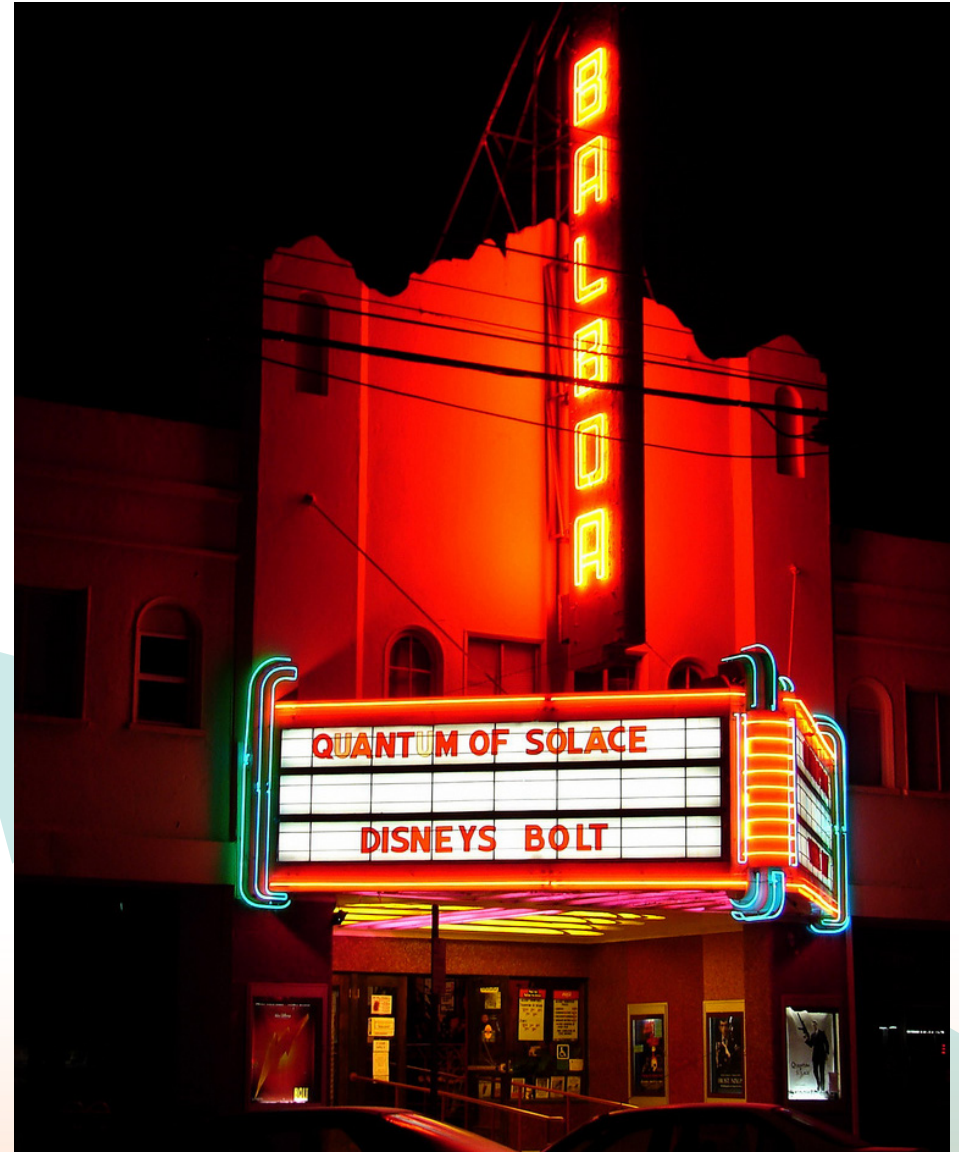




*the new*  
**BALBOA**

I will be rebranding The Balboa Theatre, along with redesigning artwork from the film director Alfred Hitchcock. I will convey the old independent movie Theatre: The Balboa movie Theatre, by creating a look that keeps the echoes of the past history but with a refreshed and refined aesthetic. I will illustrate this with new and modern, but nostalgic and elegant with old fashioned fonts, interesting and varying use of lines and symbols all tied in with the use of warm colors that are along the lines of the 60s fashion vintage. This could attract the nostalgic and grown up audience of 30 and up, but also could invite a younger crowd who might be compelled to go here. The design aesthetic can be described as “modern retro/vintage”. I chose this style because of the time period of when this theatre was built.



