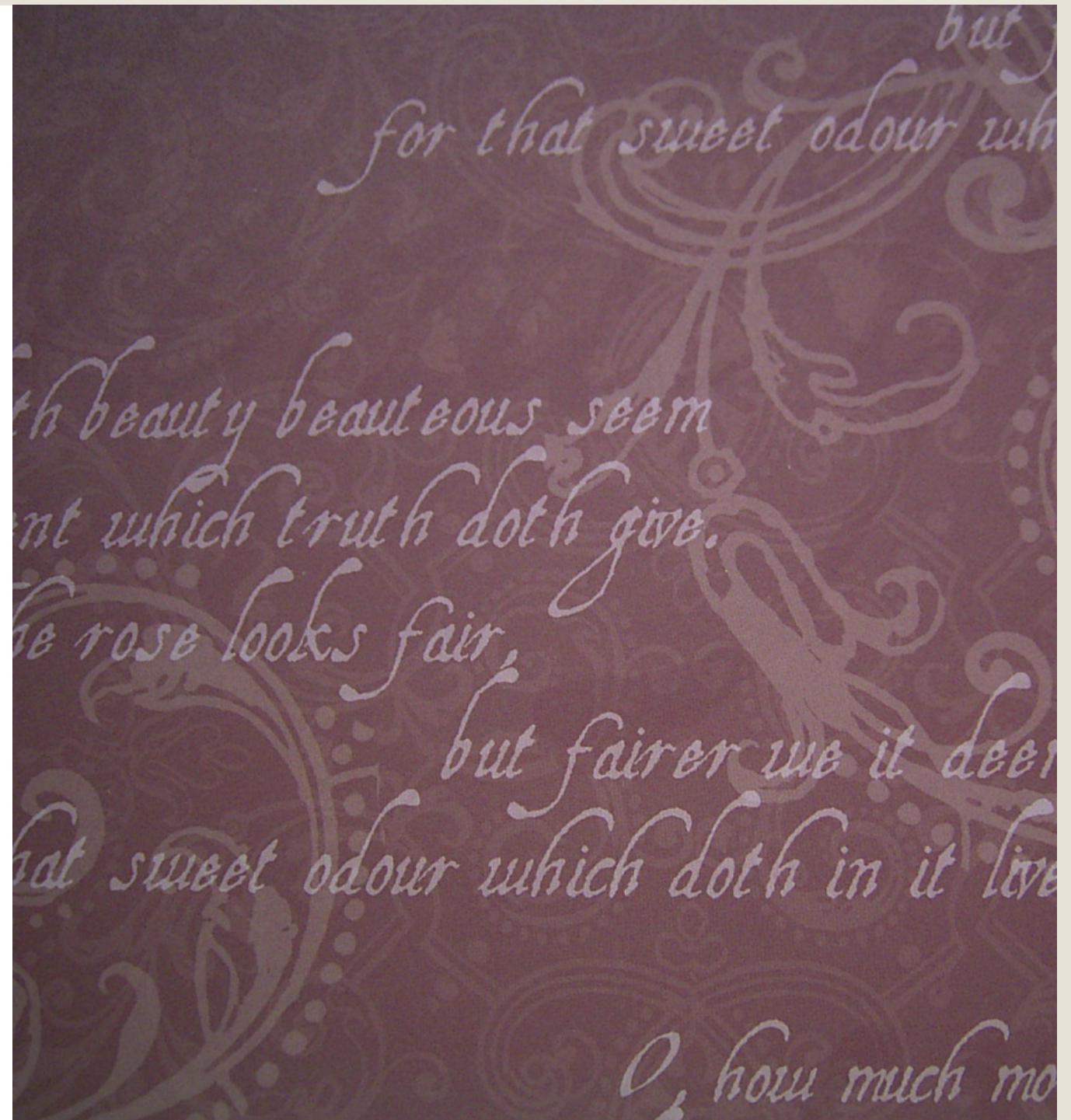


**OPEN PROJECT:
THE SAN FRANCISCO
ELIZABETHAN COMPANY**

**SENIOR PROJECT LAB
MELINDA KIM**



**OPEN PROJECT:
THE SAN FRANCISCO
ELIZABETHAN COMPANY**

DESIGN PROBLEM

To create a logo and identity system (business card, stationary, promotional mailer, playbill, brochure and poster) for The San Francisco Elizabethan company. this non-profit theatrical company will be performing free admission performances in the San Francisco Golden Gate Park bandstand (located between the Steinart Aquarium and the De Young museum).

