

Aloria
d a n c e

V01

Brand Book

ALORIADANCE.COM

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Welcome.

Since you are holding this guide and reading these words, We are trusting you with our very own identity: our brand.

We are not interested in all of the buzzwords and catchphrases and marketing jargon surrounding the word brand. But we do care about what people think about us. We care about our reputation. We care about building great relationships.

We also care about growing our business. But, for us, it's not all about revenue and sales. Anyone can make premium dancewear. We are passionate about championing anyone that is passionate about dance to follow their bliss and join us in the dance floor and the stage.

The following pages are full of guidelines, rules, and handy tips that we hope will help you communicate our values, realize our vision and reinforce our brand.

It is impossible to predict every situation, brand execution, or implementation, but this guide will help refine your approach.

Whether you are a new client, an outside designer, or one of our amazing partners, thank you for helping us achieve our goals and pursue our mission.

Sincerely, welcome to the Aloria Dance family.

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Intent of this guide

This brand book and style guide is a reference for our internal team, vendors, partners, and others who are authorized to work with the Aloria Dance brand.

The standards, guidelines, and references within this document are grounded in the years of research, experimentation, and brand execution that have preceded our new brand look and feel.

Our intent with this guide is not to restrict creativity and innovation: far from it. We believe in the creative spirit, and authenticity is one of our core values.

What we strive for is a coordinated, consistent, and effective brand presence in everything we create. If we make something, we want to make sure that people know where it came from.

While some of our brand execution and graphics have been standardized—like

business cards, letterhead, and envelopes—these are not intended as the focus of this guide.

Instead, the focus of this guide is to empower you with the elements you need to create. By utilizing these tools, resources, and adhering to the guidelines within, you'll make things that look & sound like the Aloria Dance brand, every time.

Please refer back to this guide often. We believe that our brand book & visual style guide is a living document. It should evolve over time, just as our brand inevitably will.

If you have any questions concerning the content of this guide, please don't hesitate to reach out to our team info@aloriadance.com

Using our brand materials

For legal, copyright, or usage questions relating to my brand visuals, please reach out at info@aloriadance.com

We are reasonable people—and open to most things—but when it comes to our brand, our reputation, we maintain strict control. We hold ourselves to incredibly high standards, and I expect the same wherever our brand is represented.

You must have specific permission and authorization to use any of our brand materials, including any resources, graphics, or visual elements found within this guide and its accompanying files. Simply being in possession of these materials does not imply or imbue permission in any way.

The approval process for materials and implementations of our brand will vary. Please contact an authorized representative with questions.

We reserve the right to disapprove or deny any use or uses of our messaging, taglines, logo, our brand visuals, or other brand elements at any time, for any reason.



01 About our Brand

Passion brings us together.

#AloriaisBelonging

If you are passionate about dance, you belong.

Aloria Dance is more than premium dancewear. We are a constant reminder that if you are passionate about dance, you belong. We are welcoming you with open arms into our world, our dance family.

Within this section, you will learn who we are, what we stand for, and where we came from.

After this section, I hope you'll come to know us a little bit more than just a powerful personal development brand.

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Brand DNA

ALORIA

007

Aloria comes from the combination of the words **Amor**, which means love in spanish; **Loree** that means laurel, the symbol of victory and beauty; and **Allure**, which is the quality of being powerfully and mysteriously attractive or fascinating.

OUR NAME

008

“To everyone that is passionate about dance, Aloria is the premium dancewear brand that provides support, flexibility, community, and an exceptional customer service experience because we believe that if you are passionate about dancing you belong”

POSITIONING STATEMENT

We are on a mission to equip and empower dancers to pursue their passion and express themselves fully through first-class dancewear, extraordinary customer service, and a supportive community in order to disrupt the industry and create an inclusive environment where anyone passionate about dance is welcome and belongs.

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We love the vibrancy of ballroom and latin dance, and we want to empower anyone that is passionate about dance, or dance curious to join us. We believe everyone with a true desire to get into this world should be welcomed with open arms, so we created a community that does just that.

There is so much joy in community, in finding a group of people that share similar values and are driven by the same things.

That is why our focus is building a community and not just a dancewear brand, we are here to support our customers all the way, from premium dancewear and

dance shoes, to a place where they feel heard and supported in all ways possible.

That's why we are actively working to shift the industry, from exclusivity to expression, creating a culture where support and belonging are embraced. We want our dancers to know that they belong here.

It all started with my own search for self expression.

