

A group of people are hugging on a stage outdoors. In the center, a woman in a blue dress holds a bouquet of flowers. A man in a light blue shirt is embracing her. Other people are visible in the background, some standing and some walking. The scene is set against a backdrop of lush green trees and a building with windows. A black metal railing is in the foreground.

dip

**BRAND
GUIDELINES**

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Mission

Dance in the Parks' mission is to bring free, professional dance performances to new audiences in the most accessible venues in Chicago — neighborhood parks.

We hope to expose audiences unfamiliar with dance to the art form as well as to local performers and choreographers in a relaxed, casual atmosphere in order to build future relationships with the greater Chicago dance community.

VOICE

collaborative

agile

dynamic

playful

Dance in the Parks is about bringing people together. We aim to deliver dance to communities that may or may not have exposure to the arts. That means being approachable. We want people to see us as just that — people. Part of the exuberance of DIP comes from our interaction and honesty with our audience.

We also think on our feet, literally. Sometimes it rains. Sometimes equipment breaks. But we roll with it. We deliver engaging performances, regardless of the situation, and it shows. DIP's adaptability and energy is present in everything we do, including the brand voice.

And last but not least, we like to have fun. We love our job, and we want audiences to feel this joy. Sometimes you have let the audience know that work can be fun too.

Primary Logo

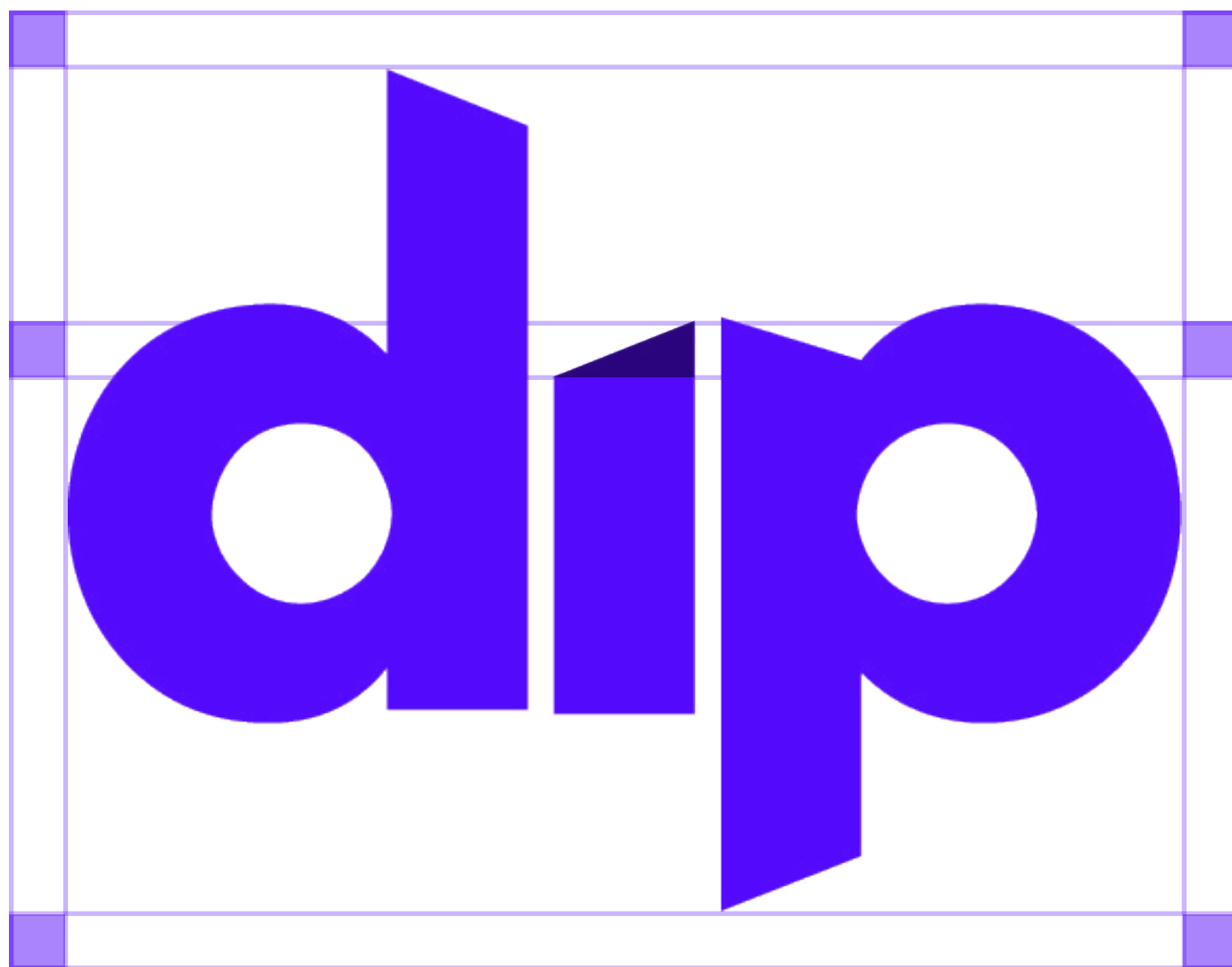


LOGO



The logo is simple, yet energetic. The angles on the letterforms convey a sense of movement and draw the viewer's eye across the wordmark. They fit together as if to fit the space, like our agile brand. And to highlight our playful tone, the approachable lowercase letters utilize off-center counters.

Logo Clear Space