TARGET AUDIENCE

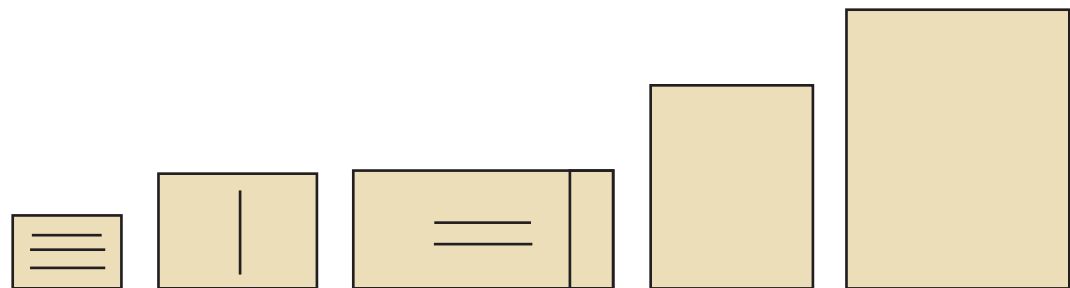
The intended target which the company wants to appeal to are likely to be college-educated adults, the Fine arts-cultured, students interested in english literature or theater, and urban people in the bay area.

DESIGN SOLUTION

This company will perform in manners that are contemporized, traditional elizabethan or classical greek theater. the logo needs to reflect the elizabethan era where the emphasis will be clear but also communicate the edgier, eclectic attitude of the company. the focus of the project will be the logo, which needs to be flexibly used in many different scales and mediums. The client has specified a leaning towards having some kind of graphic element to imply the connection to theater or english renaissance (for example: engraving, woodcut, theater masks. yellowed parchment, shakespeare's signature), an antiqued look, and the look of an inkwell hand script.

APPLICATION

Business card, mailer, envelope, letterhead, poster, playbill/ program.



**THE SAN FRANCISCO
ELIZABETHAN COMPANY
COMPANY PROFILE**

MISSION STATEMENT

The San Francisco Elizabethan Company was founded to explore the unique genius of this era of world theatre. Though we focus mainly on Shakespeare and his contemporaries (such as Marlowe, Kyd, and Jonson), we also explore the great works of ancient Greek drama, as well as seminal works selected from the modern era.

We invite the community to experience with us, through our performances, the new perspectives on human nature that appeared in each of these great epochs.

TAGLINE

The San Francisco Elizabethan Company, presenting Shakespeare and his contemporaries.

TARGET AUDIENCE

The works of the Elizabethan dramatists had one thing in common...they were essentially crowd-pleasers.

That is, there's something for everyone...from swordfights and dirty jokes, to love poetry and metaphysical speculation on one's place in the universe. Our target audience is all of these people...those who like fart jokes and university professors who are afraid of their own genitals.

COMPETITION

The African American Shakespeare Company, Shakespeare Santa Cruz, and The San Francisco Shakespeare Festival. What differentiates us from most of these is our concentration on the other excellent Elizabethan dramatists who are so often ignored.

THE SAN FRANCISCO ELIZABETHAN COMPANY INITIALRESEARCH



THE ELIZABETHAN ERA

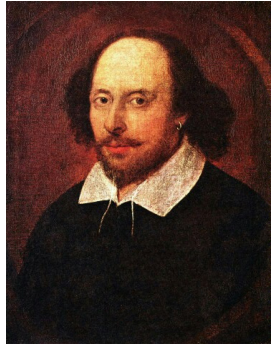
The Elizabethan Era is the period associated with the reign of Queen Elizabeth I (1558–1603) and is often considered to be a golden age in English history. It was the height of the English Renaissance, and saw the flowering of English literature and poetry. This was also the time during which Elizabethan theatre flourished and William Shakespeare, among others, composed plays that broke away from England's past style of plays. It was an age of expansion and exploration abroad, while at home the Protestant Reformation became entrenched in the national mindset.

The Elizabethan Age is viewed so highly because of the contrasts with the periods before and after. It was a brief period of largely internal peace between the English Reformation and the battles between Protestants and Catholics and the battles between parliament and the monarchy that would engulf the seventeenth century. The Protestant/Catholic divide was settled, for a time, by the Elizabethan Religious Settlement and parliament was still not strong enough to challenge royal absolutism. "English Renaissance" is a recent term used to describe a cultural and artistic movement in England from the early 16th century to the early 17th century. This era in English cultural history is sometimes referred to as "the age of Shakespeare" or "the Elizabethan era," taking the name of the English Renaissance's most famous author and most important monarch, respectively; however it is worth remembering that these names are rather misleading: since Shakespeare was not an especially famous writer in his own time, and the English Renaissance covers a period both before and after Elizabeth's reign.

THE DRAMATISTS

Poets such as Edmund Spenser and John Milton produced works that demonstrated an increased interest in understanding English Christian beliefs, such as the allegorical representation of the Tudor Dynasty in *The Faerie Queen* and the retelling of mankind's fall from paradise in *Paradise Lost*; playwrights, such as Christopher Marlowe and William Shakespeare, composed theatrical representations of the English take on life, death, and history. The key literary figures in the English Renaissance are now generally considered to be the poet Edmund Spenser; the philosopher Francis Bacon; the poets and playwrights Christopher Marlowe, William Shakespeare and Ben Jonson; and the poet John Milton. Sir Thomas More is often considered one of the earliest writers of the English Renaissance.

