

BRAND GUIDELINE

Welcome

This brand guideline is designed to ensure a consistent look and tone in all directions.

The following pages will help you understand our brand, what it stands for and how to express it in the best possible way.

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INTRO DUCTION

ABOUT

Junction Dance Co was founded in 2018 in Salt Lake City, Utah by Maryland native Megan Adelsberger.

Megan's dream was to create a Nonprofit Organization unlike anything she had ever seen before! Her vision involved bridging gaps between age, race, religion, sexual orientation, identity, street and concert styles of dance.

SYMBOLISM

The name "Junction" was inspired by its literal definition of different roads meeting in one place. Within the organization, this represents the various walks of life and individualized talents coming together as one to create pure magic in the classroom, on stage and within our community.

CULTURE

Junction prioritizes safe and encouraging dance spaces through continued research in early childhood development and equality. Curating a supportive environment allows for human connection and the evolution within each artist to truly flourish. Dance is viewed as a sacred experience rooted in gratitude.

Respect for ourselves, one another and to those who have paved the way lends itself to Junction's thriving morale.

MISSION

Connecting lives through performance & outreach to cultivate an artistically enriched community.



GOALS

1. Enhance quality of life through dance
2. Encourage artistic expression to inspire healing.
3. Provide safe, encouraging and inclusive dance spaces.
4. Instill purpose in individuals throughout the community.
5. Build long lasting and impactful relationships through creative collaboration.
6. Uplift and celebrate local artists.
7. Preserve cultural authenticity by providing in-depth & diverse training
8. Fortify professional outlets for projects and performance.
9. Commit to developing supported careers in the arts.
10. Create local and international opportunities, events, performances, and outreach to unite with communities around the world.



LOGGO

Logo
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PRIMARY LOGO

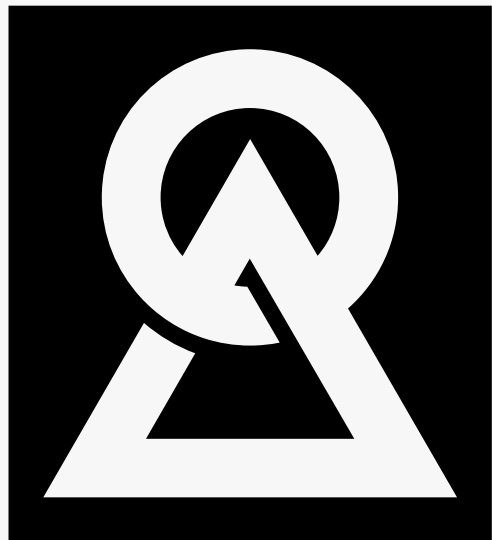
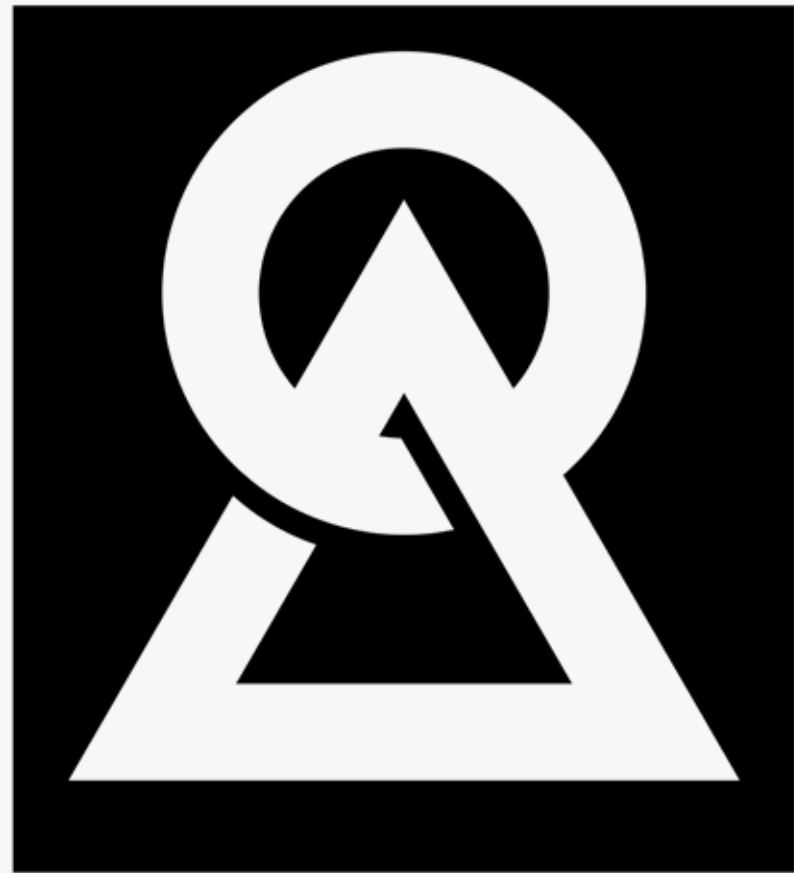
Our logo made up of the intertwined circle and triangle represents connection through diversity.

Celebrating a variety of voices amplifies love and unity where embodiment of our collective is embraced.

