



PERCHANCE
THEATRE

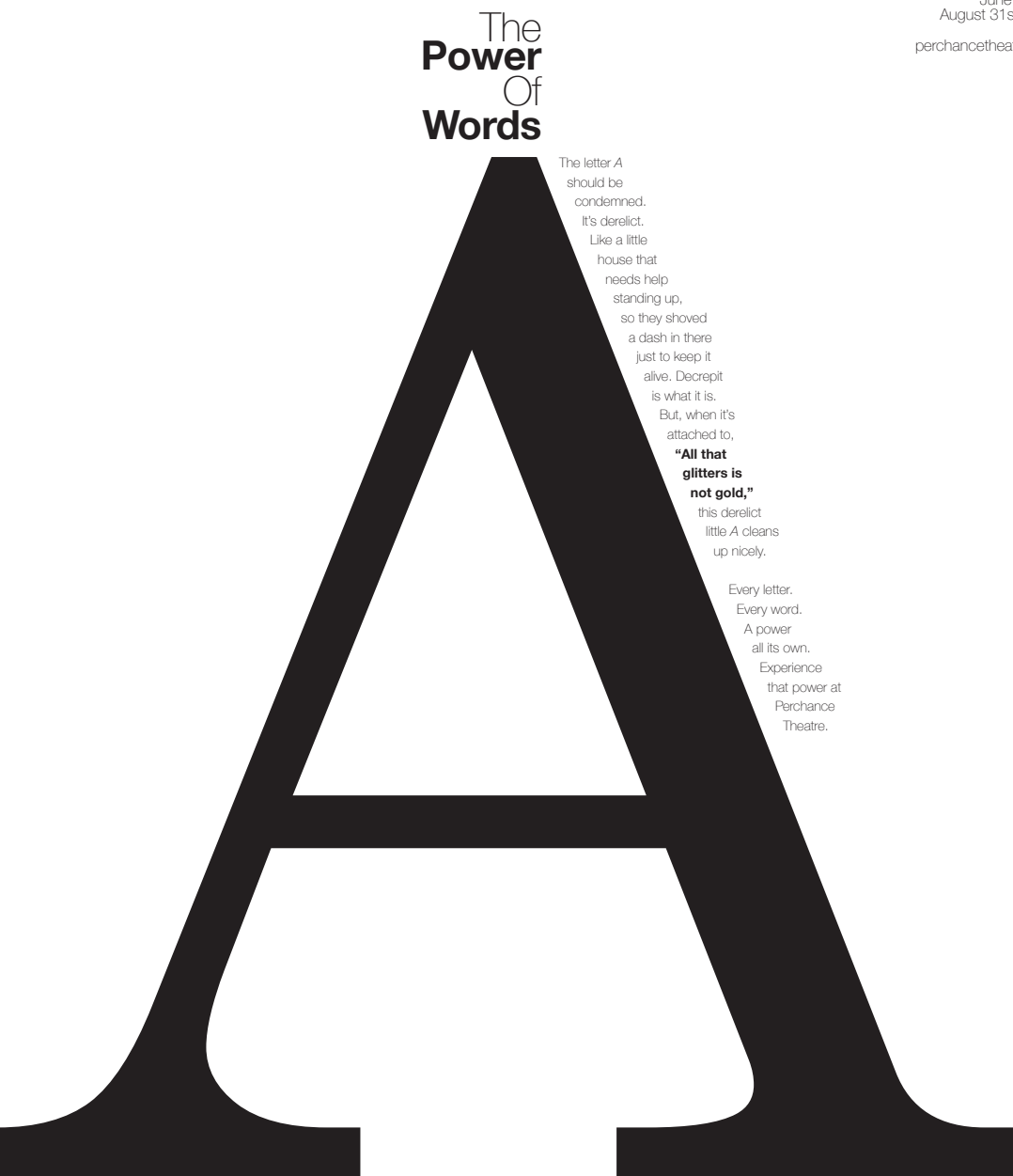
The
Power
Of
Words

Our brand campaign for Perchance Theatre “The Power of Words” took a light-hearted and critical view of the building blocks of language - the letters. On their own, letters aren’t very strong — some are just plain old weak. But, when they’re used in the words of Shakespeare, they become powerful. Being a classical theatre, this was something Perchance could own.

