

CHICAGO BALLET SCHOOL

BRAND DEVELOPMENT PROCESS

GD395 CAPSTONE II
CREATED BY:
KAITLYN IGOE

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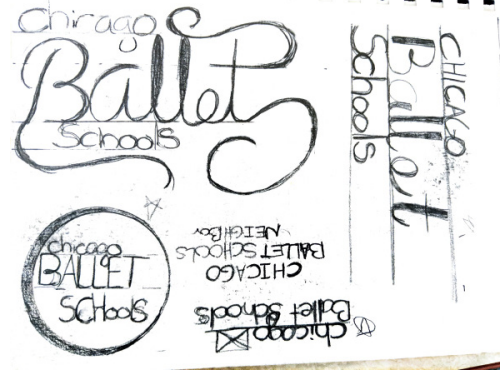
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PROJECT OVERVIEW

This project will provide low to no cost ballet and dance education to students who under other circumstances would not be able to attend classes. This will be accomplished by branding and developing a franchise ballet schools located in major Chicago Neighborhoods that will function as as community classes to teach any student, at any level classical ballet technique.

BRAND IDENTITY

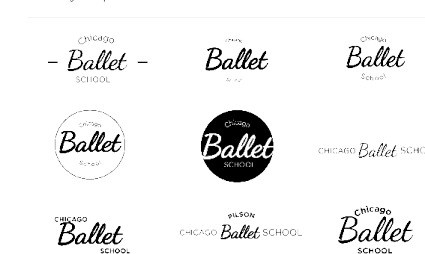
MAIN IDENTITY - SKETCHES



MAIN IDENTITY - DIGITAL ITERATIONS



Dancing script



MAIN IDENTITY - FINAL





COLOR PALETTE - OPTIONS

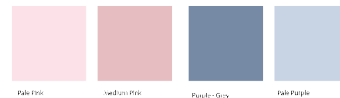
Color Palette #2 - Vibrant Colors



Color Palette #5 - Pink and Blues



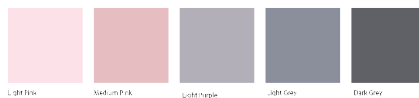
Color Palette #3 - Soft colors



Color Palette #4 - Traditional Ballet Colors



Color Palette #6 - Pastel

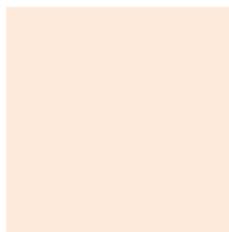


Color Palette #6- Pastel



COLOR PALETTE - FINAL

COLOR PALETTE #4 - TRADITIONAL PANEL COLORS



Pale Pink



Ballet Pink



Soft Pink



Deep Pink



Deep Brown

TYPOGRAPHY - OPTIONS

Display Type *snell roundhand - bold*
snell roundhand - Regular
The Brown fox jumps over the lazy brown dog
The Brown fox jumps over the lazy brown dog

Heading **Gotham - bold**
The Brown Fox Jumps over the Lazy Brown Dog

Body Copy Gotham - Book
The Brown Fox Jumps over the Lazy Brown Dog

Display Type *Dancing Script - bold*
Dancing Script - Regular
The Brown fox jumps over the lazy brown dog
The Brown fox jumps over the lazy brown dog

Heading **Gotham - bold**
The Brown Fox Jumps over the Lazy Brown Dog

Body Copy Gotham - Book
The Brown Fox Jumps over the Lazy Brown Dog

Display Type *Edwardian Script*
The Brown fox jumps over the lazy brown dog

Heading **Gotham - bold**
The Brown Fox Jumps over the Lazy Brown Dog

Body Copy Gotham - Book
The Brown Fox Jumps over the Lazy Brown Dog

Display Type *Allura - Regular*
The Brown fox jumps over the lazy brown dog

Heading **Gotham - bold**
The Brown Fox Jumps over the Lazy Brown Dog

Body Copy Gotham - Book
The Brown Fox Jumps over the Lazy Brown Dog

TYPOGRAPHY - FINAL

Display Type

Allura - Regular

The Brown fox jumps over the lazy brown dog

Heading

Gotham - bold

The Brown Fox Jumps over the Lazy Brown Dog

Body Copy

Gotham - Book

The Brown Fox Jumps over the Lazy Brown Dog

PHOTOGRAPHY - OPTIONS



Photography Specification

- Focus on dancers in the studio, no models
- Range of Age ranges, toddler and adults should be featured across all formats
- dancers of all races should be represented across all formats
- Male and female dancer featured equally

PHOTOGRAPHY - FINAL

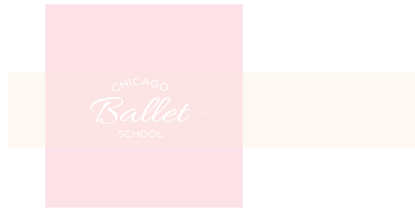


Photography Specification

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- Range of Age ranges, toddler and adults should be featured across all formats
- dancers of all races should be represented across all formats
- Male and female dancer featured equally



