

ENGLERT PRESENTS





## MISSION STATEMENT & VISION



## SYNOPSIS

Track Zero is a new brand under The Englert Theatre programming umbrella that seeks to present burgeoning, diverse, and boundary-pushing artists. This series intends to expand the community's expectations of what art can be. It aims to inspire our local arts ecosystem. Track Zero's name is a nod to the hidden or secret tracks on physical media and the growing interest in mixtapes and CD's from younger audiences. Let us be your mixtape to the new and exciting, off the tracklist.

## SELLING POINTS

The Englert Theatre is positioned in a lively college and arts town. With the unique duality of proximity to a Big Ten school and Iowa City's reputation of literature and live music institutions, The Englert can tap into and provide an energetic and curious crowd to nurture an artist on-stage and beyond. Under fresh branding for a younger audience, Track Zero can develop exciting, diverse programming in intimate spaces that engage those with their finger on the pulse of new music with a series curated just for them.

## BUZZWORDS

Colorful, DIY-influenced, gender-bending, community-based word of mouth, multi-media, tongue in cheek, burgeoning, boundary-pushing artists, raw & intimate, expand, programmatic diversity, new & exciting — off the tracklist

# THE LOGO



**01 DO :** Play with color; the design of the logo invites recoloring in accordance with the secondary color theme of individual graphics. Light black stroke permitted for readability with the dark green main color backdrop.

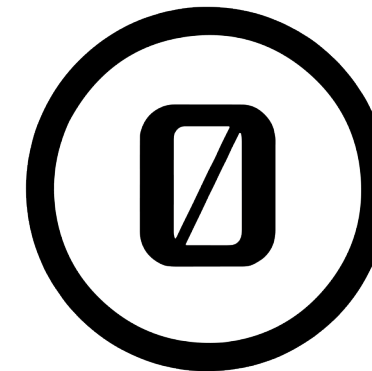
**02 DO :** Use the logo mark in place of full logo type as needed for scalability. If logo is front-and-center, use full logo. If logo is in the corner on social posts or promotional posters, logo mark may be used.

**03 DON'T :** Abbreviate logo to an in-between of full logo and logo mark. Don't change the logo color to any primary, bold, clashing color such as red, blue, yellow, etc., stick to the neon-inspired secondary color palette realm. Stay away from too warm of colors.

01



02



03

DON'T



PRIMARY COLOR FUNCTION:

01) Dark green is the consistent background across all materials

02) Light green is main brand pairing for postings about the general brand, logo graphics & gifs, multi-artist announce lineups—anything not related to a singular show

# PRIMARY COLORS

|    |  |    |  |
|----|--|----|--|
| 01 | R: 67 G: 101 B: 64<br>C: 78 M: 37 Y: 88 K: 29<br>HEX #436540 | 02 | R: 206 G: 223 B: 76<br>C: 26 M: 0 Y: 100 K: 0<br>HEX #cedf4c |
|----|--|----|--|

# SECONDARY THEME

|   |  |    |   |
|---|--|----|---|
| 03  | R: 35 G: 235 B: 246<br>C: 68 M: 0 Y: 15 K: 0<br>HEX #25e8f4  | 04 | R: 255 G: 87 B: 221<br>C: 8 M: 77 Y: 0 K: 0<br>HEX #ff57dd  |
| 05  | R: 144 G: 246 B: 140<br>C: 50 M: 0 Y: 75 K: 0<br>HEX #90f68c | 06 | R: 93 G: 96 B: 240<br>C: 73 M: 66 Y: 0 K: 0<br>HEX #5d60f0  |
| 07  | R: 188 G: 95 B: 255<br>C: 43 M: 69 Y: 0 K: 0<br>HEX #bc5fff  | 08 | R: 253 G: 232 B: 76<br>C: 1 M: 4 Y: 98 K: 0<br>HEX #fde84c  |
| SECONDARY COLOR FUNCTION: Paired with the dark primary color, a neon color contrast will differentiate TRACK ZERO shows from eachother while still feeling of the same piece. Colors may cycle through as shows pass. |  | 09 | R: 26 G: 255 B: 213<br>C: 71 M: 0 Y: 39 K: 0<br>HEX #1affd5 |



# PRIMARY TYPE

## BD SUPPER - ADOBE (LOPETZ)

“BD Supper is a friendly and humorous geometric-organic sans serif typeface”

