



ignisARTS
BALLROOM STUDIO

The IgnisARTS Mission for Teachers

WE'RE ALL ABOUT SUPPORTING OUR AMAZING STAFF, BOTH AS ARTISTS AND AS TEACHERS.

Whether you're in the studio or hitting the road with Ignis Arts Mobile, we've got your back. We're here to connect you with eager students and provide opportunities for you to develop your unique skills and teaching style.



AT IGNIS ARTS, WE'VE GOT A SOFT SPOT FOR LOCAL ARTISTS.

Our mission? To help our students dive into the Boston dance scene, introducing them to a variety of dance styles and communities, while giving professionals the chance to refine their unique flair.

Focus on teaching, not running a business.

At Ignis Arts, we're building a community of students who are crazy about learning different dance styles. We give them the chance to explore partnered dance styles that ballroom classes often overlook and

dive deep into specific techniques. Whether you want to lead a one-off workshop or run regular classes, we'll hook you up with students, studio space, and handle all the business headaches for you.

WE EMBRACE A CULTURE OF CONTINUOUS LEARNING.

Being a great dancer doesn't automatically make you a great dance teacher. Teaching dance is a whole different ball game with its own set of skills. At Ignis Arts, we get it. We know there's a lack of resources to help pro dancers refine and market their teaching chops.

Whether you're a seasoned dance teacher or just getting your groove on, our comprehensive programs are here to help you master the art of teaching. Stand out from the crowd and become the teacher everyone wants to learn from!

The IgnisARTS Mission for Students

FROM SOCIAL DANCING TO WEDDINGS,
WE'VE GOT YOUR DANCE NEEDS COVERED!

HELPING YOU CRUSH YOUR DANCE GOALS

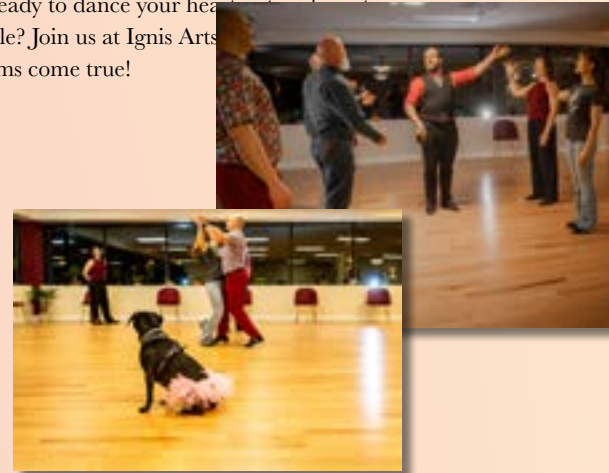
Hey there! We're a team of professional artists who love teaching all kinds of partnered dance, from classic ballroom to trendy modern styles. Our mission? To give you an amazing dance experience and help local artists shine. Whether you're looking to compete, have a blast at social dances, or prepare for a special occasion (hello, weddings!), our teachers are here to help you rock your dance goals and connect with the community.

A FRESH, FUN APPROACH

We get it—today's world is all about finding new ways to connect and build community. That's why we offer lessons that not only teach you cool dance moves but also help you meet fellow dance enthusiasts inside and outside the studio. Students enjoy free access to unlimited Ignis Arts group

classes and snag discounted tickets to our social events. Plus, we encourage you to join dance events around town to support local artists, make new friends, and become part of the vibrant dance community.

So, ready to dance your heart out with new people? Join us at Ignis Arts so your dreams come true!



The IgnisARTS Mission for Mobile

BRING CREATIVITY, INNOVATION, AND WELLNESS
TO YOUR COMMUNITY WITH IGNIS ARTS MOBILE

You know what's awesome? Dancing! Studies show that busting a move can boost your mood, lower stress levels, and improve your overall physical health. With Ignis Arts Mobile, we bring the dance studio to you, so your community can enjoy all these benefits right in your own space.

BRING IGNIS ARTS TO YOUR COMMUNITY

Got a building complex and want to keep your residents healthy and happy? Running a workplace and need to spark some creativity and efficiency among your employees? Or maybe you manage an elderly care center and are looking for fun activities for the residents? Even if you're a gym seeking alternative wellness options, we've got you covered. As an



Ignis Arts Mobile Host, you'll provide your community with tailored performing arts classes while supporting local artists. Whether you want regular classes, occasional sessions, or special events, we'll help you create the perfect program. Just give us a shout!

SUPPORT LOCAL ARTISTS

Turning your space into an Ignis Arts Mobile Studio doesn't just benefit your community—it's a win for local artists too. Many traditional dances are kept alive by passionate artists who love practicing and teaching them. By partnering with us, you're supporting the local art scene, helping artists earn a living, and expanding the community of dance enthusiasts who can carry these traditions forward.



So, ready to dance your way to a happier, healthier community? Let's get moving with Ignis Arts Mobile!

The logo features the text 'The IgnisARTS' in a white serif font, with 'The' in a smaller size. 'Ignis' is in a bold, lowercase serif font, and 'ARTS' is in a tall, thin, uppercase serif font. Below this, the word 'Logo' is written in a white, bold, sans-serif font. A decorative graphic of a flame or arc, transitioning from red to orange to yellow, arches over the text.

The IgnisARTS Logo



Alright, here's the deal with our logo. We took some snazzy Avenir fonts, mixed in a dash of Ignis Arts' fiery color palette, and voila! Instant masterpiece.

Check out the first letter "i" – it's got this little flame that kicks things off. Just like in dance, where one step sets off a whole series of moves, this flame gets the whole logo grooving. It's like the first shimmy in a dance-off, sparking a sequence of artistic awesomeness!

