



BALLET JÖRGEN

Branding Guidelines

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INTRODUCTION

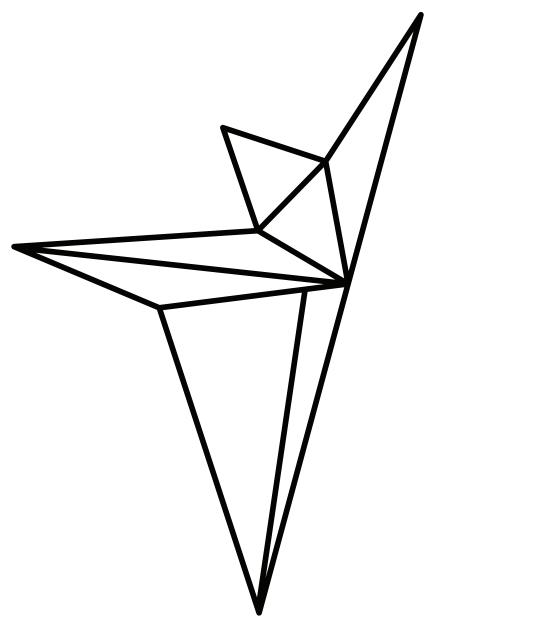
Canada's Ballet Jörgen is one of Canada's largest ballet companies, reaching over 60,000 people annually across every province, specializing in reaching underprivileged communities through outreach programs. Our target audience is young people, 18 years and under.

In order to better connect Canada's Ballet Jörgen with our target audience, we have created a brand identity which is more open, creative and community-focused. We want to make design choices which complement the dancers' flow of movement.

We want to be perceived as an open, community-focused company. We should be recognized as appealing and welcoming to young creative people. While we still want to keep an impression of prestige, as Ballet Jörgen is one of the top ballet companies in the country, we don't want to appear exclusionary or make aspiring dancers feel discouraged.

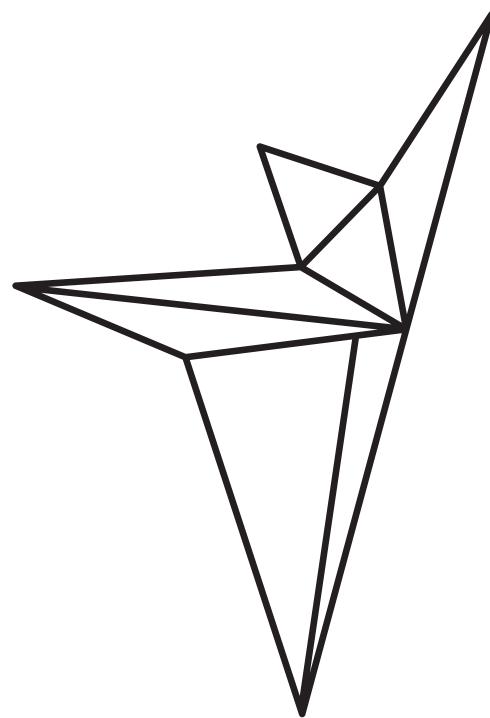
DANCING WITH COMMUNITIES

LOGO



Our logo represents a dancer performing on stage, with the symbol representing the dancer and the wordmark representing the stage. By using geometric lines and shapes, we have created a logo which is sleek and modern, while making reference to traditional imagery associated with ballet.

SYMBOL



Our symbol was inspired by an experimental short film generated by Euphrates, a Japanese collaborative of artists. In the film, a dancer's movements are tracked by a rotoscope animation method, which creates both geometric and fluid shapes based on the different ways in which her body moves. Based on this idea, we traced traditional ballet poses, using lines to create triangular shapes. The final result of this is our brand symbol, which shows the geometric structure of dance, and is both abstract and distinctly human.

WORDMARK

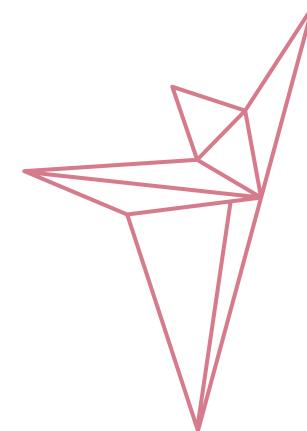
BALLET JÖRGEN

BALLET JÖRGEN

BALLET JÖRGEN

In order to match the symbol, the wordmark is very geometric and bold. It provides a base for the symbol, and when combined, it represents a stage.

USAGE



BALLET JÖRGEN

— 10mm —
Minimum Size



BALLET JÖRGEN

— 20mm —
Minimum Size

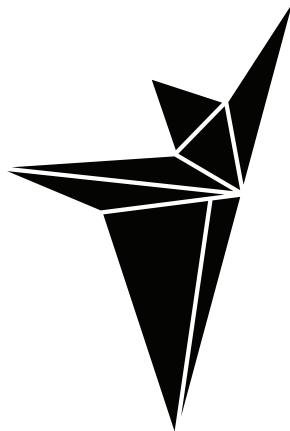
The colours of the wordmark and symbol may be switched, but this colour scheme is recommended for this version. It is recommended to use this variation on a white background only. Do not use secondary colours or the two lighter pink colours in the primary colour palette for this variation.

The colours of the wordmark and symbol may be switched, but this colour scheme is recommended for this version. It is recommended to use this variation on a white background only. The solid colour is helpful for making the logo stand out more in situations where it may otherwise be overpowered. Do not use secondary colours or the two lighter pink colours in the primary colour palette for this variation.



BALLET JÖRGEN

— 10mm —
Minimum Size



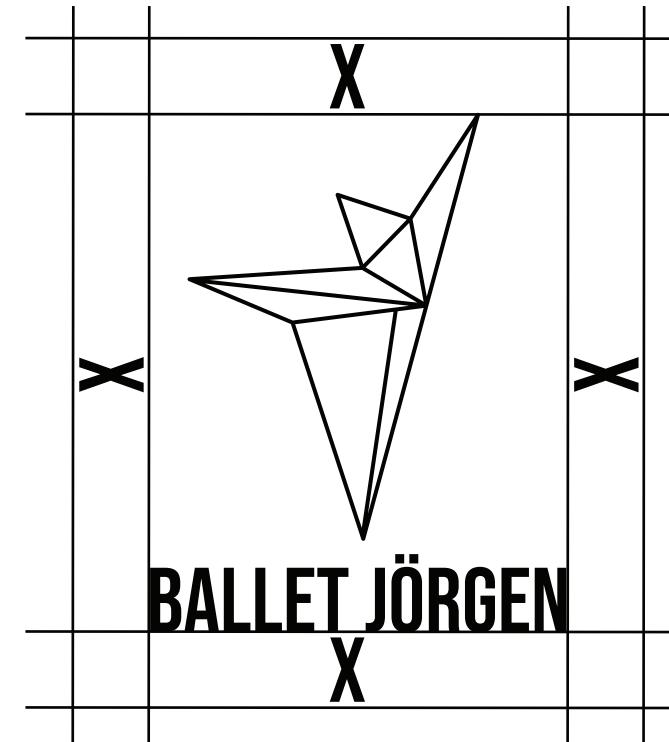
BALLET JÖRGEN

— 20mm —
Minimum Size

The outline-only variation of the logo should be used in situations where the logo will not be competing too much with other elements. This version has a smaller minimum size than the solid version by 10mm.

