ARTHUR MURRAY®

Branding Guidelines

Arthur Murray®
Dance Centers

SECTION 1: THE ARTHUR MURRAY® BRAND
1.1 The Arthur Murray Experience

SECTION 2: ARTHUR MURRAY® IDENTITY
2.1 Brand Colors
2.2 The Arthur Murray Identity
2.3 Photography
2.4 Typefaces
2.5 Terminology

SECTION 3: MARKETING AND PRINT MATERIALS & TEMPLATES
3.1 Stationery Design

SECTION 4: ARTHUR MURRAY® BRAND HISTORY
4.1 Arthur and Kathryn Murray
4.2 Ballroom and Latin Dance Roots
4.3 Arthur Murray Through the Years

SECTION 5: CONTACT
5.1 Marketing Approval

Welcome

TO THE ARTHUR MURRAY BRAND GUIDELINES

The purpose of the branding and style guide is to enable every Arthur Murray franchisee and employee and Arthur Murray partner creating communications materials to deliver a single, strong, instantly recognizable brand, and to establish standards for conveying Arthur Murray's vision, market-leadership, thought-leadership and innovation to the world.

The Arthur Murray corporate identity has been established to provide a distinct visual identity for the Ballroom and Latin dance market. It is crucial that the logo, wordmark and corporate colors be used consistently whenever they appear.

The distinct visual identity displays professionalism, ensures continuity and makes Arthur Murray immediately recognizable by the public, inspiring confidence and trust.

This manual has been developed to provide detailed guidelines regarding the use of the logo and visual brand style. While all components cannot be covered in this document, overall principals are presented. These principles should be applied to every item created. For further information or clarification on International Branding, please refer to the Inquiries page to contact the appropriate person.

Please check (www.arthurmurray.com/brand-guide/) periodically and download the latest version of Arthur Murray International Branding and Style Guide before working on new communications document, to get an update on additional materials and new templates that you may find useful.

1.1
THE ARTHUR MURRAY EXPERIENCE

Step into an one of our dance centers and experience the luxury and excellence which defines Arthur Murray so eloquently.

With over 100 years of dance heritage, Arthur Murray upholds the finest traditions of Ballroom and Latin dance while providing impeccable service.

WHAT IS THE ARTHUR MURRAY EXPERIENCE?

UNIQUE LEGACY

A famous and trusted brand which delivers the finest traditions of Ballroom and Latin dance. Our clients experience a unique combination of fitness and traditional dance with like minded peers.

SOPHISTICATION AND ELEGANCE

Elegance and grandeur along with excitement and fun pervade the Arthur Murray experience. Professional dance instructors provide adults from ages 21 to 101 with the knowledge and experience to dance casually at social events all the way to becoming professional dancers themselves.

IMPECCABLE SERVICE

Arthur Murray's 100 year heritage is renowned for its professional dancers.

MEMORABLE EXPERIENCES

Arthur Murray offers a unique and inspirational experience to all clients whenever they step through a dance center's doors.

2.1
BRAND COLORS

In addition to the primary colors specified for the two-color Arthur Murray corporate colors, there are extensions to the color palette for use in any outbound communications materials. These are the secondary and tertiary colors and mainly used as accent colors. There are also medal colors used for the different medalist communications.

- The Primary Colors are Navy and Gold. Screened back percentages of these colors may be used as appropriate.
- The Medal Colors are Bronze, Silver and Gold and are only to be used for medalist communications along with the primary Navy.
- The Secondary Colors serve as accents to the primary Arthur Murray Navy and Gold. Screened back percentages of these colors may be used as appropriate.
- The Tertiary Colors are only used as compliment to the primary and secondary colors.

