

DESIGNCROWD – PROJECT NEW LOGO

‘de EilandVerkaveling’

Who is ‘De EilandVerkaveling’

De EilandVerkaveling is a Young Music-theatre company based in Flanders Belgium (Dutch-speaking). We create performances for a young and old audience. Regular theatre acting and live-music blend together in our plays. Yearly we play app. 40 shows in different theatres throughout our country.

We face a new theatre season with opening show of our new production ‘Zwanenzang’ on 29th October 2010 followed by a tour.

There are 5 permanent group members, working together with different free-lance actors, directors, musicians and artists.

Our website : www.eilandverkaveling.be

EilandVerkaveling means (free translated) – ISLAND ESTATE

There’s absolutely no connection between the name and what we do. It’s a name that sounds nice and we wanted to combine the hard commercial reality (ESTATE) and the romantic, dreamy idea in one word. (ISLAND)

RESTYLING AND IMPROVEMENT OF OUR LOGO

Today we have a logo that we use on flyers, posters, invoices and other stationery. Since we’ve been using it for a few years we want to purify and enhance the design.

We’re expecting two different versions :

1. A short, commercial design including the letters **‘dEV’** (d small print and EV in capital print)
This version can be used on posters, flyers and other publicity.
2. A version with the full name **‘de EilandVerkaveling’** for use on stationery, invoices, etc...

In attachment you will find our current logo. Let it be an inspiration or a starting-point, though new input is also welcome.

WHAT STYLE DO WE EXPECT ?

Our logo needs to be original/eyecatching/everlasting. We'd appreciate a creative approach. The different characters don't have to stand on their own. You may include them in a figure or a coloured field. We like a vintage style. Maybe you can include something theatrical into the logo.

Logo's of theatre companies that we like : (Please don't copy but let them inspire you)

www.kommilfoo.be

www.marthatentatief.be

www.hetpaleis.be

www.kvs.be

www.kopergietery.be

www.vlaamseopera.be