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The book is intended for designers, graphic professionals, webmasters, and anyone using the International Dance Organization logo. It provides clear rules and guidelines on how to use the logo.

The purpose of this graphic standards book is to unequivocally define the rules for applying the International Dance Organization logo. By adhering to these rules, consistency in its usage is ensured.

As the name and logo are applied across a wide range of different visual contexts, their recognizability and proper identification are of great importance. Therefore, consistency in the use of the name and logo is necessary. Any use of the International Dance Organization logo without prior compliance with the rules and guidelines stated in this book may be subject to copyright law

Dear readers,

Every brand, from its inception, whether small or a large corporation, requires a set of branding rules to achieve a positive public perception. The document that encompasses these rules is called a Standards Book.

The Graphic Standards Book of the INTERNATIONAL DANCE ORGANIZATION is a graphic communication guide primarily intended for employees and external partners collaborating with the International Dance Organization. The series of instructions provided in the Standards Book offers clear guidance to printing houses, marketing agencies, design firms, and newsrooms on how to correctly apply the IDO logo in print or on screen displays.

This standards book defines all parameters of the logo and symbols, their proportions, colors, relationships, correct and incorrect usage. It thoroughly describes all the fundamental graphic parameters essential for the proper visual application of the International Dance Organization logo.

*IDO Marketing & Communications*



The IDO logo represents the international dance organization founded in 1981. This is the redesigned logo that has been in use since 2023.

The logo emphasizes the beauty and dynamism of movement in dance through stylized curved lines that frame the text "International Dance Organization."

The logo is modern, stylized, and graphically suited to the time we live in. The rules of heraldry were adhered to during its design.

You can download the graphic standards book and the official logo on the official website of the International Dance Organization.

The logo is available for download in the following formats:

**Ai, EPS, PDF, PNG, and JPEG.**



#### PRIMARY COLORS



CMYK 0 / 100 / 100 / 0  
RGB 237 / 28 / 36  
WEB ed1c24  
PANTONE 485 C



CMYK 85 / 50 / 0 / 0  
RGB 28 / 117 / 188  
WEB 1c75bc  
PANTONE 7461 C

The CMYK values are used for printed materials, while RGB and web values are used when creating formats for internet or television purposes, i.e., any screen display.

Pantone printing ensures color consistency and uniformity on corporate materials such as letterheads and business cards.

## TYPOGRAPHY IN THE LOGO

The capital letters "IDO" are created using the "Helvetica Now Display (Bold)" font.

"INTERNATIONAL DANCE ORGANIZATION" - These words are written in the "Nexa Bold" font. Different letter spacing is used for various words.

## TYPOGRAPHY IN DOCUMENTS

There is no prescribed font type to be used in documents or other designs alongside this logo, but it is recommended to use "Sans-serif" fonts.



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TYPOGRAPHY IN THE LOGO



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#### MONOCHROMATIC COLOR REPRESENTATION

Positive, negative, and black-and-white color representation of the logo are used when it is not possible to use the original colors (e.g., black-and-white printing, fax messages, etc.).



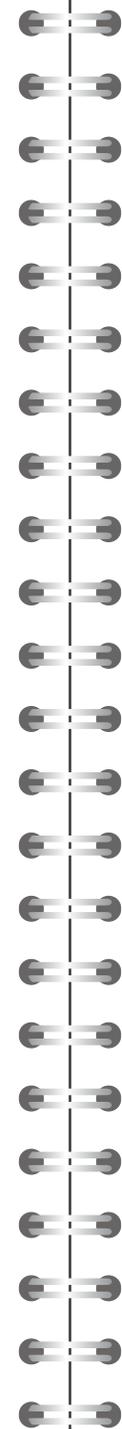
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#### POSITIVE AND NEGATIVE

Special logo applications are used in simplified and cost-effective situations when it is not possible to use the logo in its original form. Typical examples of such applications include black-and-white advertisements and layouts, stamps, facsimiles, internal communications, and similar situations. Additionally, this application is used for specific production requirements such as pad printing, screen printing, embossing, blind embossing, engraving, and the like.



POSITIVE AND NEGATIVE - SOME VARIATIONS



MINIMUM ALLOWED SIZE

The minimum allowed size for applying the symbol is Ø 20 mm. Applying it below this size is not allowed as it results in a loss of recognizability.