	Color Name	Pantone®	CMYK	RGB	HEX (for web)
PRIMARY	ARTHUR MURRAY NAVY	PMS 289 C	98% 84% 46% 51%	12 / 35 / 64	#0C223F
	ARTHUR MURRAY GOLD	PMS 136 C	0% 28% 86% 0%	254 / 191 / 59	#FFBF3B
MEDALS	BRONZE MEDAL	PMS 4705 C	36% 69% 75% 30%	129 / 77 / 59	#814C3A
	SILVER MEDAL	PMS COOL GRAY 9 C	55% 47% 44% 10%	120 / 119 / 122	#777779
	GOLD MEDAL	PMS 7555 C	18% 37% 100% 1%	209 / 159 / 42	#D39E0A
SECONDARY	AQUA	PMS 639 C	78% 29% 3% 0%	21 / 147 / 203	#1B92CB
	PLUM	PMS 2627 C	83% 100% 32% 35%	62 / 25 / 82	#3E1051
	FIG	PMS 7421 C	38% 94% 63% 45%	106 / 27 / 49	#6A1A31
	BEIGE	PMS 408 C	42% 41% 42% 4%	151 / 139 / 135	#998B86
	ESPRESSO	PMS 440 C	62% 66% 65% 62%	57 / 46 / 44	#382D2B
TERTIARY	RED	PMS 1805 C	21% 97% 91% 12%	178 / 40 / 45	#B3273D
	ORANGE	PMS 1385 C	13% 60% 100% 2%	213 / 122 / 39	#D87800
	OLIVE	PMS 5763 C	53% 38% 79% 17%	118 / 123 / 76	#767A4C
	GREEN	PMS 554 C	84% 40% 80% 35%	35 / 91 / 64	#3E1051
	TEAL	PMS 3288 C	100% 23% 73% 35%	0 / 102 / 79	#008064

2.2
INTERNATIONAL IDENTITY

Arthur Murray International is a separate identity from the franchised studios, and the logo is only to be applied to international media communication, including the web, print collateral, news articles, event signage, direct mail and promotional items.

The Arthur Murray International logo should be used on all external documents and communication materials pertaining to the International corporation. When in doubt, always contact the marketing group for assistance.

The International Brand is made up of these elements:

1. Arthur Murray
2. Dance Centers

2.2.i
FRANCHISE STUDIO IDENTITY

Arthur Murray has a single franchise identity for the Arthur Murray brand known as the Franchise Brand identity which contains the elements below. The entire logo should appear at least once on every piece of brand communication. The "Dance Centers" strap-line is never to be excluded from the logo.

The Franchise Brand is made up of these elements:

1. The Dancers
2. Arthur Murray
3. Dance Centers

2.2.ii
IDENTITY VARIATIONS

ALL collateral should feature an Arthur Murray logo.

CENTERED

Where space allows, this is the preferred configuration for all marketing and promotional communication pieces. No part of this logo may be removed for any reason.

HORIZONTAL

This configuration is predominantly used for corporate stationary and paperwork, or alternatively where space does not allow for the centered configuration. No part of this logo may be removed for any reason.

STACKED

This configuration is predominantly used for Arthur Murray branded clothing, or alternatively where space does not allow for the centered configuration. No part of this logo may be removed for any reason.

DANCERS

This configuration is only acceptable for use as a watermark or icon and never to be used alone on any marketing material. The Dancers icon must be used in conjunction with a full version logo elsewhere on the page.

2.2.iii
FRANCHISE STUDIO NAME IDENTITIES

The centered version is the only configuration which can be used. The font for the studio name must be Droid Serif Italic and must be the same size as the "Dance Centers" tag-line. The studio name must be presented in the same color as the main logo and must adhere to the minimum sizes listed in section 2.5. When used as a logo, the end of the studio name should ideally be aligned with the registered trademark at the end of the logo. See examples below:

2.2.iv
MINIMUM SIZES

The following minimum sizes apply to the International and Franchised Studios identities.

International Logo
Min width: 1.125in (29mm)

Centered Logo
Min width: 1.725in (44mm)