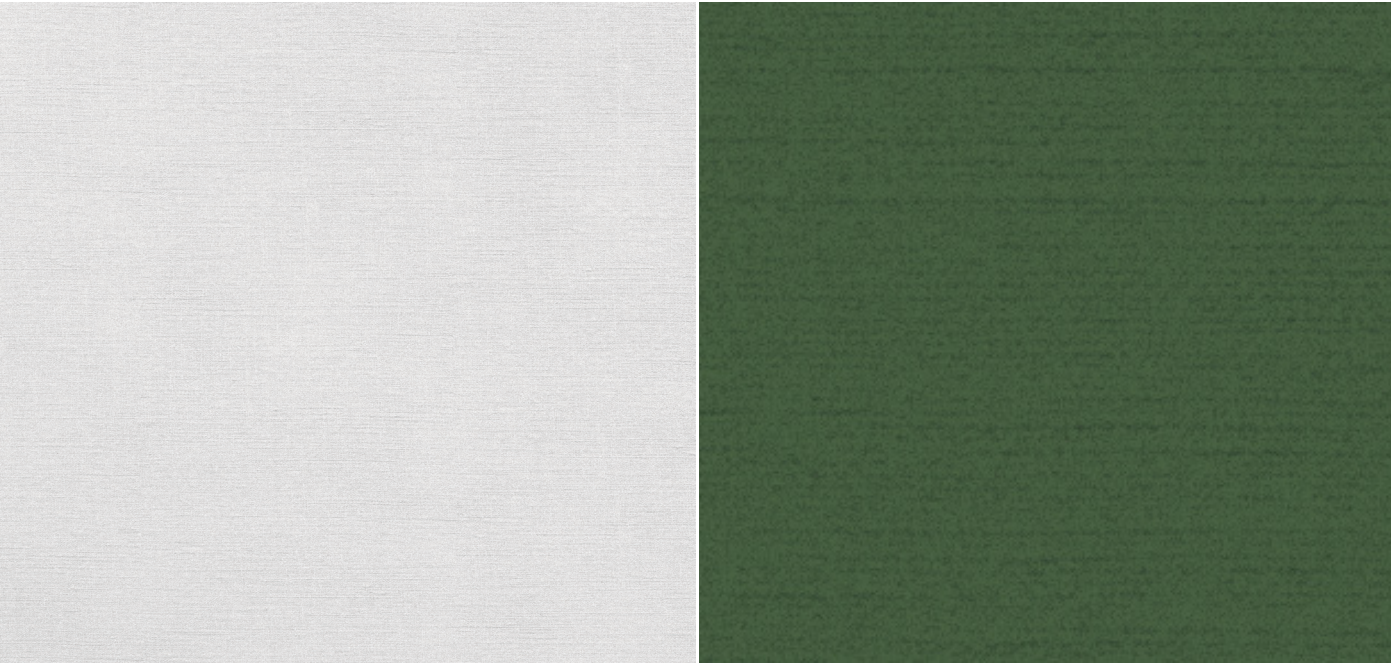
**AaBbCcDdEeFfGgHhIiJjKkLl**  
**MmNnOoPpQqRrSsTtUuVvWw**  
**XxYyZz#!&1234567890**  
**AaBbCcDdEeFfGgHhIiJjKkLl**  
**MmNnOoPpQqRrSsTtUuVvWw**  
**XxYyZz#!&1234567890**

# SECONDARY TYPE

## CARLMARKX HANDWRITING - ADOBE (CARL MARKX)

“A rediscovered typeface of Bauhaus, drawn with brush and marker rather than compass and ruler, lending the words a warm and lively touch. Wobbly handwritten-style contour with a condensed geometric style” Calls to mind CD logo packaging/design

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr**  
**SsTtUuVvWwXxYyZz#!&1234567890**  
**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr**  
**SsTtUuVvWwXxYyZz#!&1234567890**



# TEXTURE

Canvas texture with added noise as needed  
Blend mode: Multiply  
Opacity: 40%

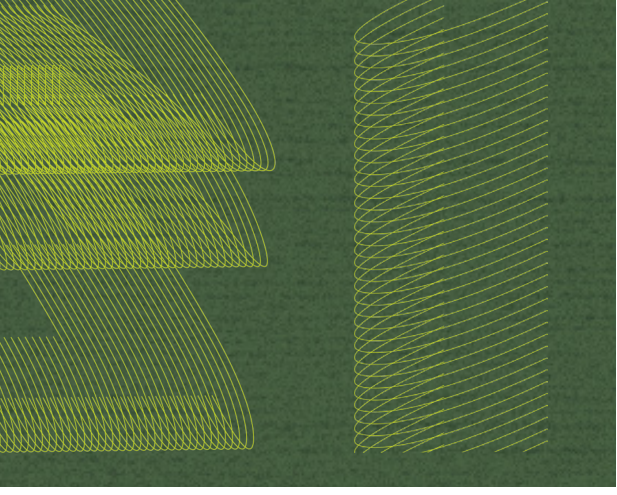
# ADDITIONAL GRAPHIC ELEMENTS

A mix of geometric, futuristic, and retro to bridge the gap between the old and new theming of the brand

 A spacefiller, or simplistic add-on to accentuate artist name

 To accentuate a DIY feel, to put on physical media representations, i.e. mixtapes

