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1.0

CURRENT IDENTITY + APPLICATION

CURRENT IDENTITY



Typography

Logo Typeface

Public Notice JNL

Helvetica

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Arial

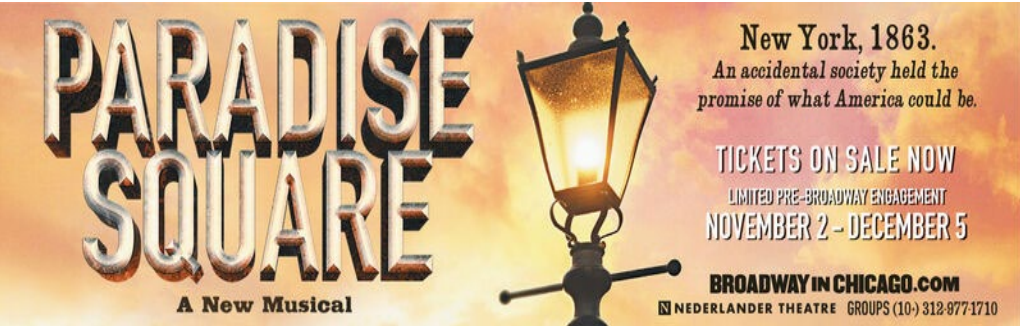
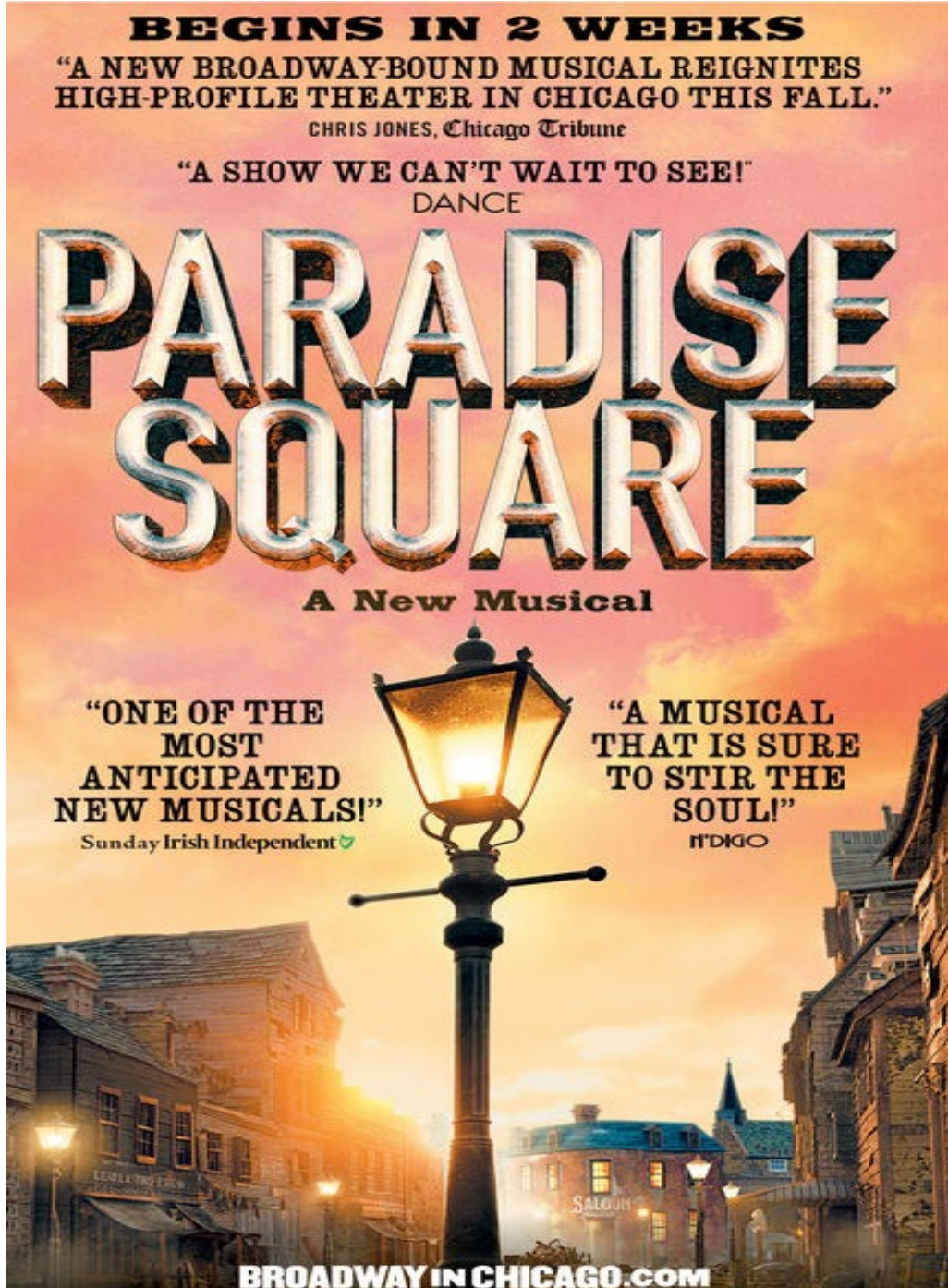
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Slogan

*Your source for buying
tickets to the best
of Broadway*



CURRENT APPLICATION



2.0

BRAND RESEARCH

HISTORY AND CONSUMER

Company History

- // Created in July of 2000
- // One of the largest commercial touring homes in the country
- // Owned by Nederlander Company
- // 1.7m people visit their shows annually
- // Put on shows in 5 theatres across Chicago's Loop: CIBC Theatre, James M. Nederlander Theatre, Cadillac Palace Theatre, the Auditorium Theatre of Roosevelt University, and Broadway Playhouse at Water Tower Place
- // Best known for attracting pre-Broadway productions
- // Very into Diversity, Equity, and Inclusion
- // Pride themselves on being a part of Chicago's diverse and first class theatre scene
- // Sponsor awards such as the Emerging Theatre Award which is given to Companies which have distinguished themselves as being on the verge of great growth
- // Created the Illinois High School Musical Theatre Awards (IHSMTA)

The Customer

According to a survey conducted by The Broadway League, the typical demographic of a ticket buyer is

- // 65% Tourists
- // 66% Female
- // Average age of 41.5
- // 75% of purchasers were Caucasian - this is actually a decrease in comparison to recent years
- // Very well-educated
- // Average annual household income of \$148,000
- // Tickets range from \$16.50 – \$295.50

Therefore

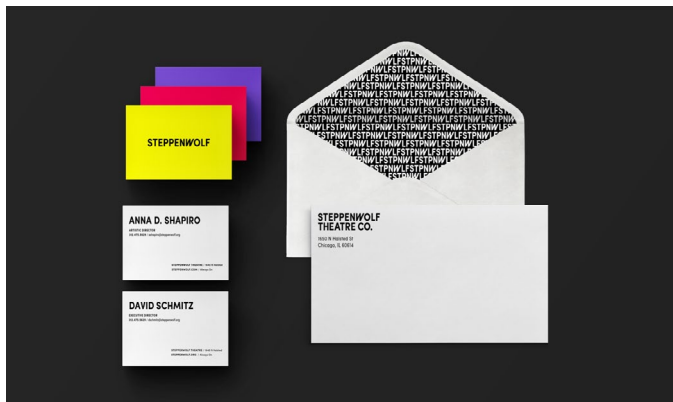
Broadway In Chicago's main target audience are the middle-aged, sophisticated, theatre enthusiasts. Their secondary target audience is the Chicago tourist, who may not be a theatre enthusiast, but is looking for entertainment in the city.

