

*Full Radius Brand Book* demonstrates how the design process influences and contributes to the brand development of the Atlanta non-profit organization, Full Radius Dance. *Full Radius Brand Book* packages and consolidates all branding information and guidelines established for the brand to create a set of brand standards that consistently unify and market the organization to the public and consumers. *Full Radius Brand Book* instills an ‘emotional aftertaste’ within consumers by incorporating the mission and vision of Full Radius Dance into the brand identity. Extensive marketing research of target audiences and direct competitors ensures that the brand identity outlined within *Full Radius Brand Book* contrasts with competing brands and remains relevant and authentic to public consumers.