

Brand Identity

Mission

COMPANY provides a warm, age-appropriate, community-oriented environment for dancers beginning at age 2. We value quality training, effort, growth, and respect. Our goal is to provide a dance education that builds performance skills, artistry, technique, and confidence. We aim to instill in our dancers a joy of dancing through life--whether on stage or on a dance floor.

Values

- Warm
- Age-appropriate
- Community-oriented
- Dance offerings for all interest levels, styles and commitment
- Respect for each other, dancers, and families
- Confidence-building, promoting artistry and performance
- Where dancers get the chance to connect with their teachers and class and find their “dance family”
- Teachers are there to build relationships with kids in addition to teaching them technique

Market

COMPANY bridges the gap between extremely competitive, intense, and high-commitment studios in the area, and recreational or single-genre studios where the goal of class may not be proper technique or advanced steps. In our classes, students will learn proper technique in multiple genres, and perform creative choreography, but do not have to commit to 6 days a week in the studio.

We additionally see our dancers as people rather than just dancers. While they may come to dance class once or twice a week, they're also students, athletes, musicians and artists, gymnasts, cheerleaders, siblings, and – most importantly – kids. We expect attendance, focus, and hard work, but understand that bar and bat mitzvahs, birthday parties, family vacations, and school trips come up.

What Makes Us Different

We set ourselves apart from the competition on three main components.

First, we have options for dancers of all interest and commitment levels. For recreational and younger dancers, we have once-weekly classes. For more serious and committed dancers, we offer performance companies and competition teams.

Second, we believe in the value of community-building. Our dancers are grouped by grade level rather than technical level, because it's important to us that students feel a connection to each other in the classroom. We believe that students growing through classes together builds their “dance family”, and creates camaraderie and trust in the studio. This focus on

community-building is why we also have birthday parties, camps, and monthly community events outside of regular classes.

Third, our studio bridges the gap between extremely competitive, intense, and high-commitment studios in the area (like COMPETITOR), and recreational or single-genre studios where the goal of class may not be proper technique or advanced steps. In our classes, students will learn proper technique in multiple genres, and perform creative choreography, but do not have to commit to 6 days a week in the studio.

Logo

REMOVED FOR PRIVACY PROTECTION Primary	REMOVED FOR PRIVACY PROTECTION Secondary - Black
REMOVED FOR PRIVACY PROTECTION Secondary - White	REMOVED FOR PRIVACY PROTECTION Secondary - Light
REMOVED FOR PRIVACY PROTECTION Emblem - Purple	REMOVED FOR PRIVACY PROTECTION Emblem - Black

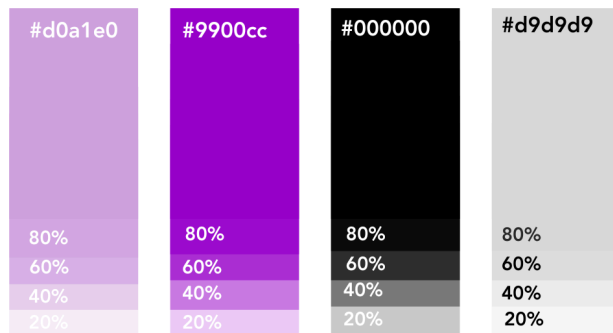
Size

Logo: 200x70px
Emblem: 200x125px

Usage

Always use the primary logo, but if needed for alternative use where full color cannot be used, please use black or white. Light should only be used on dark backgrounds.

Colors & Fonts



HEADLINES: BEBAS NEUE

Body text: Avenir

The font for headlines in Canva is Bebas Neue. The font for all body text and subheadlines is called Avenir in Canva.

Brand Tone

Language

Positive, fun, inspirational, and upbeat while still staying professional. Emojis are good, and contractions are fine. Try to steer clear of outdated pop culture references or being too conversational.

Imagery

Photography

All photos used in graphics should be professionally-taken, either costume or dress rehearsal photos. Photos in stories can be candid shots from phones. We should do our best to highlight correct technique, but it doesn't have to be perfect. (For example, a dancer doing a tendue with okay turnout but nice pointed feet is okay to post, but a dancer doing a step with noticeable technical issues may not be.)

Please try not to feature the same kids over and over. Viewers of our Instagram should not be able to recognize certain kids because they've been posted so much.

Videography

All videos should show students behaving contextually. If it's a community event, we can show videos of dancers being excited. If it's a combination or class clip, we only want to post if the dancers in the video are focused, listening to the teacher, and performing the choreography.