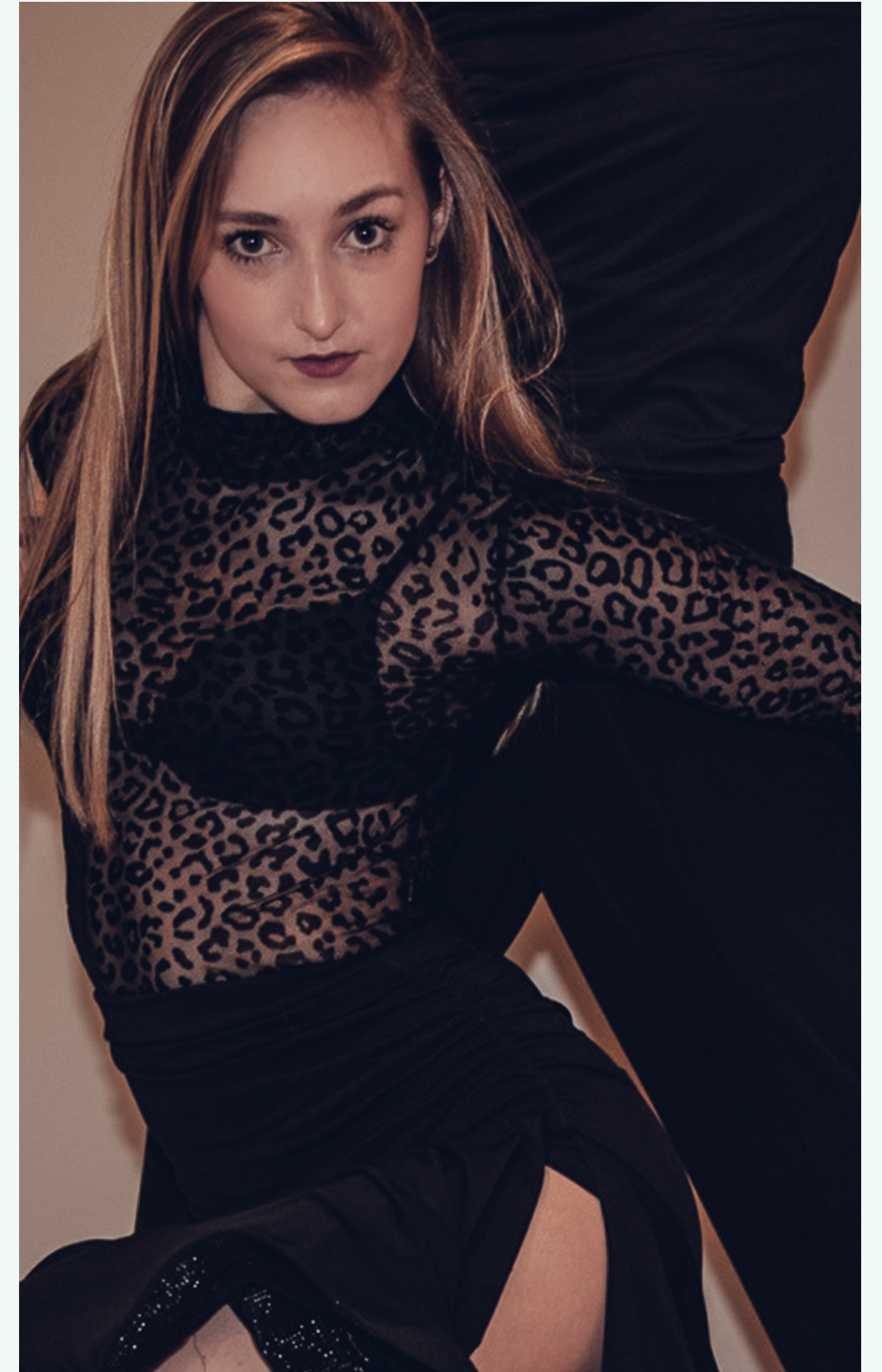
Aloria began as a dream to express myself fully with the dancewear I chose. It was all inspired by my own journey of finding clothing and dance shoes that looked good and were comfortable and supportive.

In my over 10 years as a dancer, I always felt like I need to choose comfort or elegance and style. I wanted to have both, and was so dissapointed when I couldn't find anything that could fit my needs, I figured that if I was looking for the solution, other may be looking for it too, so Aloria was born.

Creating shoes for competitive dancers is important, but we want to be part of a dancers journey, from practice to stage, from kids to adults. From amateurs to professionals.

We want to empower dancers to fully express themselves knowing that they belong here.

We are a passionate about dance. We want to create an all embracing community, that fully supports dancers in their journey of self expression through dancewear.



We believe that passion is the catalyst for a full-hearted community. #AloriaisBelonging

011

OUR VALUES

PASSION - We believe that passion is the biggest driver for anything in life. We create dancewear that not only looks good but feels amazing so our clients can pursue their passion for dance confidently.

CONFIDENCE - When you wear something that fits and feels right, you focus on your movement, your confidence grows and you know you can do anything. That is the reason we are here, to empower you to step into that confidence that moves you forward.

COMFORT - Comfort over everything. Beauty is good, but we want to be the most comfortable dancewear and shoe brand in the industry, being the best partner for our dancers, from training to competition, so they can feel protected and their feet safe.

