



DAYTON CONTEMPORARY DANCE COMPANY

BRAND GUIDELINES

FUTURA

Clean, elegant, contemporary. A geometric sans serif, designed in 1927 by Paul Renner. Used on the plaque placed on the moon in 1969, the year after DCDC was founded. It is based on geometric shapes, especially the circle, similar in spirit to the Bauhaus design style of the period.

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

Light

Book

Medium

Demi

Heavy

Extra Bold

MODERN

SPIRIT

OUR MISSION

Rooted in the African American experience, the Dayton Contemporary Dance Company is a culturally diverse contemporary dance company committed to reaching the broadest audience through exceptional performance and arts-integrated education.



"Man has created boundaries for race, religion, and culture. If we can get past that, we can realize that there is much more in life which connects us."

— JERALDYNE BLUNDEN **Founder/Visionary**

THE COMPANY

Dayton Contemporary Dance Company was founded in 1968 to create performance opportunities for dancers of color. Five decades later, it remains rooted in the African American experience, committed to the development of diverse movement artists on the global stage.

A corecipient of one of the dance world's highest honors, the 2016 Bessie Award for Outstanding Revival, DCDC has been presented by American Dance Festival, Paul Taylor American Modern Dance, and Jacob's Pillow Dance Festival, and supported by the National Endowment for the Arts and New England Foundation for the Arts, among others.

The culturally diverse company is dedicated to exceptional performance and quality community engagement.

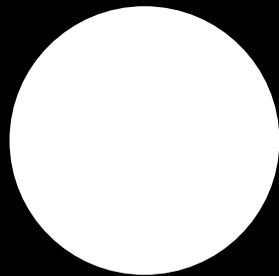
DCDC has toured the world, dancing onstage for packed houses in Bermuda, Canada, Chile, China, France, Germany, Kazakhstan, Poland, Russia, and South Korea.

COLOR

Black should set the stage.

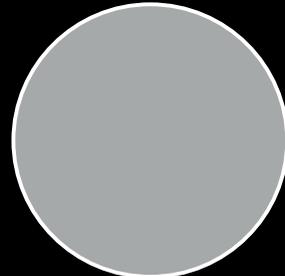
Pops of bright, energetic color burst from the black to showcase the drama of the stage. White backgrounds can also be used as well as dark silver/metallic for specific print materials and events.

The use of warm and cool fuchsia inspires confidence, assurance, and maturity, while the use of orange radiates enthusiasm, creative expression, and success.



100% WHITE

Printer can advise, multiple hits of white will make them pop more.