MINIMUM CLEAR SPACE

The minimum clear space around the logo represents an EMPTY space that must be observed during application. This means that within this space, NO graphic elements should be present that would compromise the recognizability and consistency of the identity.

The minimum clear space is a value of  $1/4a$ , derived from the value of 'a,' which is the height of the logo.



MINIMUM CLEAR SPACE

The minimum clear space around the logo represents an EMPTY space that must be observed during application. This means that within this space, NO graphic elements should be present that would compromise the recognizability and consistency of the identity.

The minimum clear space is a value of  $1/4a$ , derived from the value of 'a,' which is the height of the logo.



✓  
YES



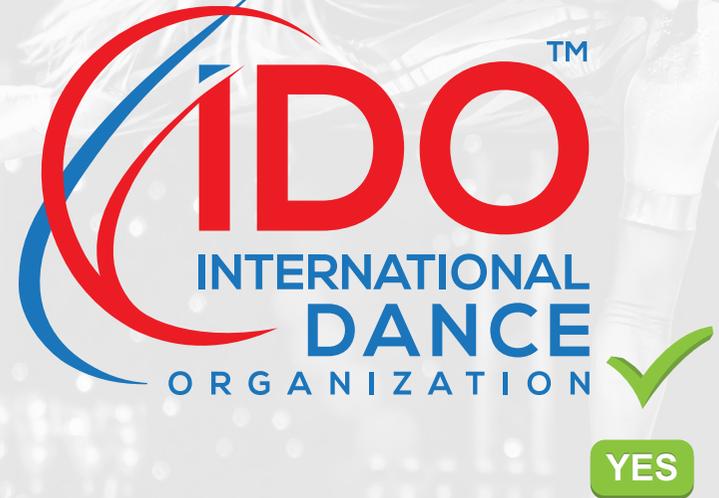
NO



✓  
YES



NO



YES





T-SHIRTS



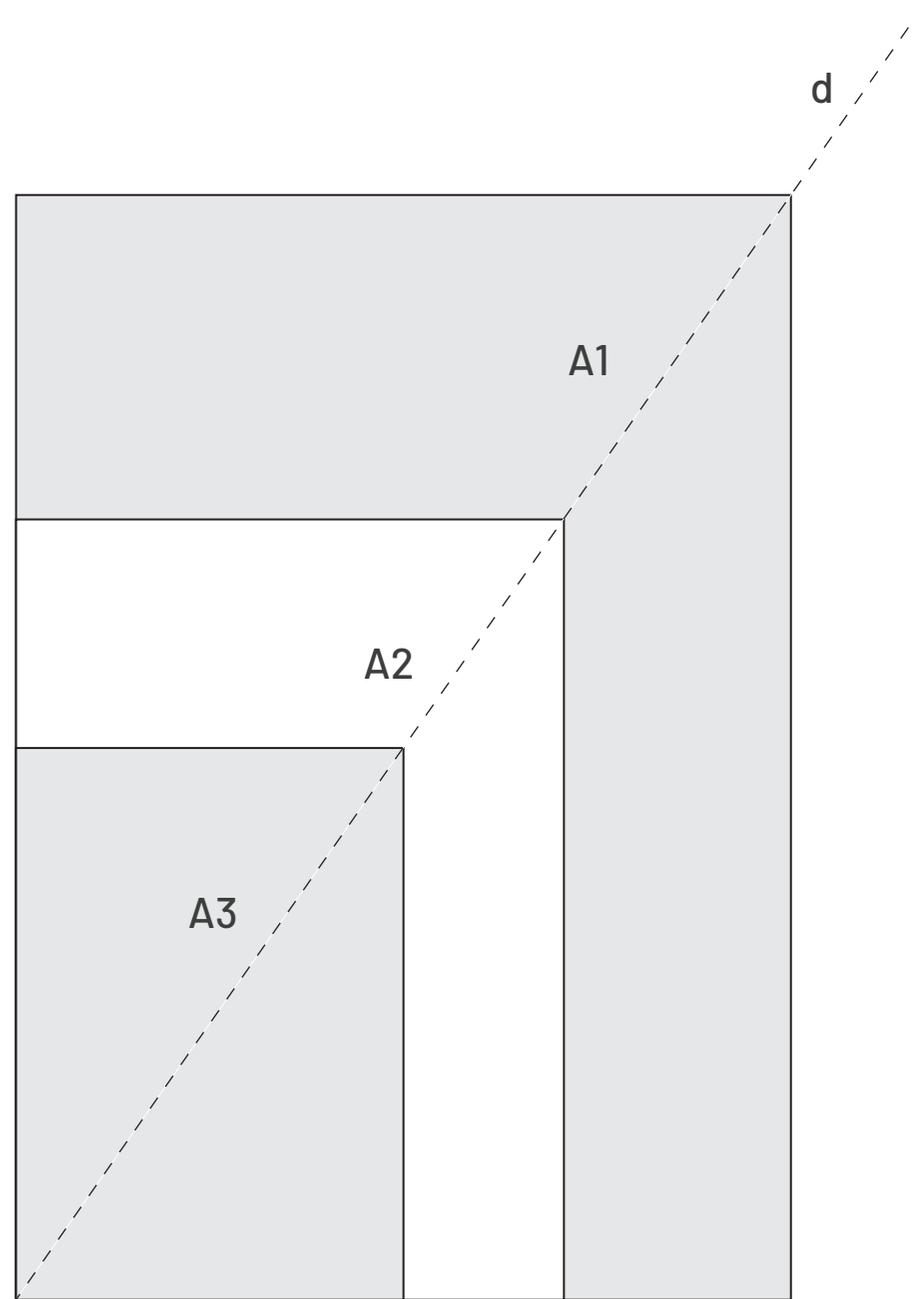
T-SHIRTS



BAGS



GLASSES



Posters for competitions must be in "Portrait" orientation.

The minimum poster size is A3, while there is no specified maximum size. It's important that larger posters lie on the diagonal "d".

It is recommended to use standard poster sizes: A3, A2, or A1.

