



Behind the Scenes

PHILLIPS EXETER ACADEMY

The look

Contemporary

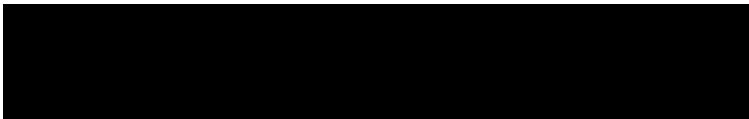
Bold

High-end and classy

Language with a theatrical twist.

Primary Color Palettes

From performance spaces and dance studios



Holographic Inks.

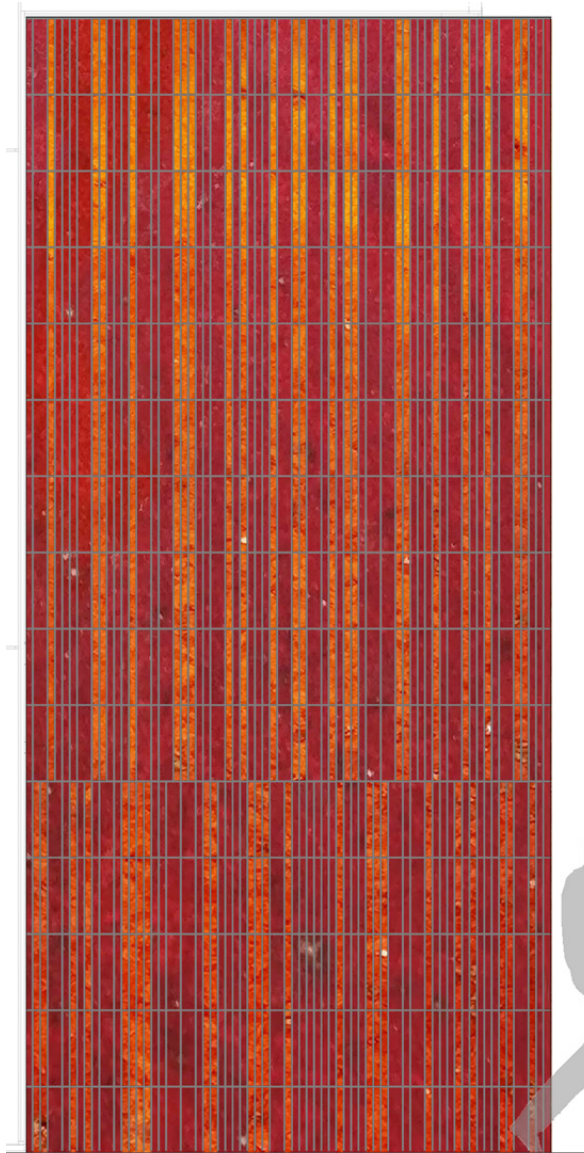
Secondary Colors



Holographic inks were inspired by the amount of mirrors throughout the building and the amount of color used in costumes and props for performances.

Primary Pattern

"The Curtain"



Architect Rendering



*Invite Concept
Printing techniques:
Foil stamping and heat
impressions*

Decorative Patterns

*Inspired by the visual details from the building.
To be used as accent textures and backgrounds.*

