



*Café de la
Danse*

*Entertainment
& Dance Studio*

Color Guide



Fuchsia

The FUCHSIA colour to be used when printing in spot colour **HEX #ac005e**

When printing out of the four colour process, the following CMYK split should be used to achieve the correct color

C 29 M 100 Y 39 K 7

For on-screen applications e.g., website, powerpoint presentation, emailers etc., use the following RGB split

R 172 G 0 B 94

Color Guide



Pink

The PINK colour to be used when printing in spot colour **HEX #c07471**

When printing out of the four colour process, the following CMYK split should be used to achieve the correct color

C 23 M 62 Y 49 K 3

For on-screen applications e.g., website, powerpoint presentation, emailers etc., use the following RGB split

R 192 G 116 B 113

Color Guide



The BEIGE colour to be used when printing in spot colour **HEX #e4cca9**

When printing out of the four colour process, the following CMYK split should be used to achieve the correct color

C 10 M 18 Y 35 K 0

For on-screen applications e.g., website, powerpoint presentation, emailers etc., use the following RGB split

R 228 G 204 B 169

Beige

Color Guide



The GOLD GRADIENT to be used when printing in spot colour

HEX for yellow #f8e627, HEX for brown #924e07

When printing out of the four colour process, the following CMYK split should be used to achieve the correct color

Yellow: C 7 M 5 Y 95 K 0 Brown: C 31 M 71 Y 100 K 25

For on-screen applications e.g., website, powerpoint presentation, emailers etc., use the following RGB split

Yellow: R 246 G 227 B 38 Brown: R 146 G 77 B 7

Gold Gradient

Color Guide



Other complementary colors



Hex #a200ac



Hex #6d00ac



Hex #3500ac



Hex #0075ac



Hex #00ac81



Hex #ac2d00



Hex #e1bc39

Full Color



Grey Scale



Screen Print



Typography



The typography was chosen in order to represent the brand and style.

The logo was made to stand out above the rest and be noticeable. It is professional, legible and easy to read.

TITLES *Mistral*

Mistral

AaBbCcDdEeFfGgHhIiJj

KkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

TITLES AND BODY TEXT **Chaparral Pro**

Chaparral Pro REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

Chaparral Pro BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

Chaparral Pro BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

Logo Sizes



Large scale use

scale width between
1.2" - upward
150px - upward



Small scale use

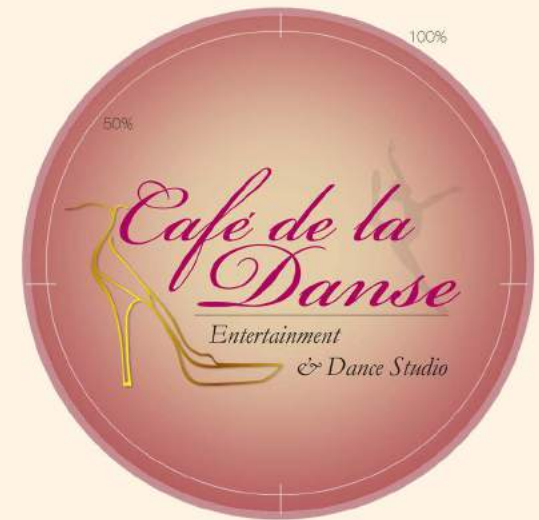
scale width between
0.8" - 1.2"
100px - 150px

Logo clear space



The logo to be used in a clear space of 50% the dimension should be maintained as it is.

In special circumstances when a 50% clear zone isn't available or possible use the second option 25% clear space

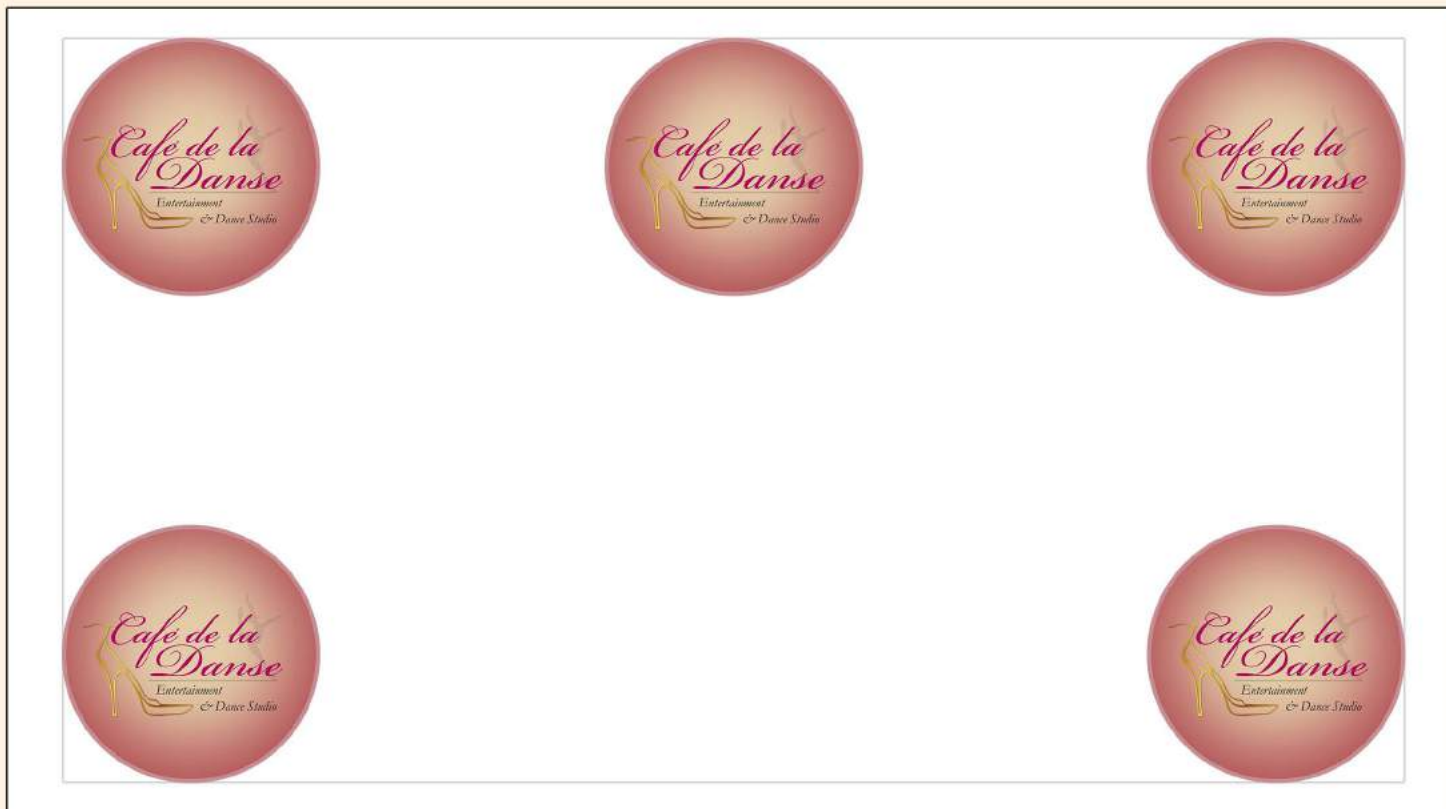


Logo Placement

Center position

Corner position

Corner position



Corner position

Corner position

On any given format landscape or vertical the preferred logo placement is in any corner position or center aligned