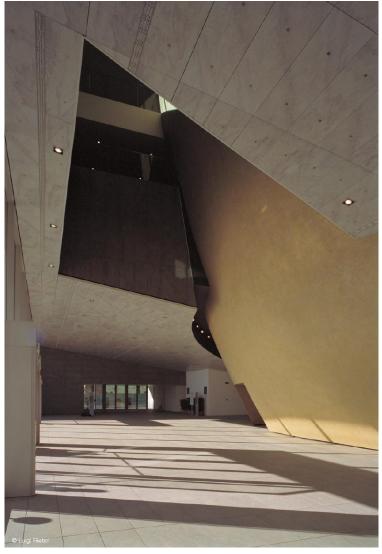
Teatro del Maggio

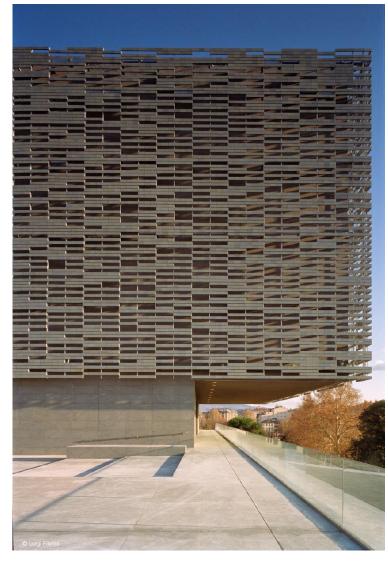
Final Proposal

BRANDING AND IDENTITY, SPRING 2024 ERIN LEE









INITIAL RESEARCH ERIN LEE

TEATRODEL MAGGIO BRAINSTORM

KEY WORD

- -> maggio = May
- -> spring concert
 - -nightight the loest artists

" The testival quickly

established itself as a

nerve center for the

European musical

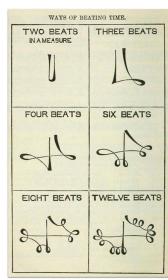
culture."

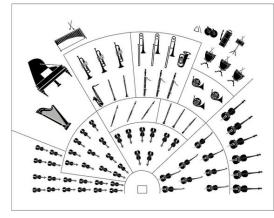
discemination of great

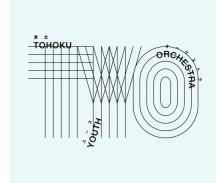
- -s orchestra
- -> since 1933
- -> spring
 - -> 6100m
 - -> new
 - -stresh
- -> Geometric
- -> Gnds
- _ curves lorganic
- -> florentine lily
- -> white, green, gold, terracotta