THE SAN FRANCISCO ELIZABETHAN COMPANY INITIALRESEARCH



WILLIAM SHAKESPEARE

(1564 – 1616) was an English poet and playwright widely regarded as the greatest writer of the English language, and the world's preeminent dramatist. He wrote approximately 38 plays and 154 sonnets, as well as a variety of other poems. Already a popular writer in his own lifetime, Shakespeare became increasingly celebrated after his death and his work adulated by numerous prominent cultural figures through the centuries. He is often considered to be England's national poet and he is counted among the very few playwrights who have excelled in both tragedy and comedy, and his plays combine popular appeal with complex characterisation, poetic grandeur and philosophical depth. Shakespeare's works have been translated into every major living language, and his plays are continually performed all around the world. In addition, Shakespeare is the most quoted writer in the literature and history of the English-speaking world.

CHRISTOPHER MARLOWE

(1564 – 1593) was an English dramatist, poet, and translator of the Elizabethan era. The son of a rich shoemaker and a clergyman's daughter. He was educated at King's School in his native Canterbury and at Corpus Christi College, Cambridge, where he proceeded B.A. in 1584 and M.A. in 1587. Apparently he served as a confidential agent for the government; he engaged in the philosophical or theological speculation of a circle centering around Raleigh; he achieved distinction by his non-dramatic verse, of which the unfinished *Hero and Leander* is the most important example and he became the outstanding dramatist of London. Many details of his life were a source of scandal to some of his contemporaries, and for us are still shrouded in mystery.

The foremost Elizabethan tragedian before Shakespeare, he is known for his magnificent blank verse, his overreaching protagonists, and his own untimely death.

BENJAMIN JONSON

(c. June 11, 1572 – August 6, 1637) was an English Renaissance dramatist, poet and actor. A good friend of William Shakespeare, he is best known for his plays *Volpone* and *The Alchemist* and his lyric poems. A man of vast reading and a seemingly insatiable appetite for controversy, Jonson had an unparalleled breadth of influence on Jacobean and Caroline playwrights and poets.

THE SAN FRANCISCO ELIZABETHAN COMPANY COMPETITION

WOMAN'S WILL



Woman's Will, the Bay Area's all-female Shakespeare company, exists to provide opportunities for women and girls to work together in a supportive yet challenging environment, to entertain and educate through high quality classes and performances, and to expand the boundaries in which audiences and artists see themselves.

Woman's Will is a multi-ethnic company that operates under a strict policy of non-discrimination and strives for triple accessibility at every event: all people must be able to reach our events, afford our events, and relate to our events.

Finally, and most importantly, we love our work, and it shows. Our actor- and text-based productions are both intelligent and visceral, yet clearly told so even the youngest members of your family can join in the fun. Relax with a picnic and some friends, and let us show you what wonders arise under the influence of a Woman's Will.

SHAKESPEARE *Santa Cruz*

SHAKESPEARE SANTA CRUZ

Great theater gives public expression to the private workings of the human spirit. Shakespeare Santa Cruz strives to cultivate the imagination, wit, daring and vision that the greatest playwrights demand of artists and audiences alike.

Now entering its 26th season, Shakespeare Santa Cruz has earned a national reputation for producing innovative and intelligent Shakespeare productions and other classics in its unique outdoor amphitheater in a redwood forest overlooking the Monterey Bay. Founded in 1981, SSC is a professional resident theater that draws on the intellectual resources of the University of California at Santa Cruz and a national network of professional artists. SSC is committed to linking the best of contemporary scholarship with the highest artistic standards of production and the exciting possibilities of repertory performance. SSC serves as a vital resource to the greater Monterey and San Francisco Bay areas. Now in its third decade, SSC has performed over 75 plays for an audience of over 500,000. SSC also tours its outreach program, Shakespeare to Go, to high schools and junior high schools each spring in a tri-county area.

AFRICAN-AMERICAN SHAKESPEARE COMPANY ENVISIONING THE CLASSICS WITH COLOR

THE AFRICAN AMERICAN SHAKESPEARE COMPANY

The African-American Shakespeare Company's mission is to produce European Classical works with an African-American cultural perspective and to provide opportunities and accessibility for minority artists and their community to view these works in a manner that is inclusive of their cultural heritage and identity. Our vision is to change the perception and attitudes to better reflect the world's diversity and to bring opposite groups together through sharing, appreciating, and admiring the gifts and treasures that each culture and person manifests on this earth. We strive to involve and acknowledge the diverse cultural expressions represented in the country using classical stories, which speaks universally of our shared human nature, while striving to be a hallmark of artistic excellence.

The African-American Shakespeare Company (AASC) is a eleven-year-old arts organization and the only company of African-American actors that perform European Classical works in the country. These time-honored works are told within the perspective and cultural dynamic of the African-American culture.