The solid variation of the logo should be used in situations where the logo is not standing out compared to other elements around it. This version has a larger minimum size than the outline only version by 10mm.

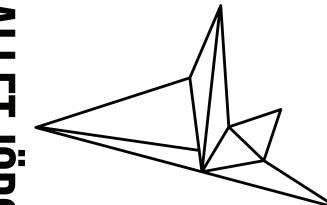
APPLICATION



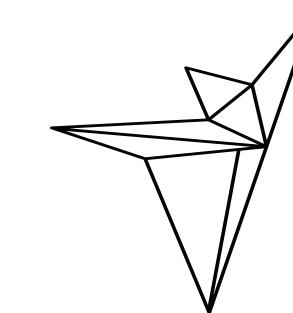
There must be a minimum amount of space equal to the x-height of the wordmark between the logo and other elements which it is placed beside. This space must also be present between the logo and the edge of an object or page.

AVOID

BALLET JÖRGEN



Rotating the logo



Stretching the logo



Using colours other
than the two specified

TYPOGRAPHY

PRIMARY FONT - BEBAS NEUE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ? , . ^ & * [] _ + - =

Bebas Neue is a sans-serif font, consisting of only capital letters. Its bold structure draws the eye in a vertical motion, similarly to the movements of a ballet dancer. It is our primary/display font.

SECONDARY FONT - ROBOTO

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ? , . ^ & * () _ + - =

Roboto is a sans-serif font, and is good for reading. It is our secondary font, to be used for body copy and small text. Roboto complements Bebas Neue, as it is less tall and narrow.

USAGE

BEBAS NEUE REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 ! \$ % ? @

Minimum Size: 24pt

Bebas Neue regular should be used for all headings sized 24pt or over. If the size is reduced any further, it will appear cramped and no longer be easily readable.

ROBOTO REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! \$ % ? @

Minimum Size: 10pt

Roboto Regular should be used for most paragraph text. Use if the text is meant to simply be read rather than stand out.

ROBOTO LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! \$ % ? @

Minimum Size: 14pt

Roboto Light is only recommended as a headline font, as it can appear weak or difficult to read when used in paragraph text.

ROBOTO BOLD

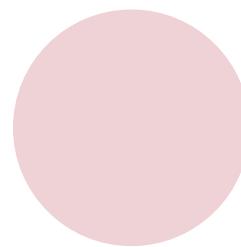
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! \$ % ? @

Minimum Size: 12pt

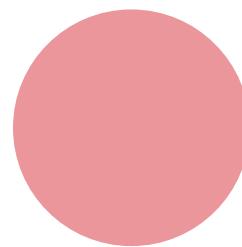
Roboto Bold is recommended for headings to provide contrast when Roboto Regular is used, or in situations where Roboto Regular may not provide the necessary level of impact.

COLOUR PALETTE

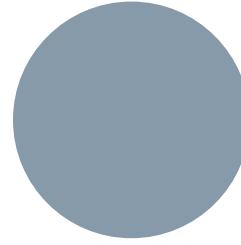
PRIMARY



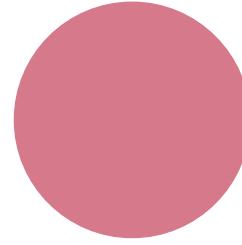
C: 5% M: 19% Y: 8% K: 0%
R: 237 G: 209 B: 214
Pantone: 196 C



C: 5% M: 49% Y: 28% K: 0%
R: 233 G: 151 B: 153
Pantone: 708 C

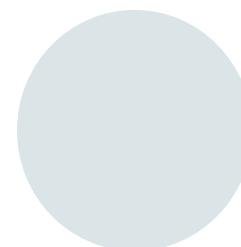


C: 50% M: 33% Y: 25% K: 0%
R: 136 G: 174 B: 151
Pantone: 535 C

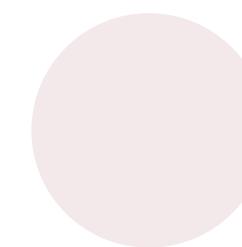


C: 14% M: 63% Y: 30% K: 0%
R: 214 G: 132 B: 139
Pantone: 493 C

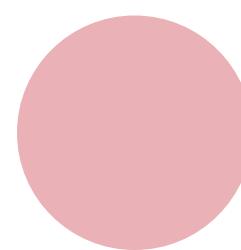
SECONDARY



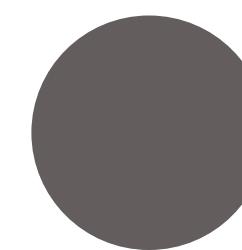
C: 13% M: 6% Y: 7% K: 0%
R: 219 G: 226 B: 228
Pantone: 642 C



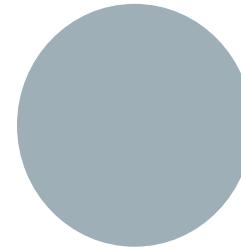
C: 4% M: 8% Y: 4% K: 0%
R: 241 G: 231 B: 233
Pantone: 705 C



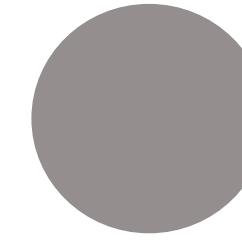
C: 6% M: 34% Y: 18% K: 0%
R: 233 G: 179 B: 182
Pantone: 502 C



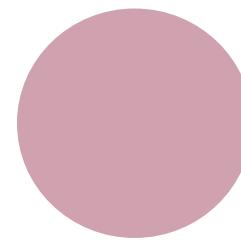
C: 59% M: 56% Y: 52% K: 25%
R: 100 G: 93 B: 94
Pantone: Warm Gray 11 C



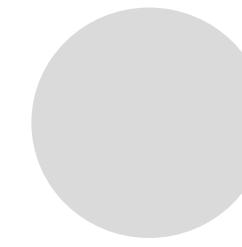
C: 39% M: 24% Y: 22% K: 0%
R: 237 G: 209 B: 214
Pantone: 429 C



C: 44% M: 40% Y: 38% K: 3%
R: 148 G: 141 B: 142
Pantone: 408 C



C: 5% M: 19% Y: 8% K: 0%
R: 159 G: 175 B: 184
Pantone: 5105 C



C: 13% M: 10% Y: 10% K: 0%
R: 219 G: 219 B: 219
Pantone: Cool Gray 1C

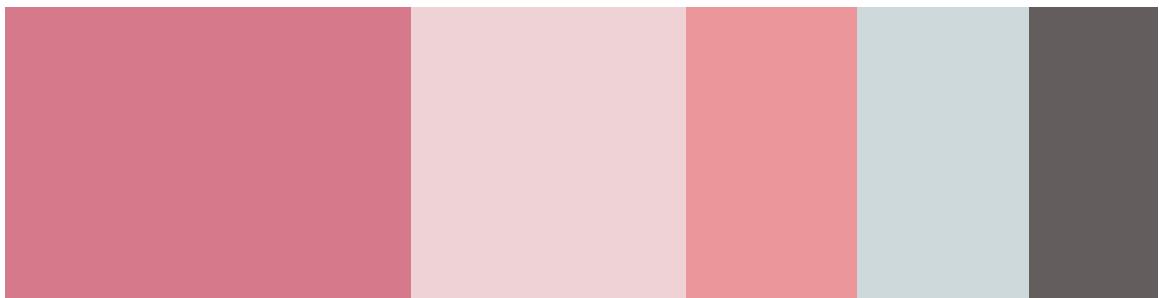
Our chosen colour palette consists of soft colours, with a balanced mix of warm tones and cool tones. The primary colour palette is brighter and more impactful, while the secondary colour palette provides softer and more subtle variations of the primary palette.