COMPETITION



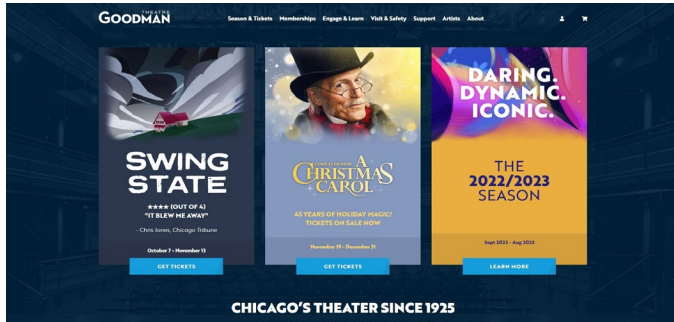
Key Words

Relevant
Energetic
Sophisticated
Clean
Bold
Trustworthy

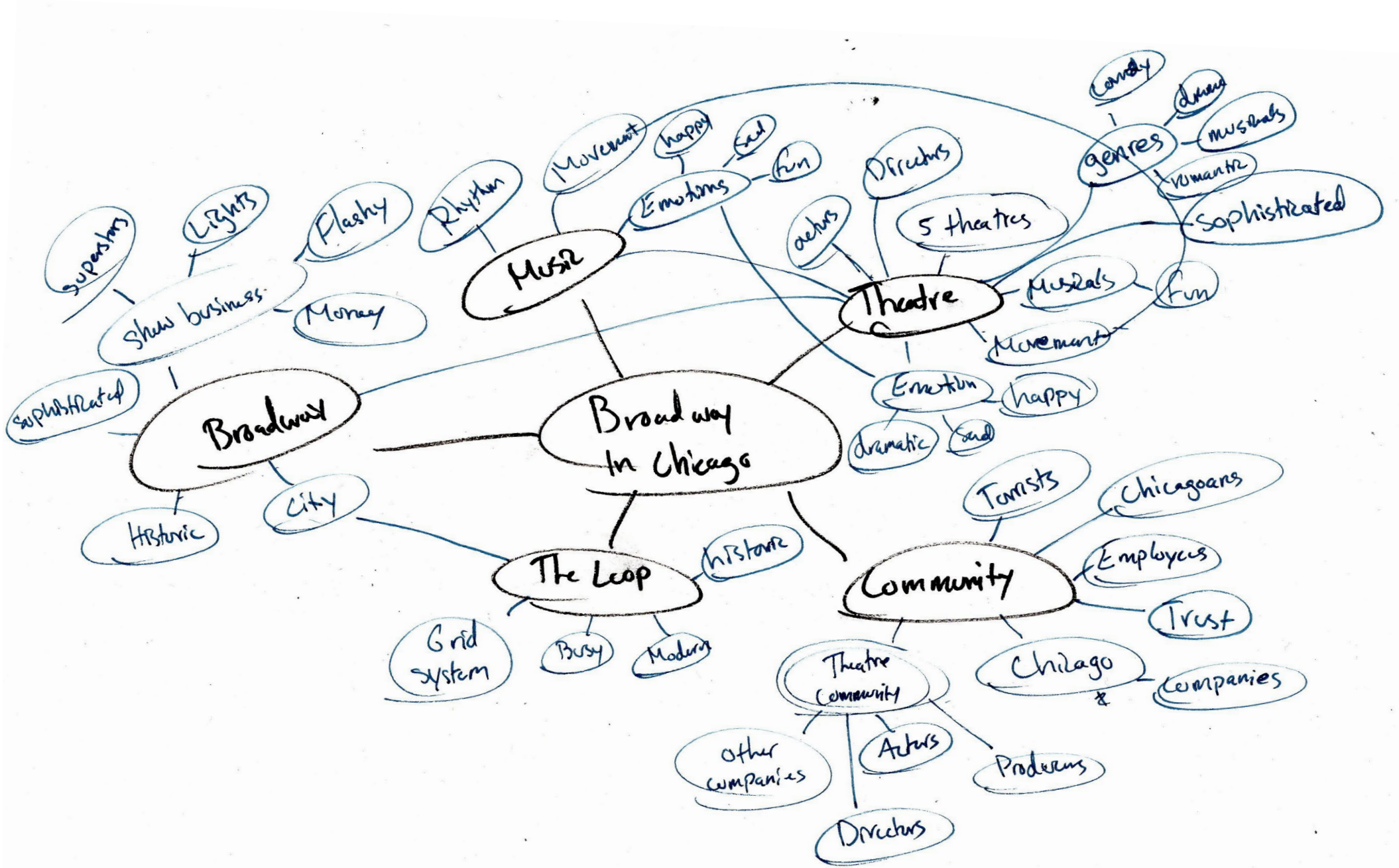


Key Words

Historical
Diverse
Fun
Trustworthy
Award-winning



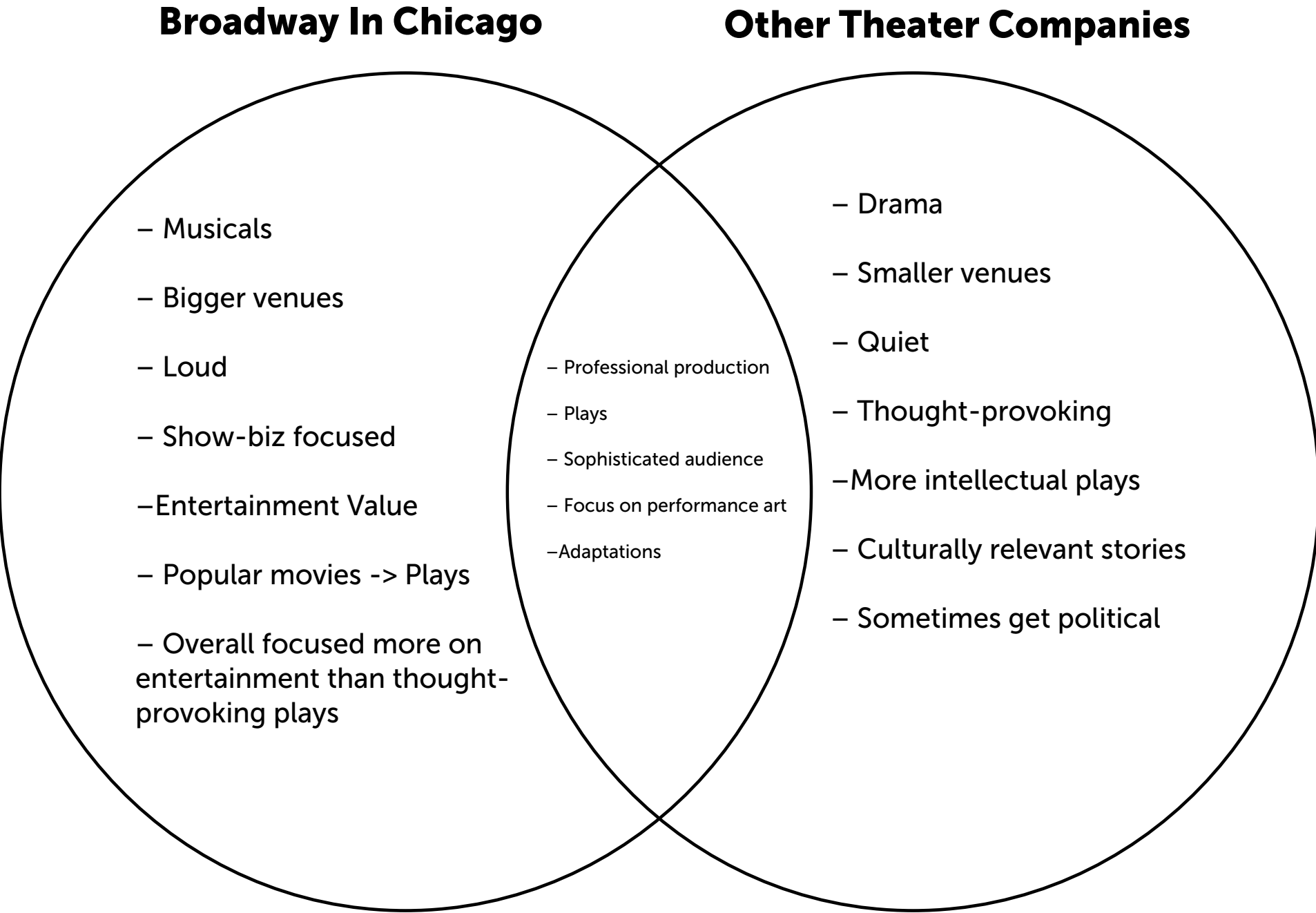
MIND MAP



Key Words

Community & Trust
Loud
Diverse
Sophisticated
Movement
Entertainment
Show Business
Historic
City
Experience
Family

VENN DIAGRAM



BRAND PLATFORM

Purpose Statement

Broadway In Chicago exists to provide pre-Broadway productions to the city of Chicago.

