



{case study}

Lafon Arts Center {case study}



PROJECT:

Create logo/branding/marketing support for the Lafon Arts Center

CRITERIA:

The Lafon Arts logo needed to be able to stand alone yet also pair well with the logo of St. Charles Parish Public Schools. The Lafon Center logo needed to appeal to a demographic that would purchase tickets for high-end production. In addition it was hoped that the Lafon logo would represent the personality and talent of it's namesake, Dr. Rodney Lafon, who in addition to being an educator was also a skilled trumpet player. Creative constraints considered during logo design include:

- Visual representation of a trumpet
- Unique architectural elements of the center with a mid-century feel
- Personal elements like a signature or profile
- Using the same color palette of the St. Charles Parish Public Schools logo for consistency
- Represent diversity, creativity and artistic expression

OVERVIEW:

The Lafon Arts Center is located in Luling, Louisiana. It's a state of the art facility and an extension of St. Charles Parish Public Schools. The Lafon Arts Center is named after a former school superintendent in honor of his advocacy of the arts. The Center hosts popular off-Broadway productions, musical acts and school theatrical shows. Located inside the Lafon Arts Center, The Shell Theatre holds 1,300 people and the stage is larger than most Broadway spaces. The Lafon Arts Center is also the hub for arts education in the St. Charles Parish Public School System.



CREATIVE:

Concept/Logo Development:

Eat, sleep, obsess over trumpets and the architectural lines of the Lafon Art Center for two weeks. Until slowly logos that hold together start to emerge.

A FEW FIRST DRAFTS:



Lafon Arts Center {case study}

Final Logo(s)

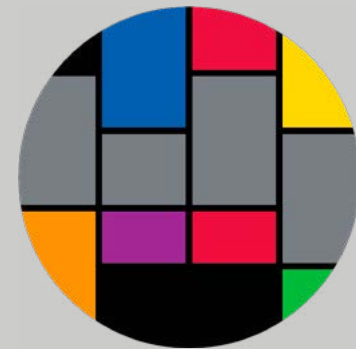
1) Logo: Official Name



2) Logo: Condensed Name



3) Logo: Simplified



The simplified logo was modified and crafted into infinity scarves for theatre guests to distinguish LAC volunteers.





Styles Guides

Basic styles guides were created for use of the logo and signage.

LPAC_pms
Description: Logo without operational name in PMS spot colors

PRINT files provided:

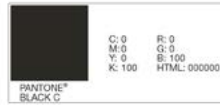
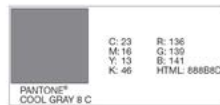
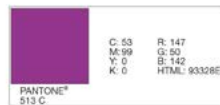
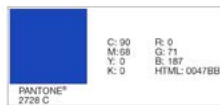
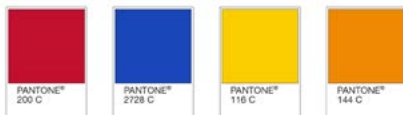
- LAFPC_pms.ai
- LAFPC_pms.pdf

USE: Vector files for highest-quality reproduction in spot-color printing (i.e., t-shirt screen printing, embroidery)

• LAFPC_spot

LPAC COLORS:
CMYK, RGB & HTML colors
(based Pantone Bridge)

LPAC - Pantone Colors
USE: Anytime you need to use spot colors to reproduce logo. (i.e., t-shirt)
The Pantone colors used in LPAC logo are below:



LPAC_Abstract
Description: Logo with colored block background only

PRINT files provided:

- LAFPC_Abstract_CMYK.ai
- LAFPC_Abstract_CMYK.pdf

USE: Vector files for highest-quality reproduction in 4-color process printing (full color) for brochures, color ads and other promotional items.

Screen files provided:

- LAFPC_Abstract_RGB.jpg
- LAFPC_Abstract_RGB.png

USE: Bitmap files for use on web, email or on-screen viewing (i.e., PowerPoint).

File type: "RGB" in name of file means it is set up for viewing on a monitor. Files with "CMYK" in name should not be used for print purposes. The quality of .jpg and .png files may deteriorate over use, so always try to work with "master files".

Extensions:

- .jpg (will have a white background)
- .png (will have a transparent background)

• LAFPC_Abstract

External Signage - Building Front

Font: Neutraface 2 Demi

VI SPEAK 03.08.18 | LAFON LOGO | Lafon Arts Center Signage | 2

Internal Signage

CONCESSIONS

vertical signs should read "clockwise" for best readability

BOX OFFICE

Is it possible for Box Office sign to be bit larger than Concessions sign? For greater impact on wayfinding?