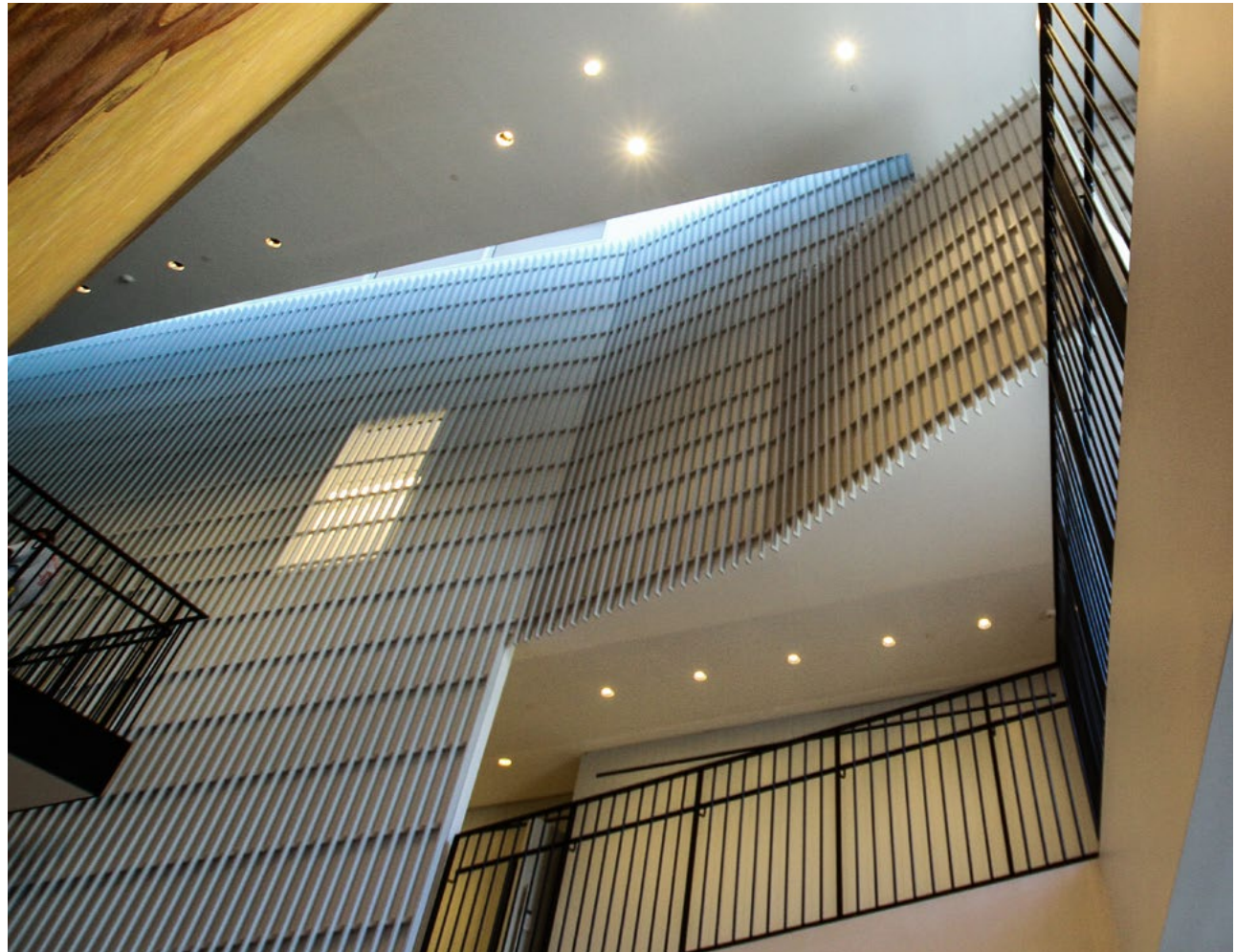


Ceiling patterns



Interior wall angles

Textured walls and railings

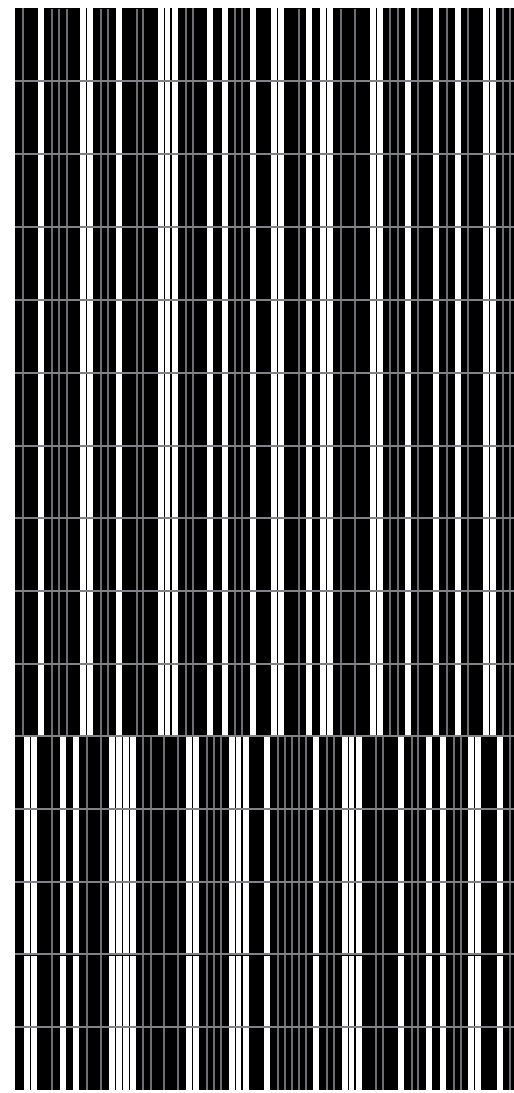




