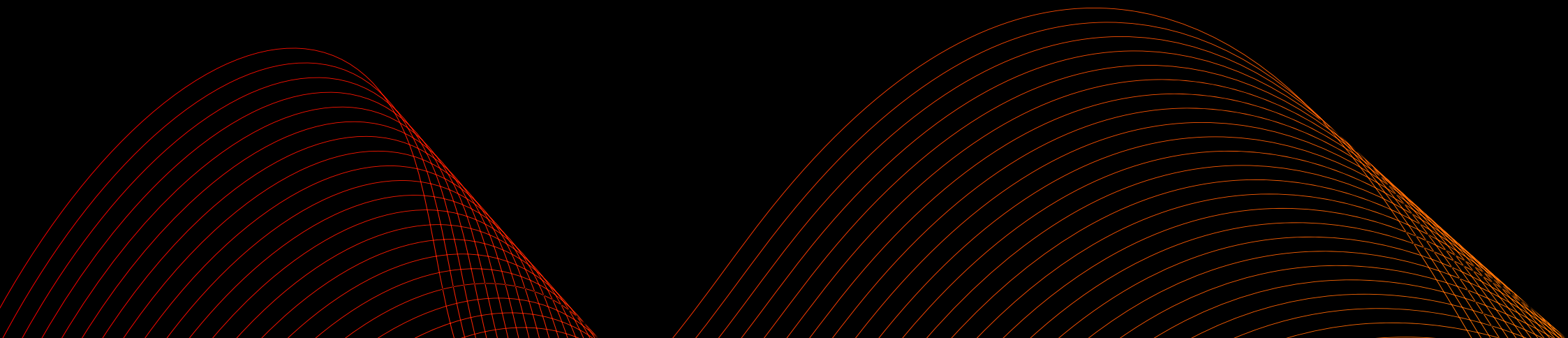




DNA DANCE STUDIOS - BRAND GUIDELINES



The DNA Dance Studios logo has been designed so that it can be used horizontally or vertically, depending on the space available.



All of the interconnected letters of the logo have been designed to give a feeling of movement, flow, and change of direction, much like a dance routine.



Abstract letter 'D'



Abstract letter 'N'

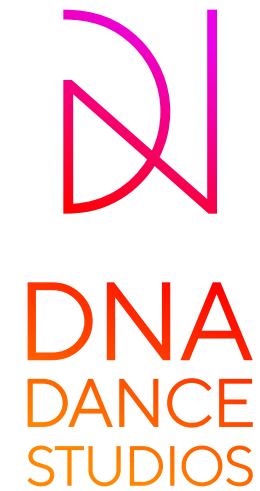


Abstract letter 'A'