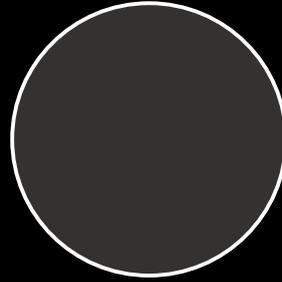
DARK SILVER

PANTONE Silver C

RGB 166 169 170

CMYK 36 27 28 0

HEX A6A9AA

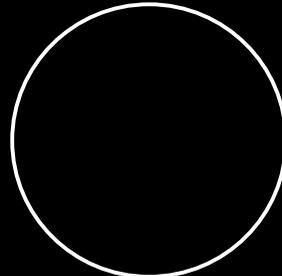


CHARCOAL

RGB 51 51 51

CMYK69 63 62 58

HEX 333333



DARK BLACK

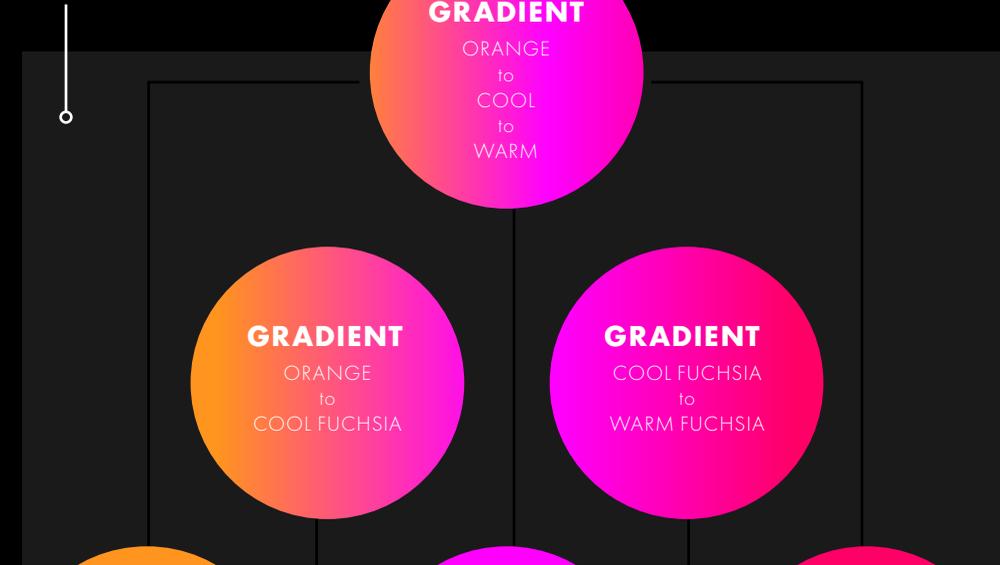
PANTONE Black 6 C

RGB 0 0 0

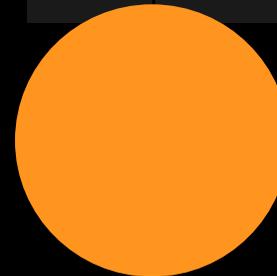
CMYK 75 68 67 90

HEX 000000

Matte Black can be used against DARK BLACK to create subtle contrast



Printer Tip: lay down white first to help make these colors pop off the page.



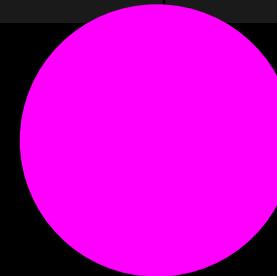
ORANGE

PANTONE 145 C

RGB 255 147 30

CMYK 0 50 96 0

HEX ff941f



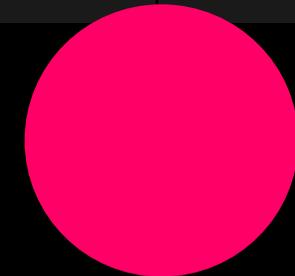
COOL FUCHSIA

PANTONE 2385 C

RGB 255 0 255

CMYK 0 100 0 0

HEX ff00ff



WARM FUCHSIA

PANTONE 1925 C

RGB 255 0 102

CMYK 0 100 60 0

HEX ff0066



IMAGE STYLE

Get personal, stay connected.

Share the dancers on stage, connected to the community. Show the real process and work. Position Dayton as a backdrop, emphasizing candid photos of the dancers.

POWERFUL
ENERGETIC
BURSTING WITH COLOR



LOGO

Preferred Logo

The explosive color figure dances through the DCDC letterform.



LOGO

Black Logo

Use on white when a positive logo is required.



LOGO

Silver Logo

Use this logo for special events.



LOGO PARTNERSHIP

Co-Branding

Logo partnerships can lockup as below.



in partnership with



supported by



in partnership with



Presents

LETTERHEAD

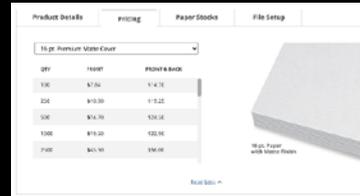
Make an impression.
Provide letterhead for
the entire company to
ensure consistency.



BUSINESS CARDS

Make a connection.

The one-sided card has room for notes.
The two-sided card has air around the text and white space.



Product Details	PRICING	Paper Stock	File Setup
16 pt. Premium Water Cover			
QTY	1000	PRICE @ Book	
1/4"	\$7.50	1.4 1/4 1/4	
1/2"	\$9.50	1.7 1/2 1/2	
3/4"	\$11.50	2.0 1/2 1/2	
1"	\$13.50	2.3 1/2 1/2	
1.5"	\$15.50	2.6 1/2 1/2	
2"	\$17.50	2.9 1/2 1/2	
2.5"	\$19.50	3.2 1/2 1/2	
3"	\$21.50	3.5 1/2 1/2	
3.5"	\$23.50	3.8 1/2 1/2	
4"	\$25.50	4.1 1/2 1/2	

\$10 MORE FOR TWO-SIDED PRINTS



DAYTON
CONTEMPORARY
DANCE
COMPANY

**DEBBIE
BLUNDEN-DIGGS**
Chief Artistic Administrator
+ Producing Director
937-228-DCDC (3232) ext. 107
debbie@dcdc.org



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840 Germantown Street
Dayton, OH 45402, US

CLOTHING IDEAS

Show your support.

