

THE

STAGE DOOR

PERFORMING ARTS

The following document has been designed as a guideline for The Stage Door's visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency.

The Stage Door logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The relationship between the monogram logo and logotype must not be altered in any way.

If you need any advice or help to clarify the branding guidelines, please contact White Key Marketing at 1300 577 419.

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BRAND ESSENCE

OUR STORY | MISSION & VISION | TONE OF VOICE | BRAND PILLARS | TAGLINES

OUR STORY

Since 1994, The Stage Door Performing Arts has been inspiring dancers across ***Sydney's Hills District*** with an inclusive, values-driven approach. Offering a wide range of styles and classes for all ages, our passionate team nurtures confidence, creativity, and self-expression— empowering the next generation of confident, capable performers.

MISSION

To build confidence and help children flourish through high-quality dance education.

VISION

To be a leading performing arts school that inspires confidence, creativity, and personal growth in every child.

The Stage Door Performing Arts embodies the spirit of a passionate mentor — equal parts ***supportive teacher and vibrant cheerleader***. We communicate with warmth and positivity, creating an environment where every child feels seen, supported, and inspired to shine. We’re approachable and fun, yet always organised and committed to excellence, believing in every student and celebrating their growth both on and off the stage.

MESSAGING PILLARS

PASSION & ENTHUSIASM

We dance with heart! Passion and joy fuel every class and performance, inspiring a lifelong love for the performing arts.

COMMITMENT TO EXCELLENCE

We strive for the highest quality in dance education and personal growth, empowering students to reach their full potential and celebrate their achievements with pride.

SENSE OF COMMUNITY

We create a family-like atmosphere where students and parents feel connected and supported.

INCLUSIVITY & DIVERSITY

We welcome everyone. Our programs celebrate each student’s unique background and abilities, ensuring every dancer feels valued and included — with specialised classes to support diverse needs.

RESPECT & PROFESSIONALISM

We promote respect for teachers, peers, and oneself, while upholding the highest standards in teaching and performance through qualified instructors and structured, engaging classes.

TSD doesn’t have one official slogan in the logo, but it often uses phrases like:

“Building Confident Kids”

We can include “Building Confident Kids Since 1994” as a tagline that encapsulates the brand essence, to be used on collateral where appropriate (e.g., on the back of t-shirts or at the end of videos). This both describes the mission and nods to TSD’s heritage.

LOGO SYSTEM

PRIMARY LOGO | LOGO VARIATIONS | CLEAR SPACE & SIZING | LOGO MISUSE | TAGLINES | CO-BRANDING

PRIMARY LOGO

The leaping dancer icon in a pink-blue-orange gradient alongside the wordmark “THE STAGE DOOR PERFORMING ARTS” in an elegant slab serif. This is the core identifier of the brand and should appear on all official materials. The logo communicates movement, creativity, and professionalism all at once.

CLEAR SPACE

Keep a margin of at least X around all sides of the logo free from other text/graphics.

MINIMUM SIZE

The Logo should appear no smaller than 40 millimetres or 190 pixels wide. In special cases, provided that the legibility and integrity of the Logo are retained, the rule on minimum size might not be applied, with the prior consent of the brand team.

LOGO



CLEAR SPACE



SIZING



40mm/190px

SECONDARY LOGO

The secondary logo retains TSD's distinct brandmark and elegant type, now presented in a horizontal format for versatile use across landscape applications. This variation ensures brand consistency while offering flexibility for different design contexts.

CLEAR SPACE

Keep a margin of at least X around all sides of the logo free from other text/graphics.

MINIMUM SIZE

The Logo should appear no smaller than 65 millimetres or 284 pixels wide. In special cases, provided that the legibility and integrity of the Logo are retained, the rule on minimum size might not be applied, with the prior consent of the brand team.

LOGO



CLEAR SPACE



SIZING



65mm/284px

LOGOMARK

The logomark retains TSD's distinct identity This variation ensures brand consistency while offering flexibility for different design contexts.

CLEAR SPACE

Keep a margin of at least X around all sides of the logo free from other text/graphics.

MINIMUM SIZE

The Logo should appear no smaller than 30 millimetres or 185 pixels wide. In special cases, provided that the legibility and integrity of the Logo are retained, the rule on minimum size might not be applied, with the prior consent of the brand team.

