

PAZAZ ✨

Proposal of Brand Identity Shaftesbury Theatre [The Judi Dench Theatre]

Hello!

We are delighted to submit our proposal to partner with you on this exciting new chapter.

This opportunity extends beyond a rebrand and website redevelopment. It is a chance to create a distinctive and enduring identity that honours the theatre's heritage while positioning it for the future, supported by a digital platform designed to engage audiences, drive growth, and evolve alongside the organisation.

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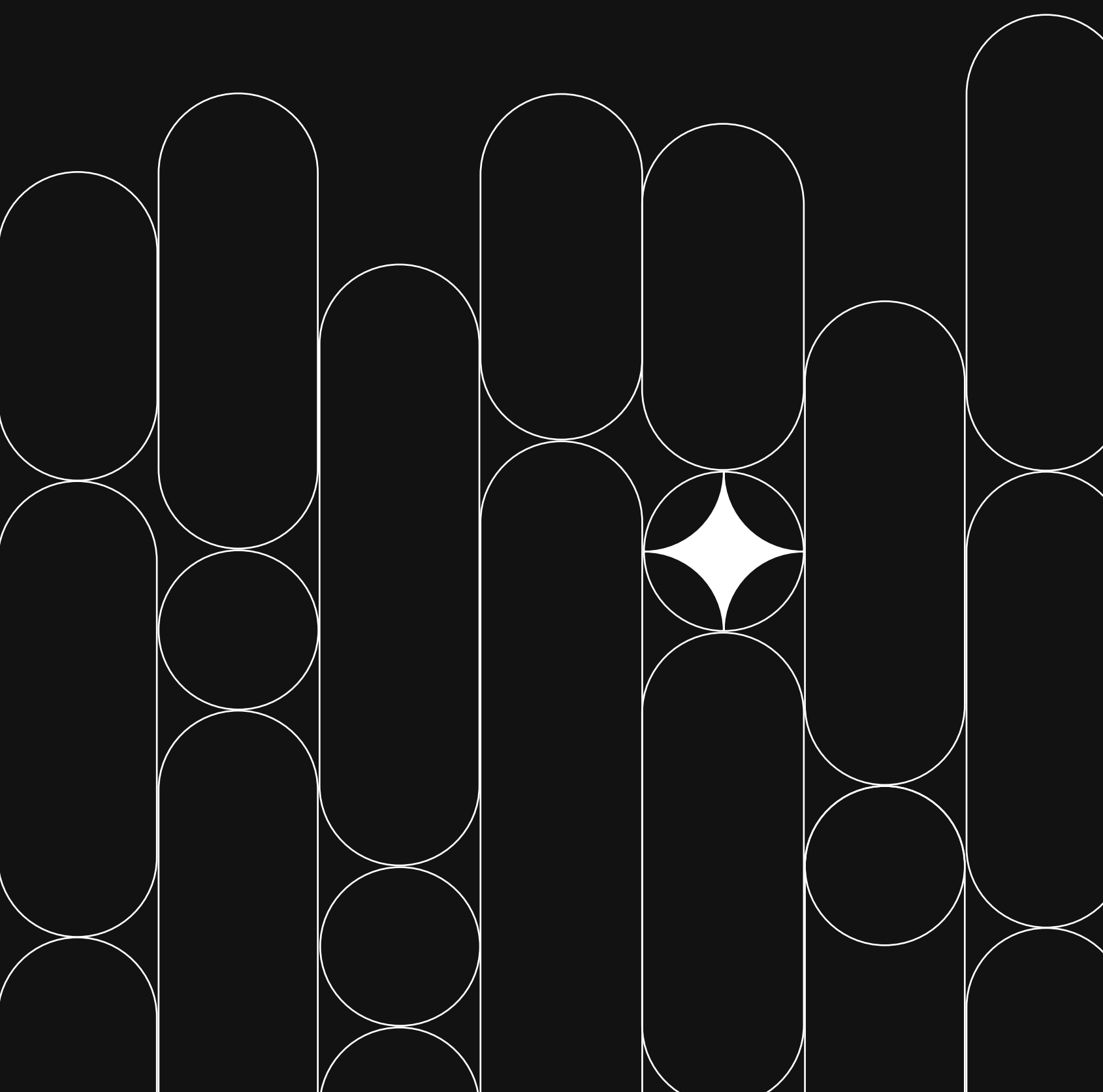
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Who We Are



Pazaz Digital Ltd. is a digital agency based in London & Edinburgh with over 30 years of experience.

