

brand development

how to differentiate the two logo expressions.

risedance.studio
soft, refined, calm

RISE
bold, wearable, confident

risedance.studio

PRIMARY LOGO OPTIONS

01

Space Grotesk Medium

IvyPresto Headline Italic

risedance.*studio*

02

Martian Mono Medium

Ogg Display Italic

risedance.*studio*

03

Monument Extended Ultrabold

Le Monde Livre Cla Std Italic

risedance.*studio*

04

Avenir Heavy

Instrument Serif Italic

risedance.*studio*

SECONDARY LOGO OPTIONS

01

RISE

Space Grotesk Regular

RISE

Space Grotesk Medium

RISE

Space Grotesk Bold

02

RISE

Monument Extended Regular

RISE

Monument Extended Bold

RISE

Monument Extended Ultrabold

03

RISE

IvyPresto Headline
Light Italic

RISE

IvyPresto Headline Semi Bold Italic

RISE

IvyPresto Headline Bold Italic

RECOMMENDED APPROACH

PRIMARY LOGO OPTION 01

Space Grotesk Medium

IvyPresto Headline Italic

risedance.*studio*

SECONDARY LOGO OPTION 01

Space Grotesk Bold

RISE

RISE PRIMARY COLOUR PALETTE

01

dusky white

02

soft sage

RISE TERTIARY COLOUR PALETTE

01

powder peach

02

muted lilac

FULL RISE COLOUR PALETTE

PRIMARY

01

dusky
white

#efefe8

02

soft
sage

#a0ae8d

TERTIARY

01

powder
peach

#e8c1b8

04

muted
lilac

#b8adc4

PRIMARY LOGO

dusky white background + soft sage

risedance.*studio*

INVERTED LOGO

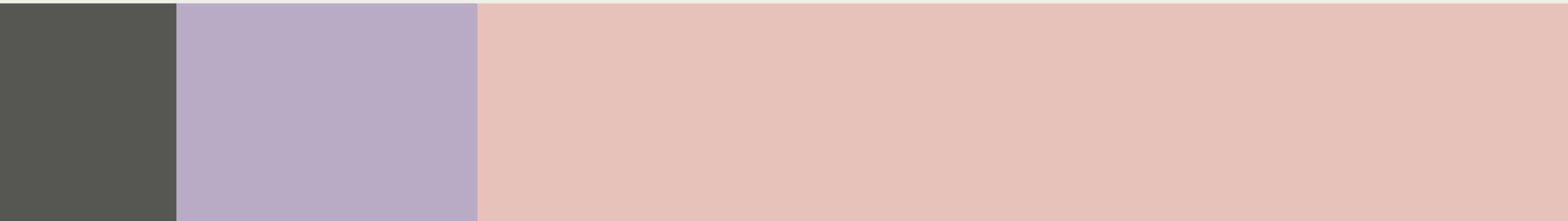
soft sage background + dusky white

risedance.*studio*

EXPRESSIVE BRAND LAYER

The primary risedance.studio mark lives within the primary palette.

Tertiary colours are reserved primarily for the RISE mark and expressive brand moments.