## Location

3630 Balboa Street near 38th Avenue, San Francisco, CA

## Opening date

February 7, 1926. On opening day, Mr. [Samuel H.] Levin stated: "In building theatres nearest the home it is my aim to provide entertainment for them of a standard worthy of family patronage. In the New Balboa, as in all my theatres, I seek to supply the comforts and intimate surroundings associated with the higher ideals of home life."

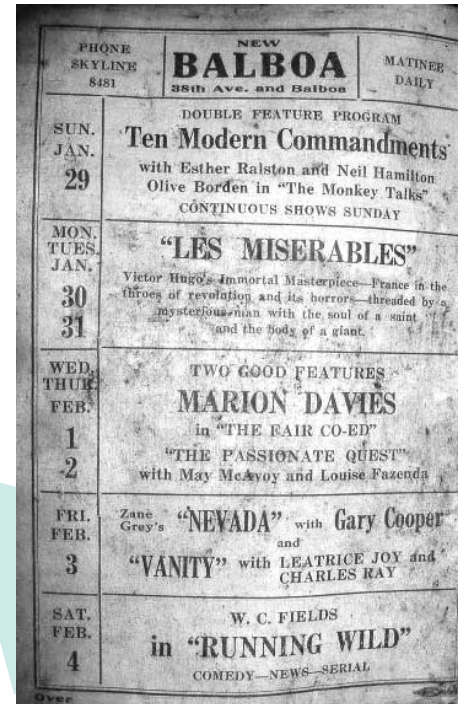
## Architects

Reid Brothers. Like the Alexandria and the 4-Star, the Balboa split from a single-screen to a mini-multiplex (two screens in 1978) to raise revenue. It's stayed open offering quality second-run films booked in double features.

The New Balboa (called that because of another Levin Theatre named the Balboa on Ocean Avenue) was designed by renowned architects James and Merritt Reid who designed the Cliff House, Fairmount Hotel, Spreckels Temple of Music in Golden Gate Park and numerous other theatres including the Alexandria and Fox Redwood City. The Levin family had continuously operated the Balboa until February, 2001 when they asked Gary Meyer to take over operation of the cinema rather than close down due to the difficult competition from new megaplexes and changing film distribution patterns. Meyer, an original co-founder of Landmark Theatres and film consultant for the past 6 years, had many fond memories of seeing movies at the Balboa and decided to give it a try. Continuing the 76-year-old policy of playing second run engagements of quality movies in

intriguing double feature combinations Meyer explained, "I just can't let another old theatre close. This is an incredible neighborhood of family restaurants and businesses and our audiences appreciate the personalized attention we provide."

Program found by projectionist Jim Cassedy in the catwalks up in the ceiling of the Balboa Theatre in 2007. The program dates back to 1928, and all of the films listed are silent movies.



