

Final Project

Corporate

Identity:

Orpheum

Theater

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DAI 325 Graphic Design 1

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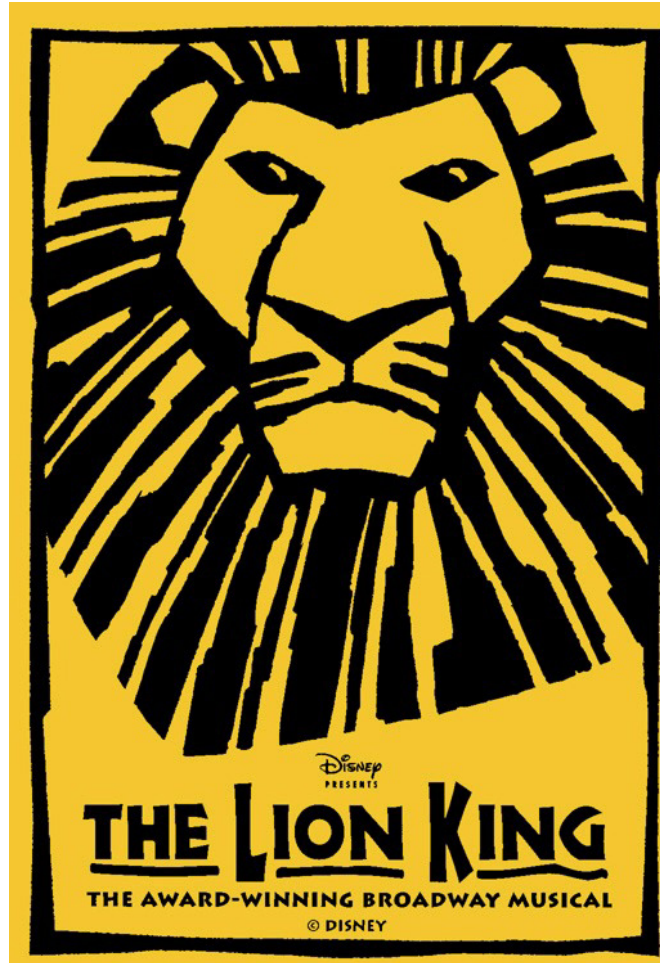
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Poster Overview

For the theater play, I have chosen Lion King, which is a world-famous Broadway musical and Disney's animation film. Orpheum Theater has hosted Lion King in 2004, and I was one of the audiences at the time. Lion King was undoubtedly an unforgettable experience because of the great story line, splendid costumes, intricate stage-sets, and memorable songs. It tells an epic of a lion that survives through harsh nature in the wild, from his birth to the next generation.