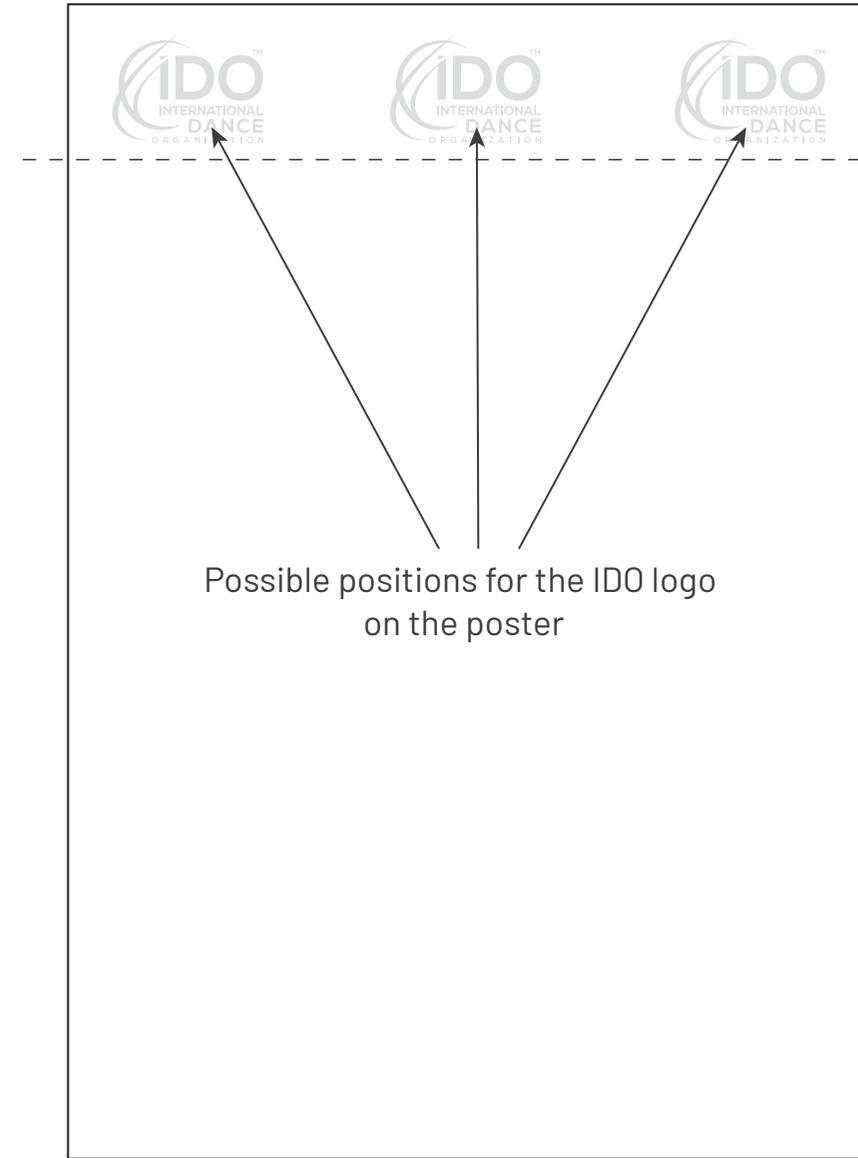
**A3:** 297x420 mm

**A2:** 420x594 mm

**A1:** 594x841 mm

**d = 1,414:1**

POSTERS



Possible positions for the IDO logo on the poster

IDO logo can only be placed in the top part of the poster, as shown in the picture.

Every poster intended for a competition under the auspice of the International Dance Organization must obtain permission for publication from the IDO Marketing & Communications.

