



STYLE GUIDE

Official Logo

Only these versions of the company logo can be used. These logos can be provided in various formats, please contact the Across The Floor Dance Studio team if you require a specific logo.

ALWAYS ENSURE

- If the logo needs to be displayed on a light background, use a dark full colour, or solid black version.
- If the logo needs to be displayed on a dark background, use a light full colour, or solid white version.
- If the logo needs to be displayed on a picture or detailed background, use the solid white or black version, whichever displays the best. The logo may be displayed in either a solid or 75% opacity white box, provided there is sufficient clearance.



**FULL COLOUR
LIGHT BACKGROUNDS**



BLACK



**FULL COLOUR
DARK BACKGROUNDS**



WHITE



DETAILED BACKGROUND



IMAGES

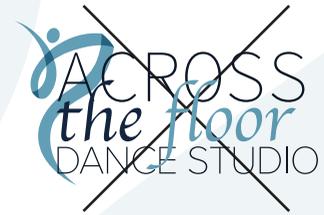
Logo

RULES FOR USING THE LOGO

A logo is the most important element of a brand because it is the face of your company. When a logo is seen, it should invoke a positive emotion and association with you and your product so when its used it should be displayed consistently and professionally. Always ensure the quality of the logo is maintained by using the best format for the media being used.

DO NOT:

- Squash or stretch the logo
- Change the colour or fonts of the logo
- Modify or rotate the logo
- Add gradients or shadows to the logo
- Display the logo on an unflattering background



WHEN USING THE LOGO

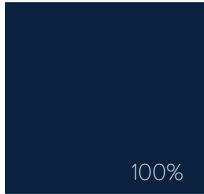
ALWAYS ENSURE

- There should always be a minimum space around the logo and icon that is free of competing graphics or text. The space should be equal to, or greater than the height of the letters in word **Across**.
- The logo should never be displayed smaller than 1.5" high in print, and no smaller than 200 pixels in width when displayed at 72 dpi on the web.

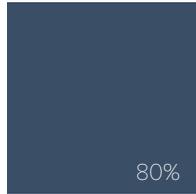


Colours

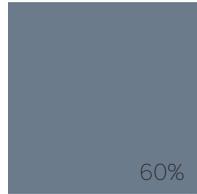
OFFICIAL COLOURS



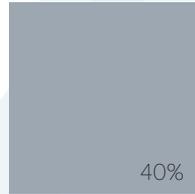
100%



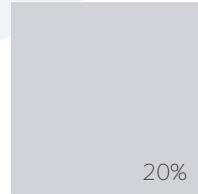
80%



60%



40%



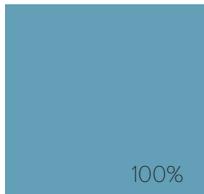
20%

PANTONE 289 C

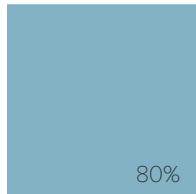
CMYK: 71-43-0-75

RGB: 18-36-63

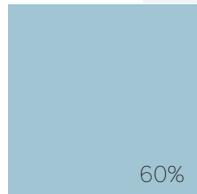
HEX: #12243F



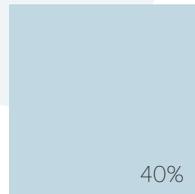
100%



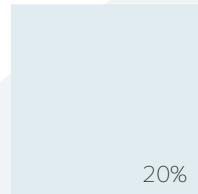
80%



60%



40%



20%

PANTONE 2207 C

CMYK: 46-13-0-29

RGB: 99-159-182

HEX: #639FB6

Fonts

LOGO TYPEFACE

PROXIMA NOVA - THIN

abcdefghijklmnopqrstuvwxyZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Reklame Script - BOLD

**abcdefghijklmnopqrstuvwxyZ ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

HEADINGS TYPEFACE

PROXIMA NOVA - SEMIBOLD

abcdefghijklmnopqrstuvwxyZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

SUB-HEADINGS TYPEFACE

PROXIMA NOVA - MEDIUM

abcdefghijklmnopqrstuvwxyZ ABCDEFGHIJKLMNOPQRSTUVWXYZ)1234567890

BODY TYPEFACE

PROXIMA NOVA - THIN

abcdefghijklmnopqrstuvwxyZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890