



Branding & Style Guide

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Our Purpose

Through dance, champion the artistic equality of the disabled and non-disabled body.

Our Vision

To be the global leader in the art of physically integrated dance.

Our Mission

Redefining the boundaries of dance by bringing together disabled and non-disabled dancers through performance, education, and advocacy.

Our Values

Your body is perfect.

Your body has undiscovered movement.

Your body can experience dance.

Who is our Audience?

- Who do we speak to and what they seek from us?
 - Atlanta- area residents → Entertainment, education, exercise
 - Worldwide → Education about physically integrated dance

Who are we? What is our brand personality?

- We are artistic
- We embody movement
- We celebrate inclusivity

Brand voice & copywriting guidelines

- We follow the [AP Style Guide](#) and the inclusive language guides of the [National Assembly of State Arts Agencies](#) plus the National Center of Disability and Journalism's [Disability Style Guide](#)
- What are things we DO/ don't say about Full Radius Dance?
 - We always refer to the company as "Full Radius Dance" or "FRD" never "Full Radius" or "FR"
- What are things we DO/ don't say about physically integrated dance?
 - When referring to disability, we say "apparent & non-apparent" vs. "visible & invisible"
 - We only mention disability if relevant per the NCDJ Disability Style Guide
- Keep it short and simple so we can speak to all audiences.

Our logo

Main Logo:
Two color



Secondary Logos:
Black on White



White on Black



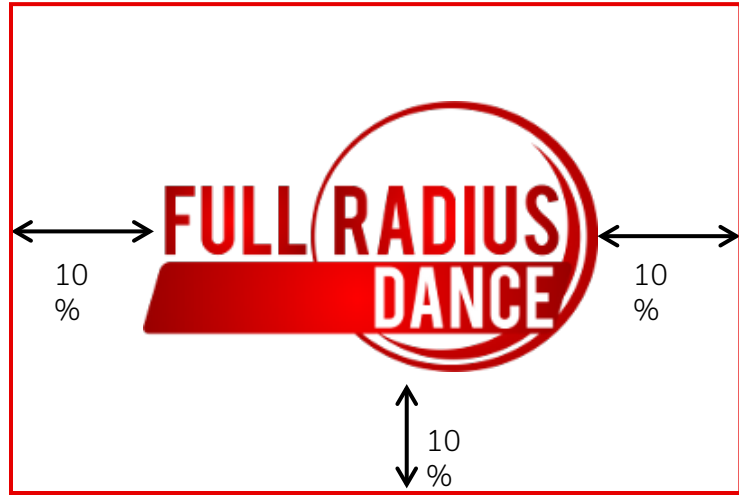
The Full Radius Dance logo is the primary visual identifier of our brand and even minor transformations can also modify the impression of our brand.

The circle represents perfection. Just like the circle is perfect, your body is perfect just as it is.

The color red represents the movement we believe everyone can experience.

Our supplementary colors of black and white represent the diversity that is integral to physically integrated dance. We welcome both disabled and non-disabled persons to experience physically-integrated dance.

Logo usage guidelines



Logo construction and clear space requirements

- Leave clear space equal to 10% of the logo size
- Make sure that text or other elements do not encroach on the logo. Always give the logo space free from distraction.



Minimum Print Sizes

- The minimum height for the primary logo is 48 pixels
- The minimum width for the logo is 81 pixels


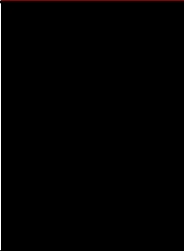
Unacceptable use of the logo

- Do not transform the logo in any way



Color palettes

Color is a distinguishing element of our brand. It is important to use our colors accurately to convey their true meaning.

		CMYK	RGB	Hex
Primary Brand Color Logo/ accent/ titles		C: 0 M:100 Y: 100 K: 10	R: 230 G: 0 B: 0	#E60000
Secondary Brand color Background/ logo/ business cards		C: 0 M: 0 Y: 0 K: 100	R: 0 G: 0 B: 0	#000000
Secondary Brand color Text/ alternate background		C: 0 M: 0 Y: 0 K: 0	R: 255 G: 255 B: 255	#FFFFFF

Typography

Primary Font: Nunito Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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Photography & Videography

- We provide image descriptions, and alternative text to all of our images.
- Photography should:
 - Indicate motion
 - Represent diversity
- Photography should not:
 - Be static
 - Reflect only apparent or only non-apparent disabilities

Social Media

- Refer to our social media strategy for more in-depth coverage!
- We use social media to: *spread the word about physically integrated dance.*
- Length of posts: Short is better! 1-2 sentences max. Simplify your ideas or reduce the amount of information you're sharing—but not by altering the spelling or punctuation of the words themselves. It's fine to use the shorter version of some words, like "info" for "information." But do not use numbers and letters in place of words, like "4" instead of "for" or "u" instead of "you."

Social Media pt.2

- Refer to our social media strategy for more in-depth coverage!

Engagement

- Do your best to adhere to our style guidelines when you're using our social media channels to correspond with users. Use correct grammar and punctuation—and avoid excessive exclamation points.
- When appropriate, you can tag the subject of your post on X (formerly Twitter) or Facebook. But avoid directly tweeting at or otherwise publicly tagging a post subject with messages like, “Hey, we wrote about you!” Never ask for retweets, likes, or favorites.
- ✓ Yes: “We talked with [@abilitymagazine](#) about accessibility in the dance space. [Linktoarticle](#)”
- ✗ No: “Hey [@abilitymagazine](#), can you RT this post we wrote about you? [Linktoarticle](#)”

Social Media pt.3

- Refer to our social media strategy for more in-depth coverage!

Hashtags

We employ hashtags deliberately. We use them to promote an event or connect with users at a FRD event. Do not use current event or trending hashtags to promote Full Radius Dance or Physically Integrated Dance.

Trending topics

Do not use social media to comment on trending topics or current events that are unrelated to Full Radius Dance.

Be aware of what's going on in the news when you're publishing social content for Full Radius Dance. During major breaking news events, we turn off all promoted and scheduled social posts.