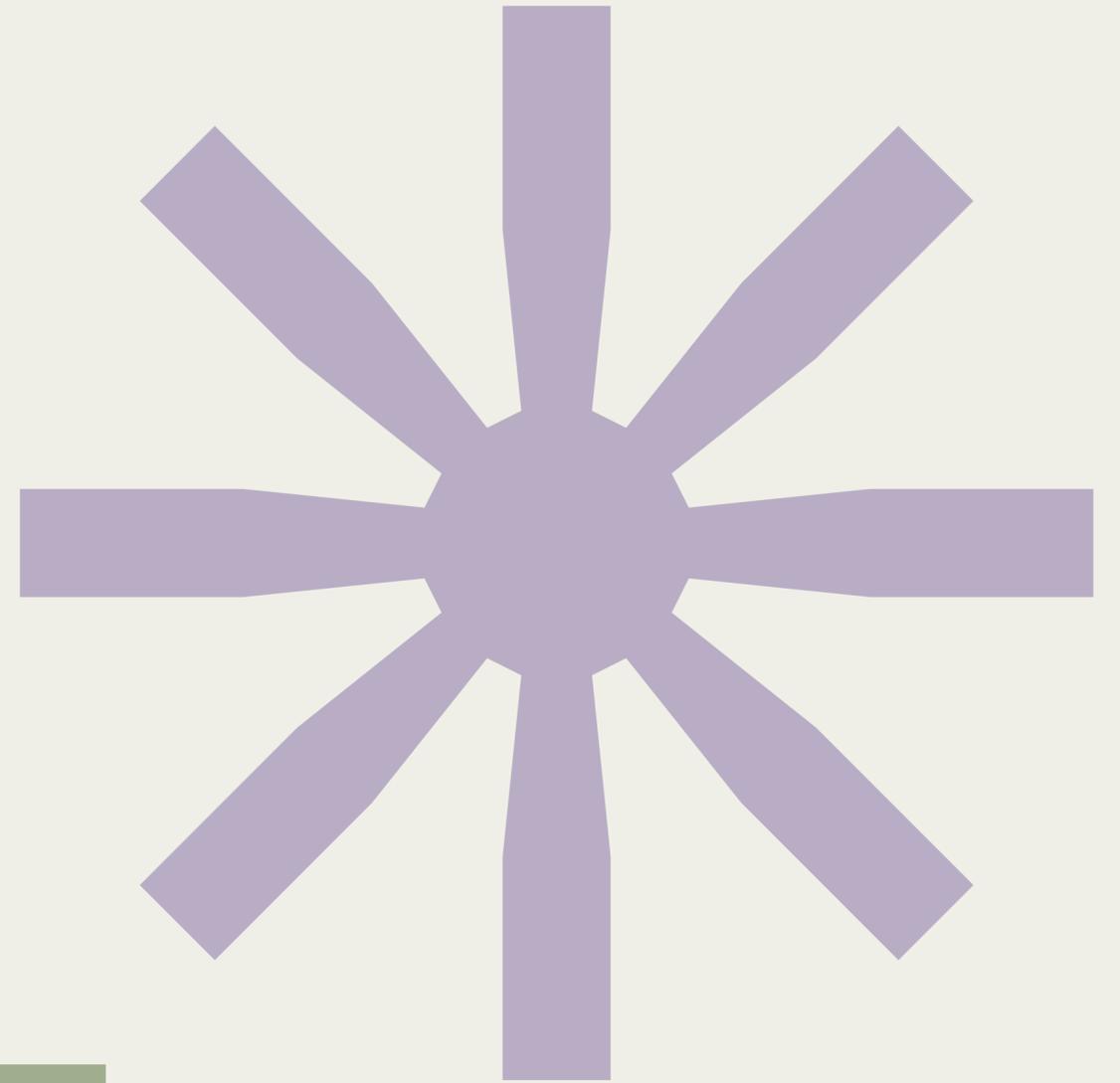
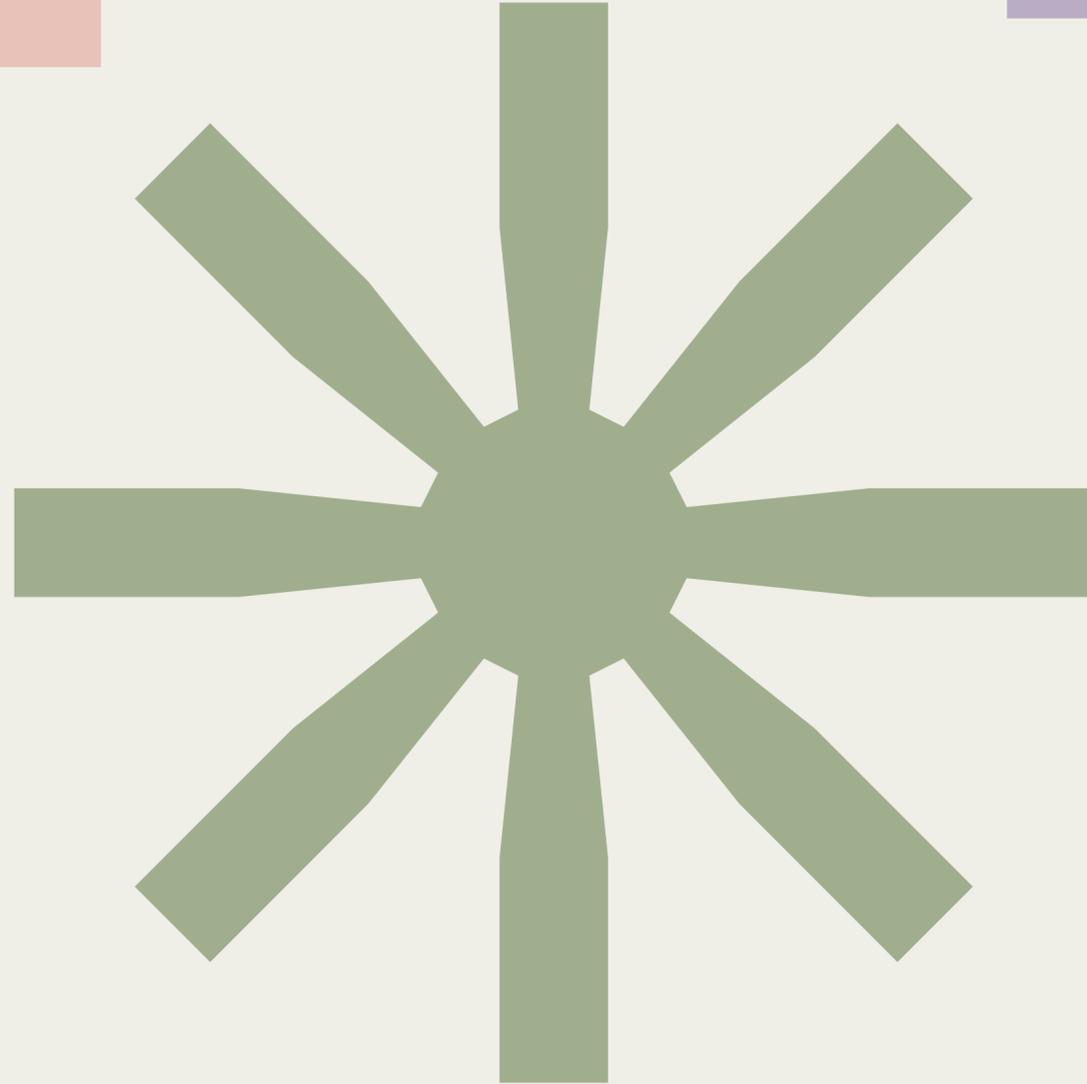
