

RAAS ALL-STARS

BRAND

GUIDEBOOK



RAAS ALL-STARS

THE NATIONAL CHAMPIONSHIP

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# RAAS ALL-STARS INTRODUCTION

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*Raas All-Stars*  
*Established 2008*  
*Home to Dallas, TX*

Our mission as a non-profit organization is to create an experience where passion and purpose come together. Through the power of dance and our philanthropic ventures we hope to foster a sustainable tight-knit circuit of dancers, community members, and supporters from across the nation who enrich, inspire, and transform lives.

This Guidebook represents our brand. Over the years, we have worked to establish a specific usage of type and design. We hope to continue evolving and incorporate new graphical elements that are both simple and exciting.

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# OUR LOGO



## Main Logo Mark

The leading and point size of the shown text may vary depending on the material and size the logo mark is being displayed on.



## Our Star

Our star may be used by itself, or with other text as displayed below. Do not stretch, widen, or adjust the space between the pieces of the star.

The star may vary in color, only in the event that it resembles a team, competition, or campaign. Otherwise, it must remain blue/grey, black, or white.



## Our Seal

The second line of text may be changed to the subject of the given material.

*i.e. Common Application, Official Bid Competition, Official Judging Rubrics, etc.*



## Word Mark

Most commonly used on print materials. If Raas All-Stars is a title or header, it is always used in Corki. If used in body copy or as supporting information, it may be used in Brandon.

RAAS ALL-STARS



RAAS ALL-STARS

# PRIMARY FONT



## About Corki

*This font face is primarily used for our wordmark. In some cases, Corki may be used as large headers. Always use upper case when implementing this font.*

*Corki Regular 40pt*

A B D C E F G  
H I J K L M N O P  
Q R S T U V  
W X Y Z

*Corki Regular 10pt*

A B D C E F G  
H I J K L M N O P  
Q R S T U V  
W X Y Z

## Corki Family

*Corki Regular*

*Corki Rounded*

*Corki Tuscan*

*Corki Tuscan Rounded*

Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet

# SECONDARY FONT



## About Brandon

Brandon's entire font family is used for our tagline, and majority of our body copy. The various weights allow the user to create proportional hierarchy and keep a simple and clean look.

Brandon Regular 40pt

Brandon Regular 10pt

## Brandon Family

Brandon Thin

Brandon Thin Italic

Brandon Light

Brandon Light Italic

Brandon Regular

Brandon Regular Italic

Brandon Medium

Brandon Medium Italic

Brandon Bold

Brandon Bold Italic

Brandon Black

Brandon Black Italic

A B D C E F G  
H I J K L M N O P  
Q R S T U V  
W X Y Z

ABDCEFG  
HIJKLMNPO  
QRSTUVWXYZ

Lorem ipsum dolor sit amet

# TERTIARY FONT



## Lakesight

Lakesight is a font that is used to apply effects to type in the tertiary level for small areas of impact. Effects are used sparingly and for only a few words in sequence.

Lakesight 30pt

Lakesight 10pt

Lakesight Regular

A B D C E F G  
H I J K L M N O P  
Q R S T U V  
W X Y Z

A B D C E F G  
H I J K L M N O P  
Q R S T U V  
W X Y Z

*Lorem ipsum dolor sit amet*

## Didot Italic

Didot Italic is a font that is used to apply effects to type in the tertiary level for small areas of impact. Effects are used sparingly and for only a few words in sequence.

Didot Italic 30pt

Didot Italic 10pt

Didot Regular

Didot Italic

Didot Bold

A B D C E F G  
H I J K L M N O P  
Q R S T U V  
W X Y Z

A B D C E F G  
H I J K L M N O P  
Q R S T U V  
W X Y Z

*Lorem ipsum dolor sit amet*  
*Lorem ipsum dolor sit amet*  
**Lorem ipsum dolor sit amet**

# PRIMARY COLORS

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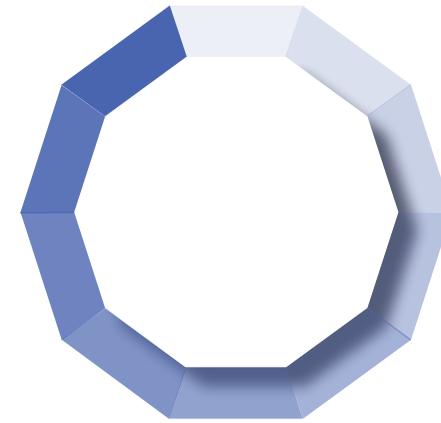