LOGO



CLEAR SPACE



SIZING



WORDMARK

The Stage Door wordmark is the cornerstone of the brand's visual identity. It should always appear clear, consistent, and unobstructed to maintain brand recognition. Use the wordmark in its approved colour variations on backgrounds that provide strong contrast, ensuring maximum legibility. Avoid stretching, distorting, or altering the logo in any way.

POSITIVE



NEGATIVE



BRANDMARK

The Stage Door brandmark captures the energy and movement of performance. It can be used as a supporting element to the wordmark or on its own where brand recognition is established. Maintain clear space around the mark and use approved colour variations to ensure consistency and impact across all applications.

COLOURED



POSITIVE



NEGATIVE



LOGO MISUSE

Under no circumstance should the logo, mascot or brandmark be modified, distorted, or redrawn.

1. Do not squeeze the logo in any way

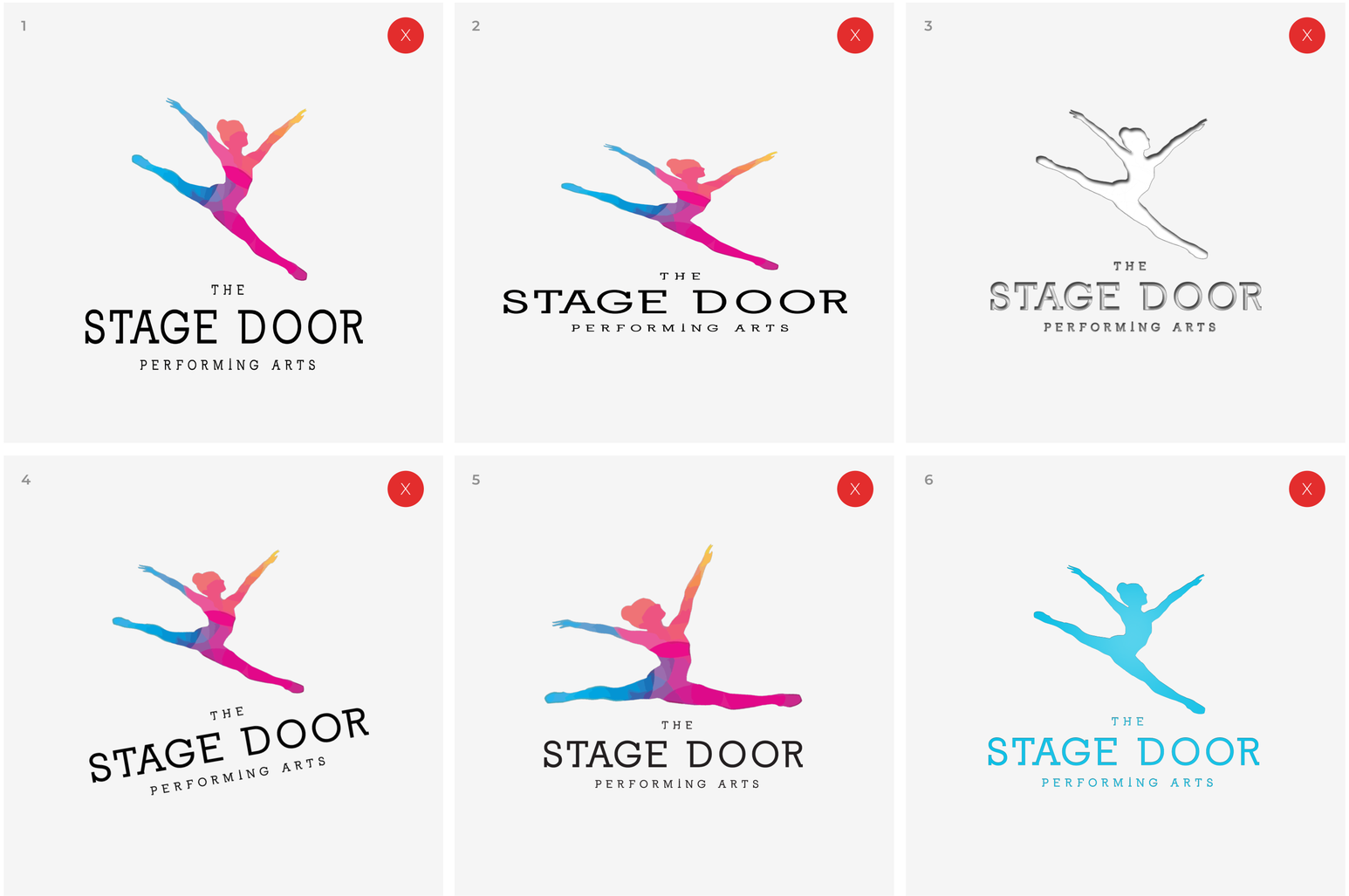
2. Do not stretch the logo in any way

3. Do not add visual effects to the logo

4. The logo should never be presented on an angle

5. Do not re-arrange the logo

6. Do not recolour the logo



TAGLINE LOCK-UP

If TSD decides to use “Building Confident Kids” as a tagline under the logo, ensure the logomark is the logo being employed. The font “Rokkitt” from the typography kit must be used for all applications of the tagline to ensure clear consistency.

CLEAR SPACE

This lock-up is to have similar treatment to the other TSD logos. Ensure there is sufficient clear space around the logo to keep it free of text/ graphics.