Font: Neutraface 2 Demi

VI SPEAK 03.08.18 | LAFON LOGO | Lafon Arts Center Signage | 11

Lafon Arts Center {case study}

GRAND OPENING

Save the Date Card

+ Invitation

To achieve the elegant feel planned for the Grand Opening Celebration, the Save the Date card and Invitation were printed on a white silk stock. A limited palette of silver metallic and black inks were used. To create dimension, the trumpet was imaged with a translucent foil stamp on both pieces. In addition, the invitation featured a double die cut, so overlapping circles created a true 3-D double border highlighting the logo. Both documents were mailed in a metallic silver envelope.





2018-2019 SEASON:

Brochure:

A 10-page parallel fold format was used to showcase the performance lineup and show dates in the 2018-2019 Season Brochure. The brochure was direct mailed to 50,000+ homes in St. Charles, St. John and Lafouche Parishes.



ST. CHARLES PARISH SCHOOLS

invites you to EXPERIENCE

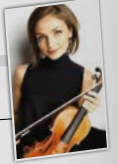
THE INAUGURAL 2018-2019 SEASON



lafonartscenter.org

NOT SO CLASSICAL

Thursday, September 20, 7:30 p.m.
Not So Classical is the first concert experience that has St. Charles in the lead and several experiences that follow the classical concert format. Beautiful musical moments performed by the St. Charles Symphony Orchestra result in a first-hand, multi-media experience that tells a compelling story.



WIZARD OF OZ

Thursday, October 5, 7:30 p.m.
Friday, October 6, 2 p.m. & 7:30 p.m.
Saturday, October 7, 2 p.m. & 7:30 p.m.
Dorothy Gale is swept away from a farm in Kansas to a magical land of Oz in a cyclone. She awakens in the middle of a storm. How does she get home? The Wizard who is part of her quest has been waiting for her to be freed. This professional production, designed by the team at Southern Theatre Center, is sure to delight audiences of all ages!

Louisiana Philharmonic Orchestra

Harry Potter and the Chamber of Secrets
Saturday, October 20, 7:30 p.m.
The Harry Potter™ film series is one of the most popular in the world. In celebration of the 10th anniversary of the first film, the Louisiana Philharmonic Orchestra is performing a concert that will feature the Louisiana Philharmonic Orchestra performing every note from every Potter and the Chamber of Secrets. The orchestra will be able to tell the story of the film. The Louisiana Philharmonic Orchestra will be able to tell the story of the film. The Louisiana Philharmonic Orchestra will be able to tell the story of the film.



All of these shows are included in your season subscription! For more details, please visit our website at lafonartscenter.org or call 985-331-3670 during business hours.

LAGNIAPPE LINEUP

Erth's Prehistoric Aquarium

Wednesday, January 9, 4:30 p.m.
Join us for an evening of prehistoric fun with Erth's Prehistoric Aquarium. The show features a variety of prehistoric animals and a live performance by the Louisiana Philharmonic Orchestra.

The Polar Express

Wednesday, February 13, 6:30 p.m.
Join us for a special performance of The Polar Express. The show features a variety of prehistoric animals and a live performance by the Louisiana Philharmonic Orchestra.

The Dark Knight

Join us for a special performance of The Dark Knight. The show features a variety of prehistoric animals and a live performance by the Louisiana Philharmonic Orchestra.

PALSS CHILDREN'S THEATRE

PRETENDING ALWAYS LEADS SOMEWHERE SPECTACULAR! (PALSS)
We invite you and your young audience members to join us for an imaginative and fun night of pretend play. The show features a variety of prehistoric animals and a live performance by the Louisiana Philharmonic Orchestra.

SNOW WHITE

Friday, September 14, 7:30 p.m.
Saturday, September 15, 2 p.m. & 7:30 p.m.
Join us for a special performance of Snow White. The show features a variety of prehistoric animals and a live performance by the Louisiana Philharmonic Orchestra.

IT'S THE GREAT PUMPKIN

Friday, October 26, 7:30 p.m.
Saturday, October 27, 2 p.m. & 7:30 p.m.
Join us for a special performance of It's the Great Pumpkin. The show features a variety of prehistoric animals and a live performance by the Louisiana Philharmonic Orchestra.

SHERIFF'S STORY

Friday, December 7, 7:30 p.m.
Saturday, December 8, 2 p.m. & 7:30 p.m.
Join us for a special performance of Sheriff's Story. The show features a variety of prehistoric animals and a live performance by the Louisiana Philharmonic Orchestra.

HANSEL AND GRETEL

Friday, February 15, 7:30 p.m.
Saturday, February 16, 2 p.m. & 7:30 p.m.
Join us for a special performance of Hansel and Gretel. The show features a variety of prehistoric animals and a live performance by the Louisiana Philharmonic Orchestra.

AMELIA BEDIELLA

Friday, March 29, 7:30 p.m.
Saturday, March 30, 2 p.m. & 7:30 p.m.
Join us for a special performance of Amelia Bedelia. The show features a variety of prehistoric animals and a live performance by the Louisiana Philharmonic Orchestra.