The IgnisARTS Logo on black or white



Ah, gotcha! Our logo is a bit of a diva – it only rocks the black look when it’s strutting its stuff on light or white surfaces. But fear not, those fiery wisps stay true to their Ignis flame palette, adding that extra spark wherever they go. It’s like having a mini dance party right there on the page!

our logo on black is like a star shining in the night sky – always bright, always standing out. It’s our signature move, our go-to look. And hey, just like how peanut butter needs jelly, our logo is best pals with the “Ballroom Studio” text. Together, they’re a dynamic duo, showing everyone that IgnisArts is front and center, ready to dance its way into your heart.



The IgnisARTS Black & White Logo



Ah, the dreaded no-color zone! Yeah, we get it, sometimes you gotta keep it monochrome. But hey, even in the grayscale world, our logo knows how to make an entrance. It's all about that bold contrast, whether it's rocking solid white or black. Think of it as our logo's way of saying, "Fine, I'll keep it simple... but I'm still gonna steal the show!"

The IgnisARTS Icons



Ah, the age of social media, where even giants like Ignis need to squeeze into tiny icon boxes. But fear not! Behold our mini-masterpiece: the mighty “i” encircled by its fiery halo, capturing all the energy and movement of Ignis in one compact symbol. It’s like fitting a flamethrower into a matchbox – small in size, but packs a fiery punch! of course we made sure it fits in just black and white. Who knew one little flame could do so much? You know it!



The Ignis ARTS
Voice

Ah, the voice of Ignis – the voice everyone wants to hear! It’s like a warm hug, sprinkled with a dash of whimsy, a pinch of entertainment, and a whole lot of boldness. We’re not here to blend into the background; oh no, we’re here to stand out, to grab life by the horns and give it a good ol’ shake! And hey, we’re not building alone – we’re bringing anyone and everyone along for the ride. So buckle up, folks, because together, we’re igniting something truly spectacular!

The IgnisARTS Passion Color Palette

The vibrant colors of a flame ignite a deep passion for the arts, especially dance. The rich reds “Heart of the Flame” symbolize raw emotion and energy, driving each movement with intensity. Bright oranges “Core of the Flame” reflect creativity and enthusiasm, lighting up every step, leap, and spin. Flickering yellows “Shine of the Flame” represent the joy and warmth dance brings, casting a golden glow on both performer and audience.

These hues blend and dance like a flame, creating a mesmerizing spectacle. The fluid movement of the flame inspires dancers to express themselves with similar grace and intensity. The colors of a flame mirror the dancer’s journey—full of passion, creativity, and energy, captivating everyone who watches.

Heart of the Flame
Primary Color



Core of the Flame
Primary Color

Shine of the Flame
Accent Color



The IgnisARTS
Typography

IgnisARTS

Avenir Medium & Avenir Light

Let's dive into Avenir Medium and Avenir Light – two sans serif fonts that scream modernity with their sleek lines and clean edges. Picture a skyline of skyscrapers in a bustling city – that's the vibe we're going for.

Avenir Medium brings the boldness, like a confident stride down a busy street, while Avenir Light adds a touch of elegance, gliding effortlessly like a dancer on stage. Together, they capture the dynamic rhythm of life, where thick and thin intertwine to symbolize the ever-shifting expectations we face every day. It's like reading a novel where each chapter brings a new twist, keeping you on your toes and ready for whatever comes next.

The IgnisARTS Definition

Ah, Baskerville – the font that defines Ignis Arts. Imagine a typographic rockstar with sharp edges, bold contrast, and a knack for just the right amount of breathing room. It's like the cool kid at school who effortlessly bridges the gap between vintage charm and cutting-edge style.

Baskerville brings that classic elegance to the table, but with a modern twist that keeps things fresh. It's like listening to Mozart remixed for the 21st century – familiar melodies with a whole new groove. So next time you see Baskerville in action, just think of it as your ticket to a typographic concert where tradition meets innovation in perfect harmony.

[ig • nis] noun Latin for:

1. fire, brightness

*2. passion, glow of
passion*

The IgnisARTS Stationary

Check out our stationery – it’s like a black-and-white movie with a pop of color that steals the show! Picture sleek black text on crisp white paper, easy on the eyes and easy to read. But wait, there’s more! Our signature “Shine of the Flame” yellow brings quotes to life, while the location gets a spotlight in our vibrant “Core of the Flame” hue. And let’s not forget about the contact info, rocking that bold “Heart of the Flame” red.

Now, onto our business cards – talk about style with a side of sass! The founders’ names shine bright in “Shine of Flame” yellow, while their titles make a statement in “Heart of Flame” red. Because who says business cards have to be boring? We’re all about mixing professionalism with a dash of fun!



The IgnisARTS Space

Step into our studio, where every detail is carefully crafted to showcase IgnisArts' vibrant colors and values. Get ready for a warm welcome, a space that beckons you in, and floors that treat your joints like royalty. We've added touches of our signature "Heart of the Flame" color to give the place that extra pizzazz, while the soft white walls create an atmosphere that's both bright and inviting. It's like stepping into a cozy, stylish oasis where every dance adventure feels like coming home!



The Ignis ARTS Fixtures



During the day, our sconces take a well-deserved nap, but when evening rolls around, they awaken to cast a warm glow, reminding everyone that our artists' flame never dims. And those fans? They're not just for show – inspired by the graceful movement of dance and our logo's wisps, they adjust their brightness to illuminate the space, creating a mesmerizing dance of light and shadow. It's all part of our master plan to design an atmosphere that's as dynamic and vibrant as the community it serves!