



Be the Groove Productions, LLC

info@bethegroove.com

Be the Groove Branding Guidelines

Name

- The full name of the company is "Be the Groove Productions, LLC"
- Only use the full name for legal documents and official correspondence
- All other uses should use the shortened name "Be the Groove"
- "Be the Groove"
 - B is capitalized
 - in "the" is not capitalized
 - G in "Groove" is capitalized
- Acronym: "BTG", all caps

Logo



- Fonts:
 - "be the" in Astonished
 - "GROOVE" in Misproject
- Colors:
 - Blue: #1A1C96/PANTONE 2746c
 - Black: #101D27/PANTONE Black 6 C
- Logo may be used with or without the "tread"
- "Tread" should either bleed all the way to the edge of the page or fade out; it should never stop abruptly
- All white is recommended for dark background
- "productions" may be used in official legal documents or in production/logistics documents (e.g. gig sheets). It should not be used in public marketing materials

Web

- Official Sites:
 - www.bethegroove.com
 - www.bethegroove.org and bethegroove.com will redirect to www.bethegroove.com, but the full name with .com should be used in marketing materials
 - facebook.com/bethegroove

- myspace.com/bethegroove
- twitter.com/bethegroove
- youtube.com/bethegroove
- vimeo.com/bethegroove
- Web Colors:
 - Blue: #1A1C96
 - White: #FFFFFF
 - Black: #00011F
 - Yellow: #E5E369
- Fonts:
 - Headers: Georgia, small-caps
 - Text: Helvetica, Arial, sans-serif

Print

- Fonts:
 - Headers: Georgia, small-caps
 - Secondary headers: GeoSansLight, small-caps
 - Text: GeoSansLight and GeoSansLight Oblique
- Colors in CMYK:
 - Black: 76 / 69 / 65 / 88
 - Blue: 100 / 100 / 0 / 0
 - Yellow: 11 / 2 / 77 / 0

Example Print Layout:

ABOUT BE THE GROOVE

Be the Groove is a rhythmic performance ensemble that believes rhythm is not just a beat—rhythm is a mode of expression. This Chicago based group fuses a variety of movement, percussion, and rhythmic techniques to create a unique style of its own. Through high-energy performances and a strong commitment to education, Be the Groove seeks to share its love of rhythm with people everywhere.

BE THE GROOVE OFFERINGS

WORKSHOPS
A great introduction to Be the Groove techniques

MASTER CLASSES
Focus on a specific technical skill

INTENSIVES
An in-depth study of a variety of skills over a series of classes

RESIDENCIES
Recurring, in-depth study of several technical skills

PERFORMANCES
High energy show specially tailored to your audience

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WWW.BETHEGROOVE.COM