

BRANDING GUIDE

LARRIKIN ENTERTAINMENT ENSEMBLE

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BACKGROUND

Founded in 2015, Larrikin Entertainment Ensemble is a professional non-profit theatre company located in Whitehorse.

Larrikin has a strong brand as a company that is bringing mischief and cheekiness to the community through the stories it presents.

While the company has an existing logo, it is looking to build out its brand's visual identity. The brand would position the company as a premier brand for high quality entertainment and as one that offers memorable experiences with boldness and audacity.

A visual identity will help to ensure that outputs from the brand have a cohesion and personality that are quickly and easily recognizable as Larrikin.

Vision

“ To boldly inspire, challenge and entertain audiences.”

Objectives

Be audacious, create theatre magic, leave audiences wowed.

WHAT IS A BRAND

A brand is an organization's personality.

It is how others see you and relate to you.

A brand is something that shows up in everything you do – from your packaging to your website to your tone of “voice” in emails and social media to the types of visuals and photos you use.

A brand is all encompassing.

When done right, people will instinctively know something is your brand because it consistently looks and feels the same.

LOOK AND FEEL

“A mischievous, rowdy but good-hearted person with a healthy cynicism for social and political convention”

To capture the spirit of Larrikin Entertainment Ensemble, the visual look and feel of the brand will be fun, bold, and modern - all while still classy.

Key Values

- ▶ Unconventional
- ▶ Audacious
- ▶ Bold
- ▶ High Quality
- ▶ Modern and relevant

FONT

Fonts that were readily available for free commercial use across platforms such as Canva were selected.

Merriweather is selected for the primary font. It has a modern updated feel to a traditional serif font offering a mix of classic and contemporary. It communicates warmth, friendliness, and sincerity. Montserrat is selected for the secondary font as a sans serif pair to the serif Merriweather. Montserrat is a youthful and modern font with a minimalist yet bold vibe.

PRIMARY FONT

The primary font is used for headings, bold call outs, and anywhere where there is minimal text that we want to spotlight and let shine.

Merriweather Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Merriweather Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

SECONDARY FONT

The secondary font is used in body copy and to add context to headings.

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

FONT

samples

“A mischievous, rowdy but good-hearted person with a healthy cynicism for social and political convention”

The Syringa Tree by Pamela Gien

November 8 – 26, 2017

Directed by Laura McLean • Featuring Katherine McCallum

One Performer. 24 Characters. One Large Swing.

Powerful. Funny. Devastating. Brilliant.

The beautifully evocative story of an unshakable love between two families - one black, one white - and the two children that are born into their shared household in 1960's

apartheid-controlled South Africa. At first seen through the eyes of a child, the story of these families' destinies spans four generations, from early apartheid to the present-day free

South Africa. With charming humour and palpable fear, six-year-old Elizabeth Grace tries to make sense of the chaos, magic, and darkness of Africa.

COLOUR PALETTE

#02393f



C=93 M=60 Y=58 K=51

#06616b



C=91 M=47 Y=48 K=21

#8c1935



C=29 M=100 Y=72 K=28

#bca030



C=28 M=32 Y=100 K=2

#010101



C=75 M=68 Y=67 K=90

#000000



C=75 M=68 Y=67 K=90

The colour palette is bold, modern, and unconventional with a take on primary colours. There are a number of colours for flexibility. A tint of each colour in the palette adds additional flexibility and complimentary pairings for emphasis and depth in design.

LOGO TREATMENT



The logo can be used in three of the brand's primary colours. Depending on the background colour of the marketing output, the designer can pick the one that works the best for the piece.



LOGO TREATMENT

PROPER LOGO USE



Proper logo use: Full colour on white background



Proper logo use: Full colour on white background



Proper logo use: On a brand colour background, use the full colour logo or the black/white logo.



Use the white logo for black and white printing.



Proper logo use: Use the white logo on a clashing coloured background or on colours that are too similar to the logo's colours.

LOGO TREATMENT

IMPROPER LOGO USE



Do not stretch the logo or disproportionately size it.



Do not recolour the logo.



Do not use the full colour logo on a clashing coloured background or on colours that are too similar to the logo's colours.

BRAND APPLICATIONS

POSTERS AND SOCIAL MEDIA

LARRIKIN AUDITION NOTICE

Everyone is welcome to audition for the world premiere of The Resurrectionists - a darkly twisted, gothic, coming-of-age romantic tragi-comic drama by Meg Braem.

Auditions

Held at the Guild Hall in Porter Creek
Friday July 9, 4-8pm
Saturday July 10, 3-7pm

Call backs

Sunday July 11, 4-7pm

Rehearsals

September 7 - October 5 (Full time rehearsal 10am - 6pm)

Performances

October 6 - 16 (at the Yukon Arts Centre - Wednesday to Saturday)

Tour dates

October 18 - 31 (Watson Lake, Atlin, Haines Junction, Dawson City)

Compensation

Canadian Actors' Equity Association DOT Policy rates - \$761 per week for 8 weeks. Per diems additional for tour dates.

visit larrikinentertainment.ca
for more information

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ENTERTAINMENT

Letter-size poster and social media post

BRAND APPLICATIONS

POSTERS AND SOCIAL MEDIA

THEATRE WORKSHOP SERIES

Jordan Lage from New York City and Chilton Crane from Vancouver are coming to Whitehorse to teach and share what they know and who they know with the actors of the north



Workshop One: Jordan Lage

Friday Jan 6, 2017 | 6:00 - 9:00 pm
Saturday Jan 7 & Sunday Jan 8, 2017 | 10am - 5:30pm
Yukon Arts Centre Studio

In this workshop Jordan will guide participants through an array of scene study exercises that explore the similarities and differences of acting for theatre and for film. Students will prepare a scene to perform in front of the class, working their scene for a stage audience and then adapting it for camera.



Workshop Two: Chilton Crane – Film Actor's Masterclass

Friday Feb 3 2017 | 1:00 - 9:00 pm
Saturday Feb 4 2017 | 10 am - 6:00 pm
Kwanlin Dun Cultural Centre Studio

Chilton Crane is the head of Acting for Film & Television at VanArts in Vancouver. In this masterclass, Crane will take students through what it means to be a working professional actor in the film and television industry. How to work with different directors, how to best utilise the camera and space during screen tests and auditions, and how to prepare a scene for on-camera work.

For actors with previous acting or performance experience/training (please contact us if unsure). Ages 15 and up.
Cost: \$100 per workshop

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SOCIAL MEDIA

larrikin:

[lar·ri·kin]

noun (Australian/New Zealand slang)

A mischievous, rowdy but good-hearted person with a healthy cynicism for social and political convention

social media post