Poster Copy

“ The letter *A* should be condemned. It’s derelict. Like a little house that needs help standing up, so they shoved a dash in there just to keep it alive. Decrepit is what it is. But, when it’s attached to, **“All that glitters is not gold,”** this derelict little *A* cleans up nicely.

Every letter. Every word. A power all its own. Experience that power at Perchance Theatre. ”



Crippled

By Paul David Power

Directed by
Danielle Irvine

June 29th to
August 31st, 2019

perchancetheatre.com



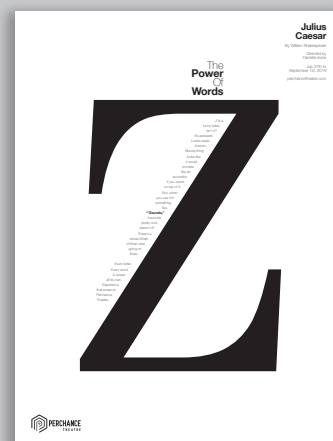
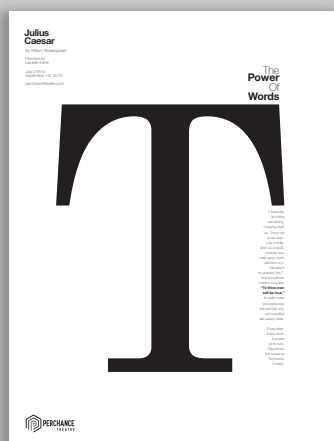
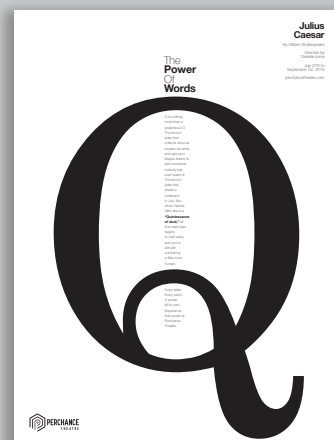
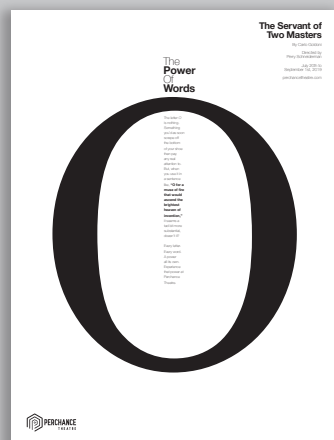
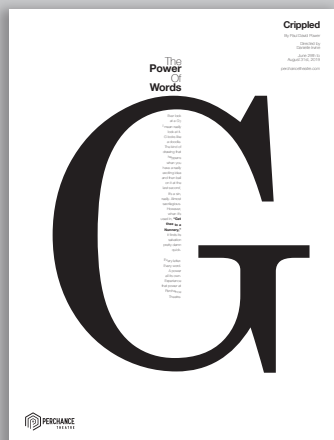
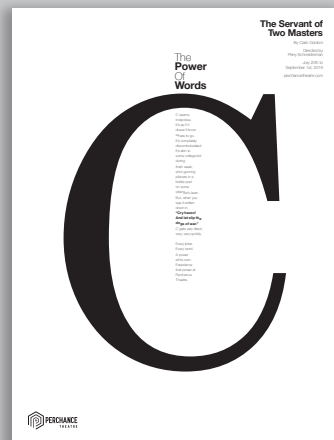
Brand Posters



Brand Posters



Brand Posters



We didn't just stop at four letters — we designed an entire alphabet. Perchance's new alphabet allowed them to use these poster designs in print and OOH in a number of ways: either as individual letters on their own, or they were used to spell out words and phrases relevant to Shakespeare's plays and Perchance's current season. They were also used to create merchandise to help generate added income for the theatre.