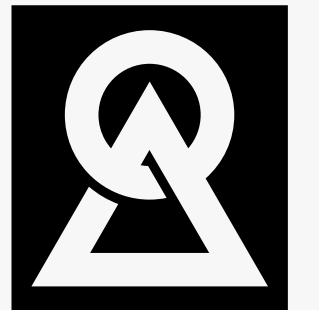


JUNCTION
DANCE STUDIO

SECONDARY LOGO



JUNCTION
DANCE STUDIO



JUNCTION
DANCE STUDIO

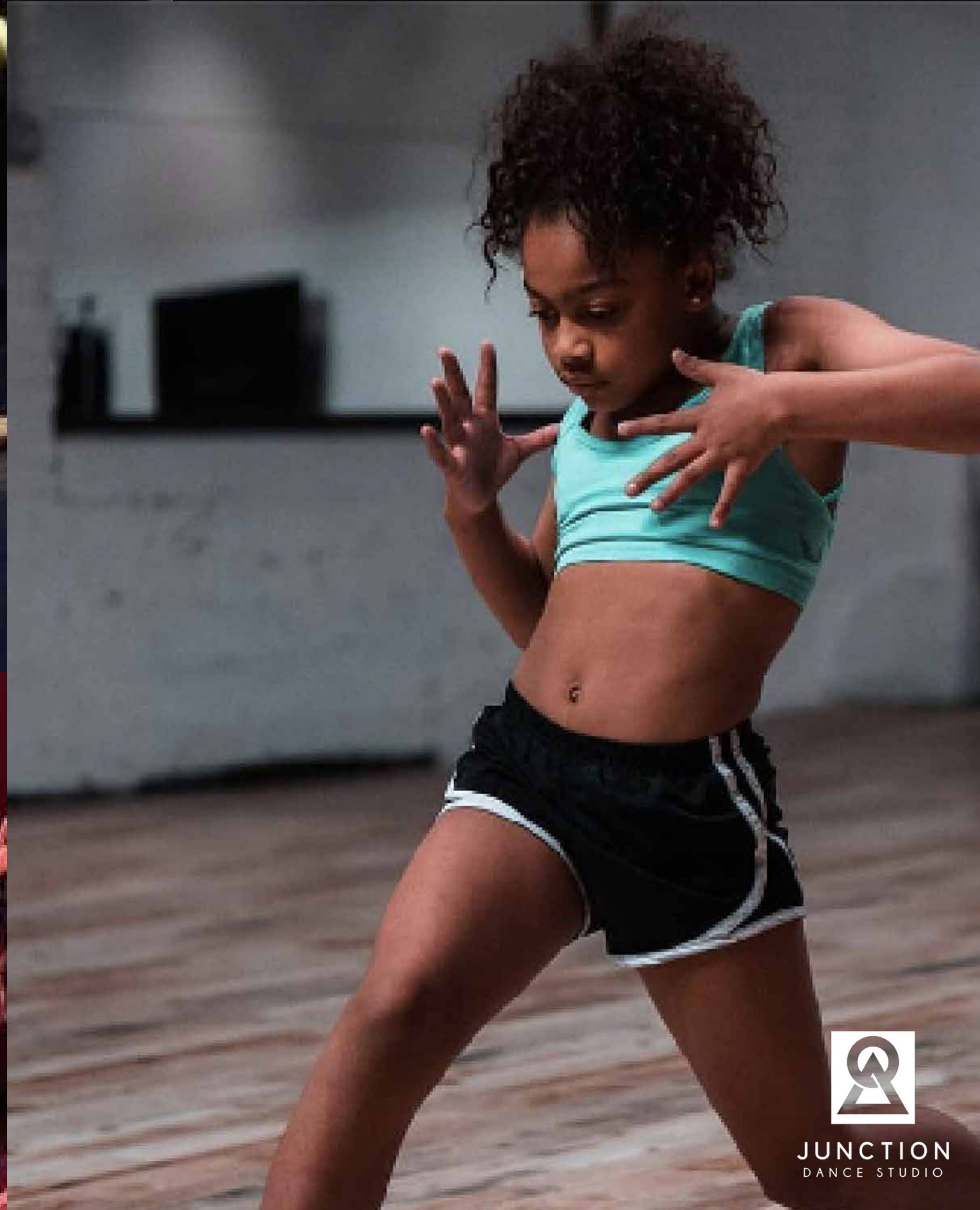
PHOTOGRAPHY



JUNCTION
DANCE STUDIO



JUNCTION
DANCE STUDIO



JUNCTION
DANCE STUDIO

COLORS

Myrtle Green

#1E7872

Peach Crayola

#F6BF96

Wintergreen Dream

#67928A

Red Pigment

#EE2E33

Ghost White

#F9F9F9

Dark Jungle Green

#081C22

TYPOGRAPHY

GREYCLIFF CF

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

МОСК. - UPS

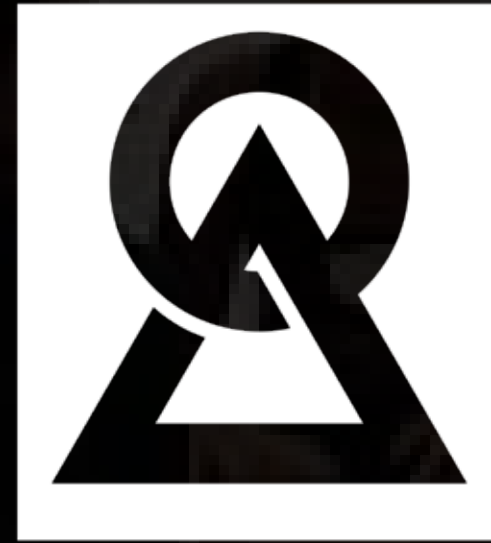




BUSINESS CARD



HAT



JUNCTION
DANCE STUDIO