We specialise in design and digital services for theatre, live events & the arts at the local, national and international level.

We are a small yet dedicated team of designers and account staff that strive to make all our clients brands stand out!

Whilst we are primarily a digital agency, we believe that in good design come better results. We feel that having a single, joined up view of the branding and it's various touch-points, both physical and digital, will lead to a more cohesive identity and give confidence to your users.

Our Team



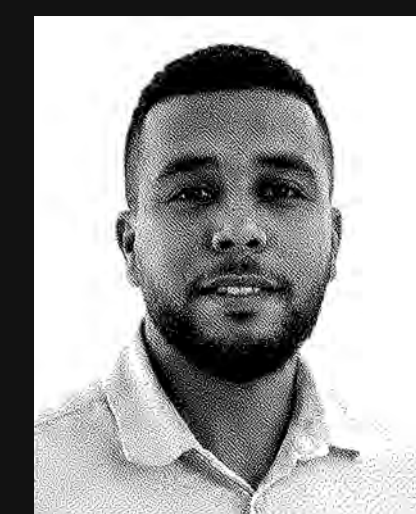
Daniel Greenwood
CEO + Creative
& Technical Director



Yalamba Koroma
Managing Director



Neil Tam-Im
Senior Front-end Developer



Yassine Bousbaa
Senior Full-Stack Developer



Zigmas Martinionis
Designer



Kyleigh Lynch
Studio Coordinator



Abdul Kudus
Developer

We are proud to work with:



TROUBLE



ABBA Voyage

muse.



Sally Greene OBE

Tickets Scotland



ELEANOR LLOYD PRODUCTIONS

FIRERAIERS

BBC



raw DT



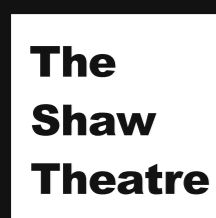
NETFLIX



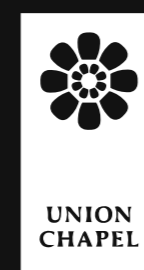
APPLETON WORKS



helensnell. mktg/pr



SHOWCATCHER



Tim Whitehead Management

NARROW ROAD

TRAFALGAR ENTERTAINMENT

BBC CBeebies

Featured Branding Projects

Some examples of the visual identities that strengthen recognition and communicate a clear sense of place and purpose.

TROUBLE

The Trouble Club

The challenge: transform The Trouble Club's digital presence into a compelling, modern, and cohesive brand ecosystem — without losing its rebellious, witty edge.

<https://thetroubleclub.com/>





Edinburgh's Christmas

Festive visual identity with bold colours, clean typography, and winter-inspired graphics. It feels warm, modern, and easy to recognise across digital and print.