THE ROYAL SHAKESPEARE COMPANY

The aim of the RSC is to keep modern audiences in touch with Shakespeare as our contemporary. That means that as well as the work of Shakespeare and his contemporaries, our repertoire includes classic plays by international dramatists and work by living writers. One of the world's best-known theatre ensembles, the Royal Shakespeare Company focuses on works by Shakespeare, other renaissance dramatists and contemporary writers. The RSC's ensemble nature allows audiences to follow the company's actors in a number of repertoire productions while providing an expert training environment for its actors, directors and theatre artists. The RSC continually strives to engage more people with the experience of live theatre through its productions, education and outreach work. In the past five years, annual productions aimed at families have successfully brought 150,000 people to the theatre for the first time.



With the Oakland-East Bay Shakespeare & Silicon Valley Shakespeare Festivals

THE SAN FRANCISCO SHAKESPEARE FESTIVAL

The San Francisco Shakespeare Festival began in 1983, with Free Shakespeare in the Park's debut production of *The Tempest* in Golden Gate Park in San Francisco, California. Today we are a regional theater company and major arts education provider that includes our sister organizations, the Oakland-East Bay Shakespeare Festival and the Silicon Valley Shakespeare Festival. Free Shakespeare in the Park is produced every year in San Francisco, Oakland, Pleasanton and Cupertino from July to October, Free Shakespeare in the Park provides an opportunity for over 50,000 people to see high quality, professional theater free of charge. Shakespeare on Tour brings a live hour-long Shakespeare performance to students statewide. We now present approximately 300 performances yearly to over 120,000 children. The Bay Area Shakespeare Camps provide an opportunity for young students age 7 to 18 to study Shakespeare in a fun, supportive atmosphere.



CALIFORNIA SHAKESPEARE THEATER

Our Vision is to be a vital artistic home for our communities, where everyone, regardless of age, context or background, can discover the relevance of Shakespeare and the classics in their lives. California Shakespeare Theater makes boldly imagined and deeply entertaining interpretations of Shakespeare's plays, fresh rediscoveries of important works of world theater, and new plays inspired by classic literature. Through our work on stage and in education, we aim to build a culture of life-long creativity, marked by diversity of thought and freedom of expression. We value the power of classics in the world today. We will strive to bring intellectual rigor, emotional depth and theatrical invention to all of our work in the hopes of re-imagining Shakespeare and the classics, creating a transcendent, spiritual experience for audiences of all ages. We value engaging our communities in life long learning. We believe in the power of artistic education to have a profound effect on the lives of learners of all ages.

THE SAN FRANCISCO ELIZABETHAN COMPANY RESEARCH



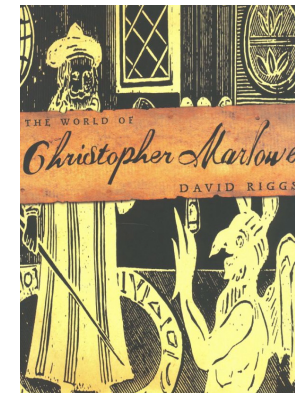
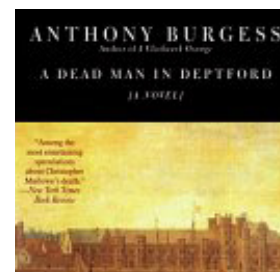
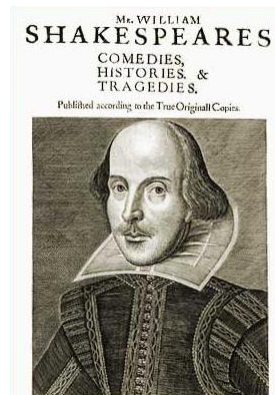
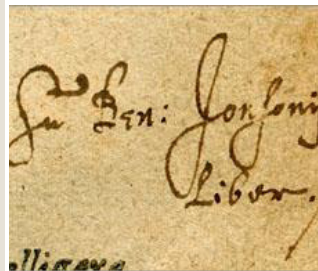
The Bandstand at Golden Gate Park

THE LOOK

In the matter of company identity, the client hopes to emphasize the connection to Elizabethan theater, the city of San Francisco and the English Renaissance. The client has specified a leaning towards having some kind of graphic element incorporated into the logo itself, or for standard use in all collateral. an antiqued look , and the look of an inkwell hand script.

COLOR PALETTE

Warm Autumn colors and tones to emulate the rich English Renaissance era portraitures and paintings. Bold contrast in the logo, but the use of text must remain elegant, and in the case of the use of graphics or illustrations the treatment must remain simple, coupled with Rich black or dark browns.

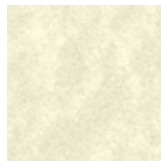


**THE SAN FRANCISCO
ELIZABETHAN COMPANY
RESEARCH**

FrenchPaper



Parchtone "Aged"



THE OPTIONS

Some ideas include:

Engraving/ woodcut affected illustration,

Incorporation of the drama/comedy masks into the script font

Choosing a yellowed parchment, browned or speckled paper for effect

Use of woodtype ornamentation

Shakespearean signature emulation in dark ink

SUSTAINABILITY

Warm toned recycleable or post-consumer recycled paper

Low VOC soy or vegetable based inks (Soy and Vegetable-based inks have evolved to VOC levels of 2-20%, down from conventional commercial sheetfed inks that measure VOC levels of 25-35 percent).