Character Statement

They are a production company that prides themselves on their sense of community, inclusion, and enthusiasm surrounding theatre.

Brand Position

Broadway In Chicago differs from the competition in that they are the only theatre company in the city that offers Broadway productions.

Overall Platform

Broadway In Chicago exists to provide pre-Broadway productions to the city of Chicago. They are the only theatre production company that offers Broadway productions in the city and they are characterized by their strong sense of community, inclusion, and enthusiasm surrounding theatre.

3.0

DEVELOPING A NEW IDENTITY

INITIAL SKETCHES

Main Challenges

- // How to shorten the name?
- // Typographic or figurative mark?
- // Abbreviated or full name?
- // 5 Theatres across the city is important -> How to incorporate this idea into a mark?
- // How to make it more sophisticated but still keep it fun?

Left Sketches

These explore different ways to layout the type and shorten the name of the company.

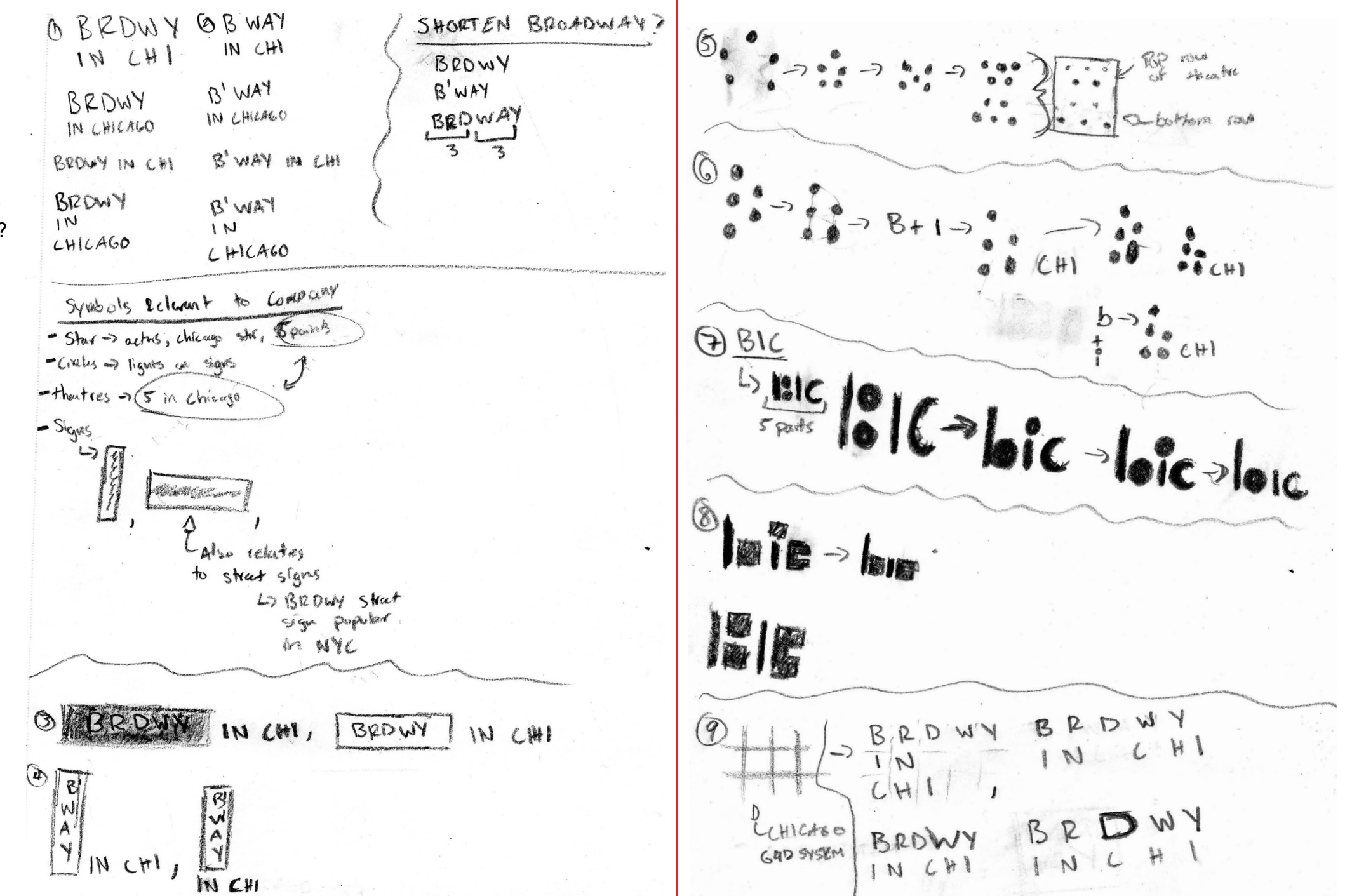
The top sketch is exploring different lockups and the bottom sketches are exploring the name in a sign which reflects the Broadway street sign in NYC and the theatre signs found outside.

