

EST.



2012

H U N T I N G D O N D A N C E A C A D E M Y

BRAND AND VISUAL IDENTITY

G R A P H I C I D E N T I T Y S T A N D A R D G U I D E

ISSUED DECEMBER 2021

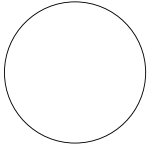

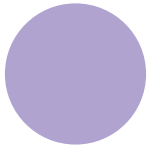

MISSION

The Huntingdon Dance Academy offers a high quality of dance training in a variety of genres with an emphasis on classical ballet. Our studio provides a safe, caring environment for dancers of all ages and skill levels. HDA is a training ground for students with a passion for dance!

ABOUT

The Huntingdon Dance Academy (HDA), was established in 2012 by former professional dancers Kristin Shoaf Roberts and Jamie Rhett Roberts. The school emphasizes classical ballet in addition to a variety of other dance styles that are required to succeed as a dancer. HDA is the training ground for students with a passion for dance. When seeking high-quality dance training, people will come to know of Huntingdon, PA as the place to go. The school Directors utilize their broad background in classical ballet to give young dancers a strong foundation upon which they can build. Students are exposed to various styles of dance, including Ballet, Tap, Jazz, Hip-hop, Contemporary, Modern, Acro, and Pas de Deux (partnering). Dancers are also provided opportunities to take Master Classes from experts in various genres of dance. Our school provides an academic basis for becoming well-rounded dancers and individuals. We challenge young students and help them to gain confidence, strength and a clear sense of themselves as individuals.

COLOR PALETTE

		PMS	C M Y K	R G B	HEX
PRIMARY PALETTE		556 C	39 0 14 35	102 166 143	#66A68F
		0000	0 0 0 0	0 0 0	#000000
		0000	0 0 0 0	255 255 255	#FFFFFF
SECONDARY PALETTE		136 C	0 23 68 4	244 187 77	#F4BB4D
		522 C	14 21 0 19	177 164 207	#B1A4CF
		162 C	0 32 41 0	255 174 150	#FFAE96

This color palette utilizes the previous “mint” color as the primary, but also introduces three alternatives as secondary colors. The other colors included in the primary are traditional black and white. These compliment the mint nicely and can be used in many different variations. The secondary colors: gold, lavender, and peach can be interchangeable with the mint, and also compliment the black and white. By making the bold colors interchangeable, the palette is very versatile, yet can be simple. It is not too complicated, but has many options. Gender-specific colors have been avoided, thus resulting in less restraints.

PANTONE: for printed products CMYK: used for print color RGB: used for screen color HEX: used for website color

VISUAL IDENTITY - HUNTINGDON DANCE ACADEMY

PRIMARY



HUNTINGDON
DANCE
ACADEMY

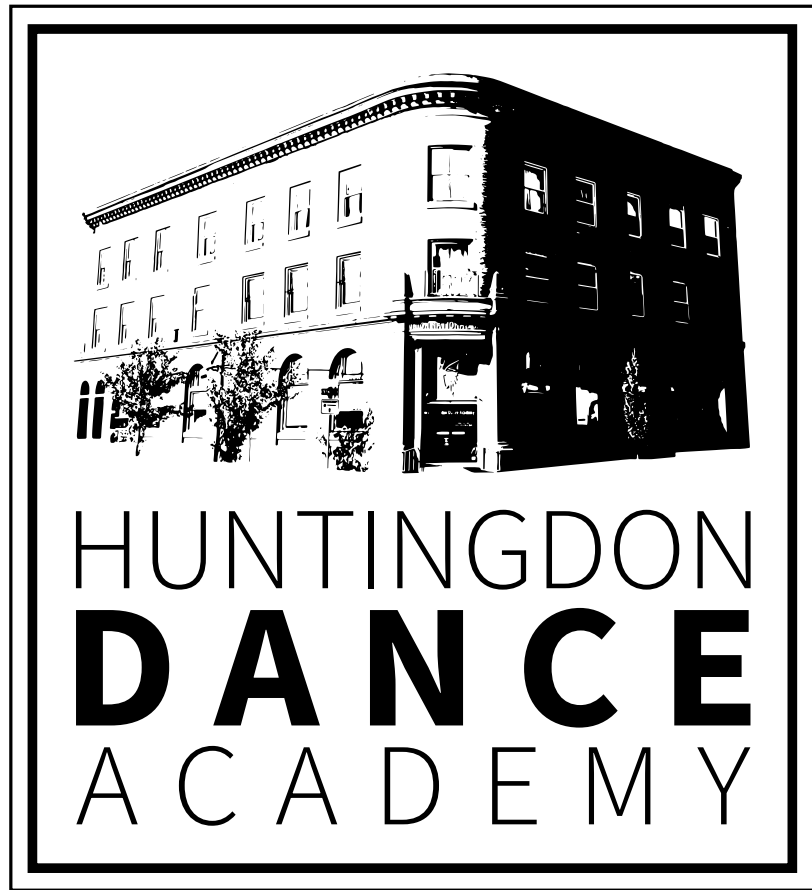
SECONDARY



HUNTINGDON
DANCE
ACADEMY

These logos will be used for digital purposes, along with any printed brand materials. This includes documents, letters, post cards, etc. Because of the complexity of the building icon, embroidery cannot be attained. However, it can be screen printed on tee-shirts if large enough.

ALTERNATIVES (Stamps/Stickers)



501 Penn St, Huntingdon, PA 16652



These are alternatives to the primary and secondary logos that can be used for stamps, branded materials, etc. They do not need to be used and should not be used in place of the primary and secondary, but are simply fun alternatives for other materials.