For legibility and clarity, the logo is always surrounded by a clear space. This space is equal to the height of the triangle atop the "i" in "dip."

Logo Variations



Horizontal



Horizontal — small icon



Vertical

Logo Usage

DO



keep the logo proportions



give the logo the proper clear space



use brand colors

DON'T



distort the logo



crop the logo



place the logo too close to another object

Color

Our color is like our voice:

full of energy and playful. It's used to amplify movement and emotion.

COLOR

Primary



R: 83 C: 100
G: 9 M: 100
B: 251 Y: 14
 K: 4
Hex: # 5309fb

Secondary



R: 176 C: 28
G: 229 M: 0
B: 245 Y: 3
 K: 0
Hex: # b0e5f5

Type

Type is important too.

Angles and movement don't exist solely in our performances.
They're present in our brand typeface too: Futura Pt.

TYPE

HEADLINES

FUTURA PT EXTRABOLD

FUTURA PT BOLD

FUTURA PT HEAVY

SUBHEADS

FUTURA PT HEAVY

FUTURA PT HEAVY OBLIQUE

FUTURA PT DEMI

FUTURA PT DEMI OBLIQUE

BODY

Futura PT Medium

Futura PT Medium Oblique

Futura PT Book

Futura PT Book Oblique

GEOMETRIC SYSTEM

Just like the dancers, our content needs to be agile. We receive assets from a range of sources — from professional photographers to artists using their phones. In order to create a cohesive, branded look that highlights the best elements of any content, we utilize a geometric system.

Geometric System



Triangles and rectangles are superimposed on photographs to help gel content, as well as house copy. Shapes of the primary and secondary brand colors are strategically employed to create dynamic compositions and highlight focal points. Each element uses transparency — sometimes at a fixed rate, and sometimes with a transparency gradient. The choice to use a gradation or fixed amount of transparency is dependent on the asset, and what needs to be hidden or highlighted.



PHOTOS



Photos



Photography should be dynamic and convey a strong emotional tone. Strong lines, powerful positions, and engaging interactions all assist in choosing effective photos. The action of the dancers should be captured using the rule of thirds, for the most compelling photo choices.

