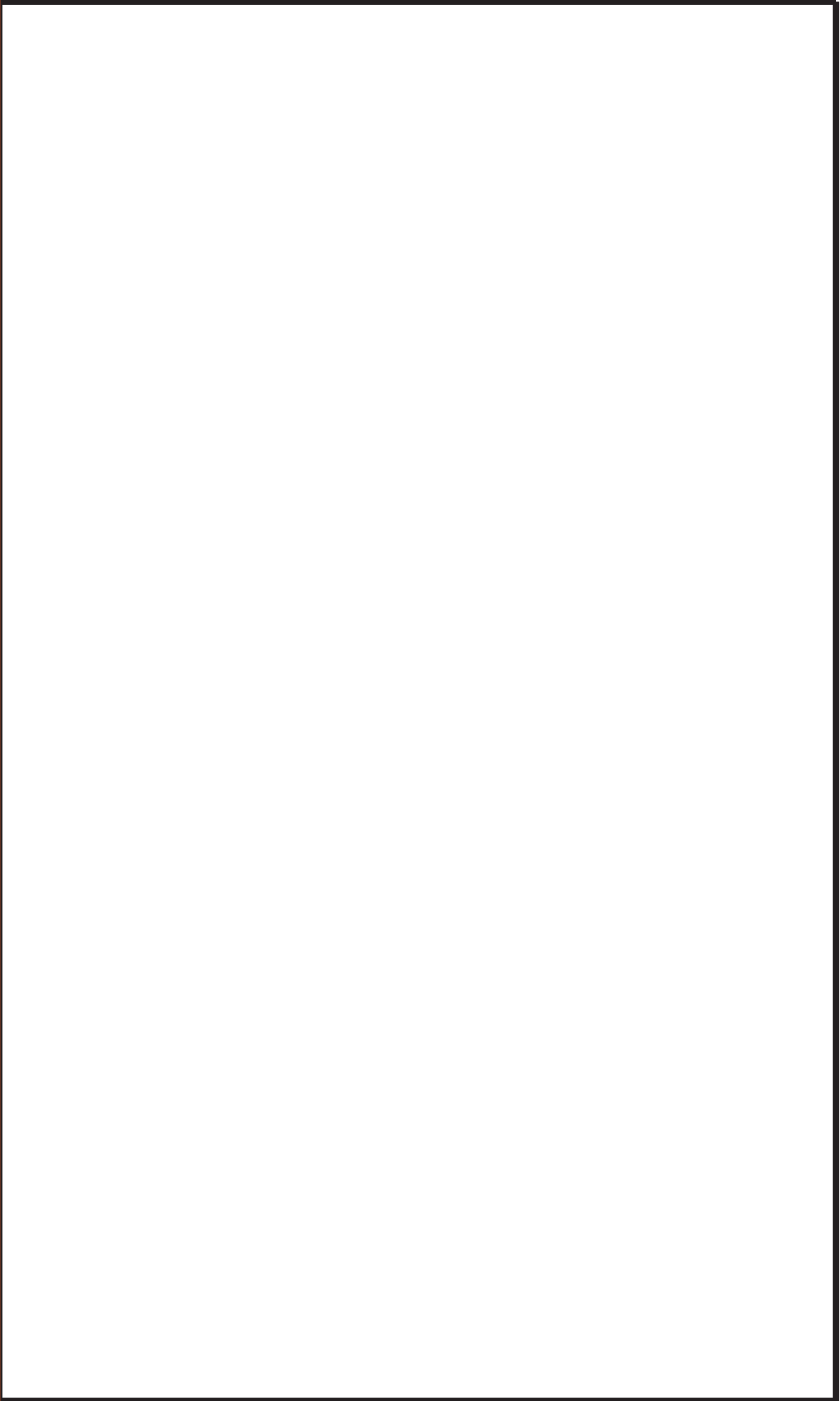
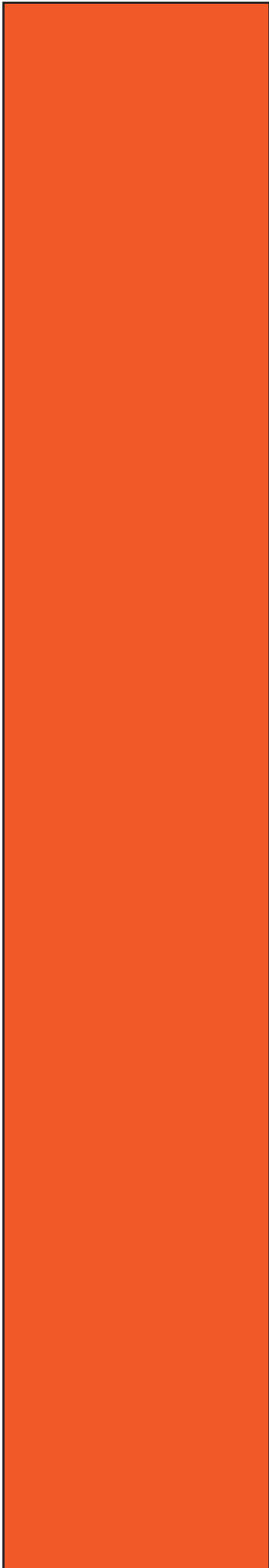


