

# DANCENORTH

## Making an Impact

Dancenorth is one of Australia's leading contemporary dance companies. They are renowned for their energetic and confronting dance performances. Tell represented the company's work through a strong and vibrant brand refreshment.

"Dancenorth aims to create and produce diverse, international standard, original dance-theatre productions that enrich the lives of our patrons and partners," says General Manager, Joanne Fisher. "Our work evolves collectively with an ensemble of artists, designers and performers. This keeps each show as fresh, dynamic and exciting as the last."

Dancenorth decided that a brand refreshment was required to reflect their status as one of Australia's leading contemporary dance companies. "We wanted to target existing stakeholders who included our regular audience, government and internal staff and dancers," says Joanne. "At the same time we also wanted to attract a younger, funkier, contemporary audience – people who are not afraid to experiment artistically. Through the brand refreshment we wanted to have a simple, effective message portrayed through our logo and promotional material that was

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**Joanne Fisher,**  
General Manager, Dancenorth.



easily recognisable and identified us as who we are. We also wanted to look different to other dance companies.”

“We identified two key messages that needed to be represented through the Dancenorth brand,” says Tell Graphic Designer, Gary Schmidt. “These were ‘breaking conventions’ and ‘professionalism’. They are two quite different messages and are often hard to reconcile. We developed a simple and monolithic, logotype that is forward thinking enough to last well beyond current trends and is visually representative of the dance company. The bold custom type used in the logo design features a horizontal line running through the name that breaks with the slash of the ‘N’ and strikes a discord – similar to that of the company’s challenging contemporary dance.”

“Dancenorth’s previous brand attempted to capture the company’s edgy urban vibe, but this was at the detriment to legibility and clarity of message,” says Gary. “There were

also many inconsistencies in application. Our design solution represented the Dancenorth’s work through a strong and vibrant rebrand. We retained and strengthened the use of red to reflect the bold passion of their dance performances. The business cards were punch printed with great force using a clear foil, once again to suggest the physicality of the dance style. Full screen photography of dance performances on the website helps to promote the diversity of Dancenorth’s productions.”

“We have had excellent feedback about the refresh from the industry,” says Joanne. “It gave us a fresh look. We are proud of our collateral and the refresh has flowed through the company. We have had very enthusiastic responses – particularly towards the website design. We are represented professionally for the first time. Tell proved their branding expertise by securing a rationale behind their design work with research and experience.”



“Working in the arts requires the highest level of commitment and focus that I have ever experienced,” says Joanne. “You have to believe in what you produce and see its potential. I saw in Dancenorth an opportunity to grow and develop this company to be a national leader. It’s not often in life that you can have the satisfaction of this achievement.”

**Joanne Fisher,**  
General Manager, Dancenorth.