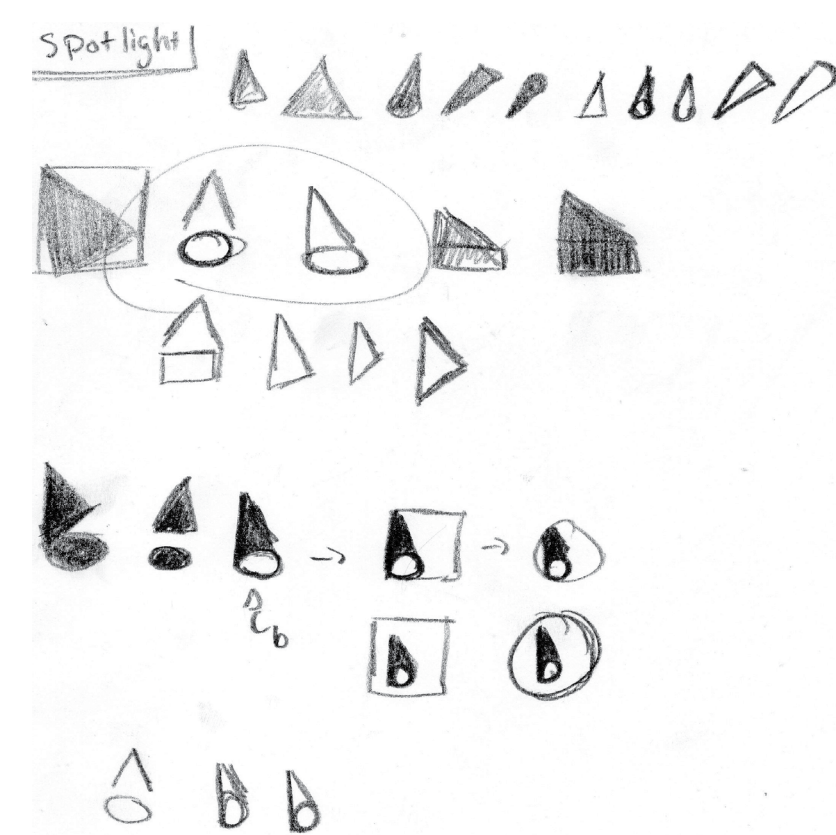
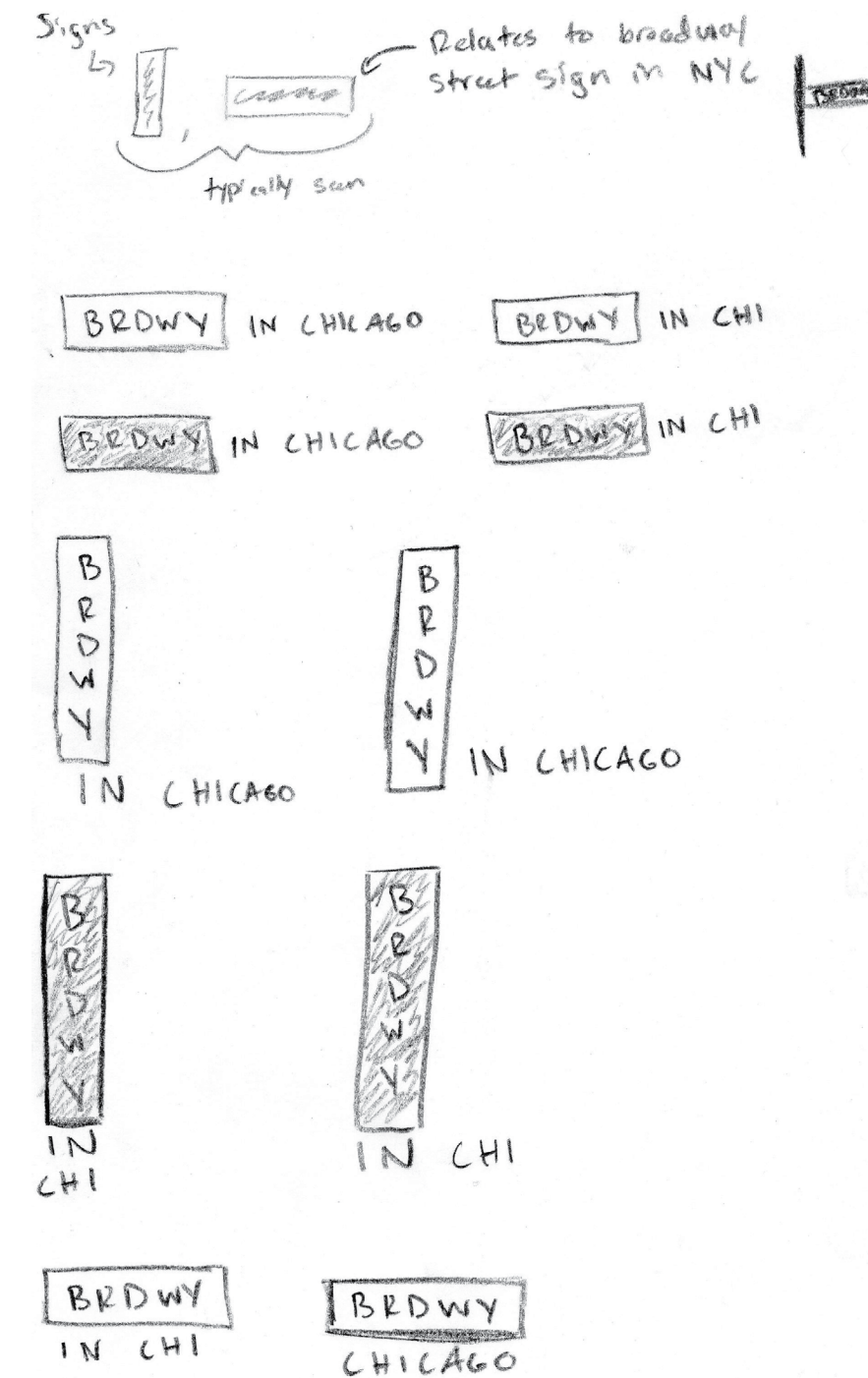
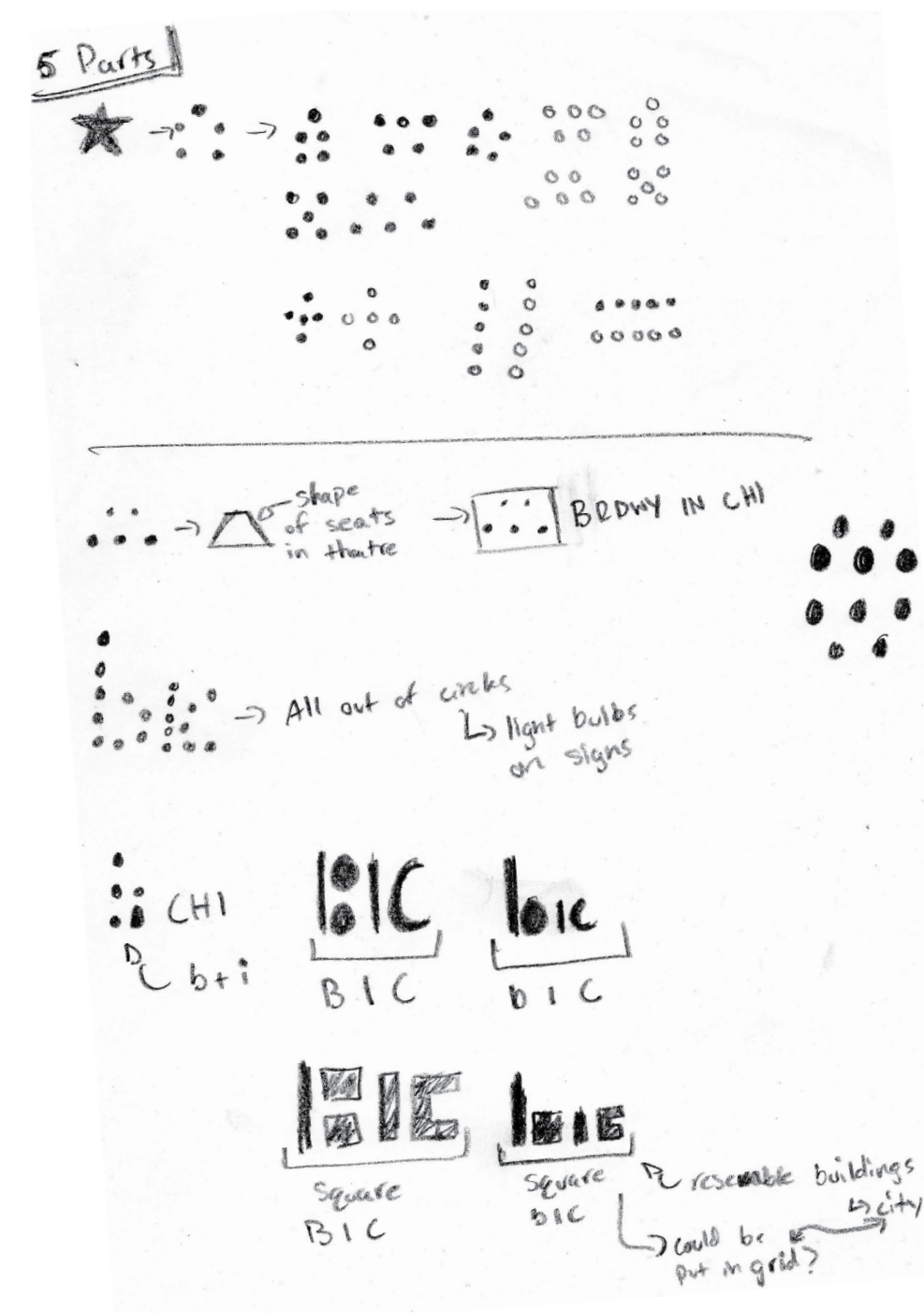
Right Sketches

These explore different ways to incorporate the idea of "5".