<https://edinburgh-christmas.com/>

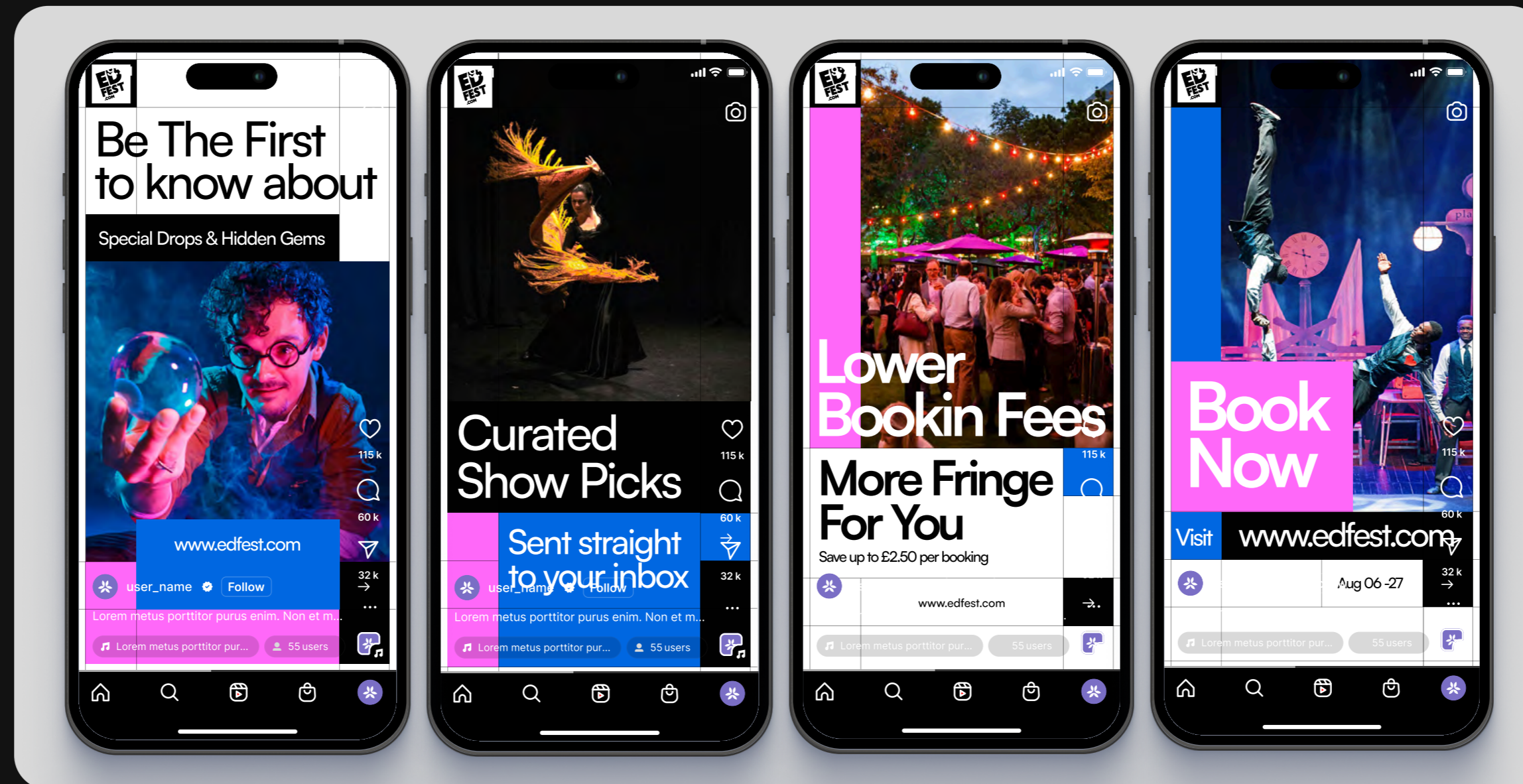
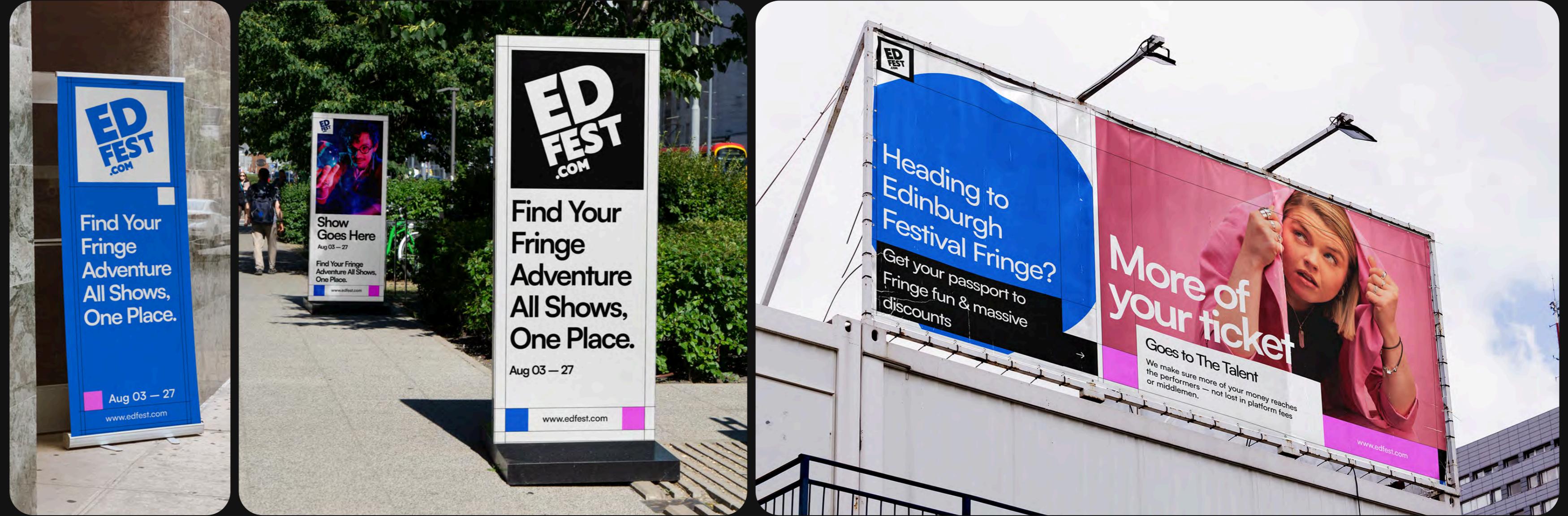




