

LAURA HENDERSON DANCE ACADEMY

BRAND GUIDELINES

Version 1.0 | December 2019



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LAURA HENDERSON DANCE ACADEMY

Our Mission and Vision

LHDA is a place where we are passionate about helping each individual achieve their personal best as each student is important and highly valued.

OUR VALUES

Friendships

Dance is a great way to develop new friendships and enjoy working and performing as a team.

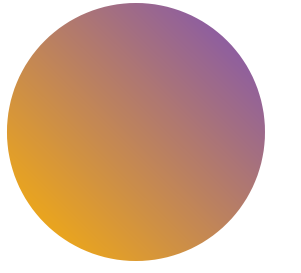
Life Skills

Dance teaches important life skills such as determination, creativity, respect, discipline and helps improve confidence and presentation skills.

Fun and Fitness

Dance is a brilliant way to have fun and keep fit at the same time!





DESIGN TOOLKIT

Visual Elements



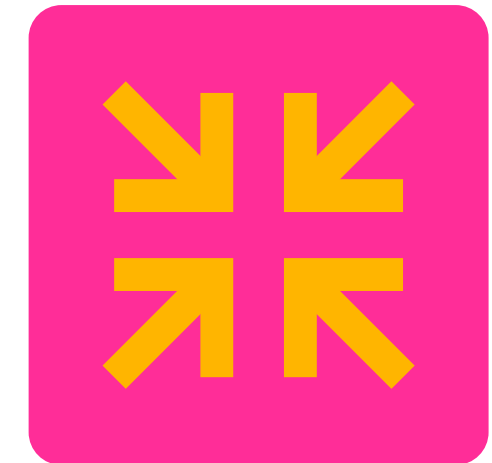
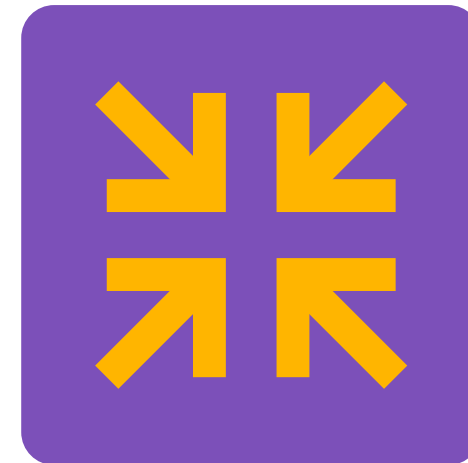
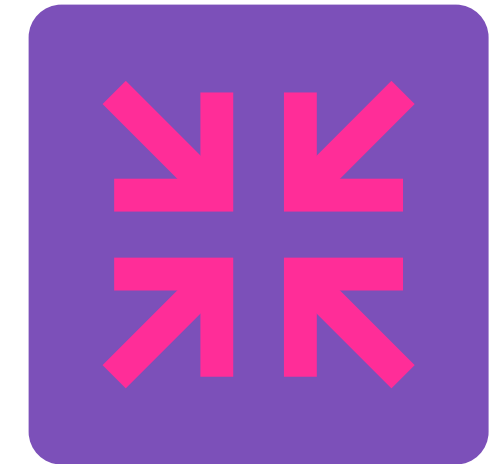
IMPORTANT REMINDERS

Avoid distorting the logo.

Use the correct proportions.

Keep the logo elements intact.

Use the prescribed fonts.



THE LOGO

The logo should work across all media. The style you choose depends on the environment in which the logo appears. To ensure the expression of the logo is right for its context, we've created a system that includes solid colors as well as reversed logo treatments.



Variations

Depending on the application, you may need to use a variation of the LHDA logo.



Stacked



Type



Icon



**Logo on Light
Background**



**Logo on Dark
Background**

LOGO EVOLUTION



#b760e6

OUR COLOR PALETTE

Hex Values:

#7c50b9

#ff2d98

#ffb500





INSPIRED BY THE SUNSET.





TYPOGRAPHY RULES

The primary typeface for any materials is Avenir. Use the Book weight for standard copy and the Black weight for any headings.



