safedance

Brand Guidelines

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Brand Purpose

The Safedance for Kids brand underpins an environment where dance is safe, compliant and empowering, building a stronger and safer dance environment for all.

The Safedance for Kids Program allows the dance sector to demonstrate compliance with the new National Child Safety Standards, building a safer culture of dance for the benefit of the children who participate.

The Safedance for Kids brand should reflect the same culturally safe, respectful and inclusive for First Nations Peoples, which has been applied to the Safedance for Kids program

People

Empowering studio owners, teachers children and families in an inclusive way.

Culture

Building a strong and safe community where the risk of harm is reduced and children are safe in all dance activities.

Delivery

A proactive and accessible way to embed safe dance practises and raise teaching standards.

Safedance Personality

Tone of Voice

The tone of voice used should be demographic appropriate for the audience and content piece. Content written for children will be more simple and friendly in nature. Content for teachers and studio owners and when addressing the Child Safety Standards, will be more authoritative and factual.

Supportive

Authorative

Factual

Caring

Friendly

Logo

Logo Usage & Sizing

The preferred use of the logo is on a white background.

The logo should be clearly seen when it is used. The size should be legible, with plenty of surrounding clear space.

Reverse use of the logo can be used in digital format and print as an alternative. When using the logo in reverse use the primary colour palette in the background to ensure clarity.

MINIMUM LOGO SIZE

12mm print
70px digital

USAGE

CLEAR SPACE

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).

Responsive Logo

Content, including the logo, should always match the channel. The logo should be adjusted where necessary to remain visible and recognisable across digital channels and traditional materials.

Responsive logo options:
The original logo for most print and traditional materials
Stacked logo for when you need more horizontal space
The wordmark for small banners, or where the full logo will not sit neatly.

STACKED

WORDMARK

ICON

Logo Variations

The Safedance logos come in three colourways;

Kids

Used for primary aspects of the brand.

Teens

To be used for teen program specific areas of the website, marketing or collateral.

Education

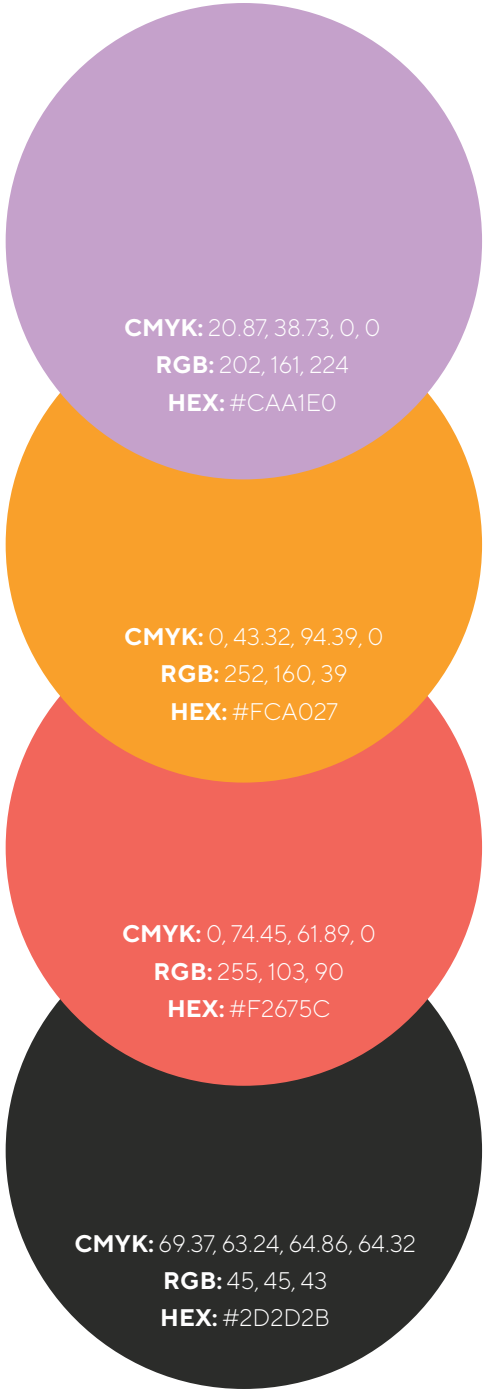
To be used for education program specific areas of the website, marketing or collateral

Colour

Our colour palette is bright, friendly and easy to recognise.

