Dance
to health

Master logo

This page shows the Dance to Health (DtH) master logo. As well as the full colour logo there are white and black versions available. See the next page for details on their usage.

DtH master logo – full colour

DtH logo – black

DtH logo – white

Rules of use

The logos are supplied in colour, white and black.

The coloured version of the logo should always appear on a white background.

The white and black versions should only be used in exceptional circumstances.

The black version of the logo should always be used when it appears on a light colour.

The white version of the logo should always be used when it appears on a dark colour.

Please use your good judgement to make the logo as legible as possible in all situations.

Incorrect use
Never alter, squash, stretch or colour the DtH logo.

DtH master logo – full colour

DtH logo – black

DtH logo – white

Exclusion zone, minimum sizes and small use logo

The exclusion zone is in place to ensure the clarity of the logo wherever it is used. The recommended minimum exclusion zone around the logo is derived from the height of the 'D' of the logotype.

Minimum sizes and small use logo
To ensure the logo is always legible and recognisable, it must be used at a height of 15mm or above. When it needs to be used at a smaller size, there is a small use version that may be used down to a size of 8mm.
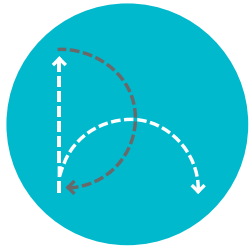
DtH logo – Exclusion zone

Master logo – minimum size

15mm

Small use logo – minimum size

8mm

Dance
to health

Colour palette

This page shows the colour values of our colour palette. Where appropriate tints of the colours may also be used.