Social Media

DIP's social media content is divided between three categories, each with distinct looks:

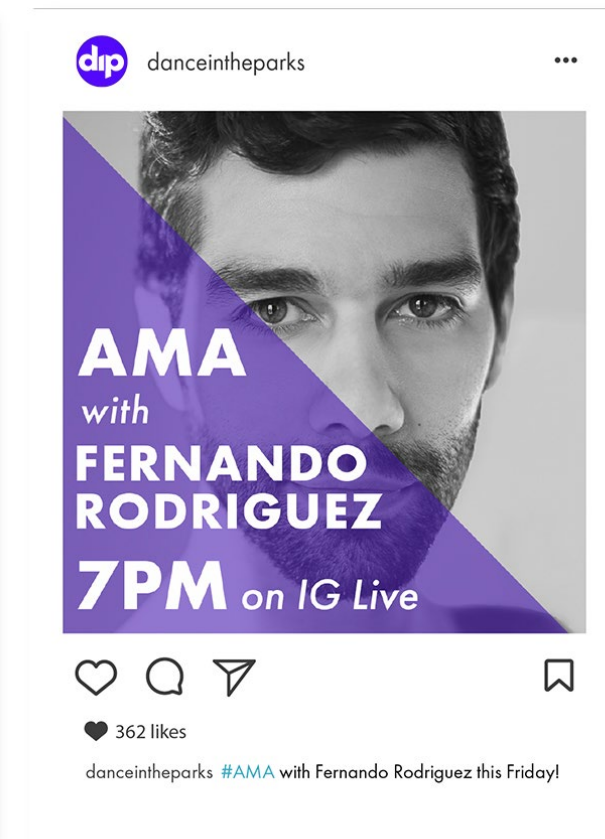
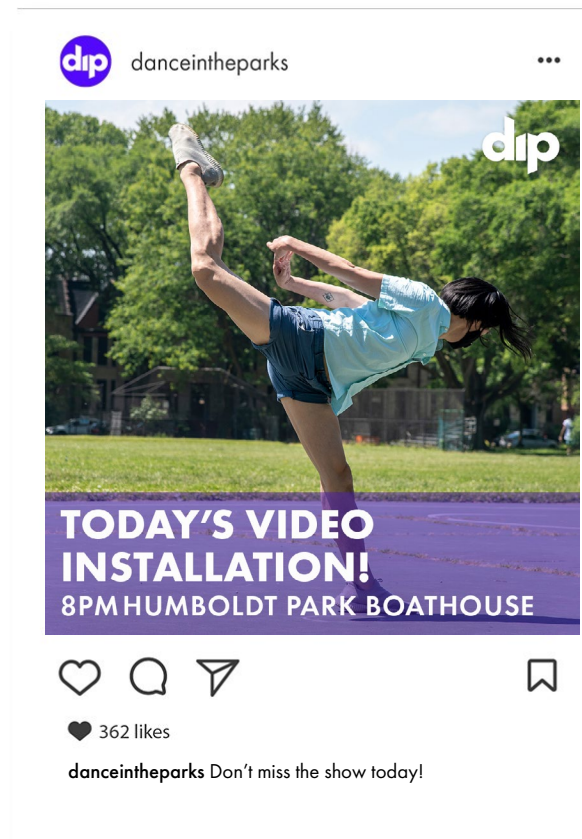
