

SILK PEARCE RAISES CURTAIN ON THEATRE ROYAL REBRAND

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Design and branding consultancy Silk Pearce has unveiled a striking new visual identity, as well as the new season's brochure and a website re-design, which will help re-launch the UK's only surviving Regency playhouse, the restored Theatre Royal Bury St Edmunds, as a forward-thinking 21st century venue at the heart of its local community.

The Theatre Royal was closed almost two years ago to undergo a £5.1 million top-to-toe restoration which involved stripping back the auditorium to re-expose previously covered architectural features and to upgrade and expand its facilities. In February this year, Silk Pearce was appointed to orchestrate a complete brand makeover in readiness for the Theatre's re-opening on 11 September.

At the heart of Silk Pearce's re-branding programme is a distinctive new logo with a pattern of four concentric arches, each made up of a series of blue and buff coloured circles. The arch shapes were chosen to echo the Theatre's distinctive Regency architecture and to act as a visual metaphor for a friendly, inclusive venue. Although the Theatre Royal will be restored as a valuable piece of lost Georgian and UK theatrical history, it will be re-opened to host a wide-ranging contemporary programme of productions including stand-up comedy, dance, drama, music nights and family shows.



Theatre Royal stationery





Designers Gail Russel and Peter Silk with Theatre Royal's distinctive new logo

The consultancy's design team has also created a complete new visual identity for the Theatre based on repeating patterns of radiating circles and squares and using a palette of colours to match some of the traditional Georgian tones being used inside the restored auditorium. The first wave of work includes a re-design of the Theatre's corporate stationery, the first season's brochure and a new look website; as well as advising on the design and colour of staff uniforms and badges, tickets and ticket wallets in preparation for the re-opening. To complete the brand makeover, Silk Pearce has supplied a detailed corporate identity guide to help ensure the new look and feel is maintained across all future promotional items.

"Silk Pearce's designs and branding advice will ensure that all of our printed and online communications work together to reinforce our core message of being an inclusive theatre offering superb entertainment for everyone. Our striking new visual identity reflects our history and origins as an almost 200 year-old Regency theatre that has been very carefully and sensitively restored but also signals our re-birth and transformation into a top venue for the performing arts in the eastern region," said Matthew Sanders, marketing manager for The Theatre Royal.

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