ALADDIN

Friday, May 3, 7:30 p.m.
Saturday, May 4, 2 p.m. & 7:30 p.m.
Join us for a special performance of Aladdin. The show features a variety of prehistoric animals and a live performance by the Louisiana Philharmonic Orchestra.

SUBSCRIBE TODAY

By becoming a subscriber, you not only get the benefit of seeing the amazing performances from around the corner to around the world, but you help to provide opportunities for every student in grades K-8 in St. Charles Parish Public Schools to experience a performance and work with the artists themselves!
Besides exclusive deals on great seats, season ticket holders also receive these great benefits!
Subscribe today!

YOUR SEATS

- Best Seats at Best Price
- Choose Your Seats
- Keep Some Seats For Every Show

YOUR TICKETS

- Ticket Exchanges
- Last Ticket Replacement
- Transfer Tickets
- Discounts on Additional Tickets
- Seat the Club

FINANCIAL

- Donate Tickets
- Merchandise & Other Discounts
- Free Parking

YOUR SHOWS

- Not So Classical
- The Wizard of Oz
- Harry Potter
- The Summer Club
- The Nutcracker
- Improvised Shakespeare Company
- Step Afrika!
- Antagonist

VISIT

lafonartscenter.org
For more information, to view seating options and to purchase tickets, you may also call 985-331-3670 during business hours. See you at the center!

ST. CHARLES PARISH PUBLIC SCHOOLS invites you to EXPERIENCE

THE INAUGURAL 2018-2019 SEASON



lafonartscenter.org

Lafon Arts Center {case study}

DR. RODNEY R. LAFON
PERFORMING
ARTS CENTER



invites you to
EXPERIENCE

THE
2019
2020
SEASON



lafonartscenter.org





Folded Business Cards:

Folded business cards were designed to highlight the unique architecture and features of the premier, world-class facility.



FOLDED CARD - FRONT



OPEN CARD - INSIDE

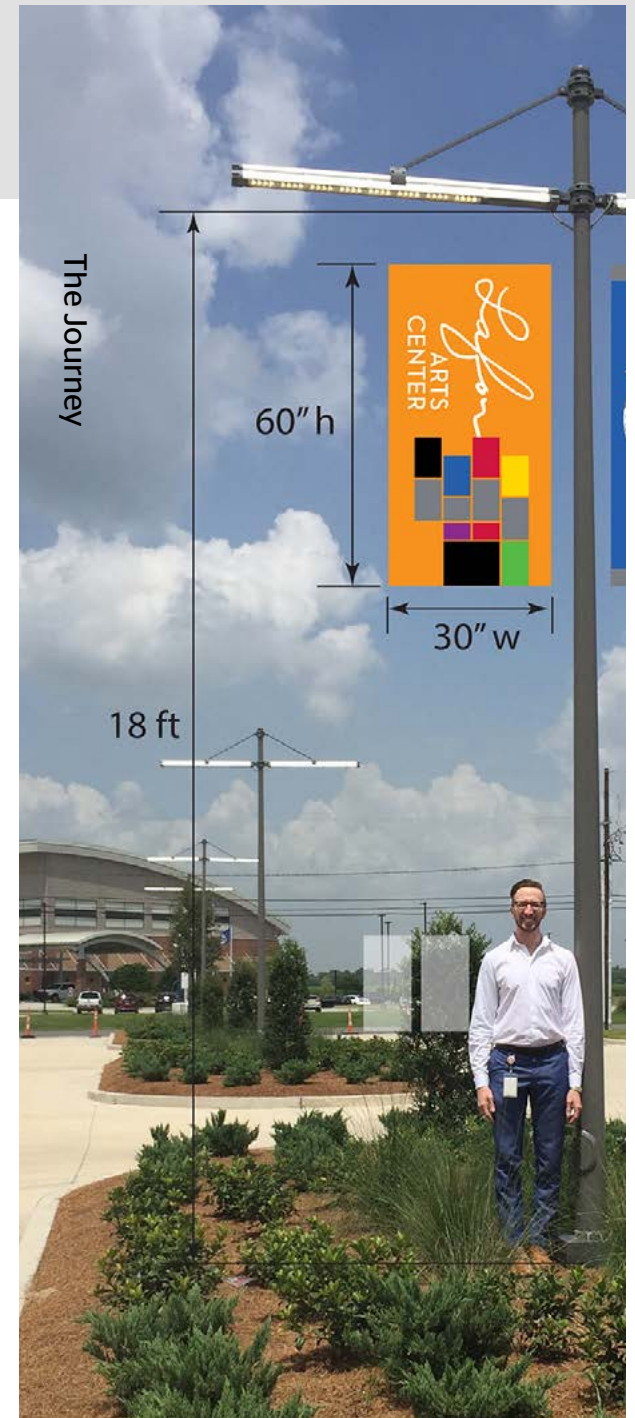


FOLDED CARD - BACK

Lafon Arts Center {case study}

Banners for Parking Lot

These bright banners greet visitors in the the parking lot and walk ways. They promote a festive atmosphere when patrons arrive for events.





