

**UTC
THEATRE
COMPANY**

**BRAND
GUIDELINES**

written by **D+J Brand Consulting**







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PROLOGUE

Hello! Welcome to the Identity Standards and Implementation Guide for your refined brand.

A brand guide is a valuable tool for calibrating current and future creative direction with the core identity of the UTC Theatre Company. Just like a map, you can ignore this guide, but you won't get where you want to go if you do.

Think of it as your brand's cue sheet.

In this guide, you'll see examples of how to use the logo and how not to use it, the versatility of the typefaces, fitting tones of voice, which colors are right and which are wrong, and more.

Places, please...

UTC THEATRE COMPANY VALUES

On the one hand, high production value, insightful interpretation, and a distinct flavor lie at the heart of each production. On the other, the UTC Theatre Company is devoted to the development and education of students in every facet of stagecraft.

Like any set, every piece matters.

Driving this dual excellence and commitment are a set of values, principles that have taken root and manifested into culture:

- pursuit of excellence
- celebration of life through an exploration of performance
- collaboration
- playfulness, but not absurdity
- inclusion, but with standards
- collegiate professionalism

Unlike other forms of entertainment, theatre can put the burden of understanding on the audience, inviting them into a once-occurring feature for their consideration. The virtue of a performance lies in its perishable nature: a play is live, always tangible, always in 3D. This art is corporeal. And, the Company is committed to safeguarding the quality of that unique experience.



DIRECTOR'S CONCEPT

Life is a play. Performance occurs everywhere. The UTC Theatre Company wants to pull you onto their stage for a time—to take a different viewpoint—whether that's in a concert hall, on a website, or through a poster.

It doesn't matter if you're a part of the audience or part of the cast; the UTC Theatre Company will flip your preconceptions. Students may join the company with one idea of theatre, but the students' perspectives are turned on their heads—for the better—by the time they graduate. They are ruined for bad theatre and poor performance. In any career, theatre students are better prepared to think creatively and act professionally.

Likewise, audience members come to be entertained but find themselves engaged by the drama and insight of the Theatre Company stage. They will not easily forget these performances.

When it comes to the brand elements, each piece matters. From the design of a pencil or scarf to the website, each item needs to communicate this big idea: The UTC Theatre Company pulls you in and shows you something new.





TOOL KIT

This brand guide is the manual that goes with your asset tool kit. Everything in this guide uses the assets and elements found in the Dropbox folder we've shared with you.

Here you'll find overviews, rules, and guidelines. The tool kit you get can be used in every facet of the brand. In the pages that follow, we'll show you how.





IDENTITY

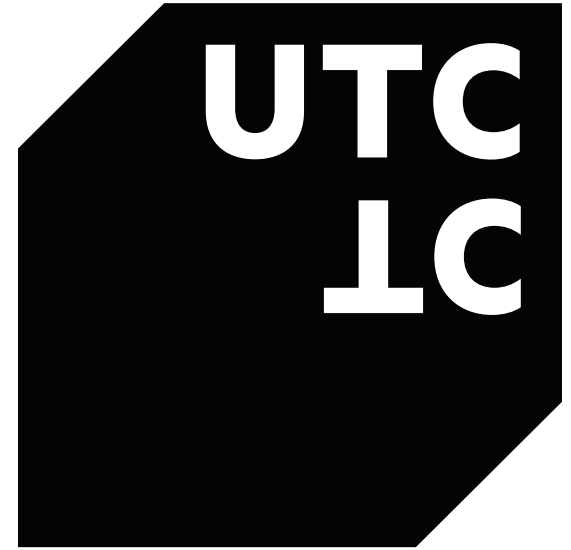
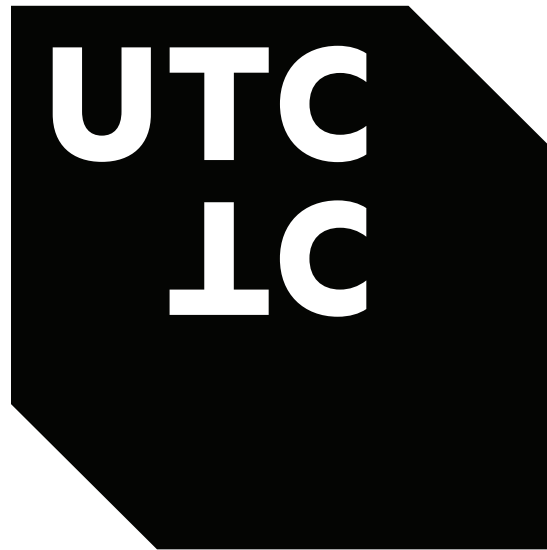
This logo concept was developed from the playful notion that theatre is always in 3D. Strong, simple, and cleanly defined, this mark is difficult to forget and easy to implement.