The top sketches explore using 5 circles layed out in different ways in order to reflect the 5 theatres of the company.

The bottom sketch explores putting the name of the company inside of a grid system in order to reflect the idea of Chicago being layed out in a grid.





Left Sketches

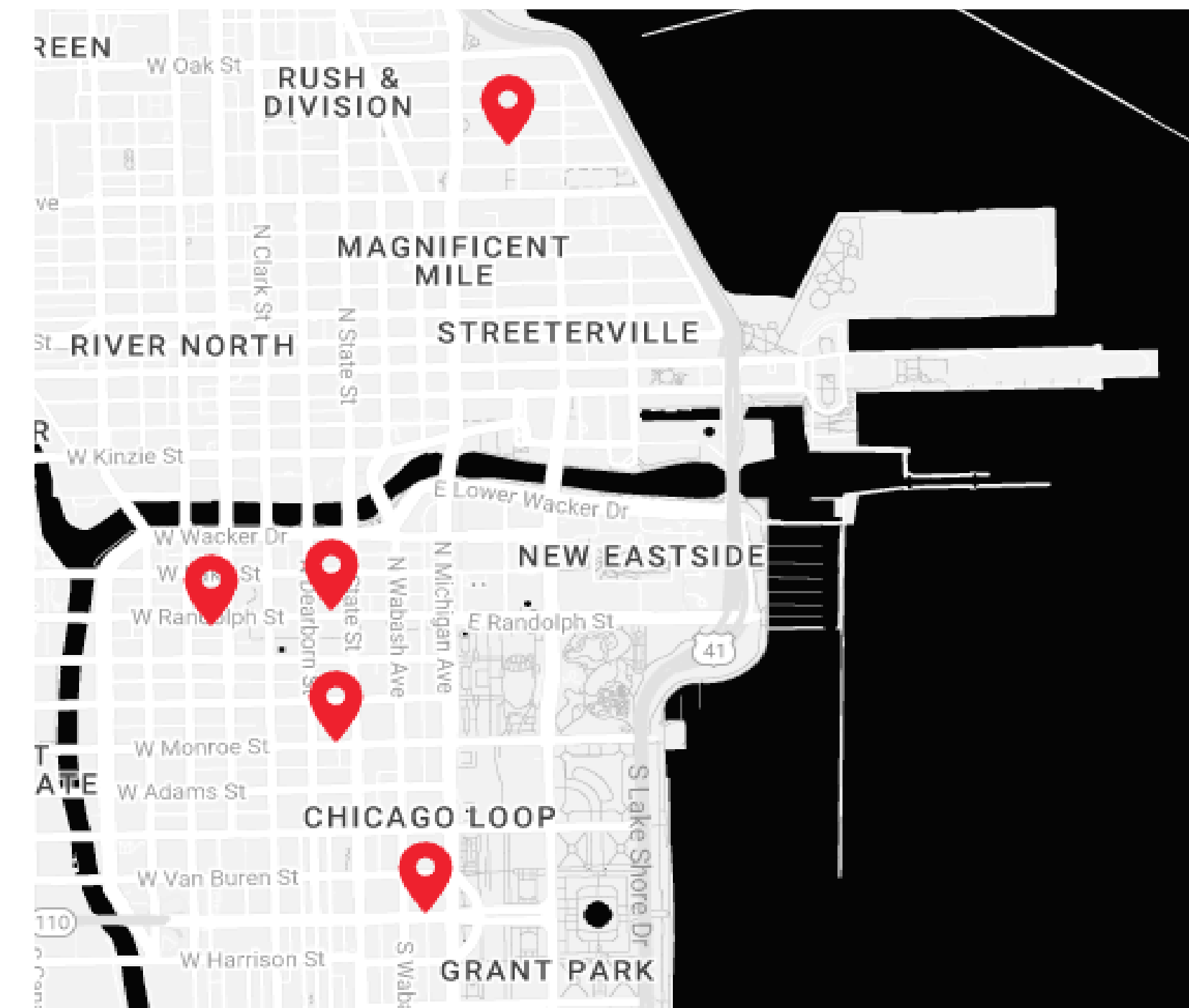
These further explore the idea of 5 parts.

Middle Sketches

These further explore the name in a sign.

Right Sketches

These explore the combination of the letter "b" with a spotlight.



Chicago Map (Left)

This is a map showing the connection between the 5 theatres.

Sketches (Right)

These explore ways that the path could be incorporated into a symbol for the company.

Final Sketch

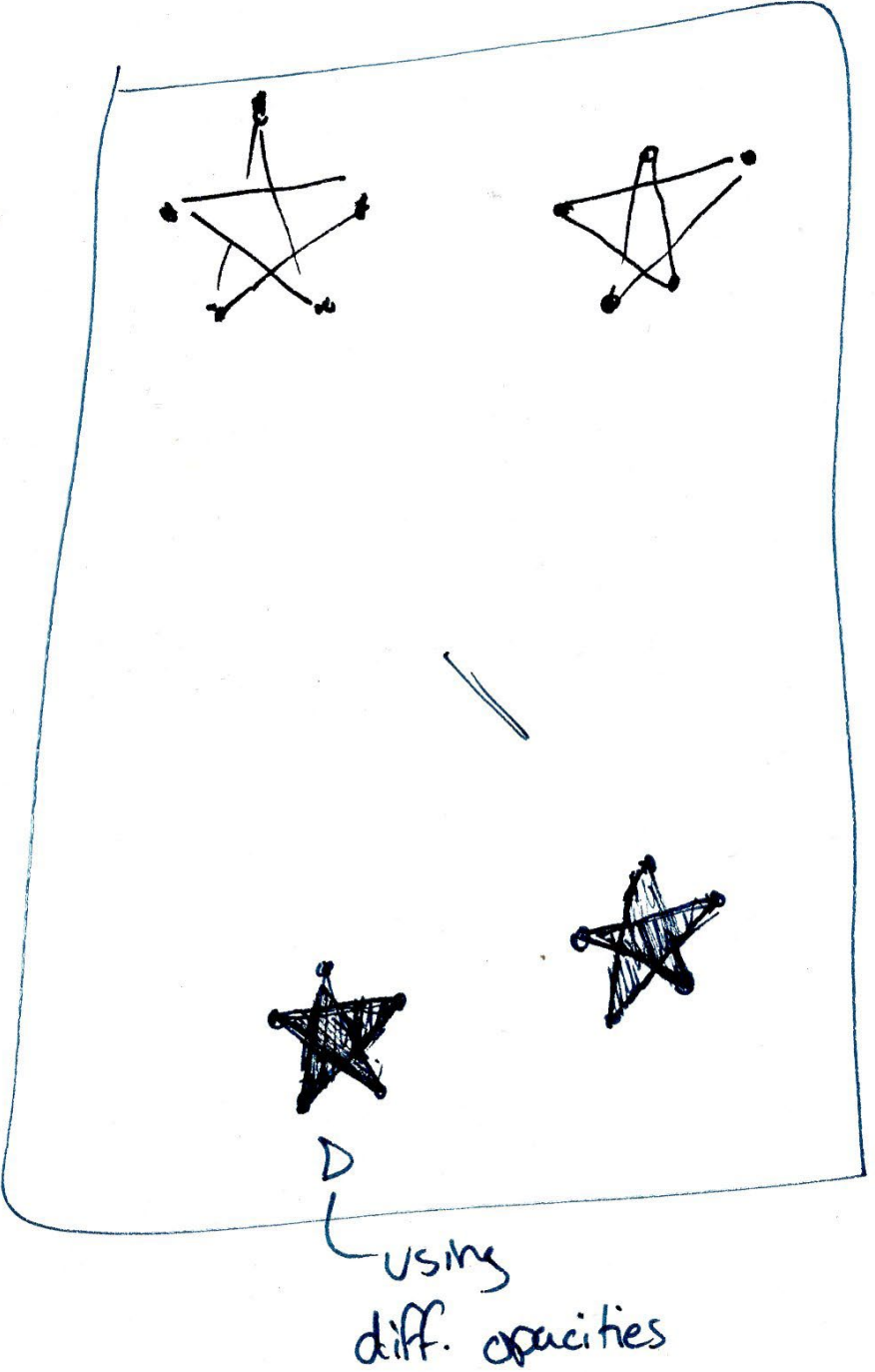
// Star = 5 points, Broadway In Chicago = 5 Theatres