LOYALTY - Our customers are where we begin and end. We are here for the long haul. Our goal is to become that brand that always has your back. We are more than dancewear and shoes. We are a family, your partners in their pursuit of excellence.

DISTINCTION - Creating a luxurious experience for our clients is a top priority. We know that dancers want to stand out, with elegance and sophistication, but not over the top.

COMMUNITY - We are building a community that champions the creative expression of our dancers. We support dancers to express themselves through their clothing and shoe selection. We believe dancewear is another tool of self-expression, and we want to provide the best to our clients, so they can show up fully as they dance.





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Curating a passionate community of dancers is our thing. We believe that in community true joy and self expression can be found, that is why we set ourselves the goal of creating an all-embracing and empowered community of dancers, where they can grow and thrive. We know that the actual magic happens when we feel confident in our own skin, that is what we want for each of our clients, and members of our community.

Our brand personality

TRUSTWORTHY. FRIENDLY.
MATURE. CONFIDENT.
AMBITIOUS. SEXY.
ELEGANT. LIBERAL.
EMPOWERED. ENERGETIC.
SOPHISTICATED.

Think of that one friend that you have: they are the ones that cheer you on when you decide to start something new, they are loving and remind you that you can do anything. They are supportive and stand by you so you can trust yourself, especially in moments of high stakes, that friend is the one you call when you are facing a new level of growth, you know they will hold space for you, cheer you on and give you what you need.

You could go months without speaking, and yet when you reconnect, it feels like no time has passed. And together, you are unstoppable. That's who we are. Or at least, that's who we try to be.

The lover & the leader

Our dominant archetype is that of the lover brand. The Lover brand archetype is about creating relationships and evoking emotions. As lovers, we are always looking for ways to make others feel special and to meet their needs. We like to celebrate the physical joys of being human, fostering intimacy and bliss in our consumers.

As a Lover, we want to achieve intimacy through close relationships, and to create a special feeling in others. Developing connections with people around us, we are passionate and unashamed in fostering relationships and expressing appreciation. We value helping people find love and friendship through beauty, communication, and closeness.

Our secondary archetype is the leader brand, the one that is always active rather than passive, we will not simply accept the status quo or sit back with the attitude of 'what will be, will be'. Rather, we set out to make things happen and to take others along with us on that journey. We want the best or nothing for ourselves and for our clients.



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Brand DNA: Belonging



02 Voice & Style

We speak
confidently,
friendly, and
energetically.

Our clients and business partners are the reason we are here.

The way we speak to them should reflect on how important they are. We should strive to ensure that every brand execution communicates this tone of voice: friendly, creative, confident, sophisticated and sexy.

In this section, you will find guidance on how to communicate in our brand voice and style.

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Tone & Voice

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Taglines



Our Writing Tone & Voice

We speak to our clients, our team, and others with confidence, clarity, and friendliness. We are ambitious, authentic, sexy, liberal, energetic, and sophisticated.

We like to build communities, and make everyone feel at home and confident, so prepare for a joyful conversation or a pep talk from time to time. We value friendship,

connection, and community. Our tone of voice is fierce, confident, and empowering.

Our marketing and advertising language should not feel like we are selling. Our dancewear does that work for us.

We like to write as people talk. We are loving, confident, and welcoming, which is part of our core, and we wouldn't have it any other way.

Passion brings us together.

017

#AloriaisBelonging

Self expression has a new name. Aloria.

Our taglines are a representation of our brand values and overall mission. They are the heart and soul of our brand.

The purpose of our brand taglines is to capture and summarize our brand promise, brand values, and service experience.

Taglines may be used in any marketing materials, advertising, or brand execution where we see to communicate my personality, mission, or brand values.

Each tagline may be used in combination with the brand logo and brand images as a standalone brand marketing campaign. The brand taglines should not be combined with campaign-specific taglines or phrases.

Avoid rewriting, rewording, or editing the taglines in any way.

03

Brand Logo

The center of our brand identity.

Our logo is how our clients tell me apart from a crowded industry. It's a promise of quality, consistency, and reliability.

As such, it is vital that our logo is presented correctly in every execution. This section covers these guidelines in detail.

Any use of our brand logo outside of or conflicting with the contents of this section will be considered unauthorized.

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Primary Lockup

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Icon Only Lockup

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Meaning of our Icon

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Identity System

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020

Primary Lockup



The brand logo identifies the Aloria Dance brand as a whole. Use this logo to represent the brand in any event, collaboration, or printed collateral.

This logo is a carefully created piece of locked artwork that should not be altered in any way.

021

Icon-Only Lockup

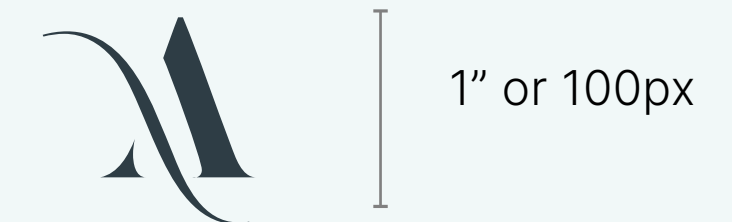
When subtlety is desired, the Aloria A icon can be used in place of a full brand logo lockup.