The cube has a geometry of motion, a sense of space. It seems to be occurring, not just existing, in the same way stories on a stage are not just retold but unpacked.

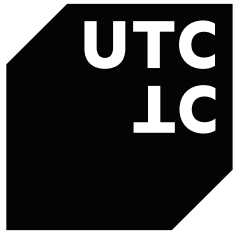
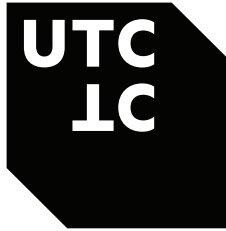
As theatre is always reaching towards new insight and interpretation, so this logo seems to be stretching itself upward.

Carefully omitted lines leave this mark open to some interpretation, the slightest hint of optical illusion. Theatricality preys on the senses to better provoke thoughts and emotions, and so this visual gently toys with the viewer.

Occasionally, you can use the letters without the cube when it makes sense as more of a motif than a standalone logo, with the option to distinguish the “TC” in grey. An example would be the business cards you’ll find on later pages.



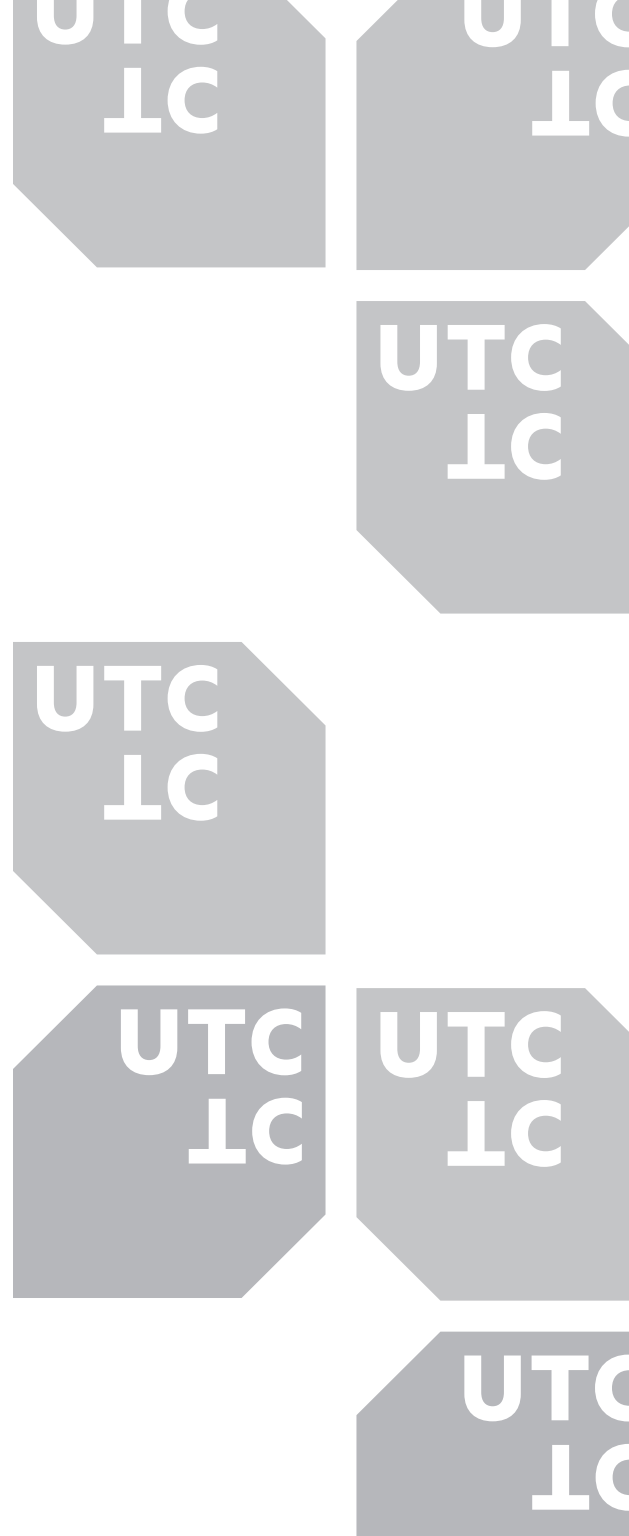
UTC THEATRE COMPANY



UTC THEATRE COMPANY

UTC
TC

UTC
TC



IDENTITY: WRONG USES

Never stretch, bulge, change the color of, or flip the logo. Always hold "Shift" when changing the size of the logo in a design program. Consult the brand colors when changing the appearance of the logo. This logo must remain level, and always right-side up.