BUSINESS CARD - OPTIONS



**First Name
Last Name**

Title

Name of School
0000 street, suite ##
Chicago, Il. #####

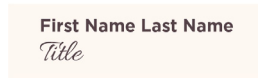
Email@chicagoballetschool.com
000.000.0000



First Name Last Name
Title

Name of School
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Chicago, Il. #####

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000.000.0000
chicagoballetschool.com

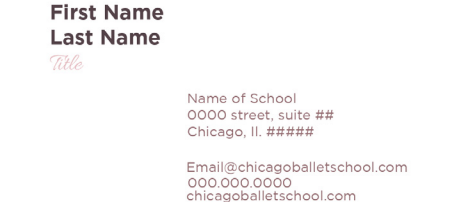


**First Name
Last Name**

Title

Name of School
0000 street, suite ##
Chicago, Il. #####

Email@chicagoballetschool.com
000.000.0000
chicagoballetschool.com



BUSINESS CARD - FINAL



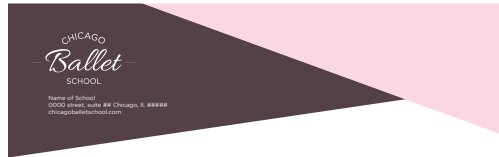
First Name
Last Name

Title

Name of School
0000 street, suite ##
Chicago, Il. #####

Email@chicagoballetschool.com
000.000.0000
chicagoballetschool.com

IDENTITY SYSTEMS - HEADER



Your Name
Your Job Title
Your Company
Your Address
City, State Zip Code
Your Phone Number
Your Email Address

Date

Recipient Name
Recipient Title
Recipient Company
Recipient's Company's Address
City, State Zip Code

Dear Mr./Ms. Last Name,

I would like to invite you to attend our upcoming Liberal Arts department job networking event. The event will be held on the afternoon of February 1, 20XX. We wish to provide our graduating seniors with an opportunity to meet business leaders in the area who may be looking for new hires who hold degrees in the Liberal Arts.

The event will be held at the Cox Student Center at Northern State University, and will last about 2 to 3 hours. If you have an interest in attending or sending a company representative to meet with our students, please let me know at your earliest convenience and I can reserve a table for you.

Thank for your time and I hope to hear from you soon.

Respectfully,

Your Typed Name
Your Job Title





IDENTITY SYSTEMS - ENVELOPE

IDENTITY SYSTEMS - SCHEDULE

<div> <div> CHICAGO Ballet SCHOOL </div> <div> YEAR - YEAR CHICAGO BALLET SCHOOL- NEIGHBORHOOD CLASS SCHEDULE </div> </div>					
DAY OF WEEK					
	STUDIO A	STUDIO B	STUDIO C	STUDIO D	THEATRE
10 am					
11 am					
12 pm					
1 pm					
2 pm					
3 pm	CLASS TITLE teacher	CLASS TITLE teacher	CLASS TITLE teacher	CLASS TITLE teacher	
4 pm	CLASS TITLE teacher				CLASS TITLE teacher
5 pm		CLASS TITLE teacher	CLASS TITLE teacher	CLASS TITLE teacher	
6 pm	CLASS TITLE teacher				CLASS TITLE teacher
7 pm	CLASS TITLE teacher	CLASS TITLE teacher	CLASS TITLE teacher	CLASS TITLE teacher	
8 pm					

OUR CLASSES

At Chicago Ballet School we aim to offer ballet classes for all ages and all dance experience levels. We want every dancer to feel welcome and comfortable in these classes. Please reach out if you have any questions about where you or your dancer fits in to each class.

Professional Training Program -

Pre-professional programs are designed for student interested in a more intensive approach and / or looking to pursue a professional career these programs are more based on prior experience and placement will be determined by teachers approval.

Young Dancer Program

Young dancers who love to dance and move, slowly moving through the levels as they get more and more movement experience.

Ages 3-5 Creative Movement
Ages 5 - 7 Basic ballet
Ages 7-10 Ballet I

Teen Dancer Program

Dancers who didn't start dancing until they were older and want to learn more about ballet or did not want to train in our pre-professional program.