Show Programs:

the HEADLINER
DR. RODNEY R. LAFON PERFORMING ARTS CENTER

SHAKESPEARE'S MACBETH

TILL BIRNAM WOOD...
A BLINDFOLDED THEATRICAL EXPERIENCE

Thursday, October 25
Friday, October 26
Saturday, October 27

the HEADLINER
DR. RODNEY R. LAFON PERFORMING ARTS CENTER

THE IMPROVISED SHAKESPEARE COMPANY

September 21, 2019 7:30 p.m.

the HEADLINER
DR. RODNEY R. LAFON PERFORMING ARTS CENTER

THE WIZARD OF OZ

October 4, 2019 7:30 pm
October 5, 2019 7:30 pm
October 6, 2019 2:00 pm

the HEADLINER
DR. RODNEY R. LAFON PERFORMING ARTS CENTER

THE NEXT GENERATION OF DANCE

AILEY II
TERRI POWELL
ARTIST IN RESIDENCE

February 14, 2020 7:30 p.m.

the HEADLINER
DR. RODNEY R. LAFON PERFORMING ARTS CENTER

RIVER REGION BALLET'S

THE NUTCRACKER

December 14, 2019 7:30 p.m.
December 15, 2019 2:00 p.m.

the HEADLINER
DR. RODNEY R. LAFON PERFORMING ARTS CENTER

ARTRAGEOUS

January 10, 2020 7:30 p.m.

the HEADLINER
DR. RODNEY R. LAFON PERFORMING ARTS CENTER

That Golden Girls Show!
a puppet parody

February 8, 2020 7:30 p.m.

the HEADLINER
DR. RODNEY R. LAFON PERFORMING ARTS CENTER

NOT SO CLASSICAL

FORTE

September 7, 2019 6:00 p.m.

the HEADLINER
DR. RODNEY R. LAFON PERFORMING ARTS CENTER

BRIT BEAT
A TRIBUTE TO THE BEATLES

August 12, 2019 7:30 p.m.

the HEADLINER
DR. RODNEY R. LAFON PERFORMING ARTS CENTER

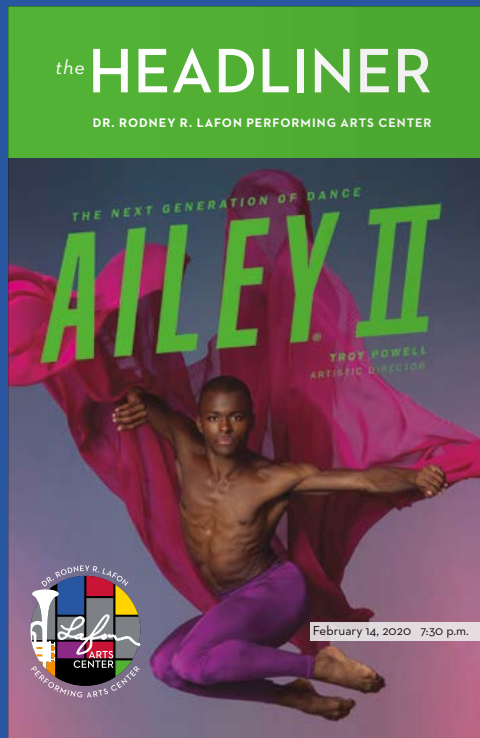
Lightwire Theater presents

A VERY ELECTRIC CHRISTMAS

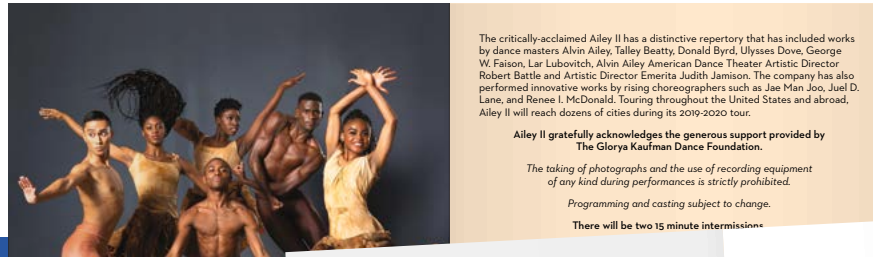
December 3, 2019 2:00 p.m. & 7:00 p.m.

