



Presenting Denver Style Guide

COMPANY OVERVIEW

Who we are:

Presenting Denver is a 501(c)(3) organization based in Denver, Colorado linking education, accessibility and the performances of dance. Presenting Denver's mission is to support the art of dance through increased public exposure and the appreciation of movement as an innovative art form. Our vision is to inspire individuals to connect and reconsider their world through the art of movement.

What we do:

Presenting Denver's projects enhance the lives of Colorado residents by increasing the accessibility of dance. Our current projects include The Commentary Corner, In The Spotlight, Ticket Subsidy Program, A Day in the Body of a Dancer, and The Presenting Denver Dance Festival.

Other areas of service include:

Community Directory: Includes rental and venue spaces along with a dance portfolio of adult dance classes, studios, company overviews and dance specific services offered across the Denver metro area.

Community Calendar: Free interactive calendar that serves as a public forum for information about dance auditions, professional/adult dance classes, festivals, master classes, workshops and much more!

The Hub: Presenting Denver also hosts an online community board which serves as a space to view or post special community offers. Also see our PD Dance Community Board of Facebook for another way to engage with fellow Colorado dancers.

How we do it:

Presenting Denver is supported by a variety of volunteer efforts and by generous donations.

OUR BRAND

Overall look and feel:

Simple and clean with black and white imagery, black text and red accents. White space is prevalent.



Photo by Jamie Kraus Photography

Website:

Focused on the Denver metro dance community. <http://presentingdenver.org/>

Photo and video:

Typically, black and white. We often focus less on the identity of the dancer or dancers and more on the implied message of dance or movement. Full body images of dancers are used occasionally with dancers rarely identifiable. The purpose is to highlight the movement and not the individual.



Photo by Jamie Kraus Photography



Credit: Presenting Denver

Presenting Denver enjoys the rawness and athleticism of what dance and movement entails. Imagery is typically not staged studio or performance shots, rather dance or movement that is caught in live action. Goal is to encompass a variety of dance genres and reflect a message of the Colorado dance landscape.

Name:

Presenting Denver. Abbreviation, PD. Abbreviation is only acceptable when full name, Presenting Denver, has been used earlier in a sentence. As space permits, use the full name, Presenting Denver.

Example: Presenting Denver is a 501(c)(3) organization based in Denver, Colorado linking education, accessibility and the performances of dance. PD's mission is to support the art of...

FONTS & COLORS

Fonts:

- Still Time Gaunt (logo only)
- Ariel
- **Ariel Bold**
- Century Gothic
- **Century Gothic Bold**

Font size is not specified.

Main Color Pallet:

When using color in marketing pieces, ensure clarity. Tonal values must have enough contrast to be legible.

Standard Red Values:

CMYK Values	RGB Values
C - 20	R - 184
M - 93	G - 52
Y - 80	B - 58
K - 9	

Hexadecimal Equivalent
#B8343A



Light Red Values:

CMYK Values	RGB Values
C - 12	R - 219
M - 58	G - 131
Y - 39	B - 131
K - 0	

Hexadecimal Equivalent
#DB8383



Medium Red Values:

CMYK Values	RGB Values
C - 25	R - 184
M - 70	G - 101
Y - 46	B - 111
K - 4	

Hexadecimal Equivalent
#B8656F



Light Gray Values:

CMYK Values	RGB Values
C - 41	R - 158
M - 33	G - 158
Y - 34	B - 158
K - 1	

Hexadecimal Equivalent
#9E9E9E



Medium Gray Values:

CMYK Values	RGB Values
C - 56	R - 115
M - 47	G - 115
Y - 47	B - 115
K - 13	

Hexadecimal Equivalent
#737373



Dark Gray Values:

CMYK Values	RGB Values
C - 67	R - 66
M - 60	G - 66
Y - 59	B - 66
K - 40	

Hexadecimal Equivalent
#424242



Black Values:

CMYK Values	RGB Values
C - 72	R - 34
M - 66	G - 34
Y - 65	B - 34
K - 72	

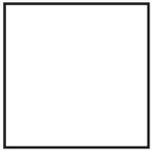
Hexadecimal Equivalent
#222222



White Values:

CMYK Values	RGB Values
C - 0	R - 255
M - 0	G - 255
Y - 0	B - 255
K - 0	

Hexadecimal Equivalent
#FFFFFF



*information is subject to change

Extended Color Pallet:

When using color in marketing pieces, ensure clarity. Tonal values must have enough contrast to be legible.