Ages 11 - 15 Beginning Teen Ballet I
Ages 15 - 18 Beginning Teen Ballet II

Ages 11 - 15 Intermediate Teen Ballet I
Ages 15-18 Intermediate Teen Ballet II

Ages 15-18 Advanced Teen ballet

Ages 12- 15 Beginning Teen Pointe *
Ages 15-18 Advanced Teen Pointe *

Ages 12- 15 Beginning Boys Class *
Ages 15-18 Advanced Boys Class *

* Required prior training and teach permission prior to enrollment to learn more about training for pointe please visit our website

Intro levels

Ballet Level C I
Ballet Level C II

Pointe Level C I
Pointe Level C II

Boys Class Level C I
Boys Class Level C II

Advanced level

Ballet Level D I
Ballet Level D II

Pointe Level D I
Pointe Level D II

Boys Class Level D I
Boys Class Level D II

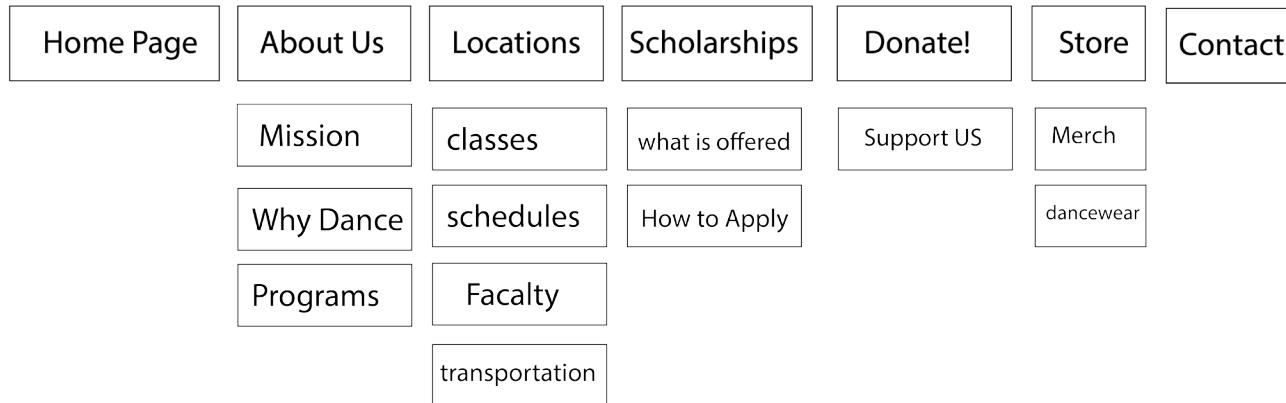
Pas de Deux/ partnering I
Pas de Deux/ partnering II

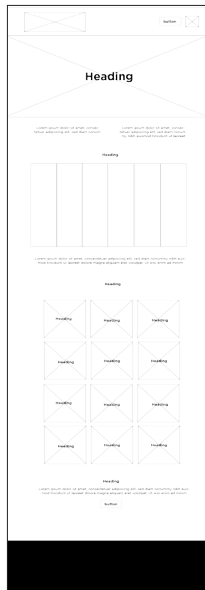
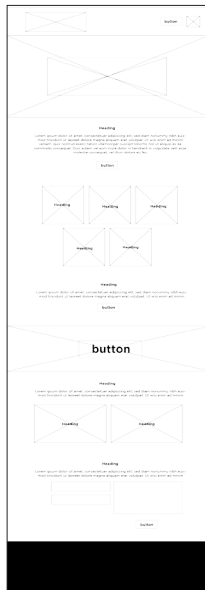
Variations / choreography I
Variations / choreography II

IDENTITY SYSTEMS - DESCRIPTIONS

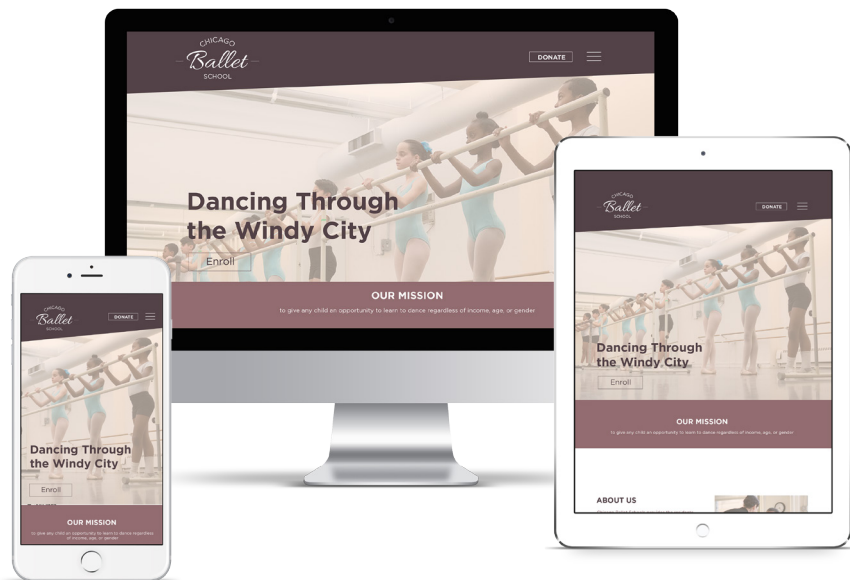
BRAND WEB PRESENCE

WEB MAP



[illegible]

MOCK UPS



MOCK UPS - ACTIVE

