

VIRGINIA THEATRE IDENTITY REDESIGN

Before

Thumbnail Sketches

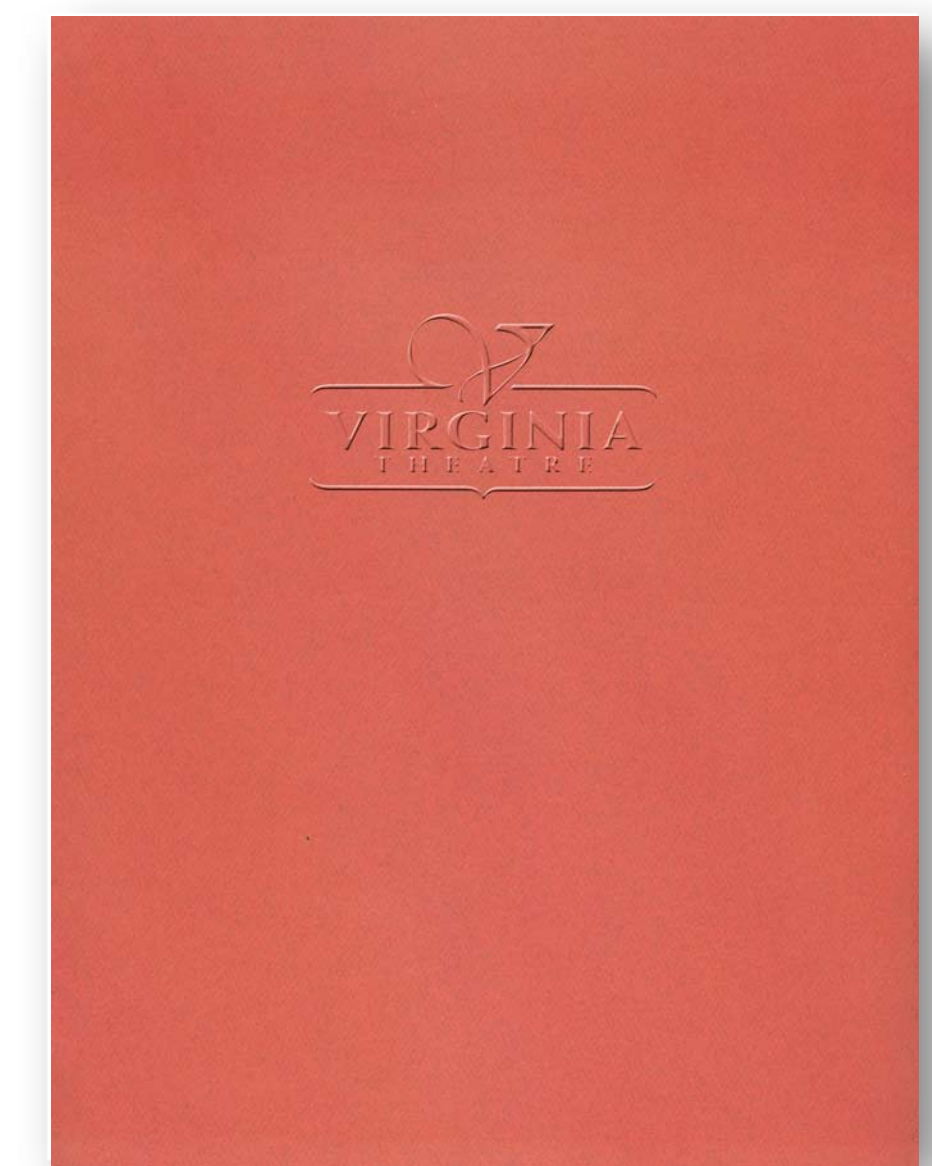
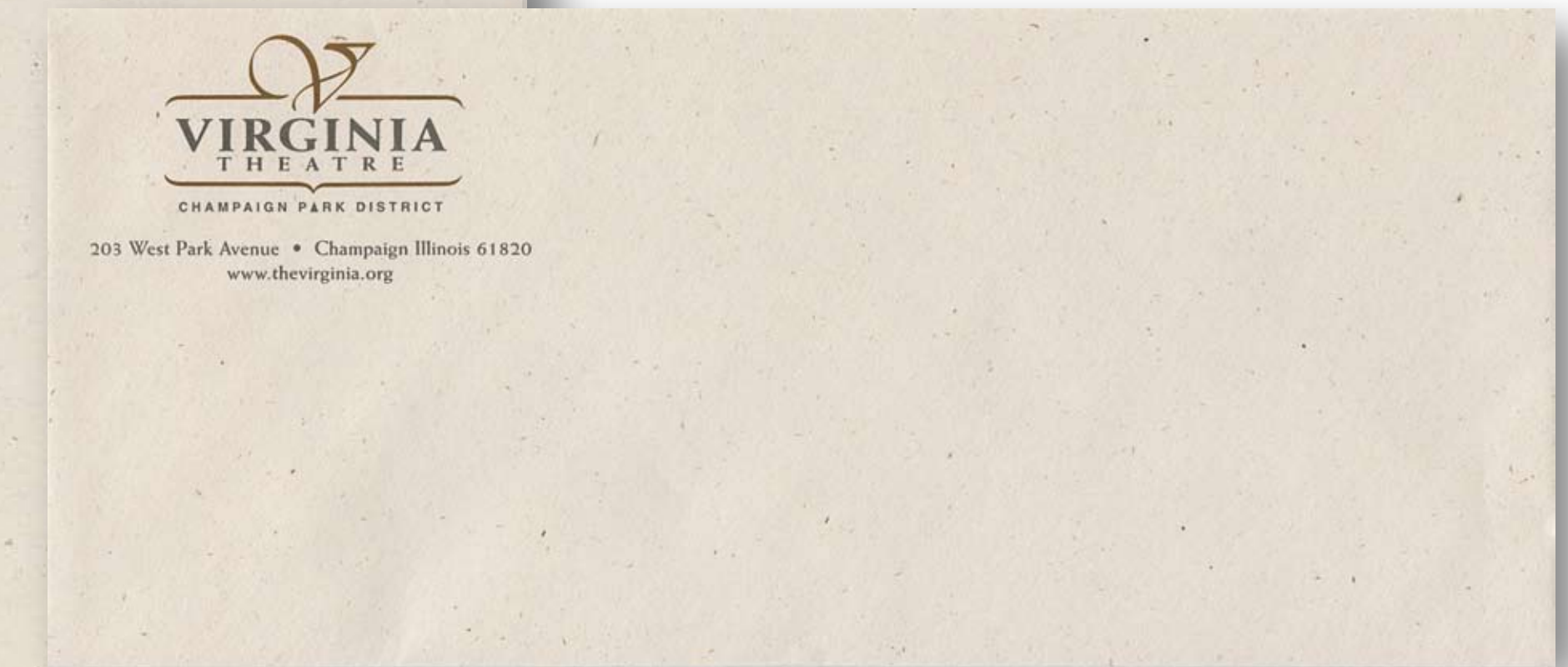
