

THE PROFIT OF WORKING WITH NON-PROFITS

“While non-profit organizations don’t usually have expansive budgets for graphic design, the rewards of working with people who believe in something so passionately has its own rewards.”

Diverse City Theater Company

Project: In 2009, D2 was commissioned to rebrand the 4-year old NYC based Diverse City Theater Co. with a logo that would be recognizable at-a-glance and somewhat iconic. Because of the project’s complexity, it was necessary to have in-depth discussions with the company’s executive committee before any initial designs could be created.

Solution: We submitted multiple design concepts and discussed their merits. After much experimentation, we decided to keep a typeface similar to the original logo but with a more modern flair. The black and red colors were chosen for the type to reflect a well-established company. The mask, long being symbolic of live theater, was chosen as the main graphic. By adding a multi-colored patchwork we successfully conveyed the company’s mission: to present plays concerning under represented subjects of diversity and employing “color and race-blind casting”.



Santa Claus is Coming Out

Project: D2 Studios served as the Advertising and Creative Director of this hit Off-Broadway play. The challenge was to create a major ad campaign that would convey the public’s shocked sensibilities if the holiday icon was discovered to be gay. We were also responsible for creating most of the projections and miscellaneous props for this production.

Solution: The play is about sexuality, not about sex, so it was important that no suggestive images were to be used in the ad campaign. The concept of newspaper headlines was suggested as the best way to convey the immensity of such an announcement. This strategy was reflected in the projections used in the play as well as the program. We also created a “show logo” to be used on promotional items and for web advertising where the main image would be too small or complicated.



ADVERTISING

BROCHURES & CATALOGS

LOGOS & CORPORATE ID

TRADE SHOWS & EVENTS

PRESENTATIONS

BOOK, DVD & CD COVERS

ANNUAL REPORTS

PACKAGING

The Masterwork Chorus

Project: After over 10-years of using the same artistic elements to market and advertise their annual Messiah concert at Carnegie Hall, this organization decided it was time for a new branding look. D2 Studios was also asked to design the packaging for their CD, “To Hear the Angels Sing”.

Solution: Independent market research showed that most tickets for holiday events are purchased by women. They are considered as much a family gift as any packages placed under a tree. Therefore, we chose to give the ad campaign a gifting theme and used traditional holiday images and musical notes to reach a broader audience.

