



# BRAND GUIDELINES

Building  
A Community  
United In  
Dance.

# Who is Dance Nova Scotia?

DANCE NOVA SCOTIA is the umbrella service organization for all forms of dance in Nova Scotia.

Founded in 1974 and incorporated in 1975, it is one of eight provincial cultural service organizations that comprise the Cultural Federations of Nova Scotia, which are funded by the province.

Dance Nova Scotia is a registered charitable organization governed by a Board of Directors elected from the community.

## Recognized Name(s)

Dance Nova Scotia

Dance NS

DANS

# Core Values

## Mission

To foster dance as a cultural, educational, social, recreational and healthful activity for all

## Vision

A Community United in Dance

## Values

### Equity

We demonstrate respect for all forms of dance, and all who dance.

### Trustworthy

We serve and are accountable to our members, stakeholders and community.

### Collaboration

We facilitate community building and partnerships.

### Communication

We are a dependable source of information; we are transparent and foster freedom of expression.

### Accessibility

We reach out and empower individuals and communities (of various abilities, geographies, socio-economic backgrounds), to access dance.

# Positioning

# Personality

# Voice

For the Nova Scotia Dance community, Dance Nova Scotia exists to establish a community united in dance by championing dance as a cultural, educational, social, recreational & healthful activity for all, so that all Nova Scotians can benefit from the power of dance because dance is vital to who we are.

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At Dance Nova Scotia we pride ourselves on being:

Innovative | Accessible | Knowledgeable | Accountable  
Inclusive | Fun | Creative | Supportive | Mindful

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## Passionate

expressive, enthusiastic, heartfelt, action-oriented

## Fun

witty, engaging

## Authentic

genuine, trustworthy, inclusive, reflective

## ORGANIZATION TAGLINES

Building A Community United in Dance  
#unitedindance #dancenovascotia #wearedance

# Logos & Icons

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## ORGANIZATION



# Typography

Logo Font

**Quicksand**

Headers

Coco Gothic Heavy **BEBAS NEUE**

Sub Headers

News Gothic Bubbleboddy

Text Body

Century Gothic Franklin Gothic Book

Text Special

**Quicksand** Coco Gothic

Text Fancy

*Gabriola*

# Brand Colours

Turquoise	0DD0D2	3252 C
Aqua Foam	9CF4FF	317 C
Ocean Blue	005B94	647 C
Beach Blue	00CCFF	298 C
Salmon	FF5A75	184 C
Coral Orange	FF3800	172 C
Honey	FECB18	123 C

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1F1F1F
3D3D3D
5B5B5B
797979
979797
C8C8C8



# Logos & Icons

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## SERVICES & PROGRAMS

