



Langton
Creative
Group

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April 15, 2019
Pentacle Theatre
Proposal

Pentacle Theatre Posters

Lisa Joyce
Executive Director
Pentacle Theatre
145 Liberty St. NE
Salem, OR 97301

Thank you for giving Langton Creative Group an opportunity to present our thinking and credentials for your theater promotional designs for your 2020 season.

A passion for theatre

I have a long history of designing for the theater going back to my senior thesis design at RISD on theatre posters for the Second Story Theatre, an acclaimed regional theatre in Rhode Island. My posters for the Renegade Theater Company were mentioned in a review in the *New York Times* by critic Alvin Klein who said they captured the theme of the evening. I designed the original posters for the stage version of Budd Schulberg's *On the Waterfront* for the premier in Hoboken (where the story takes place) and for a transfer showcase production in NYC. We created the posters for *Daydream Believer* the Off-Off-Broadway show by Bob Penola and Jim Dowd. We are currently designing the 2020 season of shows for Arizona State University.

Our approach to theater promotion

In our collaborative process we explore visual themes based on your artistic input that attract and inspire audiences. We have developed an effective process of gathering input so we can capture the style and theme of each show while reflecting a consistent and powerful brand for the producing theater.

**"I'm very grateful for your clear communication,
prompt turnaround, highly efficient process,
as well as your wonderful artwork."**

Brian DeMaris
Artistic Director
Music Theatre and Opera, Arizona State University

Design expertise

Like the best of actors, we pride ourselves on having a wide range. We work with businesses like Pfizer, MetLife and Deloitte; as well as many national nonprofits including International Rescue Committee and Children's Aid. We bring our expertise in design communications to our work for theaters. We welcome the opportunity to talk with you on how we could work with Pentacle Theater to promote your upcoming season.

Sincerely,

David Langton
President
Langton Creative Group, Ltd.



Description of work

Deliverables:

- Design of up to nine production posters (eight regular shows and possible fundraiser production)
- Show art and name only (brochure art) ratio 200 wide to 250 high
- Complete poster design with proper billing – full color, full bleed – 11x17"
- Complete program cover design (half sheet, full bleed)
- Complete "teaser" art
- Web ad
- Facebook ad
- Banner art for website ratio 1921 wide by 707 high

Our Approach

We currently work "long distance" with Arizona State University and have developed a successful process that goes as follows:

- We send out questionnaires for the directors to provide input.
- Then we make web presentations to their Artistic Director who handles internal approvals. We don't present to the directors—though we incorporate their input—because the goal is to create a unified season of poster imagery that builds upon a long-term marketing strategy.
- This approach ensures that everyone involved can provide input and feel part of the process despite being in different locations.

Research and Exploration

- Initial input meeting with Artistic Director/Executive Director
- Questionnaire created for Directors input.
- Review and utilize Pentacle's existing brand identity standards

Initial Design

- Design/Theme development with communication team
- Initial Presentation of three design concepts to Artistic Director/Executive Director
- Client feedback on presentation

Refinement

- Refinement of one selected design concept
- Follow-up presentation to Artistic Director/Executive Director

Final Design / Production

- Layout of all deliverables following the approved design
- Includes up to 3 rounds of edits in layouts, additional rounds are \$225/hour
- Electronic file preparation for printing and PDF
- Release of files to client for printing and digital use

Writing

- Client will provide written content.

Photography

Royalty free stock imagery and our illustrations are included in fees.
Rights-managed imagery or outside illustrator fees would be additional.



Leadership Bios



David Langton

President, Langton Creative Group

What to Expect: David is chief brand strategist and provides conceptual direction, writing and design thinking for communication projects.

Experience: 25+ years as a business and creative team leader for branding and communication programs including nonprofit experience with American College of Physicians, Greater New York Hospital Association, and International Rescue Committee. Founder of Langton Creative Group, former manager of corporate communications at Home Life Insurance Company; and co-author of *Visual Marketing* (Wiley Publishers). David is a graduate of the Rhode Island School of Design and an adjunct professor at Hostos College/CUNY where he teaches Communication Design.

Favorite Shakespeare Quote: "Be not afraid of greatness. Some are born great, some achieve greatness, and others have greatness thrust upon them."
— Twelfth Night



James Keller

Design Director, Langton Creative Group

What to Expect: Jim is our design guru with extraordinary typographic expertise. He is a specialist in seeing through the clutter to reveal an engaging solution with simplicity and clarity.

Experience: 15+ years as a creative leader for branding and publication design at Langton Creative. Designed nonprofit communications for Arizona State University, Bnai Zion Foundation, and Children's Aid. Former design director for Carla Hall Design where he was responsible for directing the communication standards for JP Morgan Investments. Jim is a graduate of the University of Cincinnati.

Favorite Shakespeare Quote: "Go wisely and slowly. Those who rush stumble and fall."
— Romeo and Juliet



Pentacle Theatre Communication for 2020 Season

Langton Creative Group Discounted Nonprofit Rates

Fees

Our process includes five key steps:

- Questionnaire provided to Directors for their input.
- Input session with the Artistic Director/Executive Director and communication liason.
- Presentation of Visual Themes for Artistic Director/Executive Director feedback and selection.
- Refinement Presentation of Visual Themes based on feedback
- Preparation of all art work for the above deliverables based on the approved Visual Themes

We based our fees on \$1,000 per show.