Dark Red Values:

CMYK Values RGB Values

C - 33 R - 107
M - 100 G - 0
Y - 97 B - 6
K - 49

Hexadecimal Equivalent

#6B0006



Dark Medium Red Values:

CMYK Values RGB Values

C - 26 R - 149
M - 100 G - 24
Y - 97 B - 31
K - 25

Hexadecimal Equivalent

#95181F



Medium Light Red Values:

CMYK Values RGB Values

C - 12 R - 214
M - 79 G - 90
Y - 56 B - 96
K - 1

Hexadecimal Equivalent

#D65A60



Light Light Red Values:

CMYK Values RGB Values

C - 0 R - 251
M - 52 G - 148
Y - 26 B - 153
K - 0

Hexadecimal Equivalent

#FB9499



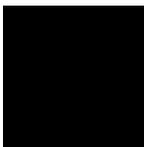
Black Black Values:

CMYK Values RGB Values

C - 100 R - 0
M - 100 G - 0
Y - 100 B - 0
K - 100

Hexadecimal Equivalent

#000000



Medium Dark Gray Values:

CMYK Values RGB Values

C - 68 R - 51
M - 62 G - 50
Y - 61 B - 50
K - 60

Hexadecimal Equivalent

#333232



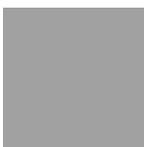
Medium Light Gray Values:

CMYK Values RGB Values

C - 40 R - 160
M - 32 G - 160
Y - 33 B - 160
K - 0

Hexadecimal Equivalent

#A0A0A0



Light Light Gray Values:

CMYK Values RGB Values

C - 17 R - 208
M - 14 G - 207
Y - 14 B - 207
K - 0

Hexadecimal Equivalent

#D0CFCF



CREDITS

Creative Content Credits:

We believe in giving credit where credit is due. As space and ability permits, credits will be given to all photographers, videographers, and other creative partners as follows:

- Photography by Amanda Tipton or Credit: Amanda Tipton
- Photo by Jamie Kraus Photography or Credit: Jamie Kraus
- Video by Leslie Merrill or Credit: Leslie Merrill
- Video by Arielle Dykstra or Credit: Arielle Dykstra
- Music by Nicholas Schmidt or Music: Nicholas Schmidt

This list will be updated as new material is generated. Proper accreditation, Usage Release forms or agreements and other pertinent information may be found in the corresponding folders when content is given to other businesses or organizations. If specific recognition needs to be given, this will be provided to in a separate document.

LAYOUT & CONTENT

Text:

Writing Style: AP style

Text: Presenting Denver does not have limitations on the size of text as long as the text is easily legible in an online, digital, or print format. Font guidelines listed above.

Negative space: When possible, always highlight text in the negative space of a photograph or video to not distract from the overall impact of the imagery.



Photo by Jamie Kraus Photography

Imagery:

Photos: Imagery may be resized. When resizing images, photos can not have uneven scaling or spacial distortion from the original proportions.



Credit: Presenting Denver



Resolution must be at least 300 pixels per inch. Images should never be published when pixelated.

Document Size:

Width:	3.6	inches
Height:	2.72	inches
Resolution:	300	pixels/inch

If larger files are needed, please contact Presenting Denver.



Credit: Presenting Denver

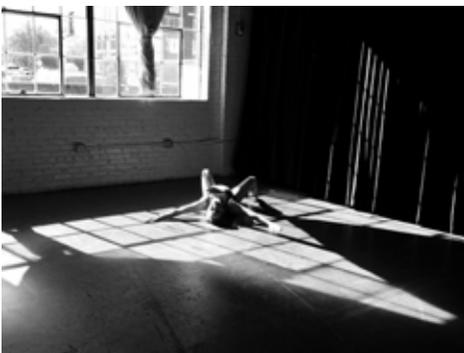


Artistic edits to images are not allowed.

This includes but is not limited to:

- Color Balance
- Hue Saturation
- Tone
- Values
- Brightness
- Contrast
- Selective Color
- Filters
- Sharpness
- Blurring

Images should be in black and white.



Credit: Presenting Denver



Credit: Presenting Denver



Credit: Presenting Denver

***information is subject to change**

Images may be cropped:

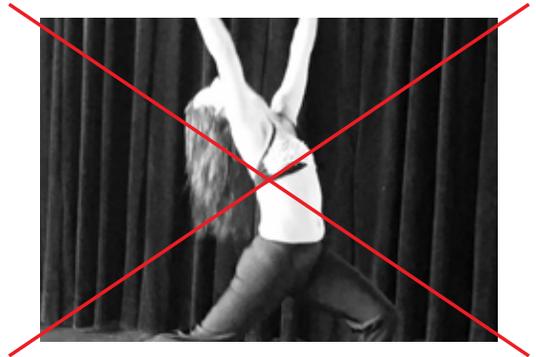
When working with images provided by Presenting Denver, we ask that you do not crop off limbs (hands, feet, heads, arms etc.) of dancers or people shown in the full frame. If images need to be cropped, we ask that you do so in a manner that will not impact or distract from the overall artistry or visual message of the image.



