

A high-angle, dimly lit photograph of a man and a woman dancing on a dark wooden floor with a herringbone pattern. The man is wearing a black shirt and the woman is wearing a black dress with fringe. A white logo is overlaid on the center of the image.

S and G  
DANCE





# 01

## Introduction

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Latin dance business that is dedicated to offering an immersive experience in Salsa, Bachata, and Merengue. With a focus on creating a welcoming and dynamic environment, we provide a range of classes, including group lessons, semi-private, and private sessions, tailored to dancers of all levels. In addition to regular classes, we host corporate events and workshops designed to bring Latin dance to diverse audiences.



Logo



Sub Mark

The logo is usable across all available use cases, flyers etc. the Submark is more applicable for distinct application ie a favicon for simplicity



Logo



Sub Mark



Logo



Sub Mark

# 02

## BRAND COLOURS



**RED**

**#FF0000**

**BLUE**

**#0000FF**

**WHITE**

**#FFFFFF**

These are carefully selected brand colours inspired by the Dominican flag

# 03

## LOGO

The S and G logo features an arc forming a dome over the word font, inspired by the brand goal “With a focus on creating a welcoming and dynamic environment” The simplicity and elegance of the design reflect our focus on clarity and purpose.



**Growing As A  
Community One Tap A  
Time.**







04

Typography

Montserrat

**Aa 123**

Aa 123



Growing As A  
Community One  
Tap A Time.



