

2023

TRACK ZERO

OFFICIAL
BRAND GUIDE

ENGLERT PRESENTS





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



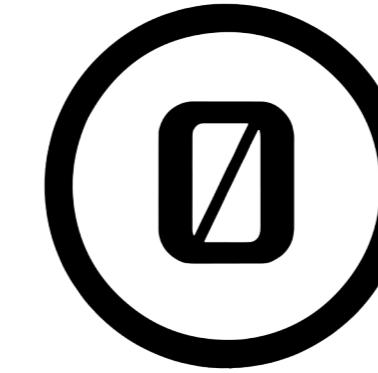
01 DO : Play with color; the design of the logo invites recoloring in accordance with the secondary color theme of individual graphics. Light black stroke permitted for readability with the dark green main color backdrop.

01



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.

02



03

DON'T



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.

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 & gifts, multi-artist announce lineups—anything not related to a singular show

PRIMARY COLORS

01 R: 67 G: 101 B: 64
C: 78 M: 37 Y: 88 K: 29
HEX #436540

02 R: 206 G: 223 B: 76
C: 26 M: 0 Y: 100 K: 0
HEX #cedf4c

SECONDARY THEME

03 R: 35 G: 235 B: 246
C: 68 M: 0 Y: 15 K: 0
HEX #25e8f4

04 R: 255 G: 87 B: 221
C: 8 M: 77 Y: 0 K: 0
HEX #ff57dd

05 R: 144 G: 246 B: 140
C: 50 M: 0 Y: 75 K: 0
HEX #90f68c

06 R: 93 G: 96 B: 240
C: 73 M: 66 Y: 0 K: 0
HEX #5d60f0

07 R: 188 G: 95 B: 255
C: 43 M: 69 Y: 0 K: 0
HEX #bc5fff

08 R: 253 G: 232 B: 76
C: 1 M: 4 Y: 98 K: 0
HEX #fde84c

SECONDARY COLOR FUNCTION: Paired with the dark primary color, a neon color contrast will differentiate TRACK ZERO shows from each other while still feeling of the same piece. Colors may cycle through as shows pass.

09 R: 26 G: 255 B: 213
C: 71 M: 0 Y: 39 K: 0
HEX #1affd5

PRIMARY TYPE

BD SUPPER - ADOBE (LOPETZ)

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

REGULAR
AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
wXxYyZz#!&1234567890

BOLD
AaBbCcDdEeFfGgHhIiJjKkLlM
mNnOoPpQqRrSsTtUuVvWw
XxYyZz#!&1234567890

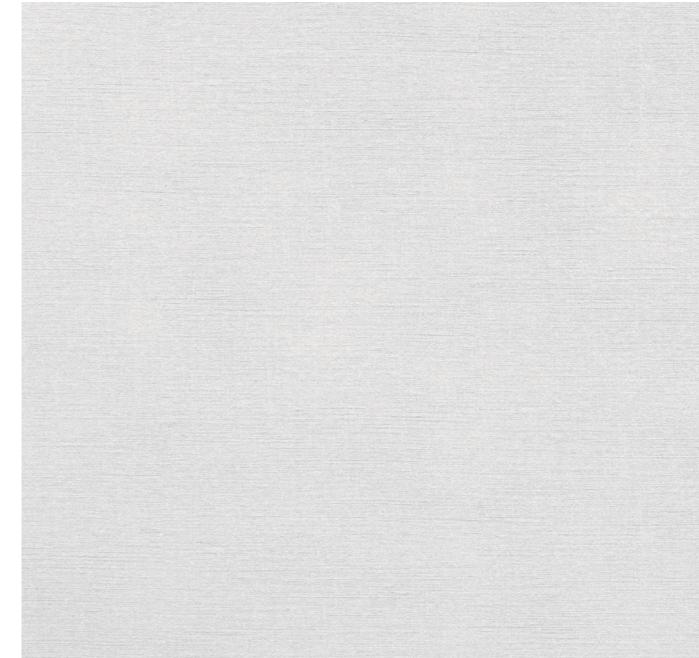
SECONDARY TYPE

CARLMARX HANDWRITING - ADOBE (CARL MARX)