When this mark is used, ensure that our brand name is visible near or in relationship with the icon. For example, a flyer, poster, or postcard with the icon design on one should display our brand name legibly somewhere near. This will help reinforce brand recognition.



SPECIAL COLOR USAGE

When the icon is used as a standalone element, it will accommodate any acceptable combination of our colors.



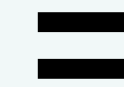
MINIMUM SIZE

At small sizes, ensure the line weight is legible and that the negative spaces do not close. The minimum height is .75" for print and 50px for digital applications.

A from Aloria



The shape of a female dancer
in a male dancers arms



What our icon stands for.

Aloria comes from a mix of the words Amor, which means love in spanish; Loree that means laurel, the symbol of victory, and beauty; and Allure, which is the quality of being powerfully and mysteriously attractive or fascinating.

Our icon is a representation of the

movement, the beauty and the allure of dance.

It also represents the embrace, of the dancers, but also the community we created.

It is a constant reminder that you belong, and an invitation to express yourself.

023

Secondary Icon

The brand logo identifies the Aloria Dance brand as a whole. Use this logo to represent the brand in any event, collaboration, or printed collateral.

This logo is a carefully created piece of locked artwork that should not be altered in any way.



024



PRIMARY LOCKUP



ICON-ONLY



SECONDARY ICON

A Scalable Identity System

Trying to fit the same mark simultaneously on a business card, a banner, and social media is a challenge. My identity system is designed for flexibility, consistency, and brand recognition.

I have provided different logo lockups that should cover every space imaginable. Instead of trying to fit a logo into a space that is too small or crowded, simply use a different

version for maximum visual impact and clarity.

When using the icon-only mark, ensure that our brand name is visible near or in relationship with the icon. For example, an espresso cup bearing the icon design on the inside of the cup should have a hang tag or box which displays our brand name legibly. This will help reinforce our brand recognition across multiple touchpoints.

025

Placement of the logo on canvas is vital to a consistent visual style.

Where our logo is placed communicates a great deal about my brand's visual style. In this chapter, you will find high-level guidance on how the logo should be positioned on a variety of touchpoints and media.

As a general rule, our logo should not be centered in an area. We typically favor a left-aligned layout with the logo aligned to the primary grid line—the spine.

Exceptions to this rule will inevitably surface. When in doubt, connect with a member of my team to review your situation.

