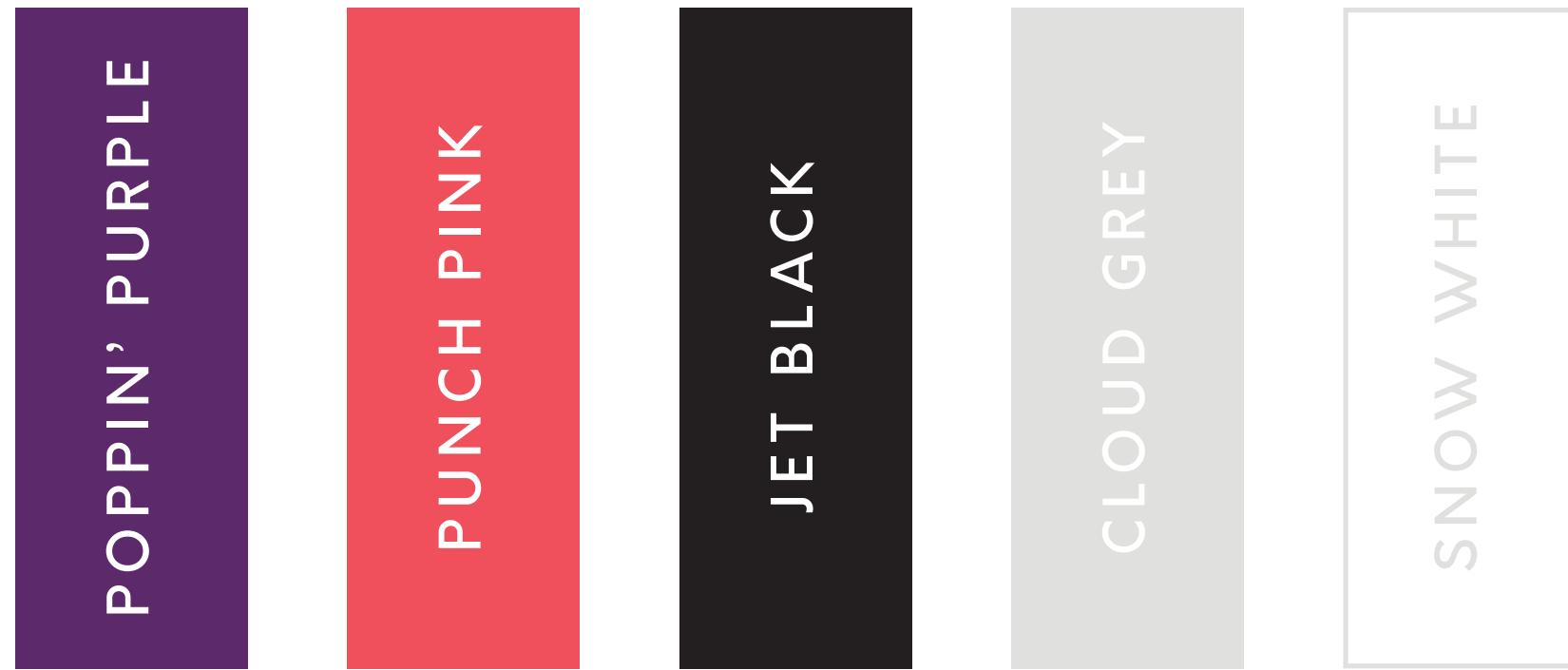
Punch Pink is a color that brings vitality and passion to our brand. In contrast to our purple, the bright hue brings nothing but liveliness. Pink is primarily used for accenting, but can be used as a background if the opacity is changed to 70%. When Poppin' Purple and Punch Pink are paired in a gradient, Velocity's identity is fully expressed through color. The purple side of the gradient represents grace, distinction, and sophistication, whereas the pink side represents vibrancy, exuberance, and movement.

Black and white are used for backgrounds, text, iconography, and logo design. On mobile, grey is used to depict inactive elements on the page. Grey can also be used as a background.

CMYK: 15%, 59%, 0, 58%
RGB: 92,44, 108
HEX: #5c2c6c

50° Gradient

CMYK: 0, 66%, 62%, 6%
RGB: 240, 82, 91
HEX: #f0525b



POPPIN' PURPLE

CMYK
15%, 59%, 0, 58%

RGB
92, 44, 108

HEX
#5c2c6c

PUNCH PINK

CMYK
0, 66%, 62%, 6%

RGB
240, 82, 91

HEX
#f0525b

JET BLACK

CMYK
0, 0, 0, 100%

RGB
0, 0, 0

HEX
#000000

CLOUD GREY

CMYK
0, 0, 1%, 12%

RGB
224, 224, 222

HEX
#e0e0de

SNOW WHITE

CMYK
0, 0, 0, 0

RGB
255, 255, 255

HEX
#ffffff

TYPOGRAPHIC HIERARCHY

The featured typography and hierarchy should be implemented across all mediums, digital and print.

Constantia is a serif used to represent the dynamicism and sophistication of Velocity. It has been italicized in our logo to convey movement and progression.

To illustrate Velocity's modern and chic branding, Orkney is used primarily as headings and subheadings. It's breathability and clean strokes are representative of the linework seen in our primary and secondary logos.

Open Sans is highly legible on print and on mobile screens. In addition, its professional, yet casual style is reminiscent of the business casual tone Velocity has with its patrons.

Constantia

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

ORKNEY

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

Open Sans

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

CONSTANTIA

Use for the wordmark

Sentence case

Kerning: 0

Constantia, Italic, 58pt

ORKNEY

Use for headlines

UPPERCASE

Kerning : 176

Orkney, Regular, 20pt

Open Sans, Semibold, 18pt

OPEN SANS

Use for body copy

Sentence case

Kerning: 0

Orkney, Regular, 14pt

Open Sans, Regular, 12pt

Wordmark

HEADING

SUBHEADING 1

Mobile Heading

SUBHEADING 2

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh

MOBILE FLOW

To improve the donor's experience, I made the interaction more engaging, simple, modern, and aesthetically pleasing. By splitting the form into three distinct steps, the user's progress is more accurately communicated, which mitigates information overload. I leveraged figure-ground by using a drop shadow on the radial slider to communicate that the elements is movable. To stay on brand, I used the colors that Velocity filters their photos with.