# STARS



Stylistic filler; futuristic flair

# SPIRALS



# GENERAL GRAPHIC BRANDING

**TRACK ZERO**  
**ALL CAPS - BD SUPPER**

**artist names**  
**all lowercase - CarlMarx**  
**for multi-lineup; BD Supper for single**  
**artist graphic**

**dates**





**venue & time**

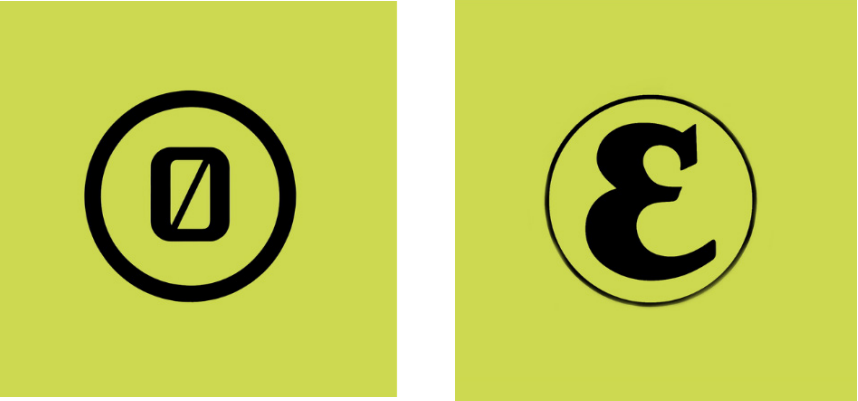
**GABE'S.....9:00**  
12 pt CarlMarx Handwriting Bold

**artist cutouts**



-both partial cutouts for announce text wrapping and full integration into physical music mediums i.e. CD, record label, cassette spines, etc.,

# ENGLERT CO-BRANDING



GIFs and video that accentuate the oneness between Englert and Track Zero, by playing up the sameness of the logo tags, transforming into the other

## TICKET BILLING

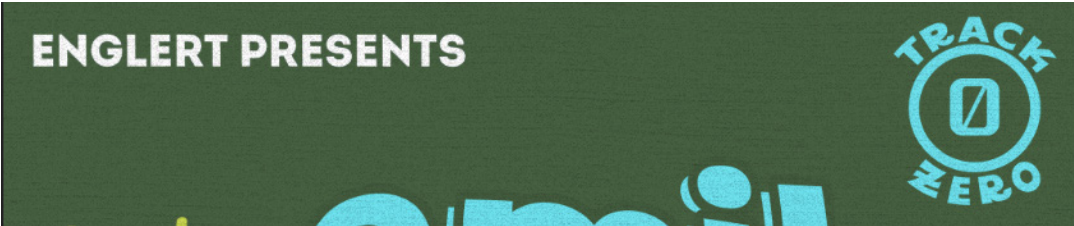
The Englert Theatre  
221 E Washington St  
Iowa City, IA 52240

Englert Theatre Presents: Track Zero  
**Kate Bollinger**  
with Sam Burton  
**Oct 03 Tues 7:30 PM**  
Sec **ORCHESTRA** Row **A** Seat **15**  
Price **\$0.00**  
ORDER #PR 91657814  
Comp - Venue



## GRAPHIC BRANDING

-Track Zero and Englert side-by-side, Englert Presents branding on corner of graphics



## EVENT BRANDING

-Englert Presents banner, with Track Zero Primary color scheme to keep consistency, while allowing for easy identification of a Track Zero show

|  |                                    |  |   |
|--|------------------------------------|--|---|
| <br><b>ENGLERT PRESENTS</b> | <b>WEDNESDAY OCT 18</b><br>7:30 PM | <br><b>ENGLERT PRESENTS</b> | <b>TOMMY EMERSON</b><br>with Larry Campbell & Teresa Williams<br>\$25.50 - \$255.50<br>The Englert Theatre<br><a href="#">BUY TICKETS &gt;</a>                |
| <br><b>ENGLERT PRESENTS</b> | <b>WEDNESDAY OCT 25</b><br>9:00 PM | <br><b>ENGLERT PRESENTS</b> | <b>MADISON MCFERRIN</b><br>\$15 - \$22<br>Gabe's<br><a href="#">BUY TICKETS &gt;</a>  |
| <br><b>ENGLERT PRESENTS</b> | <b>FRIDAY OCT 27</b><br>7:30 PM    | <br><b>ENGLERT PRESENTS</b> | <b>THE BEAKER BROTHERS: CREAM AND BEYOND</b><br>A Tribute to Eric Clapton & Friends<br>\$10 - \$20<br>The Englert Theatre<br><a href="#">BUY TICKETS &gt;</a> |



# SOCIAL BRANDING



- partial cutouts, BD Supper wrap around text using Illustrator Envelope distort
- retro meets futuristic
- using the expansion across listening mediums in less of a throw back way, but a revival for the future and blurring the boundaries on how we listen and experience music
- Social voice of brand: Subtle playful. Texty, conversational.



# POSTER BRANDING