APPLICATION

COOL-TONED COLOUR PALETTE



WARM-TONED COLOUR PALETTE



We recommend using a variation of one of the two above colour palettes. The cool-toned palette prioritizes the primary gray-blue colour, while the warm-toned palette prioritizes the primary pink colour. Note that each palette includes a small section of the opposite colour scheme, i.e. the warm-toned palette features a small amount of a secondary cool tone.

FLUID ELEMENTS



Much like our logo, Ballet Jörgen's fluid brand elements make reference to the movements of dancers. By using fluid, looping lines, we achieve a contrast to the harsh geometric lines of the logo. The juxtaposition between structure and fluidity is a key element of ballet, allowing us to bring the feeling of being on stage into our branding. By basing our elements off of ballet poses, we bring attention to the energy and excitement that we evoke in our audience.

APPLICATION

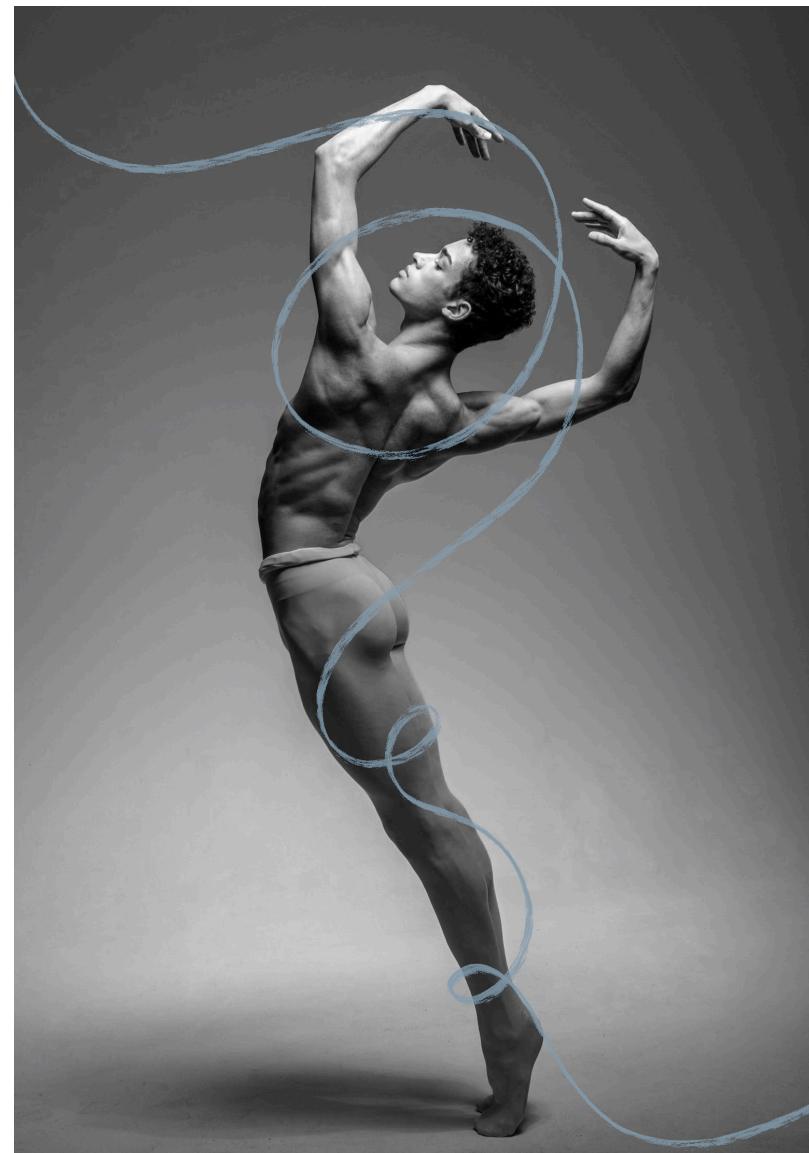
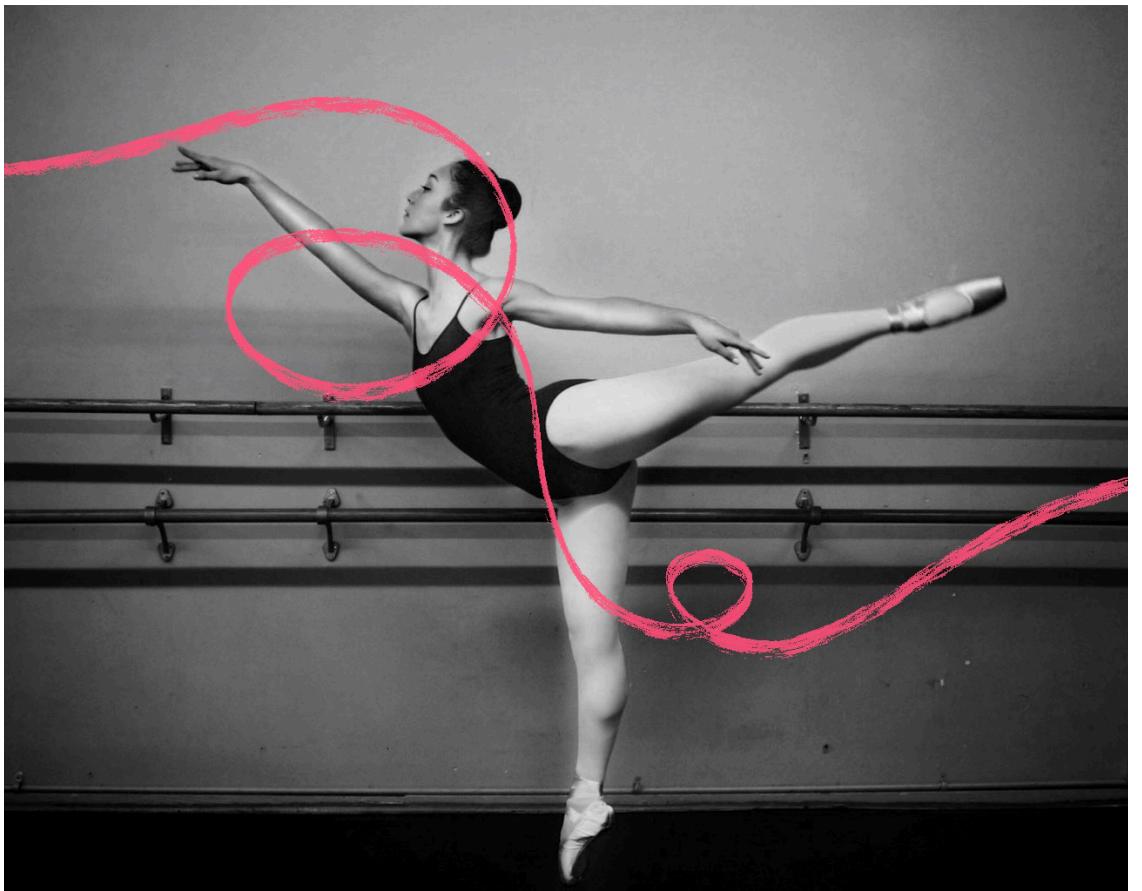


When creating fluid elements to be used in a pattern or as a background, we suggest using one dance pose to create the middle line, and then basing the rest off of what will create a solid and dynamic pattern. Using a different pose for each line will create too much visual complexity for this purpose. Be sure to use a textured calligraphy brush to achieve the desired effect.



