



Brand Guidelines

Mapleton Creative Dance Center 2025



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Logo



Main Stand Alone Logo



Variations



Icon Only



Horizontal

Minimum size:



Positive & Greyscale



Color variations on dark/colored backgrounds



Logo



Restrictions:

Do NOT alter proportions or rotate logo



Do NOT modify the logo



Do NOT change logo colors



Do NOT place objects over the logo



Typography

Main:

Nunito Sans Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Nunito Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body Copy

Nunito Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Accent Font:

Gochi Hand

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Example of Use

Outstanding Title

Complimentary subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ulla.

Dance training
meets joy, creativity
and self-expression

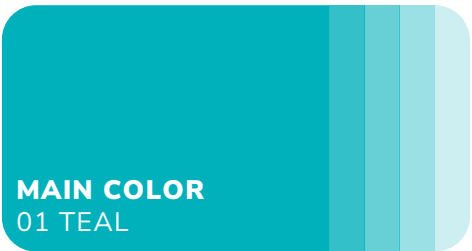
Enroll Now

The accent font should only be used to emphasize a word or 2 to lighten heavy paragraphs. It should be used sparingly.

Color Palette

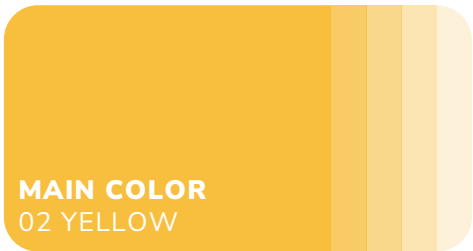
Main palette:

Use for logo, main design elements, backgrounds and main text.



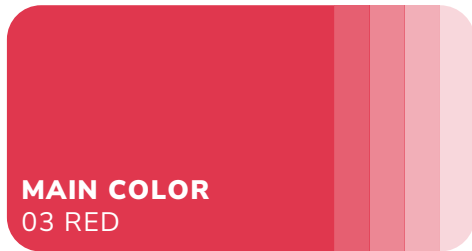
MAIN COLOR 01 TEAL

HEX #00B1BB
RGB 0, 177, 187
CMYK 75, 6, 28, 0



MAIN COLOR 02 YELLOW

HEX #F8BF3E
RGB 248, 191, 62
CMYK 2, 26, 87, 0



MAIN COLOR 03 RED

HEX #E0374E
RGB 224, 55, 78
CMYK 7, 93, 67, 0



SECONDARY COLOR 01 GREEN

HEX #88C93A
RGB 136, 201, 58
CMYK 51, 0, 100, 0



SECONDARY COLOR 02 BLACK

HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100

Graphic Elements

Main Dancing Figure



Complimentary Pattern & Example Usage