Clothing options available for dancers and those who want to show support for DCDC.

Custom knit scarves available in the DCDC gradient, for top level donors, knit (or designed) by Michael.



CUSTOM KNIT GRADIENT SCARF FOR FUNDRAISING

DESIGN EXAMPLES

— THE —
BLACK
 — TOUR —
Presented by The Dayton Contemporary Dance Company



OVERVIEW

Best described as a "Black Contemporary event," DCDC's "The Black Tour" dance performance art and dance event for a city's community, in which touring choreographers, dancers, and artists create an art movement, perform, and discuss Black culture and identity. DCDC, and the city of performance piece will be developed and presented exclusively in that city and will require event in addition. More after piece will also be for the performance event presentation.

HIGHLIGHTS

The following activities occur at each hour over a five-day period. Other than the first performance, the sequence of activities may vary.

SCHEDULE

WEDNESDAY
 DCDC arrives at the city and arrives after rehearsal at an evening event.

**THURSDAY
 DCDC performs a series of events with a number of community organizations, including a number of events for the city's youth and a number of events for the city's youth and a number of events for the city's youth.**

FRIDAY
 DCDC performs a series of events with a number of community organizations, including a number of events for the city's youth and a number of events for the city's youth.

SATURDAY
 DCDC performs a series of events with a number of community organizations, including a number of events for the city's youth and a number of events for the city's youth.

SUNDAY
 DCDC leaves the city to begin the next day's activities.

SPONSORSHIP LEVELS OF THE TOUR

- \$100,000
- \$250,000
- \$500,000
- \$1,000,000

BENEFITS:

- Brand visibility
- Local media attention
- Other benefits

PROJECTED CITIES:

- Atlanta, GA
- Chicago, IL
- Denver, CO
- Los Angeles, CA
- Minneapolis, MN
- New York, NY
- Philadelphia, PA
- Portland, ME
- San Francisco, CA
- Seattle, WA
- Washington, DC

DAVID HOARD
DAVID HOARD




LEAVE A LEGACY OF COMPASSION

Dayton Contemporary Dance Company

Because of generous, forward-thinking friends like you, contemporary dance has a strong and vocal advocate well into the future. Your personal legacy helps contemporary dance that is centered on the African American experience. Dayton Contemporary Dance Company simply could not exist but for investments like the ones you make.

Thank You

Thank you for considering an estate gift to Dayton Contemporary Dance Company.

With your support we can ensure that Dayton Contemporary Dance Company will be available to future generations. There are many forms that an estate gift can take. We encourage you to consult with your financial and legal advisors regarding your estate and how you can leave a legacy gift to Dayton Contemporary Dance Company.

LEGACY




— THIS IS —

DAYTON CONTEMPORARY DANCE COMPANY

DCDC is a contemporary dance company committed to diverse cultures and expressions under the leading light of the African American experience. DCDC always faith that light through dance art of the highest standards that speaks to the human mind and heart.

DCDC provides life-changing experiences for people of all backgrounds. These experiences include performing live on stage or digitally to anyone in the world. DCDC ensures the classroom for learners of all ages, and participates in, or organizes, community events such as festivals and conferences.

Since 1968, DCDC has become a beacon for dance creativity and innovation in the 20th and 21st centuries. And since the company's founding, it has focused on supporting students and educators with the application of the art of dance to enhance learning, especially in underserved communities.

DCDC's vision is to transcend boundaries through dance. With its rich past and heritage, DCDC ensures a future of great art and committed service for generations to come.

“Man has created boundaries for race, religion, and culture. If we can get past that, we can realize that there is much more in life which connects us.”
 — JERALDYNE BLUNDEN

One of the **greatest arts institutions in the nation.** It's Dayton's great art export.
 — MICHAEL KAISER, PRESIDENT EMERITUS
The Kennedy Center



DAYTON CONTEMPORARY DANCE COMPANY



— SUPPORTING —

DAYTON CONTEMPORARY DANCE COMPANY



LEGACY

HEADLINE

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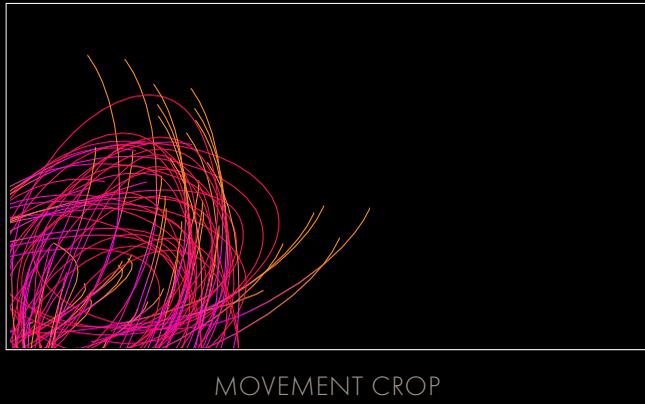
SUPPORT OUR MISSION