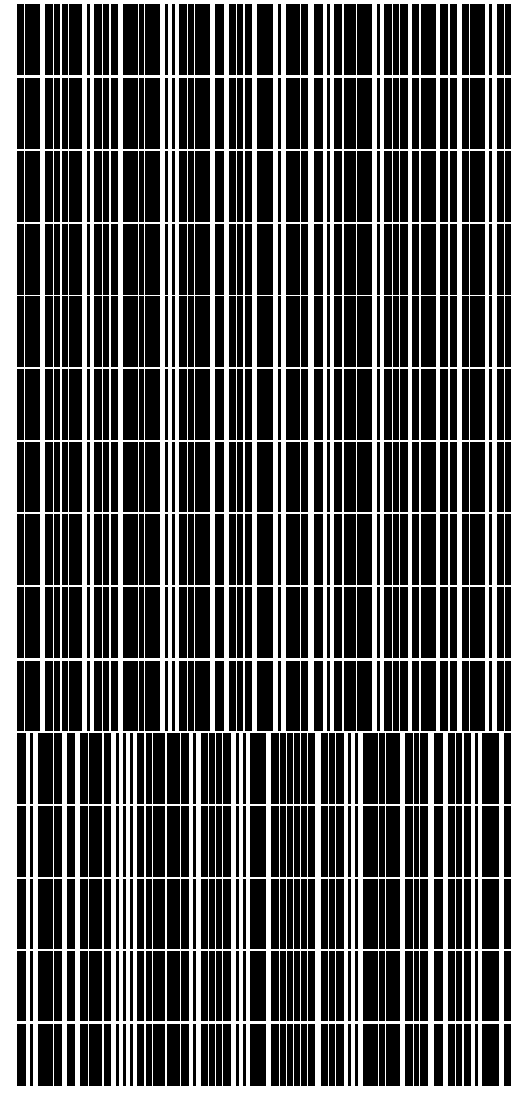
Seat patterns

Patterns and Textures

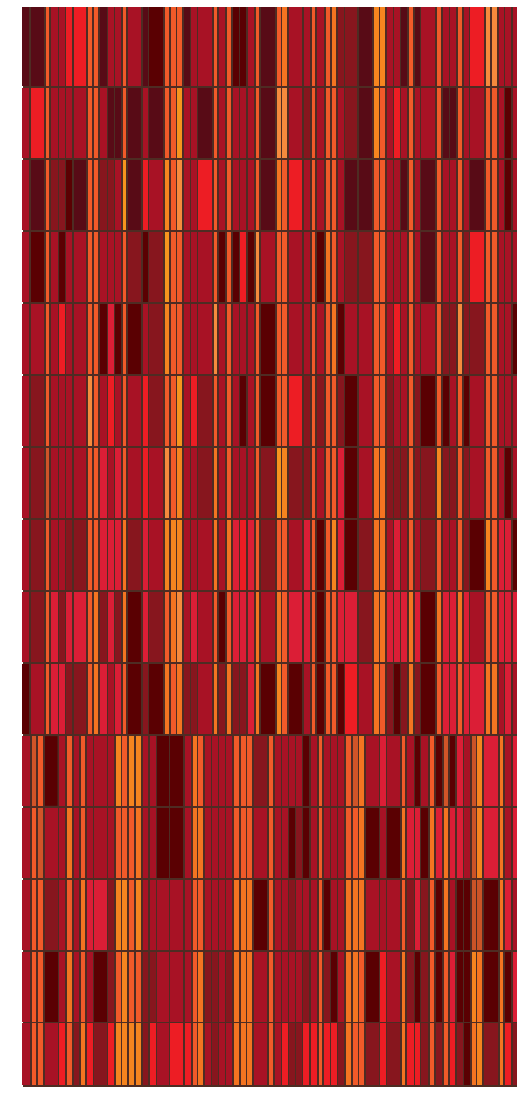
Lead pattern
"The Curtain"