Observing these proportions signals to onlookers that you respect the consistency of the craft. The subliminal implications are that you perform productions exactly as you meant to, never haphazardly or thoughtlessly.

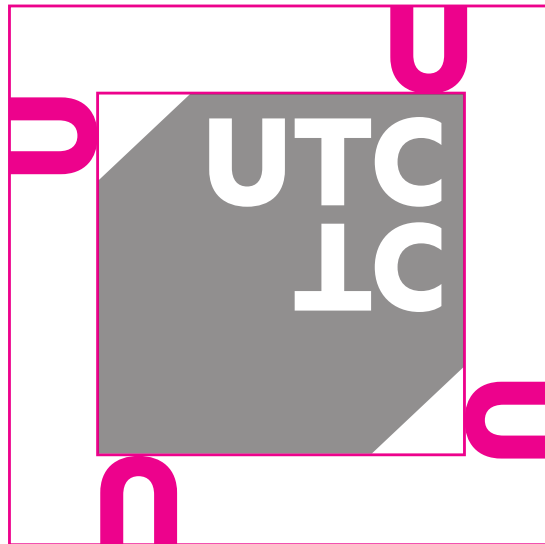




IDENTITY: CLEAR SPACE

Your logo is friendly with other design elements. However, like everyone, it needs space: clear space. Use the “U” as a tool to determine the proper clear space around the logo.

Simplicity is strong, and this logo is meant to be strong. Think of the clear space as giving your logo room to shine, instead of jostling for elbow-room.





UTC
LC

UTC
LC

DELIVERY

For those areas you do have tag-lines, copy, information, etc., adopt a consistent voice.

Theatre is home to turns of phrase and clever wit unrivaled. Don't write your emails like Shakespeare, but let the voice embrace the fact that you represent the disciplines of drama and delivery.

Be confident in being clever. Let wit work its way into the verbal personality of the Company. Remain accessible, but have fun. Don't take yourselves too seriously. You get to have the most fun on campus.

Show off the pride and passion of what you teach and who you train.

**GRADUATION IS
THE ROOT OF
ALL HEARTACHE**

**THEATRE CO. :
EDUCATING
ENTERTAINMENT**

**CURRENTLY
CASTING
AUDIENCE
MEMBERS**

**STILL IN
SHOCKING HD**

COLORS

When standing alone, this logo is distinct and pronounced. Keep it potent with black and white.

Go for good contrast with the design, but, when you have a wide range of color options, choose a color of medium brightness so as to be noticeable but not distracting.

BLACK

CMYK

100 100 100 100

RGB 23 1F 20

SPOT Proc. Black

COLORS
INSPIRED
BY IMAGE

UTC
LC

**SWEENEY
TODD**

THE DEMON BARBER OF FLEET STREET

MUSIC & LYRICS
**Stephen
Sondheim**

AUTHOR
Hugh Wheeler

ORIGINALLY DIRECTED ON BROADWAY
Harold Prince

ORCHESTRATION BY
Jonathan Tunick

FROM AN ADAPTATION BY
Christopher Bond

Originally produced on Broadway
by Richard Barlow, Charles Woodward,
Robert Foy, Henry Lee Johnson,
Martin Richards, in Association
with Dean and Judy Hanzel

**THE
MONSTER
WITHIN**

**CURRENTLY
CASTING
AUDIENCE
MEMBERS**

Feb. 15 7:30p
Feb. 17 3:00p
Feb. 22 7:30p
Feb. 24 3:00p

Roland Hayes Concert Hall
In the UTC Fine Arts Center

General \$20.00
Students & Seniors \$15.00
Reservations 423-425-4289
or tickettracks.com

www.utc.theatreco

UTC
LC

THE UNIVERSITY OF TENNESSEE 
CHATTANOOGA

Carrot melon fava bean ricebean rock melon kohlrabi
chicory peanut desert raisin endive black-eyed pea
celuuce mustard. Artichoke epazote salad

IN COLLABORATION
WITH THE UTC OPERA

UTC THEATRE COMPANY
ROLAND HAYES
Currently Casting
MY THREE ANGELS
MIDDLETOWN
SWEENEY TODD
ANTIGONE

TYPOGRAPHY

Typefaces form the core and the constancy of your visual brand. Look to these typefaces as foundation. Soon, they'll be just as much a calling card as your logo.