Julius Caesar

By William Shakespeare

Directed by
Danielle Harris

July 20th to
September 1st, 2019

perchanceoftheatre.com

The Power Of Words

T

It tooks like
to taking
something
coming out
in. That's not
to be seen.
Like a knife.
And, as a result,
nobody ever
really open much
attention to it.
The need
for gesture, for T.
And gesture
it takes a lot to do.
"To those even
and the best."
to really make
you experience
the particularity
and inevitably
will never, when.

Every letter
Every word.
A power
all to own.
Experience
that power at
Perchance
Theatre.

PERCHANCE
THEATRE

Crippled

By Paul David Power

Directed by
Danielle Harris

June 20th to
August 31st, 2019

perchanceoftheatre.com

The Power Of Words

TH

It should
only be two
letters. But,
somebody
decided to
combine them
together.
It's an identity
crisis-making
to happen.
Nobody
could. Though
it's just an H
after all.
However,
when it comes
down, "How
many, what,
but and
unperforated
seems to
me all the
uses of this
word."

you can't
hold out water
about the
who say.

Every letter
Every word.
A power
all to own.
Experience
that power at
Perchance
Theatre.

PERCHANCE
THEATRE

The Servant of Two Masters

By Carlo Goldoni

Directed by
Perry Schröderman

July 20th to
September 1st, 2019

perchanceoftheatre.com

The Power Of Words

O

The letter O
is nothing.
Something
you'll see even
before it
the bottom
of your shoe
that only
any real
attention to.
But, when
you use it in
a sentence
like, "O for a
man of few
but would
swear the
brightest
beams of
intelligence."
I mean, it
isn't a
word, but
substantial,
doesn't it?

Every letter
Every word.
A power
all to own.
Experience
that power at
Perchance
Theatre.

PERCHANCE
THEATRE

Julius Caesar

By William Shakespeare

Directed by
Danielle Harris

July 20th to
September 1st, 2019

perchanceoftheatre.com

The Power Of Words

U

It's an
understanding
when it's all
a thousand
part of it. You can
just picture the
masterworks of
the language.
English-learning
on words,
reading, writing,
and thinking.
That, that is
great enough.
But, when you
use it without
it, "Heavy lies
the hand that
wears the
crown."
I really hope
you can
figure it out.

Every letter
Every word.
A power
all to own.
Experience
that power at
Perchance
Theatre.

PERCHANCE
THEATRE

The Servant of Two Masters

By Carlo Goldoni
Directed by
Perry Schneidman
July 20th to
September 1st, 2019
perchancetheatre.com

The Power Of Words

A large, stylized, high-contrast black and white graphic of the letters 'F' and 'R'. The 'F' is on the left, and the 'R' is on the right. They are both rendered in a bold, sans-serif font. The 'F' has a thick vertical stem and a horizontal top bar. The 'R' has a thick vertical stem and a curved shoulder that ends in a small vertical tick. The background is white, and the letters are black. The overall effect is minimalist and graphic.

F is overrated
It just looks like
an incomplete
F is like an
that never really
grew up. It's like
Peter Pan
of letters. But
tends to mature
pretty quickly
when you hear
it.

**"Full tattooed five
Why Fatherless
of his bones are
coral made"**
Not too shaded
for a young life

Every letter
Every year
A power
all its own
Experiments
that power
Purchase
These

F is overused.
It just looks like
an incomplete *E*.
F is like an *E*
that never really
grew up. It's the
Polar Pop
of letters. But, it
tends to mature
pretty quickly
when you hear
"Full fathom five,
thy Father lies,
of his bones are
coral made."
Not too shabby
for a young fellow.