Credit: Presenting Denver



Credit: Presenting Denver



Text Over Imagines:

Text may be overlaid on top of imagery as long as there is clear definition between the text and imagery and the text is not distracting from the overall artistry of the image.



Photo by Jamie Kraus Photography

Video:

When working with videos, the film will be provided in a completed reel. Video is not to be cropped or edited. The exception to this rule would be that an excerpt of the original video may be used for abbreviated showings that are specific to time constraints.

Video can be resized as long as proper dimensions are maintained. When resizing video files, video can not have uneven scaling or spacial distortion from the original proportions. Video should never be published to the internet when pixelated.

Do not make artistic edits to the film.

This includes but is not limited to:

- Color Balance
- Contrast
- Hue Saturation
- Selective Color
- Tone
- Filters
- Values
- Sharpness
- Brightness
- Blurring

Music and Sound:

Music and Sound may be edited in length in showings that are specific to time constraints. The music or sound can not be altered in any other way other than providing a fade in the beginning or end of the excerpted music or sound.

ICONS & BUTTONS:

Icons: Presenting Denver does not have standard social media icons. Our social media accounts are outlined below.

- Facebook - <https://www.facebook.com/PresentingDenver/>
- Twitter - <https://twitter.com/PresentingDenCO>
- LinkedIn - <https://www.linkedin.com/company-beta/3117619/>
- Instagram - <https://www.instagram.com/presentingdenver/>
- Website – www.presentingdenver.org

LOGOS:

Logos may also be layered on top of imagery, as long as there is clear definition between the logo and imagery and the logo or logos is not distracting from the overall artistry of the image.



Photo by Jamie Kraus Photography

***information is subject to change**

Presenting Denver Logo Use and Guidelines

The logo is an unalterable component of the Presenting Denver identity.

Therefore, the following is not permitted:

- Changes to the logo with regard to color and shape
- One-dimensional scaling or spatial distortion of the logo
- Use of singular components of the logo (example: the stylized “P” by itself)
- Three-dimensional portrayal of the logo or replication of the logo using other elements
- Combining the logo with additional text or graphical elements of any type is not permitted
- Un-even scaling of the logo (width and length must be the same percentage)



Placement and Use



When using the logo, you must ensure that there is sufficient space around it. In other words, minimum distances must be maintained to give the logo sufficient room.

To define this space adequately, the dimension “X” is used. This is the horizontal spacing or width of the stylized letters in the logo.

The logo is a square, so spacing for “X” should be considered from the edge of the square. Each edge of a display area (or paper/canvas edge) should be at least “X” from all sides. That is, the logo should be set in from the edge of a “canvas” by at least “X”.

If the logo is placed in a colored, graphic or other area, it must be spaced at least X apart from the upper edge and X apart from the lower edge of the area.

***information is subject to change**

Logo Versions

The following variations of the Presenting Denver logo are suitable for use. Use of the appropriate logo depends on the environment into which is it inserted.

The following versions are available:

1



Black Text Logo

Suitable for light or dark backgrounds.

2



Black Box Logo

Suitable for use on light backgrounds only.

3



Color Logo

Suitable for use on light or dark backgrounds.

Red values:

C- 20

M- 92

Y-79

K- 7

RGB equivalent:

R-185

G-53

B-59

Hexidecimal equivalent: #B9653B

Font and Text Usage

Standard font for all Presenting Denver documents is Arial, 12 pt. Black font for body copy and Red (see above) for emphasis, headers or titles.

No double-spacing is allowed. Use of Oxford comma is preferred.

***information is subject to change**

CONTENT USAGE FOR OTHER ORGANIZATIONS & BUSINESSES:

Marketing, Promotion and Advertising:

Creative Content provided from Presenting Denver to other organizations or businesses may only be used for the purpose and duration of marketing, promotions, or advertising specific to Presenting Denver events or projects. The creative content provided from Presenting Denver may be published digitally, electronically, or in print format. Creative content can not be used for any other public, private or commercial purposes and can not be reproduced in any other format for the purpose of sale or profit.

CONTACT INFORMATION

Please contact Presenting Denver with any other questions or specific requests to creative content other than provided in this document.

Contact Information (public use):

Presenting Denver
925 Lincoln Street, Unit 14G
Denver, CO 80203
720.577.5514 (**we use periods in our phone number as opposed to hyphens**)
info@presentingdenver.org
www.presentingdenver.org

Main Point of Contact (internal use only):

Meredith Hutson
Executive Director
meredith@presentingdenver.org
720.577.5514 - main