

Musical Theatre New Zealand Incorporated Change of Logo Brief

Old Logos



Musical Theatre New Zealand – Our Goal

To foster and encourage the development of, and commitment to, the highest standards by community theatres, including standards of excellence for production, health and safety, management, governance, community relations and service.

Community theatre enriches the lives of those who take an active part in it, as well as those in the community who benefit from live theatre productions. On either side of the footlights, those involved represent a diversity of age, culture, life experience and a strong appreciation of the importance of the arts

Who is MTNZ?

- ☞ Musical Theatre New Zealand (formerly known as the NZ Federation of Operatic Societies (NZFOS) and prior to the 2003 AGM, Musical Theatre Federation of NZ) is a non-profit organisation.
- ☞ Formed in 1960 it is the umbrella group for community theatres/groups, schools and companies associated with the theatre and entertainment industry in New Zealand
- ☞ Membership:
 - 80 incorporated societies – from Keri Keri to Invercargill.
 - 35 schools (including Toi Whakaari, NASDA and AUT)
 - 25 company members – Australia and New Zealand based
 - 14 associate members (including ETNZ, DANZ, EVANZ & Playmarket)
- ☞ Administered from a small central office in Wellington, MTNZ is recognised both nationally and internationally for the contribution it has made to both fostering and increasing participation in the arts with our communities.

- ☞ MTNZ is the national voice of community theatre, providing data and information to non-members, businesses, other arts and non-profit organisations, as well as the media and government agencies.
- ☞ MTNZ is a centralized source for community theatre information, ideas and resources.
- ☞ MTNZ is an organisation dedicated to quality, live theatre as a contributing part in New Zealand's communities and cultural identity.

Best of all, MTNZ is people - people who share a passion for theatre and understand its positive impact and benefits on our communities, large and small.

Why Change the Logo?

Our current logo does not represent MTNZ in the 21st century. MTNZ encompasses all aspects of the theatre from front of house, to mechanist, to make-up, costume design, production management and of course onstage. Our current logo shows a pair of performers dancing in a spotlight, which is not what MTNZ is about.

We are also going through a re-branding exercise and rebuild of the MTNZ website. Our new domain name will be www.mtnz.co.nz; so in line with the new website, we will launch both the new logo and website at the 51st MTNZ AGM and Volunteer Training Weekend in Nelson 18 – 21 March 2011.

Our Vision for the New Logo

- ☞ Fresh
- ☞ Modern
- ☞ Professional
- ☞ Simple
- ☞ Memorable
- ☞ Timeless
- ☞ Versatile
- ☞ Appropriate
- ☞ Has a strong, balanced image with no little extras that clutter its look
- ☞ Is distinctive and bold in design, making it easy to see at a glance
- ☞ If using graphic imagery, it is appropriate for MTNZ and what we do (ie backstage, production – not just onstage)
- ☞ Works well with the MTNZ name
- ☞ Is done in an easy to read font
- ☞ Communicates our organisation clearly
- ☞ Looks good in black and white, as well as in color.

Design Preferences

There are no design preferences. Currently the MTNZ logo colours are navy and gold but the redesign is not restricted to these.

Logo's Uses

- ☞ Website
- ☞ Business cards
- ☞ Stationery
- ☞ Signage

Judging Panel

Mr Matt Bently, Treasurer, Energy Theatre, Wellington and Major Events Policy Advisor to the Ministry of Economic Development

Mr Adam Blackwell – Chairman of the panel

Managing Director, First Star Communications

Mrs Donna Philpott QSM

Patron & Life Member of Musical Theatre New Zealand

Mr Ian Reid

President, Musical Theatre New Zealand

Mr Stephen Ward

President, Taieri Musical Society

Ms Rachael Wiseman

Director and Production and Marketing Manager, Amici Productions

Timeframe

Please email your logo and any supporting documentation to kate@musical.org.nz by 1 February 2011

The winner will receive \$500 worth of vouchers from a company of their choice (ie. Dick Smith; Noel Lemmings; Harvey Norman; department stores such as Smith and Caughey; Kirkcaldie & Stains; Farmers)

Please contact MTNZ Administrator Kate if you have any questions or require any further information
kate@musical.org.nz; 64-27-203-3899

5 November 2010