



CIE SQUEZZ
**BRAND
MANUAL**



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This brand book contains the manifesto and the guidelines for the correct management of CIE SQUEZZ brand's communication.

The logo is an identifying element like a person's name: it's important use it correctly in the printing phase and on digital tools, respecting its appearance and proportions.

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BRAND MANIFESTO

IDENTITY

Cie sQueezz is the platform of the curious dance and theatre creators, Marie-Rose Mayele (BE) and Anne-Beth Schuurmans (NL). Remarkable dance theatre and imaginative experiences for the whole family! They make work both collectively and individually in the Netherlands and Belgium and tour regularly in Europe. Cie sQueezz creates education and multidisciplinary art projects for the younger. They conduct the three year art project VeryYoungOnwards (VYO) in Brussels (1070). Also do they curate the biannual art and landscape manifestation Paesaggio.Art.Landscape in the landscape of Piemonte (IT).

OUR SLOGAN

**Dance, Music, Word,
Visual Art landscape**

**Experiences that
connect and move you**



OUR PROJECTS

- Mazima
- STIP-IT
- Paesaggio.Art.Landscape
- Mountain
- Dance in the school

OUR KEYWORDS

ART

MUSIC

VISUAL ART

LANDSCAPE

WORD

DANCE

LANDART

CHILDREN

INTERACTION

MASTERBRAND LOGO

LOGO FOR PRINTING

Logo for all printed publications such as: flyers, leaflets, posters, packaging, merchandising etc...



LOGO FOR VIDEO MONITOR

Logo for publications intended to be displayed on displays such as: websites, digital banners, presentations, etc.

Unlike logos for printing, they are characterized by gradient colors and RGB color profile.



CONCEPT

Squeezz logo represents the broad and dynamic activity of the association, that ranges from music to landart, dance, poetry and many other form of arts.

It can be imagined as a big Baobab plant seen from above.

The concentric lines and the different color shades give a flow to the whole pictogram and recall the rings of a tree.

Circles that represents the many activities offered by Squeezz and the strong sense of community brought by them.

In the center of the circle there are small leaves that in a spiral movement form an embryo shape. The embryo is not only composed by green leaves, but also yellow and brown one to include all the "seasons" of human life.

In the core of the circle so there is a reference to the creativity of Squeezz that is oriented to all ages, but especially children.

That the reason of the rounded and soft lettertype embedded in the pictogram

BASIC RULES

01 SPACE AROUND

Always leave some breathing room around the logo. Prefer the use of white or neutral backgrounds.

02 BACKGROUND COLOR

If you need to put the logo on a colored background, it is preferable to use the full white or full black logo, according to the brightness of the background.

03 POSITION

Place the logo in graphically simple areas, with few variations of colors, and content, in order to guarantee its visibility.