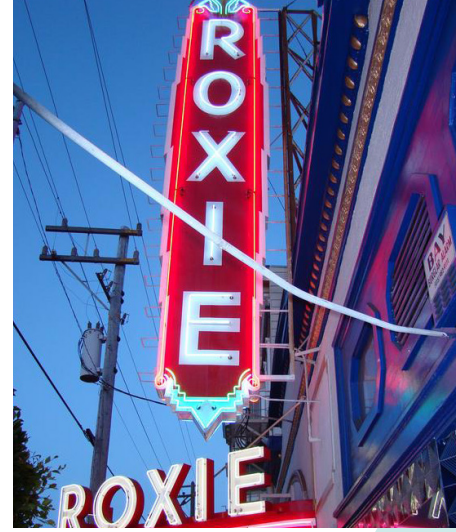




The Castro Theatre



The Lumiere



The Roxie



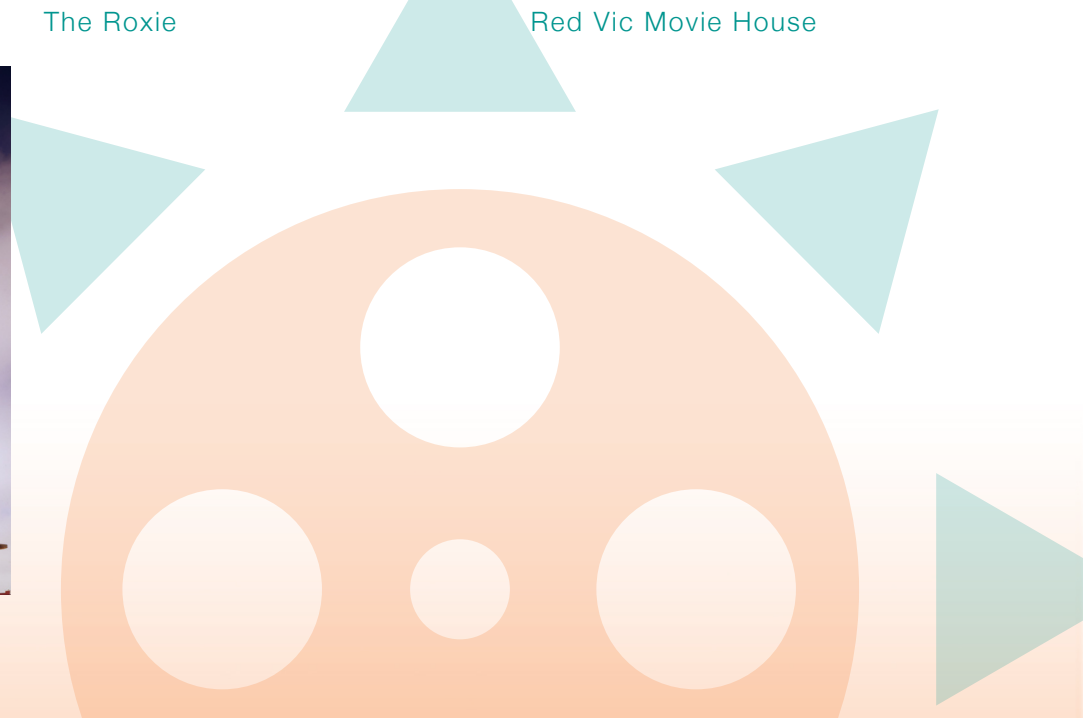
Red Vic Movie House



Embarcadero Center Cinemas



The Paramount





# User Research Target Audience and Demographics



The New Balboa theatre shows great movies in a friendly, independent owned neighborhood classic cinema.

## Age

10 – 70

## Gender

52% male / 48% female

## Type of people visiting

Artists, students, families, adults, children, teens, communers, working professionals, film enthusiasts





Travis is 22 years old who goes to the Academy of Arts University studying Motion Picture Television. His favorite activities are mainly skateboarding, watching movies, hanging out with his friends, studying for school, and when he has free time he watches movies with his girlfriend.

## Name

Travis

## Age

22

## Status

Relationship

## Occupation

College student

## Technical Skills

5/5

## Platforms

MacBook, iPhone

## SNS

Facebook

## Favorite movies

Vanilla Sky, The Matrix, Inception, A Beautiful Mind, The Adjustment Bureau, Pi: The Movie, Donnie Darko, Eternal Sunshine of the Spotless Mind, Ted, Enter The Void, Requiem for a Dream

## Favorite genres

Action, Adventure, Mystery, Cerebral, Psychological, Visual Stunning, Science Fiction, Fantasy

In his freetime, Travis likes to watch movies with his girlfriend. He uses his iPhone all the time in his daily life.

## His Task

Find out about the latest movie that is playing, view the showtimes, and buy tickets prior to visiting the theatre.

