

# GODSPELL BRANDING PACKAGE

By: Emma McElwee

## BACKGROUND:

- Director wanted a bright, gritty, playful vibe for the branding
- Set design features a brick wall and graffiti-esque designs painted around the set
- Wanted to modernize the story to make it more relevant for college students, who would make up the majority of the audiences

# Fonts:

ORIGINAL GRAFFITI FONT:



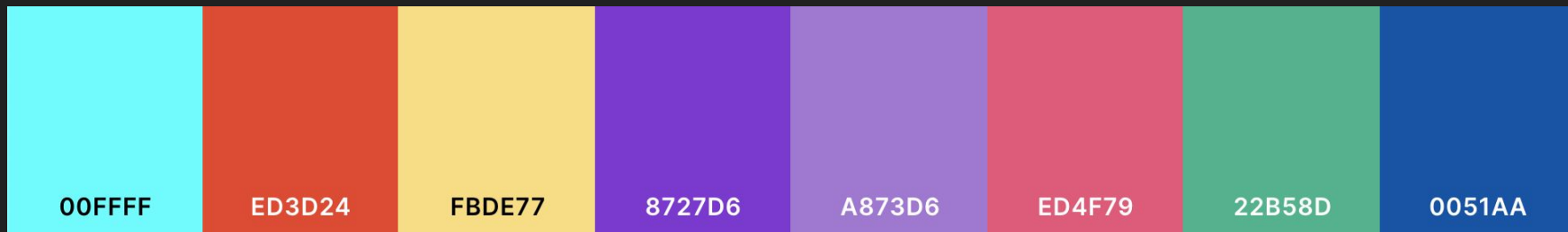
KNEWAVE:



BADABOOM PRO BB:



# Color Palette / Inspiration



# Logo/lettering initial demo:



(Lettering by hand with Adobe Illustrator Paintbrush tool)

Final Logo:





# Instagram Intros:



# Banner Design

(Banner space near Weber Arch reserved for the week leading up to the show)





Poster:



# Thank you!

Email me at [emmamcelwee2024@u.northwestern.edu](mailto:emmamcelwee2024@u.northwestern.edu) with  
any comments or feedback