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# Wellington Musical Theatre: 122 years old and with a new identity



**Existing Logo**



**New Logo**



Wellington Musical Theatre, one of New Zealand's oldest musical theatre companies has announced a fresh new logo as the first step in an overall brand revitalisation.

Following recent successful productions in Wellington including *Cats*, *The Sound of Music* and *Miss Saigon*, Wellington Musical Theatre decided it was time that the brand be updated to reflect their continuing objective of bringing musical theatre, dance and drama of the highest quality to Wellington.

Andrew Harbott, Senior Art Director at First Star Communications who were responsible for the logo design comments; "the new logo reflects the liveliness and energy of stage performance in a simple and contemporary way while paying homage to the existing logo which in itself embodies much of Wellington Musical Theatre's history. We consider this to be an evolution of a brand that is already very strong in its marketplace."

This is the first major branding milestone for Wellington Musical Theatre and is indicative of what is to come with a new website to be launched in late August. The launch will coincide with Wellington Musical Theatre's next production, *The Gleeevent*, a concert style extravaganza inspired by the song and dance of the popular TV series *Glee*. *The Gleeevent* opens at The Opera House, September 24, 2010.

[www.thegleeevent.co.nz](http://www.thegleeevent.co.nz)

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