1 – Home

2 – Now Playing

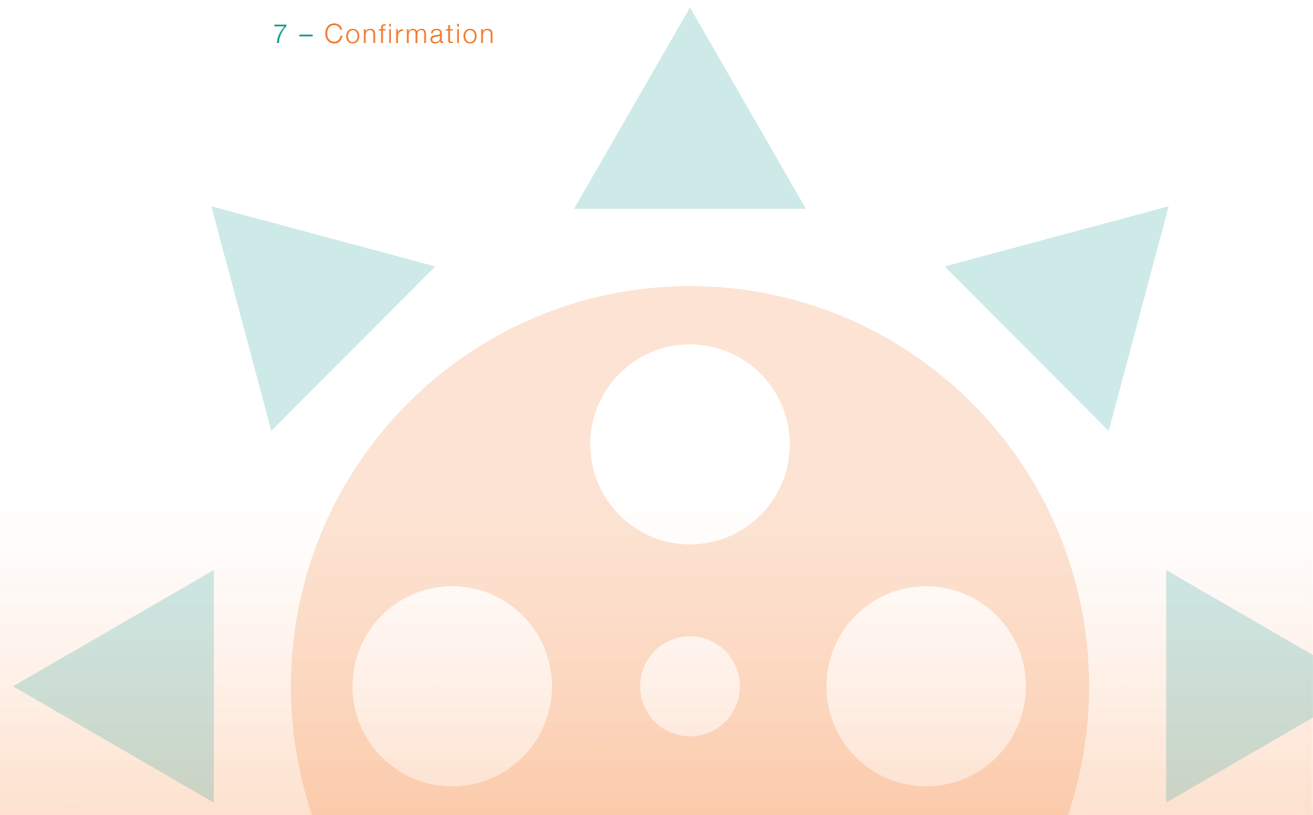
3 – Movie Info

4 – Showtimes

5 – Tickets

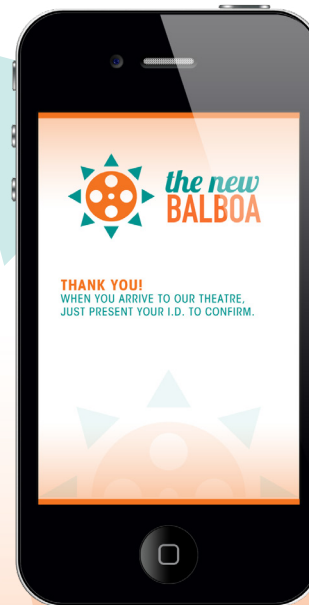
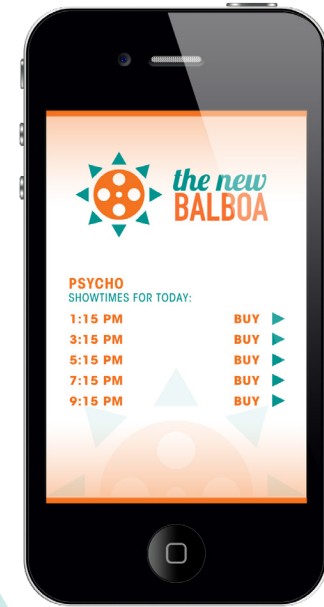
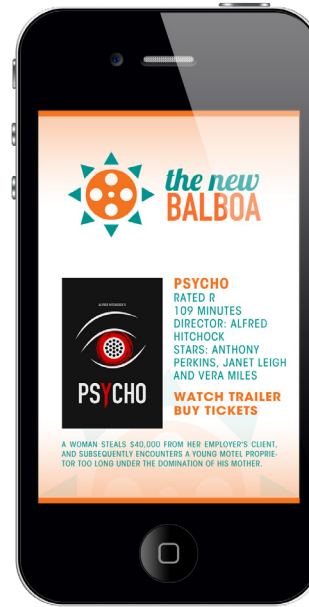
6 – Payment