Purple is our hero colour, supported by bold orange and coral for energy and warmth. Charcoal keeps things grounded and clear.

Use colours consistently to build a strong, confident brand that feels safe and fun.



HEX: #C5A2CC	#DAC1DD	#EDDFEE
HEX: #F9A029	#FDBF6E	#FFDFB6
HEX: #F2675C	#F69B93	#FBCDC9
HEX: #2D2D2B	#74736F	#B9B9B7

Use of Colour

Primary Colours

Charcoal (#2D2D2B) and Lavender Purple (#CAA1EO) form the foundation of our brand palette.

These colours are used across all key branded elements including:

- Logos and logomarks
- Primary headers and hero areas
- Key navigation components
- Core backgrounds (dark/light themes)

Their usage should maintain strong brand consistency and recognition across all mediums.

Secondary Colours

Deep Orange (#FCAO27), and Coral Red (#F2675C) act as supportive accent colours.

They are used to:

- Highlight calls to action (e.g. buttons, badges)
- Draw attention to important elements (e.g. sale alerts, key stats)
- Add energy to marketing collateral

Use these colours sparingly and strategically to retain visual hierarchy and brand clarity.

Tertiary Colours

Sunshine Yellow (#FFC8OO), Sky Blue (#CBEef3), Mint Green (#52CB75), Ocean Blue (#318FCE), and Rose Pink (#EF6187) expand our palette for flexible design needs.

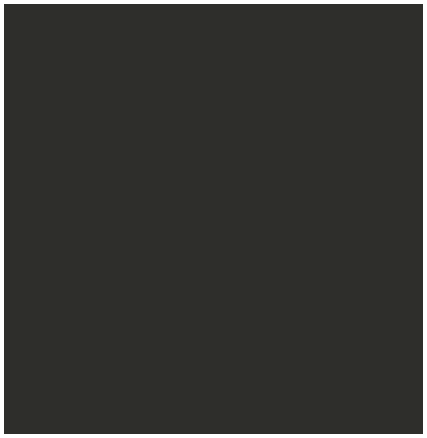
These are best suited for:

- Background fills and sections
- Charts, infographics, or icon illustrations
- Hover and focus states in UI
- Seasonal or campaign-based visuals

These colours offer freedom and creativity, but should never overpower the primary palette.

They should always support and enhance clarity, accessibility, and brand recognition.