### Raas All-Stars Blue

HEX: #3861fe

CMYK: 88, 50, 0, 0

RGB: 56, 97, 245

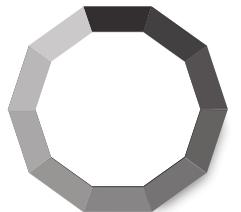
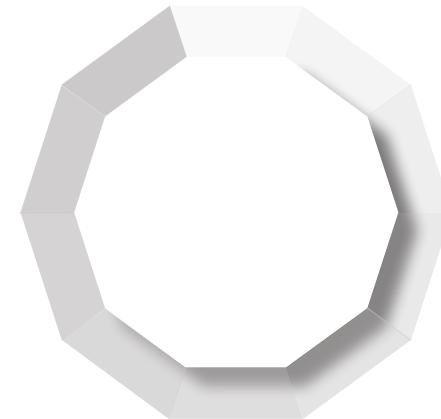


### Raas All-Stars Light Grey

HEX: #cbcaca

CMYK: 20, 16, 16, 0

RGB: 203, 202, 202

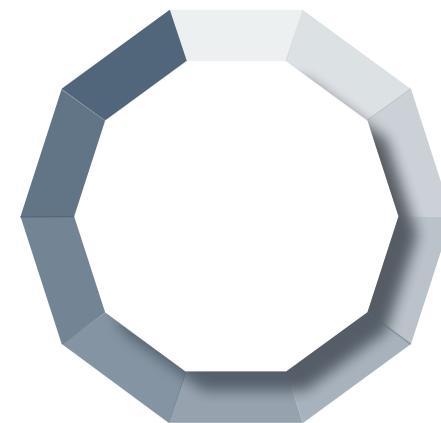


### Raas All-Stars Dark Grey

HEX: #51667a

CMYK: 73, 54, 38, 13

RGB: 82, 103, 122



# SECONDARY COLORS

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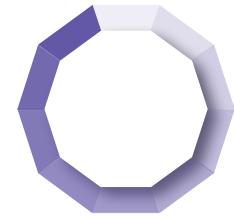
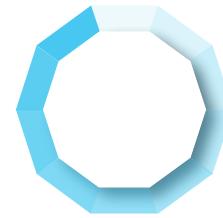


## Raas All-Stars Blue

Adjacent Colors:

#4cc7ee

#6457a5

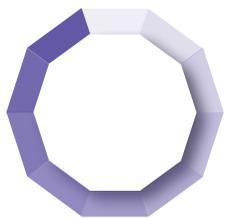
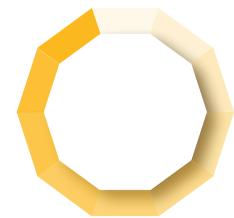
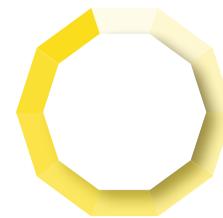


Tetrad Colors:

#fddc1c

#fdb81d

#6457a5



## Raas All-Stars Grey

Triad Colors:

#bb8e78

#baab77

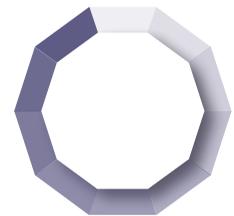
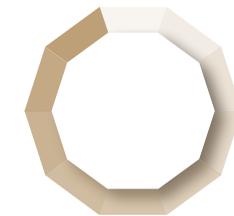


Tetrad Colors:

#baab77

#bc9f77

#5e5a83



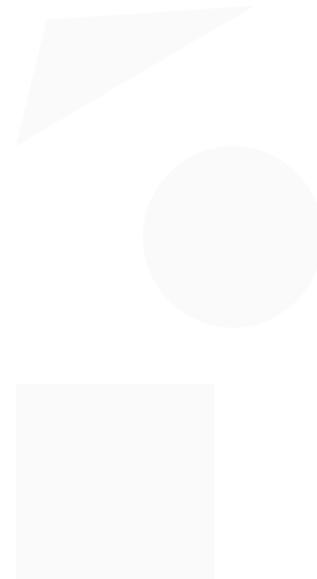
# ELEMENTS & IMAGERY

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Raas All-Stars uses geometric forms to create professional and exciting compositions. By using simple shapes, the designer can enhance the layout with the use of curved edges and strong diagonals.