When creating a single fluid element, which will not be used next to other fluid elements, be sure to use a dynamic ballet pose as a reference. Be sure to use a textured calligraphy brush to achieve the desired effect. When using a stand-alone fluid element, be sure to place it on the outer edge of the document. When using these elements on promotional items or items in which there are no other objects, it is okay to place it in a more centered position.

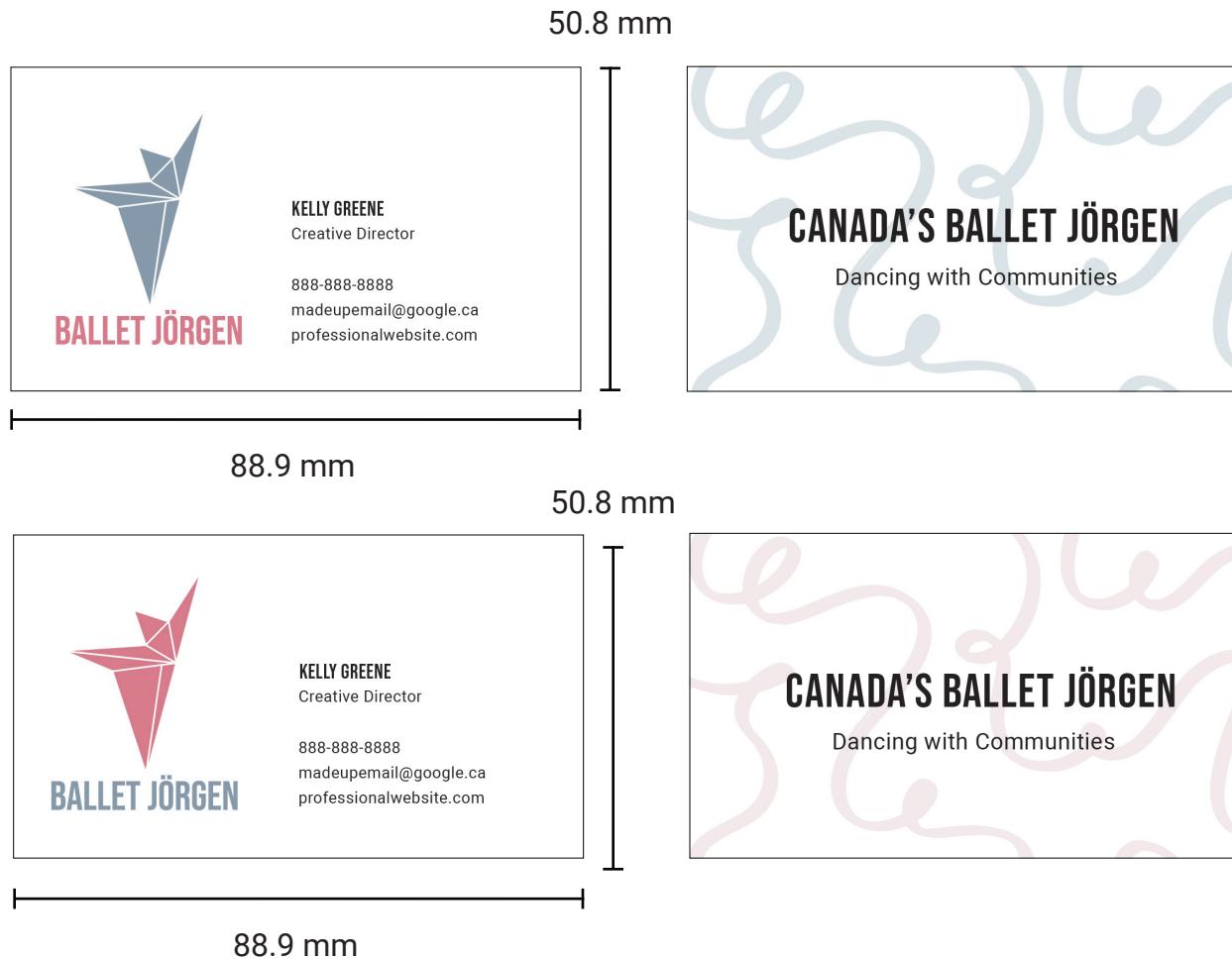
PHOTOGRAPHIC TREATMENT



All photographs will be in black and white, with a high level of contrast. This will unify all photos used, as will the use of our fluid elements. Draw a line that mimics the fluid movement of the dancer in the photograph in any colour from the primary colour palette. Do not use any of the secondary colours for this purpose, as it will become overly complicated.

