

# Good Light Productions Social Identity

## Background

Good Light Productions is a theater production company that focuses on carrying light with them both on and off the stage. The founder approached me about a logo for the company and then soon after, establishing a social media presence.

## Vision Description

- Based on Genesis story of creation
- Light shining in the darkness
- “Expanse” of light
- Joy comes with light.
- “Pushing back the darkness by turning on delight!”

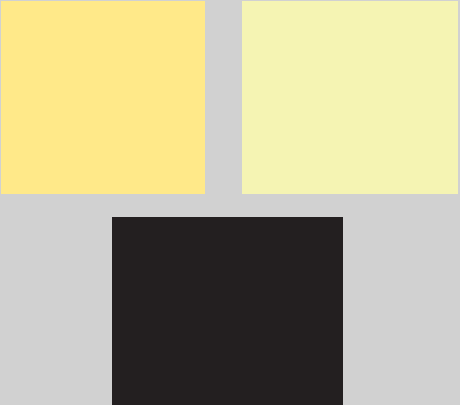
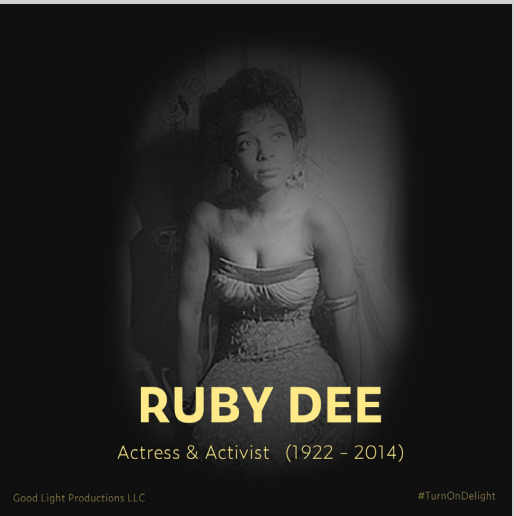
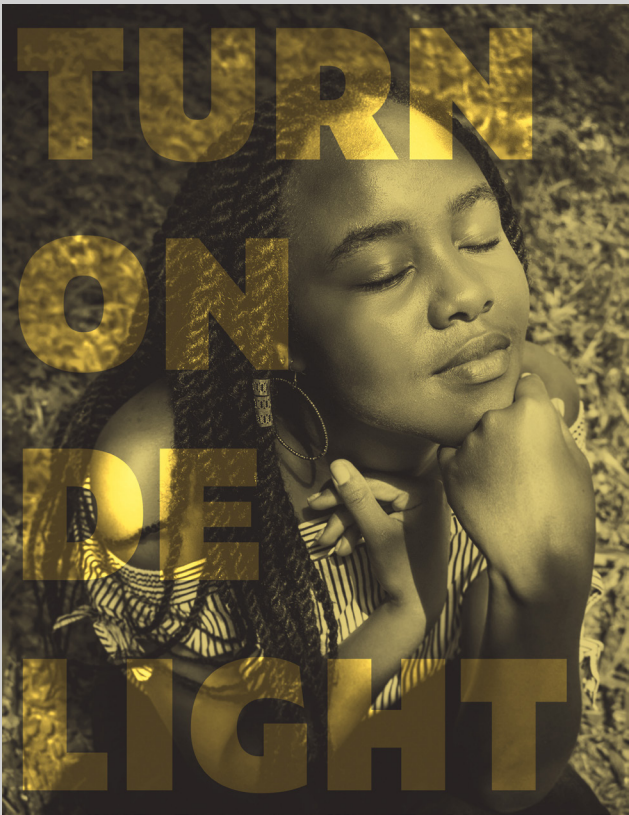
## Idea

For this brand, I wanted to focus on the contrast between light and darkness. The concept of Good Light was to focus on the feeling of what light brings into one’s life. I was told that theater would not be the only product driving the company, therefore, I veered to a more conceptual design. I knew I wanted the colors to be a driving force for this brand to aid in that contrast and to establish strong visual communication with the audience.

## Challenges

- Working with a ccompany that I understood conceptually, but found myself disconnected on the theater front.

Found on Facebook, Instagram and Linked In.



# Good Light Productions Social Identity

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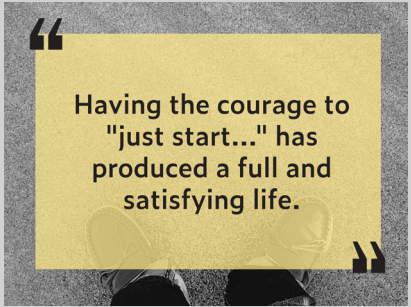
Visually, I wanted to work with them to create a visual aesthetic that would be consistent yet still visually engaging each time. Sometimes I used a minimal approach, like the two quotes templates I designed; and other times, I sought to add more dynamic elements such as the color splash or the gradient map seen on the bottom.

Found on Facebook, Instagram and Linked In.



