

UDANCE BRAND GUIDE

OFFICIAL BRAND GUIDE FOR UDANCE DANCE MARATHON



**UDANCE DANCE MARATHON
AT THE UNIVERSITY OF DELAWARE**



OFFICIAL BRAND GUIDE FOR UDANCE DANCE MARATHON

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FOR QUESTIONS OR MORE INFORMATION PLEASE CONTACT
THE UDANCE DIGITAL COMMUNICATIONS TEAM AT
DIGITALCOMMUNICATIONSUDANCE@GMAIL.COM



WHAT IS UDANCE?

UDance Dance Marathon is a student-run philanthropic organization at the University of Delaware. Founded in 2007, UDance has been dedicated to fighting childhood cancer ever since. We work to raise funds every day so that 46 children diagnosed with cancer each day have the chance to grow up. We raise awareness in our community through on and off-campus events that culminate in a 12-hour dance marathon each spring.

We engage the student body at the University of Delaware by pairing Greek Chapters, Athletic Teams, Residence Halls, and other Registered Student Organizations with our B+ Heroes, who are children who are battling or have battled cancer. All students have the ability to join specific fundraising programs and levels of involvement. Our efforts provide immediate and direct financial aid to families affected by childhood cancer and funds cutting-edge cancer research, in hopes of one day finding a cure.

PURPOSE

The purpose of this brand guide is to express this organization's values and mission, while setting a standard of design, which will maintain brand consistency and professionalism online.

UDANCE

ABOUT



OUR MISSION

UDance believes that college students have the power to end childhood cancer. Childhood cancer is the #1 disease killer of children and teenagers, and the ultimate mission of UDance is to give more children fulfilling, happy lives. In other words, we dance today, to give children a tomorrow.

DANCING TODAY TO GIVE KIDS A TOMORROW

OUR FOUR PILLARS

**RAISE
FUNDS**

**RAISE
AWARENESS**

**STUDENT
EXPERIENCE**

**B+ HERO
EXPERIENCE**



PITCH

When prompted to explain UDance Dance Marathon in formal settings, official documentation, or advertising, the following 'elevator pitches' can be used to professionally and accurately describe our mission.

ONE-LINE PITCH

UDance is kids helping kids fight cancer.

BRIEF PITCH

UDance is the largest student-run philanthropic organization at the University of Delaware dedicated to raising funds and awareness for the fight against childhood cancer. Since its inception in 2007, UDance has raised over \$16.5 million for its sole beneficiary, The Andrew McDonough B+ Foundation. Each spring, UDance culminates its year-long efforts with a 12-hour dance marathon.

IN-DEPTH PITCH

UDance is the largest student-run philanthropic organization at the University of Delaware, and the fifth largest dance marathon in the nation. Founded in 2007, UDance has been dedicated to fighting childhood cancer ever since, raising over \$16.5 million to date. By raising funds and awareness for its sole beneficiary, The Andrew McDonough B+ Foundation, UDance is able to provide immediate and direct financial aid to families affected by childhood cancer. UDance also creates mutually motivational relationships between UD students and local families affected by childhood cancer by pairing these children, B+ Heroes, with student organizations at UD. Each spring, UDance culminates its year-long efforts with a 12-hour dance marathon.



OFFICIAL UDANCE DANCE MARATHON ONE-PAGE BRAND GUIDE

LOGO

PRIMARY



GREYSCALE



TYPOGRAPHY

LOGO/HEADINGS

BEBAS NEUE

AA BB CC DD EE FF GG
12345670

AA BB CC DD EE FF GG
1234567890

SUBHEADINGS

Lato Bold

Aa Bb Cc Dd Ee Ff Gg
1234567890

Lato Hairline (bold)

Aa Bb Cc Dd Ee Ff Gg
1234567890

BODY TEXT

Lato

Aa Bb Cc Dd Ee Ff Gg
1234567890

Cerebri

Aa Bb Cc Dd Ee Ff Gg
1234567890

LANGUAGE

- The B+ Foundation should be pronounced as 'Be Positive', not 'Be Plus'.
- The 'U' and 'D' in UDance should both be capitalized at all times.
- We never use our B+ Heroes last names when referencing them.

COLOR PALETTE

MAIN COLORS

UDance Blue



RGB: 53,104,178
CMYK: 84,61,0,0
HEX #3568B2

UDance Blue is logo blue and the main blue to use on any creative artwork representing UDance.

UDance Yellow



RGB: 249,226,15
CMYK: 5,5,99,0
HEX #F9E20F

UDance Yellow is the logo yellow and the main yellow to use on any creative artwork representing UDance.

SECONDARY COLORS

Accent Blue



RGB: 0,47,109
CMYK: 100,57,0,57
HEX #002F6D

Accent Blue is used sparingly as an accent color when UDance Blue does not stand out enough from the background.

White



RGB: 255,255,255
CMYK: 0,0,0,0
HEX #FFFFFF

White is used as a background, accent, or text color as needed. White is also the color used for our official greyscale logo.

UDANCE

LOGO

PRIMARY



GREYSCALE



These are the only UDance branded logos. No other logo should be used when representing UDance Dance Marathon.

LOGO TREATMENT

The logo must be used as is and not be altered in any way.

