

Introduction

The goal of this identity program is to create an expandable, modular system that will easily satisfy Junior Theatre's needs in the future. The updated identity must be familiar, bright and friendly. Not too juvenile, certainly not corporate, but still professional.

San Diego Junior Theatre has led the way in children's theatre for years. It has established a reputation and "personality" of its own, which must be leveraged in the new identity system.

Design elements

JT

San Diego Junior Theatre has always used the terms "Junior Theatre" and "JT" as identifiers, even to the point of establishing "junior theatre" as an accepted part of the language, and using the latter as its website address.

Rippledink

Rippledink has been JT's ever-present ambassador throughout its history, in one form or another. So using Rippledinck in the new logo is a must. The audience recognizes Rippledinck, and this recognition will help with the new logo's acceptance.

Bright Color Palette

Using an updated set of colors based on what's been done in the past will help the audience accept the new look. When using a previously accepted colorset, the audience has a "built-in" familiarity with the new material. And again, it helps with the logo's acceptance.

Consistent Use of Typography

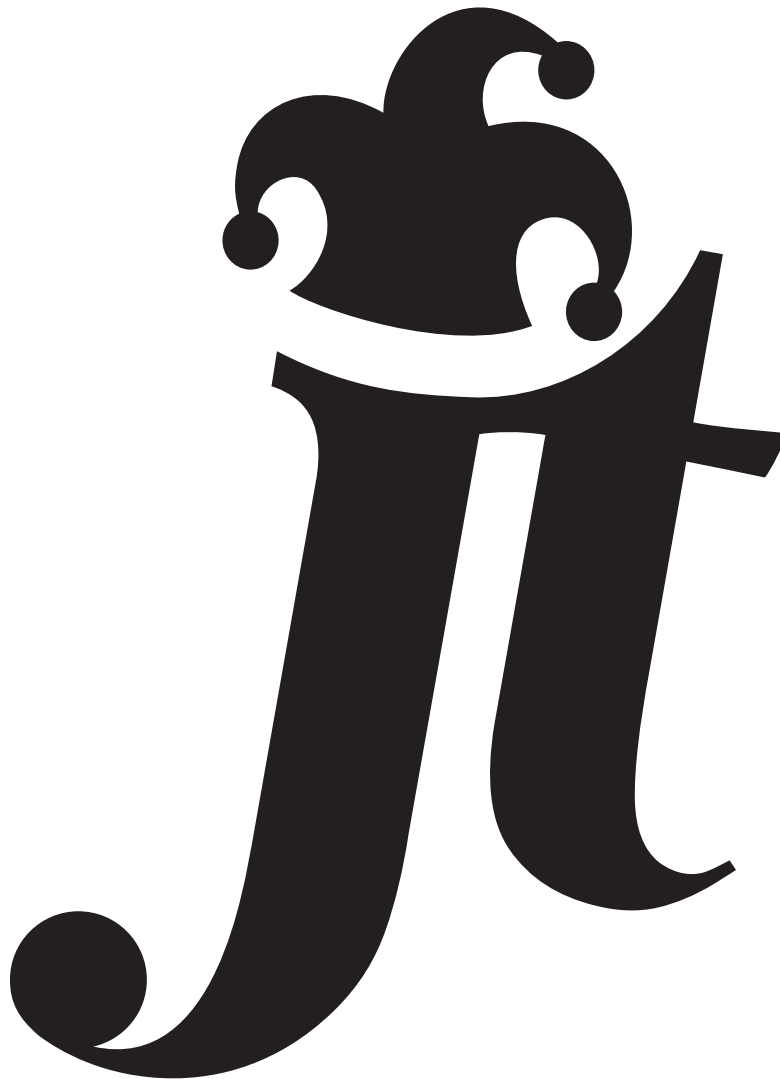
By adhering to a basic set of official JT type fonts for all published materials, the organization can better help to promote a unified JT identity. We're using the fonts Warnock Pro and Helvetica Neue.

