



# DANCE<sup>®</sup> PARADE

NEW YORK

BRANDING GUIDE

## BRAND

*Our mission is to promote dance as an expressive and unifying art form by sponsoring a yearly city-wide dance parade and dance festival. Images and graphics for Dance Parade should reinforce cultural equity, educational empowerment, emotional/physical health, and freedom and peace.*



## LOGO

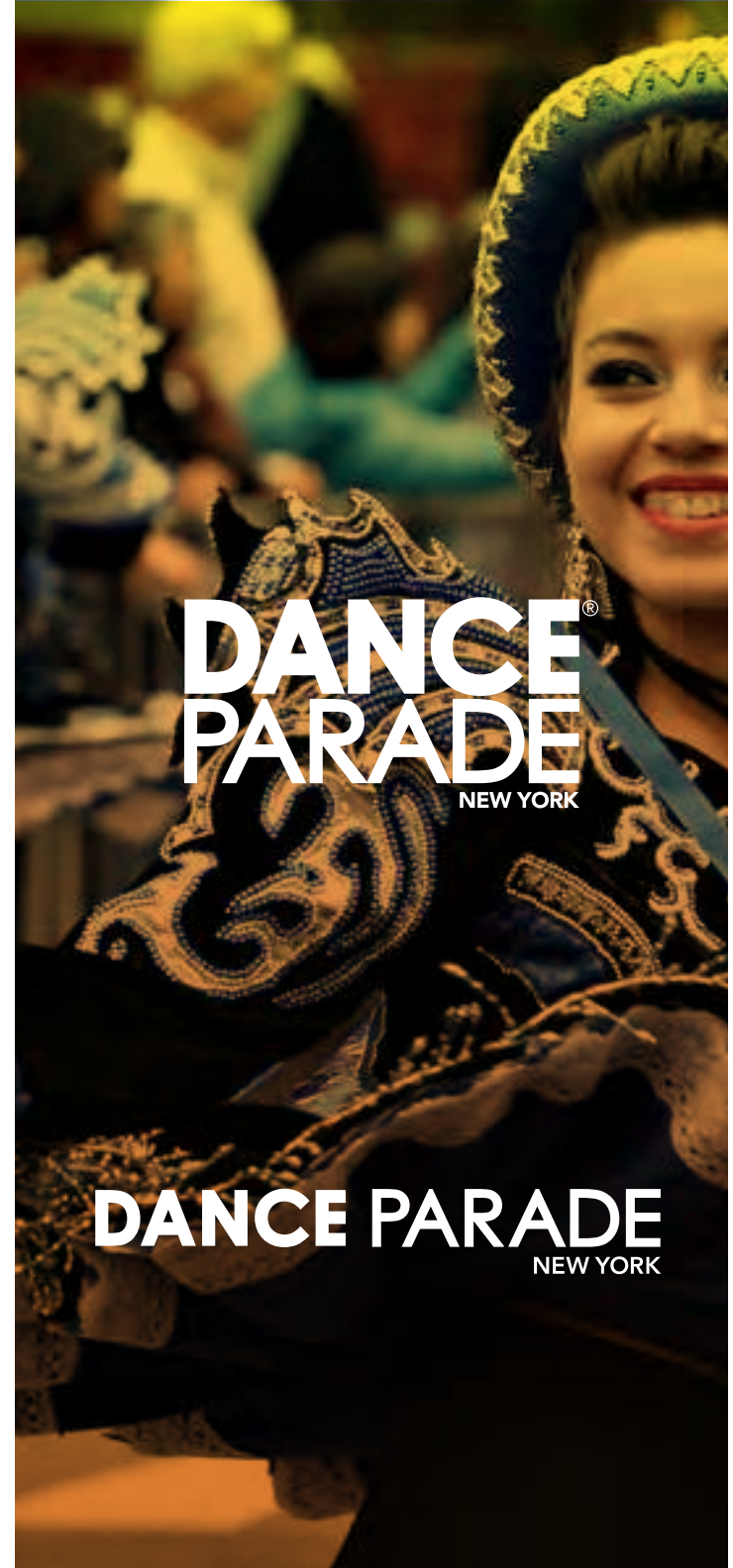
Use the color logo identity (standard) on white and lighter backgrounds. Use the white variation on darker backgrounds. Use the stacked or horizontal version based on the space available. Be mindful of space around the logo identity.

SPACING

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**PARADE**  
NEW YORK

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## COLORS

*Dance Parade's primary color is PMS Orange 021 C. This color should be main color utilized across marketing materials. Additional colors that compliment the primary color can be used. Do not use colors, patterns, or gradients that are in visual conflict with the primary color.*



### PRIMARY COLOR

PMS ORANGE 021 C

CMYK 0 65 100 0

RGB 254 80 0

HEX FE5000



# STATIONERY

Examples of the Dance Parade business card and letterhead concept.



**DANCE  
PARADE**  
NEW YORK

**DJ MCDONALD**  
Curator / Grand Marshal Liaison

dj@danceparade.org  
mobile (917) 696-3889  
fax (267) 350-9213

DANCEPARADE.ORG



#DANCEPARADENYC

DANCEPARADE.ORG

**DANCE  
PARADE**  
NEW YORK

Dear Sir or Ma'am,

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Sincerely,

Dance Parade

## TYPOGRAPHY

*An appropriate 'sans serif' typeface such as Univers, Helvetica or Arial should be used for outward facing marketing items. "Univers" is the primary typeface used for the parade and festival due to its character and weight flexibility.*

# DANCE PARADE FEST



## LEGAL

*Dance Parade, Inc. reserves the rights, exercisable at its sole discretion, to modify these brand style guidelines, the logo identity, and/or the brand elements at any time and to take appropriate action against any unauthorized or non-conforming use of the Dance Parade logo identity or brand. The Dance Parade New York logos and names are registered trademarks of Dance Parade, Inc. Dance Parade, Inc is a 501(c)3 tax-exempt organization.*

## MEDIA ASSETS

*For inquiries and access to the Dance Parade artwork, please contact [publicity@danceparade.org](mailto:publicity@danceparade.org).*

## QUESTIONS AND GENERAL CONTACT

*Greg Miller*

*Executive Director*

*917-627-7155*

*[greg@danceparade.org](mailto:greg@danceparade.org)*

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