Every letter.
Every word.
A power
all its own.
Experience
that power at
Purcell
Theatre.



The Servant of Two Masters

By Carlo Goldoni
Directed by
Perry Schneiderman
July 20th to
September 1st, 2019
perchanceoftheatre.com

The Power Of Words

I is a selfish
kicker. The
locker of the
alphabet.
"Look at me!
I'm really cute
and people
love me!"
But, the truth
is most of the
time it just
eats of
strained
peas and
rotten milk.
However,
when
Lear says,
"I am a
man more
sinned
against
than
sinning,"
you realize
there's more
to it than
months...
well, y'know.

Every letter.
Every word.
A power
all its own.
Experience
that power at
Purchance
Theatre.

/ is a selfish
letter. The
toddlers of the
alphabet.
"Look at me!
I'm really cute
and people
love me."
But, the truth
is most of the
time it just
reeks of
strained
peas and
rotten milk.
However,
when
Lear says,
**"I am a
man more
sinned
against
than
sinning."**
you realize
there's more
to the / than
moets...
well, y'know

Every letter.
Every word.
A power
all its own.
Experience
that power at
Perchance
Theatre.

Julius
Caesar

By William Shakespeare
Directed by
Danielle Irvine
July 27th to
September 1st, 2019
perchanotheatre.com

The Power Of Words

What can you
say about E?
It looks
uncomfortable.
You'd hate
to be stuck
in a crowded
subway car
with one,
there for sure.
It's like plunging
digging into
your back,
like a pickfork.
They are
the worst.
But, when
it appears
is something
like, "Exit
**pursued by
a bear,**" it
brings that
discomfort to
a whole
new level.

Every letter.
Every word.
A power
all its own.
Experience
that power at
Hearstache
Theater.

What can you say about E? It looks uncomfortable. You'd hate to be stuck in a crowded subway car with one, that's for sure. Its little prongs digging into your back, like a pitchfork. They are the worst. But, when it appears in something like, **"Built pursued by a bear,"** it brings that discomfort to a whole new level.

Every letter.
Every word.
A power
all its own.
Experience
that power at
Perchance
Theatre.





The Power of Words

D

Crippled
By Paul David Thomas
October 2015
Page 104, 105
perchancepress.com

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The Power of Words

O

The Servant of Two Masters
By Paul David Thomas
October 2015
Page 104, 105
perchancepress.com

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The Power of Words

T

Julius Caesar
By Paul David Thomas
October 2015
Page 104, 105
perchancepress.com

PERCHANCE PRESS

The Power of Words

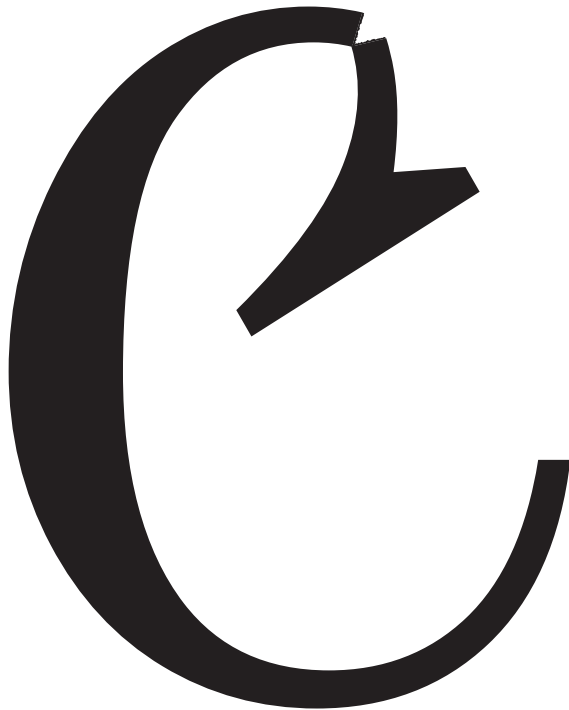
H

Crippled
By Paul David Thomas
October 2015
Page 104, 105
perchancepress.com

PERCHANCE PRESS

Crippled

Sometimes, the
hardest goodbyes
are the ones we
don't get to say.