EdFest

A bold, festival-first identity designed to capture the energy of the Edinburgh Fringe, combining vibrant colour, expressive typography and a flexible visual system that makes discovering shows feel exciting, accessible and effortless.

<https://edfest.com/>

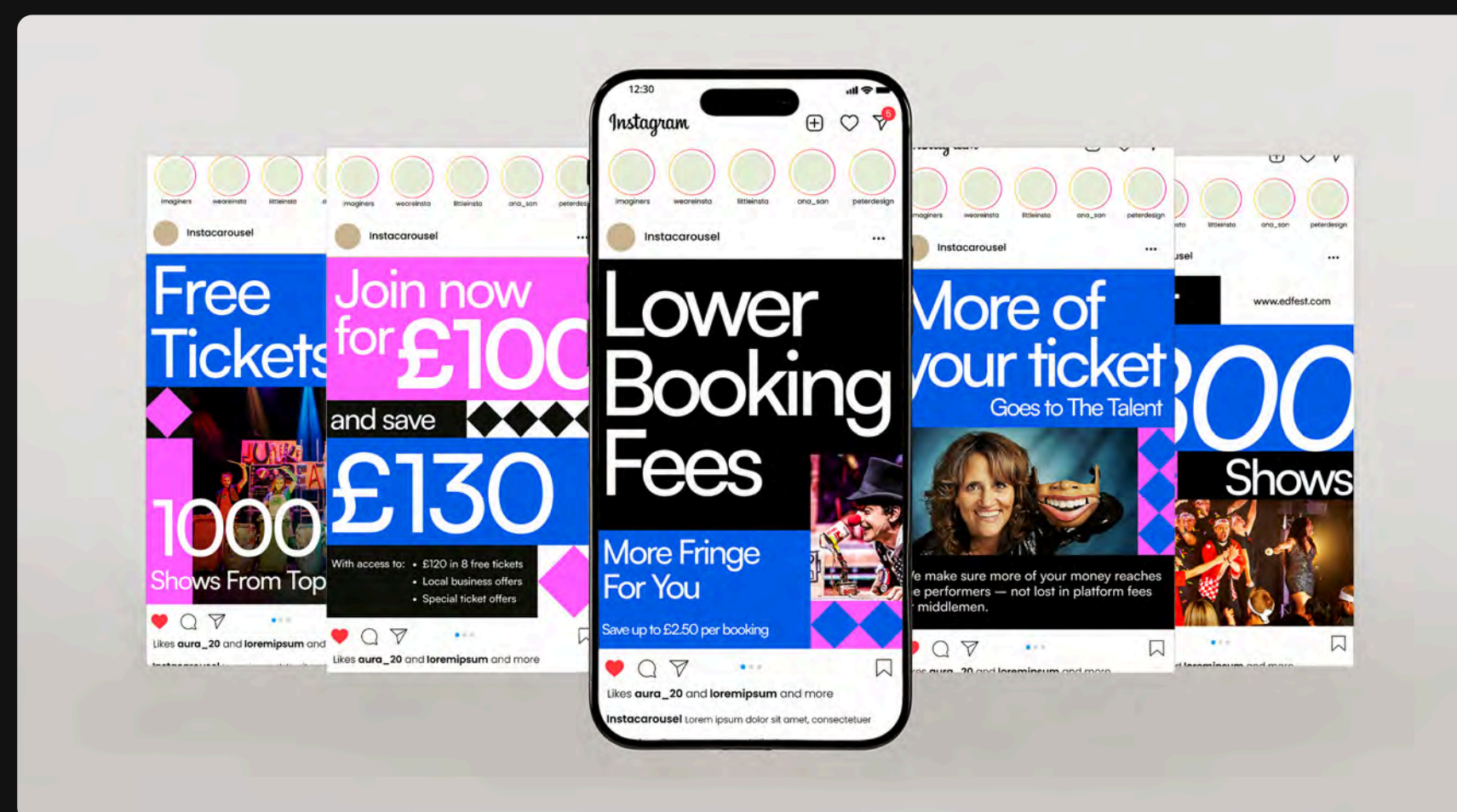