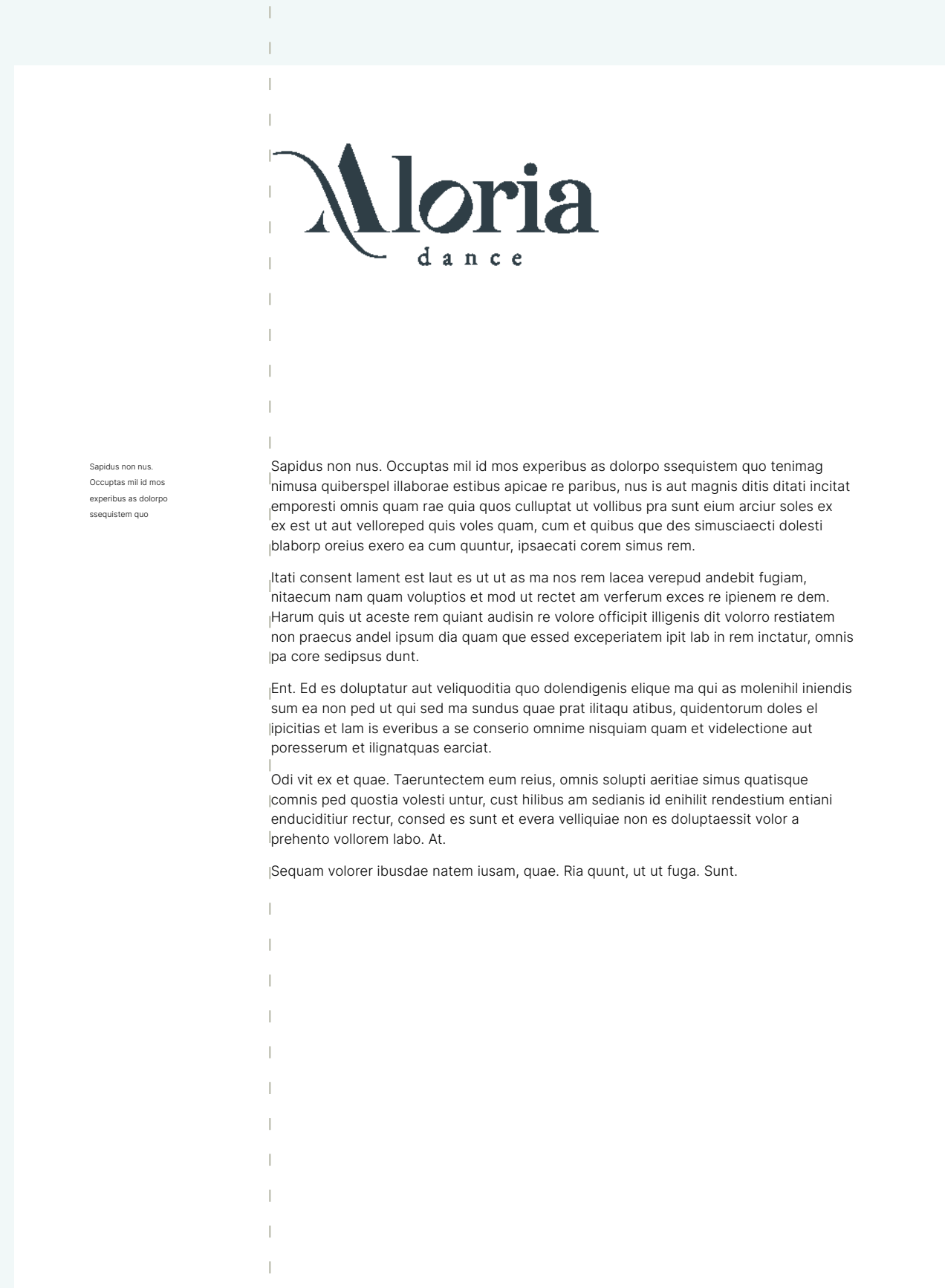
025. On The Page

026. On Social Media

On The Page

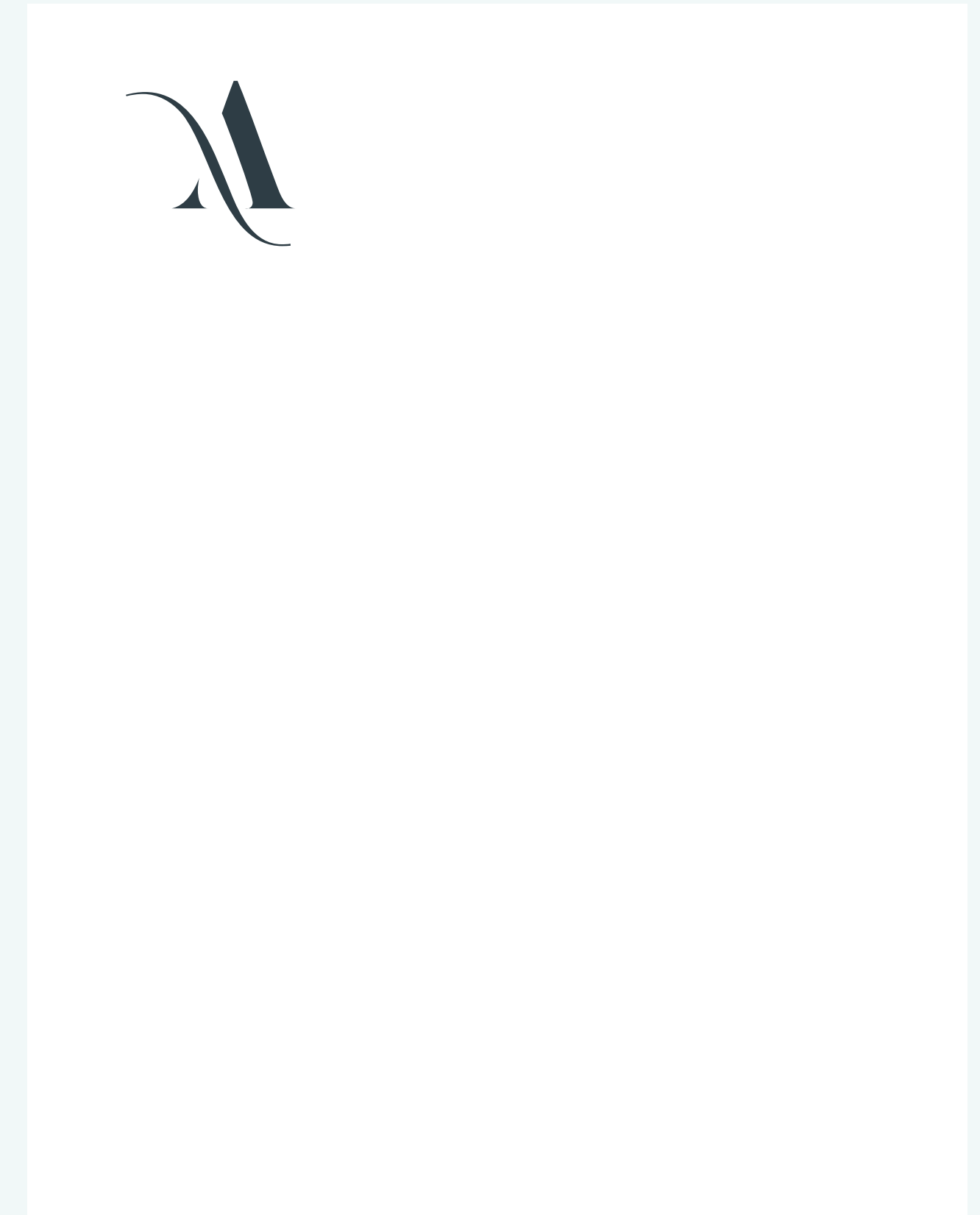
Place the logo left-aligned on the primary grid line.
If this space is not available, the logo belongs in the top or bottom left page corners.