Frenchpaper company manufactures with 100% clean, renewable hydroelectric energy and claims the water they use is not polluted by chlorine or any other by-products.

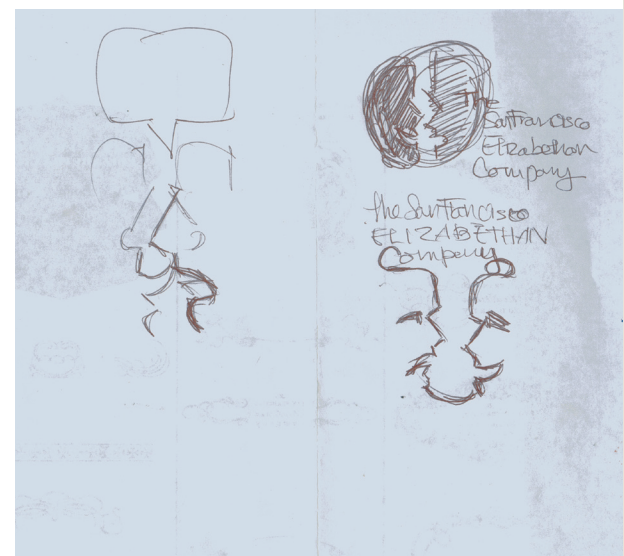
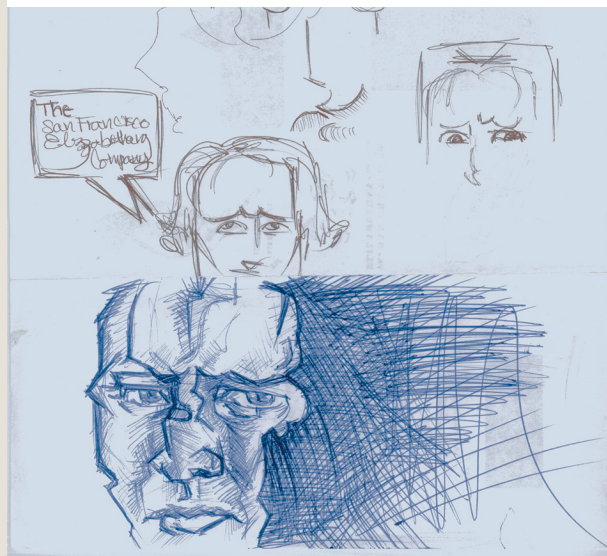
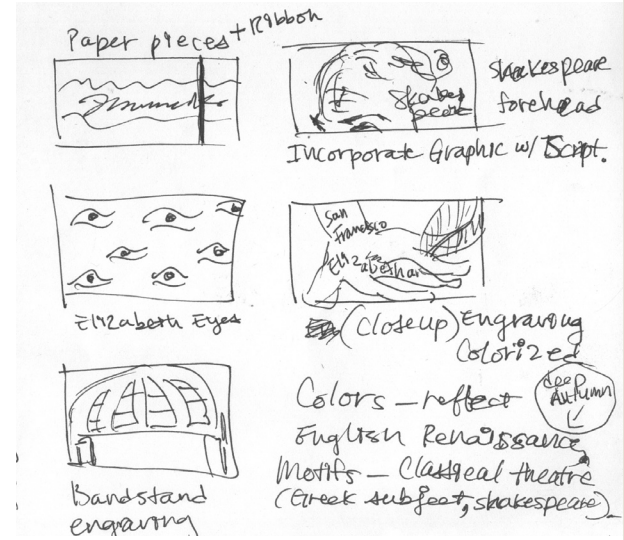
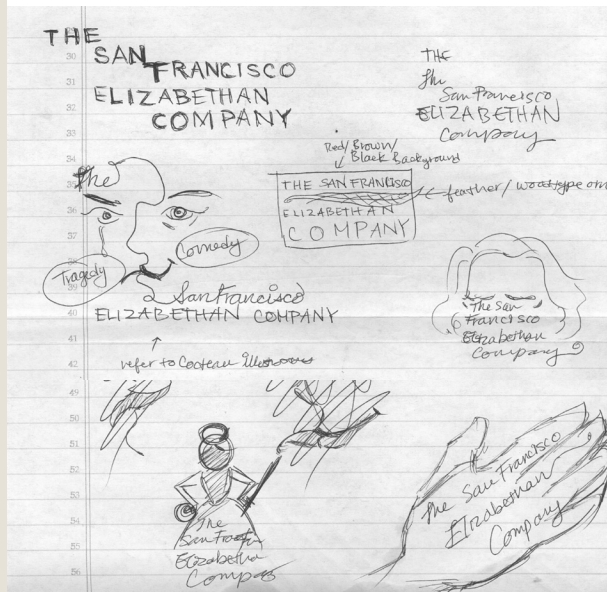
GreenerPrinter exclusively uses soy and other vegetable-based inks which are less harmful to the environment than their petroleum-based counterparts. GreenerPrinter adhere to practices that minimize the release Volatile Organic Compounds from inks into the atmosphere. Almost as important as the manufacture and use of vegetable inks is the recycle and reuse programs implemented by the printer. Anything a printer does to steer materials from landfills is of environmental benefit. In this area, GreenerPrinter abides by the following criteria:

1. Tightly control inventory and scheduling practices, ordering only the quantities of ink needed.
2. Reuse or recycle unused inks.
3. Specify "low VOC" or "vegetable based inks" rather than asking only for soy. Some non-soy vegetable inks are actually lower in VOC than soy.

THE SAN FRANCISCO ELIZABETHAN COMPANY INITIAL CONCEPTS

SKETCHES

Concept sketches for logo ideas, and Dr. Faustus poster illustration.



THE SAN FRANCISCO ELIZABETHAN COMPANY DIGITAL CONCEPTS

DIGITAL COMPS

Digital comps of type treatments produced for initial client review.



The SAN FRANCISCO
Elizabethan
company



The San Francisco
Elizabethan COMPANY

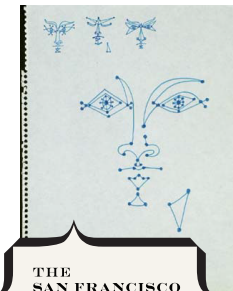
The SAN FRANCISCO
ELIZABETHAN Company



The SAN FRANCISCO
ELIZABETHAN Company



THE SAN FRANCISCO
ELIZABETHAN
COMPANY



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The SAN FRANCISCO
ELIZABETHAN Company



THE SAN FRANCISCO
Elizabethan
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The SAN FRANCISCO
Elizabethan
company

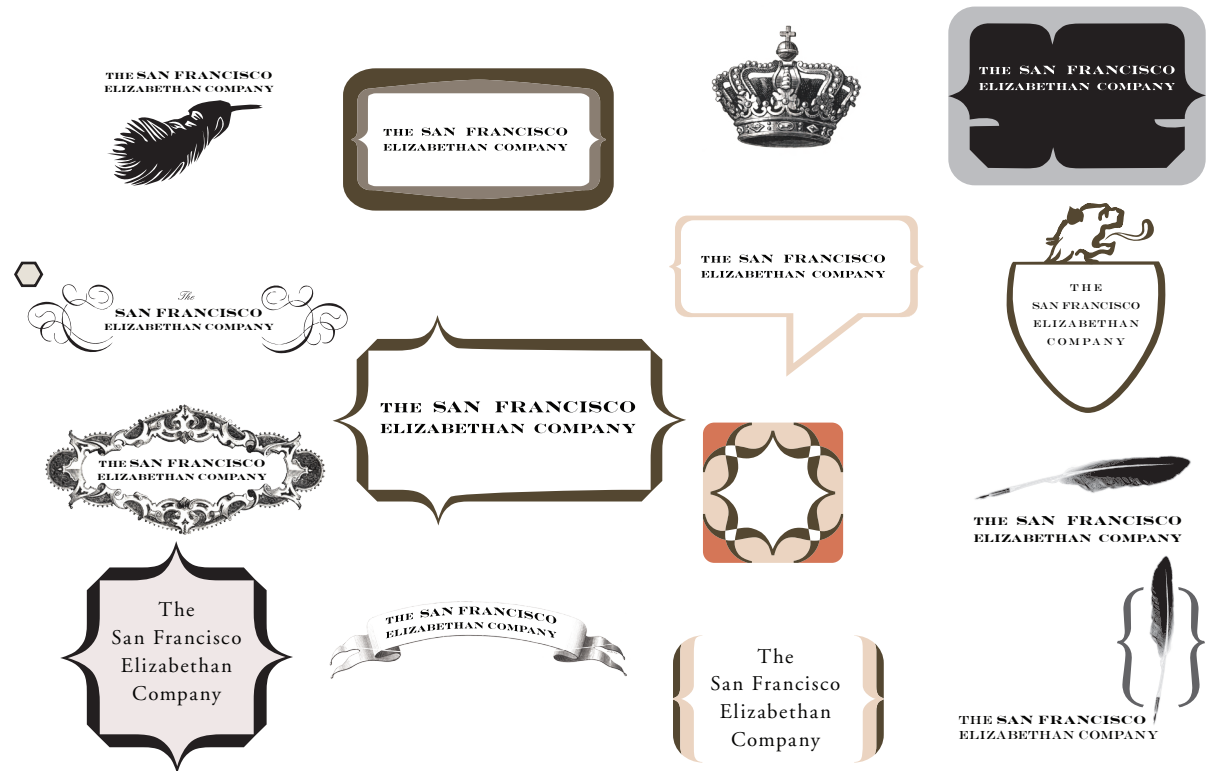


CLIENT FEEDBACK

Preferred more loopy loos and ornamentation, but wants to maintain legibility and perhaps the title of the company requires some sort of graphic element to implicate this is a theater reportory.