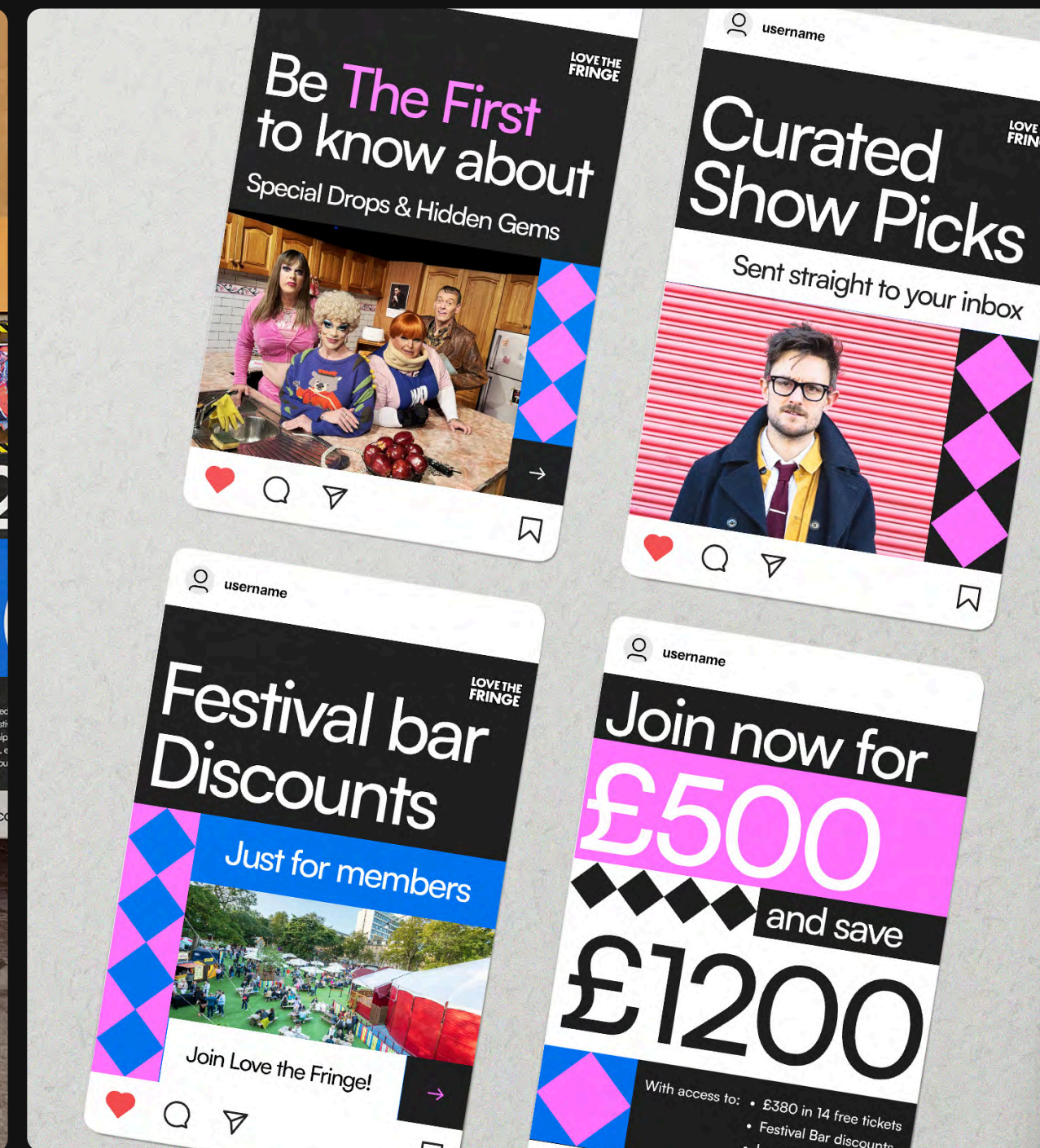


LOVE THE FRINGE

Love The Fringe

A vibrant identity for Love the Fringe, designed to celebrate discovery, reward curiosity and bring audiences closer to the Edinburgh Fringe through a playful, accessible and member-focused brand experience.