7 – Confirmation





# User Research Personas and Tasks (Travis)





Shelby is a high school student who still lives with her family. Her favorite activities are yoga, photography, reading, taking care of her cats, and occasionally watches movies with her friends after school to kill time.

## Name

Shelby Jane

## Age

17

## Status

Single

## Occupation

High School student

## Technical Skills

3/5

## Platforms

MacBook, iPhone

## SNS

Facebook

## Favorite movies

Requiem for a Dream, Tron, The Virgin Suicides, A Clockwork Orange, The Others, What Dreams May Come, Finding Nemo, The Wizard of Oz, Alice in Wonderland, Eternal Sunshine of the Spotless Mind

## Favorite genres

Cerebral, Psychological, Love, Fantasy

After school, Shelby occasionally watches movies with her friends after school to kill time. She uses her phone moderately.

## Her Task

Find out what movie she wants to watch with her friends based on the movie trailer and see movie times before visiting.

1 – Home

2 – Now Playing

3 – Movie Info

4 – Watch Trailer

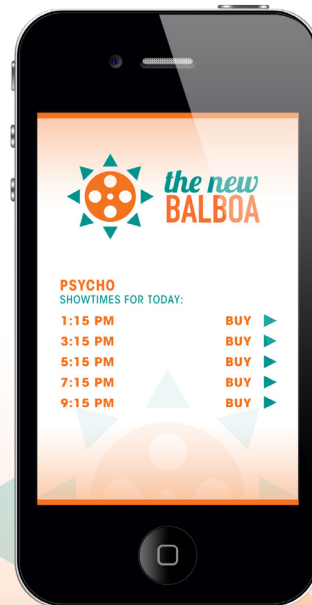
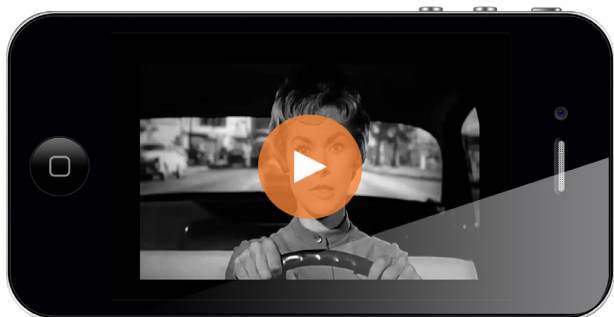
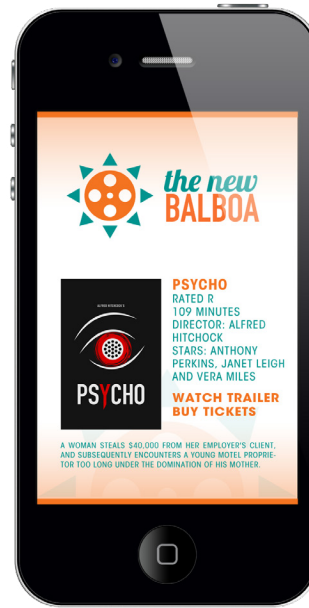
5 – Movie Info

6 – Showtimes





# User Research Personas and Tasks (Shelby)





Matt is a happily married man with a daughter and son. He loves his wife, kids, their dogs, watching baseball with his buddies, fixing cars, and watching movies with his family on weekends.

Name

Matt

Age

35

Status

Married with 2 children

Occupation

Teacher

Technical Skills

2/5

Platforms

iMac, Android

SNS

None

Favorite movies

The Hangover, Fear and Loathing in Las Vegas, The Secret, Looper, Scarface, Drive, Vertigo

Favorite genres

Comedy, Action, Adventure, Crime

Matts life is busy with his family, his friends, and work. He enjoys spending quality movie time with his family on weekends. He isn't too savvy with technology and he doesn't use his phone much except for calling. He does, however, use his iMac at home.