Colour Swatches

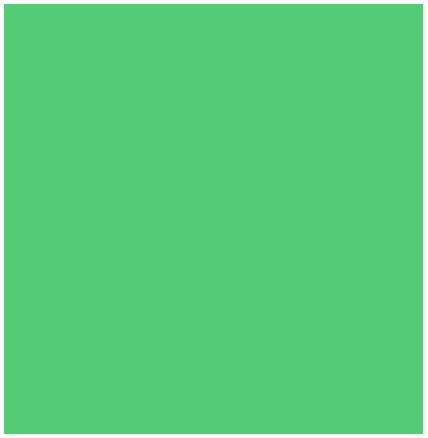


Color 1

HEX	2D2D2B
RGB	45, 45, 43
HSB	60, 4, 18
CMYK	0, 0, 4, 82

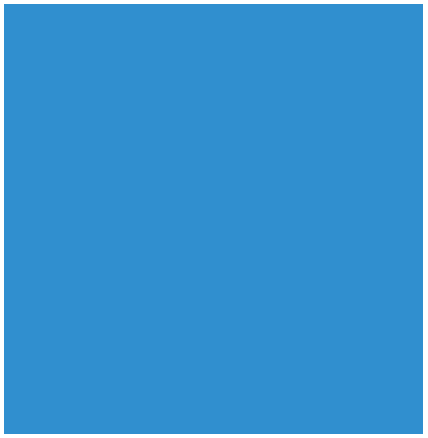
Color 2

HEX	CBEEF3
RGB	203, 238, 243
HSB	187, 16, 95
CMYK	16, 2, 0, 4



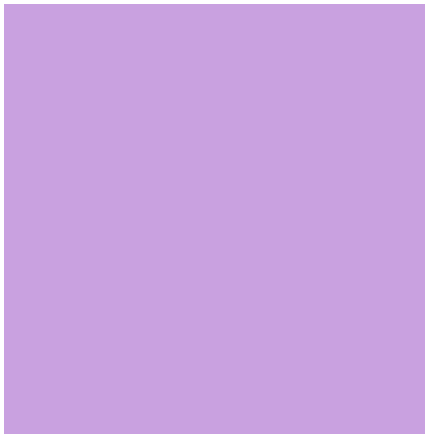
Color 3

HEX	52CB75
RGB	82, 203, 117
HSB	137, 60, 80
CMYK	59, 0, 42, 20



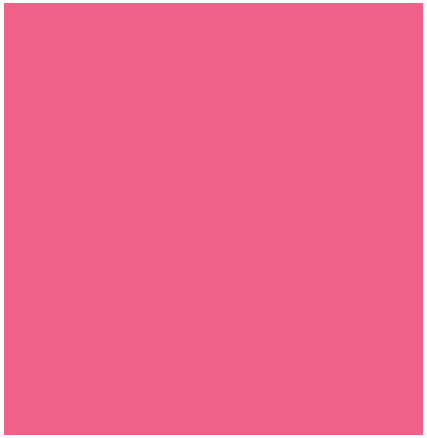
Color 4

HEX	318FCE