METRIC

Metric, your primary typeface, has a wide range of weights, which means a wide range of impact and context. Metric is confident but not overbearing, lending itself well to the various styles of different seasons and performances. Think of it as the visual anchor tying the designs to the UTC Theatre Company identity.

Goudy Old Style

This is your secondary typeface. It's a great compliment to Metric and nods to the more historic temperament of theatre.

UTC THEATER COMPANY

will flip your perspective.

UTC THEATRE COMPANY produces art for the public. However, unlike a mural or sculpture, the medium only last for a moment in time. Just a handful of people are fortunate to see one of the few performances of each show. However, **THIS DOESN'T MEAN THAT THERE WON'T BE A LASTING IMPRESSION.** The Company prides itself in her ability to **PROVOKE THE MIND AND CURIOSITY OF THE AUDIENCE.** The goal being that each person who witnesses a show would **FIND NEW PERSPECTIVES.** Whether they agree with the perspective or not, **THE COMPANY WANTS THE AUDIENCE TO LEAVE THINKING.**

CURRENTLY
CASTING
AUDIENCE
MEMBERS

2012/2013 SEASON

METRIC BLACK
titles / logo

METRIC BOLD
headlines

METRIC SEMIBOLD
sub-headlines

METRIC MEDIUM
bold in body copy

METRIC REGULAR
some body copy

METRIC LIGHT
captions or fine print

METRIC THIN
captions or fine prints

Goudy Old Style
some body copy

PHOTOGRAPHY

Highlight the people and promote the idea that the UTC Theatre Company is always active, whether preparing or performing.

The first column of images depict the use of space around an actor to highlight the individual.

The second column of images show how several actors can be well presented, directing attention through intentional cropping.

The third column captures the energy and warmth of a large group of actors engaging the stage. The image is presented in a way to make the image feel full and energized.

The fourth column includes images that show the backbone of the theatre. These images can include directors, crew, and others. These images should always show movement and strong direction.

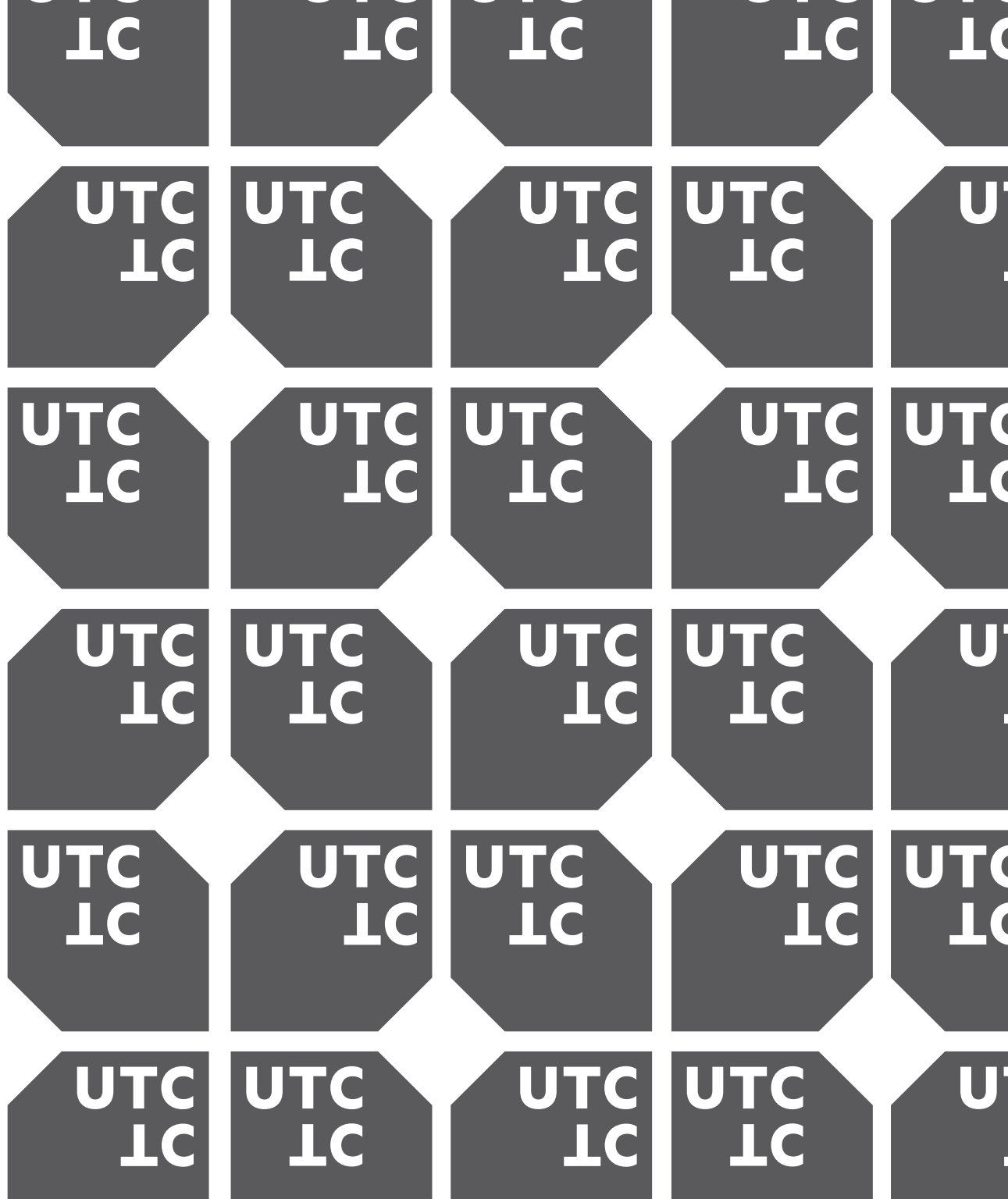
The final column shows cold and empty scenes. These images do not show the life and vibrance of the Company.