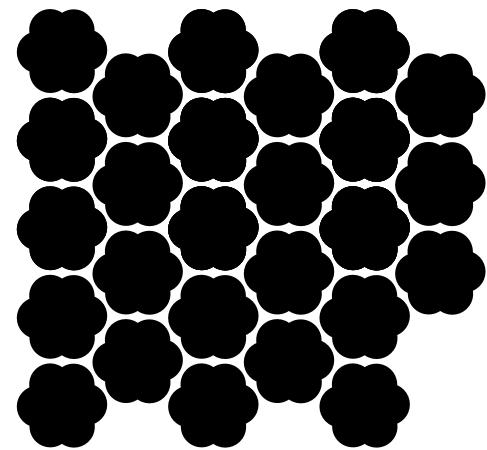
Gray Lines



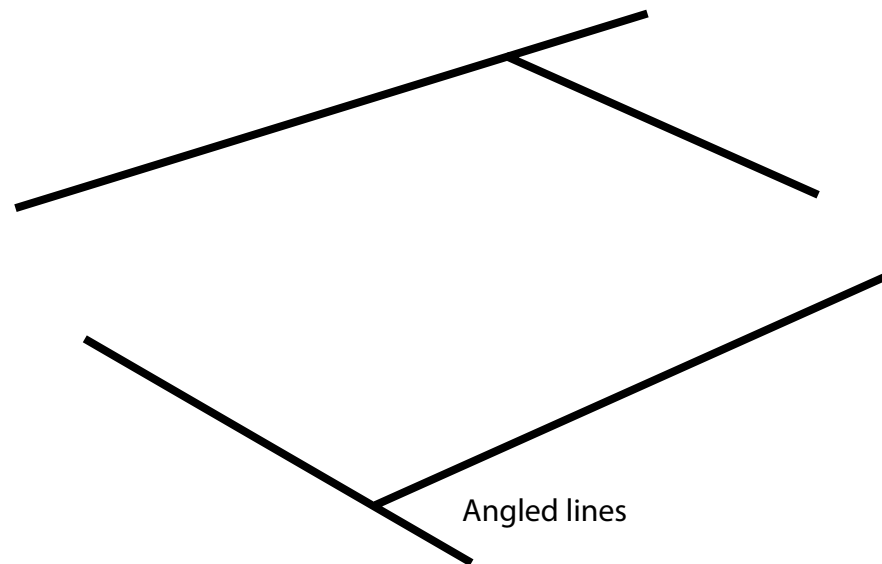
Pure BW



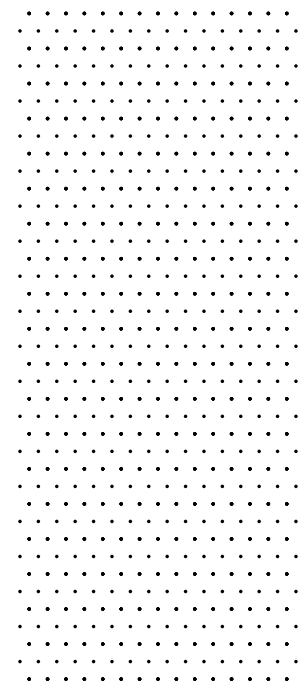
Color (Limited)