STATIONARY

BUSINESS CARD

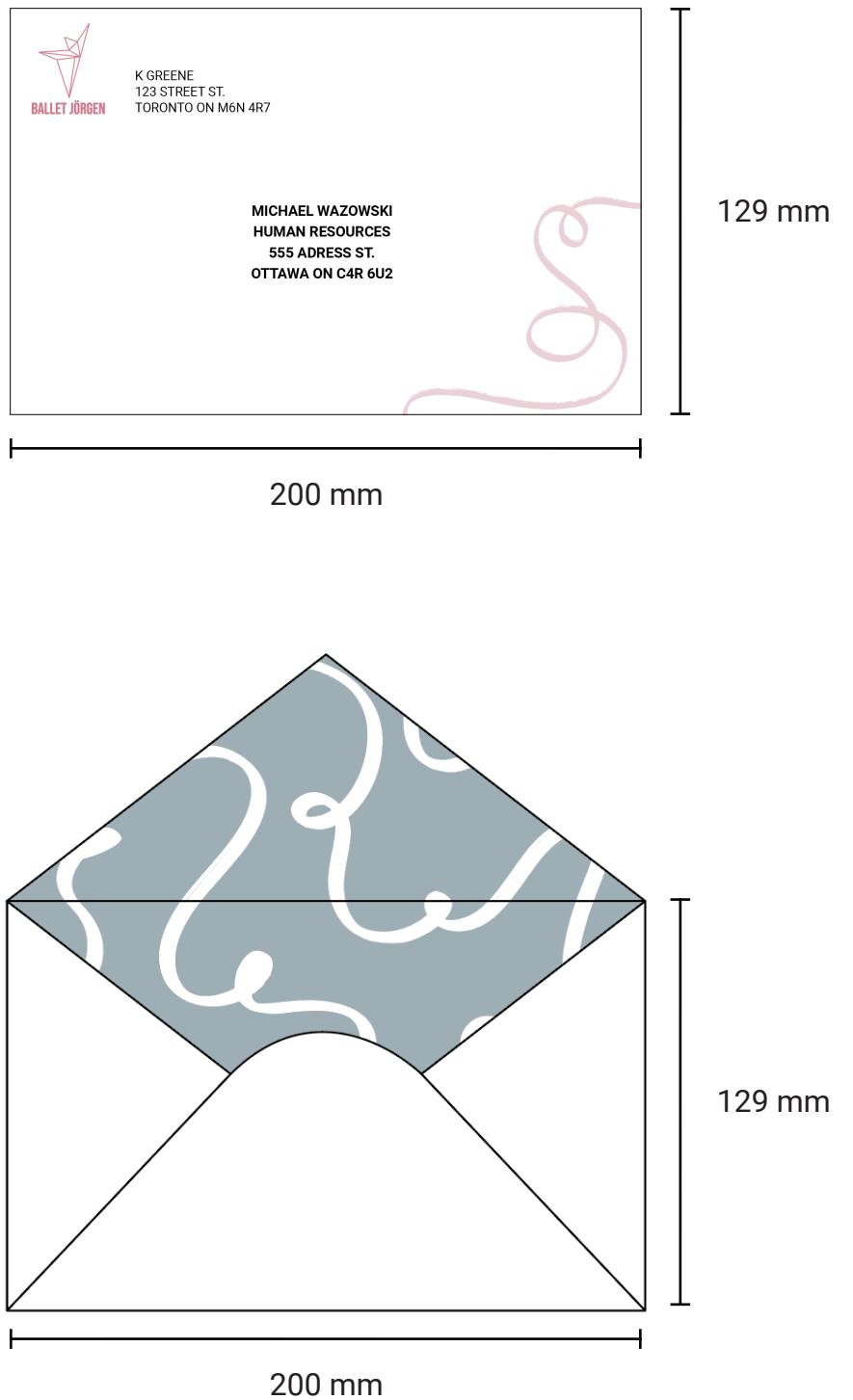


LETTERHEAD

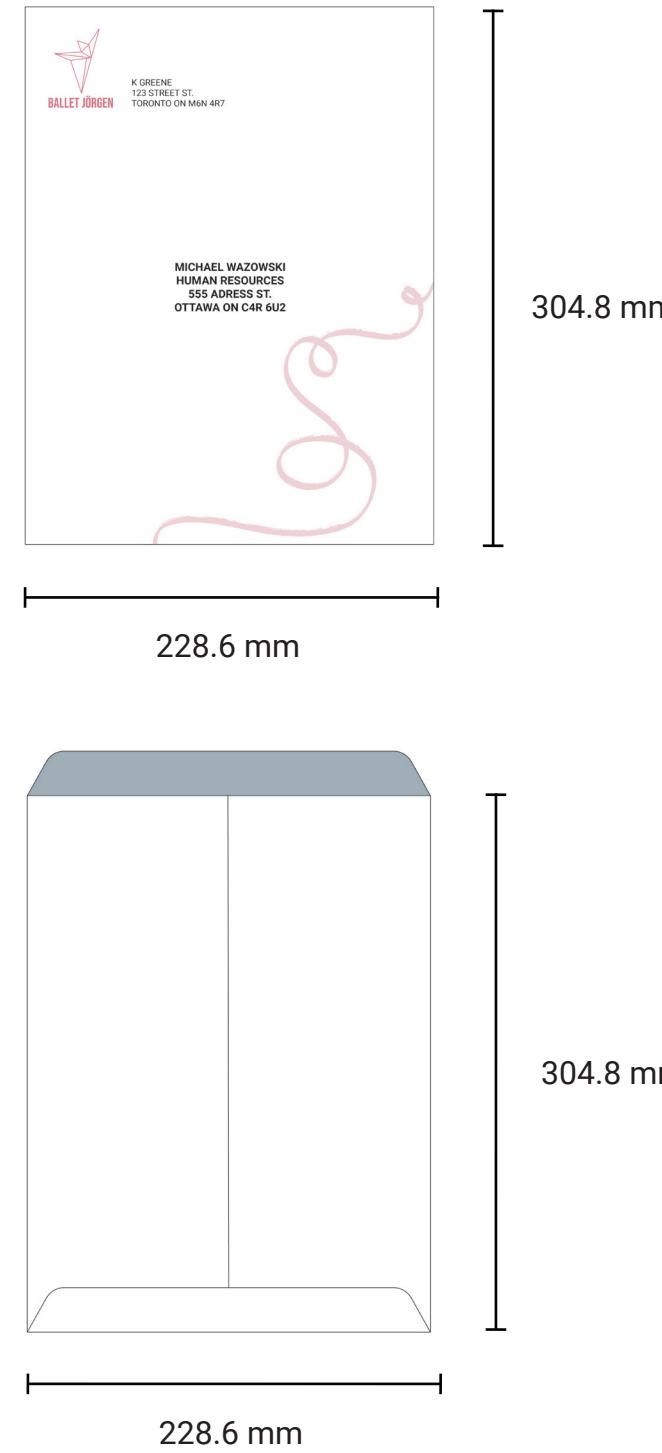


We have provided two different variations for business card design, one following the cool-toned colour palette and one following the warm-toned colour palette. Business cards should be at standard size, 88.9mm x 50.8mm or 3.5in x 2in.