// Star = Chicago Flag, Star = Show business

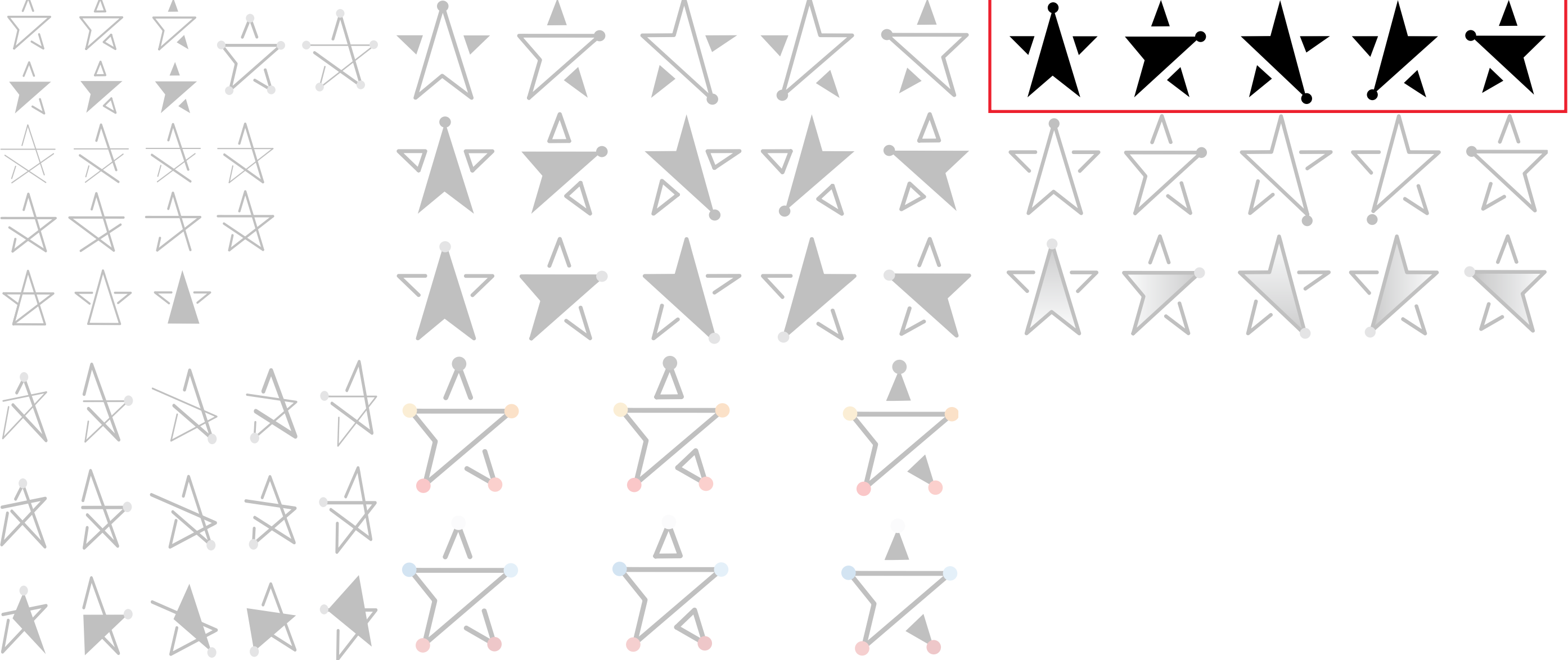
// Lines = Constellation

// Lines = Connection from theatre to theatre

// Each point on the star represents a theatre



MARK REFINEMENT



TYPE STUDIES

Choosing Typeface

Drescher Grotesk BT Bold

BRDWY IN CHICAGO
B'WAY IN CHICAGO
BRDWAY IN CHICAGO

Futura Std Bold

BRDWY IN CHICAGO
B'WAY IN CHICAGO
BRDWAY IN CHICAGO

Museo Sans Display Black

BRDWY IN CHICAGO
B'WAY IN CHICAGO
BRDWAY IN CHICAGO

Avenir Next LT Pro Bold

BRDWY IN CHICAGO
B'WAY IN CHICAGO
BRDWAY IN CHICAGO

DIN Next LT Pro Black

BRDWY IN CHICAGO
B'WAY IN CHICAGO
BRDWAY IN CHICAGO

Nunito Sans ExtraBold

BRDWY IN CHICAGO
B'WAY IN CHICAGO
BRDWAY IN CHICAGO

Shortening Name

1 – Too Long

BRDWY IN CHICAGO
B'WAY IN CHICAGO
BRDWAY IN CHICAGO

2 – “What is CGO?”, “I don’t get Chicago from CGO”

BRDWY IN CGO
B'WAY IN CGO
BRDWAY IN CGO

3 – “B'WAY doesn’t make me think Broadway.”, “CHI = Chicago.”

BRDWY IN CHI
B'WAY IN CHI
BRDWAY IN CHI

BRDWY IN CHI

FINAL REFINEMENTS

Theatre Curtains + Marquee Lights

Stars above text in various colors (red, orange, yellow, black, grey).

BRDWY IN CHI

BRDWY IN CHI

BRDWY IN CHI

BRDWY IN CHI

BRDWY IN CHI

BRDWY IN CHI

BRDWY IN CHI

Red + Black

Stars above text in red and black.

BRDWY IN CHI

BRDWY IN CHI

BRDWY IN CHI

BRDWY IN CHI

BRDWY IN CHI

BRDWY IN CHI

BRDWY IN CHI

Chicago Blue

Stars above text in Chicago Blue.

BRDWY IN CHI

BRDWY IN CHI

BRDWY IN CHI

BRDWY IN CHI

BRDWY IN CHI

BRDWY IN CHI

BRDWY IN CHI

Grayscale

Stars above text in grayscale.

