
DanceCity

Brand identity

Background

DanceCity is the National Dance Agency for the North of England. One of ten National Dance Agencies, DanceCity energetically pursues its remit to develop dance in the region. Offering the public and professionals alike the opportunity to participate in dance at all levels across the North East of England, DanceCity runs classes and workshops, presents work by leading choreographers and provides a range of educational opportunities.

Challenge

Dance City planned to open a major £7.6m centre for dance. This was due to give the organisation a superb home from which to develop and drive dance forward as one of the most exciting art forms of the 21st Century. This move provided a perfect opportunity to relaunch DanceCity and create communications that worked in tandem with the new centre and projected the dynamism of DanceCity's future.

Our solution

The architecture of the new centre, designed by architects Malcolm Fraser in Edinburgh and later honoured by the RIBA, heavily influenced our creative approach to the relaunch.

Visual cues were extracted from the architect's drawings that we then incorporated in the new brand identity. We created a series of designs to communicate different messages to DanceCity's different audiences with different needs. However, each design formed part of a united family of communications, held together by a consistent visual language.

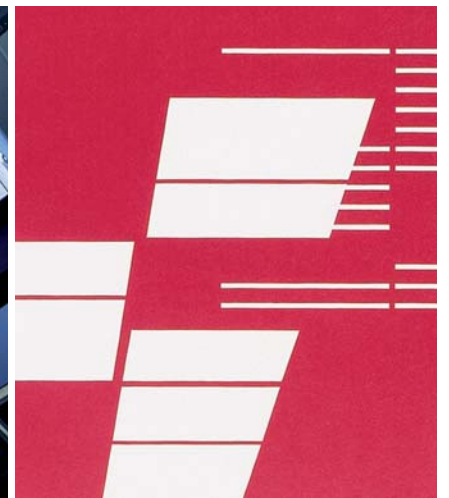
Headed by the new over-arching brand identity, we created an inter-related range of communications materials – relevant and inspiring for different external audiences, whilst serving as a motivating rallying call for internal audiences.





An over-arching brand identity influenced by architectural forms of the DanceCity building.

The successful brand was implemented across all marketing material including print, signage and website.



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