POSTERS



✓  
YES



✓  
YES

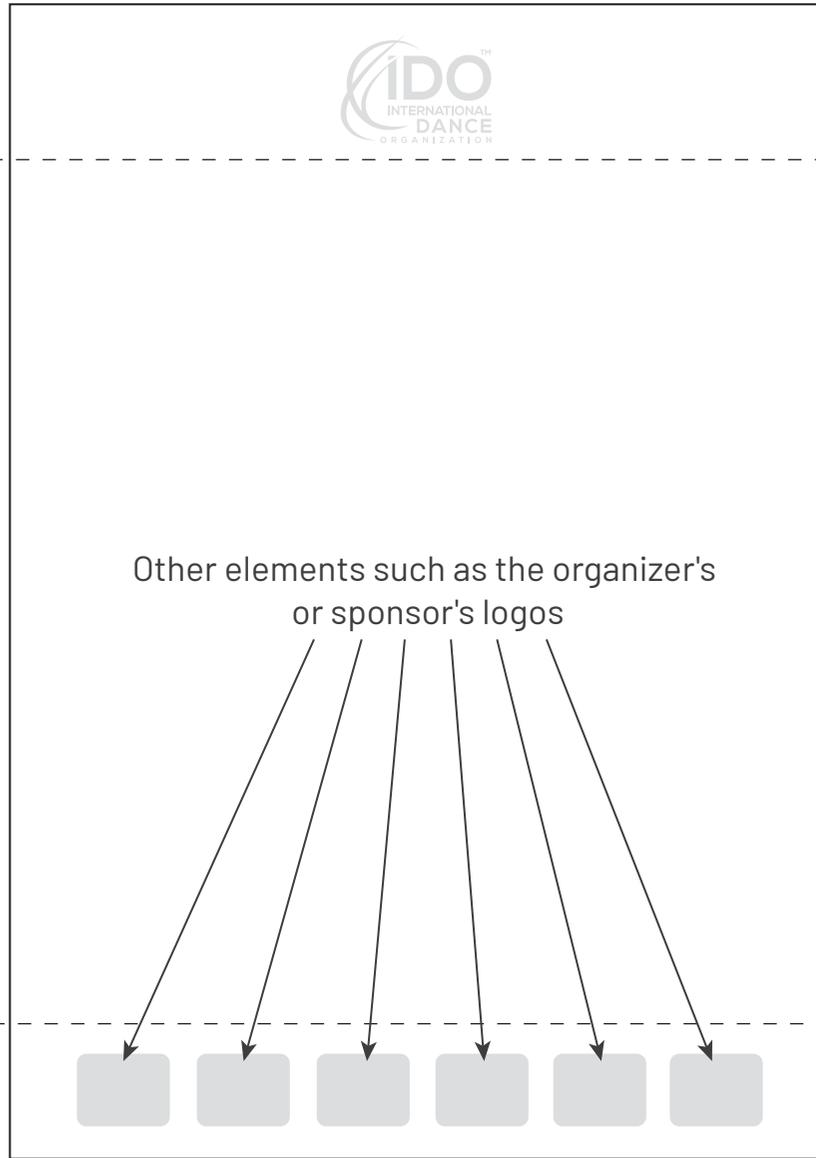


✓  
YES

POSTERS



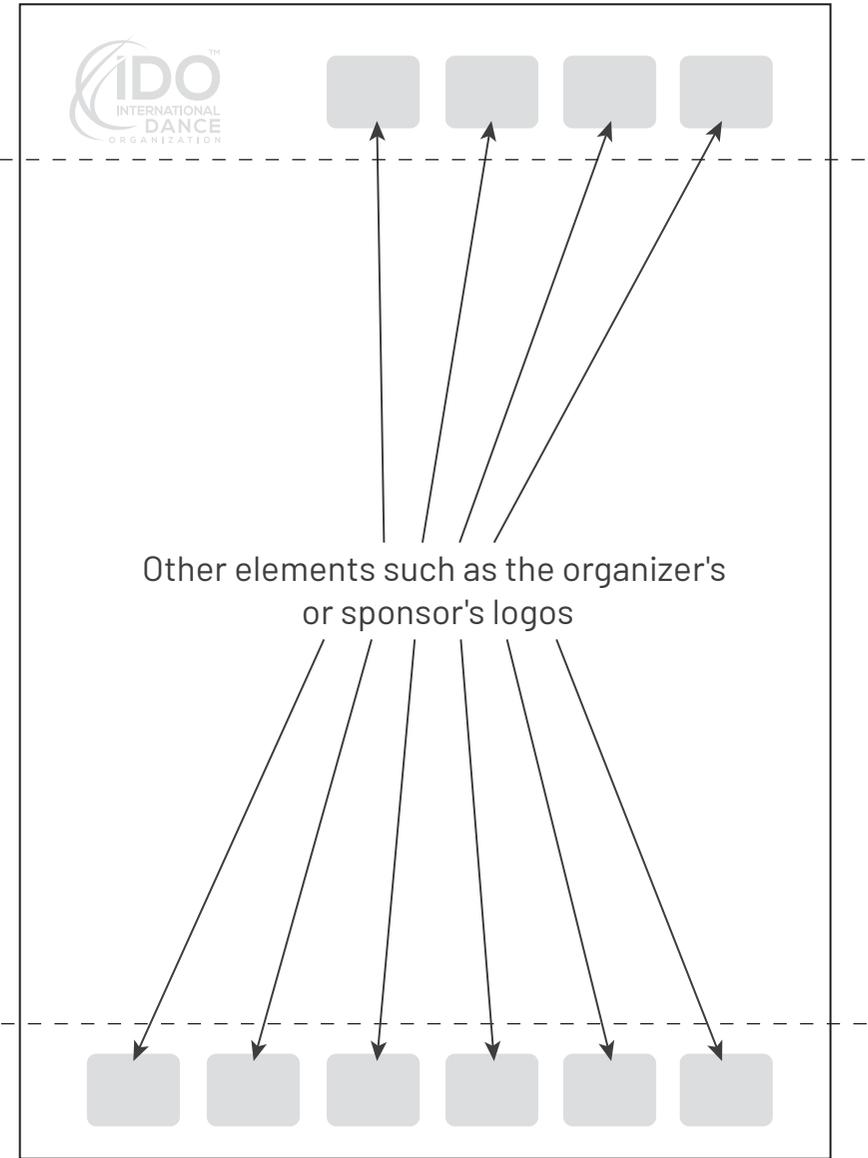
POSTERS