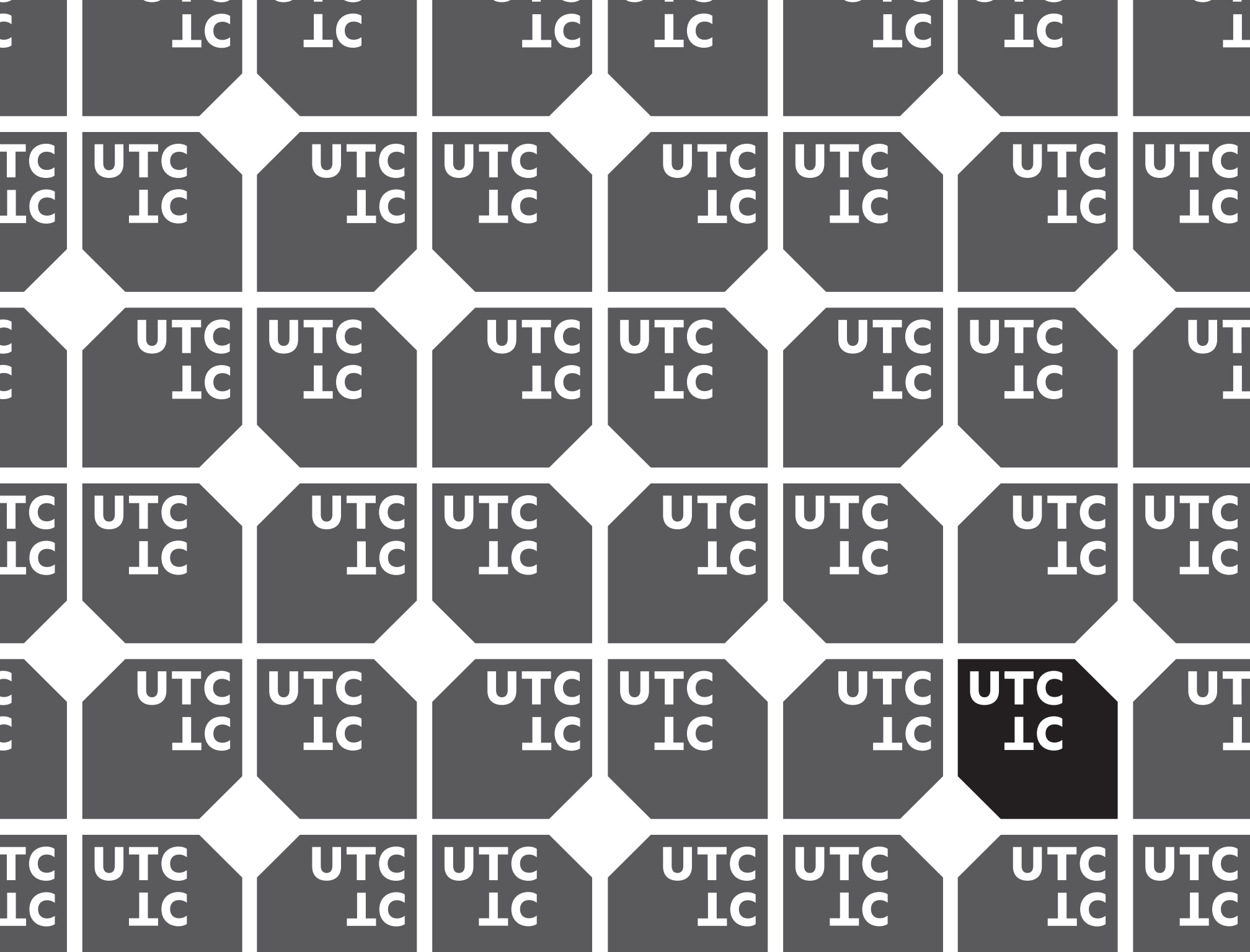




PATTERN

Theatre carries with it a sense of rhythm and pace. But, a good performance employs unique accents that direct attention and hold interest. Utilizing the logo in a pattern creates an interesting visual.





STATIONERY

Pens, pencils, paper, playbills, and more are each brand representatives. Whether focusing on students or audience members, let this brand trickle into the simple tools of the trade.

While the University may stipulate using the main UTC brand for official letterhead and business cards, this gives a sense of how the UTC Theatre Company identity can take form in those contexts: subtle, clean, and placed well to attract just a moment of consideration.