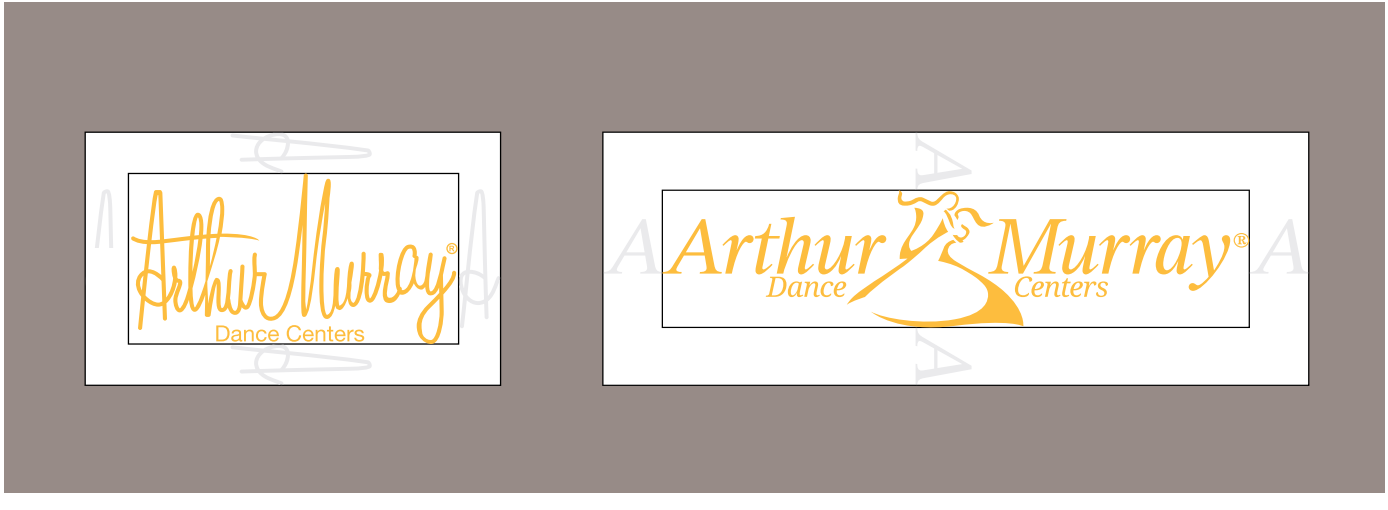
Horizontal Logo
Min width: 1.725in (44mm)

Stacked Logo
Min width: 1.5in (38mm)

Dancer Icon
Min width: 0.75in (19mm)

2.2.v
CLEAR AND WHITE SPACE AROUND THE IDENTITY

The Arthur Murray International and Franchise Studio logos should have the following minimum amounts of space around it. The width of the "A" forms the clear or white space.



2.2.vi
BRAND COLOR VARIATIONS

There are four (4) acceptable color representations for all Arthur Murray communications for both the International and Franchise Studio logos. No other colors may be used for any reason except for use with charity promotions.

Black

Arthur Murray® Navy

Black

Arthur Murray® Navy

White

Arthur Murray® Gold

White

Arthur Murray® Gold

2.2.vii
LOGO VIOLATIONS

Do not alter the Arthur Murray logo artwork in any way or combine any of the logos with any other object including, but not limited to other logos, icons/words, graphics, photos, slogans, numbers, symbols, etc.

DO NOT take any of the logos apart and recombine it in any way to make new artwork. No part of any of the logos may be changed or re-sized in any way relative to the rest of the logo.

DO NOT add a gradient or pattern to any logo. In addition, only the four (4) pre-determined colors may be used for any of the logos.

DO NOT add a white background to any logo being used over an image. Also, DO NOT place a logo over a busy area of a photo.

DO NOT distort any of the logos by stretching or resizing. If resizing is needed, it should only be done with proportions intact.

DO NOT rotate or tilt any of the logos in any way except for specific instances where a 90° rotation is acceptable.

DO NOT change any of the logo typefaces. No other fonts are to be substituted for any part of the logos.

DO NOT use the International logo for a franchise studio, and never add a studio name under the International logo.

DO NOT add any special effects to any of the logos including beveling, changing opacity, adding outer glow, etc.

2.2.viii
IDENTITY APPLICATIONS

COLOR

The official Arthur Murray colors must be used in all full color pieces with the exception given to charity promotions.

MERCHANDISING

All plans for merchandising must be discussed in advance with Arthur Murray corporate office. Arthur Murray branded products must not be produced without Arthur Murray Corporate's agreement.

COMPOSITION AND STAGING

It is important that the size of the brand identity be appropriate to the medium and to other graphic elements. The identity must also be placed away from other elements in a layout so that it is easily identifiable.