## His Task

Find out what movies he and his family can watch ahead of time through his iMac.

1 – Home

2 – Calendar

3 – Showtimes

4 – Tickets

5 – Payment

6 – Confirmation





[NOW PLAYING](#)
[DIRECTIONS](#)
[CALENDAR](#)
[CULTURAL EVENTS](#)
[THEATRE RENTAL](#)
[HISTORY](#)
[GALLERY](#)
[CONTACT](#)

## ▶ NOW PLAYING

**VERTIGO**  
BUY TICKETS

**REAR WINDOW**  
BUY TICKETS

**THE BIRDS**  
BUY TICKETS

**PSYCHO**  
BUY TICKETS

**LIKE US ON FACEBOOK**  
 KEEP UP TO THE LATEST MOVIES, SPECIAL EVENTS AND SPECIAL OFFERS!

[NOW PLAYING](#) - [DIRECTIONS](#) - [SPECIAL EVENTS](#) - [CULTURAL EVENTS](#) - [THEATRE RENTAL](#) - [HISTORY](#) - [GALLERY](#) - [CONTACT](#) | 3630 BALBOA STREET | SF, CA | 415-221-81-84

[NOW PLAYING](#)
[DIRECTIONS](#)
[CALENDAR](#)
[CULTURAL EVENTS](#)
[THEATRE RENTAL](#)
[HISTORY](#)
[GALLERY](#)
[CONTACT](#)

## ▶ CALENDAR

**OCTOBER 1 - 13**  
BUY TICKETS

**VERTIGO**

**REAR WINDOW**

**THE BIRDS**

**PSYCHO**

**the ring**

**OCTOBER 14 - 31**  
BUY TICKETS

**PARAMORMAN**

**SCREAM 4**

**CABIN IN THE WOODS**

**THE RAVEN**

**THE OTHERS**

[NOW PLAYING](#) - [DIRECTIONS](#) - [SPECIAL EVENTS](#) - [CULTURAL EVENTS](#) - [THEATRE RENTAL](#) - [HISTORY](#) - [GALLERY](#) - [CONTACT](#) | 3630 BALBOA STREET | SF, CA | 415-221-81-84

[NOW PLAYING](#)
[DIRECTIONS](#)
[CALENDAR](#)
[CULTURAL EVENTS](#)
[THEATRE RENTAL](#)
[HISTORY](#)
[GALLERY](#)
[CONTACT](#)

## ▶ MOVIE INFO

**PSYCHO**  
RATED R  
109 MINUTES  
DIRECTOR: ALFRED HITCHCOCK  
STARS: ANTHONY PERKINS, JANET LEIGH AND VERA MILES  
[WATCH TRAILER](#)

A WOMAN STEALS \$40,000 FROM HER EMPLOYER'S CLIENT, AND SUBSEQUENTLY ENCOUNTERS A YOUNG MOTEL PROPRIETOR TOO LONG UNDER THE DOMINATION OF HIS MOTHER.

**1:15 PM BUY ▶**

**3:15 PM BUY ▶**

**5:15 PM BUY ▶**

**7:15 PM BUY ▶**

**9:15 PM BUY ▶**

[NOW PLAYING](#) - [DIRECTIONS](#) - [SPECIAL EVENTS](#) - [CULTURAL EVENTS](#) - [THEATRE RENTAL](#) - [HISTORY](#) - [GALLERY](#) - [CONTACT](#) | 3630 BALBOA STREET | SF, CA | 415-221-81-84

[NOW PLAYING](#)
[DIRECTIONS](#)
[CALENDAR](#)
[CULTURAL EVENTS](#)
[THEATRE RENTAL](#)
[HISTORY](#)
[GALLERY](#)
[CONTACT](#)