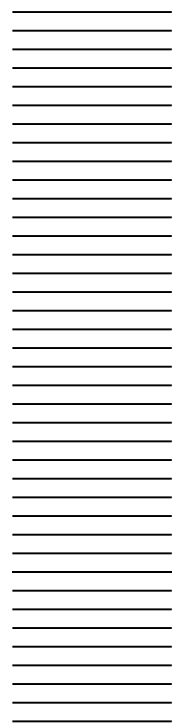
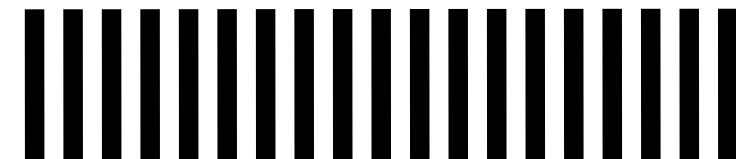
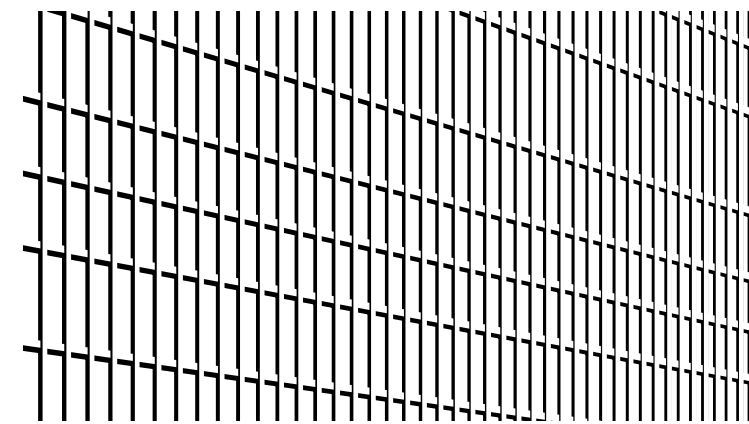
Theater seat patterns

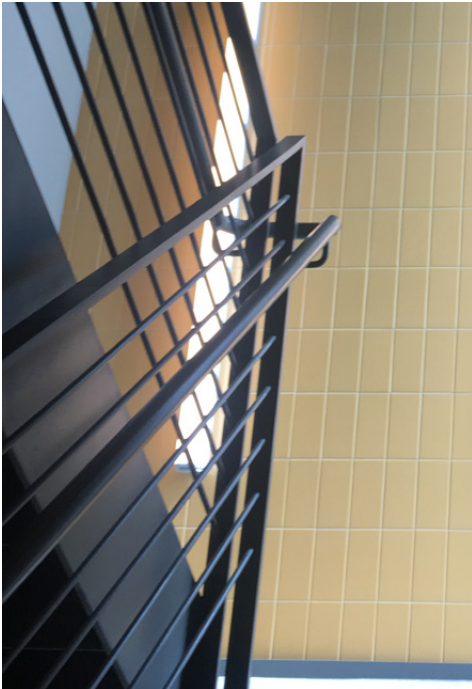


Angled lines



Additional Textures





Backstage railings.



Main wood-panel staircase wall



Final

Typography

Graphik Regular and Compact for a contemporary look and feel

GRAPHIK
GRAPHIK
GRAPHIK
GRAPHIK
GRAPHIK

GRAPHIK COMPACT
GRAPHIK COMPACT

GRAPHIK CONDENSED