



Brand Manual

Jui Ping Kang

Introduction to the “Funky Animal”

Funky Animal Dance Studio is a privately owned start-up located in the vibrant Danforth community of Toronto. The studio offers dynamic classes in Contemporary Dance, Dancehall, and Hip Hop, targeting young creatives and dancers who seek a bold, expressive, and energetic learning environment.

With long-term ambitions to expand across the GTA, Funky Animal aims to grow into a cultural hub for street dance, music, and youth expression.

Brand Attributes

Rebellious
Expressive
Vibrant

Positioning Statement

Nobody Can Tame You.

The Corporate Mark

Process Colour

Pink: C: 0 M: 98 Y: 2 K: 0

Screen Colour

Pink: R: 237 G: 20 B: 139

Web Colour

Pink: Hex: #ed148b

When the corporate colours are unavailable use only 100% black.

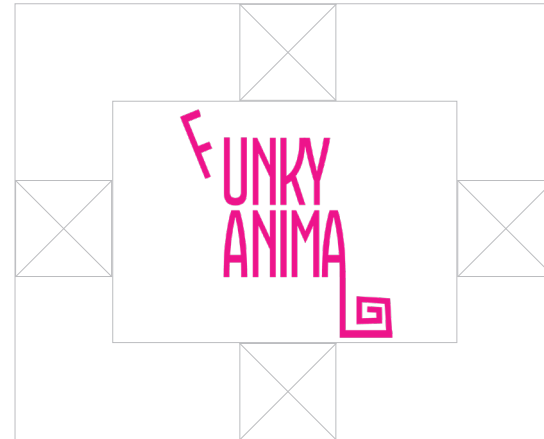
Use only the official reverse on dark grounds.



The Corporate Mark

Spatial Integrity

Always leave a blank space of at least 25% of the longest dimension on all sides of the mark.



Minimum Size

Do not reproduce the mark any smaller than one inch based on the longest side.



The Corporate Mark

Brand Signature

Use only the official colour, positioning and size when the Positioning Statement is combined with the corporate mark.



Minimum Size

Do not reproduce the brand signature any smaller than 1.5 inches based on the longest dimension.



1.5 inches

The Colour Palette

Primary Colour



C 72 M 29 Y 0 K 0
R 2 G 154 B 237
Hex #029aed

Secondary Colours



C 0 M 44 Y 0 K 0
R 255 G 164 B 211
Hex #ffa4d3



C 0 M 96 Y 4 K 0
R 254 G 2 B 139
Hex #fe028b



C 0 M 59 Y 100 K 0
R 254 G 132 B 5
Hex #fe8405



C 6 M 4 Y 100 K 0
R 247 G 227 B 8
Hex #f7e308

Typographic Specifications

Display Type

Used for prominent text such as headlines.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Helvetica Bold

Body Text Typeface

Used for smaller text such as body copy and captions.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Regular

Imagery

Patterns



Pattern A

Pattern B

Mix & Match Icons



Icon A



Icon B



Icon C



Icon D

Stationery

Letterhead

Note:
Create all of these pieces at full size in Adobe Illustrator, then place them into your InDesign document using the same percentage of scale. Note here the percentage you have used.

FUNKY ANIMA

Nikko Sato
Danforth Ave,
Toronto, ON

To Whom It May Concern,

A letterhead refers to the heading at the top of a sheet of letter paper. It usually consists of a name and an address, or a logo. This often appears in letters created by companies and individuals for communicating messages, whether it's within the team, business partners, or with clients.

Letterheads are important branding tools as well, as they are sent out to a wide audience. They can set the tone for messages while showcasing your company's expertise and professionalism. This makes it important for you to create a letterhead that captures your brand's identity while presenting important details. It helps to create a template that you can use for different occasions, from interoffice memos to customer correspondences.

