

NEBRASKA DANCE

BRAND STANDARDS

A position of light

WELCOME TO THE NEBRASKA DANCE BRAND



The first 15 years of our studio was a time for building a foundation for our studio. We are proud of all we've done to help our staff, dancers, and families to thrive as they explore their love of dance.

Now, we are entering an exciting new time as we expand our brand to have greater impact and consistency. We are so excited that you are on board with who we are and where we are going!

As you know, we foster a positive and encouraging atmosphere for our dancers to achieve their highest aptitude in dance. Our intention is to join together as a team to make an intentional effort to take Nebraska Dance to the next level. To reach that goal, we are creating a brand experience that is consistent with our values in every way.

Do we live the following values every day? We are committing to always be able to answer "YES!"

INTEGRITY

Our actions honor God.

RESPECT

We treat everyone with respect; we are also conscious of respecting each person's balance between work and family.

WISDOM

We exercise wisdom and discernment, always keeping the Nebraska Dance "big picture" in mind.

TEAMWORK

Each of us internally embraces our own unique identity – and we affirm our co-workers in their uniqueness, too.

INFLUENCE

We are committed to making a positive impact on our students, families, and community.

AMBITION

We know where we are going and have set our eyes on the next level goals that we desire to achieve.

Thank you for the ways you will (and do) express these values at Nebraska Dance every day. You are an important piece of the Nebraska Dance experience!



Who we are

UNIQUE MAGICAL POWERFUL

*It's so much more than dance. It's helping
children to become their most magical,
powerful, and unique selves.*

***I am beautiful
& smart***

*A wonder! I dance,
My whole body in motion
Strong and confident,
Filled with light*

STAFF

are top-notch at what they do



ND DANCERS

enjoy a vibrant community with others who love to dance, learn, and grow



PARENTS

appreciate and value our investment in their kids



COMMUNITY

involved in outreach to better support and grow our neighborhoods



B R A

N D V

A L U

E S

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WHOLENESS

We are teachers & life coaches helping our students to be healthy and whole. We are serious about modeling emotional, spiritual, and physical well-being for each child.

SUPPORT

We are a circle of mutual support, a second home, & a community that invests in children and each other.

CONFIDENCE

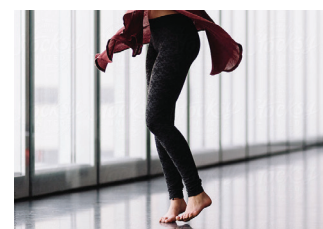
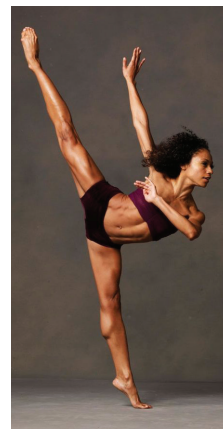
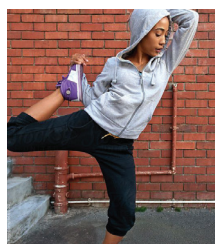
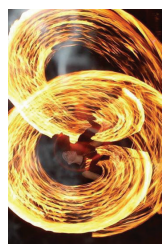
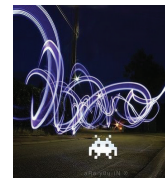
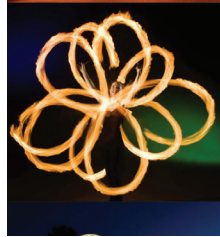
We are confident in the high quality programming we provide. We are proud to be known as the best (and biggest!) studio in Nebraska.

We try to instill a similar sense of confidence in every student who comes through our doors.

LIGHT

We look for the light in everything and everyone. People leave our studio more inspired and uplifted than when they came.

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OUR LOGO IS USED TO SIGNIFY THE BRAND IN EVERY FORM OF COMMUNICATION.

It should be consistent in order to promote the integrity of our brand. Every form of visual communication that comes from Nebraska Dance should have the ability to stand alone as a proper representation of the brand.