Lafon Arts Center {case study}

Ailey II Program:



FRONT COVER



The critically-acclaimed Ailey II has a distinctive repertory that has included works by dance masters Alvin Ailey, Talley Beatty, Donald Byrd, Ulysses Dove, George W. Faison, Lar Lubovitch, Alvin Ailey American Dance Theater Artistic Director Robert Battle and Artistic Director Emerita Judith Jamison. The company has also performed innovative works by rising choreographers such as Jae Man Joo, Juel D. Lane, and Renee I. McDonald. Touring throughout the United States and abroad, Ailey II will reach dozens of cities during its 2019-2020 tour.

Ailey II gratefully acknowledges the generous support provided by The Gloria Kaufman Dance Foundation.

The taking of photographs and the use of recording equipment of any kind during performances is strictly prohibited.

Programming and casting subject to change.

There will be two 15 minute intermissions

ARTIST BIOS

TROY POWELL, Artistic Director

On July 11, 2012, Troy Powell became only the second person to lead Ailey II. A native New Yorker, Mr. Powell began his dance training at the age of nine as a scholarship student at The Ailey School. Following his graduation from The High School of Performing Arts, he became a member of Ailey II and then joined Alvin Ailey American Dance Theater in 1991. He toured throughout the United States, South America, Europe, and South Africa for ten years with the Company before becoming a master teacher at The Ailey School and resident choreographer of Ailey II. Mr. Powell has choreographed ballets for Alvin Ailey American Dance Theater, Ailey II, The Ailey School, Dallas Black Dance Theater, National Dance Company of the Bahamas, and Alaska Dance Theater, as well as three episodes of "Sesame Street." His guest artist credits include performing with companies including Batsheva, Dallas Black Dance Theater, and Complexions. Mr. Powell has been featured in an American Express commercial with the Ailey company and has also appeared on television in George C. Wolfe's The Colored Museum, George C. Wolfe's Great Performances, Dance in America special A Hymn for Alvin, Ailey, choreographed by Judith Jamison, "America's Next Top Model," and most recently the Polish version of "So You Think You Can Dance."

SYLVIA WATERS, Artistic Director Emerita
Sylvia Waters was personally selected by Alvin Ailey in 1972 as Artistic Director of Ailey II and led the company for 38 years. A graduate of The Juillard School, Ms. Waters earned a B.S. in Dance prior to moving to Paris, where she appeared regularly on television. She has also performed in Brussels and at the Summer Olympics in Mexico City. In 1968, Ms. Waters joined Alvin Ailey American Dance Theater and toured with the Company until assuming leadership of Ailey II. In 1997, she received an honorary doctorate from the State University of New York at Oswego, and she has served as a panelist for the National Endowment for the Arts and the New York State Council on the Arts. Ms. Waters is a recipient of the Legacy Award as part of the 20th Annual IASD Festival, Syracuse University's Women of Distinction Award, a Dance Magazine Award, and a "Bossie" Award. Currently, Ms. Waters leads The Ailey Legacy Residency, a lecture, technique and residency program for college-level students that looks definitively into the history and creative heritage of Alvin Ailey.

FANA FRASER, Rehearsal Director
Fana Fraser (Port-of-Spain, Trinidad) began her dance training at Caribbean School of Dancing. An honors graduate of the Ailey/Fordham BFA Program in Dance, she has performed with Camille A. Brown & Dancers, Sidra Bell Dance New York, The Francesca Harper Project, The Metropolitan Opera, Andrea Miller for Hermès, Ryan McNamara for Performa 13, Art Basel, and Works & Process at the Guggenheim. She has appeared in digital commercials for Google and Twitter. Ms. Fraser was also a member of Ailey II. As a choreographer, her works have been presented at Emerging Artists Theatre-BAAJD (Bronx Academy of Arts & Dance) and Trinidad Theatre Workshop.

She was a selected artist-in-residence at the Dance & Performance Institute in Trinidad & Tobago and at Open Call - a project partnership between BAAJD and Peripatin. Ms. Fraser has served as a teaching artist with Purelements and Notes in Ensemble. Motion Teaching and as a rehearsal assistant to choreographer Darrell Grand Moulltrie. She is also a certified Grotowski® trainer. Most recent Ms. Fraser became a Movement Research 2017 Artist-in-Residence Van Lier Fellow.

GRACE BERGONZI (Westport, CT) began her dance training at Westport's Academy of Dance and recently graduated summa cum laude from the Ailey/Fordham BFA Program in

prize winner of the III Premio Dança Moderna from the Brazilian Congress of Modern Dance. Mr. Brito has performed works by choreographers Robert Battle, Tracy Imran, Ray Mercer, and Jennifer Archibald. He also appeared in the Ailey Spirit Gala at Lincoln Center and danced in Alvin Ailey's Memoria during Ailey's 2017 New York City Center season. This is his second season with Ailey II.