Disney
presents



THE LION KING

AWARDS-WINNING BROADWAY MUSICAL
AUGUST 7 2009
FOR TICKETS CALL BOX OFFICE 415.512.7770



ORPHEUM
THEATER

ORPHEUM THEATER • 1192 Market Street San Francisco

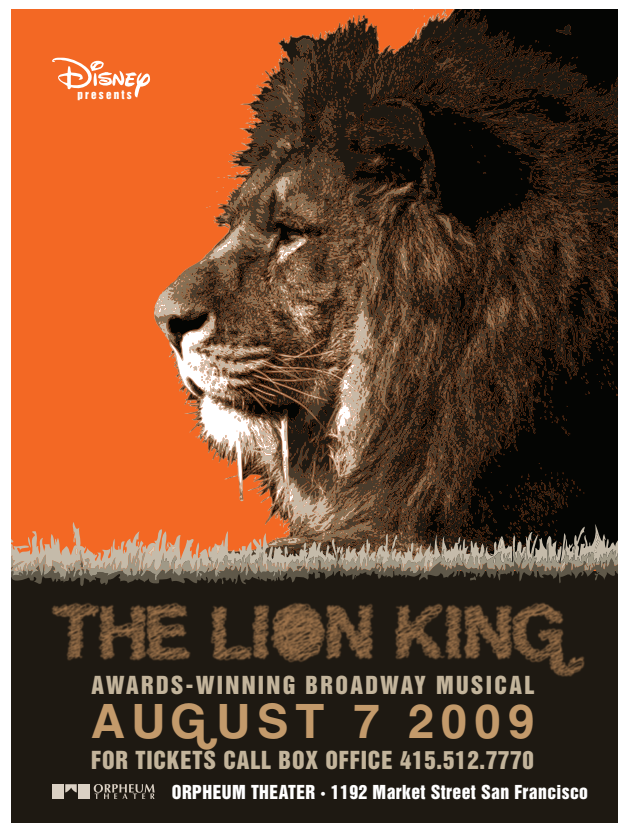
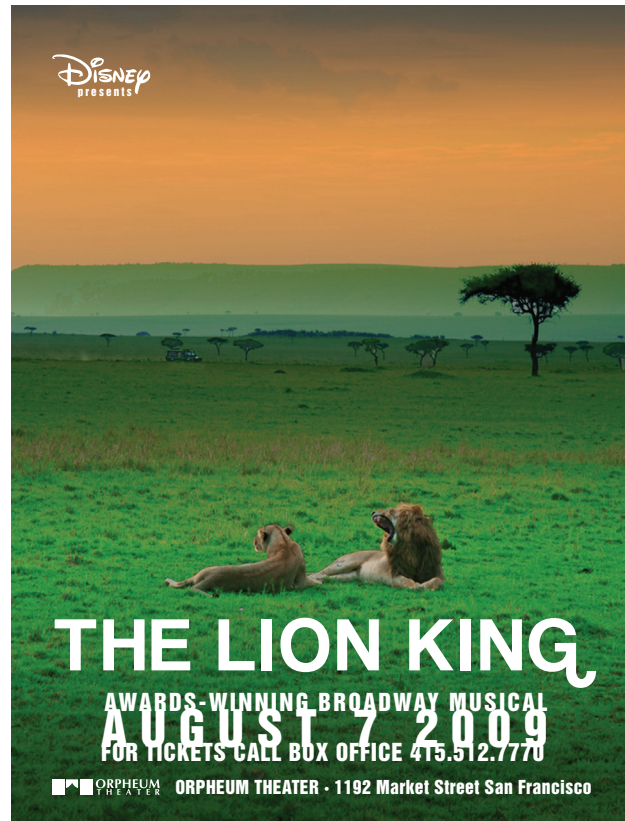
Final Iteration

Not only to emphasize the lion, the main character in the story, but also to give audiences the feeling of African wild nature was my main focus in this poster design. The vivid orange color in the background came from the color of sunset, and basic color scheme -brown, golden beige, and bright orange - was determined based on the color of lion's fur.

For the information, I eliminated all the details of the play and placed only the key information such as the title of the play, sub-description, when, where, and the

box office number. These are need-to-know information, and people can figure out their want-to know information by calling the number, or google "Lion King Orpheum Theater". Living in the computer-oriented generation, it is easy to find more information by getting online. The task of a poster should be catching city walker's attention when they are rushing in their busy schedule - on the street, Muni, Bart or on the bicycle.

Typeface_ Helvetica, Helvetica Inserat Roman



Rejected Concepts

I made rough sketches of its poster design in three different versions. At first, I liked the use of Coolvetica, which has a fancy tail on “G”, but I decided not to use this font because it is distracting. I have decided to improve the first design with a huge tree at the center. For the final iteration, I made modification on the lion’s shade, color of letters, leading and tracking in order to create hierarchy of information.