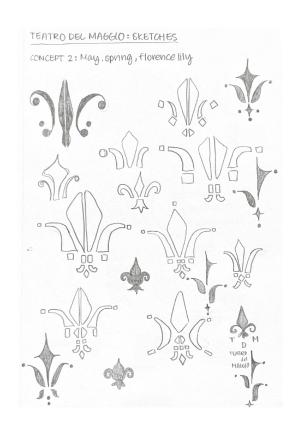


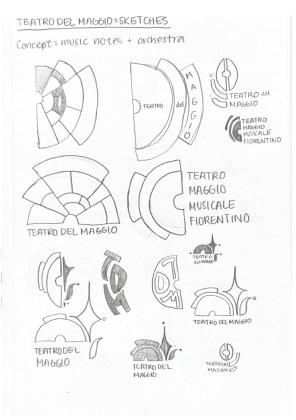


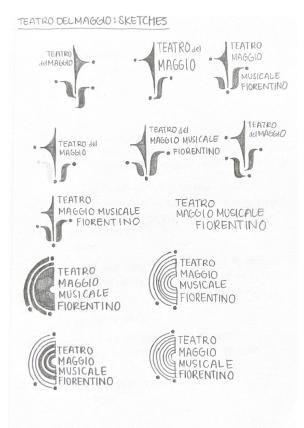




INSPIRATION + BRAINSTORM ERIN LEE

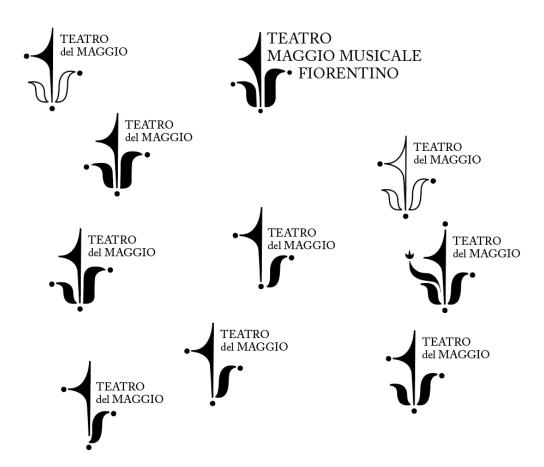








INITIAL SKETCHES ERIN LEE

















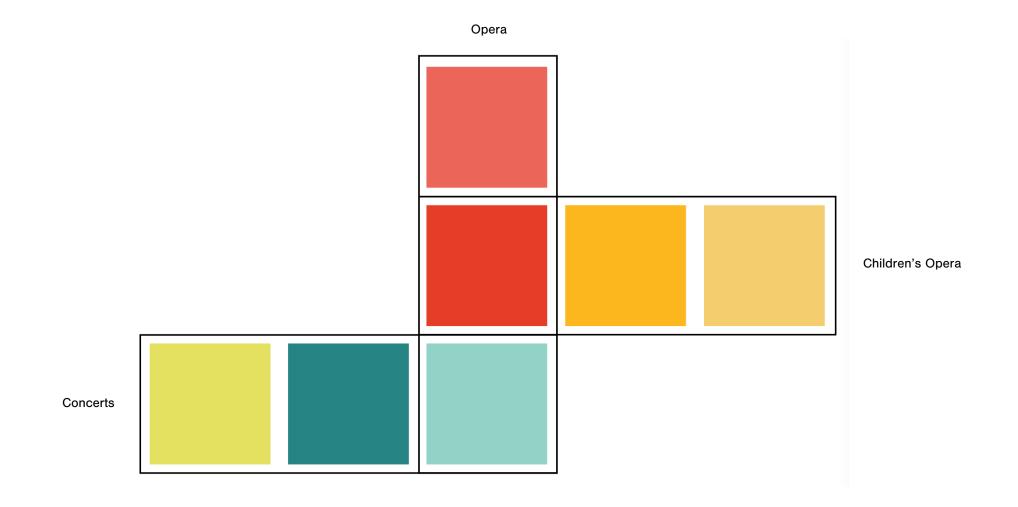








INITIAL DIGITIZATION ERIN LEE



COLOR PALATTE ERIN LEE



Modern MT Pro Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zy

 $1\,2\,3\,4\,5\,6\,7\,8\,9\,0$

!@#\$%&*()?":;'.{}

TYPEFACES ERIN LEE

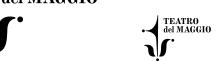
NIMBUS SANS COND D LIGHT NIMBUS SANS COND D LIGHT ITALIC

NIMBUS SANS COND D REGULAR
NIMBUS SANS COND D REGULAR ITALIC

NIMBUS SANS COND D BOLD ITALIC
NIMBUS SANS COND D BLACK
NIMBUS SANS COND D BLACK
NIMBUS SANS COND D BLACK ITALIC

TYPEFACES





FINAL LOGO ERIN LEE



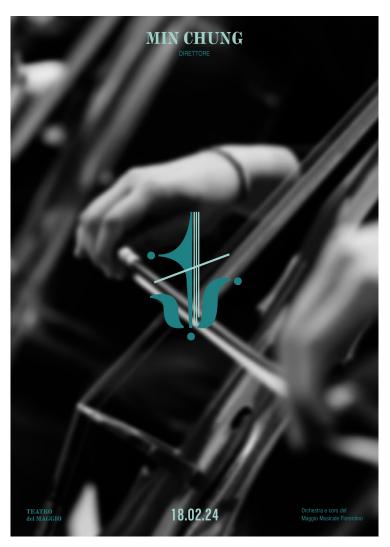
ALTERNATE LOGO ERIN LEE













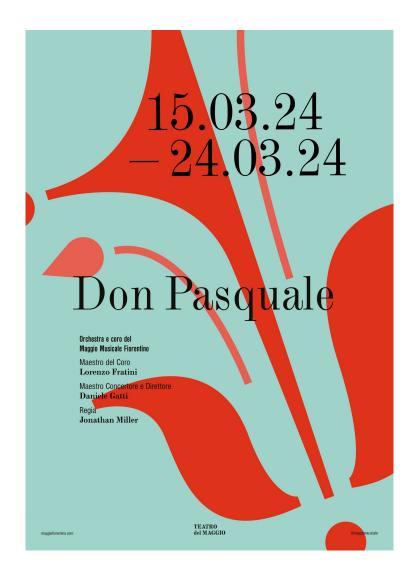
POSTER CONCEPT 1 ERIN LEE