1. DtH Blue
CMYK: 85/0/15/0
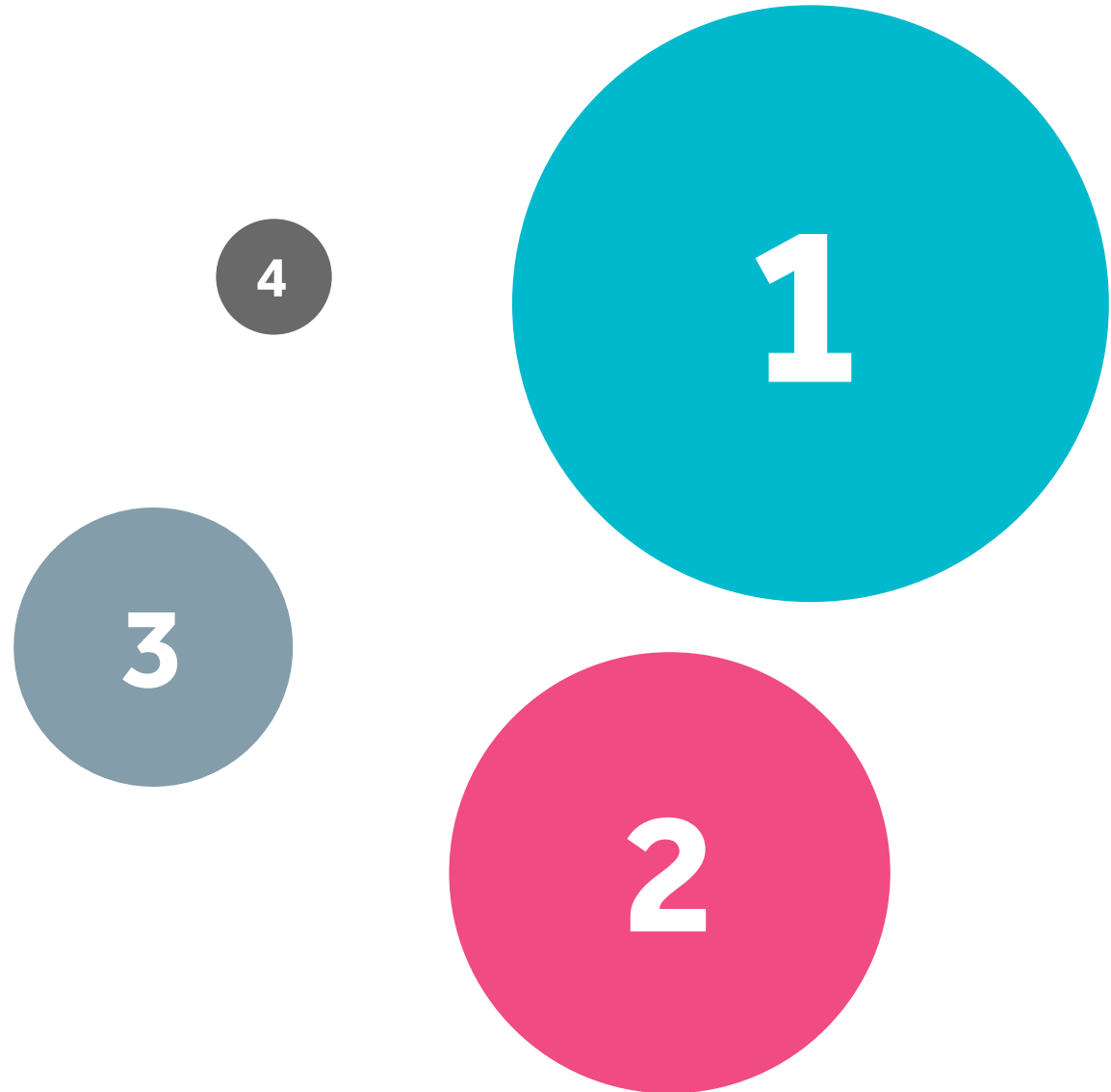PANTONE:
312U & 312C
RGB: 0/185/205
HEX: #00B9CD

2. DtH Pink
CMYK: 0/80/0/0
PANTONE:
219U & 212C
RGB: 240/75/130
HEX: #F04B82

3. DtH Blue-Grey
CMYK: 20/0/0/35
PANTONE:
5425U & 5425C
RGB: 132/157/170
HEX: #849DAA

4. DtH Dark Grey
CMYK: 0/0/0/65
RGB: 105/105/105
HEX: #696969

Typography

The DtH primary typeface is Effra. It should be used for headings, sub-headings and text.

When used on a white background, Light and Medium are recommended for smaller sizes, with Light acting as body copy, and Medium used for sub-headings.

To maintain optical consistency if reversed out of a colour, both typefaces should be made one weight heavier; Light becomes Regular and Regular becomes Medium, Medium becomes Bold.

Effra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Effra Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Effra Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Effra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Default typeface

The DtH default typeface is Arial. It should be used for headings, sub headings and text in place of Effra on desktop and digital applications where our primary typeface is not available (for example on desktop publishing applications and HTML emailers).

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()**

Visual language

Dance manual instructions
The dashed lines and arrows from the logo reference old style dance manual instructions. They can be used to create a system for laying out information and imagery, as in the example on this page.

Image treatment
Subjects can be cut out from their surroundings, made greyscale and multiplied over circles of colour. This helps make imagery from different sources with different colouring, varying quality and backgrounds look consistent and on-brand.

1.

3.

2.
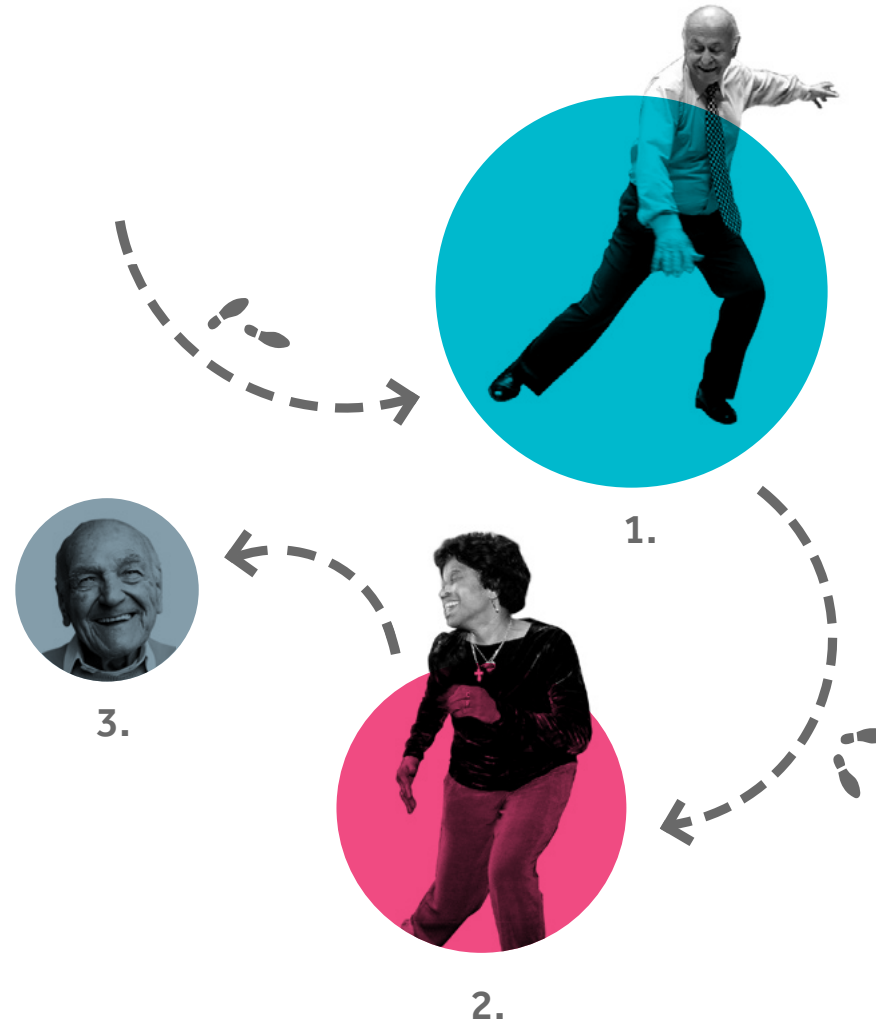
Poster design

This page shows the brand colours, typeface and logo as they might appear on a poster. The visual language described on the previous page has been used to list key messages and lead the eye around the page.