



Dafmark
Visual Identity Guidelines

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Dafmark Brand and Flexible Identity System

What is a flexible identity system?

A flexible identity system allows a brand to expand their offerings while remaining consistent with their principal visual identity. Since Dafmark contains multiple organizations, it is logical to visually link them to the principal identity while allowing each sub-brand to exist independently.

How Dafmark utilizes flexible identities:

Dafmark's flexible identity system consists of an umbrella brand, Dafmark, and three sub-brands: the Dance Theater, the Creative Arts Center, and the Partners in Dance program. Each sub-brand has a unique visual differentiation in color and shape, but is recognizable as being a part of Dafmark due to the consistency of the black lettermark and typography.

The Brand Architecture

The Brand Architecture is an internal document which displays the principal identity above the three sub-identities. This organizes Dafmark's offerings to provide clarity to the public and help to inform how marketing materials should be organized.



Dafmark



Dafmark
DANCE THEATER



Dafmark
CREATIVE ARTS CENTER

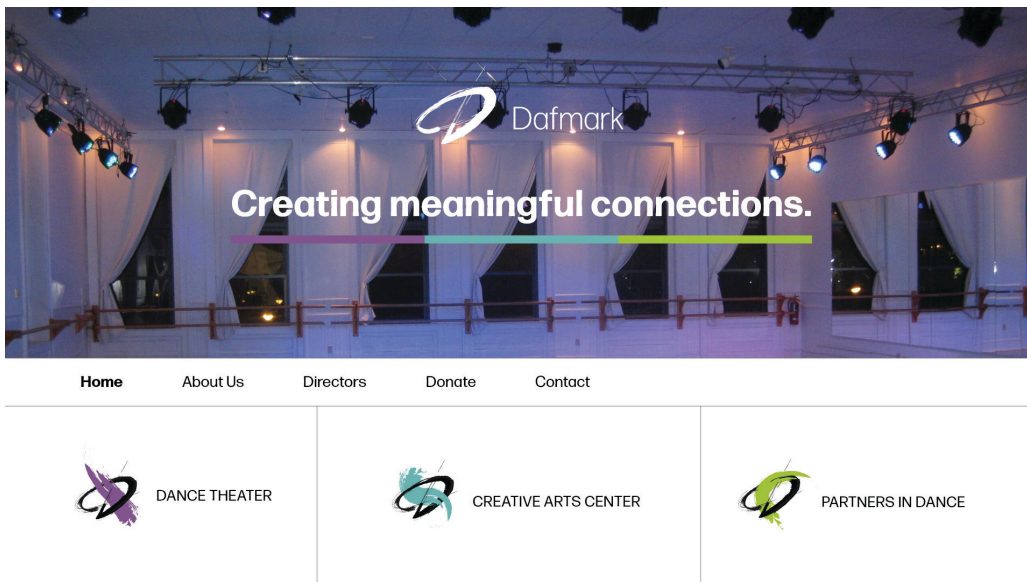


Dafmark
PARTNERS IN DANCE

Interchange of Brand Names

When to use the full name

When Dafmark’s principal identity is present on a page along with a sub-identity or multiple sub-identities, the sub-identities do not need to contain the “Dafmark” name. If they are alone on a page, the full name must be present so that viewers understand the connection between Dafmark and its offerings. In the example below, within the website model, the offerings appear without the “Dafmark” prefix because it is clearly visible at the top of the page.



Clear Space and Minimum Size

Clear Space

Never redraw or alter the logo, including the placement and size relationship of its letter or wordmark, as doing so weakens our identity. Always maintain clear space around the Dafmark logo to protect it from distracting graphics or typography. For the wordmark, measure clear space by the height of the “D” in Dafmark for vertical space, and the width of the D for horizontal space. Never allow other typography or elements to overlap or touch the logo.



Minimum Size

The Dafmark principal identity should never be reproduced smaller than 1 inch wide, as it will obscure the lettermark and lose recognizability. The wordmark and any paragraph text should not be made smaller than 10 points.

10 point paragraph text example



Allowed Backgrounds

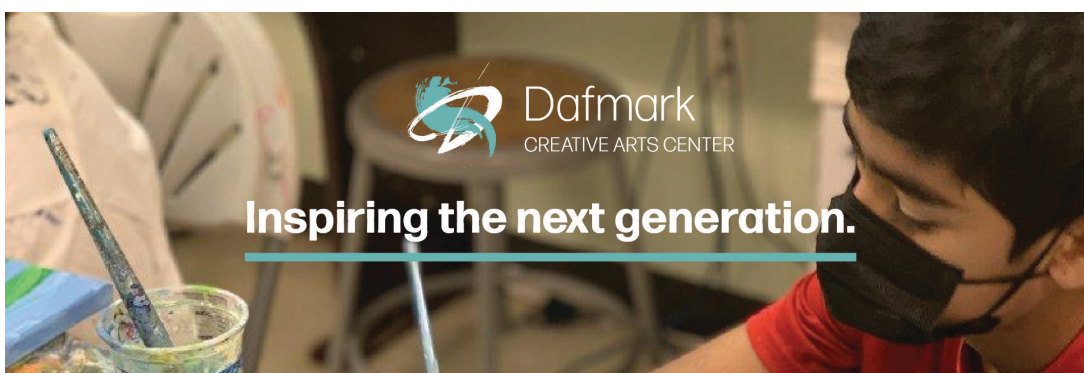
When used on top of a photograph, the area underneath the logo should either be a single color, or heavily blurred, so that the text is visible and colors do not clash. It is important that the Dafmark logo remains legible and recognizable across all instances.

If the black version of the logo is used, the photograph should be generally light, and vice versa if using the white version.

Example of appropriate use of the primary identity on top of a dark photograph:



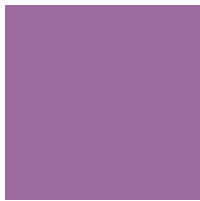
Example of appropriate use of a sub-identity on top of a selectively blurred photograph:



Color Palette

Color choices are crucial in a logo system because it is the first thing that a person notices when they interact with a brand. Each color within the Dafmark primary color palette was chosen to be used in conjunction only with its respective sub-identity: passionate purple for the Dance Theater, high-energy teal for the Creative Arts Center, and stimulating green for Partners in Dance. Colors should not be used across sub-identities, as it would weaken the association they have with their own. The accent color palette should be referenced, but used sparingly, when choosing complementary photography or graphics.

Our primary colors



Dafmark Purple

R: 154
B: 105
G: 157

#9A699D



Dafmark Teal

R: 121
B: 192
G: 191

#79C0BF



Dafmark Green

R: 163
B: 205
G: 57

#A3CD39

Our accent colors



R: 241
B: 218
G: 14

#F1DA0E



R: 246
B: 139
G: 66

#F68B42



R: 224
B: 171
G: 207

#E0ABCF

Typeface

Typography is an important aspect of any visual identity because it influences the way a person feels about what they are reading. Forma DJR Micro is a flexible, sans-serif font that clearly communicates information and is suitable to represent all of Dafmark's diverse offerings.

Forma DJR Micro Regular

abcdefghijklm

nopqrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

Forma DJR Micro

- Forma DJR Micro is our primary typeface
- Forma DJR Micro should be used in all communication materials
- Use type size and weight to establish a clear hierarchy of information
- Do not substitute any other typeface for Forma DJR Micro