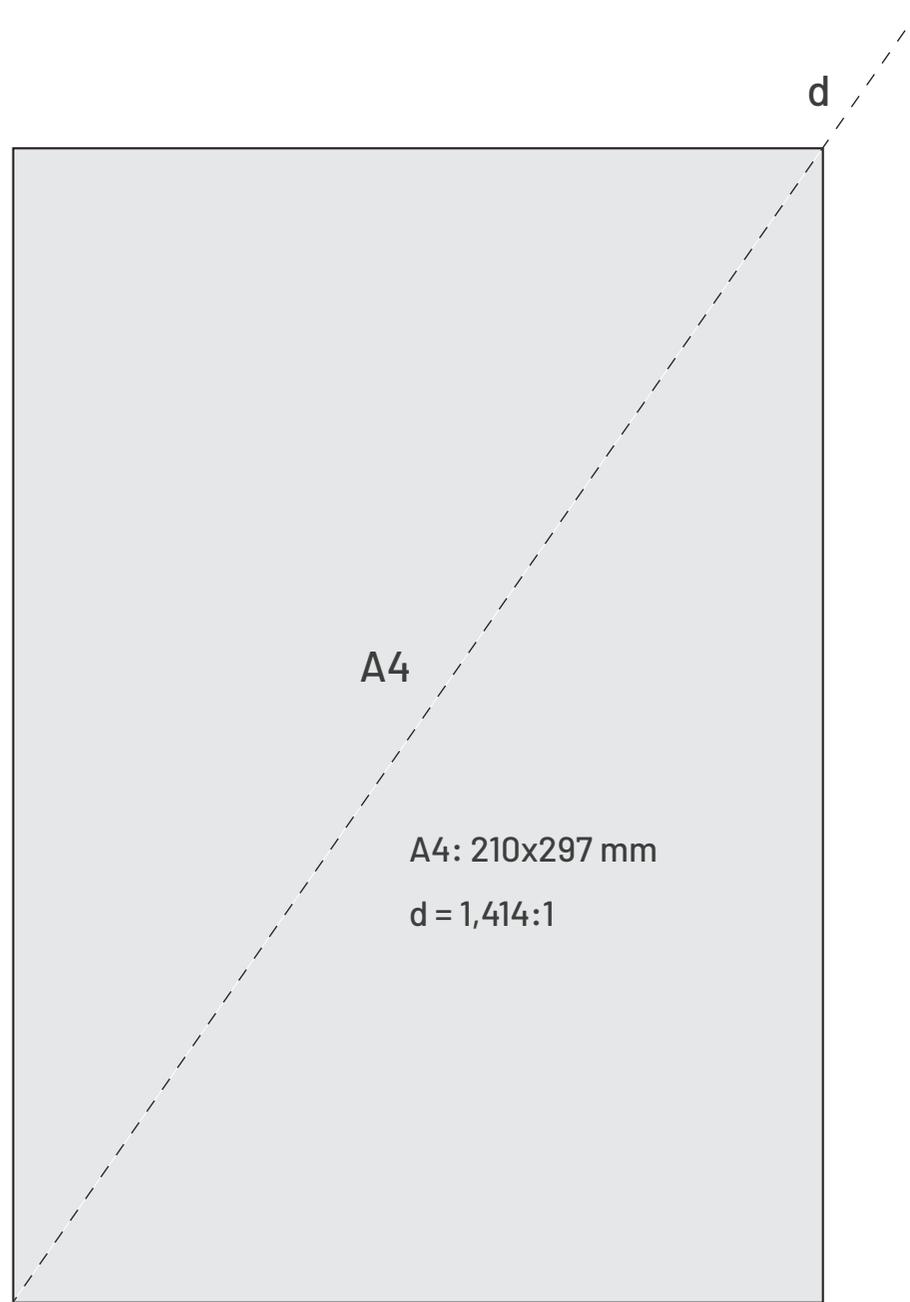
POSTERS

Other elements such as the logos of the organizer or sponsors are typically placed separately from the IDO logo and should be smaller in size.

These elements can also be positioned in the central part of the poster, depending on the poster's design.