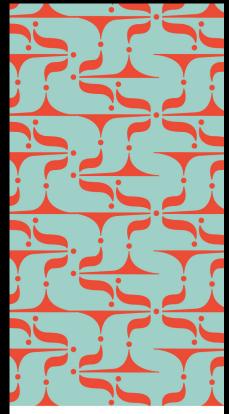
POSTER CONCEPT 2 ERIN LEE







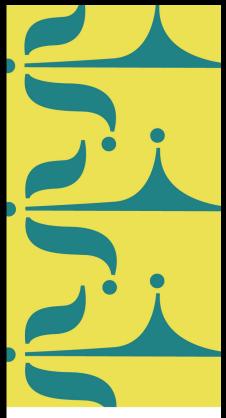
POSTER CONCEPT 3



DON PASQUALE

 $\begin{array}{cccc} \begin{array}{cccc} \text{theatre} & \text{section} \\ \text{Sala Grande} & & \text{Platea} & & \text{row} & \text{seat} \\ \\ \text{date} & & \text{time} \\ 18.03.24 & & 16.30 & & S & & 08 \\ \end{array}$





MIN CHUNG

theatre Auditorium Platea row seat time 23.02.24 time 20.00





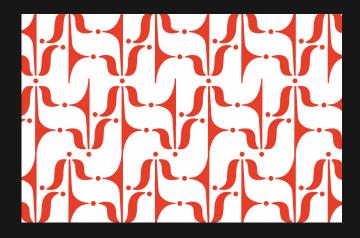
LA PRINCIPESSA DI GELO

theatre Auditorium Platea row seat time 24.02.24 16.30 G 21





TICKET MOCKUPS ERIN LEE



Giuseppe la Malfa

Direttore e Maestro Concertatore giuseppelamalfa@maggiofiorentino.com 347.471.1657

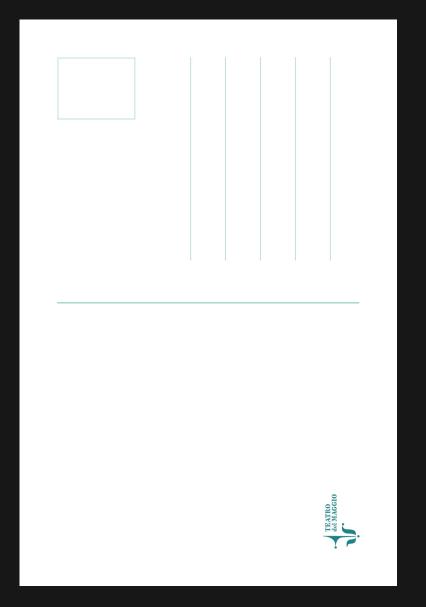
TEATRO MAGGIO MUSICALE FIORENTINO

www.maggiofiorentino.com Piazza Vittorio Gui, 1, 50144 Firenze Fl

BUSINESS CARD MOCKUPS ERIN LEE







POSTCARD MOCKUPS ERIN LEE



ERIN LEE PIN MOCKUPS