Sincerely,

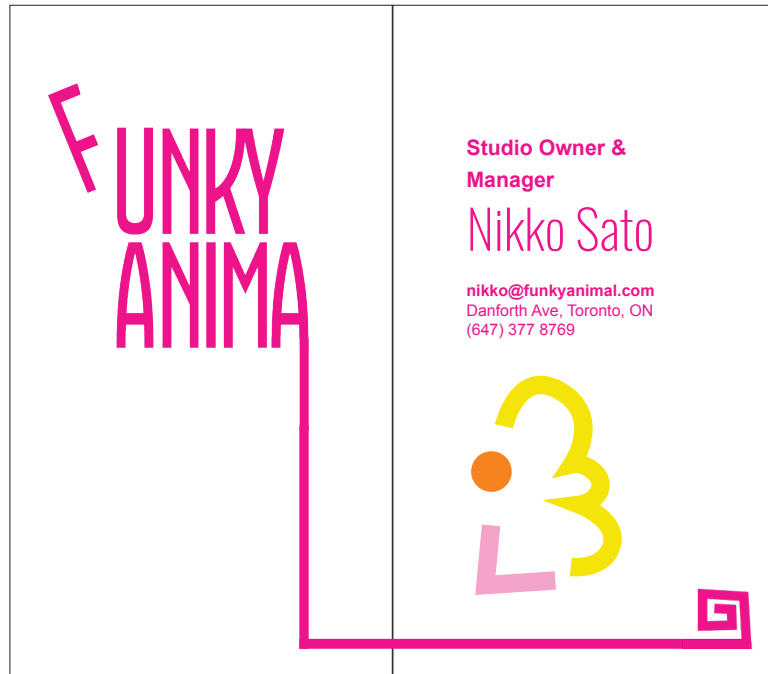
Funky Animal Inc.
Studio Owner & Manager

Address
Danforth Ave,
Toronto, ON

Contact
(647) 377 8769
nikko@funkyanimal.com

Stationery

Business Card



Front

Back

Email Signature



Nikko Sato | Dance Studio Owner & Manager
Funky Animal, Inc.
t. 905 321 567 | m. 647 377 8769

nikko@funkyanimal.com | www.funkyanimal.com

Website

FUNKY ANIMAL

Home Stories Community Blog Lessons Ask Now →

Lessons coming December 8

Release your wild side!

Join us now

Our Goal

At Funky Animal you're not here to "take class." You're here to explode the animal you've been caging all year.

About

We're the only studio on Danforth bold enough to put "animal" in the name. No ballet slippers. Just heavy beats and floors soaked in sweat. From zero experience to pro-level dancers, we do one thing only — help you find your untamed flow.

Courses News

We're love to share newest informations to feed your inner animal!

About

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Courses News

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Stay focused! Follow your animal! Jump, jump and... JUMP!!

Readmore →

What are your safeguarding responsibilities and how can you manage them?

Readmore →

Experience your first Zumba class with our best dancer Mia

Readmore →

Spring 2025 Season drops January 6 Spots → Grab yours now

Quick apply to avoid spots full!

783

Word Accounts in

46,328

Community Animals

1,227

Animals in Free room

326,436

Share our wildness

Pure Hip-Hop Bloodline

Every instructor has suffered on international stages, festivals, and gigs.

Small Crews (8-12 people)

Your teacher will remember every rehearsal... and every breakthrough.

24/7 Open Practice Room

Pay nothing, get back. Get back your best whenever you want.

Classic Colourful Duffle Bag

"Think your head and get" Limited-time-voice label! Heavy canvas - keep the pocket open!

Learn More

Cute Funky Animal Cap

"Make the animal, show the beast!" One size adjustable - With our amazing worksh...

Learn More

NOBODY CAN TAME YOU Towel

"The more you sweat, the wilder you get!" 20x30 inch - Quick-dry microfiber - Neoprene...

