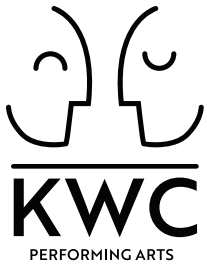


Brand Guidelines





Brand Messaging

The brand identity of any organization is the purest description of an organization's core belief system. The goal is to put into words the essence and personality KWC Performing Arts has cultivated in its long history. Most of the brand messaging elements are used internally as guides on how KWC Performing Arts conducts itself. The brand mission and tagline can be used in internal and external settings to communicate KWC's values and purpose.

Brand Vision

To change the world through kids.

Brand Positioning

For kids interested in performing arts, our inclusive and professional approach gives them what they need to change the world and be the best they can be.

Brand Personality

Creative, Ambitious, Bold and Compassionate

Brand Promise

Freedom.

Brand Mission

Guide the growth of our youth as artists and people, using performing arts to harness their creativity and entrepreneurial spirit.

Tagline

Act On Your Dreams.

Brand Affiliation

Igniting change through fearless kids



Typography

Header & Copy Example

Source Serif	Example Text
<small>Titles</small>	
Montserrat Regular	Aximinis abora volorer ferferibusci ipis res arum qui ditiolest et porent omnimod igniene ceptae re omnis ist, ne veliquid quiam aut faccula cori tem ium consed et magnimus alit eium incendem volut por repudis quis ium aut pedistiam estrum fugitiae eatem aut offic temperi busciuscium eos vellatur simus dite dipsandam ut am, qui
<small>Body Copy</small>	

Pull Quote Example

10pt, Montserrat Regular →

“To occusciis eritatur, ium init quia que experci issimus sequam dusanti aliberchil id esto eium volorbudsa Lenihil iumquia cum que voluptas con cus rerspid unt et volore vendam incto volorem latem et aut ex et plabo. Ur, nimped mod etur sapiciu saeprattem fugia cusda aspidel icimodi omnihit aliquisit voluptate”

20pt, Source Serif Regular →

- John Doe

Font Links

[Montserrat](#)

<https://fonts.google.com/specimen/Montserrat?query=montserrat>

[Source Serif](#)

<https://fonts.google.com/specimen/Source+Serif+Pro?query=source+ser>



Colors

Luminaire

Hex: #36c2f2
CMYK: 63, 2, 0, 0
RGB: 60, 193, 241
Pantone: 7458 U

Primary -



Secondary -

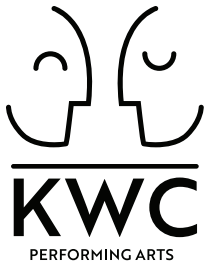
Curtains Up

Hex: #ec2227
CMYK: 0, 99, 97, 0
RGB: 236, 34, 39
Pantone: 1797 U

Denouement

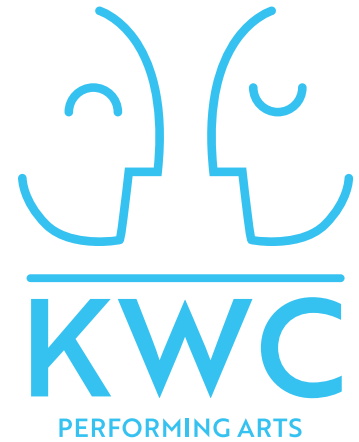
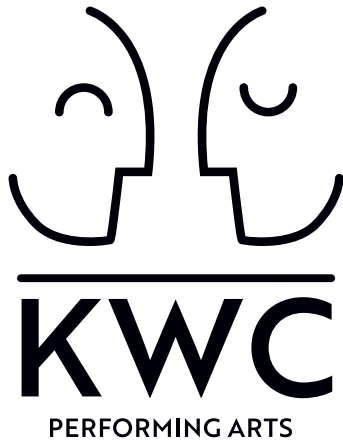
Hex: #594d9e
CMYK: 77, 81, 1, 0
RGB: 89, 78, 158
Pantone: 2685 U



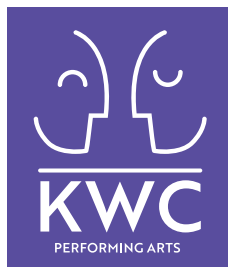
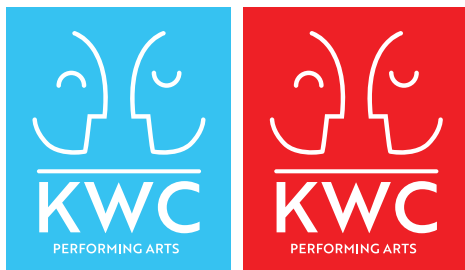


Logo

Single Color:

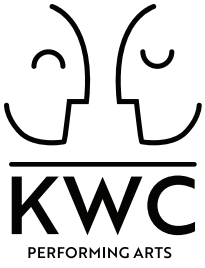


Block Colors:



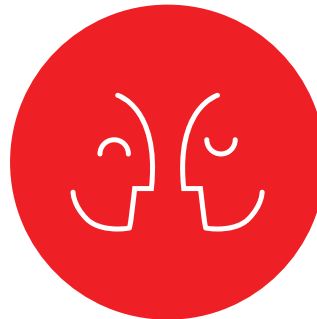
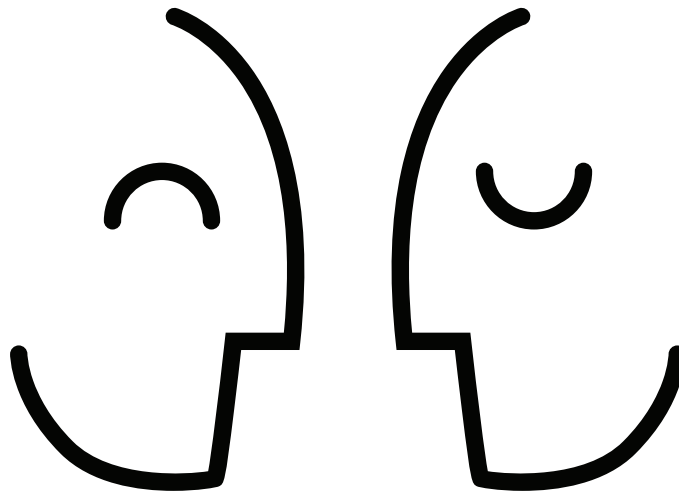
Horizontal Variant:



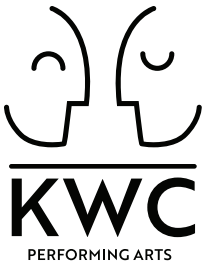


Logo

Variant: Illustration-Only

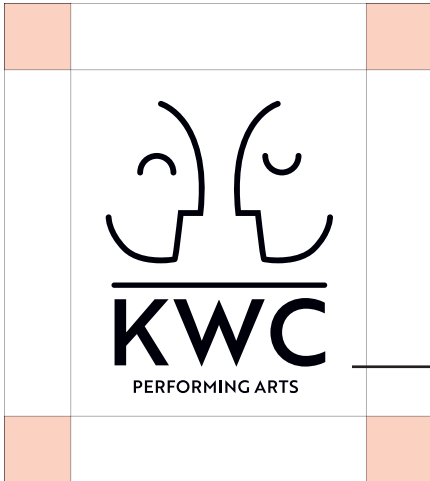


A brand mark is a visual representation of the brand that can be easily identifiable without the context of the organization name. The KWC Performing Arts mark is a telegraphic representation of the heart of the organization, the theatre, while connecting to the leadership focus. The mark can be used on it's own in social media settings and as a design element.

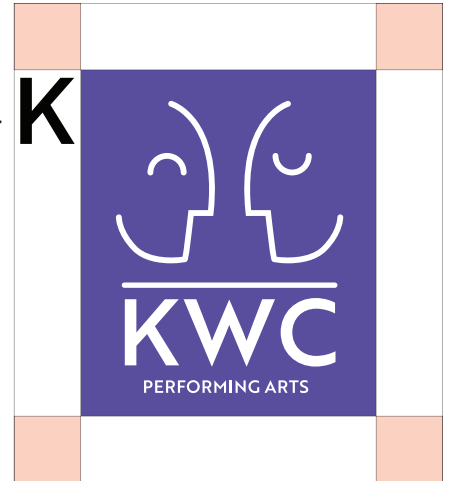


Logo Standards

Logo Clearance:



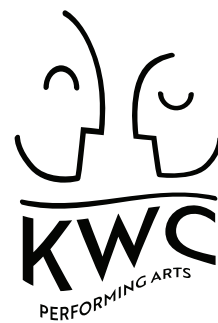
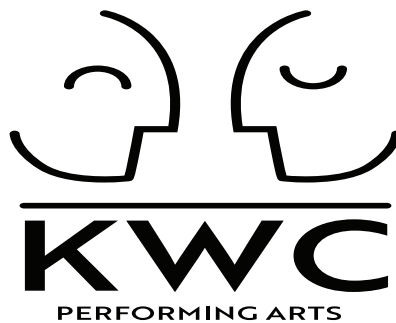
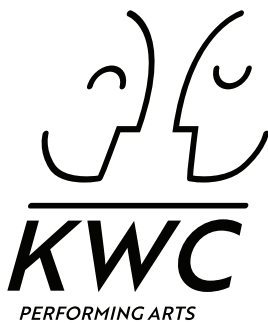
Space around is approximately the size of upright K



Non-block color logo uses exact same clearance as the block color logo



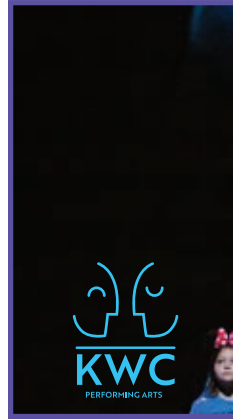
Do Not:



Avoid warping or skewing logo in any way to preserve the illustration and integrity of the typography. It is best to use the logo as-is including the typography on the logo itself.

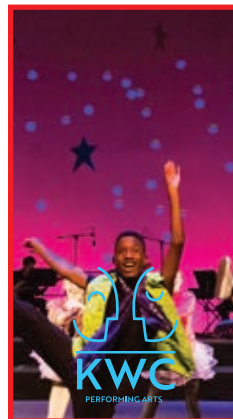
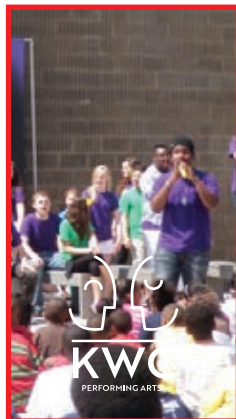
Logo Standards

Proper use of logo on photos:



Aim to use appropriate version of logo in the right spot, make use of solid spaces of color in photos or aim for high contrast areas in the photos. If there is no solid color or high contrast spaces, make use of a block color logo.

Improper use of logo on photos:



Avoid too much happening in the negative spaces of the illustrations, and avoid low contrast placement of the mark.