ENVELOPE

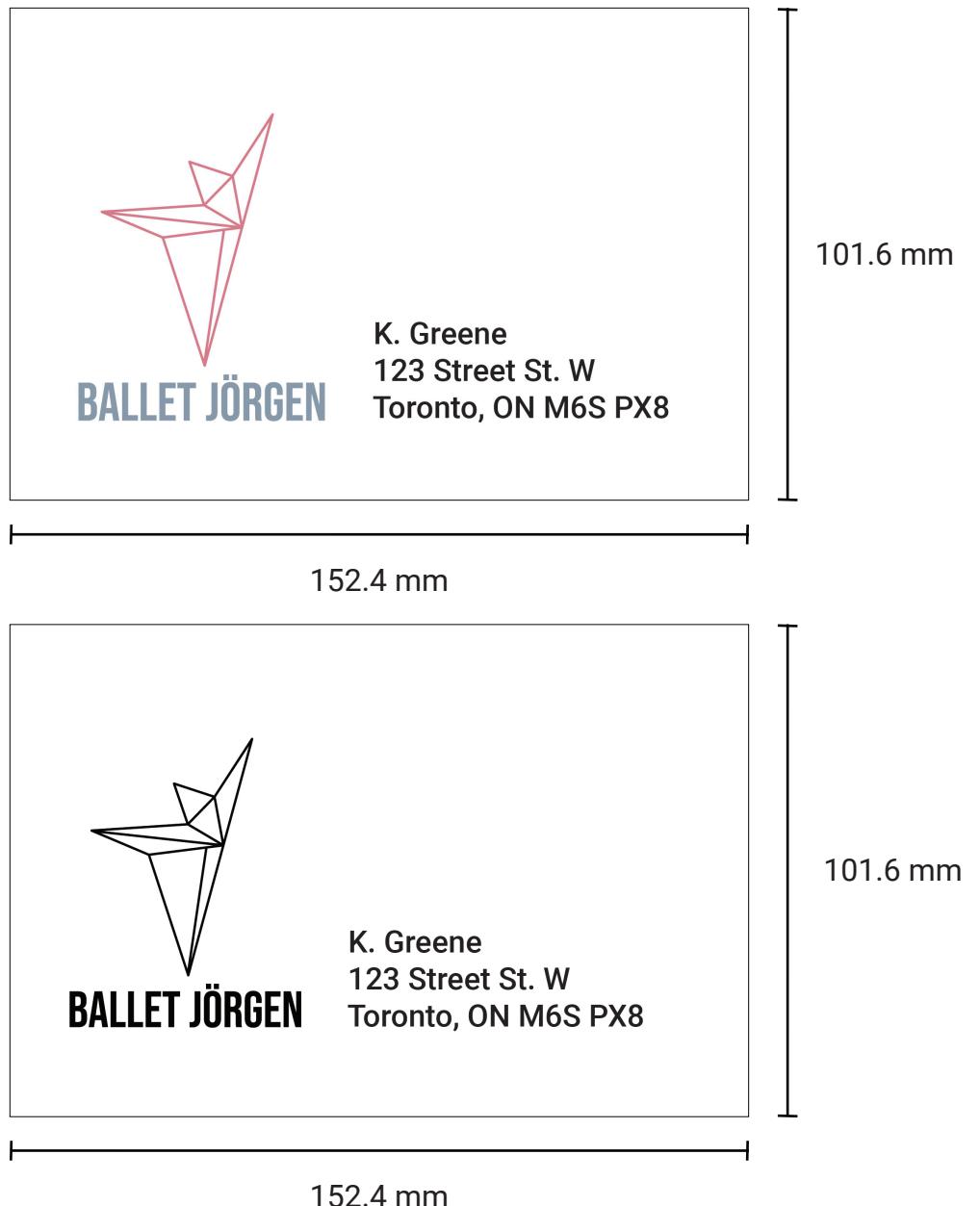


OVERSIZE ENVELOPE



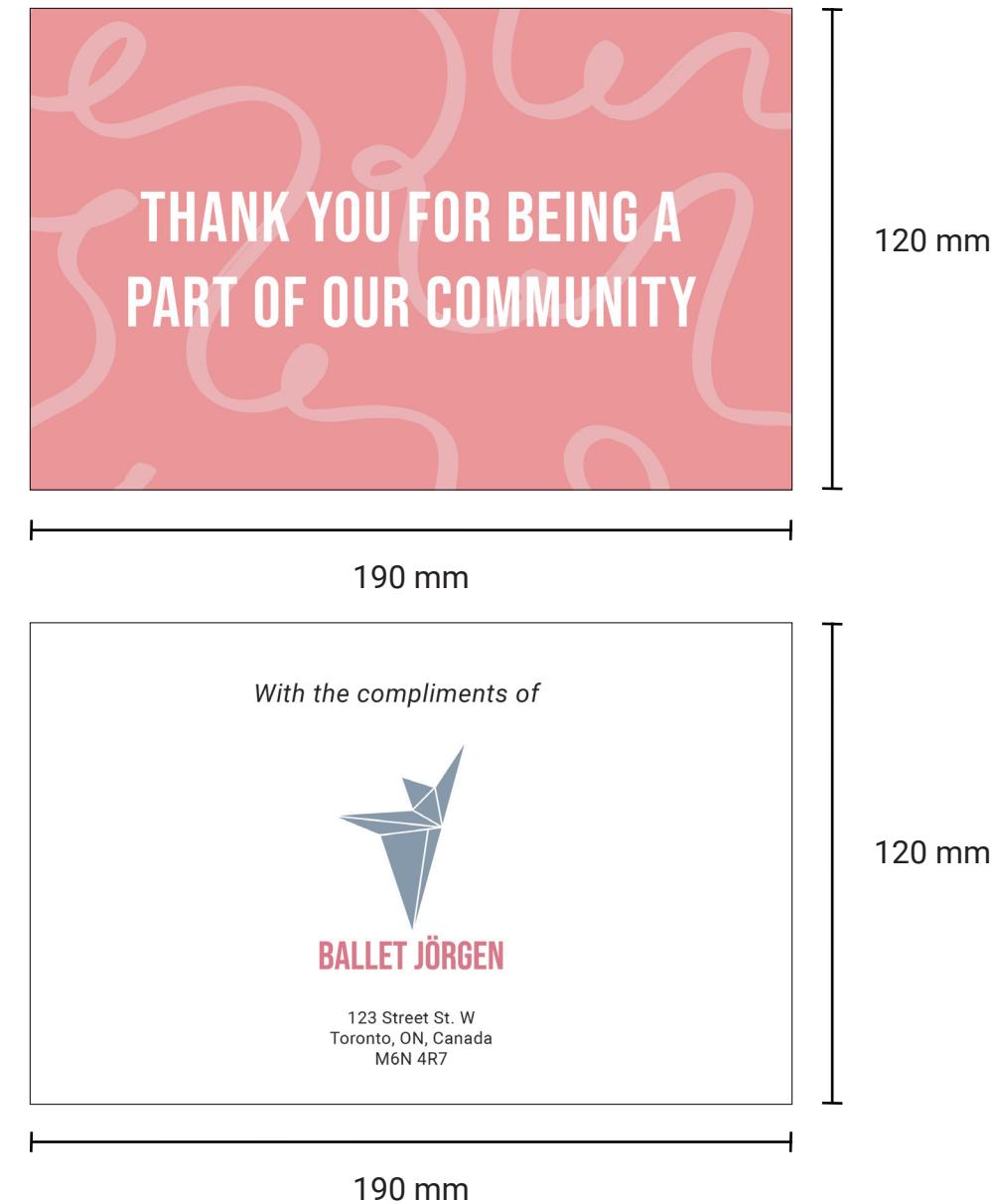
The regular envelope and oversized envelope have nearly identical designs. The oversized envelope measures at 228.6mm x 304.8mm or 9in x 12in, so that it can fit an unfolded U.S. letter size sheet of paper

MAILING LABEL



While it is recommended that mailing labels are printed in colour, printing costs and other restrictions may necessitate the use of a black and white logo.

COMPLIMENTS CARD



We suggest using the compliments card to reference the positioning statement. By doing this we can help create a sense of community values and inclusivity. We have chosen to use the filled-in logo here because it is the only area where the blue colour is seen.