These elements also help to better divide and arrange copy and images.



2018-2019 SEASON

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**CONTACT US**

832.449.0133  
hello@raasallstars.com  
raasallstars.com

**FOLLOW US**

Raas All Stars  
@raasallstars



### SPONSOR RAAS ALL-STARS!

Raas All-Stars, is a nationwide nonprofit organization, based out of Dallas, TX. Every year, we host a National Level Dance Competition, featuring a Traditional Raas and Garba Style.

**WHAT DO WE DO?**  
Raas All-Stars strives to unite our community of performers and young professionals by providing a platform for artistic expression and cultural values. We have partnered with non-profit organizations such as Ekal Vidyalaya and Kalakriti Performing Arts, who encourage and expand south Asian culture for today's youth.

**WHAT IS RAAS-GARBA?**  
Raas-garba is a folk dance of Western India, characterized by energetic movements utilizing dandiya sticks. Performers blend traditional styles with modern music and storytelling to create innovative, and crowd-pleasing routines.

**WHAT IS NEW THIS YEAR?**  
Raas All-Stars will host our 11th annual competition on April 20th, 2019 at the Eisemann Center for Performing Arts in Dallas, Texas. With a successful decade, we will be bigger and bolder, creating a positive atmosphere to share our passion for Garba-Raas.

**WE HOPE TO EXPERIENCE THIS JOURNEY WITH YOU!**

**WHY DO WE NEED YOU?**  
Raas All-Stars is unable to operate at a national level without the help of our incredible sponsors. Raas All-Stars accepts all monetary and in-kind donations, including but not limited to: food/drink (perishable and non-perishable), apparel, media services, and print materials.

**HOW CAN WE HELP YOU?**  
Raas All-Stars offers a wide range of advertising benefits for our sponsors through our various print and social media platforms. We will also connect you to a community of over 5,000 people across the nation which is growing everyday, including:  
- Student bodies at over 40 universities  
- Young professionals with diverse backgrounds  
- Family and friends of our performers and sponsors

	All Star (\$1500+)	Gold (\$1000+)	Silver (\$500+)	Bronze (\$300+)
Logo/Name on Posters	✓	✓	✓	✓
Logo/Name on Flyers	✓			
Ad in Program Booklet	Full Page	Half Page	Quarter page	Sponsorship page
Logo on website	✓	✓	✓	✓
Facebook posts	5	3	2	1
Twitter posts	5	4	3	1
Sponsorship week recognition	1 individual post	1 individual post with other sponsors	1 individual post with other sponsors	1 individual post with other sponsors
Sponsorship recognition during show	Before show + intermission	Before show	Before show	Before show
Show tickets	5	4	3	2
Sponsor showcase before the show	✓			

**BECOME A SPONSOR!**  
Join us in celebrating cultural awareness, engaging communities, and supporting performing arts in DFW and across the nation! Contact us at sponsorships@raasallstars.com today.

# ELEMENTS & IMAGERY

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### Images

Dynamic action shots that show movement are often used as the subject or background for marketing and hype materials. Galaxies are a commonly used theme throughout our visuals, as well as simple shapes (explained more in the section above).



1

2

3

### Videos

- 1 Raas All-Stars X Show Video
- 2 Raas All-Stars X Competition Video
- 3 Raas All-Stars IX Show Video



# ELEMENTS & IMAGERY

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## Images

Quotes relating to inspiration, hard work, and determination are used to draw emotion out of our circuit.

Type usage must not be overpowering- in order to have a lasting impression on the viewer.



## Videos

- 1 Raas All-Stars X Show Video
- 2 Raas All-Stars IX Show Video
- 3 Raas All-Stars VIII Show Video
- 4 Raas All-Stars VII Show Video
- 5 Raas Revolution Comp Video

Visual messaging in our videos is used quickly and sparingly. We use less copy, and incorporate the messaging either through other visuals or through our audio.