Total fees for 9 shows: \$9,000

Additional work is \$225/hour.

Standard terms and conditions apply.

Payment of Fees:

1/3 due to begin;

1/3 due after design/theme presentation;

final 1/3 due upon release of files to client.



CASE STUDY COMMUNITY BUILDING

Arizona State University (ASU)

Design that builds audiences

ASU needed to improve their outreach and increase their credibility in the community to build an audience beyond the campus. "Our students are young, energetic, passionate, and progressive, and that sets us apart from many of the other producing companies in the area," said Brian DeMaris, Artistic Director. But he is concerned that they are not being taken seriously, "past season posters have appeared too juvenile."

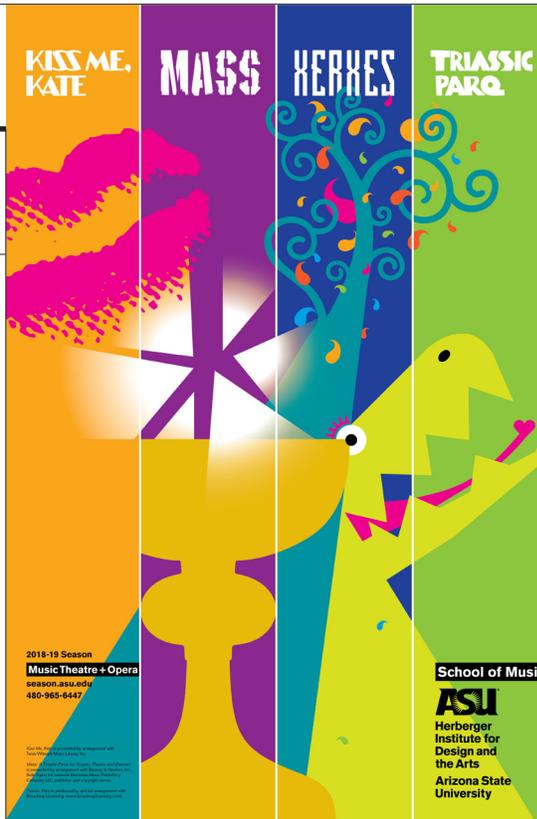
Our design served as an extension of the directors' visions for their shows, capturing the emotional connection to *Kiss Me Kate*; highlighting the chaotic sensibilities of a fringe piece like *Triassic Parq*; and making Leonard Bernstein's *Mass* and the opera *Xerxes* relevant for today's audience.

"I'm very grateful for your clear communication, prompt turnaround, highly efficient process, as well as your wonderful artwork."

BRIAN DEMARIS
ARTISTIC DIRECTOR MUSIC THEATRE AND OPERA, ARIZONA STATE UNIVERSITY

SERVICES

Branding
Campaigns
Print
Communication
Strategy



A branded communication program unites the season while providing a unique voice for each show.



Interactive graphics were adapted for social media posts and videos.



International Rescue Committee (IRC)

What does your nonprofit stand for?

It's a question every nonprofit organization needs to ask itself. How do you address an issue like supporting refugees without being political? We created a theme around "Human Beings" where we presented Refugees, Migrants, and Asylum Seekers not as just labels, but as people just like you.

For the Rescue Dinner, IRC's annual fundraiser, We transformed the ballroom at the New York Hilton with large portraits of people and placed small mirrors on each of the tables so that all the guests could see themselves as Human Beings who are all in this together. The Rescue Dinner gala raised over \$16 million for the International Rescue Committee.

"For our signature gala, we were looking for a fresh way to convey our values and communicate a message of hope. Langton Creative came back to us with very bold, out of the box concepts."

MELISSA MEREDITH
DIRECTOR, STRATEGIC EVENTS
INTERNATIONAL RESCUE COMMITTEE

SERVICES

- Branding
- Campaigns
- Logo
- Print
- Communication
- Strategy

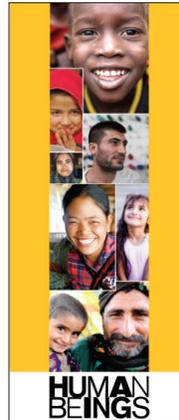
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Theme graphic.



Table centerpieces featuring photos of refugees and a mirror so attendees could see themselves as Human Beings who are all in this together.



Invitation and program.



Large photos and graphics wrapped the columns in the ballroom and reception area at the New York Hilton.

Deloitte

Empowered teams deliver extraordinary results

Today's businesses rely on teams to succeed in the marketplace. Deloitte has done the research and can show you how to drive a spirit of teamwork. Langton Creative Group produced a relevant, descriptive video that will resonate with business leaders.

Deloitte offers a program in personality assessment that supports better communication and improves the way people work together. Our video design uses music to express the four personality types. Initially, the instruments clash in a loud crescendo of noise, but as they learn to perform together they are transformed into a beautiful symphony. The video supports the Deloitte Business Chemistry practice and won the Communicator Award for excellence in communication.

- Video Design and Production
- Writing
- Storyboarding
- Animation

SERVICES



An original score was composed for the video that accompanies the animation while Deloitte's own Kim Christford tells the story as the on-screen narrator.

