



FRED ASTAIRE
DANCE STUDIOS®

LOGO
RULES

LOGO: FORMATS

There are 2 versions of the FADS logo, each in 6 approved color combos, to allow designers versatility, depending upon the layouts of their projects

1



FRED ASTAIRE
DANCE STUDIOS.

2

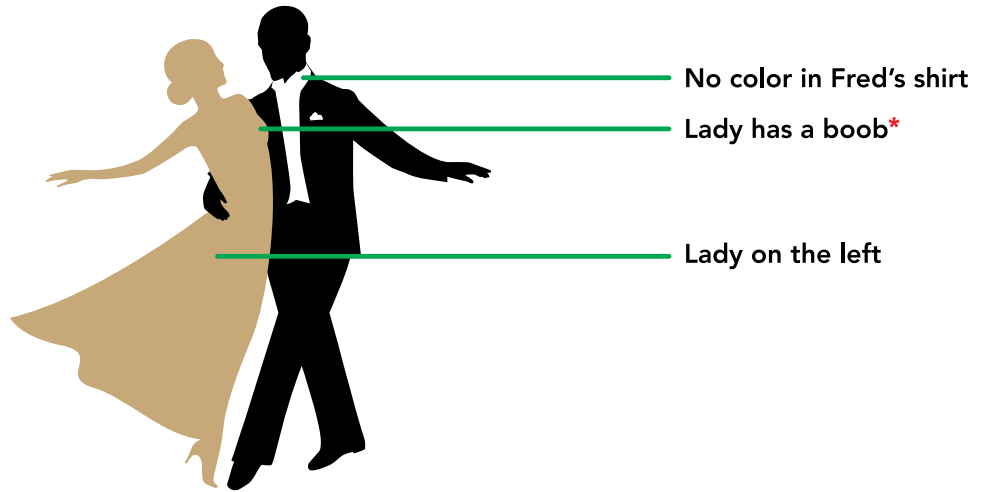


FRED ASTAIRE
DANCE STUDIOS.

LOGO: CHARACTERISTICS

How can you tell if a logo is correct?

Look for these characteristics:



FRED ASTAIRE
DANCE STUDIOS®

Must be ALL CAPS
Cannot change font

This text MUST stay
Cannot change font



Lady on the left

* Yes, this is funny! There is an incorrect version of our logo in circulation where the lady has lost her breast somewhere along the way... now that you know, you'll notice it, too!

Must be ALL CAPS
Cannot change font

This text MUST stay
Cannot change font

LOGO: APPROVED COLORS

Below are the approved color combinations



FRED ASTAIRE
DANCE STUDIOS.

Gold & Black



FRED ASTAIRE
DANCE STUDIOS.

Black



FRED ASTAIRE
DANCE STUDIOS.

Black & White



FRED ASTAIRE
DANCE STUDIOS.

White



FRED ASTAIRE
DANCE STUDIOS.

Gold & White



FRED ASTAIRE
DANCE STUDIOS.

Gold

LOGO: APPROVED COLORS

Below are the approved color combinations



Black & Gold



Black & White



Gold & White



Black



Gold



White

LOGO: CLEAR SPACE

What is Clear Space?

This is a designated area surrounding the logo that must remain free of artwork or text in any layout. We want our Brand presence to stand out in our ads and event materials. Clear space ensures visibility and impact of our Logo.

No matter the size of the logo, the Clear Space around the Logo must be as shown below.

This gray area is the
CLEAR SPACE



Use the **F** in **Fred** as the
measuring distance around
the Vertical Logo

This gray area is the
CLEAR SPACE



Use the **D** in **Dance** as the
measuring distance around
the Horizontal Logo

4 EASY STEPS!

Choose the Logo format you desire in any approved color combo

1

FRED ASTAIRE
DANCE STUDIOS.

FRED ASTAIRE
DANCE STUDIOS.

Add your Studio Name OUTSIDE OF THE CLEAR SPACE in any of our **3 Brand Fonts**

2

Aa Aa Aa

Beaufort Avenir Monte Carlo

Use one of our **3 PRIMARY** brand Colors for your Studio Name

3

Follow these **size** guidelines for your Studio Name

4

YOUR STUDIO NAME SHOULD BE NO TALLER THAN THIS TEXT

YOUR STUDIO NAME SHOULD BE NO WIDER THAN THIS DISTANCE

YOUR STUDIO NAME SHOULD BE NO TALLER THAN THIS TEXT

YOUR STUDIO NAME SHOULD BE NO WIDER THAN THIS DISTANCE

See examples on the next page

LOGO + STUDIO NAME

There are *lots* of possibilities using the 4-Step Formula!



FRED ASTAIRE
DANCE STUDIOS.

PRINCETON



FRED ASTAIRE
DANCE STUDIOS.

Paradise Valley



FRED ASTAIRE
DANCE STUDIOS.

City of Weston



FRED ASTAIRE
DANCE STUDIOS.

Smithtown, NY



FRED ASTAIRE
DANCE STUDIOS.

PARK RIDGE



FRED ASTAIRE
DANCE STUDIOS.

Delray Beach



FRED ASTAIRE
DANCE STUDIOS.

South Windsor



FRED ASTAIRE
DANCE STUDIOS.

Narragansett



FRED ASTAIRE
DANCE STUDIOS.

MEMPHIS

LOGO + STUDIO NAME DON'TS



DON'T use any fonts other than our Brand fonts



DON'T remove the FRED ASTAIRE DANCE STUDIOS portion of the logo



Your Studio

DON'T make your studio name larger than the logo's text



DON'T allow your studio name to cover or overlap the logo



DON'T rearrange the logo to insert your studio name



FRED ASTAIRE
DANCE STUDIOS.
Your Studio

DON'T use any colors other than our 3 Brand Colors

LOGO: DON'TS

DON'T rearrange the logo components or change its proportions



DON'T distort the logo



LOGO: DON'TS

DON'T change the logo fonts



DON'T add outlines or special effects



There should be **NO LINE** separating the dancers when the logo is one-color.



LOGO: DON'TS

DON'T blend our logo with logos of other organizations



DON'T dress the logo



LOGO: DON'TS

DON'T change the logo colors



DON'T place artwork or text in front of the logo