Graphic Standards  
for  
Repertory Dance  
Theatre

*repertory dance theatre*



Erin Empey  
Fall 2013



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# Introduction

Repertory Dance Theatre is a nonprofit organization created in 1966 as a fully professional Modern Dance Company. RDT, based out of Salt Lake City, Utah, represents one hundred years of dance history, preserving the largest and most significant collection of American dance in the world. RDT is dedicated to the creation, performance, perpetuation and appreciation of Modern Dance. Repertory Dance Theatre is both a museum and a contemporary gallery, representing the scope and diversity of modern dance past and present. RDT emphasizes preservation and innovation.

Repertory Dance Theatre sustains many partnerships and clients; therefore, it is essential that we maintain a professional image at all times. Erin Empey designed our logo in the Fall of 2013. These standards intend to maintain the integrity of the logo and to create a strong and consistent brand for Repertory Dance Theatre.

Thank you,

Linda Smith  
RDT Executive Director

Bleed- a color or image that meets with the edge of the printed space

Character- a letter, punctuation mark, or figure

CMYK- a printing method using four colors to represent the entire spectrum

Format- the specific horizontal and vertical measurements of a publication

Leading- the vertical space between the lines of type measure in points from the baseline of the first line to the baseline of the second line

Legibility- capable of being read with ease

Letter Spacing- the specific distance between individual characters of type

Logotype- the specific typographic construction of the RDT logo

Lower-Case- the lowercase of a typeface

Supporting Copy- any text that corresponds to a particular headline; also called body copy

Type- printed letters or characters

Typeface- a set of characters with similar appearance and design

Vertical- an adjective describing an element having its longest side perpendicular to the horizon

White space- the empty and breathable space around an object or character

*Glossary*

# Logo

The Repertory Dance Theatre logo represents the dance company and its mission. The “rdt” typeface is not only clean, but dramatic and dynamic. The arrow represents the history of RDT and the innovation the company embraces as they move forward into the future. The arrow exiting the orange box also represents the key element for a modern dance company of thinking outside of the box. The shade of orange was selected because it is bold, creative and an emotionally charged color. “rdt” is written in lower case font for easy identification of the company and is reminiscent of the past logo.

“rdt” is written in the typeface of Gujarati Sangam MN, while “repertory dance theatre” is written in the typeface of Mistral to contrast. The typeface Mistral represents the company because it implies movement in its script and is contemporary in feeling.

The logo should be used on every piece of external communication and all formal internal communication. If necessary, the logo can appear in grey scale.