NEBRASKA DANCE

Primary Horizontal Logo



**NEBRASKA
DANCE**

Primary Stacked Logo, Full Color



NEBRASKA DANCE

Primary Horizontal Logo, All Black



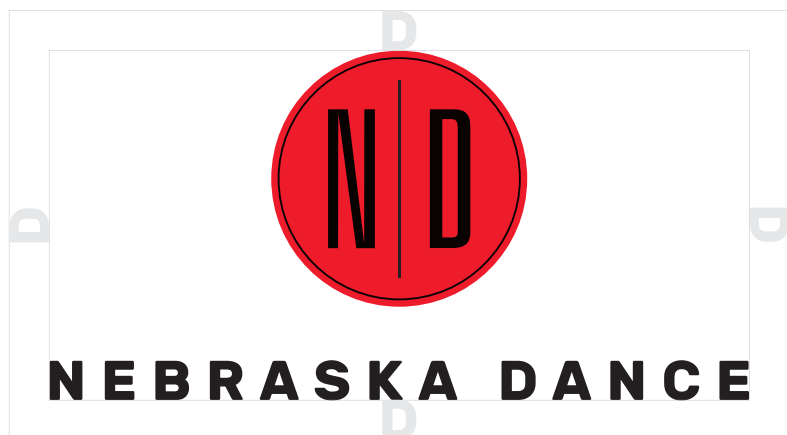
NEBRASKA DANCE

Primary Horizontal Logo, All White

LOGO USAGE

The clearspace around the Nebraska Dance logo should be consistent.

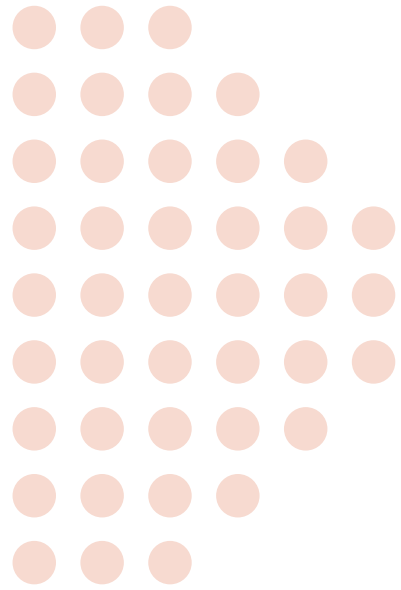
A clearance zone protects the visual representation of the logo and no other element should be placed within this area. The minimum clearspace around the logo should be the size of the "D" in the Nebraska Dance logotype. The "D" should be able to fit on all sides of the logo without interference from other graphic elements.



oooo

The Nebraska Dance logo should never be smaller than 1" wide.

Any smaller & the integrity of the logo will be compromised & it will become illegible.



BRAND COLORS

Color plays a critical part in creating our brand unity. When used consistently, colors help make a brand more cohesive and recognizable. Colors can become as identifiable as the logo or the name, but only if they are used consistently and correctly.

PRIMARY COLORS

ND Red

C0 M100 Y92 K0

R237 G29 B44

HEX ED1D2C

PANTONE 185 COATED

ND Black

C30 M30 Y30 K100

R10 G9 B3

HEX 0A0203

PANTONE BLACK 6 COATED

ND Grey

C0 M0 Y0 K80

R88 G89 B81

HEX 58595B

PANTONE 425 COATED

ND Raspberry

C 41 **M** 99 **Y** 34 **K** 11

R 148 **G** 35 **B** 100

HEX 942364

PANTONE 7649 COATED

ND Aquarium

C41 **M**99 **Y**34 **K**11

R148 **G**35 **B**100

HEX 3DBEB3

PANTONE 7465 COATED

SECONDARY COLORS

ND Carnival

C0 **M**47 **Y**96 **K**0

R248 **G**152 **B**39

HEX F89827

PANTONE 715 COATED

ND Royal

C100 **M**100 **Y**16 **K**18

R41 **G**38 **B**111

HEX 29266F

PANTONE 2756 COATED

*Uniform typography
plays a critical role
in giving definition
to the design of
the Nebraska
Dance brand, while
simultaneously
conveying
empowerment
in its presentation.
Typography is an
element that, when
used consistently,
can unify all visual
communication
materials within
the brand.*

MAJESTI

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

MULLER

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

FESTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789



image style

WHEN WE SPEAK, YOU HEAR

energy passion and life

*We use positive, affirming words; we say “**we are this**” rather than “we are not that.”*



Our tone is generous, relatable, open-hearted, and kind. We use language that is uplifting and aspirational, but we don't take ourselves too seriously.