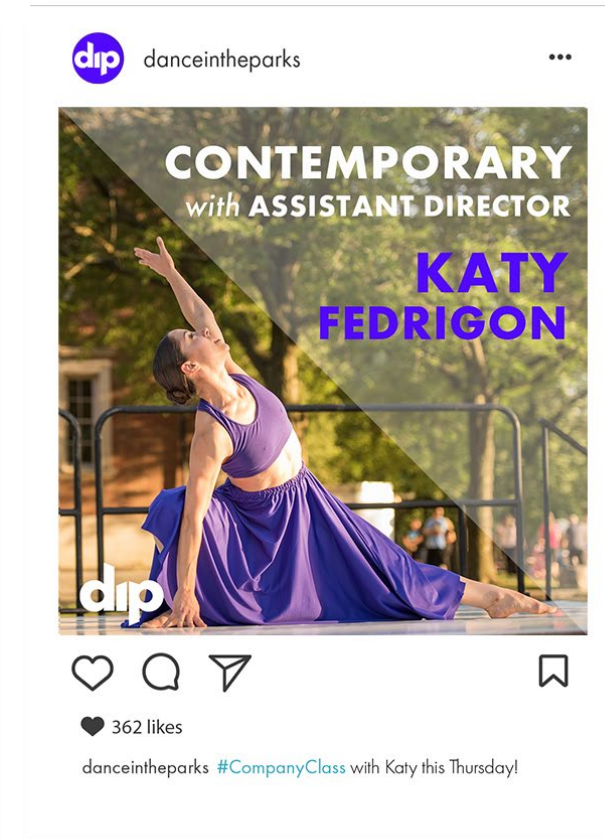
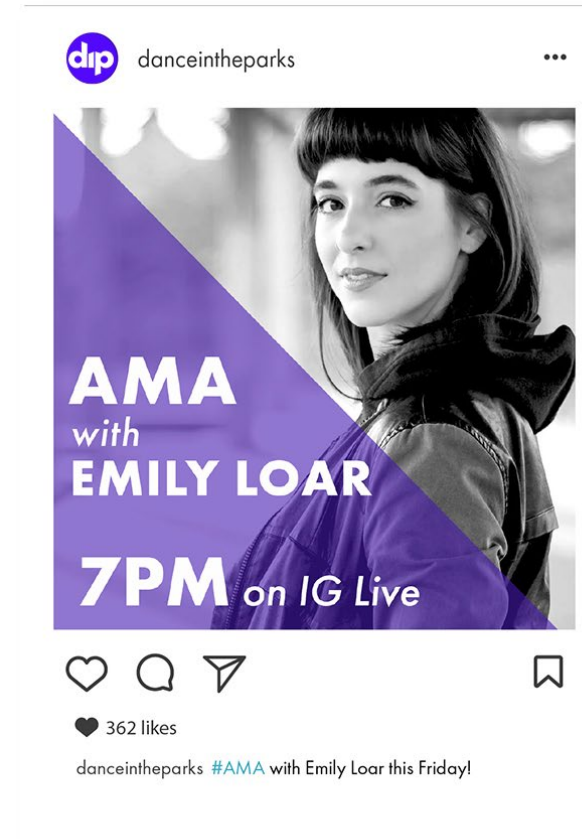
primary engagement, secondary engagement, and associated engagement.