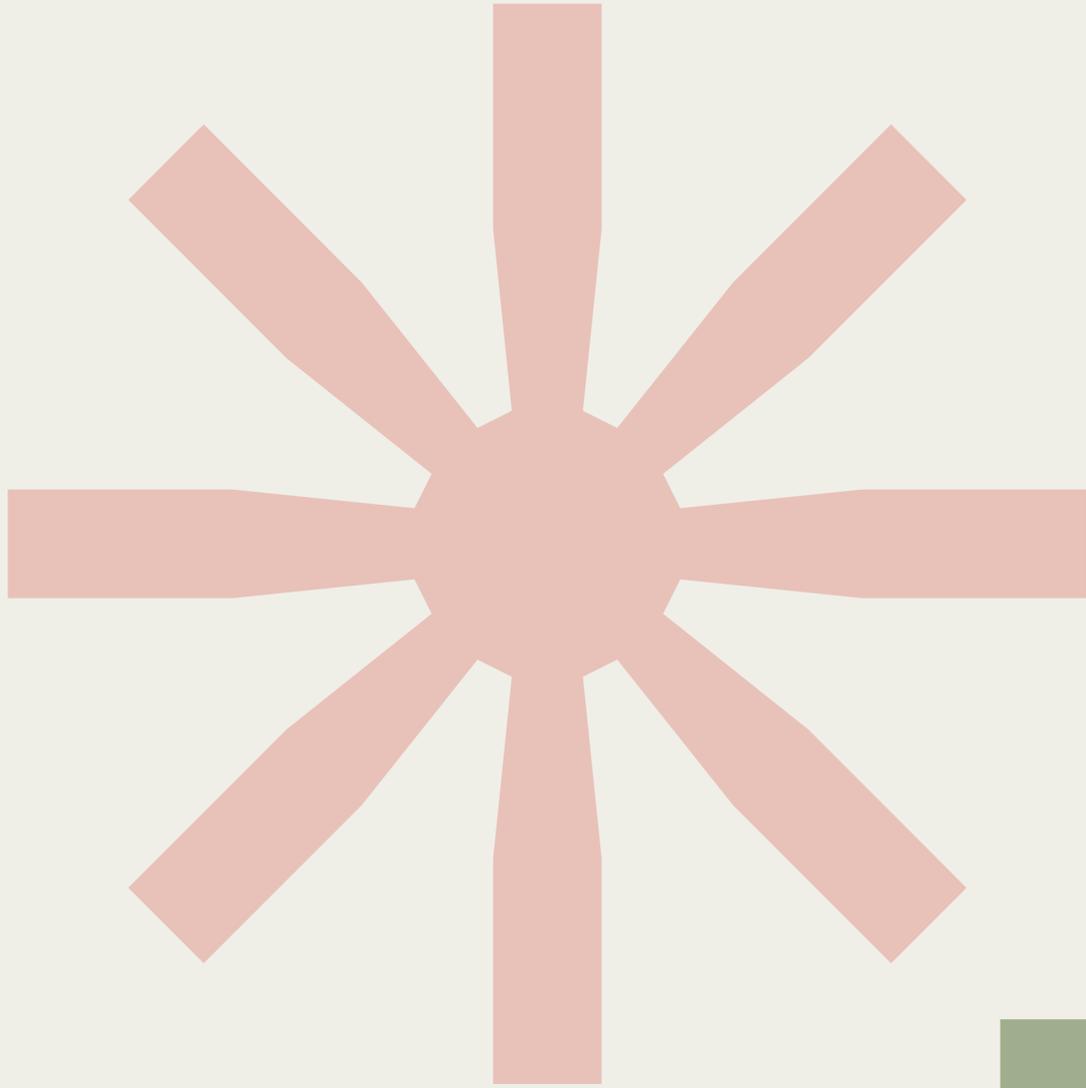
RISE

