



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.

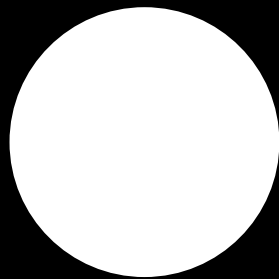
DCDC has toured the world, dancing onstage for packed houses in Bermuda, Canada, Chile, China, France, Germany, Kazakhstan, Poland, Russia, and South Korea.

COLOR

Black should set the stage.

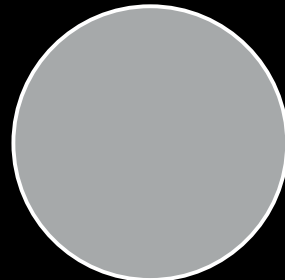
Pops of bright, energetic color burst from the black to showcase the drama of the stage. White backgrounds can also be used as well as dark silver/metallic for specific print materials and events.

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.



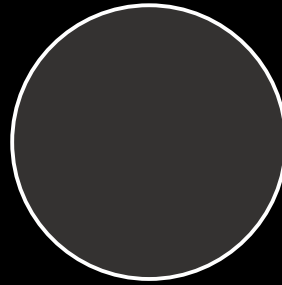
DARK SILVER

PANTONE
Silver C

RGB 166 169 170

CMYK 36 27 28 0

HEX A6A9AA

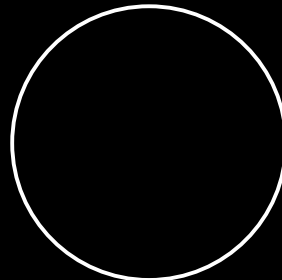


CHARCOAL

RGB 51 51 51

CMYK69 63 62 58

HEX 333333



DARK BLACK

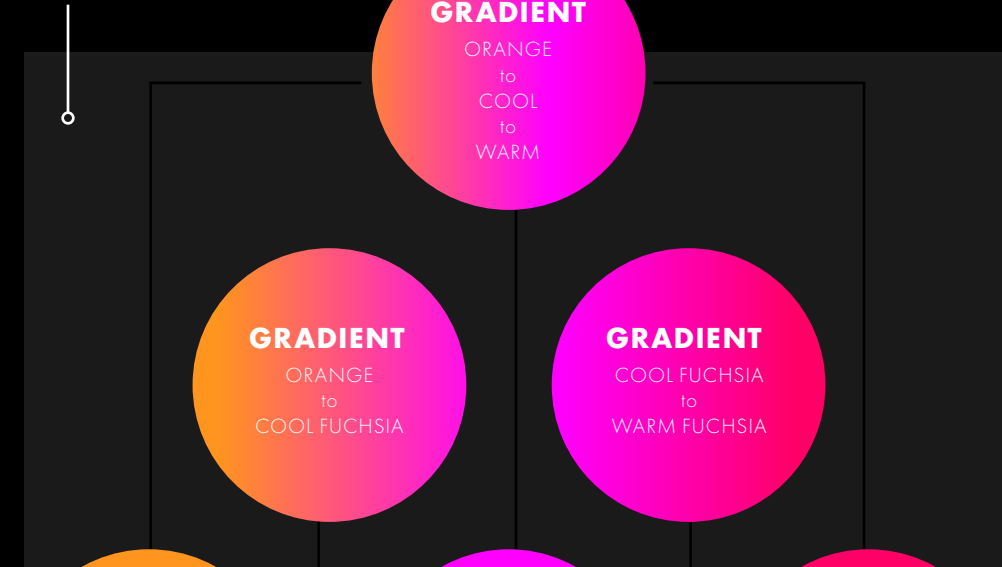
PANTONE
Black 6 C

RGB 0 0 0

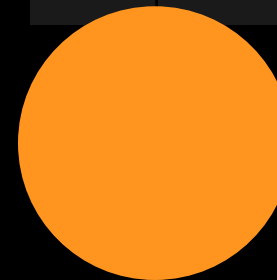
CMYK 75 68 67 90

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.



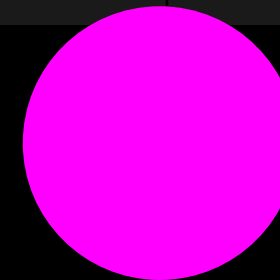
ORANGE

PANTONE
145 C

RGB 255 147 30

CMYK 0 50 96 0

HEX ff941f



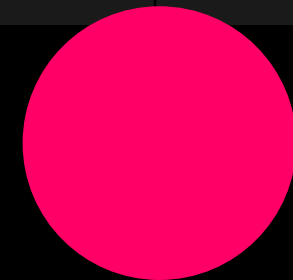
COOL FUCHSIA

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.

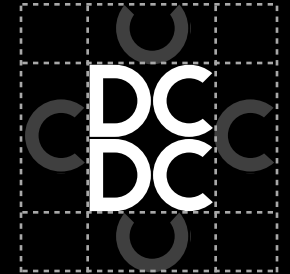
POWERFUL
ENERGETIC
BURSTING WITH COLOR



LOGO

Preferred Logo

The explosive color figure dances through the DCDC letterform.



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	16000	PRICE @ Each		
100		\$7.50	1" x 4.75"	
250		\$7.50	1" x 5.25"	
500		\$7.50	1" x 5.75"	
1000		\$7.50	1" x 6.25"	
16000		\$63.00	1" x 6.25"	

16 pt. Paper with Water Cover

\$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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DEBBIE BLUNDEN-DIGGS

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debbie@dcdc.org

840 Germantown Street
Dayton, OH 45402, US

CLOTHING IDEAS

Show your support.