Instagram Facebook Twitter LinkedIn

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ART ASSETS



55TH ANNIVERSARY

55th Anniversary of DCDC

These marks are used in conjunction with the logo and can stand alone.



OPTION 1
This banner can be used with the logo incorporated.



OPTION 2
This banner can be used with the logo incorporated.

These marks are used on marketing materials and would be used in addition to the logo. These marks would never stand alone.



OPTION 3
This banner is used as an icon. It would be used on marketing materials in addition to the logo.



OPTION 4
This banner is used as an icon. It would be used on marketing materials in addition to the logo.

SOCIAL



SAVE THE DATE



SEASON & SERIES

PERFORMANCES & TICKETS



TAKING IT TO THE STREETS

AUGUST 29, 2021 | 4PM

DAYTON CONTEMPORARY DANCE COMPANY

SAVE THE DATE

SEASON & SERIES

PERFORMANCES & TICKETS

<p>Taking It to the Streets</p> <p>8.29.21 4PM</p>	<p>Founder's Day</p> <p>12.10.21 6PM</p>
<p>The Littlest Angel</p> <p>12.17.21 7:30PM 12.18.21 3PM & 7:30PM</p>	<p>Up Close & Personal</p> <p>2.17.22 1:30AM - 1PM</p>
<p>Inside Out</p> <p>2.26.22 8:30PM 2.27.22 4:00PM</p>	<p>Dancing in the Light</p> <p>3.10.22 8PM 3.11.22 8PM</p>
<p>Up Close & Personal</p> <p>4.14.22 11:30AM - 1PM</p>	<p>Soulstice</p> <p>5.14.22 6:30PM - 11:00PM</p>



FOUNDER'S DAY

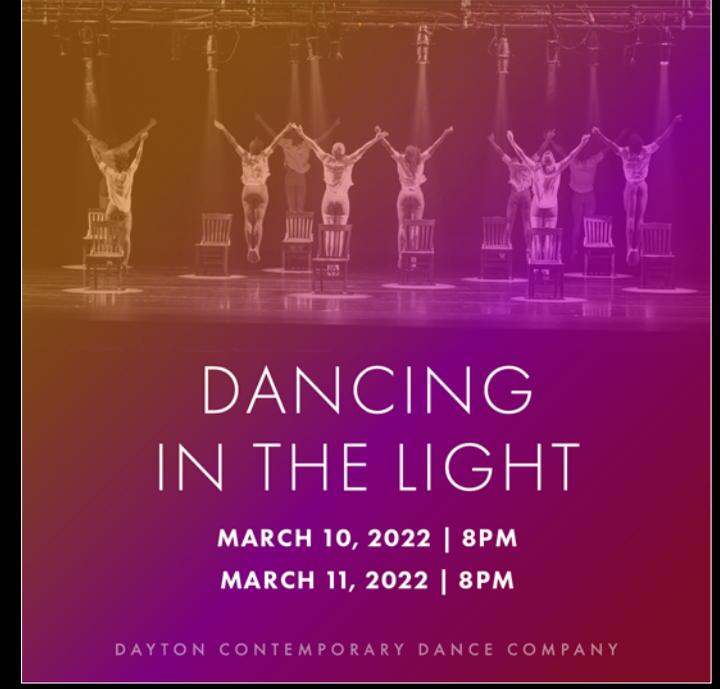
DECEMBER 10, 2021 | 6PM

DAYTON CONTEMPORARY DANCE COMPANY



DC DC

DAYTON CONTEMPORARY DANCE COMPANY



DANCING IN THE LIGHT

MARCH 10, 2022 | 8PM
MARCH 11, 2022 | 8PM

DAYTON CONTEMPORARY DANCE COMPANY

CONTACT

Have questions?

Reach out and we'll help!

MORE INFO? CONTACT

Jay Peterson, email jpeterson@dcdc.org

or call: (937) 765-2076