When using the identity on a background, please verify that the background provides sufficient contrast to the identity and choose an area with a solid light or dark space to ensure proper staging and legibility. The differing Arthur Murray identities should never appear next to each other on the same piece.

SIZING

When sizing the identities, it is essential that the elements (Dancer, Name, Dance Centers, and Studio Name) be increased or reduced as a unit. While there is no maximum size for the identity, minimum sizes are listed on the previous pages.

CO-BRANDING

When using the Arthur Murray identity with those of other organizations or entities, it is important not to confuse or transfer identities. Therefore, avoid placing the Arthur Murray identity in close proximity to another company's logo.

2.3
PHOTOGRAPHY

The quality of images used is also paramount to illustrate the quality of the Arthur Murray brand. An image used should be no less than 300 DPI and enlarged no greater than its original size - i.e. kept at 100%. In addition, when resizing an image, do not distort it either horizontally or vertically. Always, therefore, resize an image with percentage values and do not drag the picture placeholders to resize.

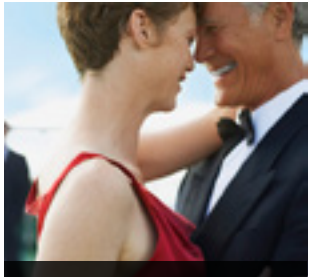
Do not use Clip Art. Should no photographic image be available, do not use any image. If you require an image, please contact Arthur Murray Corporate office who will be able to source an image or suggest which alternative images will be suitable.

The preference will be to use color images if the hardware being used to produce the printed item is able to produce full color. Black and white images can be used on their own or alongside color images on the same page.

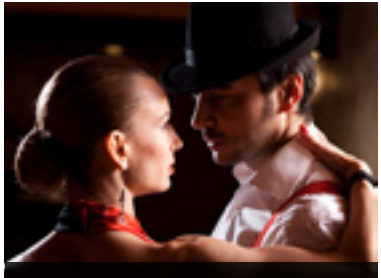
BALLROOM

BLACK & WHITE

SINGLES



COUPLES



LATIN

WEDDING

2.4 TYPEFACES

To present a consistent and coherent brand image, we have selected the following group of typefaces to be used when producing Arthur Murray material.

ESSENCE SANS BOLD

MAIN HEADINGS AND BROCHURE COVERS

- Essence Sans to be used in the majority of print material.
- Default for the use of this font should be all capitals

Great Vibes

Script Headlines

- Great Vibes should be used as the main headline font in most web applications, direct mailers and certain print materials.

Droid Serif

Secondary headlines/subheads

- Weights/sizes by usage type at designers discretion.

Primary & secondary body copy

- Main narrative

Univers LT Std

Secondary headlines/subheads

- Weights/sizes by usage type at designers discretion.

Primary & secondary body copy

- Main narrative

Parisienne

Script

- To be used as initial capital letters to start new body copy sections or use sparingly in full words/titles.

2.5 TERMINOLOGY

To ensure consistent representation of the Arthur Murray Brand, it is important that all writers adhere to the following list of terminology, formatting and presentation guidelines.

BALLROOM DANCES

WALTZ
TANGO
VIENNESE WALTZ
FOXTROT
QUICKSTEP

LATIN DANCES

RUMBA
CHA CHA
PASO DOBLE
SAMBA
JIVE

PROMOTIONS & MARKETING

PRICES (not Fares or Cost)

SPECIAL PRICE or OFFER (not Discount)

COMPLIMENTARY (not Free)

STUDENT (not Client or Customer)

EMPHASIZING COPY

BOLD use sparingly
UNDERLINING use sparingly
ITALICS use sparingly
EXCLAMATION MARKS ! use sparingly