<https://lovethefringe.com/>



**KING'S
HEAD
THEATRE**

Kings Head theatre

A contemporary identity that reflects the King's Head Theatre's bold and independent spirit, combining confident typography, striking imagery and a flexible visual system to celebrate new writing, emerging talent and innovative theatre.

<https://kingsheadtheatre.com/>

**KING'S
HEAD
THEATRE**



Members

ABBA Voyage

ABBA Voyage Members Hub

ABBA Voyage Members Hub, using the iconic spectrum-inspired wordmark to create an exclusive, celebratory brand that reflects the energy, legacy and immersive experience of the show.

ABBA[®] Voyage
The Visitors

ABBA[®] Voyage
Members Hub

Members
ABBA Voyage



The logo for Narrow Road features the word "NARROW" in a large, bold, sans-serif font, with a horizontal line underneath it. Below the line, the word "ROAD" is written in a smaller, all-caps, sans-serif font.

Narrow Road

A refined digital identity for a leading talent agency, balancing theatrical storytelling with a modern editorial approach. The brand combines bold imagery, elegant typography and a clean visual system to showcase talent with confidence, professionalism and a sense of performance.

<https://narrowroad.co.uk/home>



BBA Management

The visual approach balances a premium editorial feel with a sense of individuality, allowing each artist's story and achievements to take centre stage through a clean, confident and timeless digital experience.

<https://bba.management/>



Blackhorse Beer Mile

A distinctive community-led logo that celebrates craft, locality and connection. The visual identity balances a bold, approachable character with a sense of adventure, reflecting the lively journey between independent breweries along the Beer Mile.

<https://blackhorsebeermile.co.uk/>



Wishbone Entertainment

Brand new live event production company who work with some of the biggest and best know IP in the entertainment world.

<https://wishbone-entertainment.com/>

Working with Shaftesbury Theatre

Create a distinctive new identity with a cohesive visual system spanning print, digital, venue signage, and marketing materials.

Balance heritage with modernity, respecting Shaftesbury Theatre's history while positioning it confidently within London's contemporary West End landscape.

Develop a flexible brand framework that appeals to diverse audiences and complements a wide range of productions without competing with show artwork.

Draw inspiration from the theatre itself, exploring colour palettes influenced by the building's Edwardian heritage and forthcoming interior refurbishment.

Explore multiple creative directions, including at least one concept that reinterprets the existing bell tower motif in a fresh and contemporary way.



Brand Discovery & Strategy

Every successful brand begins with a deep understanding of the organisation, its audiences, and its aspirations. We start with a collaborative discovery phase to establish a clear strategic foundation for the rebrand.

This includes:

- ✨ Stakeholder workshops and discovery sessions
- ✨ Brand positioning and strategic direction
- ✨ Audience, competitor, and sector research
- ✨ Exploration of naming considerations and brand architecture (where required)
- ✨ Definition of key brand values, personality, and messaging principles

Creative Development

Using insights gathered during the discovery phase, we develop a range of creative routes that explore different directions for the brand.

- ✨ Curated mood boards and visual inspiration
- ✨ Development of a range of distinct creative concepts
- ✨ Collaborative review and refinement sessions
- ✨ Exploration of how the identity translates across physical and digital environments