"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

REGULAR
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz#!&1234567890

BOLD
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz#!&1234567890



TEXTURE

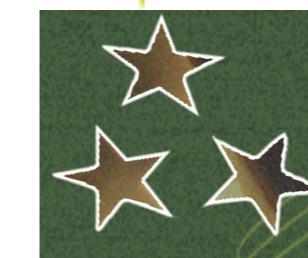
Canvas texture with added noise as needed
Blend mode: Multiply
Opacity: 40%

ADDITIONAL GRAPHIC ELEMENTS

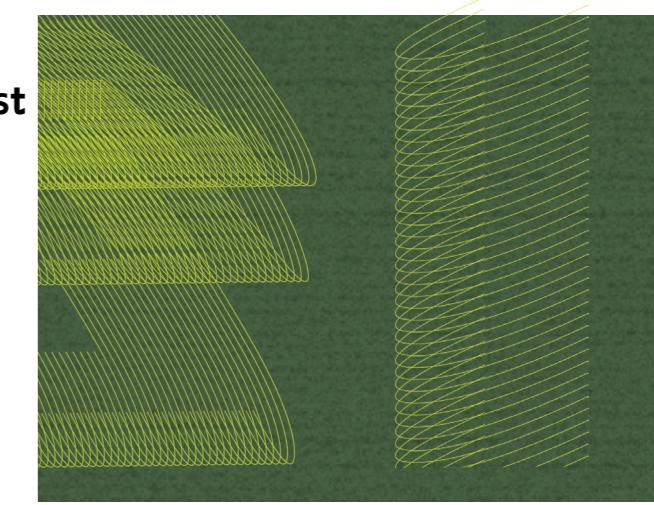
A mix of geometric, futuristic, and retro to bridge the gap between the old and new theming of the brand



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



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



Stylistic filler; futuristic flair

STARS

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

Oct 03

Oct

25

venue & time

GABE'S.....9:00

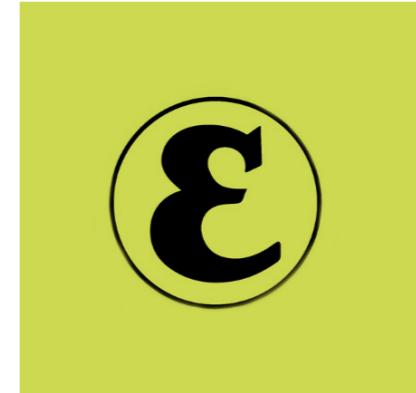
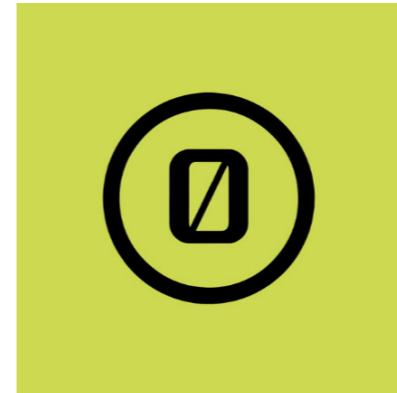
12pt CarlMarx Handwriting Bold

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
Combo - Venue



GRAPHIC BRANDING

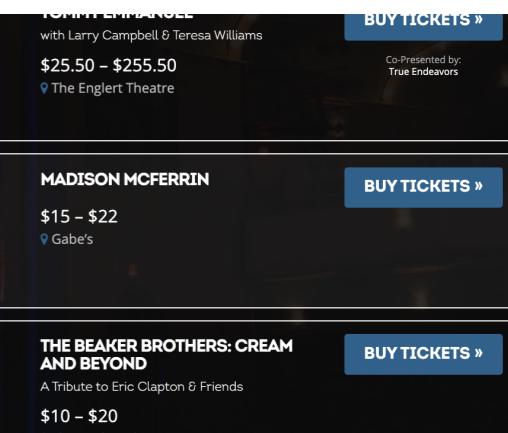
-Track Zero and Englert side-by-side, Englert Presents branding on corner of graphics

ENGLERT PRESENTS



EVENT BRANDING

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



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