Learn More

FUNKY ANIMAL

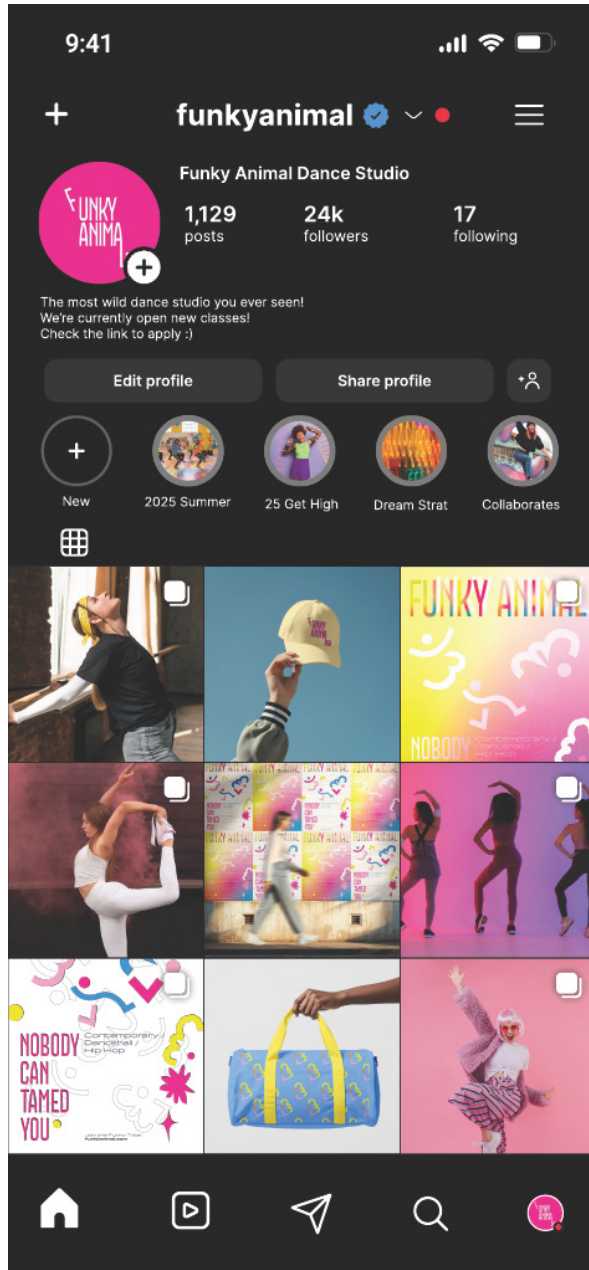
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Company: About, Blog, Contact Us, Courses, Community

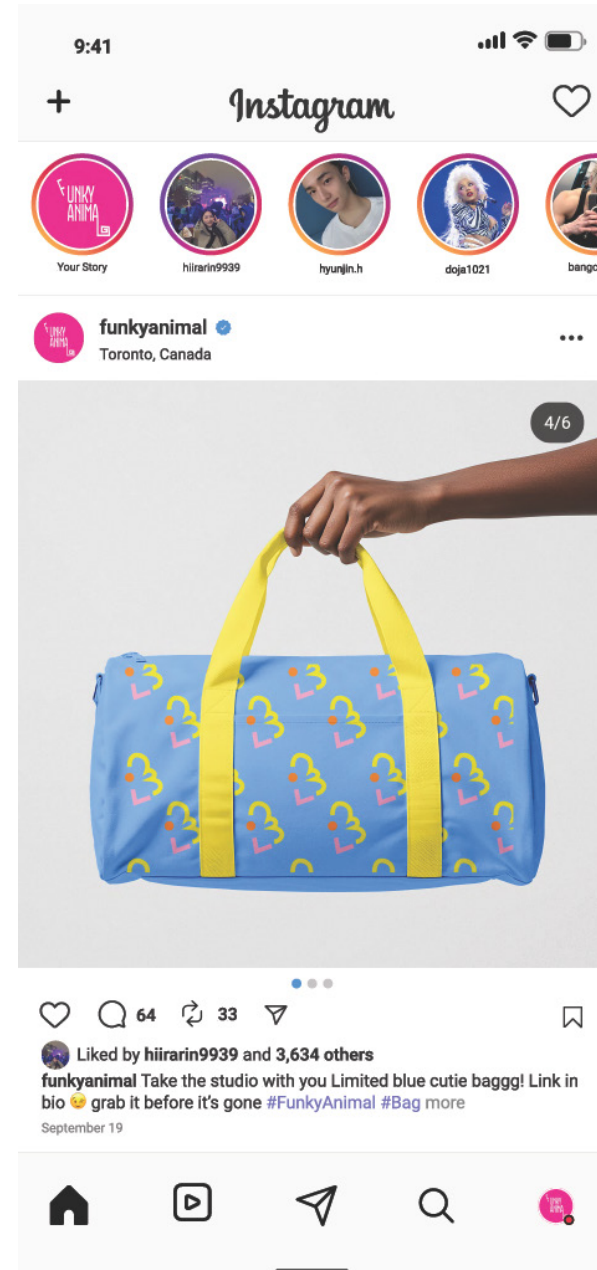
Support: Help center, Terms of service, Legal, Privacy policy, Status