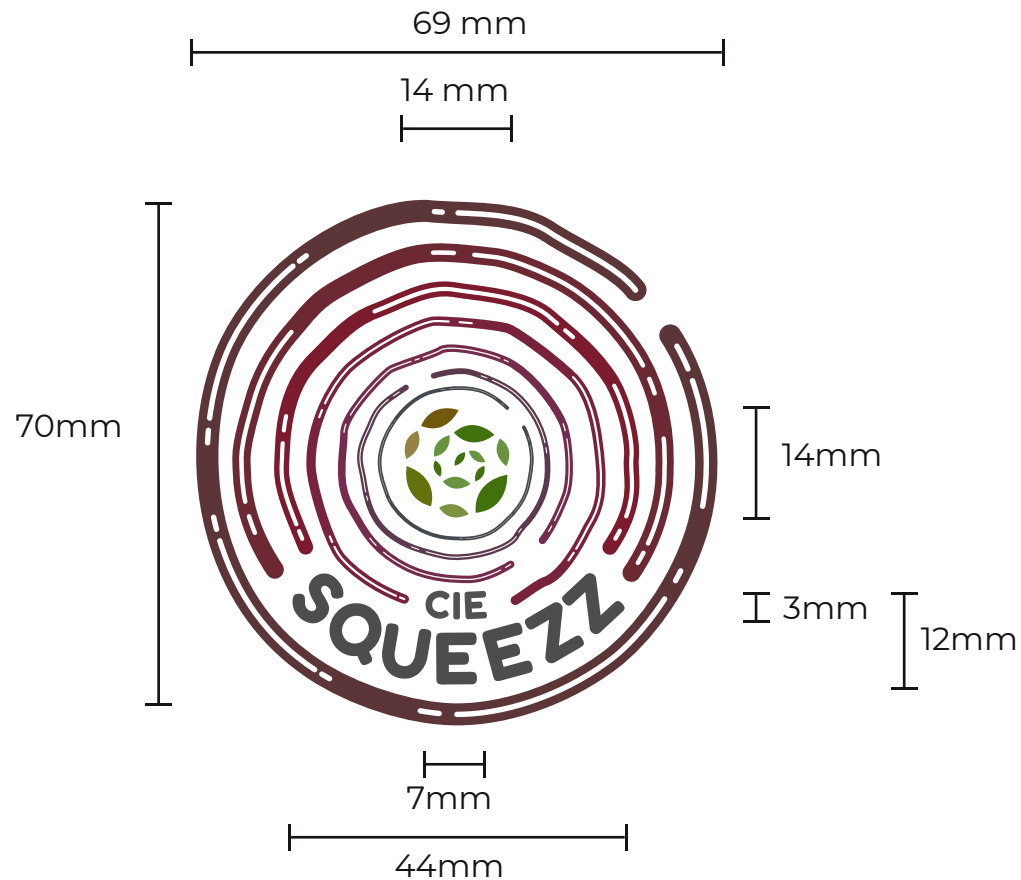
04 SKEW AND DEFORM

Do not rotate or deform the logo.

05 APPEARANCE

Do not alter the appearance of the logo with shadows, embossed effects, blur etc ...

MEASURES



- Always keep the area around the logo clear and clean.
- The minimum distance you will need to keep around is $\frac{1}{2}$ of the total height.
- Other extraneous elements must never appear in the distance: no other logo or graphic element must insist in this space.
- There is no maximum size for our logo, it must always respond to the rules of aesthetics, functionality and visibility.



MINIMUM SIZE



Print

20mm (300DPI)

Digital

72px

(exception allowed for favicons
and other small design format)

COLORS

CATAWBA



CMYK



HEX

RGB

HSV

0% 42% 38% 64%

#5C3539

92 53 57

354 42 36

WINE



0% 62% 53% 58%

#6C2933

108 41 51

351 62 42

ANTIQUE RUBY



0% 77% 64% 51%

#7C1C2D

124 28 45

349 77 49

CLARET



0% 71% 50% 53%

#78233C

120 35 60

342 71 47

PANSY PURPLE



0% 63% 35% 54%

#752B4C

117 43 76

333 63 46

EGGPLANT



0% 37% 16% 64%

#5C3A4D

92 58 77

326 37 36

CHARCOAL



12% 5% 0% 70%

#000000

68 73 77

207 12 30

	CMYK	HEX	RGB	HSV
INDIA GREEN	43% 0% 88% 56%	#40710E	64 113 14	90 88 44
MAXIMUM GREEN	28% 0% 56% 42%	#6A9341	106 147 65	90 56 58
DARK OLIVE GREEN	12% 0% 88% 56%	#63710E	99 113 14	68 78 25
MOSS GREEN	15% 0% 56% 42%	#7D9341	125 147 65	76 39 42
METALLIC SUNBURST	0% 11% 56% 42%	#938341	147 131 65	48 56 58
FIELD DRAB	0% 21% 88% 56%	#71590e	113 89 14	45 88 44

TYPOGRAPHY

FONT LOGO

Font Bundles Fredoka One

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! " # \$ % & ' () * + , - . / : ; < = > ? @ [\] ^ _ ` { | } ~ f „ ...