START  
YOUR  
DAY  
WITH  
DELIGHT

Good Light Productions LLC



*We are in the midst of  
great delights*

Goodlight Productions LLC

#TurnOnDelight

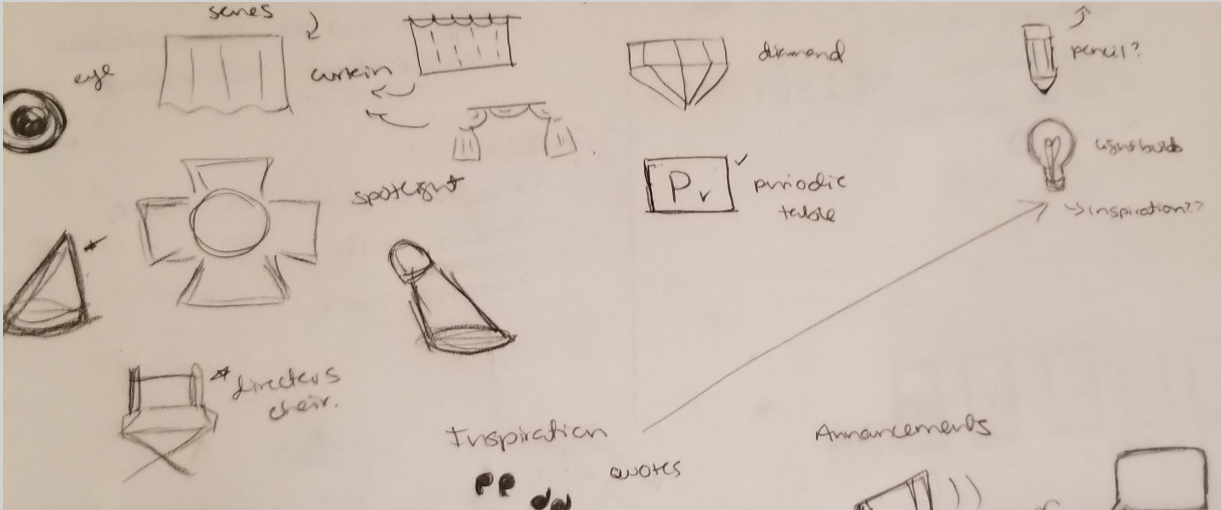
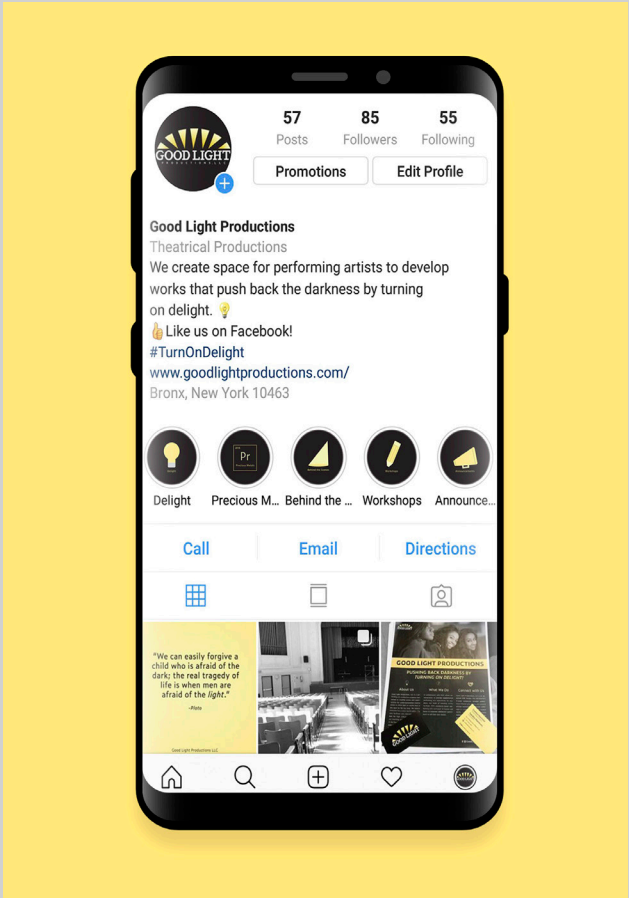


# Good Light Productions Instagram Stories Cover

## Background

On Instagram, I knew that the stories covers would be part of the first impressions for a viewer discovering the brand. Hence the idea of creating straight forward icons would be necessary. I chose to mimic the approach from the profile image to carry consistency and further develop the visual language present. I worked through different sketches to see what would best convey the purpose for each story. I visualized them as simple with a contrasted background, relating back to the idea of light piercing darkness.

Found on Facebook, Instagram and Linked In.



# Good Light Productions Facebook Cover

## Background

Facebook was one of the media platforms that needed to be built from scratch. This was one fo the first visual elements created to root the Good Light message. I decided to let the image carry the idea of a light in the darkness; but not a strong bright one, yet. Rather a single blub, just getting warmed up. This was used to poetically convey the viewer’s journey in starting their engagements with Good Light– that relatible feeling of being too shy to shine, but still wanting to radiate something “delightful” into the world. This along with the key-word “delight” being visually highlighted, I wanted to almost embbed in the viewer’s mind the connection between Good Light and delight.

Found on Facebook, Instagram and Linked In.





# Good Light Productions Social Campaign

## Background

In June of 2018, Good Light Productions debuted their production *Precious Metals: Beauty In Brokenness*. The play centered around 8 women that were faced with different forms of brokenness and how they found beauty in the midst of it. Each one was realatable to at least one person we know and carried their beauty as a precious metal. This year, a reunion show would be presented along with a new asthetic.

I wanted to use a marble-esque texture to convey the messy yet “precious” state of brokenness. Along with that, I used layer modes to add a gold texture to the marble in order to represent the beauty intermingled in the webs of brokenness. Then I added large, white, thin-lined, abstract flower petals as an omage to the original set of the play (seen on the lower left image). I then utilized the black and white to still continue with the general brand asthetic while still maintaining an indentity for the play campaign.

Found on Facebook, Instagram and Linked In.