Placement



PREFERRED

Align the logo to the primary grid line (referred to as the spine). The primary lockup looks best when left-aligned.



ALTERNATE OPTIONS

Align the primary lockup to the left corners. If the layout dictates a centered or right-aligned mark, use the logo or one of the icons.

027

On Social Media

When used as social media avatars, the icon-only logo should be used with the right amount of clear space on all sides.

We have developed an approved avatar image found here on this page.

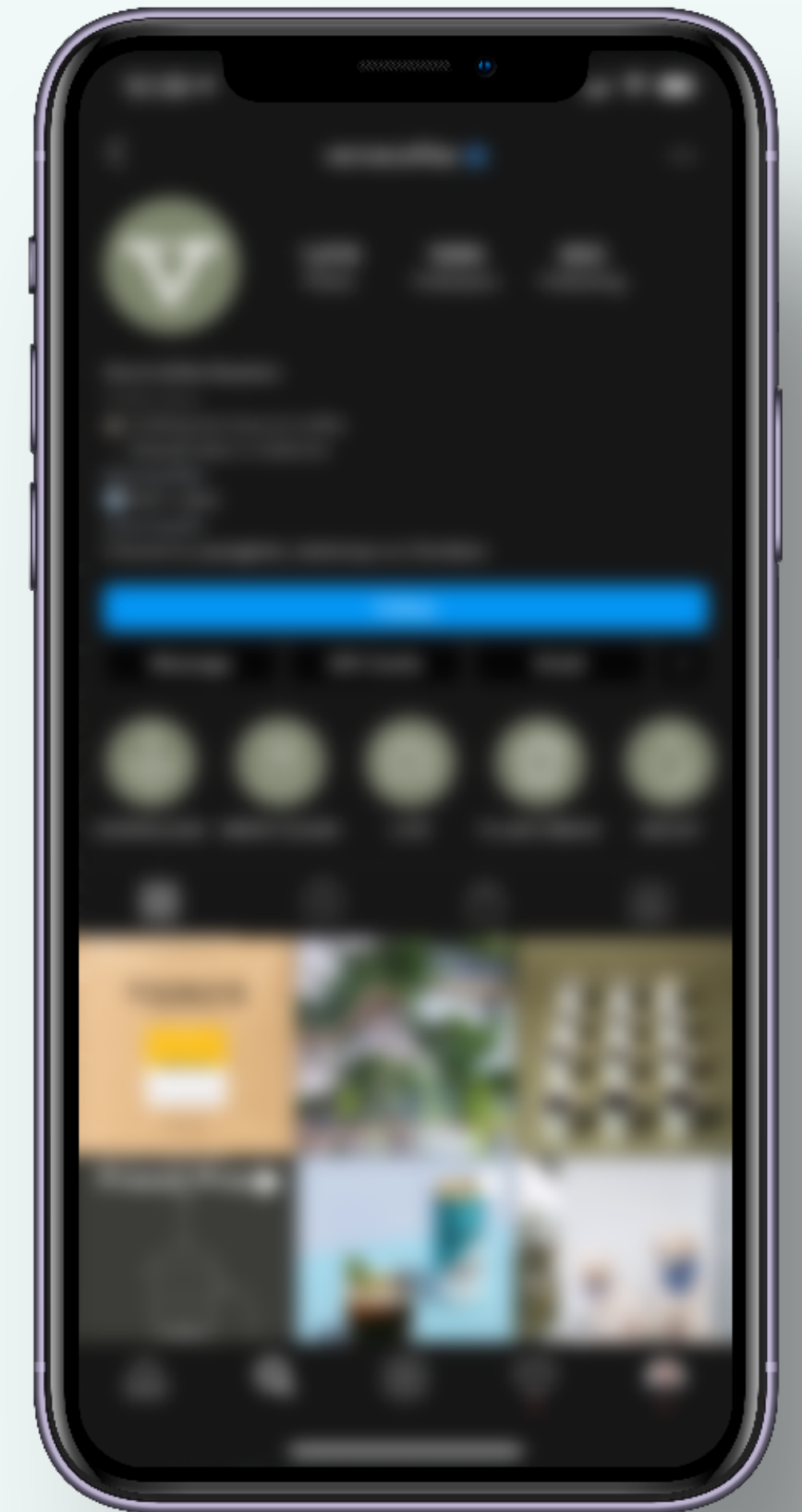
While the layout of the avatar should not be altered in any way, approved secondary brand colors may be used to address special events, holidays, and seasonal changes.