20pt ExtraBold - ESEMPIO DI SCRITTURA

14pt Bold - LOREM IPSUM DOLOR SIT AMET

12pt SemiBold - Consectetur adipiscing elit

16pt Light - Fusce in mollis quam.

9pt Regular - Mauris auctor suscipit scelerisque. Fusce in mollis quam. Etiam vitae congue ex. Nulla consectetur ullamcorper dapibus. Phasellus eget ex arcu. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Phasellus tincidunt massa quis tellus bibendum tempus.

10pt Regular - Phasellus porta, tellus nec gravida euismod, elit turpis aliquet risus, et malesuada leo est vel velit.

8pt Regular - Ut ultricies nisi sem, eget placerat justo fringilla quis. Ut tincidunt dictum facilisis. Suspendisse eu mattis dui, sollicitudin fermentum lacus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. In hac habitasse platea dictumst.

FONT TEXTS

Font: **Montserrat**

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

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

! " # \$ % & ' () * + , - . / : ; < = > ? @ [\] ^ _ ` { | } ~ € , f „ ...

20pt ExtraBold - ESEMPIO DI SCRITTURA

14pt Bold - LOREM IPSUM DOLOR SIT AMET

12pt SemiBold - Consectetur adipiscing elit

16pt Light - Fusce in mollis quam.

9pt Regular - Mauris auctor suscipit scelerisque. Fusce in mollis quam. Etiam vitae congue ex. Nulla consectetur ullamcorper dapibus. Phasellus eget ex arcu. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Phasellus tincidunt massa quis tellus bibendum tempus.

10pt Regular - Phasellus porta, tellus nec gravida euismod, elit turpis aliquet risus, et malesuada leo est vel velit.

8pt Regular - Ut ultricies nisi sem, eget placerat justo fringilla quis. Ut tincidunt dictum facilisis. Suspendisse eu mattis dui, sollicitudin fermentum lacus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. In hac habitasse platea dictumst. Donec ac turpis sapien. In non rutrum lectus. Maecenas aliquet tortor id nulla efficitur, sit amet iaculis sapien aliquet.

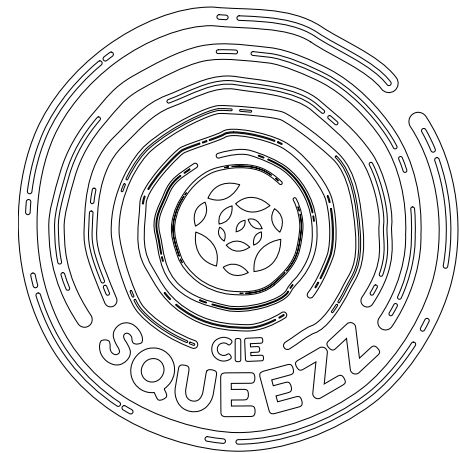
LOGO DECLINATION



GREYSCALE



BLACK & WHITE



OUTLINE



WHITE ON COLOUR



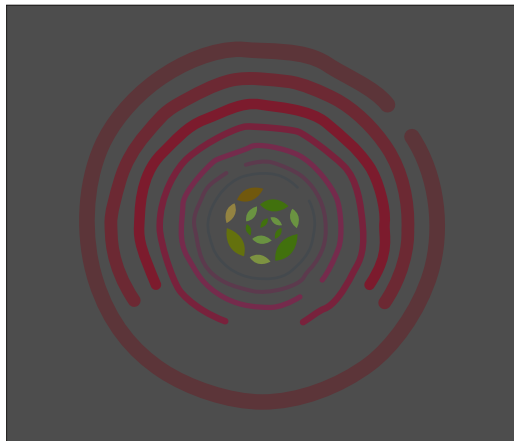
WHITE ON BLACK

WRONG USES

Below are listed the mistakes not to be made when using our logo. The same rules apply to all the logo variants.

