

**LOGO**

## Logo | Sub-brands

### Ballet Jörgen Logo

This composition is to be the main wordmark across Ballet Jörgen initiatives. The layout of the logo should not be adjusted or manipulated. Exception: Graphics and patterns (p12).

BALLETJÖRGEN

BALLETJÖRGEN

### Logo

### Official Reverse

Official reverse of the main logo, for use on dark backgrounds.

BALLETJÖRGEN

BALLETJÖRGEN

# Logo | Sub-brand | Treatment

## Minimum Size

Do not reproduce logo any smaller than 1 inch based on the longest side.

*Equivalent font size: Raleway 9.5 pt*

BALLETJÖRGEN

1 inch

## Spacial Integrity

Aim to leave a blank space the length of two uppercase 'E' letters between the logo and other elements.



*Exceptions:* Sub-brands, taglines, and other subheadings can be placed in closer proximity to the wordmark.

The space between these should be approximately the length of one lowercase 'e' letter.

BALLETJÖRGEN  
Dance for all

**COLOUR**

# Colour | Treatment

## Primary

The primary brand identity colours are black, grey, and white.



**#000000**

**C 67 M 68 Y 67 K 90**

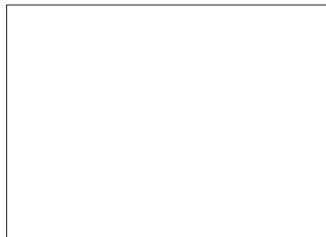
**R 0 G 0 B 0**



**#3d3b3b**

**C 67 M 62 Y 61 K 51**

**R 61 G 59 B 59**



**#ffffff**

**C 0 M 0 Y 0 K 0**

**R 255 G 255 B 255**

## Logo & Tagline

Standard application of colour to logo and tagline.

When using a white or light background, the wordmark should be set in greyscale.

When using a black or dark background, the wordmark should be set in white.

Exception: Standalone graphics (p15)

