

THIS IS DANCE

Partners
Marketing Pack

What and who is this pack for?

For partner organisations and collaborators promoting activity as part of THIS IS DANCE.

This pack covers:

- Logo pack and guidance on usage
- Guidance on using the THIS IS DANCE name
- Crediting requirements
- Colour palette and how to use it

Using the name



Whenever the name **THIS IS DANCE** is used it should always be written in capital letters.

- Please always refer to THIS IS DANCE as a single entity **i.e. "THIS IS DANCE is" rather than "THIS IS DANCE are"**.
- THIS IS DANCE is the full name, **please do not use** THIS IS DANCE Birmingham, or any other variations.

Logo

Logo Guidelines

The logo used must always be **clearly visible and legible** and be in clear contrast to the background.

Clearance

It is recommended that the logo should not be reproduced smaller than 25mm width in print, or 80px on screen.

There is no maximum size



Logo

Positioning

The logo must always be either aligned top left or top right (depending on visibility). It can only be placed in the bottom left or right if not visible in top left or top right.

Further Rules

Please don't present the wordmark using colours outside of the palette, don't rotate, skew or affect the width or height independently, and please don't be tempted to apply any visual effect

Print

If using any logos in print, please send Fabric for proof and approval to **marketing@fabric.dance**

**Use this link to access THIS IS DANCE
logos for general marketing use:**

[THIS IS DANCE Logo Pack](#)

Crediting

Crediting

Please use the crediting below for the relevant communications:

Website & event pages

Please use this crediting on all website and event pages related to THIS IS DANCE:

This performance is part of THIS IS DANCE an international season of dance in Birmingham presented in partnership with Fabric, Birmingham Hippodrome, Birmingham Rep, Fierce Festival, Midlands Arts Centre and Sampad Arts, bringing exceptional dance from both across the globe and the local community.

Crediting

Social media & other communications

Please use the following credit line:

Presented by [your venue] & Fabric as part of THIS IS DANCE.

Instagram Collaboration Posts

We encourage the use of Instagram Collaboration posts with the THIS IS DANCE account to increase visibility, extend reach and connect audiences across partner organisations.

To support this, we recommend regular communication between marketing teams to coordinate content and timelines.

THIS IS DANCE Instagram Account

Please tag the [@thisis.dance](#) Instagram account in all relevant posts.

Crediting: Partner Tags

Fabric

Instagram: [@fabric.dance](#)

Facebook: [@fabricdance](#)

Birmingham Rep

Instagram: [@therepbirmingham](#)

Facebook: [@birminghamrep](#)

Fierce Festival

Instagram: [@fiercefestival](#)

Facebook: [@wearefierce](#)

Birmingham Hippodrome

Instagram: [@brumhippodrome](#)

Facebook: [@birminghamhippodrome](#)

Sampad Arts

Instagram: [@sampadarts](#)

Facebook: [@sampad.arts](#)

Midlands Arts Centre

Instagram: [@mac_birmingham](#)

Facebook: [@macbirmingham](#)

Colour Palette

Positioning

We use colour in a flat, balanced way—no single colour dominates.

The range of colours supports thoughtful, flexible design choices.

Strong contrasts are built in to ensure accessibility while staying true to the brand. collateral while maintaining brand identity



Navy Blue

#1E1B4E | R: 30, G: 27, B: 78 | C: 100, M: 99, Y: 35, K: 3

Candy Pink

#EE489A | R: 238, G: 72, B: 154 | C: 0, M: 86, Y: 0, K: 0

Tangerine

#F6862D | R: 246, G: 134, B: 45 | C: 0, M: 58, Y: 93, K: 0

Pistachio

#74C9BA | R: 116, G: 201, B: 186 | C: 53, M: 0, Y: 33, K: 0

Any questions? Get in touch



If you would like to talk through anything in this pack, feel free to start the conversation with the marketing and communications team via email: **marketing@fabric.dance**.

This inbox is monitored by the marketing and communications team everyday during office hours (Monday to Friday, 9am - 6pm).

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