We convey a sense of lightness and let our humor shine through, and maybe even a touch of sass now and then.

We keep our writing simple, concise, and smart. We edit each thought down to its essence, until it's a poetic flourish on the page.

We are the person you're most likely to chat with in line at the grocery store; we draw people in and don't put on airs.

We don't need to brag about ourselves too much; we simply speak from a confident posture .

GLOSSARY

Colors



CMYK

Cyan, Yellow, Magenta, and Black. This color system is used by most at-home or at-office printers.

RGB

Red, Green, and Blue. This system is used for anything digital.

HEX

The hexadecimal number is a more condensed version of the RGB system. This should also only be used in digital formats.

PANTONE

Pantone is the industry standard for color matching systems. This system is used by most commercial grade print companies.

Logos



FULL COLOR

This is your primary logo & will be used whenever you can print full color.

BLACK & WHITE

This version is for any time you will be printing in black and white.

ONE COLOR

This version is for any time you will need a solid color. If you ever want your logo embroidered or screen printed using 1 ink you would use this logo.

File Formats



TIFF

This stands for tagged image file format. This format is used for print only and will be required by professional printers.

JPEG

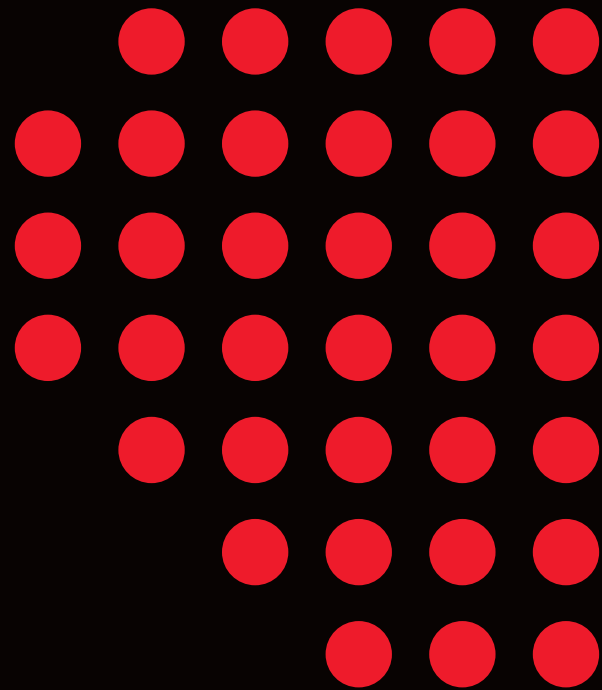
This stands for joint photographic experts group. In Dropbox, you have high quality jpeg's that can be used and sent to almost any printer. This file format is like a photo and can be used for print.

PNG

This stands for portable network graphics. It allows your logo to be compressed small enough for use on a website and detailed enough to not lose clarity while having a translucent background.

LOOK FOR
THE LIGHT IN
EVERYTHING
& EVERYONE

A woman with blonde hair, wearing a vibrant orange, long-sleeved, floor-length dress with a large bow at the waist, is captured in a graceful pose with her arms raised. She is positioned in the center of the frame, slightly to the left. The background is a solid, deep purple. Overlaid on the image is large, bold, pink text that reads "LOOK FOR THE LIGHT IN EVERYTHING & EVERYONE". The text is arranged in four lines, with the first line "LOOK FOR" at the top, followed by "THE LIGHT IN", then "EVERYTHING", and finally "& EVERYONE" at the bottom. The text is semi-transparent, allowing the woman's figure to be seen through it.



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