DAVID E. AND STACEY L.

Behind the Scenes

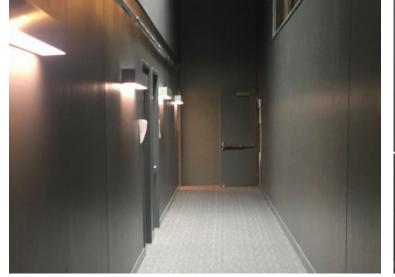
PHILLIPS EXETER ACADEMY

The look

Contemporary Bold High-end and classy Language with a theatrical twist.

Primary Color Palettes

From performance spaces and dance studios



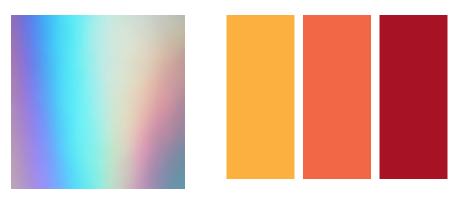


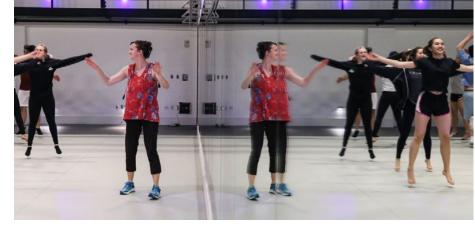




Holographic Inks.







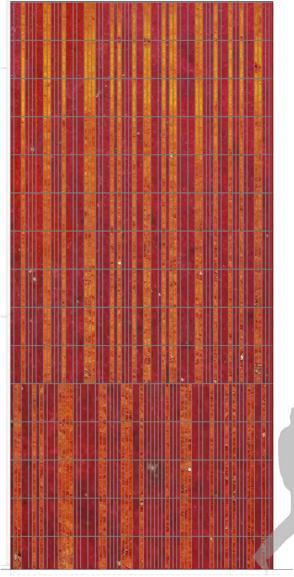
Holographic inks were inspired by the amount of mirrors throughout the building and the amount of color used in costumes and props for performances.

Primary Pattern

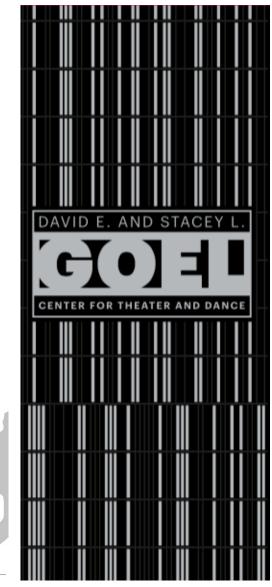
"The Curtain"







Architect Rendering



Invite Concept Printing techniques: Foil stamping and heat impressions

Decorative Patterns

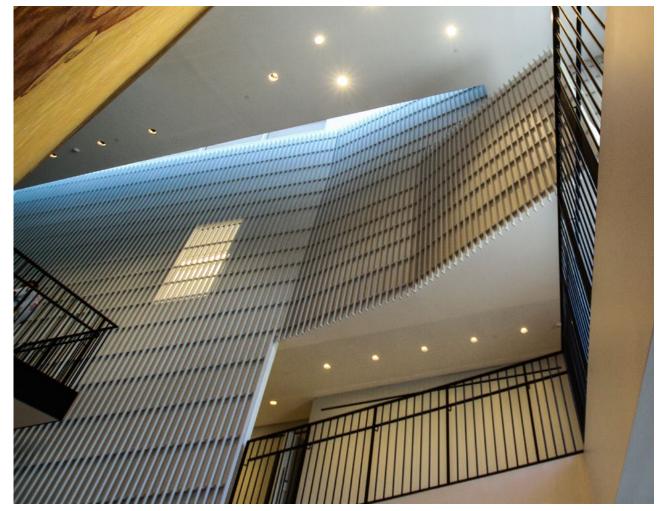
Inspired by the visual details from the building. To be used as accent textures and backgrounds.