THE SAN FRANCISCO
ELIZABETHAN COMPANY
SECOND DRAFTS

MORE LOGO CONCEPTS

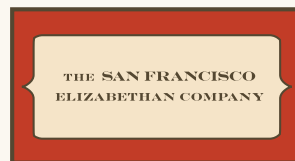


CLIENT FEEDBACK

The treatments here are too feminine, and the theatrical identity is still somewhat diffused. I like the text treatment kept simple used. So far I prefer the decorative elements used in the second row down, upper left. ◊

THE SAN FRANCISCO
ELIZABETHAN COMPANY
THIRD DRAFTS

MORE LOGO CONCEPTS



CLIENT FEEDBACK

I like the borders treatments and keep the text. I feather is misleading, the crest is good and I wouldn't drop the mod-faces yet... but please drop that hand idea.

THE SAN FRANCISCO ELIZABETHAN COMPANY FOURTH DRAFTS

MORE LOGO CONCEPTS

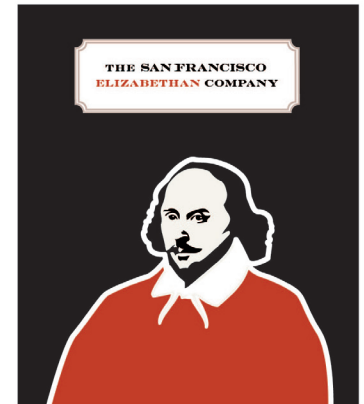
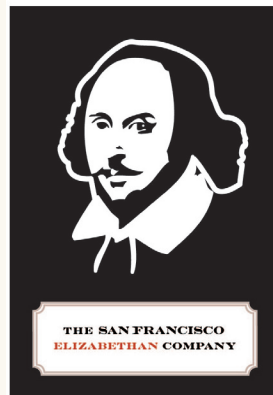
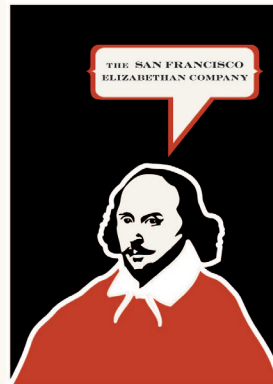


CLIENT FEEDBACK

I like the borders and the Shakespeare! Perhaps we can clean him up a bit? The black and white above is best.

THE SAN FRANCISCO
ELIZABETHAN COMPANY
FINAL DRAFTS

FINAL CONCEPTS

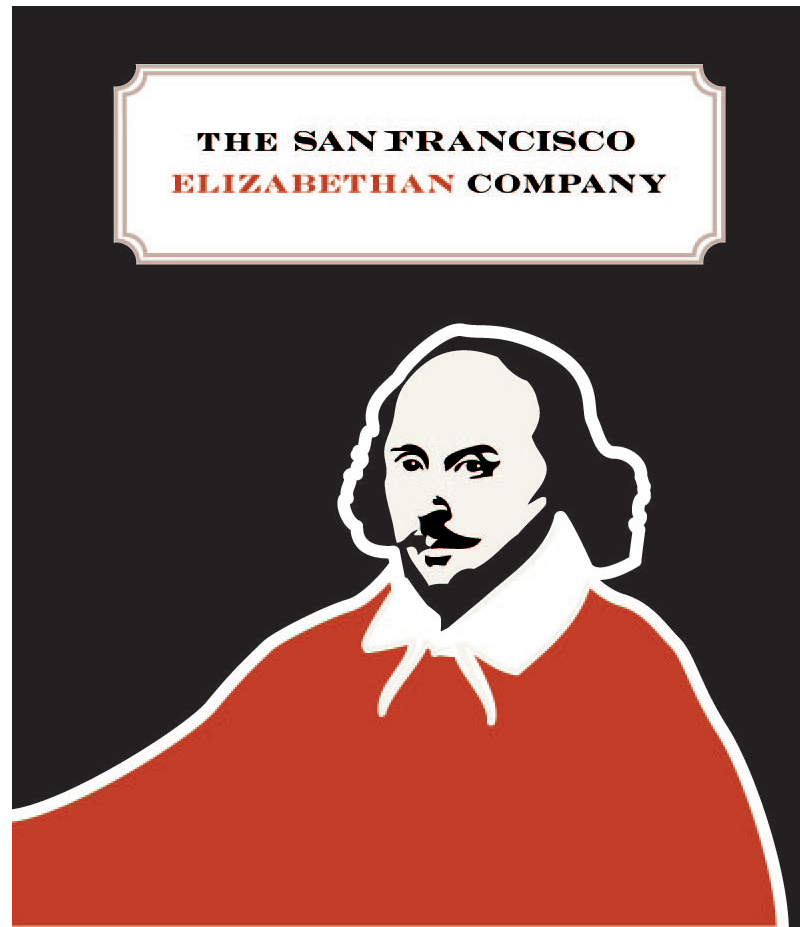


CLIENT FEEDBACK

I think I'd go with the two on the right, Although the arm seems to make things a bit off-center on the top. I think the illustration could be bigger.