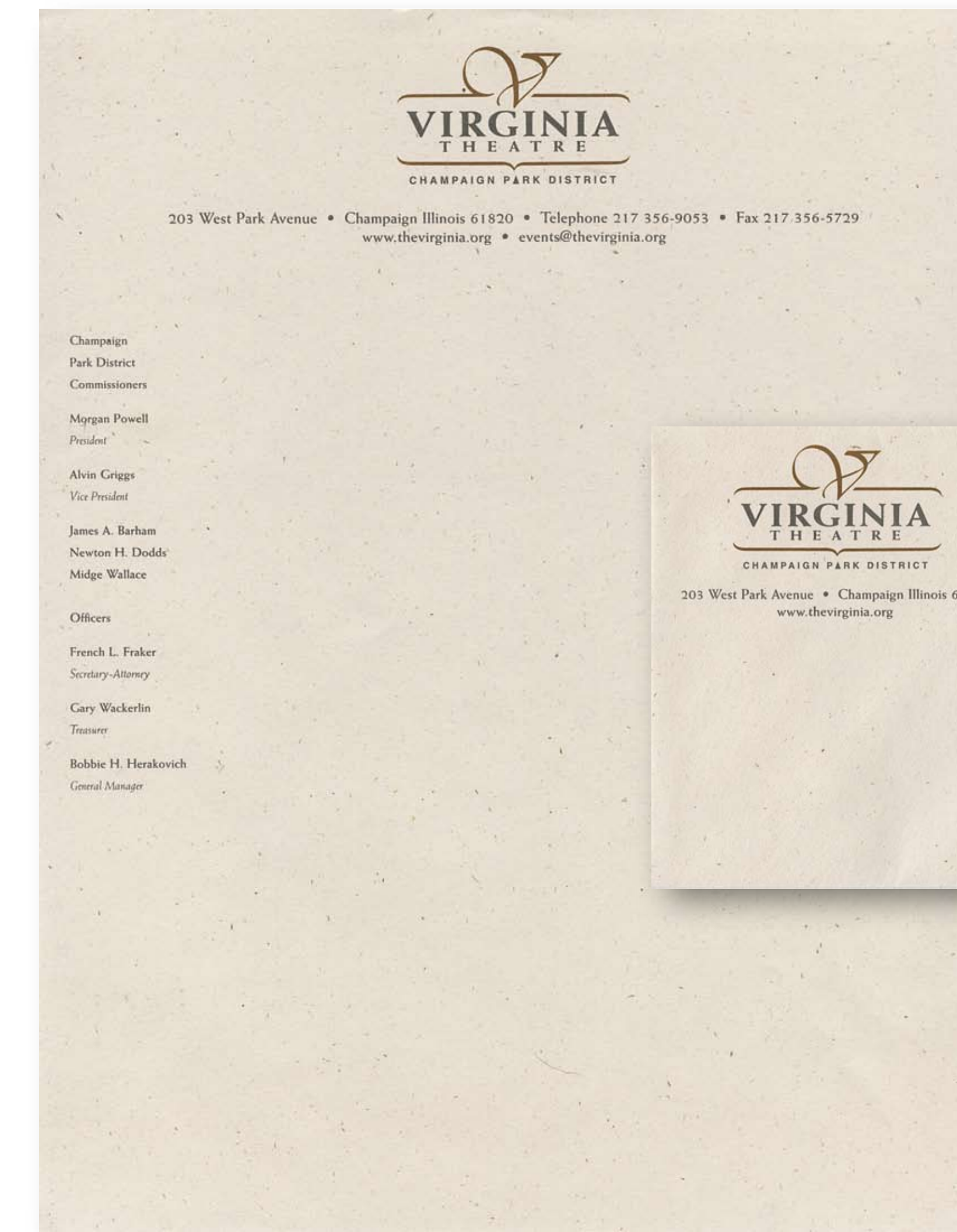
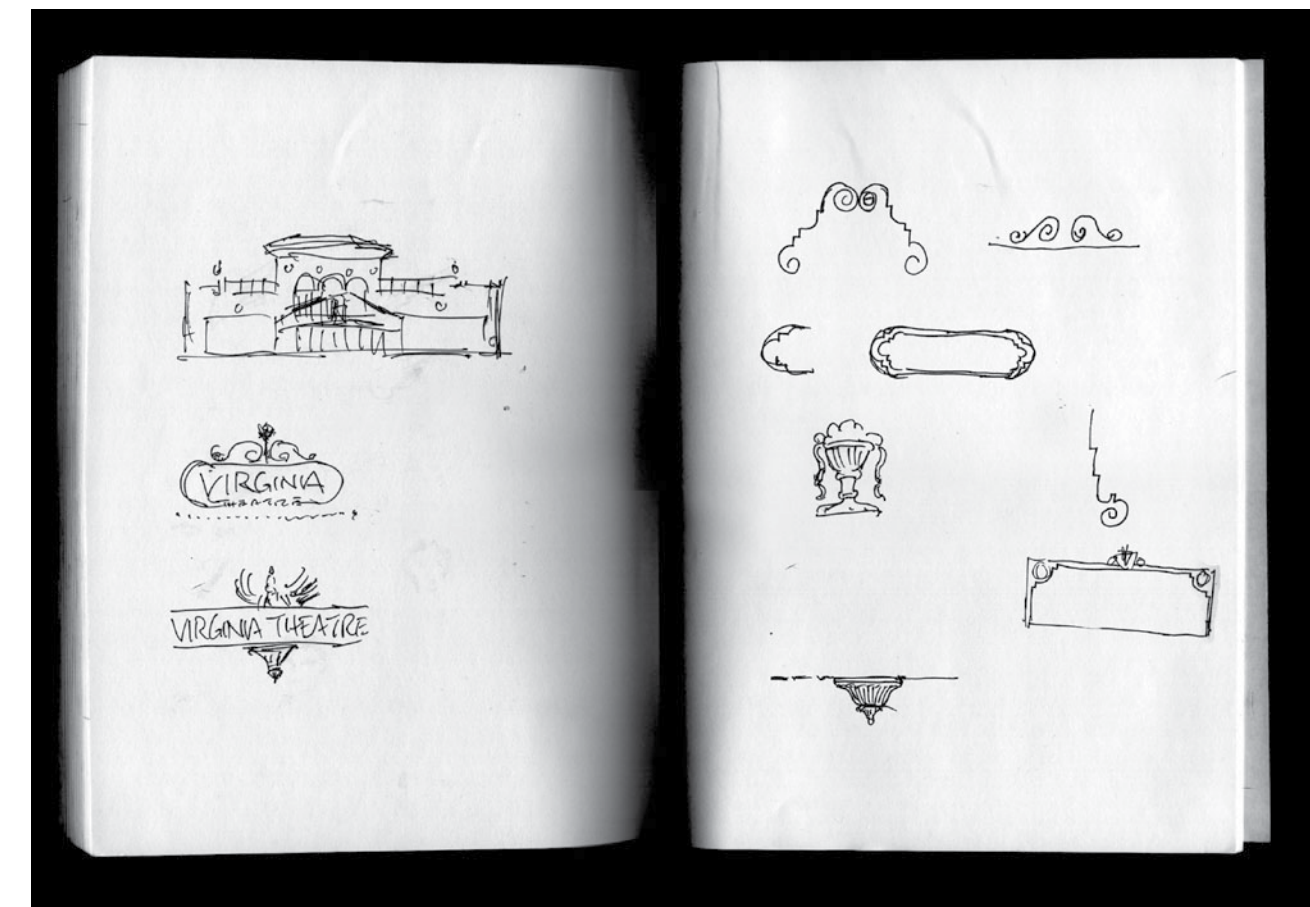
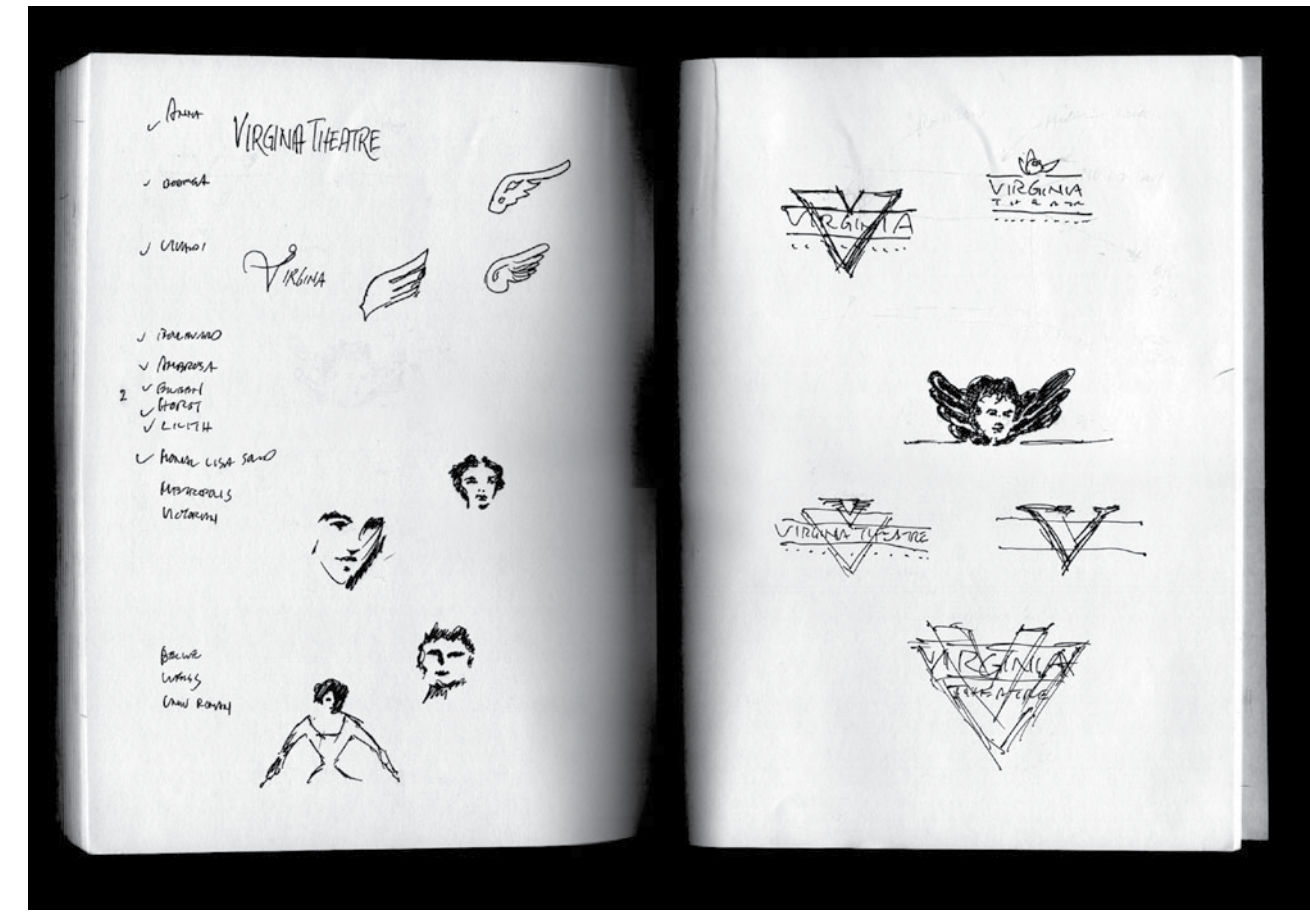
Concept Sketches

Initial Presentation