CARL PONCE CUBERO (Porterville, CA) began his dance training at the age of nine in his hometown. He attended the University of California, Irvine where he was a part of his mentor Donald McKayle's performance group, Étude and received his BFA in Dance Performance with a minor in Anthropology. Mr. Cubero also trained at The Ailey School Summer Intensive and later as a scholarship student. He has worked with choreographers Donald McKayle, Lar Lubovitch, Jennifer Archibald, and Bradley Shelton. This is his second season with the company.

CAROLINE THEODORA DARTY (Geneva, Switzerland) trained in rhythmic gymnastics in her hometown at the age of five, eventually rising to national and international levels and becoming the Swiss Champion in her category from 2009-2011. She later began dancing at the Conservatoire Populaire de Musique, Danse et Théâtre de Genève. Ms. Darty also trained at The Ailey School as a scholarship student and performed in Alvin Ailey's Memoria during Ailey's 2017 New York City Center season. This is her second season with Ailey II.

AMARACHI VALENTINA KORIE (Baltimore, MD) began her formal dance training at Baltimore County Youth Ballet. She is an alumna of George W. Carter Center for the Arts and Technology BFA Program as a Gates Millennium Scholar. Ms. Korie trained on scholarship

About The Show & Comp

For forty-five years, Ailey II has moved the artistic and best young dar outstanding er Ensemble, Aile extended cultu community pro dancer Sylvia V years, she deve In June 2012, M the new Artisti as he brings a f

ARTIST I

at the School at Jacob's Pillow and The Ailey School and has performed works by choreographers Robert Battle, Kyle Abraham, Darrell Grand Moulltrie, Linda Denise Fisher-Harrell, and Nathan Tine. She also appeared in Alvin Ailey's Memoria during Ailey's 2016 and 2017 New York City Center seasons. Ms. Korie is a two-time regional NACPC ACTSO competition gold medalist and a Maryland All-State Dance awardee. This is her second season with Ailey II.

ELIJAH LANCASTER (Bentonville, AR) was born in Part Au Prince, Haiti. He began his formal dance training at the age of seven at Aspire Dance in Arkansas. He has trained on scholarship at The Ailey School and graduated from the Certificate Program. Mr. Lancaster attended summer intensives at

Complexions Contemporary Ballet, Gelsey Kirkland Academy of Classical Ballet, and the Joffrey Ballet School. He has worked with choreographers Travis Wall, Fredrick Earl Mosley, Amy Hall Garner, Robert Battle, Winston Dynamite Brown, Darrell Grand Moulltrie, and Troy Powell, and appeared in Alvin Ailey's Memoria during Ailey's 2016 New York City Center season. She was featured in the 2017 Vogue Collections video and appeared in the FX series POSE. This is Ms. Mitchell's first season with Ailey II.

Donald Byrd, Ray Mercer, and Alvin Ailey. This is Mr. Robinson's first season with Ailey II.

AMAR SMALLS (Brooklyn, NY) began his dance training at The Abrons Arts Center Henry Street Settlement in New York City. In 2017, he graduated from Fiorello H. LaGuardia High School of Music & Arts and Performing Arts. He was a scholarship student at The Ailey School and has also trained at Harlem School of the Arts and Steps on Broadway. Mr. Smalls has worked with choreographers including Ray Mercer, Dana Cattanch, Aubrey Lynch, Christopher Huggins, and Darrell Grand Moulltrie. He was an apprentice with Ailey II. This is his first season with the company.

ALISHA RENA PEEK (Upper Marlboro, MD) is a graduate of the Ailey/Fordham BFA Program in Dance. She began her

FANA FRASER, Rehearsal Director

She was a selected artist-in-residence at the Dance & Performance Institute in Trinidad & Tobago and at Open Call - a project partnership between BAAJD and Peripatin. Ms. Fraser has served as a teaching artist with Purelements and Notes in Ensemble. Motion Teaching and as a rehearsal assistant to choreographer Darrell Grand Moulltrie. She is also a certified Grotowski® trainer. Most recent Ms. Fraser became a Movement Research 2017 Artist-in-Residence Van Lier Fellow.