CORPORATE COMMUNICATIONS

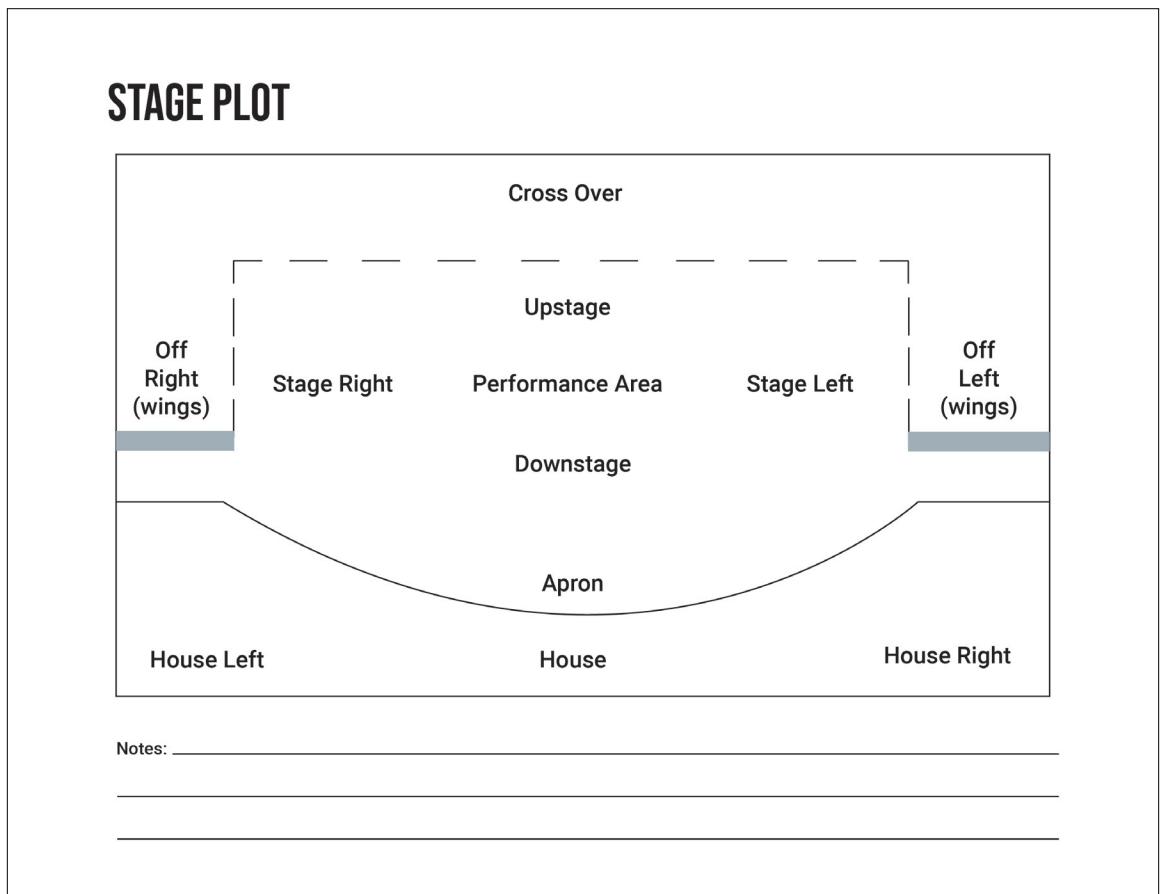
INTER-OFFICE FORMS

EXPENSE REPORT									
Purpose: _____	Pay Period From: _____ To: _____								
Statement #: _____	Department: _____								
Name: _____	Manager: _____								
Employee ID: _____									
Date	Description	Air & Trans	Lodging	Fuel / Mileage	Phone	Meals & Tips	Entertain-ment	Other	Total
Itemized Expenses/Description for "Other"									
Date	Description	Amount							
		Subtotal _____							
		Advances _____							
		Total Reimbursement _____							
Authorized By _____ Date _____									
For Office Use Only									

Inter-office forms should be subtle in their branding, meaning that fluid elements should be used minimally, if at all. Using toned-down secondary colours rather than full-impact primary colours. It is recommended to use an equal balance of cool and warm toned colours in inter-office forms.

MONTHLY TIME SHEET									
Employee ID: _____		Month Of: _____							
Date	Time In	Time Out	Time In	Time Out	Regular Hrs	Overtime	PTO	Holiday	
Totals: _____									
Employee Signature _____					Supervisor Signature _____				

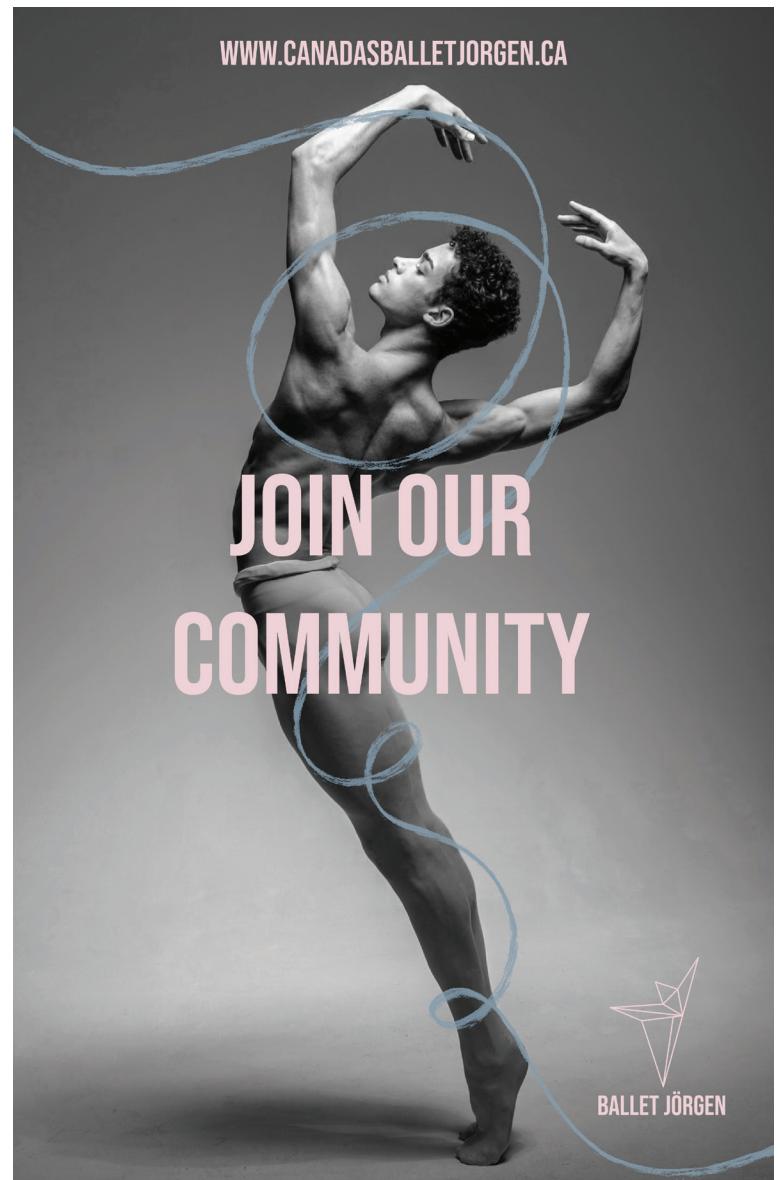
TECHNICAL MANUALS



Technical manuals should remain simple. Fluid elements should be used minimally, if at all, so as not to distract from the important information presented. Using small amounts of colour should be enough to show our brand identity.

COLLATERAL APPLICATIONS

MARKETING MATERIALS



Posters should use full bleed photographs, with the correct photographic treatment only. Be sure to make reference to the positioning statement in all marketing materials.