Ceiling patterns

Textured walls and railings

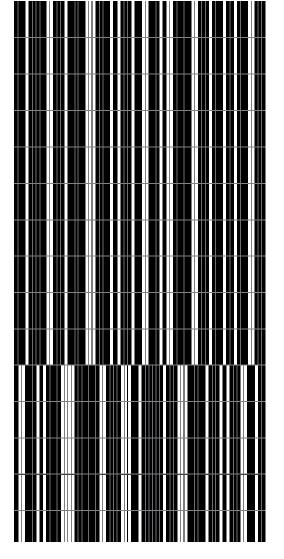


Interior wall angles

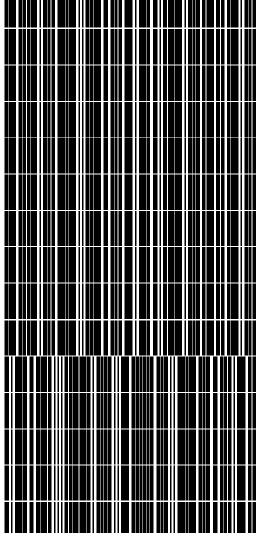


Patterns and Textures

Lead pattern "The Curtain"

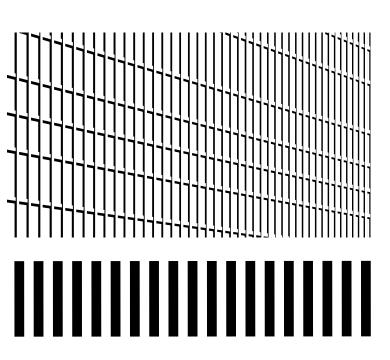


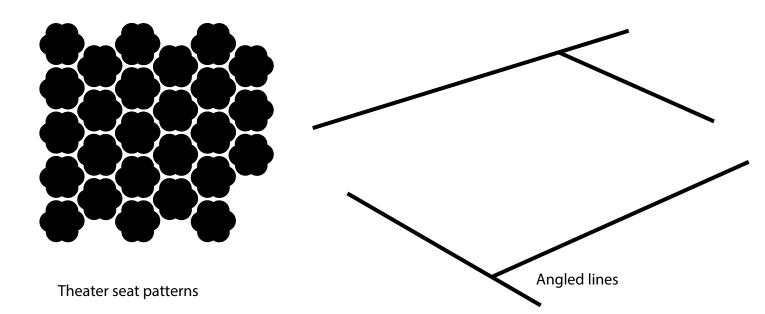


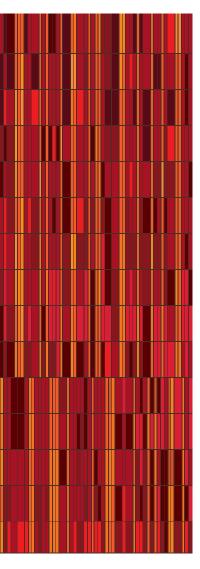


Pure BW

Additional Textures







Color (Limited)





Backstage railings.



Main wood-panel staircase wall

THE GOEL CENTER FOR THEATER AND DANCE USHERS IN AN INSPIRING ERA FOR THE PERFORMING ARTS AT EXETER. DESIGNED BY ARCHITECTS TOD WILLIAMS AND BILLIE TSIEN, THE BUILDING BRINGS THE THEATER AND DANCE PROGRAMS TOGETHER UNDER ONE ROOF FOR THE FIRST TIME IN THE ACADEMY'S HISTORY, SPARKING NEW FORMS OF COLLABORATION, DISCOVERY AND EXPRESSION FOR GENERATIONS TO COME.

Final

Typography Graphik Regular and Compact for a contemporary look and feel

GRAPHIK GRAPHIK GRAPHIK GRAPHIK GRAPHIK

GRAPHIK COMPACT GRAPHIK COMPACT

GRAPHIK CONDENSED