RGB	49, 143, 206
HSB	204, 76, 81
CMYK	76, 30, 0, 19



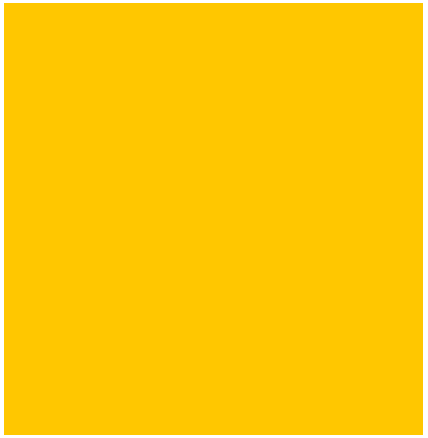
Color 5

HEX	CAA1E0
RGB	202, 161, 224
HSB	279, 28, 88
CMYK	9, 28, 0, 12



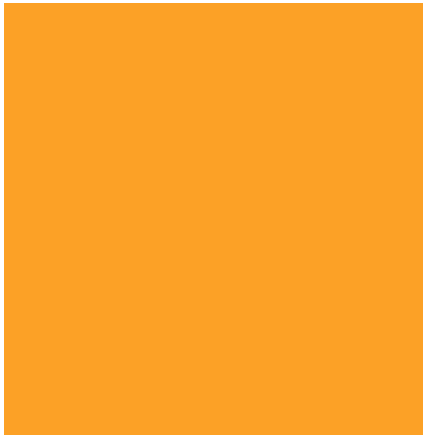
Color 6

HEX	EF6187
RGB	239, 97, 135
HSB	344, 59, 94
CMYK	0, 59, 43, 6



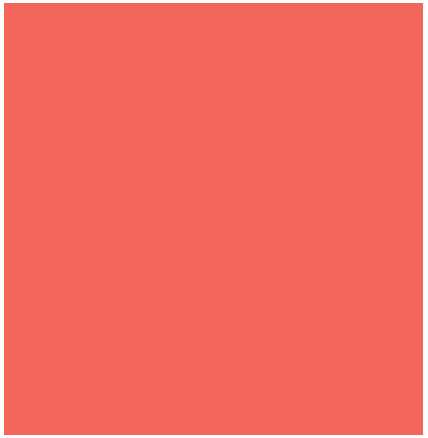
Color 7

HEX	FFC800
RGB	255, 200, 0
HSB	47, 100, 100
CMYK	0, 21, 100, 0