MINIMUM SIZE

The tagline should be a third of the height of the TSD in the logo. Ensure that the logo and tagline are eligible when resizing.

POSITIVE



TSD

BUILDING CONFIDENT KIDS

NEGATIVE



TSD

BUILDING CONFIDENT KIDS

LOGO CO-BRANDING

When the TSD logo appears alongside a partner brand, align both logos according to TSD's maximum height. Separate them with a divider line and maintain 15 mm spacing on either side to ensure balance and clear visual distinction. In this example, the Ready Set Dance logo is used to demonstrate the co-branding application.

CO-BRANDING SPACING

Spacing between the logos should be a third of the height of the logos to ensure clear space around each logo. There should be clear space padded around the logo lockup to ensure that no text/graphics overlap the logo.

CO-BRANDING LOCK-UP



SPACING



COLOUR PALETTE

COLOUR PALETTE

A colour palette is a vital component of any brand's identity. It evokes emotions and creates a cohesive visual experience, making your brand instantly recognisable and memorable. TSD's brand colors are bold, youthful, and upbeat.

PRIMARY COLOUR PALETTE

TSD Pink
Conveys energy and enthusiasm. Used for emphasis, call-to-action buttons, and accents.

TSD Blue
Conveys trust, freshness, and creativity. Used for backgrounds, headers, or secondary accents.

TSD Purple
Adds depth and fun. Used sparingly as a complimentary colour, especially in gradients or graphic elements.

SECONDARY COLOUR PALETTE

Black
Used for body text and wherever high contrast is needed on light backgrounds.