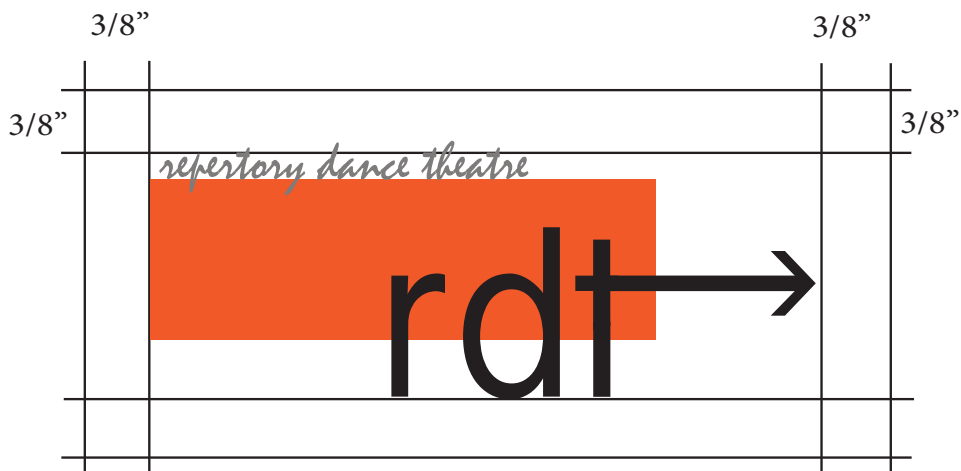
The tagline “preservation and innovation” does not always have to accompany the “rdt” logo. The tagline may be spaced according to what is necessary to fill space, but must always be stair-step-stacked in the manner illustrated here. The colors of the tagline can



Preservation  
and  
Innovation

Repertory Dance Theatre's logo should not be cluttered with other text and images. Only contact information should accompany the logo.

As displayed, position the logo equally on top and bottom edges as well as side edges. The actual measurement can change according to the document, as well as the size of the logo itself. It is best presented with a relationship to white space.



Use of Space

# Use of Color

The official colors of Repertory Dance Theatre are RDT Orange , RDT Black, RDT Grey, and RDT White. The official colors of the Repertory Dance Theatre Tagline are RDT Grey2, RDT Grey3, RDT Grey4, and RDT White.

Apply these colors to all stationary, signage, and advertisements. Do not replace these colors with any other colors, as a consistent application of these colors reinforces the public image of Repertory Dance Theatre. Through proper implementation, the colors are an important identification element increasing audience recognition.

Use the color chips below to provide printers and suppliers of RDT materials and signage a visual match standard.

## RDT Official Colors



RDT Orange  
C 0 / M 80 / Y 95 / K 0



RDT Black  
C 0 / M 0 / Y 0 / K 100



RDT Grey  
C 30 / M 27 / Y 27 / K 36 100



RDT White  
C 0 / M 0 / Y 0 / K 0

## RDT Official Tagline Colors



RDT Grey2  
C 0 / M 0 / Y 0 / K 60



RDT Grey3  
C 0 / M 0 / Y 0 / K 40



RDT Grey4  
C 0 / M 0 / Y 0 / K 20



RDT White  
C 0 / M 0 / Y 0 / K 0



Mistral and Gujarati Sangam MN are the official typefaces of Repertory Dance Theatre and are available for all communication materials.

The official “rdt” logotype is a unique derivation of the Gujarati Sangam MN typeface. Typeset “repertory dance theatre” is Mistral. These words must always be printed in these typefaces. Mistral is used additionally for the organization’s tagline and may also be used sparingly for special emphasis in communication materials.

The planned coordinated use of type will provide a unified appearance to all communication materials. The space between lines must be at least as great as the space between words on a line. Font size will vary from piece to piece depending on usage. Choose the most appropriate size based on typeface and reading distance.