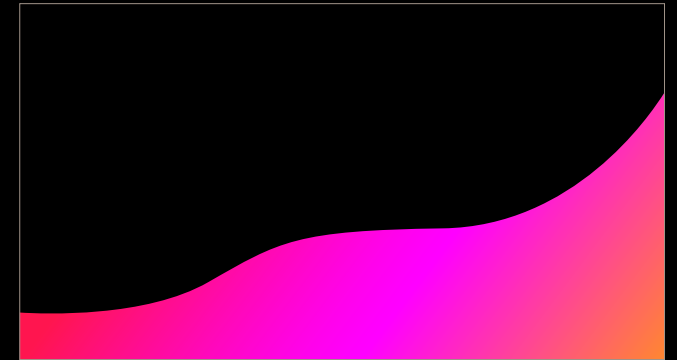
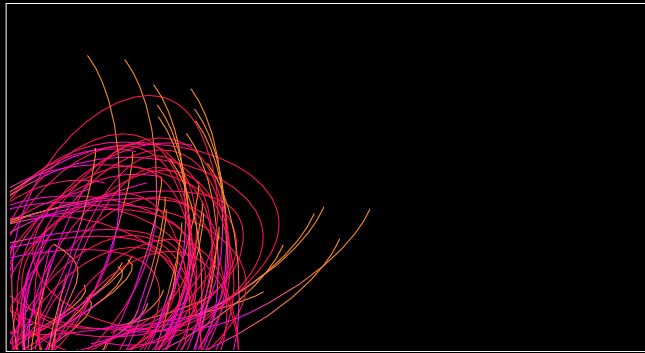
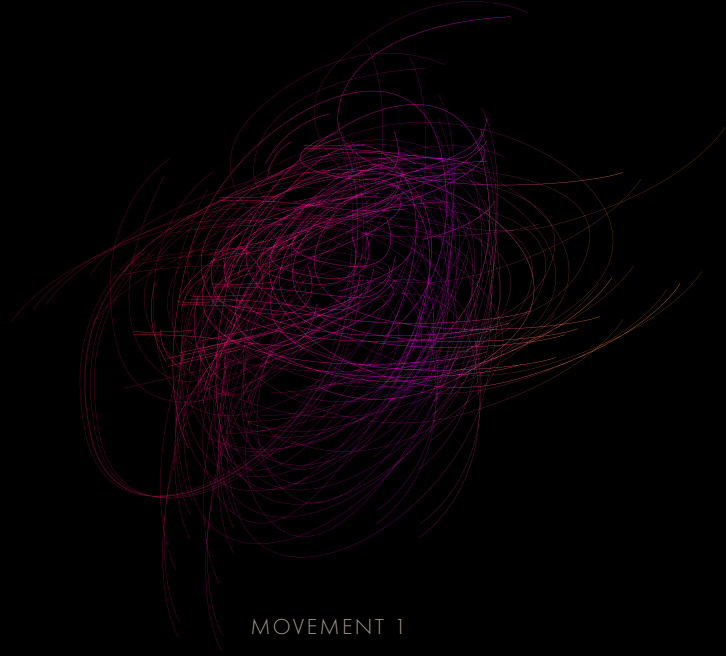
Clothing options available for dancers and those who want to show support for DCDC.

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



CUSTOM KNIT GRADIENT SCARF
FOR FUNDRAISING

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.

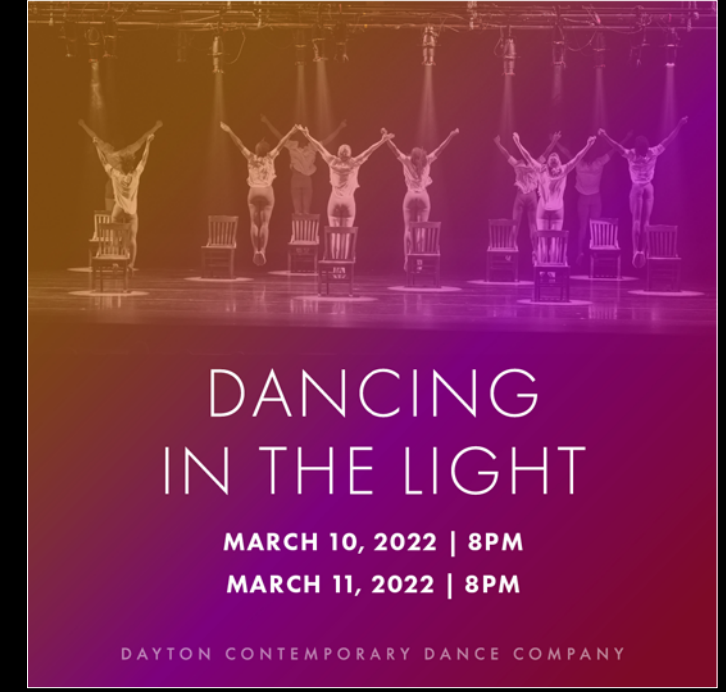


OPTION 4

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

SOCIAL





CONTACT

Have questions?

Reach out and we'll help!

MORE INFO? CONTACT

Jay Peterson, email jpeterson@dcdc.org

or call: (937) 765-2076