SOCIAL MEDIA



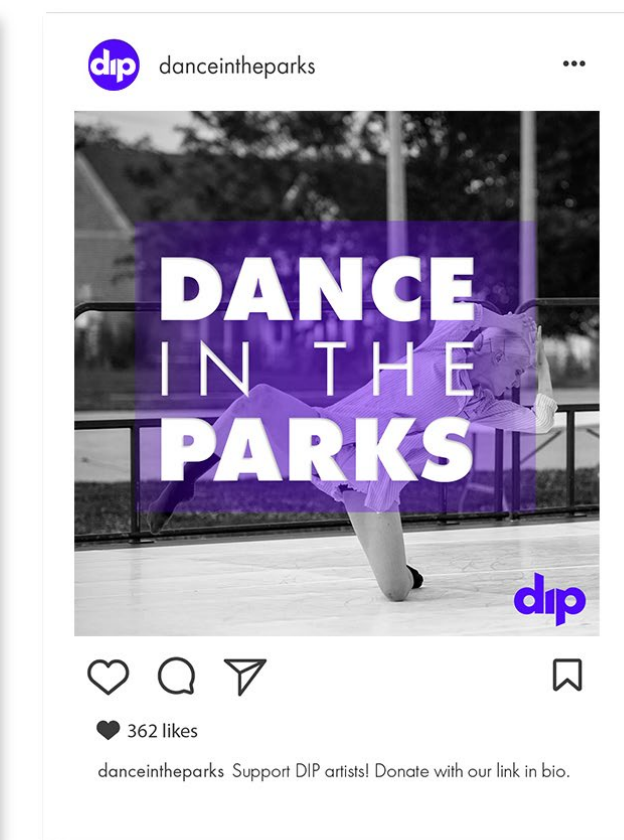
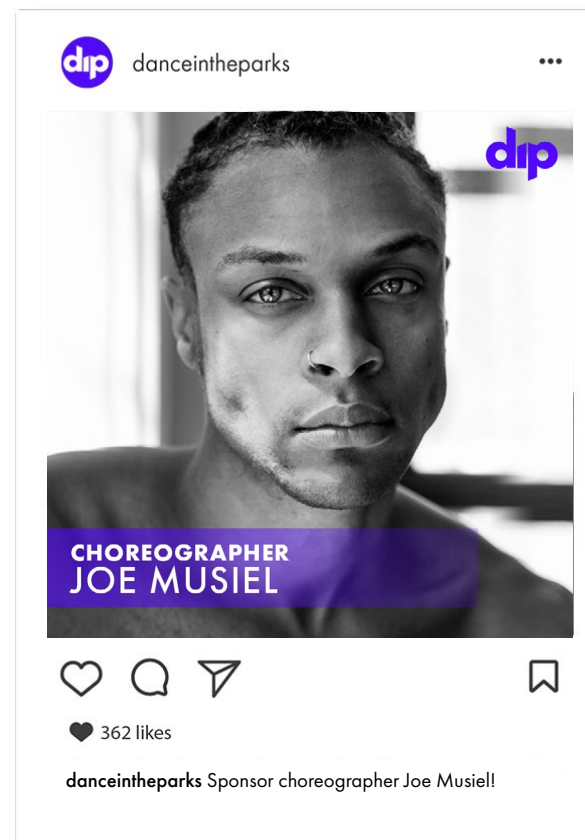
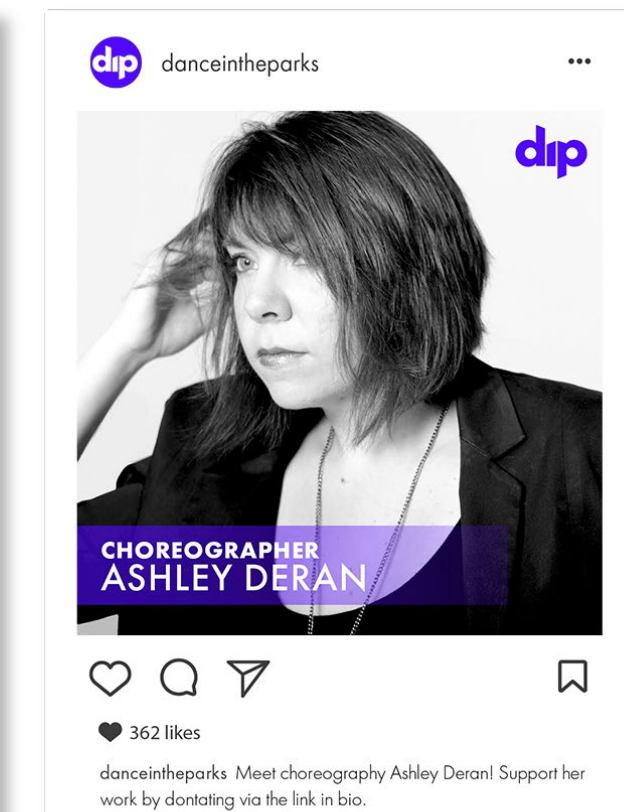
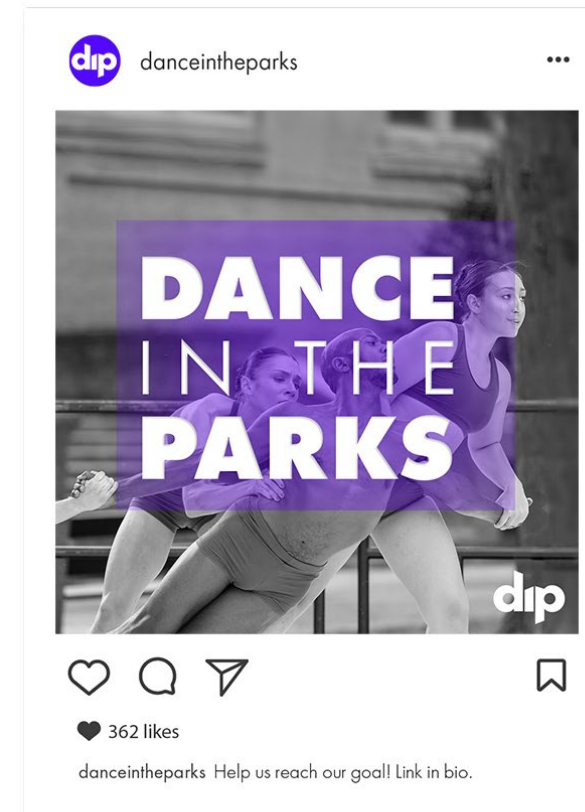
Social Primary Engagement