All non-logo printed materials and signage should be typeset in Gujarati Sangam MN and its various weights and sizes. In addition, Palatino Regular may be used for supporting copy.

*Mistral*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Gujarati Sangam MN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Gujarati Sangam MN Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

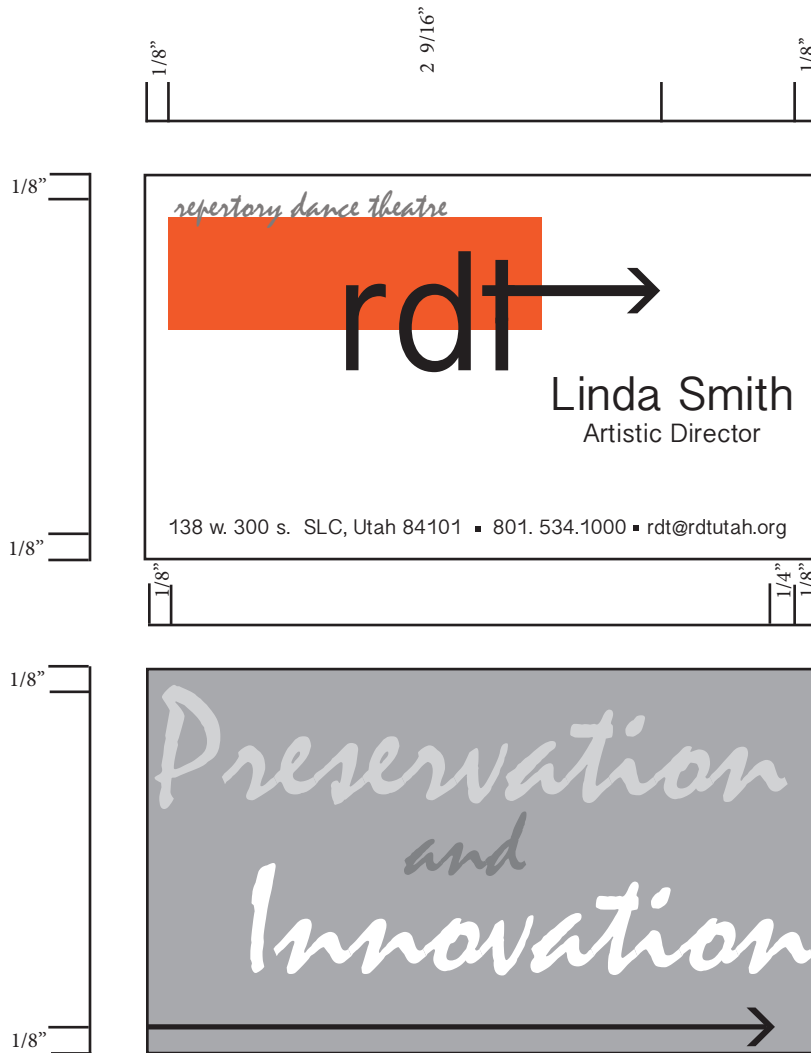
1234567890

Typesetting

# Business Card

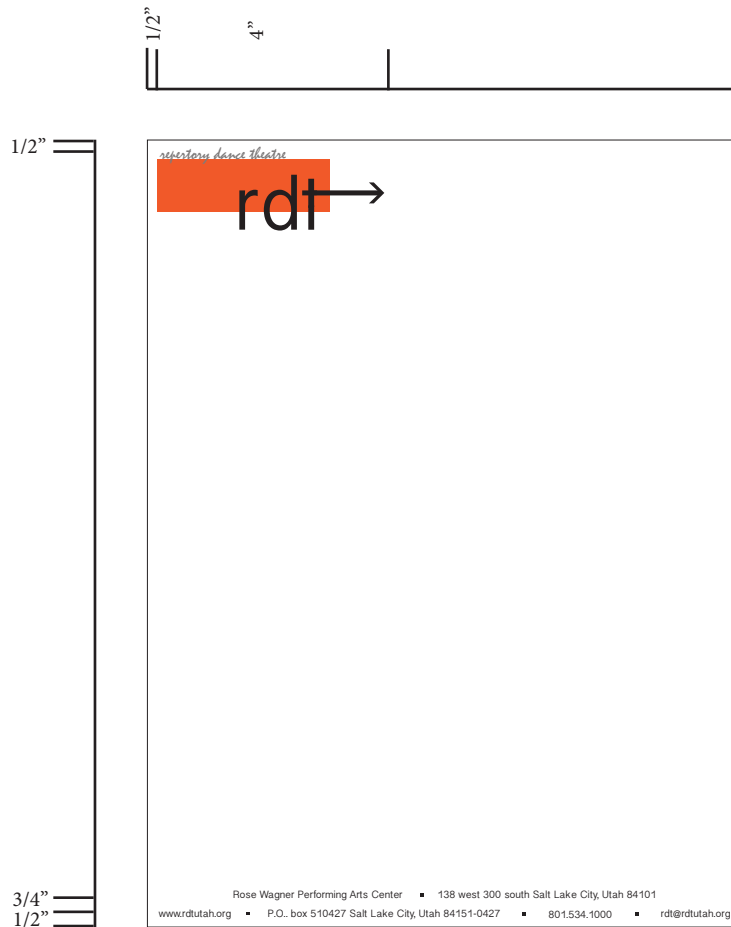
Repertory Dance Theatre business cards are the standard card size of 2" x 3 1/2" wide, as shown in the diagram below.

The RDT logo is equally 1/8 of an inch from the upper left corner on the top and left side of the logo, not including descenders. The logo is 2 and 9/16 inches wide. The name and title of a person begins at 1/8 of an inch on the right side of the card, is justified center, and is placed 1/16 of an inch from the bottom of the "rdt" typeface. The size of the Gujarati Sangam MN typeface for the individual's name is 18pt., and their title is 10 pt. The 8 pt. text at the bottom of the card should be placed 1/8 of an inch from the edge of the card on all three sides, and should contain a proportionate square dot equally placed between each item of information also written in Gujarati Sangam MN typeface. The back of the card is entirely RDT Grey2, with the tagline "preservation colored RDT Grey4, "and" colored RDT Grey3, and "innovation" colored RDT White. "Preservation" and "Innovation" are sized at 60 pt. and "and" in 36 pt. The text crosses the 1/8 inch margin from the top and left side of the card, and again crosses the 1/8 inch margin on the right side of the card with the final "n" in "innovation". The arrow is placed 1/8 of an inch from the bottom, not including descenders and ends 1/4 of an inch from the right edge.



All Repertory Dance Theatre stationary conveys the professional character of the organization with the logo and a classic format on 8 1/2 by 11 inch paper. Place the 3 and a 1/2 inch RDT logo in the left corner 1/2 an inch from top and left edge. The contact information is placed at 1/2 an inch and 3/4 of an inch from bottom edge, 1/2 an inch inset from each side edge, and is in typeset Gujarati Sangam MN 10pt. Proportionate black squares are equally placed in between information pieces.

The typing format is flushed left, ragged right with an extra line of space between paragraphs.