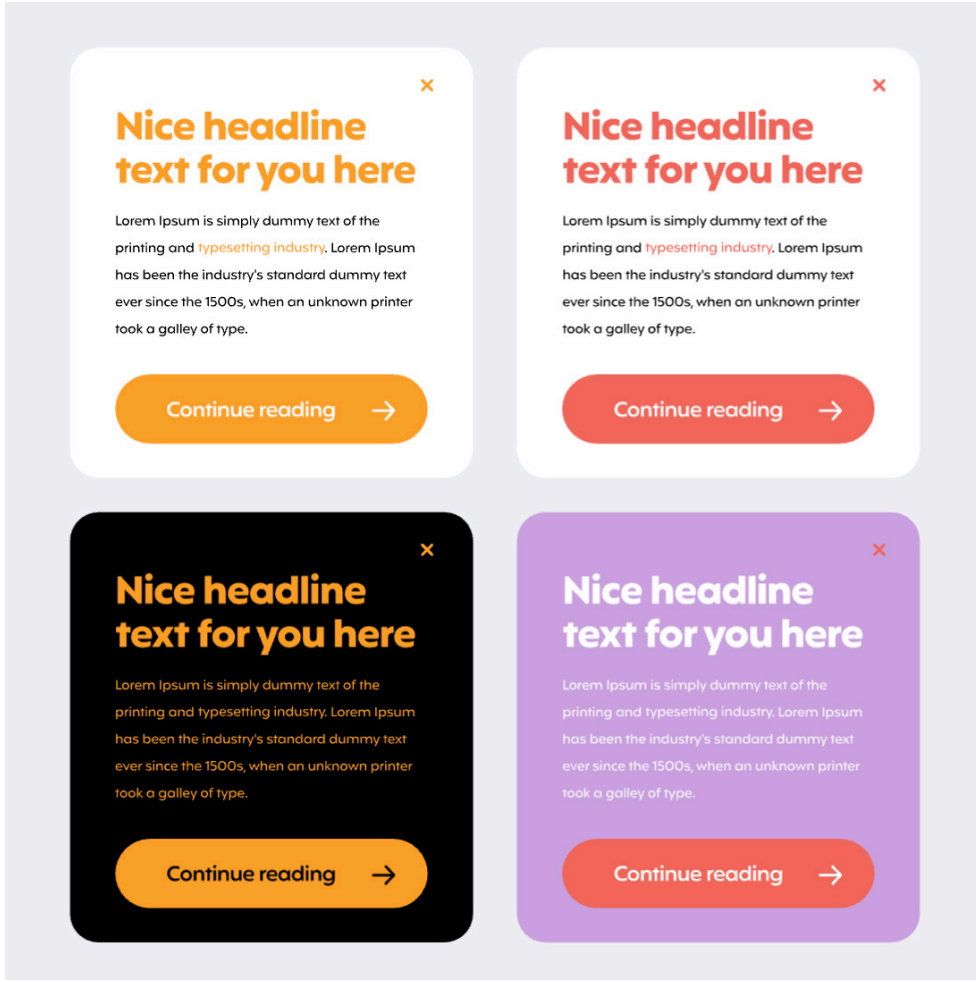
Color 8

HEX	FCA027
RGB	252, 160, 39
HSB	34, 85, 99
CMYK	0, 36, 84, 1



Color 9

HEX	F2675C
RGB	242, 103, 92
HSB	4, 62, 95
CMYK	0, 57, 61, 5


Nice headline text for you here
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type.
Continue reading
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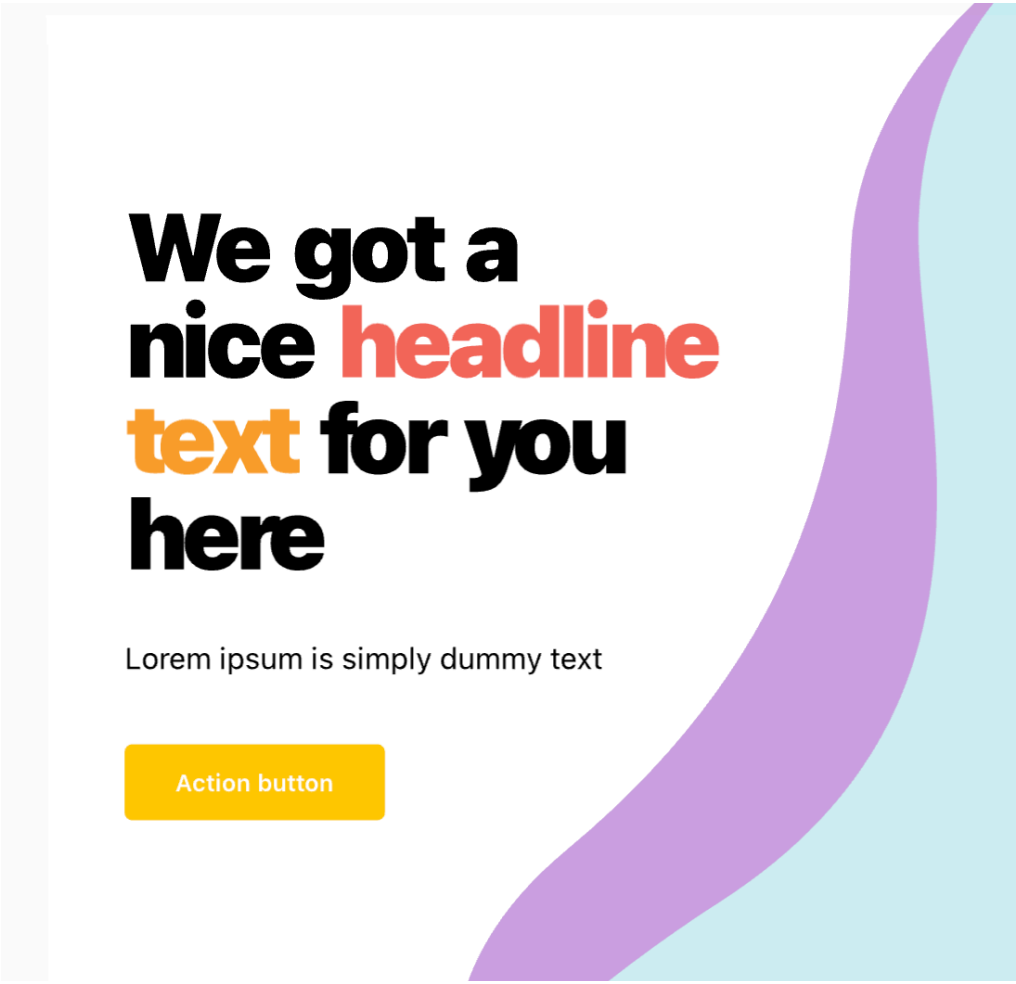
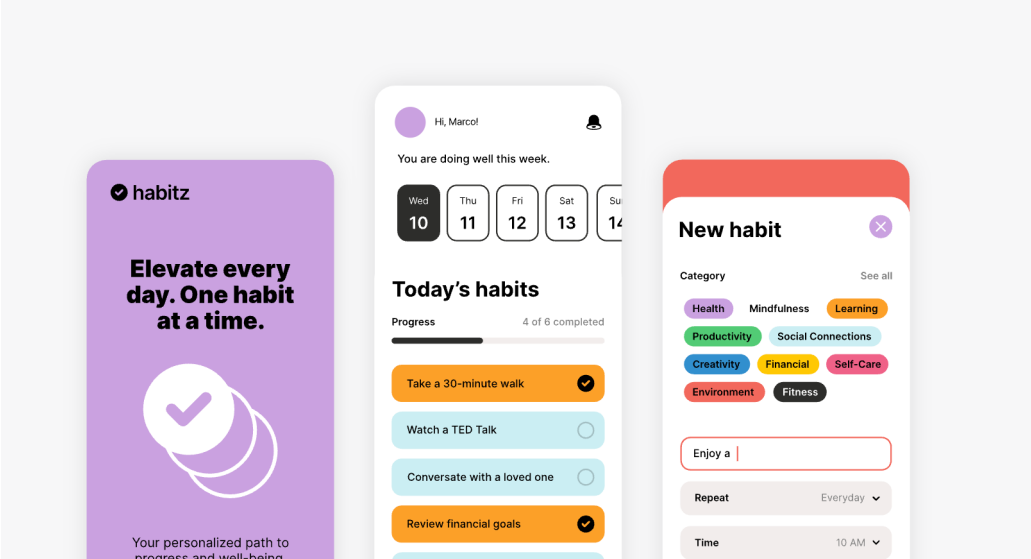

