

Esperanza Dance Project STYLE GUIDE

PRIMARY LOGO



*An area of clear space should be maintained around the logo.

SECONDARY LOGOS



Accompanying gradient bar:



FONTS

HEADERS

**Poppins
Semi Bold**

**FUTURA
MEDIUM**

**LITHOS PRO
REGULAR**

abcdefghijkl
lmnopqrst
uvwxyz

abcdefghijkl
lmnopqrst
uvwxyz

ABCDEFGHIJK
LMNOPQRST
UVWXYZ

BODY

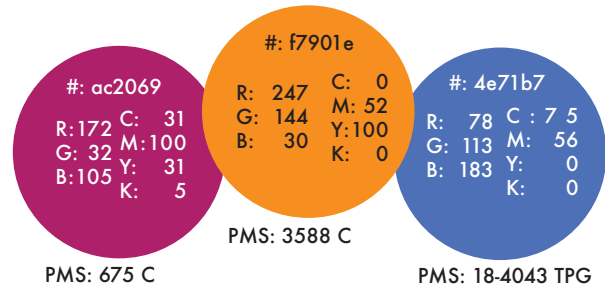
Avenir Light

Poppins
Extra Light

abcdefghijkl
lmnopqrst
uvwxyz

abcdefghijkl
lmnopqrst
uvwxyz

COLOR PALETTE



AVOID



DO NOT combine graphic elements



DO NOT alter colors



Outdated logo design



DO NOT add a background to logo
(transparent background acceptable)

FOR PRINT USE CMYK / FOR SCREENS USE RGB