BREAKDOWN OF PRIMARY

An accurate representation of the historic building will be used for the icon. While it is a complex vector, the detail in the building should not be overlooked.



The heavy shadow of the right side of the building compliments the boldness of the “DANCE” in the typography.

HUNTINGDON
DANCE
ACADEMY

A very simple, clean font will be used for all typography in the new branding in order to tame and compliment the complexity of the icon. Because of it's simplicity, it can be quite versatile.

Emphasizing “DANCE” helps the viewer easily identify what exactly the Academy is about.

COLOR VARIATIONS



HUNTINGDON
DANCE
ACADEMY



HUNTINGDON
DANCE
ACADEMY

The Academy logos will stay in black and white only. Changing the color of the icon vector will decrease its contrast, resulting in an icon that is hard to see. The weights of the typography match the shades of the building, so they have to stay the same color. This goes for both the primary and the secondary.

INCORRECT LOGO USAGES

Don't stretch the branding



Don't change the color of the icon



Don't change the color of the typography



Don't invert the branding



Don't place anything too close to the logo



Don't use just the typography or just the icon

VISUAL IDENTITY - HUNTINGDON REGIONAL BALLET

PRIMARY



HUNTINGDON **REGIONAL BALLET**

SECONDARY



BREAKDOWN OF PRIMARY

By using the same font as the Academy branding, we can link these brandings together to showcase that they are related. The font is very simple and clean, yet looks elegant with the ballet dancer. By not bolding “HUNTINGDON”, the viewer shifts their eye towards the second half of the typography, which is the main focus.



HUNTINGDON **REGIONAL BALLET**

The original dancer icon has not changed, but is now negative space within a circle that can be colored based off of the palette. Thus, we don't have to eliminate or even manipulate the dancer, just modernize it. By putting it within a circle, the icon is much cleaner and can be placed within typography much easier.

By bolding “REGIONAL BALLET”, the viewer can easily distinguish that the main focus of this specific branding is that it is for the ballet team, not the Academy or Company. Yet, the font itself does not change in order to keep consistency.

COLOR VARIATIONS



HUNTINGDON **REGIONAL BALLET**

MINT ICON



HUNTINGDON **REGIONAL BALLET**

GOLD ICON



HUNTINGDON **REGIONAL BALLET**

LAVENDER ICON



HUNTINGDON **REGIONAL BALLET**

PEACH ICON



HUNTINGDON **REGIONAL BALLET**

REVERSE ICON

INCORRECT LOGO USAGES

Don't stretch the branding



Don't rearrange the typography



Don't change the color of the typography



Don't place anything too close to the logo



Don't use a color outside of the color palette for the icon



Don't use just the typography



Always use contrasting colors



VISUAL IDENTITY - HUNTINGDON DANCE ACADEMY

PRIMARY



HUNTINGDON
DANCE COMPANY

SECONDARY



BREAKDOWN OF PRIMARY

By barely manipulating the “H”, it helps the viewer understand that this is an abbreviated icon containing letters. The dancer utilizes the “D” and “C”, so the “H” needs to be independent. That way, when read left to right, it can be interpreted correctly.

The back of the “D” and the “C” form a dancer that can be easily seen. From afar, the “HDC” is easily seen, but the dancer is prominent closer up. When the icon is isolated from the typography, the dancer is an indicator of what the company represents.



The typography can be easily separated from the icon so that the icon can be used by itself. However, two layers of typography are stacked upon each other rather than the three for Academy. This reduces too much complication and looks much cleaner. Also, it helps emphasize “HUNTINGDON”, since location is important to a competitive team.

“DANCE COMPANY” is bolded and italicized to help balance out the smaller size of the typography in comparison to the “HUNTINGDON”. That way, both layers of typography are specialized in some way.

COLOR VARIATIONS

MINT LOGO



HUNTINGDON
DANCE COMPANY

GOLD LOGO



HUNTINGDON
DANCE COMPANY

LAVENDER LOGO



HUNTINGDON
DANCE COMPANY

PEACH LOGO



HUNTINGDON
DANCE COMPANY

REVERSE LOGO



HUNTINGDON
DANCE COMPANY

INCORRECT LOGO USAGES

Don't stretch the branding



Don't place anything too close to the logo



Don't use just the typography



Don't color just the dancer



Don't color the typography



Don't use a color outside the palette



Always use contrasting colors

TYPOGRAPHY

Font Family: Source Sans Pro (Available on Google Fonts)

Source Sans Pro Extra Light - for body paragraph

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro Light - for body paragraph

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro Regular - For Sub-Header

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro Semibold - For Sub-Header

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro Bold - For Header

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro Black - For Header

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



PRINTED BRAND MATERIALS



Thank you for donating to the
HUNTINGDON REGIONAL BALLET



HUNTINGDON REGIONAL BALLET

501 Penn Street, Huntingdon, PA 16652
<http://www.huntingdondance.com/>
kristin@huntingdondance.com
Phone: 814-506-8243

To Whom It May Concern,

We are the Huntingdon Regional Ballet, a non-profit organization in downtown Huntingdon dedicated to promoting confidence, dedication, and appreciation for the arts. Over the past ten years, our dance academy has served over 800 students and put on over ten local performances. It is our goal to provide not just a safe, caring environment for dancers of all ages and skill levels, but accessible productions for the greater Huntingdon community.

BRANDED MERCHANDISE