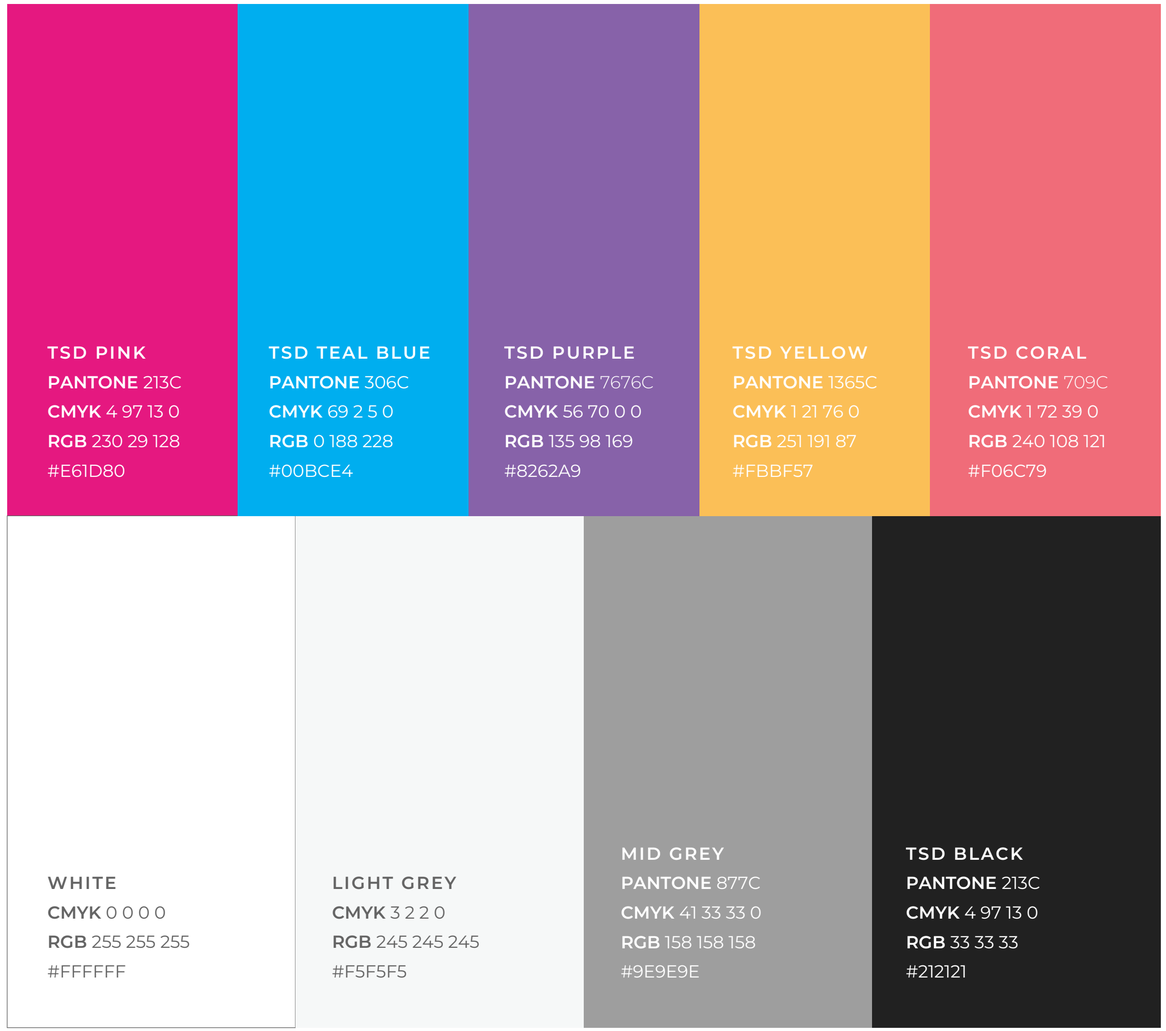
White
Used for text on dark backgrounds, and as negative space.

Light Grey
A light grey background behind content sections.

Mid Grey
For less important text.

SECONDARY / ACCENT COLOURS

TSD's visual identity should primarily use the core pink, teal, and purple palette, supported by neutral tones. Other colours may be introduced for special occasions, such as competitions or co-branded materials, where partner or event colour palettes are applied as needed.



COLOUR USAGE

When applying the logo to colour, always aim to achieve the highest contrast to ensure the logo is completely visible and legible. The logo comes in 4 different colour versions, 2 coloured versions with black and white text. Always aim to use the coloured version of the logo.

An all black and all white colour version for other applications that may require a flat version of the logo, or where constrast between the background and the logo is compromised.









TYPOGRAPHY KIT

BRAND FONTS | TEXT HIERARCHY

FONTS

Typography serves many purposes in design. Not only does it promote legibility, it also helps communicate the messaging, tone and sentiment of a brand.

TSD uses Rokkitt as the font for titles and headlines. For subheadings and body copy, Montserrat is employed to ensure clear readability.

AaBbCc
&?!0123

Rokkitt Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!&

AaBbCc
&?!0123

Montserrat Semi-Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!&

Montserrat Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!&

TEXT HIERARCHY

Our type hierarchy ensures that messaging is clear and consistent, and always reflecting the brand's tone of voice. The example is a guide, and the structure may be adapted depending on the application and context.

1. Titles
Use Rokkitt in Medium, Upper Case

2. Headlines
Use Rokkitt in Medium, Upper Case

3. Subheading
Use Montserrat in Semi-Bold, Uppercase. Set tracking (in thousandths of an em) to 100. Keep the font size the same as the Body Copy.

4. Body Copy
Use Montserrat in Regular, Sentence Case.

1 THIS IS THE TITLE

2 THIS IS THE HEADLINE

3 THIS IS THE SUBHEADING

4 This is the Body Copy.
Body copy makes up the bulk of a document's content and has the greatest impact on its overall appearance. For consistency and clarity, Montserrat Regular should be the only font used for body copy.