risedance.*studio*

a place to belong



THE RISE MARK



CORE BRAND TYPOGRAPHY

RISE uses lowercase typography as the default across all communications to maintain a clean, calm and contemporary tone.

FONT: Space Grotesk Regular

FONT COLOUR

charcoal

#565653

faded
charcoal

#9a9a9a

Uppercase is reserved for the RISE logo use only, where it is used for bold, expressive applications.

EXAMPLE



HOW WE SPEAK

Rise speaks in a calm,
confident and
considered tone.

We prioritise clarity over
noise, and belonging over
performance.

Language is simple,
human and understated.

RISE traits

calm, not loud

we avoid hype and overstatement.

confident, not pushy

we invite rather than instruct.

simple, not clever

we keep language clear and natural.

belonging, not performance

we focus on how it feels, not just what it does.

HOW WE SPEAK

RISE headlines

be part of Rise.

a place to belong.

where confidence builds.

more than a class.

RISE short

built around confidence.

designed for belonging.

movement, without pressure.

a calm, structured
environment for growth.

RISE socials

simple

minimal

no over-explaining

EXAMPLE:

back in the studio
new term starts monday

merch

risedance.studio



merch primarily uses the core palette (Dusky White and Soft Sage) with the primary wordmark 'risedance.studio' to maintain a clean, consistent brand presence.

The RISE Mark is used more selectively across merch, allowing for bolder, more expressive applications.

select pieces use Powder Peach and Muted Lilac
to create more expressive, standout moments.

These colours are used more selectively with the RISE logo, helping
to create contrast with the core range and build desirability.



new merch
DROPS TONIGHT 10PM

website

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a place to belong.