We got a nice headline text for you here
Lorem ipsum is simply dummy text
Action button

Hi, Cara
Categories
Weight loss
Cardio
Yoga
Start a Session
15 min
30 min
45 min
60 min
Workout
June
45 min
Low Intensity
Walk
Gym
Run
Calories
Current Session
Medium Intensity
43:39
45 min
Cancel


habitz
Elevate every day. One habit at a time.
Your personalized path to
Hi, Marco!
You are doing well this week.
Wed 10
Thu 11
Fri 12
Sat 13
Today's habits
Progress
4 of 6 completed
Take a 30-minute walk
Watch a TED Talk
Conversate with a loved one
Review financial goals
New habit
Category
See all
Health
Mindfulness
Learning
Productivity
Social Connections
Creativity
Financial
Self-Care
Environment
Fitness
Enjoy a
Repeat
Everyday
Time
10 AM

Shades of Colour

+100%	FFFFFF	FFFFFF	FFFFFF	FFFFFF	FFFFFF	FFFFFF	FFFFFF	FFFFFF	FFFFFF
+87.5%	E5E5E4	F8FDFD	E9F9EE	E5F1F9	F8F3FB	FDEBF0	FFF8DF	FFF3E4	FDECEA
+75%	CBCBC9	F2FBFC	D4F2DC	CBE3F3	F1E7F7	FBD8E1	FFF1BF	FEE7C9	FCD8D6
+62.5%	B1B1AE	EBF8FA	BEECCB	B2D5ED	EBDBF3	F9C4D2	FFEA9F	FEDBAE	FAC5C1
+50%	979793	E4F6F9	A9E5BA	98C7E7	E4CFEF	F7B0C3	FFE380	FDCF93	F8B2AC
+37.5%	7D7D78	DDF4F7	93DFA8	7EB9E1	DDC3EB	F59CB4	FFDC60	FDC378	F79E98
+25%	62625E	D7F2F6	7DD897	64ABDB	D6B7E7	F389A5	FFD640	FDB75D	F58B83
+12.5%	474744	D0F0F4	68D286	4A9DD5	D0ABE3	F17596	FFCF20	FCAB42	F3776F
0%	2D2D2B	CBEEF3	52CB75	318FCE	CAA1E0	EF6187	FFC800	FCA027	F2675C
-12.5%	272725	9CDFE8	39C060	2A7DB5	B47CD3	EC3B6A	DFAF00	FB9004	EF4034
-25%	212120	6FD1DD	31A552	246B9B	A058C7	E6174E	BF9600	D77B03	E62113
-37.5%	1C1C1B	43C2D3	298944	1E5A81	893CB3	BF1341	9F7D00	B36703	C01B10
-50%	161615	2AA4B4	216E37	184867	6E308F	990F34	806400	8F5202	99160C
-62.5%	111110	207B87	195229	12364D	52246C	730B27	604B00	6B3E02	731009
-75%	0B0B0B	15525A	10371B	0C2434	371848	4D081A	403200	482901	4D0B06
-87.5%	060605	0B292D	081B0E	06121A	1B0C24	26040D	201900	241501	260503
-100%	000000	000000	000000	000000	000000	000000	000000	000000	000000