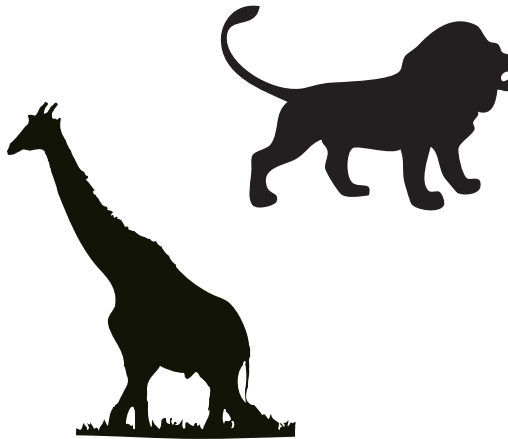
Typeface_ Helvetica, Helvetica Inserat Roman, Coolvetica

THE LION KING
 THE LION KING
 THE LION KING
 THE LION KING

Title exploration
 Typeface_Helvetica / Coolvetica



Logos: Disney / Self-designed Orpheum Theater logo
 Vector images



Animal Illustration
 Gifarre / Lion



Tree Illustration
 Traced from a photograph, adjusted colors

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Information placement exploration
 Typeface_Helvetica / Coolvetica



Lion face illustration
 Traced from a photograph, adjusted colors



SHN's existing logo

Brief

Orpheum Theater is one of the historical landmarks in San Francisco since it was built in 1926. SHN (Shorenstein Hays Netherlander) owns this theater as well as two other theaters in the city, presenting Broadway series. Conveniently located near the center of the city, 1192 Market Street, Orpheum has hosted numerous Broadway shows and provided local people to enjoy world-famous plays. The facade of the theater building features the style of Mythical French cathedral, which contains spectacular decorations and sculptures that depict mythical figures from Spanish Folklore. The interior of the theater has breath-takingly gorgeous,

historical and spiritual atmosphere as well as the exterior.

The target audience of this theater is broad from children to adults since most of the Broadway shows and films that Orpheum features are kids-friendly and educational at the same time.

Since the current display of the theater's name on the building does not indicate that Orpheum is part of the SHN group, I aim to design a logo that represents that matches the contemporary SHN's logo design, and also maintain the elegance of Orpheum Theater in its graphical element.

Strategy

A new logo for Orpheum Theater is designed to display the connection with SHN group, the elegance and formality of the theater's tradition, and the simplicity enables people to interpret the logo in their unique ways. The structure of the logo will have an iconic component that depict the theater's stage and curtain that could be seen as a bow-tie, and the name of the theater. The font will be clean and simple, such as Optima, achieving in presenting the dignity and solemnity; at the same time, the design of the logo will be timeless as the Orpheum Theater's existence itself.