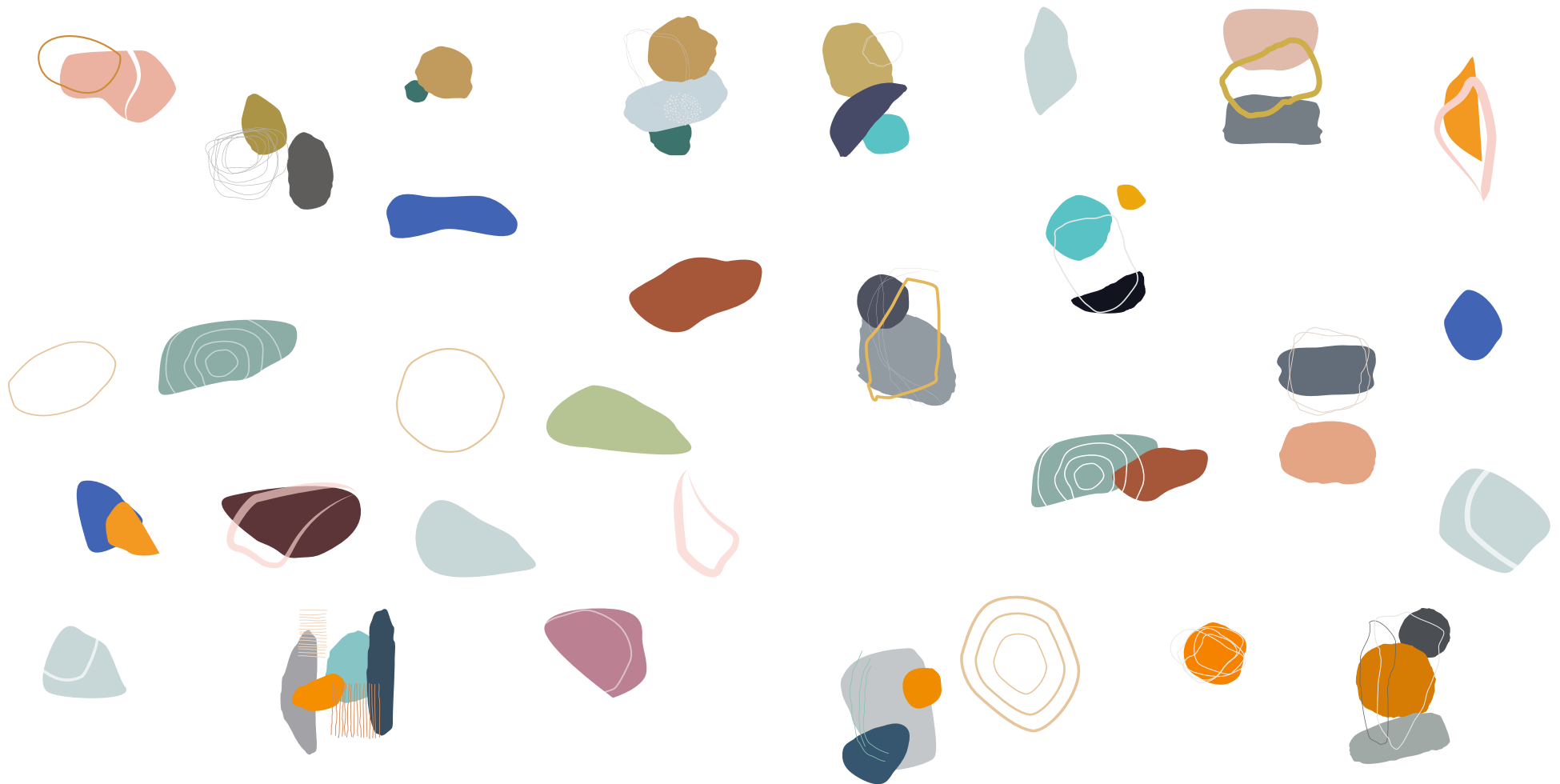


A row of 16 rectangular boxes, some containing vertical lines, representing a binary sequence.