Primary engagement pieces pertain to content created by the company. This includes class offerings, #AMA, and show announcements. These pieces use the primary color and triangles for framing. Show announcements are the exception and use rectangles, due to the amount of copy needed for each post.



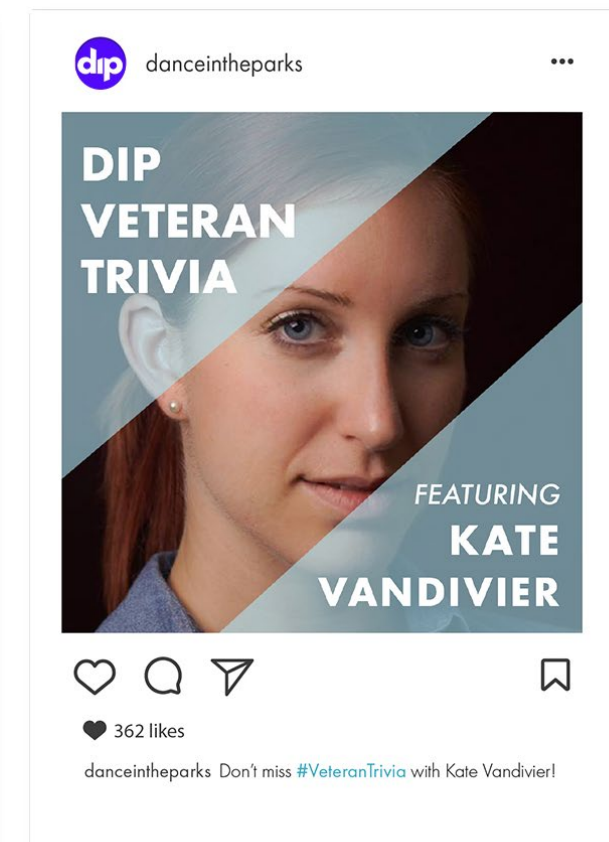
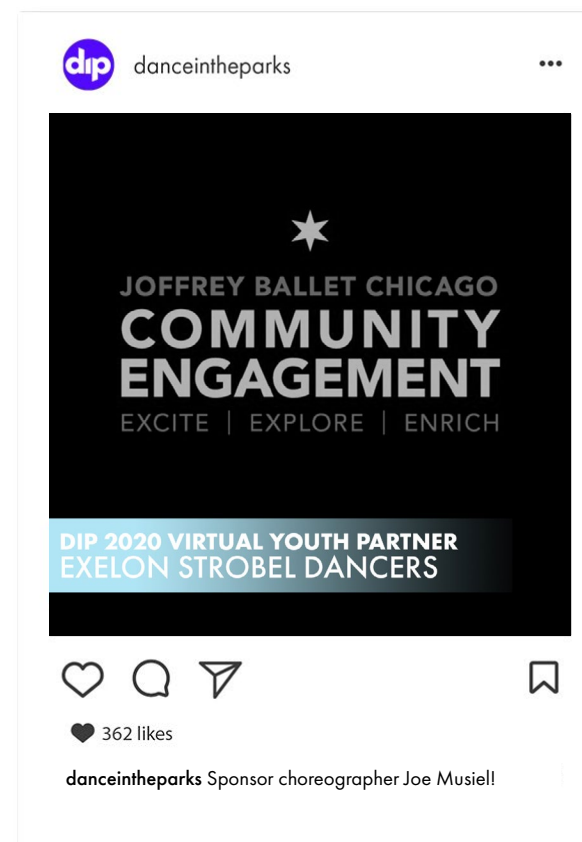
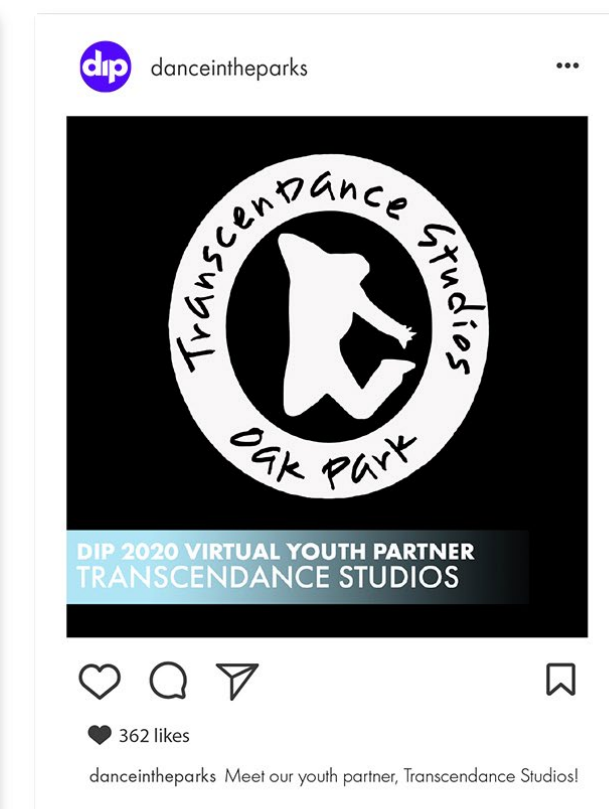
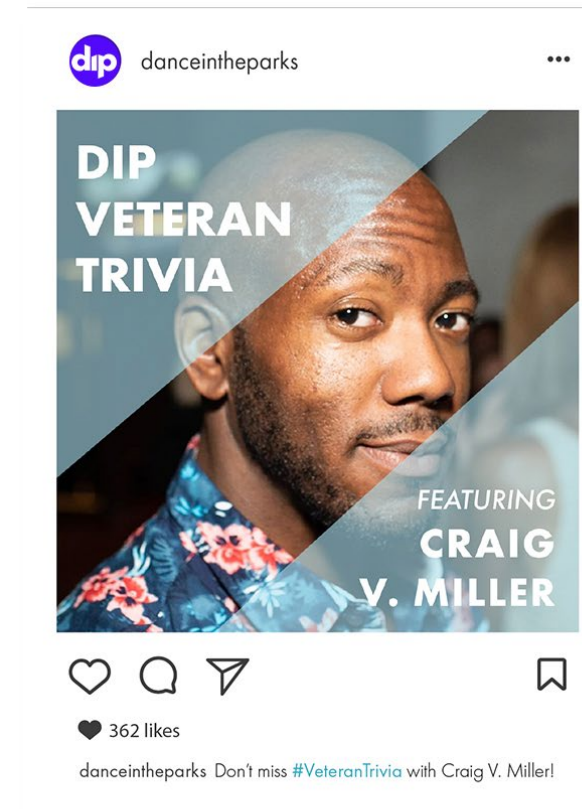
Social Secondary Engagement

Secondary engagement pieces pertain to content asking for donations or compensation. These pieces use the primary purple as an accent color, and implement rectangular shapes for framing. These photos are also given a high-contrast black and white treatment.



Social Associated Engagement

Associated engagement pieces pertain to posts featuring associated artists. This includes DIP Veteran Trivia and Youth Partner posts. They use the secondary brand color and both rectangular and triangular frames.



do