Brand Identity System

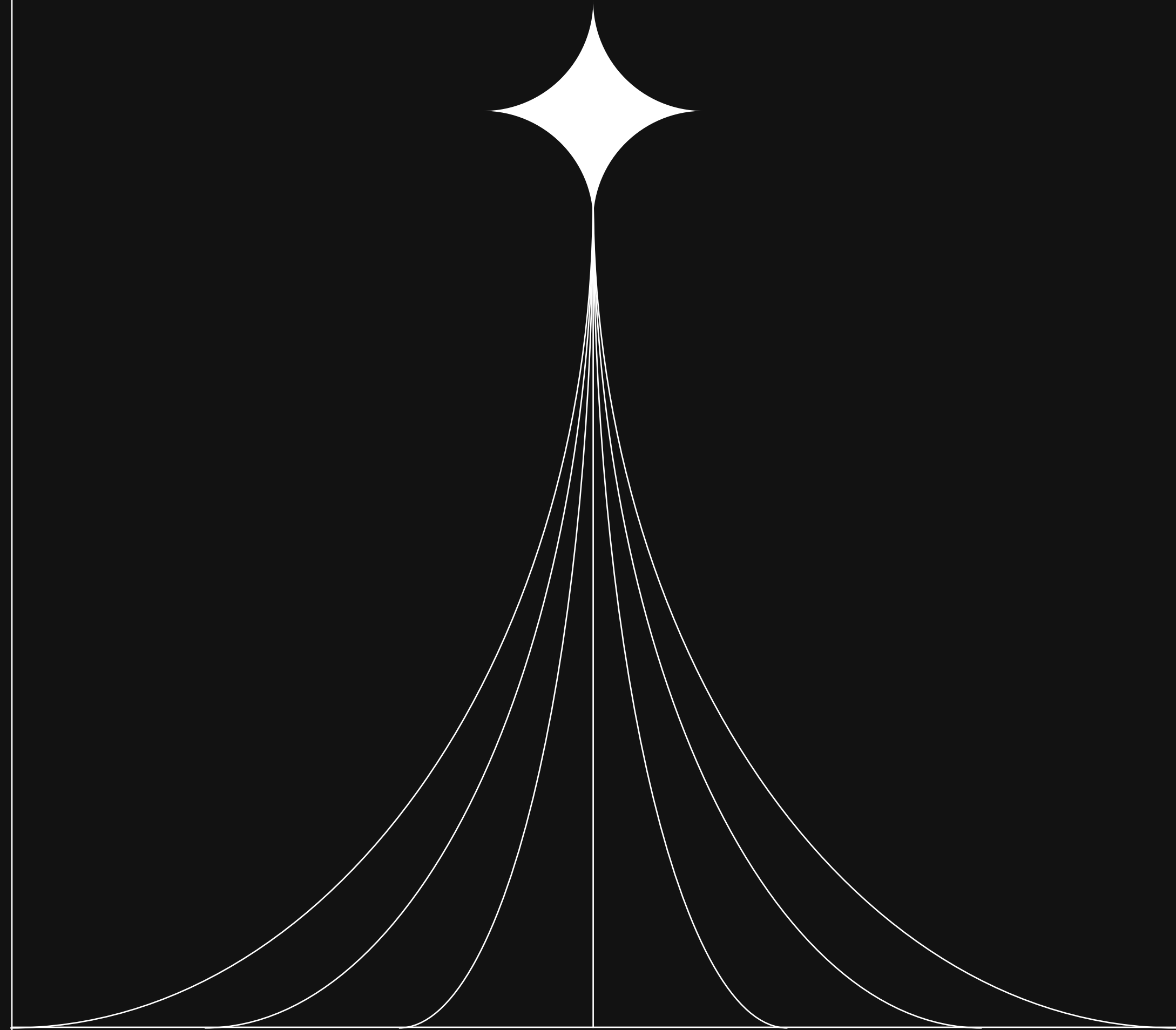
Once a preferred direction has been selected by Shaftesbury Theatre's team, we refine and develop a comprehensive visual identity system, including:

- ✨ Primary and secondary logo designs
- ✨ Typography system
- ✨ Colour palette
- ✨ Supporting graphic elements and visual assets
- ✨ Brand application examples across key touch points

Brand Guidelines & Rollout

To ensure consistency and longevity, we provide clear documentation and practical assets that enable your team to confidently manage and evolve the brand.

- ✦ Comprehensive brand guidelines
- ✦ Signage and environmental branding recommendations
- ✦ Digital asset library
- ✦ Social media and marketing asset templates
- ✦ Guidance on applying the new identity across print, digital, and venue communications



A Brand Built to Last

The outcome is a flexible and future-focused brand identity that strengthens recognition, supports audience engagement, and provides a solid foundation for the next chapter of the venue's story.

Budget & Costs

Brand design

Includes concepts, mock-ups, amends, master design & asset art-working.

£3,500

Brand guidelines

A set of brand guidelines would be developed to and supplied cover brand usage, colour palette, fonts, tone-of-voice etc.