Stay to be wild: Your wildness

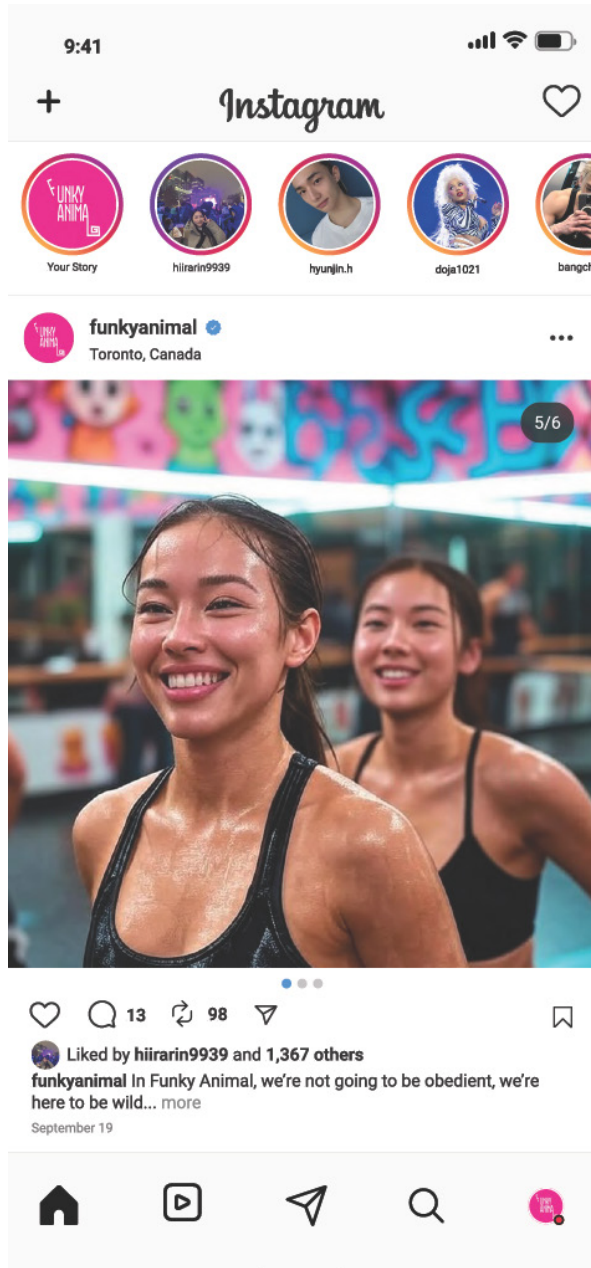
Social Media



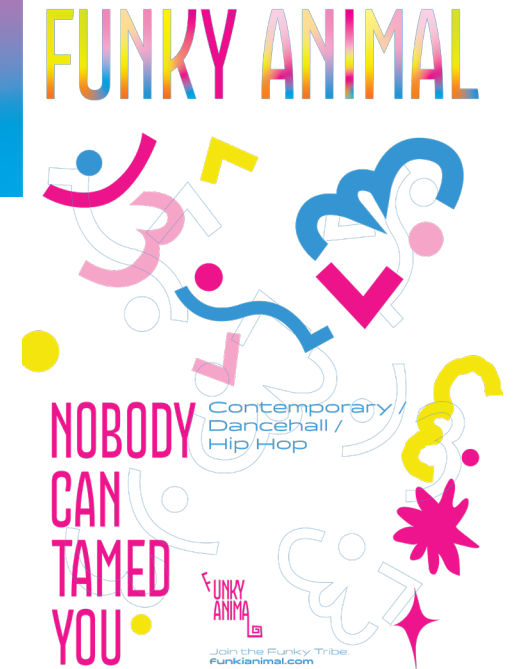
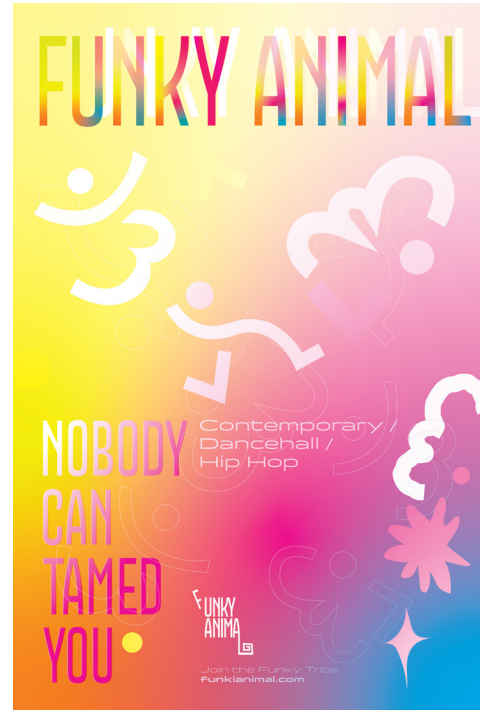
Social Media



Social Media



Merchandises & Poster



Merchandises & Poster