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Promotional Mailers:

PURCHASE TICKETS TO THAT GOLDEN GIRLS SHOW OR THE SUMMER CLUB AND
SAVE 10% TODAY!
 Tickets and more info at: lafonartscenter.org and 985-331-3670

Get 10% off your purchase of select shows
 WITH PROMO CODE **GOLDEN**

Use Promo Code:
GOLDEN FOR 10% OFF!
 Every ticket **SUPPORT** in St. Charles Parish

COME SWING WITH US
The Summer Club
 March 28 @ 7:30 PM
 March 29 @ 2:00 PM

That Golden Girls Show!
 a puppet parody
ONE NIGHT ONLY!
 February 8 @ 7:30 PM
 To purchase tickets visit lafonartscenter.org or call 985-331-3670

MUSICAL THEATRE PROGRAM
SPOTLIGHT SUMMER Intensive
 JUNE 10TH - 28TH
 Disney **Jungle Book**
 JULY 8TH - JULY 26TH
SHREK

Dr. Rodney Lafon Performing Arts Center presents
 MUSICAL THEATRE PROGRAM
SPOTLIGHT SUMMER Intensive
 \$425 St. Charles Parish residents | \$475 Out of parish
 Visit lafonartscenter.org for more information. You may also call 985-331-3670 during box office hours.

SAVE UP TO **\$8 PER TICKET**
 with promo code: **HOLIDAY**
 To purchase tickets visit lafonartscenter.org or call 985-331-3670

| | | | |
|---|---|--|--|
| ARTRAGEOUS JANUARY 10 @ 7:30 p.m. | Louisiana Philharmonic Orchestra Harry Potter IN CONCERT JANUARY 16 @ 7:30 p.m. | That Golden Girls Show: A Puppet Parody FEBRUARY 8 @ 7:30 p.m. | BANDSTAND The Tony Award-Winning Broadway Musical FEBRUARY 11 @ 7:30 p.m. |
| Voctave JANUARY 28 @ 7:30 p.m. | AILEY II FEBRUARY 14 @ 7:30 p.m. | | |

Use Promo Code:
DANCE FOR 20% OFF
STEP AFRIKA!
 March 21 @ 7:30 PM

THE BEST PERFORMANCE OF THE YEAR
AILEY II
 February 14 @ 7:30 PM
FOR VALENTINE'S DAY
 Buy One Get One
50% OFF LOVE
 with promo code
 Tickets and more info at: lafonartscenter.org and 985-331-3670

Lafon Arts Center {case study}

PALSS CHILDREN'S THEATRE:

PROJECT:

Dr. Rodney R. Lafon Performing Arts Center
PALSS Children's Theatre Logos & Programs

CRITERIA:

Develop a logo for PALSS, the Children's Theatre at the Lafon Arts Center. PALSS is an acronym for Pretending Always Leads Somewhere Spectacular. The logo needed to have some consistency with the Lafon Arts Logo, but also be able to stand alone. The bright colors became the unifying factor between the logos.

CREATIVE:

PALSS Children's Theatre Logo Development:

The PALSS logo was inspired by the midcentury modern elements in the Lafon Arts Center logo and the building architecture itself. It uses the Lafon Arts Center color palette in a playful way that is reminiscent of children's book illustrations from the 1940s and 1950s.



★ Children's Theatre ★

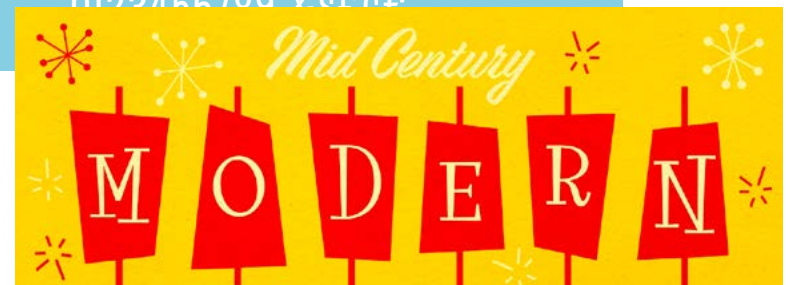
THE CREATIVE JOURNEY ...

The font for the PALSS logo was chosen for its midcentury modern feel and whimsical character.

Hooligan Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

0123456789 0 1 2 3 4 5 6 7 8 9

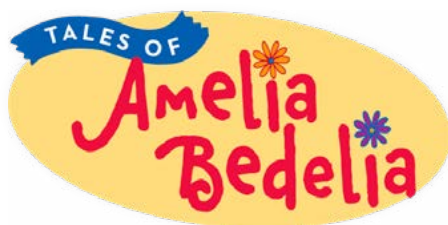


2018-2019 SEASON:

Show Logos:

Logos were designed for each show reflecting the plot and character features unique to the familiar tales. These were used in promotional materials, on stage during performances, on the Lafon Arts Center website and in show programs.

lafonartscenter.org/palss-childrens-theatre/



Lafon Arts Center {case study}

Show Programs:

Programs with cast and crew listings were designed for each play to include activities, specially crafted to follow each storyline.