UTC THEATRE COMPANY

August 31, 2012
ATTN: Mr. Jonathan Mansfield
D+J Brand Consulting
333 Ringgold Road
Chattanooga, TN 37412

Dear Mr. Mansfield,

Veggies sunt bona vobis, proinde vos postulo esse magis celery komatsuna
avocado shallot lettuce squash.

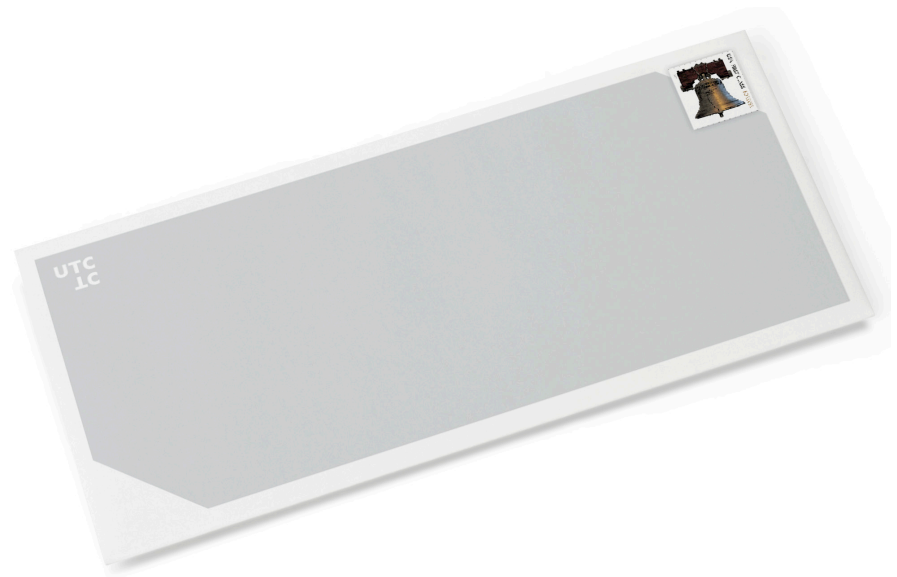
Taro summer purslane pea pea sprouts gumbo lotus root peanut bamboo
shoot squash azuki bean sea lettuce plantain nori mung bean celtuce gourd
broccoli catsear. Lotus root kale onion silver beet arugula peanut soko
broccoli plantain bush tomato maize. Corn parsley okra avocado burdock
mung bean bell pepper cress soybean cabbage sierra leone bologi earhnut
pea courgette onion water spinach bamboo shoot dulse.