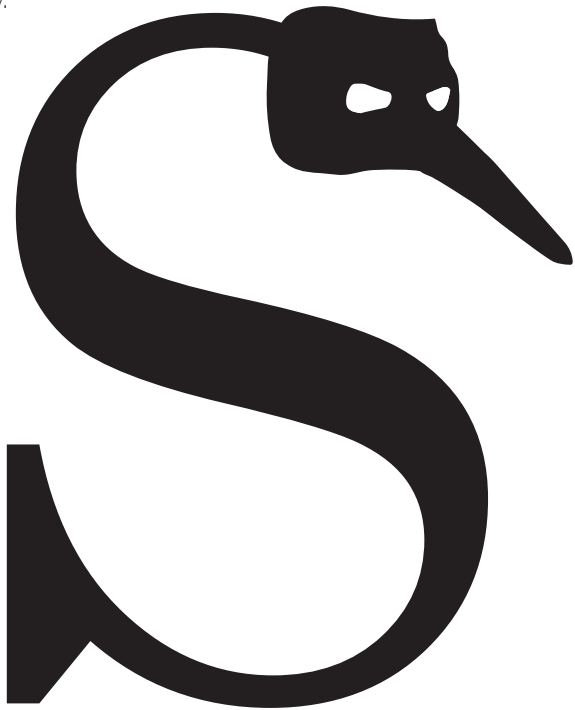
By Paul David Power
Directed by Danielle Irvine
June 29th - August 31st, 2019
perchancetheatre.com
The **Power of Words**



Show Posters

The Servant of
Two Masters

Sometimes, when
word travels fast,
it doesn't always
travel correctly.



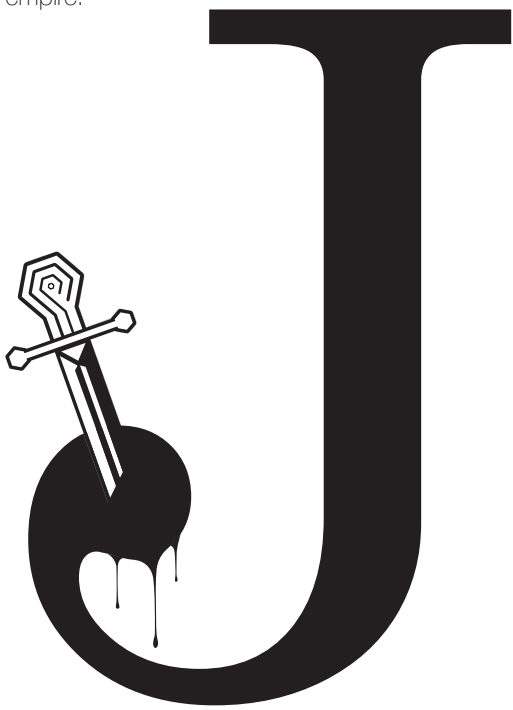
By Carlo Goldoni
Directed by Perry Schneiderman*
July 20th - September 1st, 2019
perchancetheatre.com
The **Power of Words**



Show Posters

Julius
Caesar

Sometimes,
all it takes is a few
small words to
topple an empire.



By William Shakespeare
Directed by Danielle Irvine
July 27th - September 1st, 2019
perchancetheatre.com
The **Power of Words**



Show Posters



Bookmarks



Shakespearean Word Merchandise



The new Perchance logo was based on the shape of the theatre itself — a classic 16th century style theatre with a distinctive hexagonal structure. The 'P' of Perchance was incorporated into the logo in a way that kept it open and inviting - just like the walkway audiences use to enter the theatre itself.