

Logo and usage guide

Shoonya Dance Centre

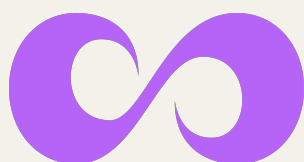
Horizontal

For wide placements: posters, flyers, trailers and partner credits.



Stacked and circular

Choose the stacked version for a compact logo area. Use the circular version where a badge fits. Keep DANCE CENTRE readable.



The oo-symbol is a recognition mark. Use a full logo when the venue name needs to be identified.

Colour and background



Shoonya Dance Centre

Black on light



Shoonya Dance Centre

White on dark



Shoonya Dance Centre

Purple on light

Logo colours are black #000000, white #FFFFFF and Shoonya purple #B564F7 (RGB 181, 100, 247).

Keep strong contrast. Avoid placing the logo over a busy or unreadable part of a photograph.

Spacing and correct use



Keep this area clear of text and other logos.

Do

Keep the original proportions and lettering. Use a size that keeps the full name readable.

Do not

Do not stretch, rotate, recolour, fade or add shadows and effects. Do not add wording to the logo or rearrange its parts.

At small sizes

Check the design at its final size. If DANCE CENTRE is not readable, enlarge the logo or choose a more suitable variant.

Choose the right file

PNG

Transparent background. For social posts, presentations and general digital artwork.

SVG

Scalable vector file. For websites and design software; no external fonts are needed.

PDF / EPS

Vector files for designers and print workflows. Files use RGB colours; ask your printer to check a colour proof.

JPG

No transparency. Black and purple sit on white; the white version sits on a black background.

For a performance

Use these files for the agreed communication around your performance at Shoonya Theatre. Ask your Shoonya contact about placement and venue credits.

shoonyadance.com/contact