[illegible][illegible][illegible]

SHAPES AND DECORATIVE ELEMENTS

Squeezz uses different shapes and colours as decoration to give a lively character to their graphics. Irregular shapes and lines mix together recalling the great variety and vitality of Squeezz activities. They can be used along the borders of design supports to create an original frame, otherwise they can also be used as background, for example behind titles and paragraphs that need to be distinguished and highlighted.



DIFFERENT COLORS FOR DIFFERENT SEASONS

Due to the seasonal activity of Squeezz, there are different available colors that can be used to distinguish Spring/Summer from Autumn/Winter seasons. These shapes can be freely resized, rotated and deformed since they act as aesthetical elements. If colors can be desaturated or modified with transparency, without modifying the HUE.

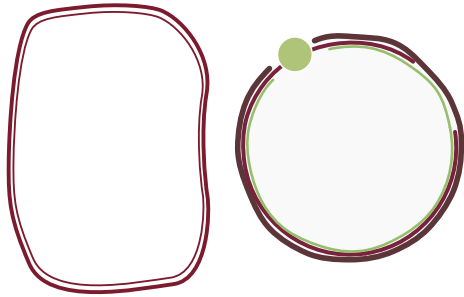
SPRING / SUMMER



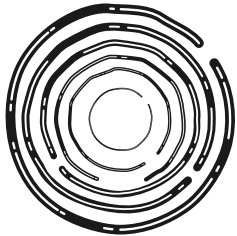
AUTUMN / WINTER



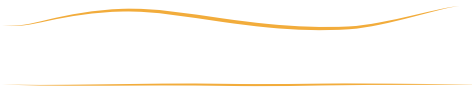
SHAPES USES AND DETAILS



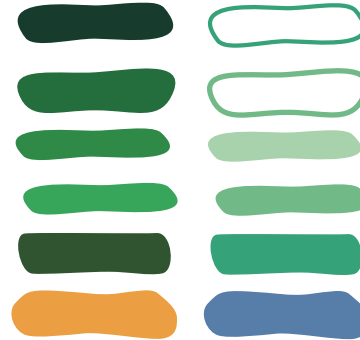
**FRAMES FOR TITLES,
IMAGES OR SHORT
PARAGRAPHS**



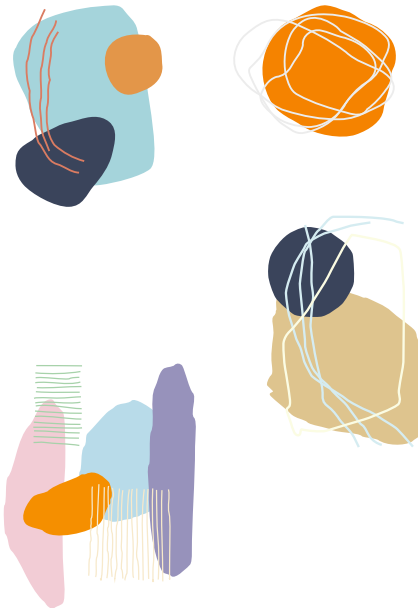
**BLACK AND WHITE
LOGO TO BE USED
OVERSIZED AS
BACKGROUND WITH
HIGH TRANSPARENCY**



**LINE TO DIVIDE
PARAGRAPHS, TITLES,
SECTIONS, CHAPTERS**



**BACKGROUND
FOR TITLES**



**ALL THE OTHER
SHAPES CAN BE USED
WITH AVERAGE OR
HIGH TRANSPARENCY
AS BACKGROUND OR
IN THE CORNER OF
THE PAGES TO GIVE
MORE COLOR AND
IDENTITY TO THE
DOCUMENT**



CONTACTS

CIE SQUEZZ

For information and any questions about the
use of our logo you can contact us by email
squezzdanstheater@gmail.com



Graphic concept by RGBear of Massimo D'Ambrogio



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