4X3 NAME CARDS



INTERNET BANNERS



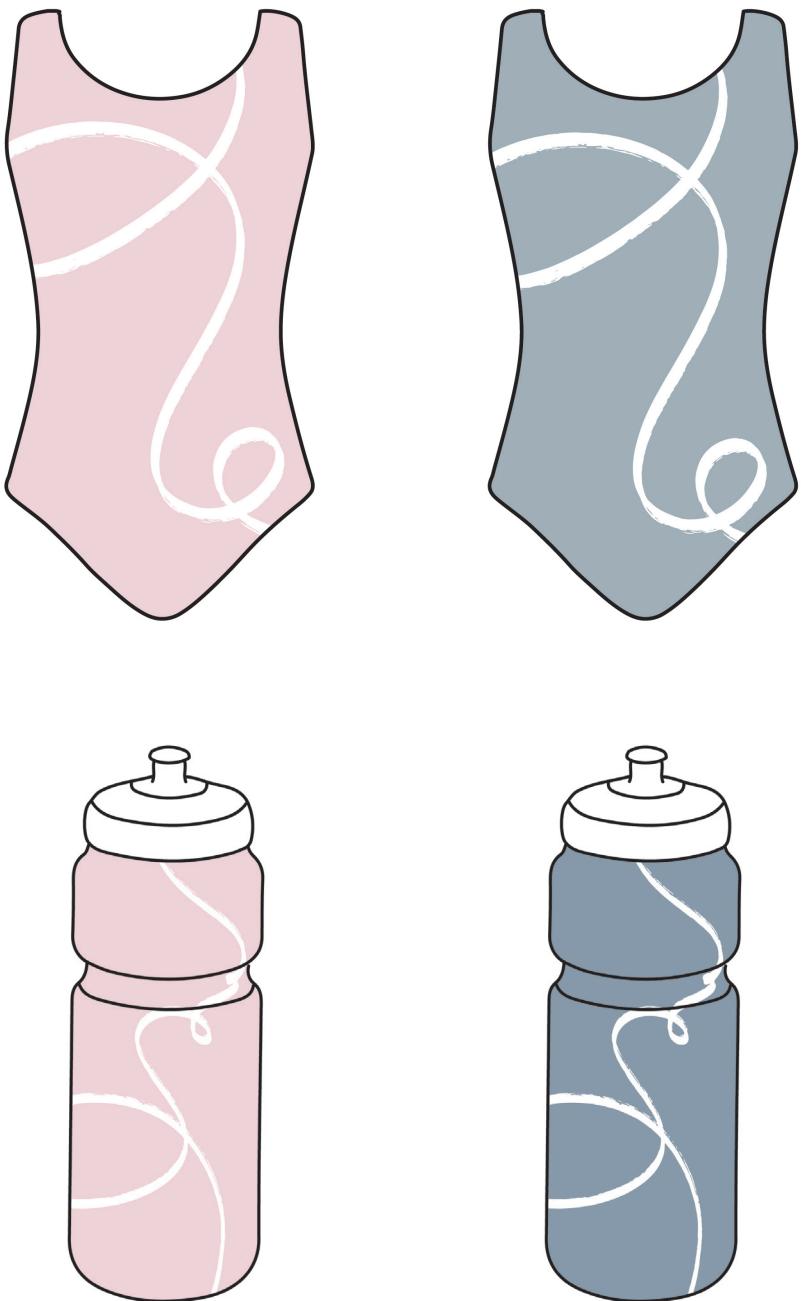
Internet banners should be bold and mainly use colours from the primary colour palette. Using a coloured background with knocked-out white text creates a bold and eye-catching web banner.

WEARABLE ITEMS



Our wearable items should be designed with the purpose of advertising Ballet Jörgen. For this reason, we suggest using the primary brand colours and logo on each wearable item. We do not suggest using black clothing, but rather white or one of the primary brand colours.

WORKOUT GEAR



For our workout gear, we want to use the toned-down secondary colours, so as to be subtle and tasteful with our branding. By doing this, our workout gear is attractive and tasteful, rather than overusing the logo or the brighter primary colours. We have chosen to use a white logo on the yoga mats, as this is simple and does not overuse the primary colours.

ADVERTISING

PAPER

CORPORATE PAPERS

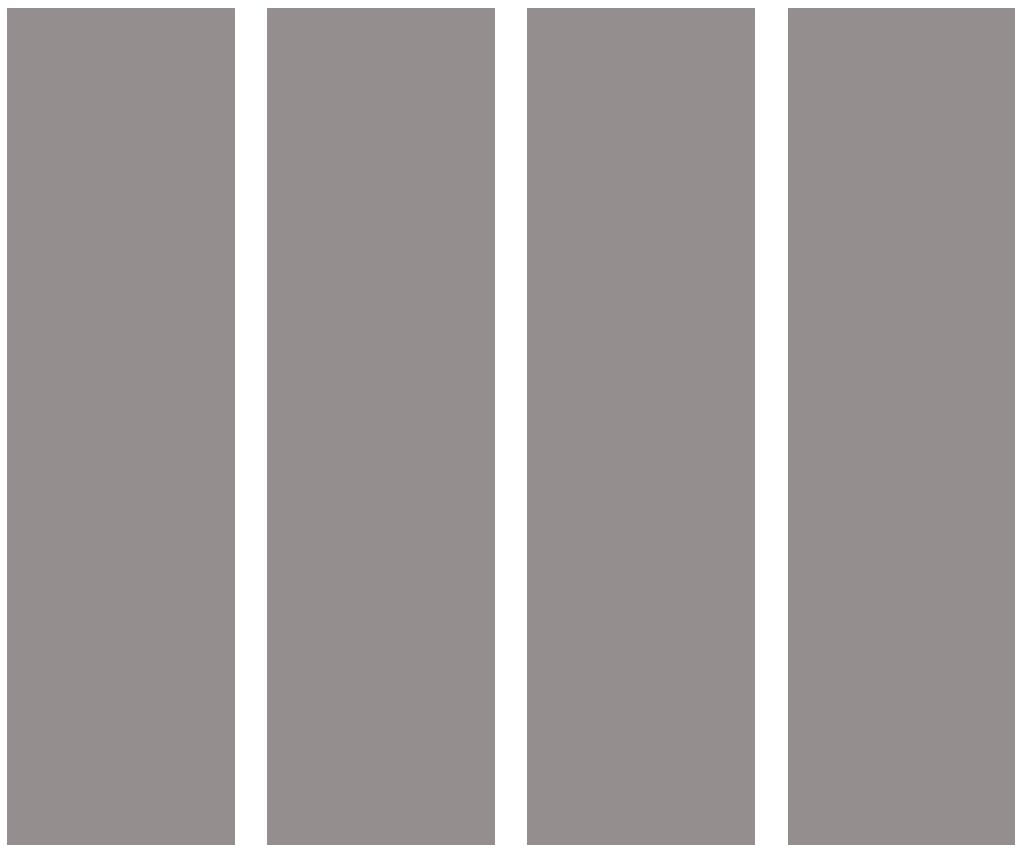
Corporate documents should be printed on standard white 74 lb uncoated text paper. Coated paper, cardstock paper and coloured paper should not be used.

COLLATERAL & PROMOTIONAL PAPERS

Collateral and promotional documents should be printed on white heavy-weight (80-100lb) matte coated paper. Gloss-coated paper, coloured paper and lightweight paper should not be used, with the exception of envelopes.

GRID SYSTEMS

4-COLUMN GRID



12-COLUMN GRID