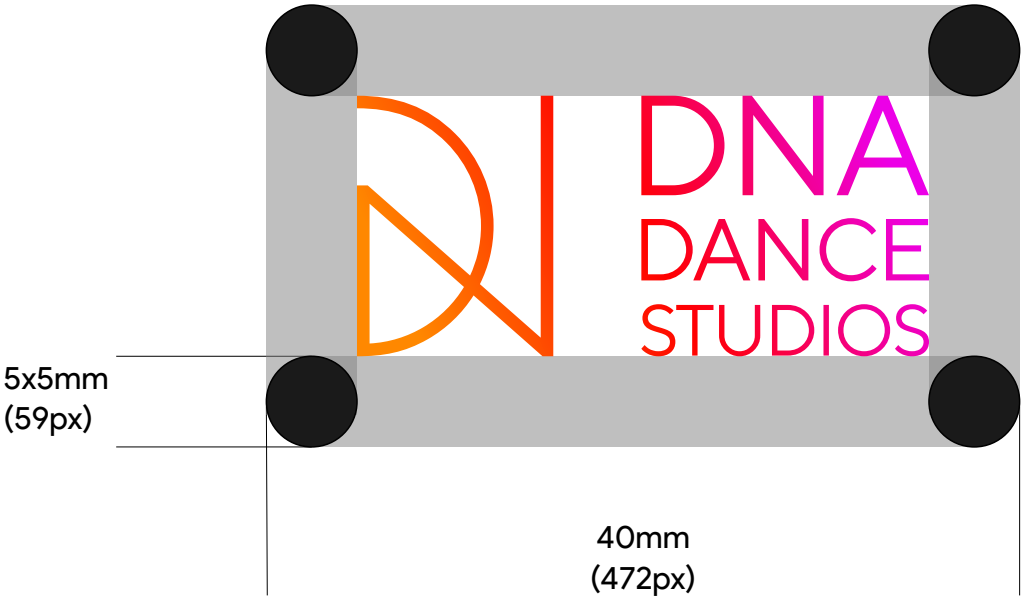






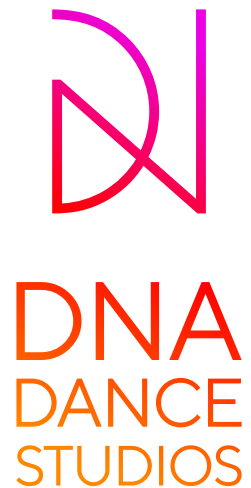






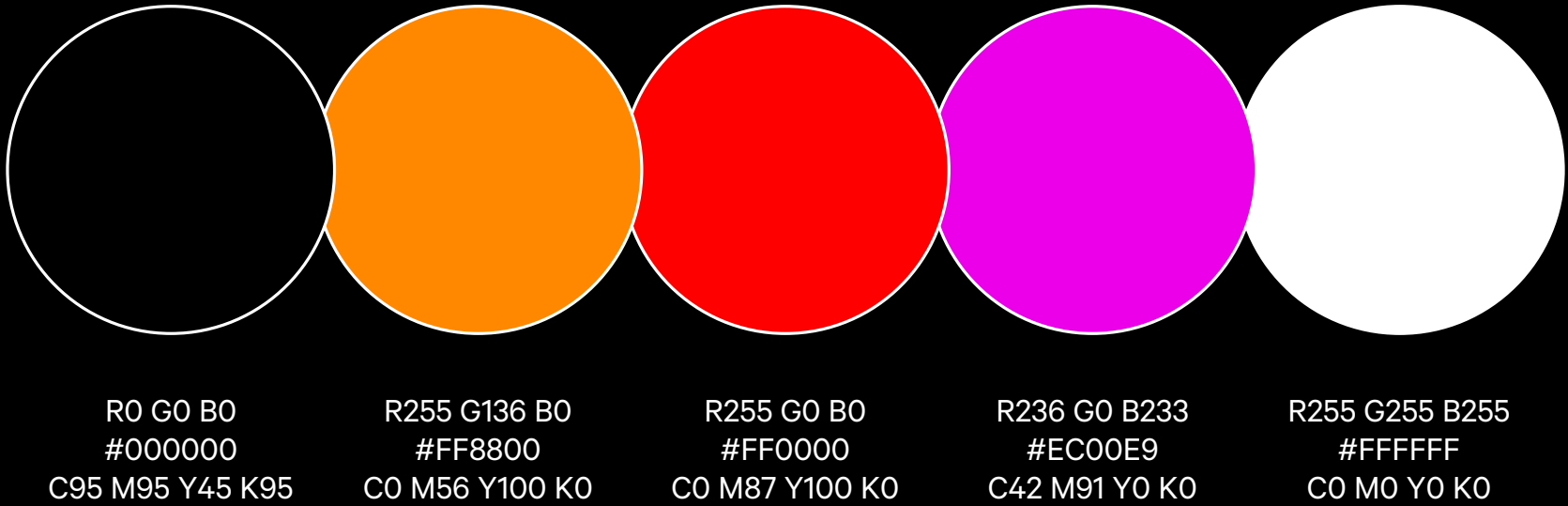


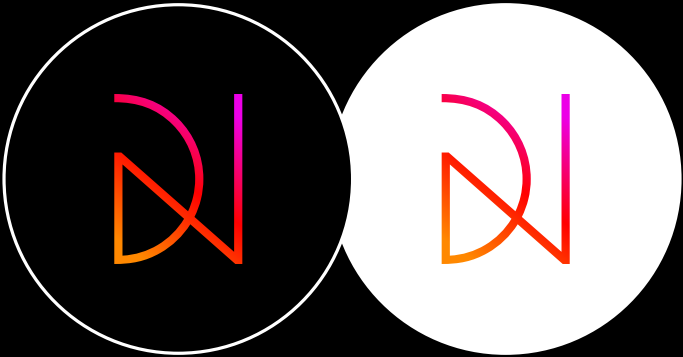
The primary logo should be used to represent the brand wherever possible, but especially in situations where vertical space is compromised but horizontal space is not. The primary logo has been hand drawn and must not be altered in any way.



Where it is not possible to use the primary logo then the secondary logo should be used, especially in situations where horizontal space is compromised but vertical space is not. The secondary logo has been hand drawn and must not be altered in any way.

BRAND PALETTE





Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

TT Norms Regular