



SHOW PROMOTIONAL MATERIALS

Show Poster – The poster was designed using Illustrator. I spent time researching other posters and playbills and found several things that inspired me. See attached.

When designing the poster, it was important to include themes that would help to tell the story such as the mountains which represented North Carolina; a woman in a floral dress and hat which are both signature costume elements from the 1920/1940s; and a shooting star which speaks to the show name “Bright Star”. I also wanted to stay true to the Broadway show poster and playbill and used the teal color theme.

Since Bright Star is not a popular, well-known show, I included a tag line “An epic tale of love and redemption inspired by true events” to help give some insight into the major themes of the show.

The poster also included show credits from Theatrical Rights Worldwide (<https://www.theatricalrights.com/show/bright-star>).

Since the poster is the most important part of the publicity package and everything else works off it, I reached out to my mentors at the Broward Center for the Performing Arts and asked them for their advice and opinions on my poster design. They were very helpful and gave me a few suggestions to consider.

Show Rack Cards – Since show posters are not easy to carry around and cannot be handed out, rack cards were printed and given out to help promote the show. They are also keepsake items from the show.



Show Shirts – Show shirts were made in two versions:

- General show shirt included the show logo on the front. Cast, crew and others could purchase these shirts.
- Tech crew shirts included “CGHS Tech Crew” on the front in the upper right-hand corner and the show logo on the back.

The cast and crew were encouraged to wear show or crew shirts on the Fridays leading up to the show run.

Coffee Mug – Mugs with the Bright Star logo were purchased and used during the weekly “Coffee Talk with the Clerk” spotlights posted on our social media pages.