

A black and white photograph of a dance studio. In the foreground, several dancers in dark leotards and light tights are captured in various dance poses, their forms silhouetted against a dark background. Above them, a large, white, abstract graphic logo is centered. The logo consists of a thick white line that forms a large, irregular shape, possibly representing a stylized letter 'R' or a musical note. A smaller, solid white oval is positioned near the top of the main shape. The overall atmosphere is dramatic and artistic, with strong contrast between light and shadow.

# RHYTHM

dance school

# About project

Rhythm – is a modern and classical dance school for children.

The program of the school is built on the principle of a dance academy.

Disciplines: classical dance, jazz-modern, contemporary, ballroom dance, gymnastics lessons, as well as, theoretical classes where children learn the history of dance, the principles and methods of improvisation. The school has number of hours for each discipline, a developed methodology, that is why the classes are productive. The main goal of the school, is to instill in students a love of dance through the sensations of themselves and their bodies in space, as well as to help children take their first steps in the wonderful profession of a dancer.

# Our goals

- to create a corporate identity
- to develop the logo
- to create brand print design
- to make design for social media creatives



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# Colours

The main colors of the Rhythm brand. These colors express the connection in the brand of modern and classical choreography.

Gray and White - reflect the severity of formand expressions, which is typical for classical dance.

By adding Pink shades, we wanted to show the boldness and experimentality of the choreography.



#FFFFFF



#D187AA



#876191



#5D5D5C

# Fonts

Kyiv\*Type Sans Regular  
*logo font*

Muller light – small  
*logo font*

Montserrat Regular  
*body text*

Kyiv\*Type SansRegular 3  
*caption text*

# Logo options

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вул.  
Євгена Сверстюка 4А

тел.  
+380 63 829 8500



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школа сучасного та класичного танцю

jazz - modern  
contemporary  
classical dance




вул.  
Євгена Сверстюка 4А

тел.  
+380 63 829 8500

jazz - modern  
contemporary  
classical dance

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**про нас**

**конкурси**

**локація**

**розклад**

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**Everything**  
in the  
Universe  
has a **rhythm**  
everything  
**dances**



**Everything**  
in the  
Universe  
has a **rhythm**  
everything  
**dances**



The background features a repeating pattern of stylized, purple line-art figures. Each figure is composed of simple, curved lines that form a head, a torso, and limbs, resembling a minimalist human form. The figures are scattered across the dark background, creating a sense of movement and rhythm.

# Thanks for watching!

[rhythm.com.ua](http://rhythm.com.ua)

[instagram.com\\_rhythm\\_a](https://www.instagram.com/rhythm_a)