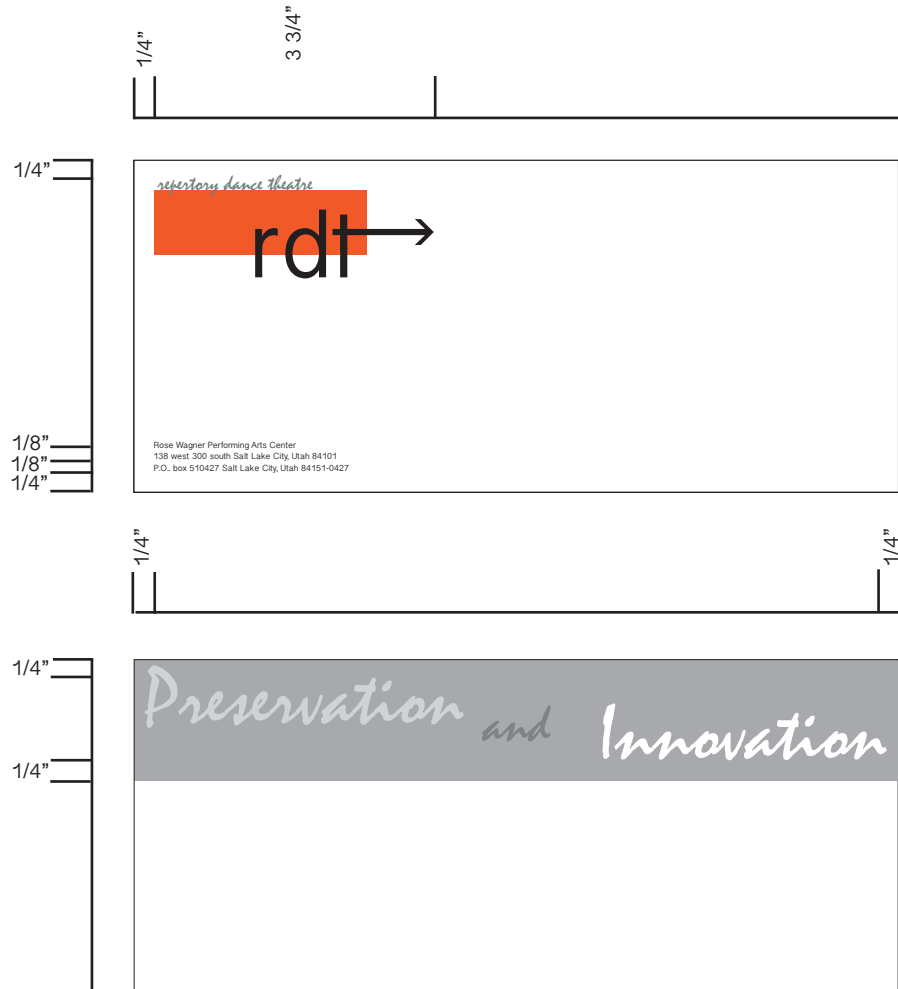
Letterhead

# Envelope

Repertory Dance Theatre uses a No. 10 Envelope that measures 4 1/8 inches by 9 1/2 inches.

The paper stock should match the letterhead. The 3 and a 1/2 inch RDT logo is placed 1/4 of an inch from the top and left edge of the envelope. The text is placed 1/4 of an inch from the bottom edge of the envelope and spaced 1/8 of an inch for each line up.

The back flap of the envelope is entirely RDT Grey2, with "preservation" colored RDT Grey4, "and" colored RDT Grey3, and "innovation" colored RDT White. The tagline is placed 1/4 of an inch from all four sides, with the "P" crossing the 1/4" left margin, and the "n" in "innovation" also crossing the 1/4" right margin. The tagline is in Minstral typeface with "innovation" and "preservation" set at 72 pt, and "and" set at 48 pt.



Repertory Dance Theatre has various SWAG materials. These elements range from t-shirts and hoodies to bags and umbrellas. The RDT logo is always present in its true and correct format, but it can be arranged and sized to what is appropriate for the individual piece.