BRAND ELEMENTS

ICONOGRAPHY

ICONOGRAPHY

TSD's icons are friendly, expressive, and inspired by the movement of dance. Using rounded lines and soft curves, they reflect the brand's inclusive and energetic spirit. Simple, minimal, and accented with TSD's vibrant colours, the icons add warmth and rhythm to every touchpoint.



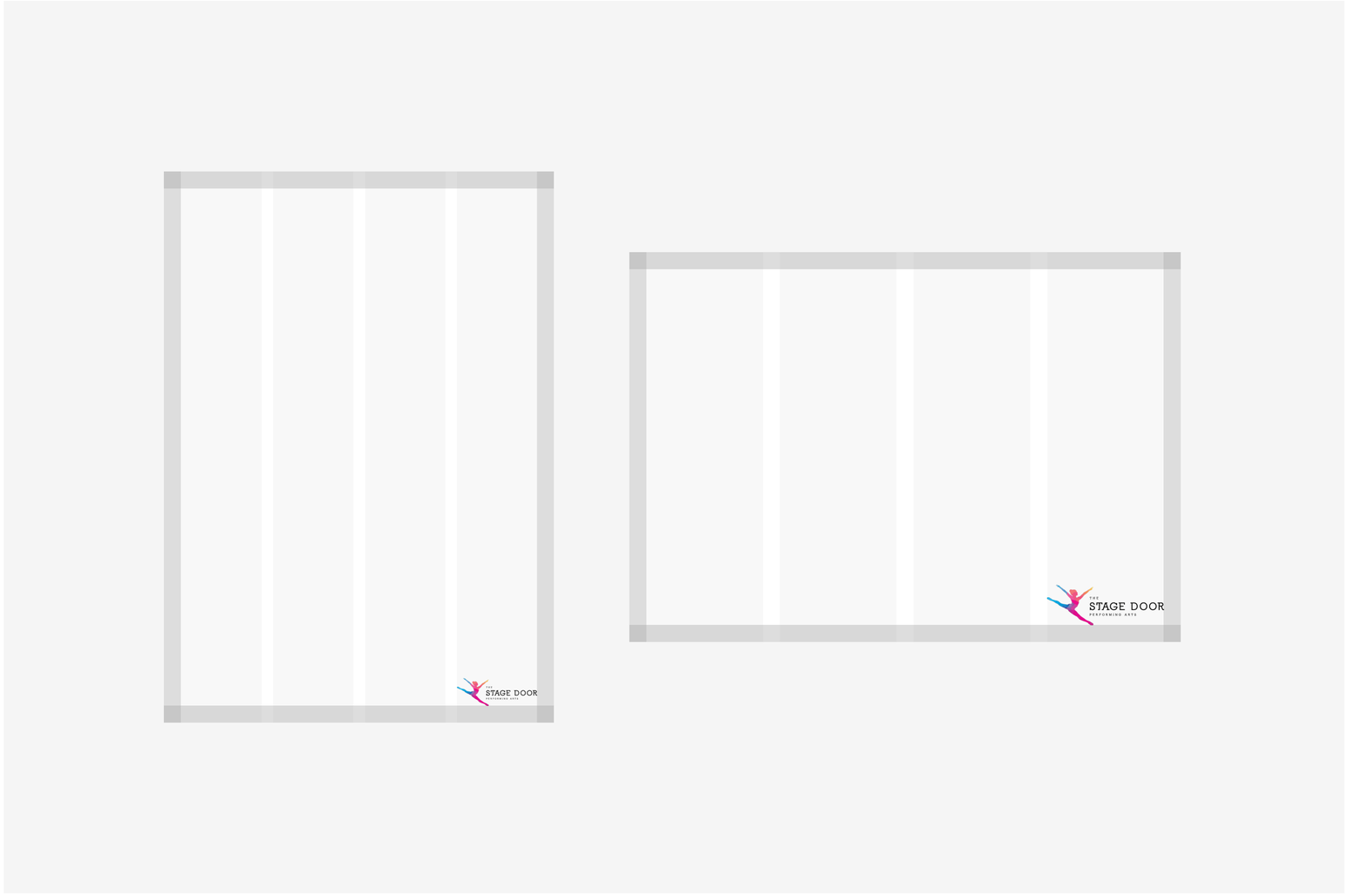
LAYOUTS AND GRIDS

GRID SYSTEM | PRINT LAYOUTS | DIGITAL LAYOUTS

GRID SYSTEM

TSD print materials use a 4-column layout with a baseline grid for consistent spacing. This ensures text lines up evenly across columns and pages have a balanced look.