14pt Warnock Pro Regular, **Semibold**, **Bold**

14pt Helvetica 55 Roman, **65 Medium**, **75 Bold**, **85 Heavy**, **95 Black**

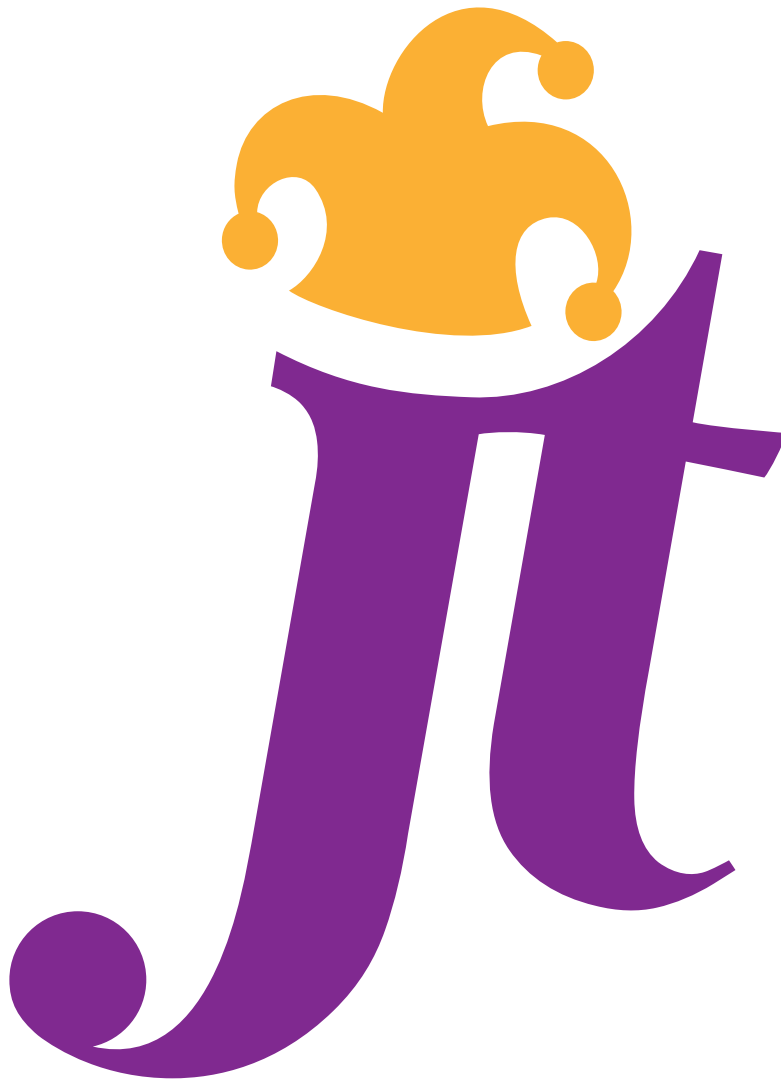
JT Mark

Solid black line-art version



JT Mark

Color version



Main Logotype

Overall logotype for JT. Uses the JT Mark, JT Type, and Tagline.



JT Mark

JT Type
Uses the font Warnock Pro Bold



Tagline
Uses the font Warnock Pro

JT Color Palette

This modular identity system is based on a defined color palette. Each color in the set is used to define individual areas of practice within the organization. The palette chosen uses familiar colors from existing usage, while updating to an overall brighter look.



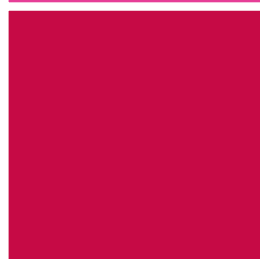
PANTONE 137 Gold

Used for the JT Mark



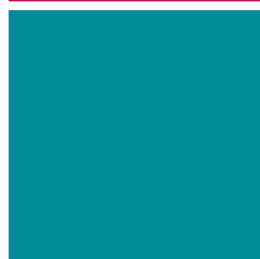
PANTONE Rhodamine Red

Used as an accent color throughout this identity system



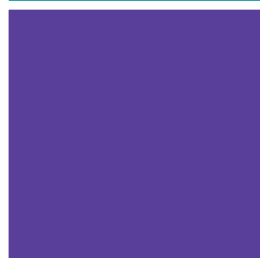
PANTONE 1945 Red

Identifies the Chula Vista Campus



PANTONE 321 Aqua

Identifies the La Jolla Campus



PANTONE 266 Purple

Identifies the Balboa Park Campus
Used on the main JT Logotype, and on
JT Auxiliary and JTAGS Program Logos.

Division Logotypes

Division Logotypes are used to differentiate the JT Campuses and Programs. Each uses a separate color from the Color Palette.



Division Logotype Usage

The division Logotypes likewise can each be shown in many colorways



JT Presentation Logotypes

Each JT Campus is designated with its own identifying color. Implementation of these color schemes began in the 58th season, and are currently in place.



Balboa Park
Purple



Chula Vista
Red



La Jolla
Aqua

JT Mark Usage

Based on Rippledink, JT, and familiar colors, the JT Mark can be used in a wide variety of bright colorways.

