



LOGO Icon



LOGO

- Icon is a modern stylized version of a dancing sun with movement that reflects progression, technology and forward thinking
- Bright modern color palette is playful and will lend itself to building colorful and dynamic brand and marketing collateral.

LOGO *typography*

- Utilizes a Sans Serif Font:
widespread, fresh, contemporary, unbiased, established
- clean easy to read and will render well in different mediums
- Gotham Medium

TAGLINE

- Clear and concise to what we do at SunDance



PMS 108

Optimism, positivity, warmth and motivation - 1st color the eye registers, so attention grabbing

PMS 137

Energy, friendliness and confidence. Can signify a strong, engaging work ethic and productivity

PMS 3258

Trust, dependability and strength. Very popular for branding - Universally well liked.

PMS 360

Nature and serenity - deeper greens associated with wealth or prestige, lighter greens considered peaceful