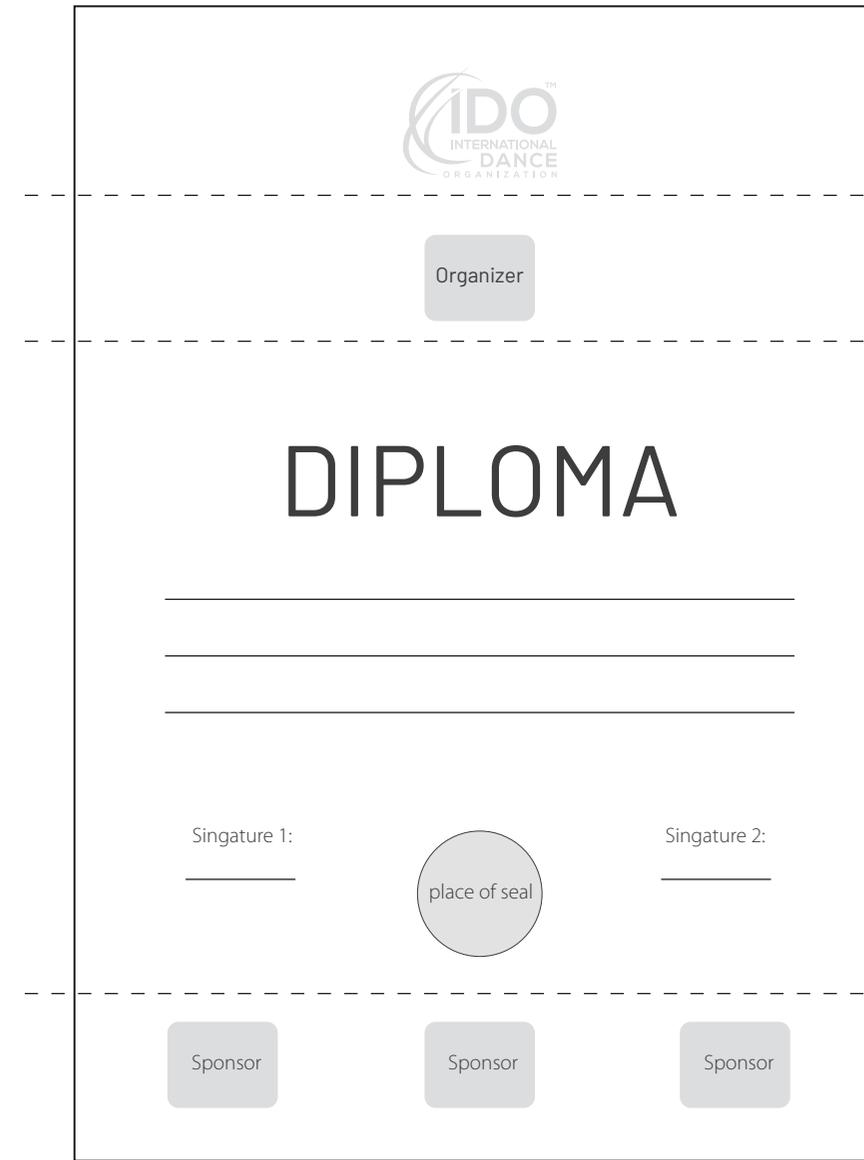
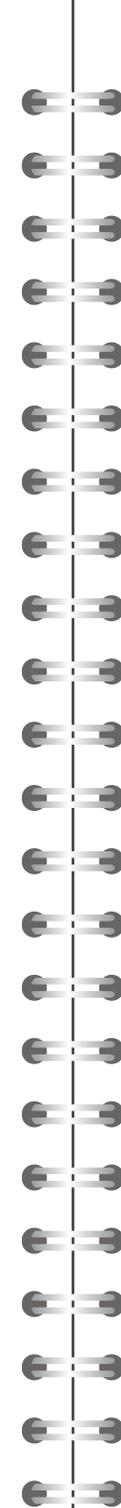


POSTERS



Certificates awarded at competitions must be in "Portrait" orientation. It is recommended to use the standard A4 size for certificates.

A4: 210x297 mm



The typical diploma design has been presented, and it is recommended to adhere to this layout for certificates.

It is essential that the IDO logo is located at the top of the certificate, clearly separated from the organizer's logo. The organizer's logo should not be larger than the IDO logo.

Sponsors and other graphic elements should be clearly separated from the IDO logo and the competition organizer.

*Note: It's possible for the designer to deviate from the usual diploma design, but all the mentioned design elements must be included and logically arranged. For example, you can place the IDO logo in the upper left corner and the organizer's logo in the upper right corner.*

Every certificate issued under the auspices of the International Dance Organization should obtain permission for publication from the IDO Marketing & Communications.



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