Ensure that where the 4-column layout is used, there is a 12mm margin along all sides.



PRINT LAYOUTS

For items like posters, info packs, brochures: Cover pages or flyers often feature a hero image or bold title taking up significant space – which is fine as long as things are centered or aligned to this grid.

Internal Pages

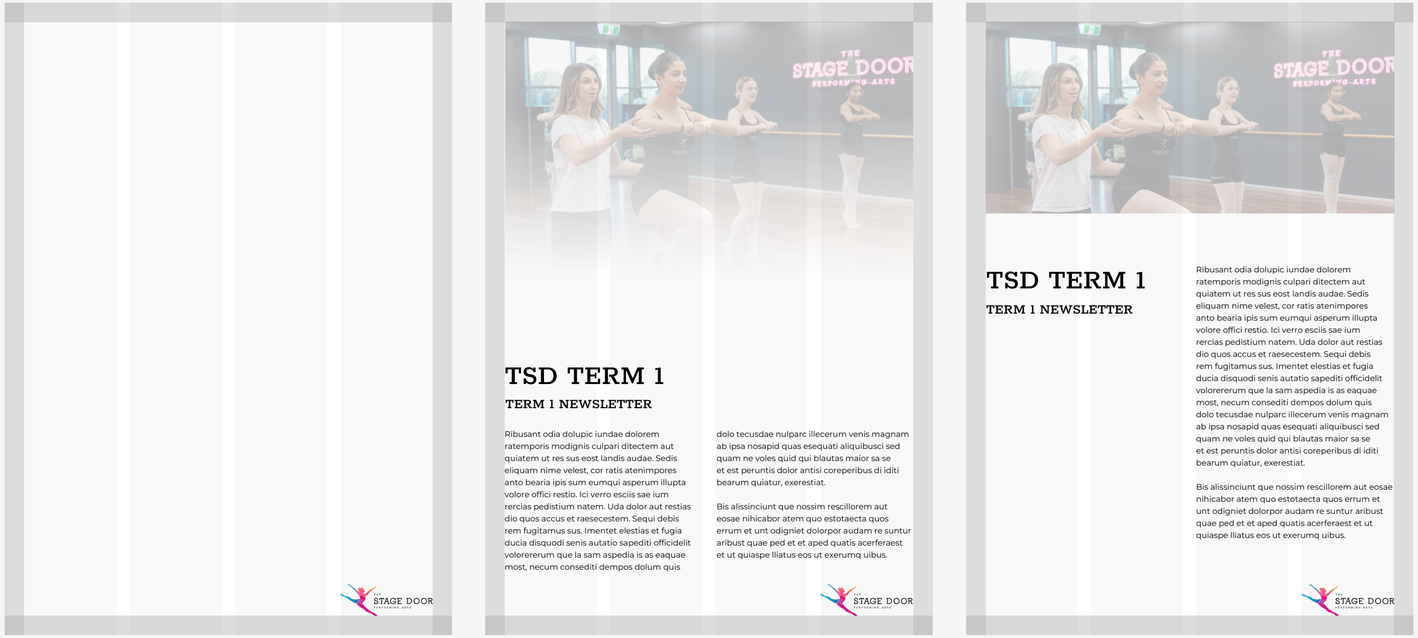
Internal pages: typically 2-column text layout for readability. The guide might advise using 2 of the 4 columns for text and leaving white space or using the other columns for images/quotes.

Use of Whitespace

Not every space must be filled – TSD's design should feel clean and not cluttered, which exudes professionalism. The margins (12mm around edges) provide breathing room.