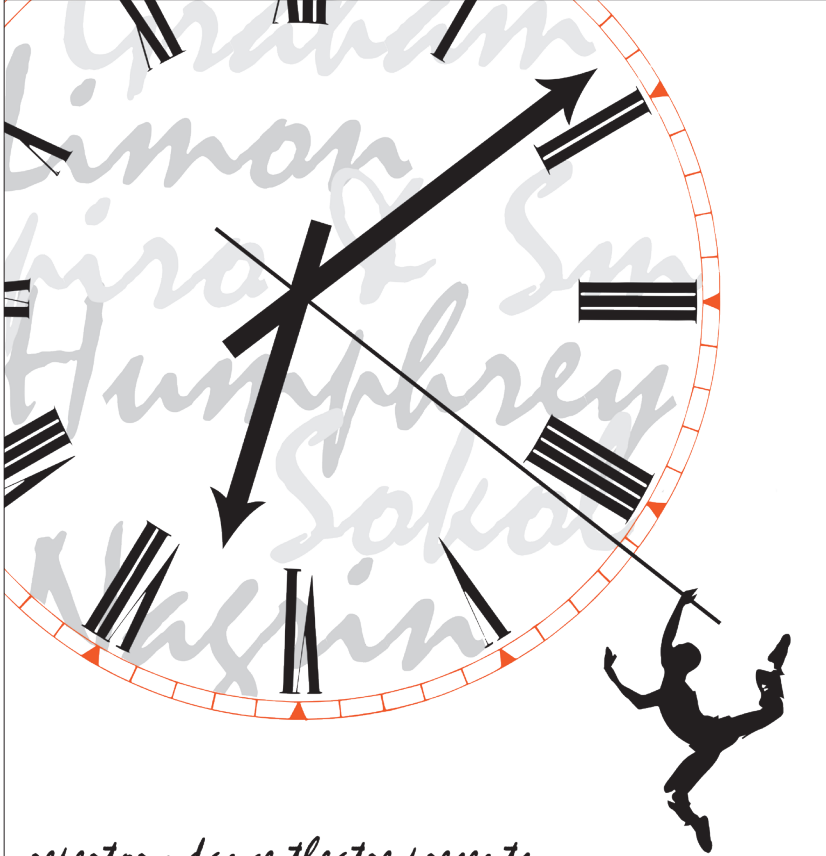
The water bottle featured is the newest item for purchase. The logo is placed vertically on the front and begins 1 inch from the bottom. It runs the length of the water bottle to just below the curvature of the bottle neck. The back side of the water bottle contains the tag line in its stair step format and begins 3 inches from the bottom of the bottle. The word "preservation" and "innovation" are 60pt. font and are colored with RDT Grey3. "And", at 36 pt font, as well as "+ hydration", at 24pt font, is colored RDT Grey2.



# Water Bottle

# Poster

Below is a sample Repertory Dance Theatre poster for the concert entitled Time Capsule. This concert is produced often and is a main element of what RDT explores in the dance field. Time Capsule is a celebration of the last century of dance, and includes many pioneering art works that changed the contemporary world of dance. It is to be printed at 11 inches by 17 inches and must include the designed image bleed of the clock.



*repertory dance theatre presents...*


## TIME CAPSULE

A CENTURY OF DANCE

ROSE WAGNER PERFORMING ARTS CENTER  
JANUARY 16-18 7:30PM 2014

TICKETS AVAILABLE THROUGH ARTTIX 801.355.ARTS WWW.ARTTIX.ORG

repertory dance theatre  
rdt →



Below is a print ad for Repertory Dance Theatre's Time Capsule concert. This 1/6 page print ad is displayed at it's original size: 4.75x 4.389.

repertory dance theatre  
rdt → presents...

ROSE WAGNER PERFORMING ARTS CENTER

**TIME CAPSULE: A CENTURY OF DANCE**

JANUARY 16-18  
7:30PM 2014  
ROSE WAGNER PERFORMING ARTS CENTER

TICKETS AVAILABLE THROUGH ARTTIX:  
WWW.ARTTIX.ORG 801.355.ARTS

The advertisement features a large clock face graphic with Roman numerals. The hands of the clock are stylized, with the hour hand pointing to approximately 10:10 and the minute hand pointing to 2. The text 'TIME CAPSULE: A CENTURY OF DANCE' is arched along the top of the clock face. The event details are located at the bottom of the clock face.

Print Ad