ICON AVATAR

Preferred avatar for use on all platforms. All approved color combinations may be used.

Placement



04 Brand Colors

Color sets us apart & helps to evoke emotions.

The colors we've chosen for our brand is a key factor in differentiation and brand recognition.

As such, it is vital that our colors are reproduced faithfully and combined in the right way. This section covers these guidelines in detail.

Any color outside of those outlined within this section will be considered unauthorized.

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Color Palette

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Tints

Aloria Blue

CMYK: 32, 11, 0, 72
RGB: 47, 62, 70
HEX: #2F3E46

Elevated Pink

CMYK: 0, 36, 35, 36
RGB: 162, 103, 105
HEX: #A26769

Light Peach

CMYK: 0, 18, 26, 0
RGB: 254, 208, 187
HEX: #FED0BB

Calm Mint

CMYK: 7, 0, 3, 16
RGB: 196, 212, 205
HEX: #C4D4CD

Light Blue

CMYK: 2, 0, 0, 2
RGB: 241, 248, 248
HEX: #F1F8F8

Color Palette

Color evokes emotion in a composition. Use the primary color to convey elegance, confidence and sophistication: our brand voice. Or use the brighter hues, like our light peach and elegant pink, to draw attention and invoke curiosity.

The Aloria brand is known for our celebration of community, self expression, and our belief

that passion is what brings us together. And for creating a powerful and all embracing community that is passionate about dance and our palette reflects that. Our brand should always be represented in one of the colors on this page.

When reproducing these colors, please ensure accuracy on every touchpoint or execution.