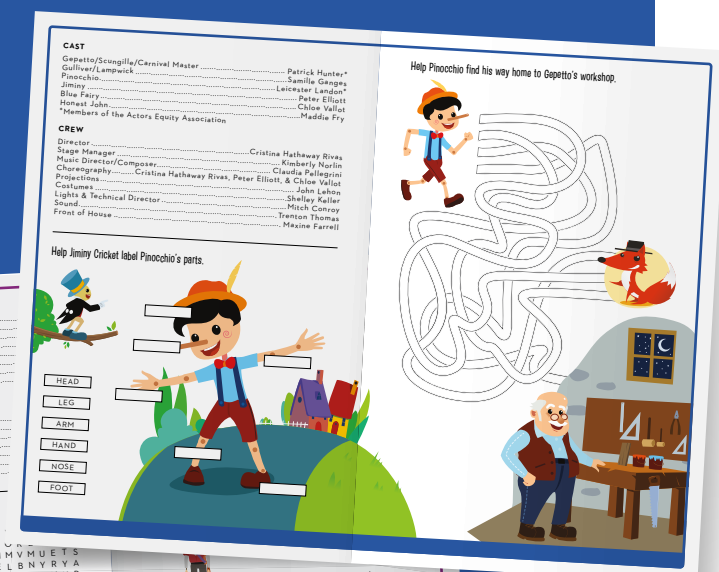
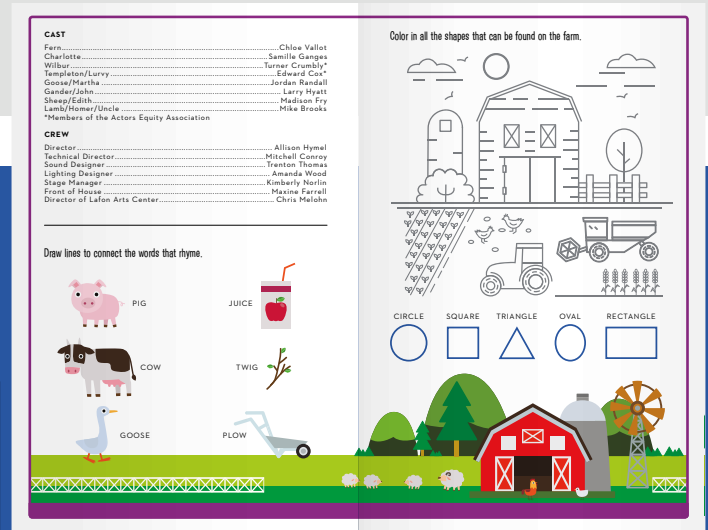
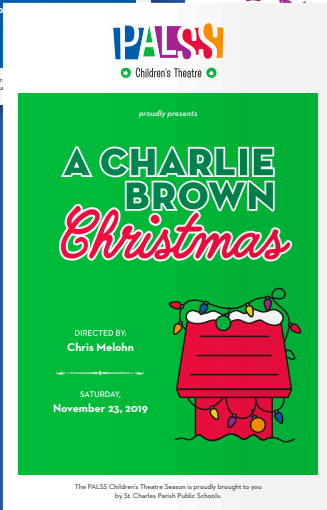
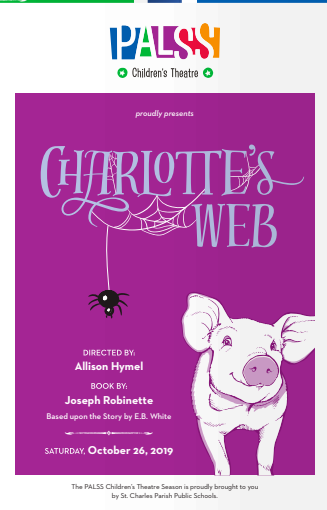
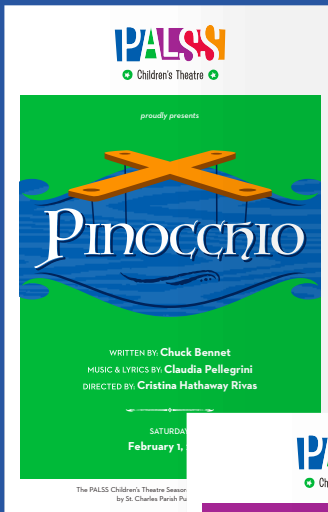
2019-2020 SEASON:

Show Logos:



Lafon Arts Center {case study}

Show Programs:



Autograph Book Cover:

Front and back covers for autograph books were designed for children to get autographs from actors after each show performance.



Visually Speaking is a graphic design firm located in Baton Rouge. Consistently exceeding customer expectations and forming long-lasting relationships is our strength. As a creative partner we bring energy, ideas and great design to every project.

Customers include public entities, industrial manufacturers and many other businesses.

The core of graphic design is problem-solving and communication. By thinking strategically and remaining open to inspiration, we build effective projects with deep-rooted and lasting results. At Visually Speaking, we love what we do and happy, repeat customers make it a fulfilling profession.

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