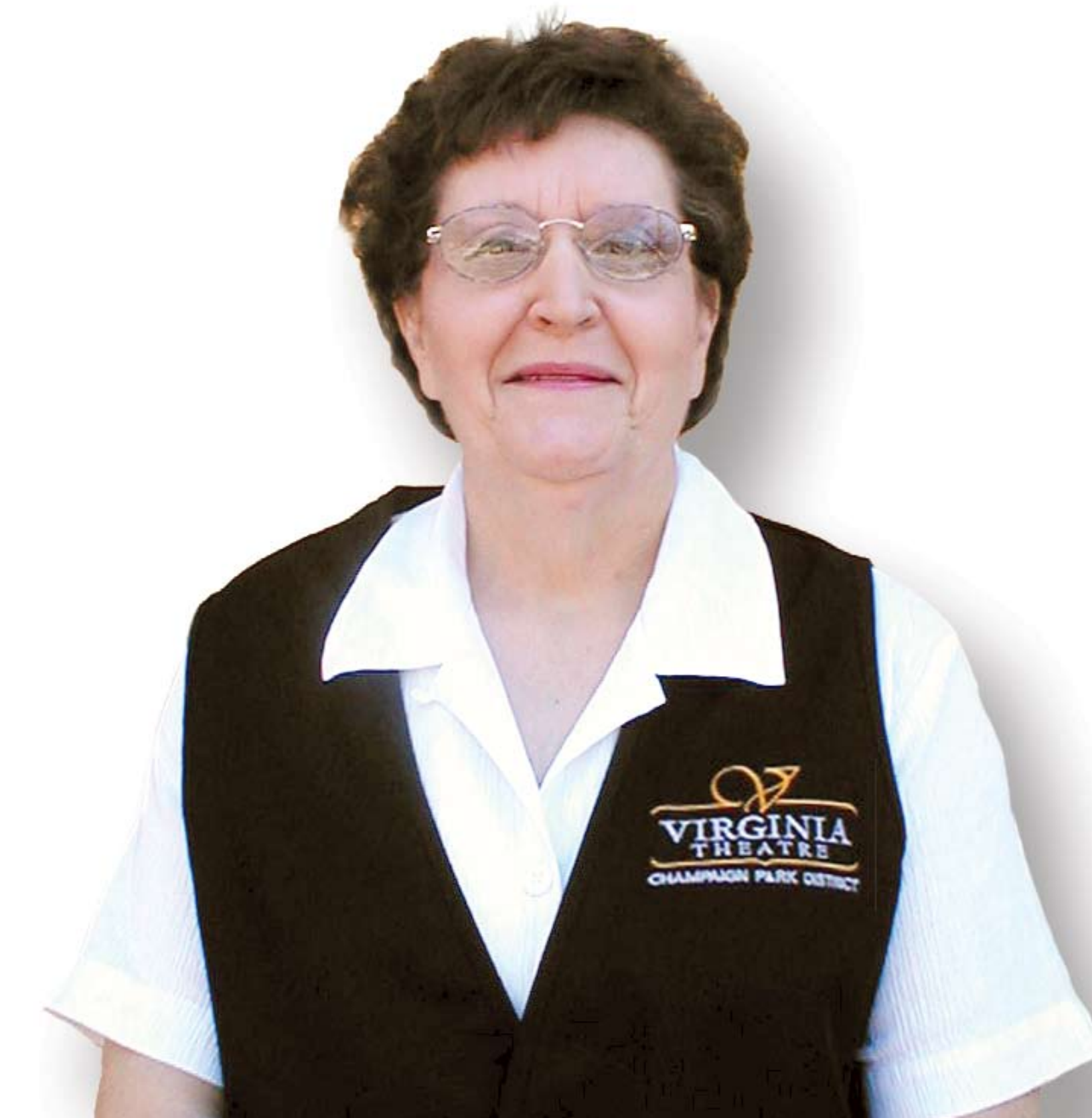
Color Studies

Final Logo

Applications



Champaign Park District, the management of the Virginia Theatre, was not happy with their original logo. People referred to their symbol as a "bug" and their logo did not capture the grandeur of the theatre. The client requested a logo that was contemporary yet classic, arts-oriented yet simple. They also specified that it must stand out when placed next to competing logos in sponsorship applications.



	ELECTRIC PICTURES
Client:	Champaign Park District
Project:	Virginia Theatre Identity
Design:	Paul Young
www.electric-pictures.com	