£2,500

Asset delivery

Logo and icons in all formats for print & digital usage. Plus internal/external signage, social assets, website assets etc.

£4,500

Total: £10,500

Contact Information

Thank you for taking the time to see what Pazaz Digital can offer.

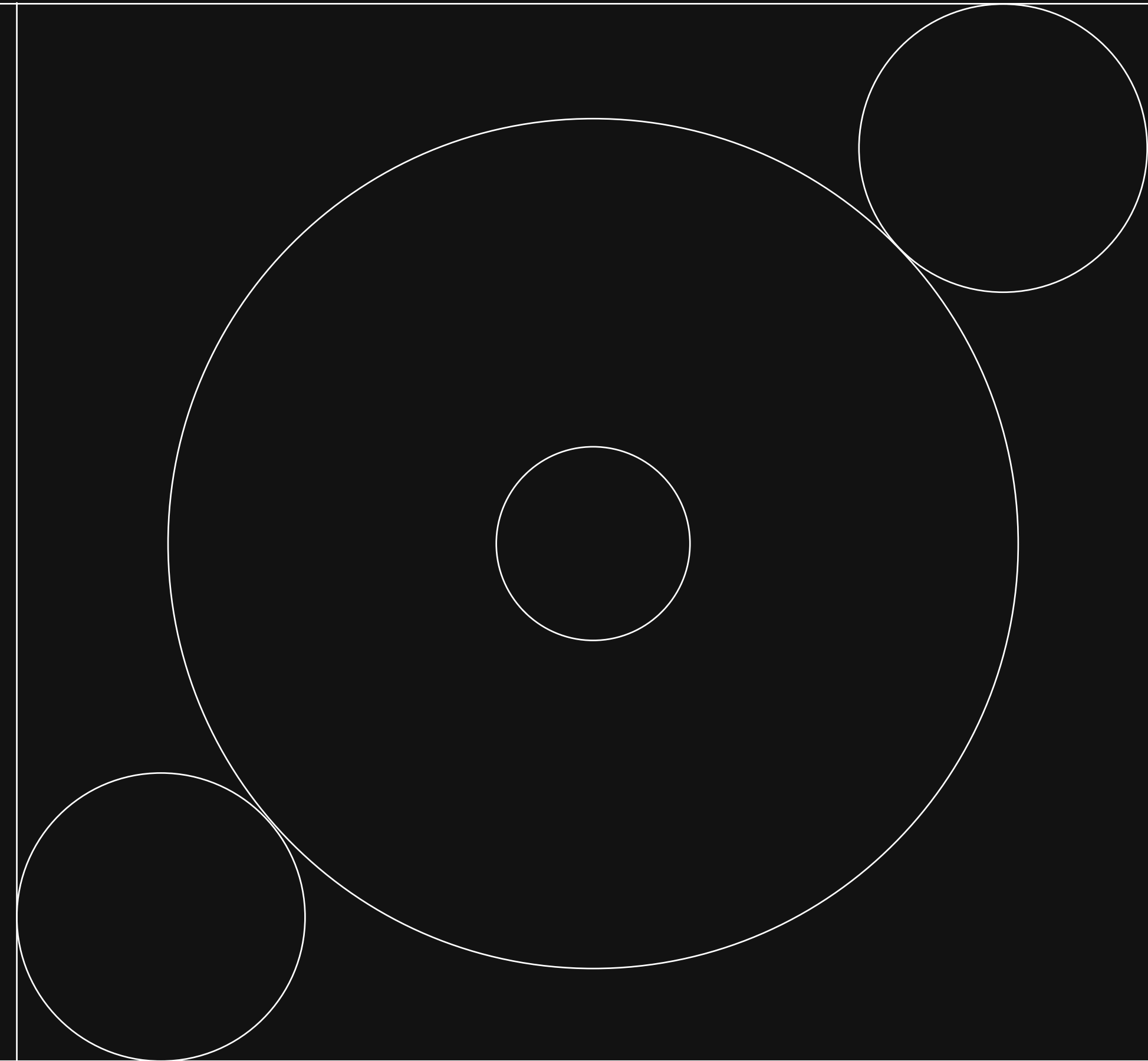
We're passionate about creating new brands and visual styles that leave a lasting impression.

We'd love the opportunity to work closely together to rebrand The Shaftesbury Theatre into The Judi Dench Theatre.

👤 Daniel Greenwood

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