Brussels sprout shallot bamboo shoot corn sierra leone bologi quandong
komatsuna earhnut pea. Silver beet chickpea artichoke maize kombu chicory
bok choy pea sprouts pumpkin. Bush tomato sweet pepper garlic endive
coriander squash fennel collard greens corn turnip turnip greens. Quandong
desert raisin caulie coriander zucchini soybean seakale peanut courgette
mung bean salad gram cress watercress. Onion leek catsear peanut parsnip
cress corn cauliflower sweet pepper beet greens winter purslane.

Best,

M. Smotherman

Mac Smotherman
Department Head



APPLICATIONS

The UTC Theatre Company is a sort of wonderful club. As such, obvious applications will be clothing that students wear running to and from rehearsals, in class around the Fine Arts Center, and after graduation. These items can come to have potent sentiment for the Theatre Majors.





SUCCINCT AND EASILY RECOGNIZABLE



SPLASH PAGE

For this splash page, we extended the main identity mark. Here the shape functions as a window. A viewpoint. As stagecraft is driven by story, so this page is driven by the content it aggregates. It's designed to be modular and simple to update. Pull videos and photos from sites like Flickr and Vimeo, or announcements from Twitter.

Keep the aesthetic bold and clean. Utilize the grid to contrast the action of the images with strong order. In this way it feels like every visual piece on the site is featured.

Use this site as a net to snag interest and attendance from students and audience members. Let it be playful and lively, like the Theatre Company, and reflect well on the Department.



POSTER FRAME

In order to build recognition we created a template for your posters, following the cube motif of your main mark. Let the season designs vary according to the productions and designer, but frame each poster the same way. It's not important to observe the cube dimension within the frame, unless so desired.

Use Metric as your primary typeface, and Old Goudy as the secondary. But, feel free to explore other typefaces when necessary for the design. Be sure future designs don't violate the Theatre Company identity, while giving them room to exist.



ANTIGONE

by Sophocles
translated by Nicholas Rudall

CURRENTLY CASTING AUDIENCE MEMBERS
Oct. 2 - 6 7:30p
2:00p Saturday matinee
Dorothy Hobart Ward Theatre
In the UTC Fine Arts Center

General \$10.00
Students & Seniors \$10.00
Reservations 423-425-4289
or tickettrade.com
www.utcheatre.co

THE UNIVERSITY OF TENNESSEE
CHATTANOOGA

The University of Tennessee at Chattanooga is an equal opportunity and affirmative action institution. For more information, contact the University of Tennessee at Chattanooga, 1415 University Blvd., Chattanooga, TN 37403, 423-425-4289.

MY THREE ANGELS

Sam & Bella Spewack

CURRENTLY CASTING AUDIENCE MEMBERS
Nov. 13 - 17 7:30 p
2:00 p Saturday matinee
Dorothy Hobart Ward Theatre
In the UTC Fine Arts Center

General \$10.00
Students & Seniors \$10.00
Reservations 423-425-4289
or tickettrade.com
www.utcheatre.co

LET GO,
LET LOVE

THE UNIVERSITY OF TENNESSEE
CHATTANOOGA

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other present, notice-credit notice

SWEENEY TODD

THE DEMON BARBER OF FLEET STREET

MUSIC & LYRICS
Stephen Sondheim

AUTHOR
Hugh Wheeler

ORIGINALLY DIRECTED BY BRIGITTE
Harold Prince

ORCHESTRATION BY
Jonathan Tunick

FROM AN ADAPTATION BY
Christopher Bond

MONSTER WITHIN

CURRENTLY CASTING AUDIENCE MEMBERS
Feb. 15 7:30p
Feb. 17 2:00p
Feb. 21 7:30p
Feb. 24 2:00p
Dorothy Hobart Concert Hall
In the UTC Fine Arts Center

General \$10.00
Students & Seniors \$10.00
Reservations 423-425-4289
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THE UNIVERSITY OF TENNESSEE
CHATTANOOGA

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other present, notice-credit notice

COLLABORATION WITH THE UTC OPERA

MIDDLE-TOWN

Will Eno

WAKE UP

CURRENTLY CASTING AUDIENCE MEMBERS
April 9 - 13 7:30 p
2:00 p Saturday matinee
Dorothy Hobart Ward Theatre
In the UTC Fine Arts Center

General \$10.00
Students & Seniors \$10.00
Reservations 423-425-4289
or tickettrade.com
www.utcheatre.co