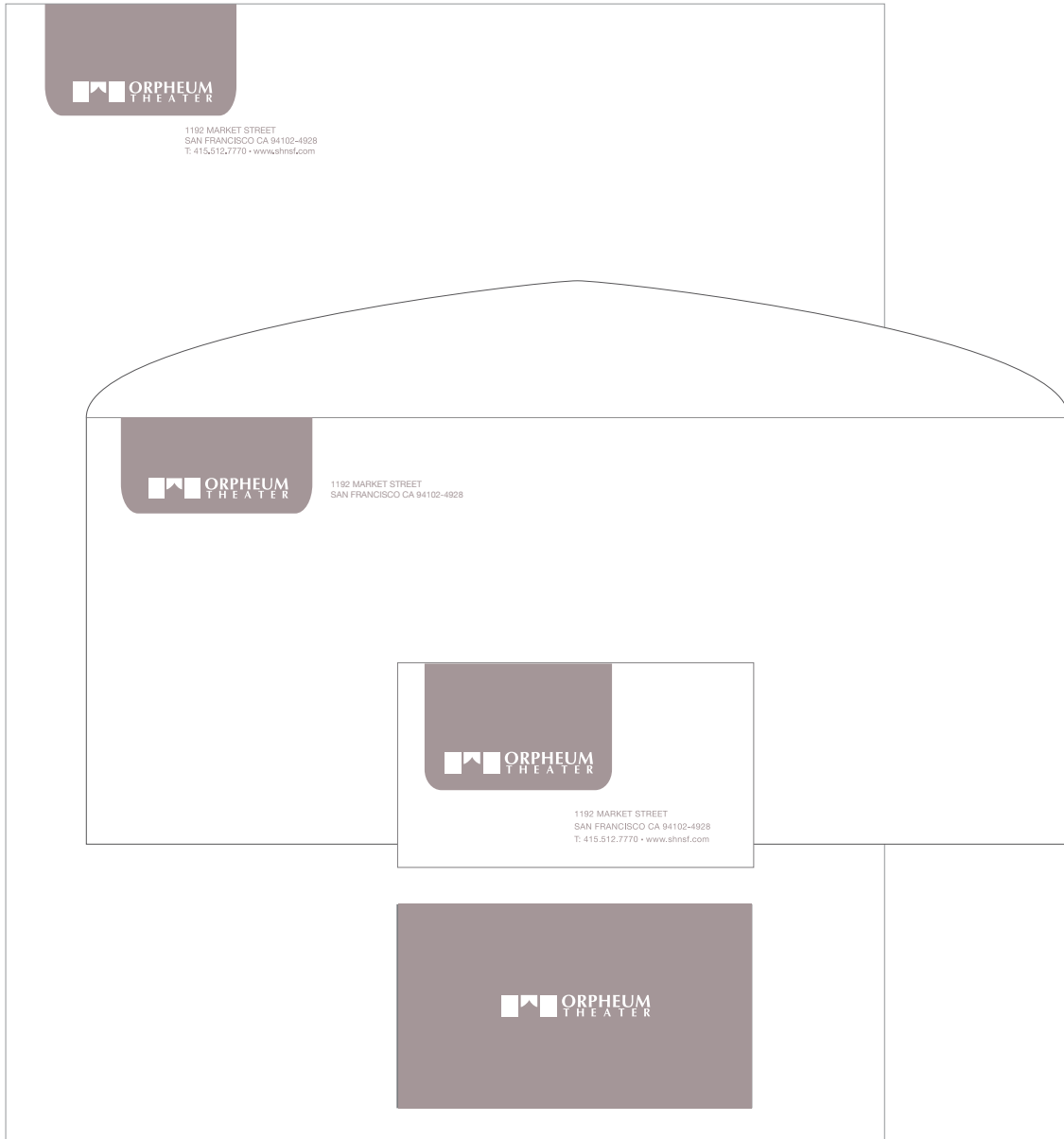


Final Iteration

After creating numerous logo sketches, I am satisfied with this composition. The iconic image on the left represents the shape of the stage, the letter M of the Orpheum, and a bow-tie. I aimed to convey the connection between SHN and the Orpheum Theater, and display the modern fashion of theater identity, which has been improved by SHN's effort and local people who appreciate the history of this building.

Typeface_Optima

Color_C 22.97% M 24.93% Y 22.41% K
28.57%



Final Corporate Identity Application
This is the final outcome. I combined the iconic image on the left that I created at the very beginning of logo sketches, and the theater name with the emphasis on "ORPHEUM". I chose this amber-beige color to add sophisticated image to the design.

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Previous Design Concept

This is first version of the logo design. I got a feedback such as “the magnifying effect makes the company name hard to read”. Thus, I took the feedback into my consideration and improved the logo design. I originally decided to use green color for the main color scheme since the Orpheum Theater’s building is decorated in green, especially around the front entrance area. However, I abandoned this color choice and the magnifying effect in order to achieve more concise, clean, and eye-friendly “theater” identity design.



Exploring the idea of "O as a spotlight"
Typeface_Adobe Garamond

Another New idea: Spotlight & magnifying effect
Typeface_Optima



New idea: O as a spotlight
Typeface_Optima



Color Version of the logo with cropped "M" with square background
Typeface_Optima

ORPHEUM

ORPHEUM



Early sketches: Played with font types such as italics, normal. I tried three squares mimicking the shape of stage and the letter "M".
Typeface_Optima, Didot



Color Version of the logo with cropped "M" with square background
Typeface_Optima