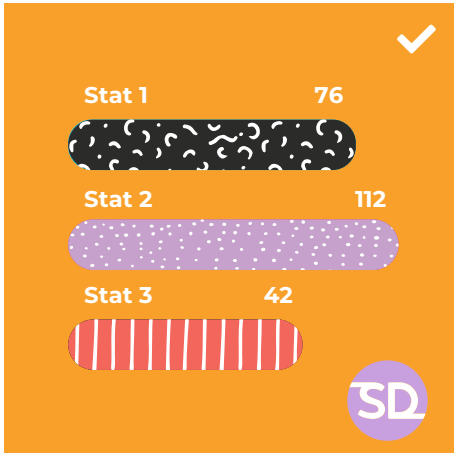
Accessible Design

Digital content design should be accessible to a wide range of consumers including those with visual, motor, auditory, or cognitive abilities. This particularly applies to colour usage.

Add enough colour contrast. People with low vision will find it difficult to read text on a coloured background with low contrast. The minimum required contrast ratio between text and background is 4.5 for regular text and 3 for headlines and large text.

When communicating important information, showing an action, or prompting a response, don't use colour as the only visual cue. Make use of icons, patterns, labels and font weight as indicators, to make elements like charts or graphs easier to read.

Colour should be a supporting element. Large blocks of coloured text are not visually accessible.



Accessible Colour Combinations

Typography

Safedance typography consists of two fonts.

Algance

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 ` ~ ! @ # $ % ^ & * _ - + = < > ( ) { }[ ] / | \ , . ; : ` ’ ”

Aristotelica Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 ` ~ ! @ # $ % ^ & * _ – + = < > ( ) { }[ ] / | \ , . ; : ` ’ ”

Headers

Table headers

Subheading

Body text

Icons

Icons help make Safedance clear, fun, and easy to understand. They're bold, simple, and always easy to recognise.

Use icons to:

- Support instructions
- Highlight safety tips
- Help with navigation
- Add friendly visuals to content

Keep icons consistent: same style, shape, and brand colours. Don't stretch, recolour, or add effects. Clean and clear is best.

Photography

Photography should reflect the key principles of the Safedance for Kids program. Fun, Safe, Inclusive and Empowering should shine through. Imagery should primarily reflect the key audience for the program being the children, teachers, studio owners, parents and care givers.
It should be relaxed and native in tone and backgrounds when coloured should reflect the brand colours.

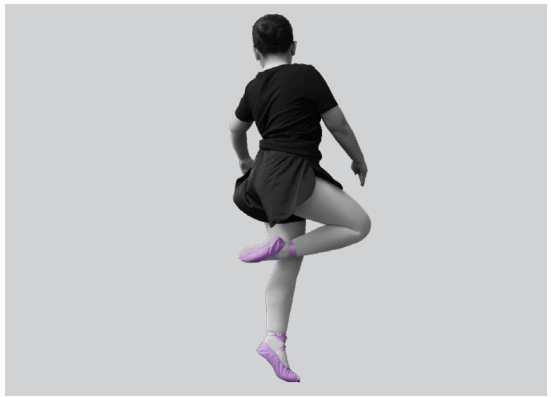
First Nations Imagery

When including imagery talking about the Safedance For Kids Program it is important that First Nations Peoples are represented. Where images of First Nations imagery/photos are used we need to confirm any disclaimers and ensure authority has been gained for the specific use case of those images.

Authority to Publish

As we are working with images of children for most of the brand development items it is imperative that all use of images involving children has authority from a legally recognised guardian.

Where consent has been given to use imagery / photos especially of children and First Nations Peoples, this consent may be revoked at any time.



safedance