BRDWY IN CHI

BRDWY IN CHI

BRDWY IN CHI

BRDWY IN CHI

BRDWY IN CHI

BRDWY IN CHI

BRDWY IN CHI

FINAL SOLUTION



BRDWY IN CHI

4.0

**LOGO + TYPE
GUIDELINES**

LOGO

Main Logos



TYPOGRAPHY

Font Usage

Museo Sans Display Black - Titles

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & * /

Museo Sans 900 - Headers

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & * /

Museo Sans 700 - Subheaders

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & * /

Museo Sans 500 - Copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & * /

Museo Sans 300 - Captions, Footers, etc.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & * /

BRIGHT RED

CMYK: 0 / 99 / 91 / 0

RGB: 238 / 33 / 46

HEX: #EE212E

Pantone: P 48-8 U

BLACK

CMYK: 0 / 0 / 0 / 0

RGB: 0 / 0 / 0

HEX: #000000

Pantone: P 179-16 C

WHITE

CMYK: 0 / 0 / 0 / 0

RGB: 255 / 255 / 255

HEX: #FFFFFF

Pantone: P 179-1 C

WATERMELON

CMYK: 0 / 84 / 55 / 0

RGB: 240 / 80 / 94

HEX: #F0505E

Pantone: P 178-5 C

DARK GRAY

CMYK: 71 / 65 / 64 / 68

RGB: 39 / 39 / 39

HEX: #272727

Pantone: Neutral Black C

COOL GRAY

CMYK: 26 / 21 / 21 / 0

RGB: 189 / 189 / 189

HEX: #BCBCBC

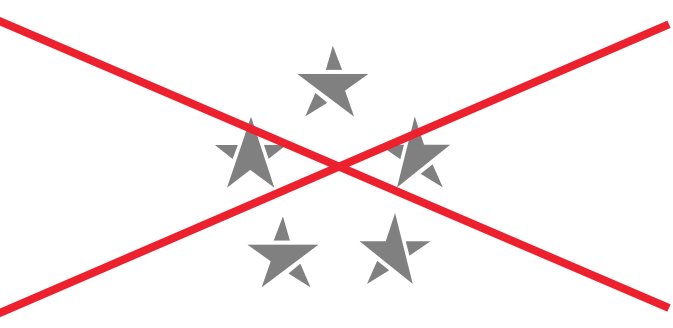
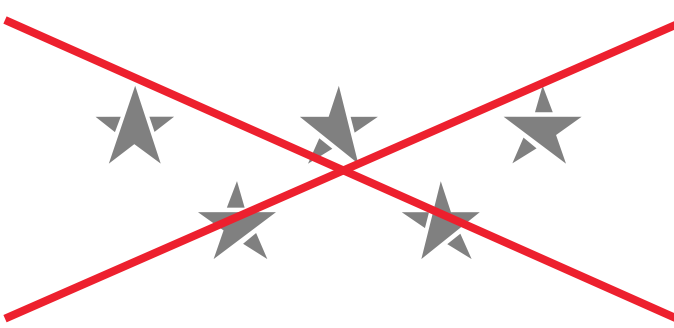
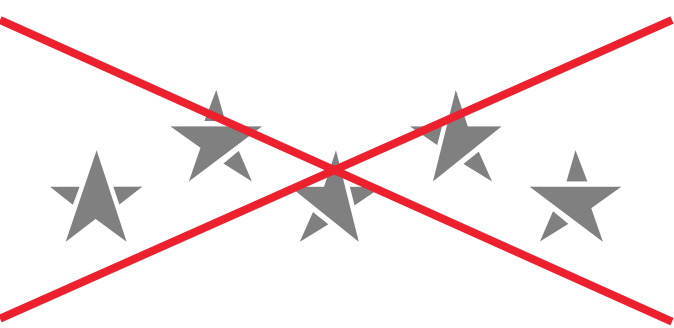
Pantone: Cool Gray 4 C

LOGO USAGE

Stars must be monochromatic



Stars must be in a straight line



NO Stretching, Distorting, or Outlining



Museo Sans Display Black must be used for logo font



Safe Space



Size Ratios



70/30



50/50



BRDWY IN CHI

30/70

5.0

THEATRE SYSTEM

STAR ASSIGNMENT

Each Theatre Has Its Star


CADILLAC PALACE THEATRE

    
BRDWY IN CHI


AUDITORIUM THEATRE

    
BRDWY IN CHI


CIBC THEATRE

    
BRDWY IN CHI


BROADWAY PLAYHOUSE

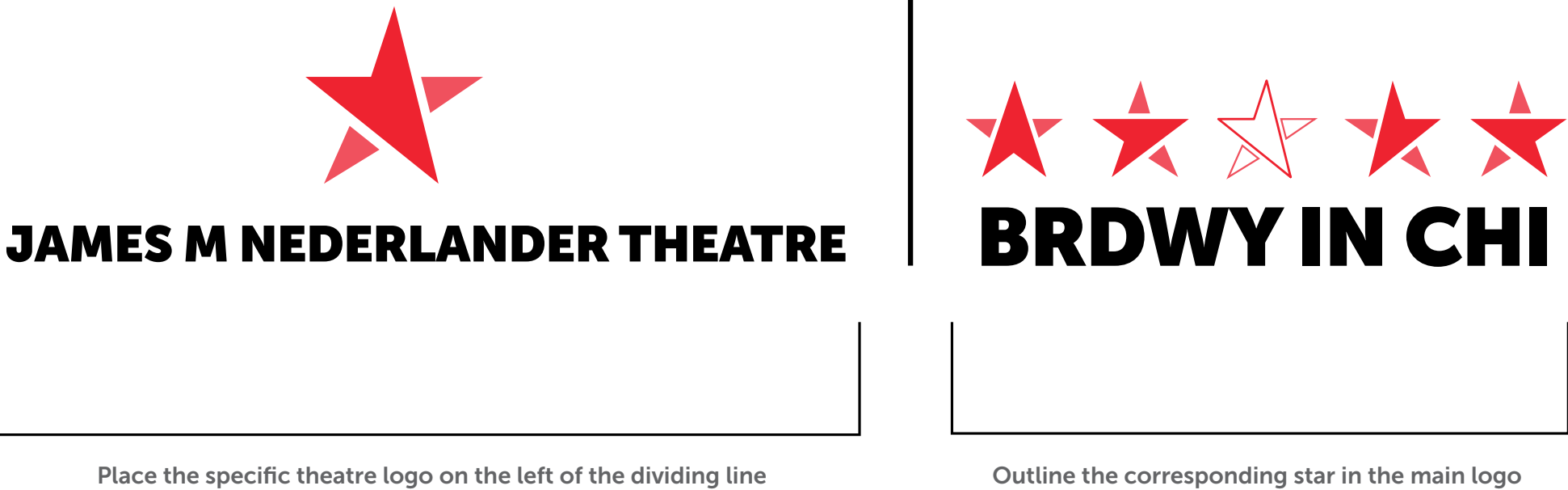
    
BRDWY IN CHI


NEDERLANDER THEATRE

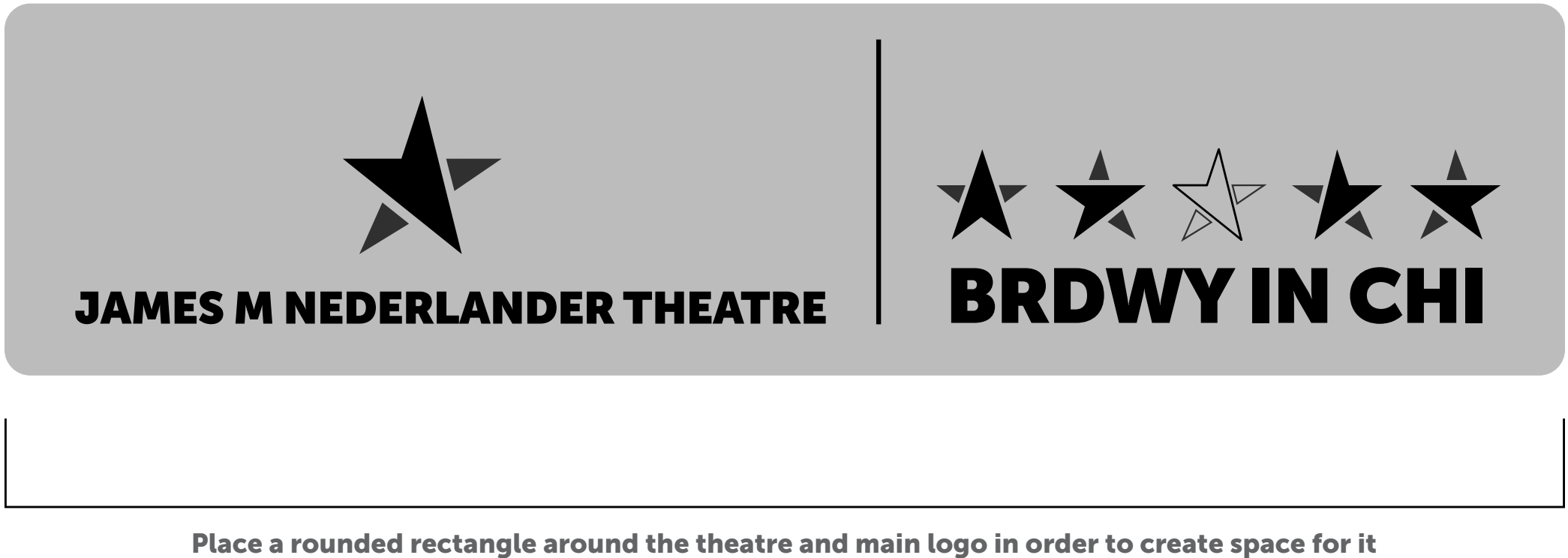
    
BRDWY IN CHI

THEATRE SELECTION

When Pointing Out a Star



When Applying This System in a Crowded Space



Colors In Application

When applying this system, use the three or four main colors of the production associated with the application.