Alignment

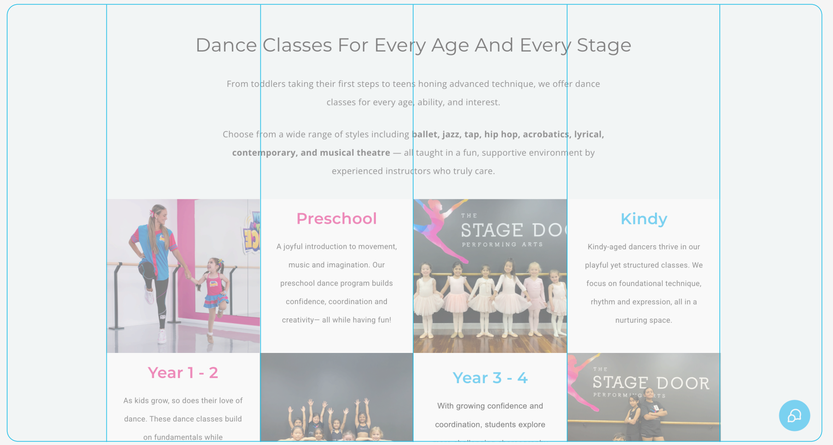
All text and images should align to the grid columns or baseline. For example, don't place a photo haphazardly off-grid; snap it to column boundaries. Headings might span all columns or align to them consistently.

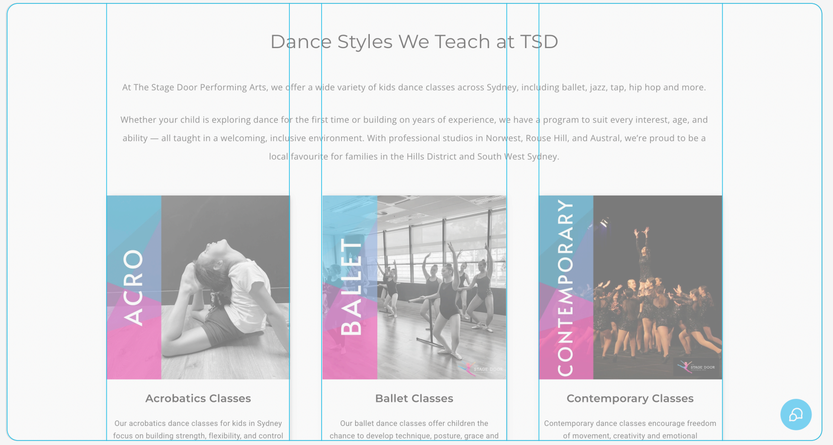


DIGITAL LAYOUTS

The website follows a responsive grid. Items like the navigation menu, the three feature boxes (“Inclusive culture”, “Timetable 7 days”, etc.) align to a grid as well.

Ensure that on social media, things are centered or nicely padded (for example, the profile icon on Instagram is the dancer on white – which looks neat in a circle).





BRAND IMAGERY

PHOTOGRAPHY | IMAGE TREATMENT

PHOTOGRAPHY

Our photography should always reflect our values and brand personality. Use images that show students engaged, happy, and confident in class or on stage. Group photos that demonstrate community, or individual shots that show focus and joy, are ideal.

Do

Use high-resolution photos with good lighting. Show diversity (age, gender, ethnicity, ability). Favor real moments over posed studio portraits (though an annual class portrait with smiles is fine, it's still authentic).

Don't

Use stock photos that look staged or feature models not from TSD (this can feel inauthentic). Avoid any images that could be perceived as exclusive (e.g., only showing the most advanced elite dancers repeatedly might alienate beginners – mix it up with different skill levels).

Consent & Privacy

Ensure we have permission to use any child's image; use photos taken by TSD or provided by parents with consent.













IMAGE TREATMENT

Consistency

If applying filters or color grading, have a consistent approach. TSD adopt a slightly warm filter to give a vibrant, welcoming feel, or boost saturation a bit since brand colors are bright.

A Basic Preset

+10 saturation
+5 warmth
high clarity
to make images “pop” similarly. This can be adjusted according to the raw colours of the raw image.

Composition

Many of TSD’s photos have the subject centered or a group centered, which works for social media squares. Ensure to leave space in images where text might be overlaid (e.g., when creating website banners, choose a photo with some blank space – like a wall or sky – where white text can be placed and still be legible).





BRAND APPLICATION

MOCKUP REPRESENTATION OF YOUR BRAND


THE
STAGE DOOR
PERFORMING ARTS
THE
STAGE DOOR
PERFORMING ARTS


THE
STAGE DOOR
PERFORMING ARTS


ENROL FOR
TERM 1 NOW
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PERFORMING ARTS


THE
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PERFORMING ARTS
THE
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PERFORMING ARTS

This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

WHITE KEY MARKETING