LANGUAGE

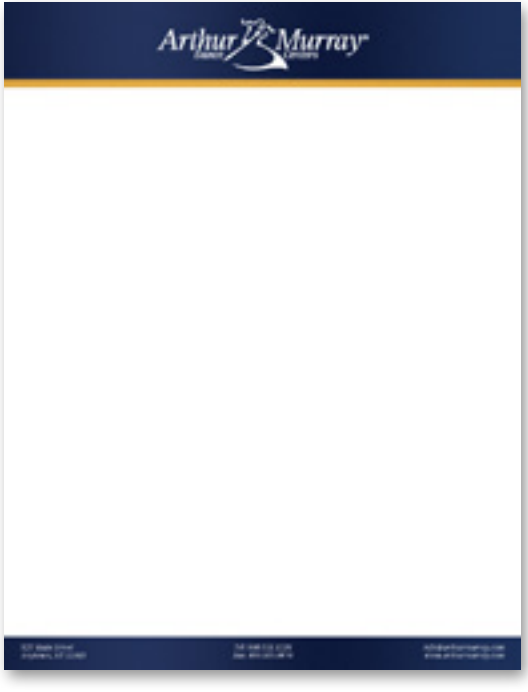
- Use American English in all global communications.
- Ensure spell check is set to American English
- Other languages may be used for specific territory materials only.

NUMBERS & TIME

- Always spell out numbers 9 and under, i.e. one, two, three, four.
- Always use numerals for 10 and higher, i.e. 10, 11, 12.
- Use the 12 hour clock instead of the 24 hour clock. Time should follow this format 12:00am, 1:00am, 2:00pm, 3:00pm.
- Refer to dates in this order - January 4, 2014. Abbreviation may be used where space dictates.

3.1
STATIONERY: BUSINESS CARDS, LETTERHEAD AND ENVELOPE

All Arthur Murray Franchise and International stationery must include the correct logo and must be created using the Arthur Murray Navy and/or Gold. All Arthur Murray Typefaces are all acceptable for use, as well as Arial and Helvetica if the others are unavailable.



*Images not to scale, contact Every Merchant for more information.

4.1
ARTHUR & KATHRYN MURRAY

Arthur Murray started teaching dance in 1912 at the Grand Palace in NYC. A pioneer of social dancing, Arthur's early success was due in part to his involvement in the American social dance scene.

Beyond radio and personal dance lessons, Arthur Murray wrote several books and brochures to promote the social aspects of dance. The Baroness De Kuttleston, whom Mr. Murray had met at Castle House, asked if he would be her teaching partner.

By 1919, Arthur Murray was teaching dance in his spare time. He soon had over a thousand children of different age groups enrolled in his classes. The Murray dance classes soon attracted many adults. He arranged to have music transmitted to a group of his students, which was the world's first radio broadcast of live dance music.

Kathryn and Arthur met in a radio station in New Jersey during one of his broadcast dance lessons where she was an audience member. Arthur and Kathryn were married on April 24, 1925, and opened a dance school together.

4.2
CREATING AN EMPIRE

During the 1930s, the studio introduced such dances to the public as the Lambeth Walk and the Big Apple. It was the Big Apple that turned Mr. Murray's one studio into the largest chain of dance studios in the world today.

In 1938, the first official opening of a franchised school occurred, then when Arthur incorporated, there were 72 franchised studios grossing nearly twenty million dollars a year.

In 1950, Arthur bought five fifteen-minute television spots on CBS and persuaded Kathryn to teach on TV. The Arthur Murray Party was a TV show that ran from 1950-1962, hosted by Arthur and Kathryn Murray.

Two years after the TV show ended, Arthur and Kathryn retired and sold the company to a group of business associates and a new era began.

4.3
PASSING OF THE BATON & PRESENT DAY

A renewed Arthur Murray system took shape in 1964 when a group of Arthur Murray associates and franchisees took the helm. Under the leadership of Philip S. Masters, George B. Theiss and Samuel A. Costello, the company began to re-invent itself.

With over 100 years of teaching the world to dance, today there are over 260 Arthur Murray Dance Studios in 25 countries across the globe.

Our longevity is a result of excellent customer service, unparalleled social dance instruction techniques and experienced corporate management that carries on the tradition of excellence started by Arthur himself in 1912.

5.1
MARKETING SUPPORT

Marketing assistance or guidance can be obtained by contacting Arthur Murray International or EveryMerchant.com.

ARTHUR MURRAY INTERNATIONAL

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Coral Gables, Florida 33134
P: (305) 445-9645
F: (305) 445-0451
idalmis@arthurmurray.com
www.arthurmurray.com

EVERYMERCHANT.COM

1814 Route 70 East
Cherry Hill, New Jersey 08003
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