This means you must not:

1. Change the orientation or rotate the logo
2. Disproportionately scale or resize the logo
3. Change the logo's color
4. Add special effects to the logo
5. Crop the logo in any way
6. Attempt to recreate the logo



LETTERHEAD

The below letterhead can be used for all official UDance letters and communication sent on behalf of UDance Dance Marathon to our community.



UDANCE

COLORS



COLOR PALETTE

UDance Blue



RGB: 53,104,178
CMYK: 84,61,0,0
HEX #3568B2

UDance Yellow



RGB: 249,226,15
CMYK: 5,5,99,0
HEX #F9E20F

Accent Blue



RGB: 0,47,109
CMYK: 100,57,0,57
HEX #002F6D

White



RGB: 255,255,255
CMYK: 0,0,0,0
HEX #FFFFFF

MAIN COLORS



UDance Blue is the blue used in the logo and the main blue to use on any creative artwork representing UDance.



UDance Yellow is the yellow used in the logo and the main yellow to use on any creative artwork representing UDance.

SECONDARY COLORS



Accent Blue is used sparingly as an accent color when UDance Blue does not stand out enough from the background.



White is used as a background, accent, or text color as needed. White is also the color used for our official greyscale logo.

The official branded colors for UDance Dance Marathon and their intended use when representing UDance can be found above. Any work representing UDance and its logo should primarily use the main colors: UDance Blue and UDance Yellow to properly represent the brand.



The UDance logo typeface is “Bebas Neue” in bold, which can be used in advertisements as well.

LOGO/HEADINGS

BEBAS NEUE

AA BB CC DD EE FF GG
1234567890

AA BB CC DD EE FF GG
1234567890

SUBHEADINGS

Lato Bold

Aa Bb Cc Dd Ee Ff Gg
1234567890

Lato Hairline (Bold)

Aa Bb Cc Dd Ee Ff Gg
1234567890

BODY TEXT

Lato

Aa Bb Cc Dd Ee Ff Gg
1234567890

Cerebri

Aa Bb Cc Dd Ee Ff Gg
1234567890

ALTERNATE FONTS

When Lato and Ceribri are not available, Calibri can be used.
When Bebas Neue is not available, Rama Gothic can be used.

These fonts can be utilized for website, graphics, or official documentation.



UDANCE

OUR BENEFICIARY



THE ANDREW MCDONOUGH B+ FOUNDATION

UDance proudly partners with The Andrew McDonough B+ Foundation, which was founded in honor of Andrew McDonough, who passed away of Leukemia in 2007 at the age of 14. The B+ Foundation is the largest provider of financial aid to families affected by childhood cancer nationwide. All funds raised by UDance are given to The B+ Foundation to distribute to B+ Families and to fund cutting-edge cancer research. The children in these families are paired with organizations at B+ affiliated colleges and are known as B+ Heroes. It is important to recognize the relationship between UDance and The B+ Foundation while acknowledging that they are separate entities.

LOGOS

Below are the primary trademarked B+ logos to be used in official B+ documents and can be used in combination with UDance documentation to represent our partnership.



Logos should never be altered, adjusted or added with any effects, color changing, shape or style. Logos should be used as is to properly represent B+.

It is important to know the proper way to refer to UDance Dance Marathon as well as The Andrew McDonough B+ Foundation.

CORRECT	INCORRECT
<p>In informal capacities, UDance Dance Marathon can simply be referred to as UDance.</p>	<p>Not udance, Udance, or UDANCE</p>
<p>In formal capacities, UDance should be referred to as UDance Dance Marathon</p>	<p>Not UDance Marathon</p>
<p>UDance benefits The Andrew McDonough B+ Foundation, which, in informal capacities, can be referred to as The B+ Foundation.</p>	<p>Not 'Be Plus', B+, Be Positive, Be Plus, or Be Plus Foundation</p>
<p>UDance is paired with B+ Heroes and B+ Families.</p>	<p>Not Heroes, heroes, b+ heroes or B+ heroes</p>



PARTNERSHIP REFERENCE

UDance benefits The Andrew McDonough B+ Foundation.

UDance, benefitting The Andrew McDonough B+ Foundation

The B+ Foundation is rooted from Andrew McDonough's blood type, B+, and while hyphenated, should be **pronounced as 'Be Positive'** to represent their motto, **not Be Plus**.

GENERAL STYLE GUIDELINES

The first letter of each word should always be capitalized:

UDance Dance Marathon

The Andrew McDonough B+ Foundation

Both the 'U' and 'D' in '**UDance**' should be capitalized at all times.

FURTHER PROFESSIONALISM

We never use our B+ Heroes' last names when referring to them.

Ex: B+ Hero Kate, *not B+ Hero Kate {Last Name}*

UDance 2024- the year in which **UDance** (the event) is happening

While UDance is a year-long fundraising effort, when referring to our dance marathon celebration all of our fundraising efforts are working towards the year that UDance is happening. Fundraising for UDance 2024.

UDANCE

OUR MEDIA



SOCIAL MEDIA



@udance



@UDanceDel



@udance



@udance



@udancedelaware

WEBSITES

Official Website: www.udancedelaware.org

Donation Website: www.udancede.org

OTHER MEDIA

Podcast: WeTalk, UDance



YouTube: UDance Delaware



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