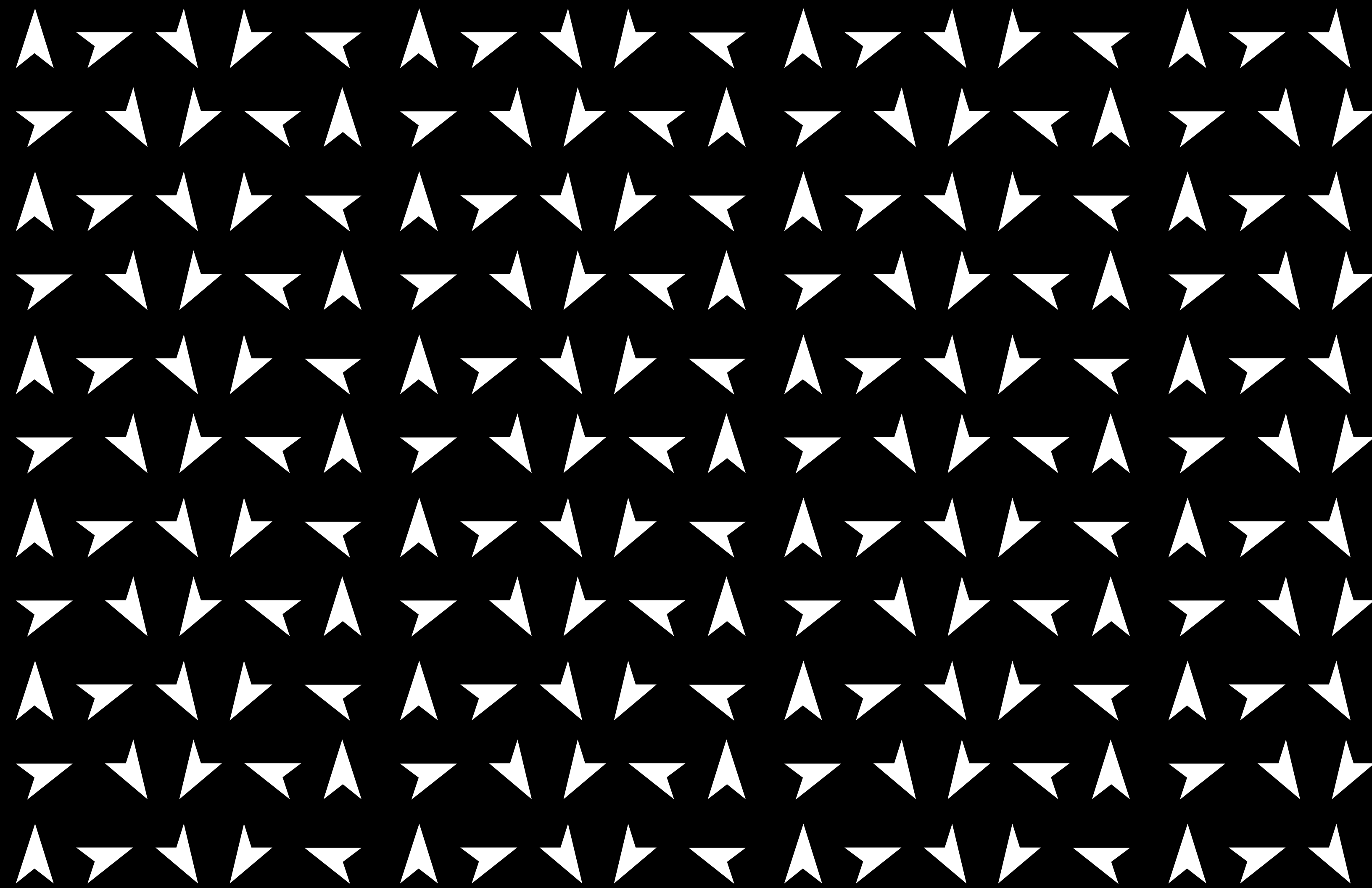
WICKED

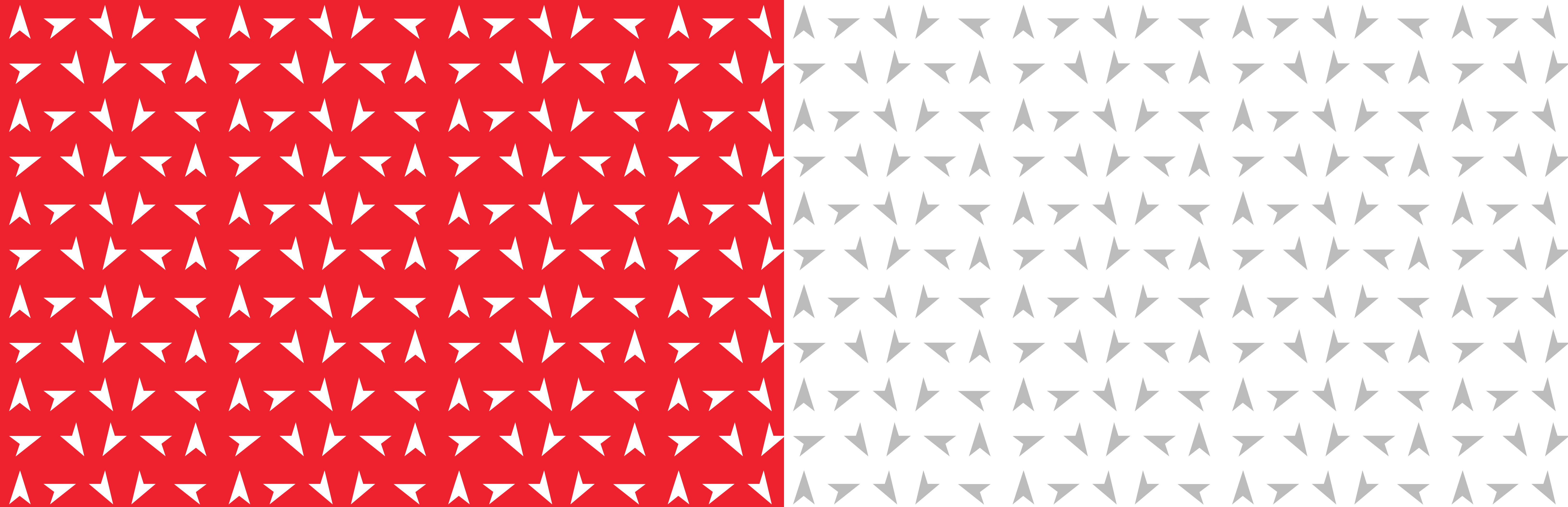


6.0

NEW APPLICATIONS

PATTERN





MOCKUPS