LAURA HENDERSON
DANCE ACADEMY



TYPOGRAPHY RULES

AVENIR BLACK (HEADINGS)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

AVENIR BOOK (PARAGRAPH TEXT)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0



Social Branding



Twitter



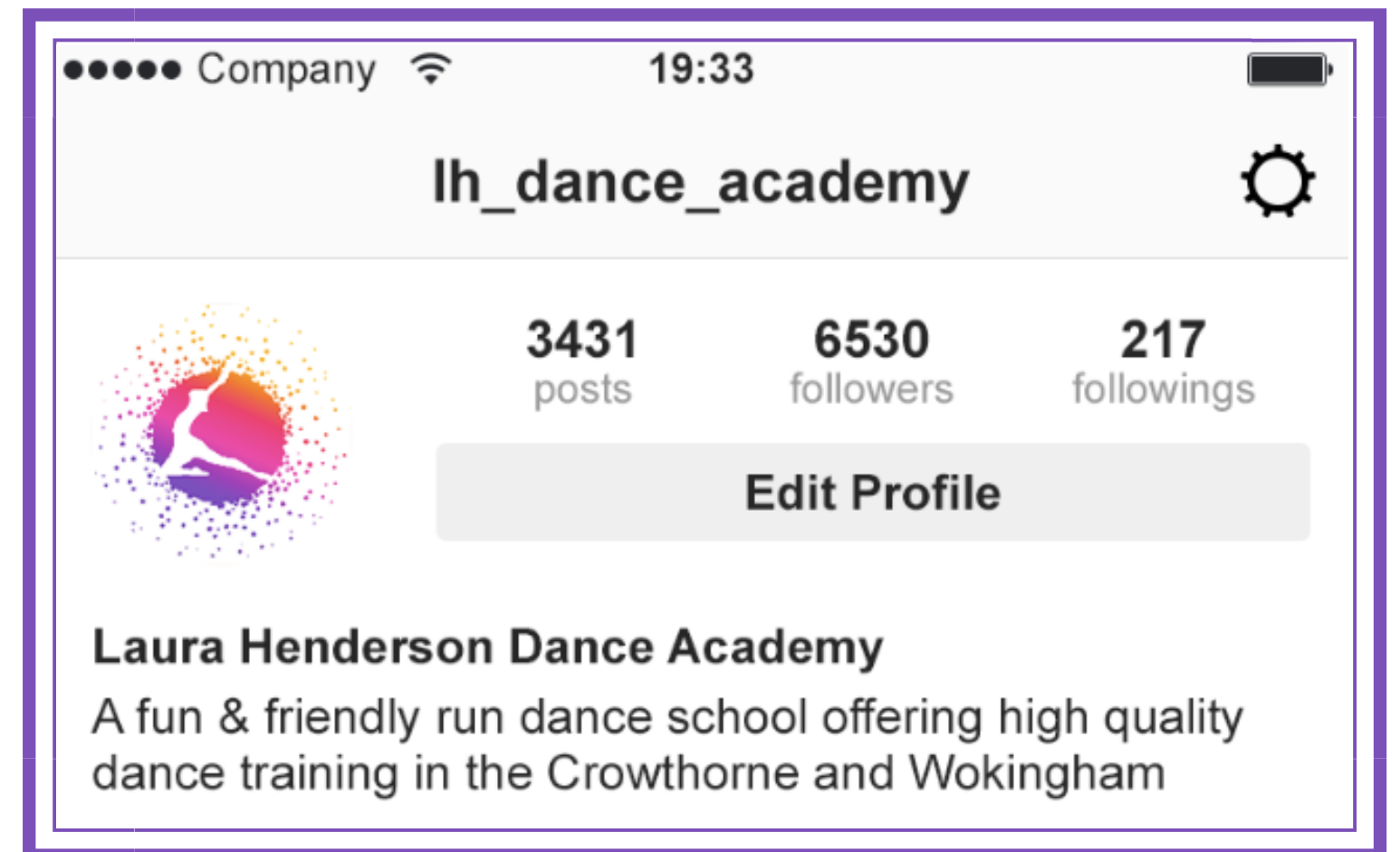
Facebook



Instagram



Feel Free to use this as a Profile Photo for Social Media Accounts



RCR GRAPHIC DESIGNS

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