THE UNIVERSITY OF TENNESSEE
CHATTANOOGA

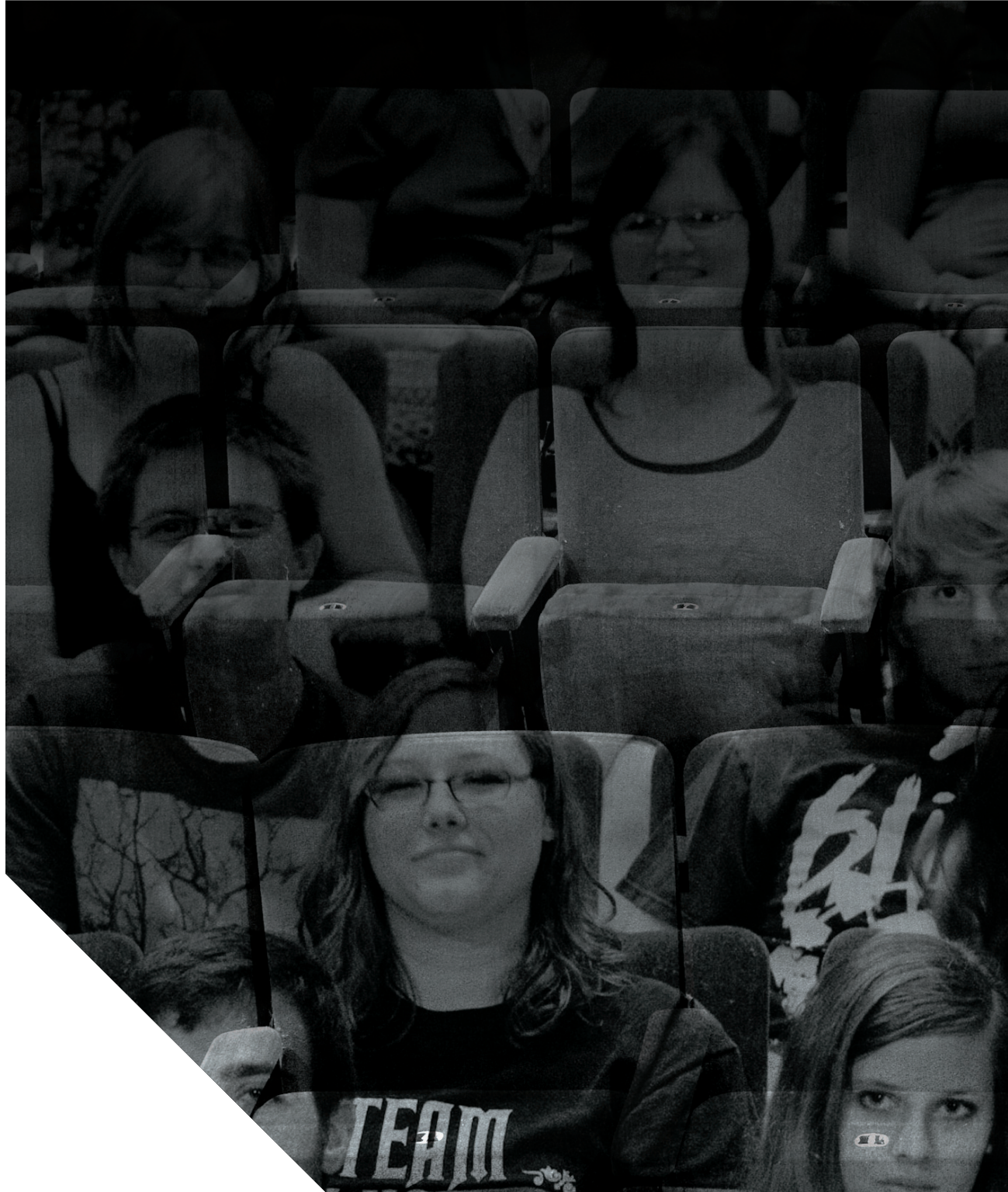
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EPILOGUE

And thus concludes stage direction for the UTC Theatre Company identity.

This brand is youthful, contemporary, purposeful, and clever. It captures the spirit and personality of the Company it symbolizes.

This identity was cultured and grown out of your values. With this unified brand and clear sense of who you are, you're ready to make waves.





**UTC
LC**

D+J

Call or email anytime
with questions, curiosities,
or quandaries.

www.dplusj.com





UTC
TC