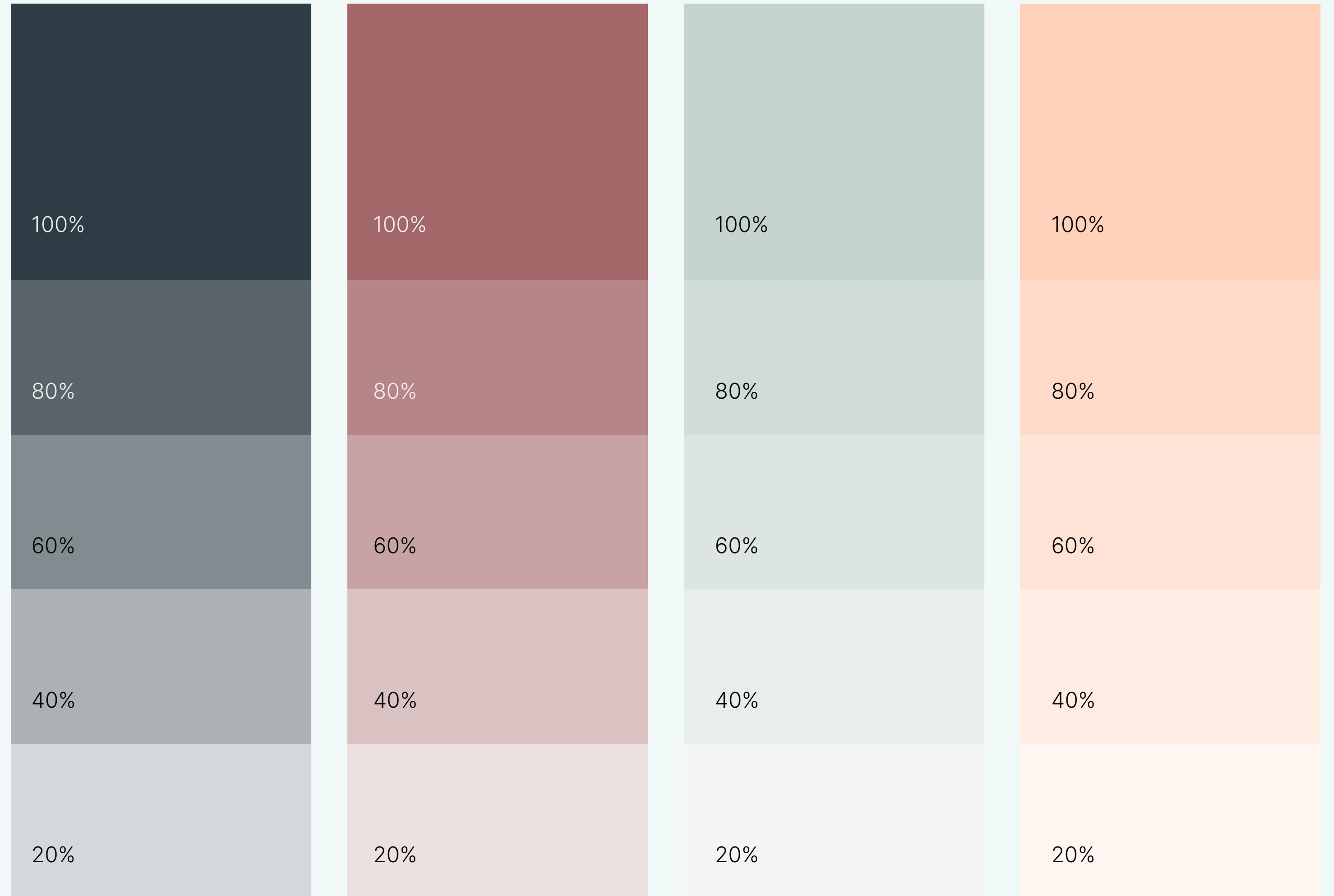
030

Using Tints

We prefer our brand colors used without editing, but some situations require the use of color tints, especially on the web. For example, when a user hovers over a button on our web site, using a tint change can help confirm their action.

If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% used as a background will require dark text.

Colors



05 Typography

We are obsessed with the beauty of typography.

Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest.

This section will cover approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips.

Any typeface not referenced in this section will be considered unauthorized for use.

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Primary Typeface

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Secondary Typeface

032

afterglow

The typeface we chose for all brand executions.

**A sexy &
youthful font**

ACCEPTABLE ALTERNATIVES

Afterglow is our primary font and should be used for every brand execution. In rare circumstances, however, we recognize it is not realistic to use custom fonts. In which case, system default sans-serif fonts should be used: Helvetica and Arial, respectively.

Note: this should not occur frequently.

033

EB Garamond

The typeface we chose for all brand executions.

**An elegant &
beautiful font**

ACCEPTABLE ALTERNATIVES

EB Garamond should be the secondary font used for every brand execution. In rare circumstances, however, we recognize it is not realistic to use custom fonts. In which case, system default sans-serif fonts should be used: Helvetica and Arial, respectively.

Note: this should not occur frequently.

09 In Closing

Everything we forgot to mention before this.

Though we've come to the end of this guide, this is only the beginning of our journey.

In this section, you will find details on our approval process, several points of contact within the brand department, and a warm thank you note.

Why? Because we care.

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Approvals

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File Types

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Thank You

Approvals

As previously stated, this guide is not a comprehensive list of rules. We recognize the creative journey is full of twists and turns. New approaches, new trends, and changes in technology will inevitably have an effect on our brand and the way we execute it visually.

That being said, we insist that any brand execution follow the guidelines listed within. Anything outside of these guidelines must be approved by an authorized representative from Aloria Dance.

Outside approvals may be submitted electronically by emailing the concept to

info@aloriadance.com or by calling us.

If you are a vendor working on one of our brand executions, we require an electronic or physical proof before any item is printed, published, or otherwise executed. These proofs can be submitted to your point of contact within the Aloria Dance brand.

Questions prevent mishaps: If you have a question about the use of our brand materials, please do not hesitate to ask!

File Types

The files provided with this guide generally fall into two types: raster and vector files. While both can be used for most applications, typically one is more suited, depending on the usage intent.

Raster Files

Raster files are comprised of a grid of pixels. These types of files always have a set resolution and size. Once you increase the size past its predetermined size, the quality decreases. You've probably seen this before: images begin to appear pixel-lated if they're pushed too far.

Graphics, like the brand logo, can be exported in raster versions. Photographs are always raster files.

Raster files are typically used for web graphics and digital executions. When used in print applications, you must ensure that the file exceeds the minimum DPI (dots per inch) of 150DPI, or risk a low-quality print.

Typically, raster files end with .jpg, .png, .gif, and .psd. They are easy to open and apply.

Vector files

Vector files create their shapes by mathematical equations between anchor points. Since they are crafted by ratios, and not a grid of colored squares, vector images can be infinitely scaled.

Graphics, like the brand logo, are typically created as vector files. Illustrations, iconography, and many of our simple shapes and graphic elements are created as vector files.

The limitations of vector files lie in their strengths: because each relationship is an equation, complex items, gradients, photographs often make vector file sizes too large. Raster images are more efficient in those situations.

Vector files are typically used for printing or producing the logo or other graphics in most forms. If you're ever asked for a high-resolution logo file, send a vector file.

Typically, vector files end with .ai, .eps and .svg. Without special programs, these files will be difficult to open.

Thank you.

Thank you for your attention to detail, your unwavering support, and your commitment to making our brand vision a reality for so many people.

Building a brand is like raising a child: it takes a village. Without you, this brand wouldn't exist.

To all of our vendors, creative teams, and outside consultants: we are here for you. If you need any help with our brand at all, especially when working on a brand execution, please do not hesitate to reach out to our team at info@aloriadance.com