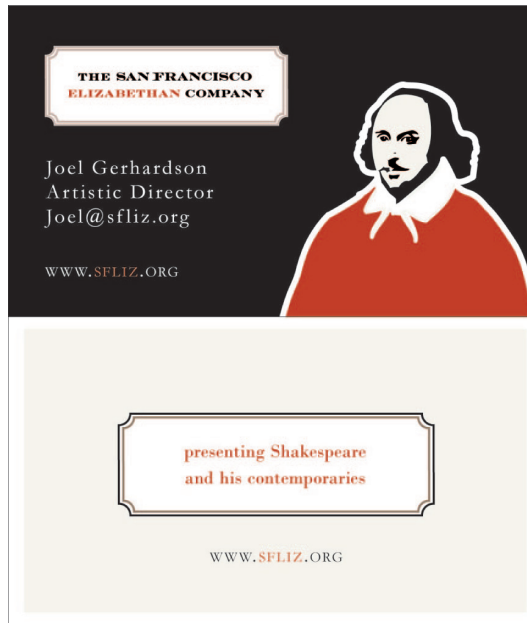
THE SAN FRANCISCO
ELIZABETHAN COMPANY
FINAL CHOICE

FINAL LOGO



THE FINAL LOGO SHOULD MAINTAIN A CONSISTENT PLACEMENT EITHER AT THE TOP LEFT CORNER (IN A PORTRAIT LAYOUT) OR BOTTOM LEFT (IN LANDSCAPE LAYOUT) WITH A BLACK BACKDROP WHICH BLEEDS OFF BOTH SIDES OF THE PAGE. TO SEE MORE EXAMPLES FOR USE, SEE STATIONERY TO THE LEFT.

THE SAN FRANCISCO
ELIZABETHAN COMPANY
IDENTITY



Business card (Front & Back)



Joel Gerhardson Artistic Director 1457 Masonic Lane San Francisco, CA 94117 Joel@sfliz.org

April 20, 2007

Dear Sir,

A letter is a written message from one person to another. The role of letters in communication has changed significantly since the 19th century. Historically, letters were the only reliable means of communication between two persons in different locations.

As communication technology has diversified, letters have become less important as routine communication. The development of the telegraph, telephone, and the Internet have all had an impact on the writing and sending of letters. In modern industrialized nations, the exchange of personal letters has become less common, being replaced by technologies such as the telephone and e-mail. With the advent of the compact cassette, tape letters became a novelty.

By analogy, the term letter is sometimes used for e-mail messages with a formal letter-like format. Historically, letters exist from the time of ancient India, ancient Egypt and Sumer, through Rome and Greece and China, up to the present day. Letters make up several of the books of the Bible. Archives of correspondence, whether for personal, diplomatic, or business reasons, serve as primary sources for historians.

Sincerely,

Joel Gerhardson

Letterhead

THE SAN FRANCISCO
ELIZABETHAN COMPANY
IDENTITY (CONT)

THE SAN FRANCISCO
ELIZABETHAN COMPANY

1246 Post Street
San Francisco, CA
94107



Massimo Marchonti
1457 Masonic Lane
San Francisco, CA 94117

Presorted
Standard
US Postage
PAID
Oakland, CA
Permit #2319

Envelope (4.12" x 9.5" No. 10)

THE SAN FRANCISCO
ELIZABETHAN COMPANY
PROMOTIONAL



PRESENTING
CHRISTOPHER
MARLOWE'S

**DOCTOR
FAUSTUS**



THE SAN FRANCISCO
ELIZABETHAN COMPANY


PRESENTING SHAKESPEARE
AND HIS CONTEMPORARIES

NOVEMBER 11-22

EUREKA THEATRE
215 JACKSON STREET
SAN FRANCISCO, CA 94111
415-788-SHOW
WWW.SFLIZ.ORG

THE SAN FRANCISCO
ELIZABETHAN COMPANY

1246 POST STREET
SAN FRANCISCO, CA
94107



WWW.SFLIZ.ORG

Presorted
Standard
US Postage
PAID
Oakland, CA
Permit #2319

MASSIMO MARCHONTI
1457 MASONIC LANE
SAN FRANCISCO, CA 94117

Mailer / Postcard

THE SAN FRANCISCO
ELIZABETHAN COMPANY
PROMOTIONAL



Poster 11 x 17

but fairer we it deem
for that sweet odour which doth in it live.

th beauty beauteous seem
ent which truth doth give.
The rose looks fair,

O, how much
by that swee

but fairer we it deem
that sweet odour which doth in it live.