



til death do we art.

# THISTLE

dance





# Table of CONTENTS

- Mission
- Mantra
- Principles
- Palette
- Typography
- Logo Guidelines
- Business Card
- Photo Editing
- Editing In Action
- Learn More



# MISSION

blooms at the intersection of  
theater & concert dance

awakens the artistry in each of us

conjures grace from the grotesque



# BLOOMS

## AT THE INTERSECTION OF THEATRE & CONCERT DANCE

Rooted in the creative mind of Kristen Brooks Sandler, this uninhibited company dares our (bedtime) stories to be a little darker. Using movement as a language, Thistle blends the most dynamic elements of traditional theatre and concert dance into productions that are as communicative as they are compelling. Whether we revisit a familiar tale with a fresh point of view or share a piece you'd not known till now, you are sure to experience storytelling like never before with Thistle.

# AWAKENS THE ARTISTRY IN EACH OF US

Artistry dwells within all of us. Some have cultivated theirs and have easier access to it, but that shows us that a stronger relationship with the art in ourselves is possible for everyone. Thistle creates environments that support this growth, for company members and audience alike.

No matter how you come to us,  
you are part of the creative process.





## CONJURES GRACE FROM THE GROTESQUE

Thistle's ability to contort the traditional moments and movements of dance allows for the creation of something wonderfully strange. Our process actively makes space for individuality. Company members often inform the story, and our audiences are invited to indulge their curiosities with us. The work is visceral and as engaging as it is bewitching.

THE MANTRA

## til death do we art.

The phrase is easy to remember, as it is similar to the traditional wedding vows, "Till death do us part", and serves a dual purpose for us. Mentioning death so plainly reflects the interesting relationship with have with the "ooky-spooky". It's part of the everyday vernacular both emotionally and physically in the company. In addition, it serves as a wonderful reminder that we must stay active. Art is used a verb, not a noun. To us, it is not an item but an action.









# BRAND PRINCIPALS

WHIMSY	over	TRADITION
SENSUALITY	over	SEXUALITY
SPOOKY	over	GOTHIC
ASHES	over	BLOOD
RUST	over	METAL
GLASS	over	GLITTER
VINTAGE	over	RETRO
HAUNTING	over	HORROR

# TYPOGRAPHY

The Thistle typeface for headers is

SPQR ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

The Thistle typeface for secondary headers is

LOVE LETTER ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

The Thistle typeface for paragraphs & text is

Love Letter abcdefghijklm  
nopqrstuvwxyz

Thistle's typeface reflects the vintage romanticism that appears in all of our work. It is distressed, so that while the dark is at the forefront, light always shines through.

# A L O N E T O G E T H E R

STORIES OF THE BRONTE SISTERS

Brontës were a nineteenth-century literary family, born in the village of Thornton and later associated with the village of Haworth in the West Riding of Yorkshire, England. The sisters, Charlotte (1816-1855), Emily (1818-1848), and Anne (1820-1849), are well known as poets and novelists. Like many contemporary female writers, they originally published their poems and novels under male pseudonyms: Currer, Ellis, and Acton Bell.

# LOGOS



# SECONDARY LOGOS



The logo can appear in any of the brand colors, as long as the foreground and the background are high contrast. The logo can also be presented in a vertical configuration.

THISTLE  
dance

# INCORRECT USES



the logo should only appear vertically or horizontally, not on an angle



the flower should only appear vertically



## BUSINESS CARD

Dark, high contrast palette

Picture in the background that is indicative of the brand, but not too specific to any given piece

Shiny, metallic or raised glass finish

# PHOTO EDITING

IPHONE

filter: Dramatic Cool

Black Point: -1.00

PHOTOSHOP

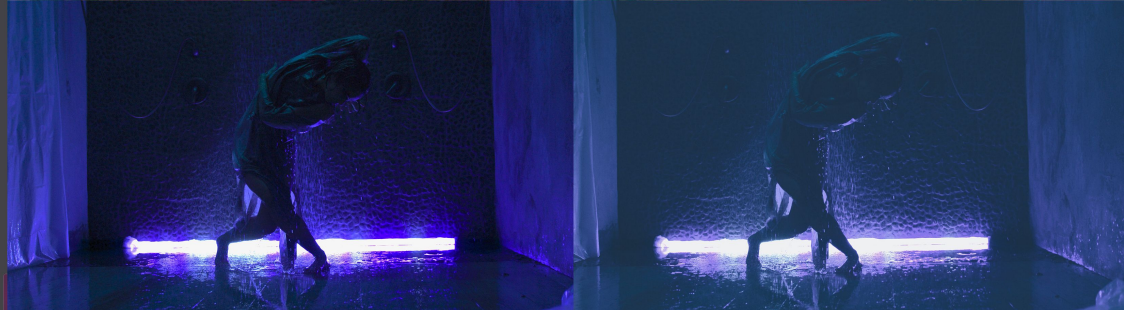
Contrast: - 50

Color Filter:

#06097d at 70-80%

## WHY?

The cool filter keeps the photos in the cool color family, no matter the predominant color in the picture. The black point gives the photo a misty, haunting look.







WANT TO  
LEARN MORE?

CONTACT:

[ThistleDanceInc@gmail.com](mailto:ThistleDanceInc@gmail.com)

VISIT:

[www.ThistleDanceInc.com](http://www.ThistleDanceInc.com)