## ▶ MOVIE INFO

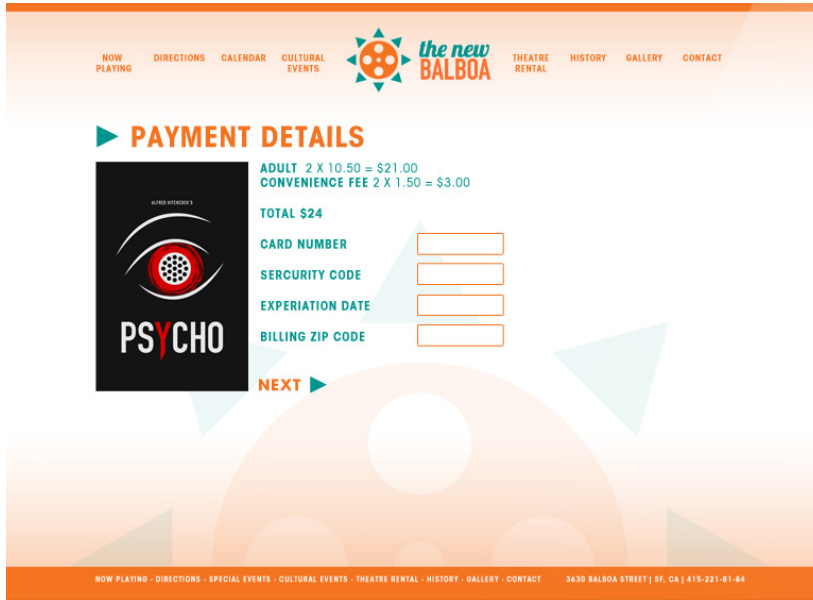
**PSYCHO**


**PSYCHO**  
RATED R, 109 MINUTES:  
WEDNESDAY, OCT 17 AT 9:15 PM

<b>ADULT</b>	+	2	-	X 10.50=	\$21
<b>SENIOR</b>	+	0	-	X 8.50=	\$0
<b>CHILD</b>	+	0	-	X 6.50=	\$0


**NEXT ▶**

[NOW PLAYING](#) - [DIRECTIONS](#) - [SPECIAL EVENTS](#) - [CULTURAL EVENTS](#) - [THEATRE RENTAL](#) - [HISTORY](#) - [GALLERY](#) - [CONTACT](#) | 3630 BALBOA STREET | SF, CA | 415-221-81-84

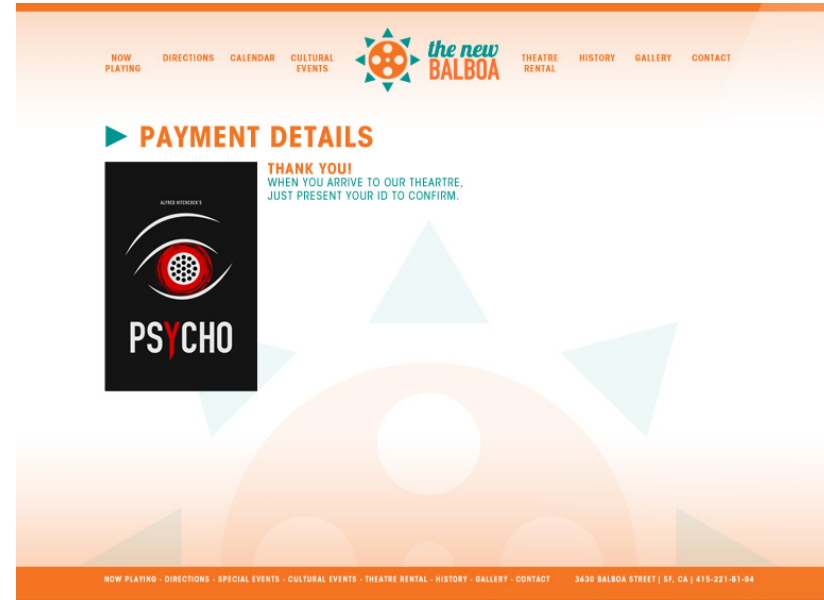



[NOW PLAYING](#) [DIRECTIONS](#) [CALENDAR](#) [CULTURAL EVENTS](#)  [THEATRE RENTAL](#) [HISTORY](#) [GALLERY](#) [CONTACT](#)

## ▶ PAYMENT DETAILS


 ADULT 2 X 10.50 = \$21.00  
CONVENIENCE FEE 2 X 1.50 = \$3.00  
TOTAL \$24  
CARD NUMBER   
SECURITY CODE   
EXPIRATION DATE   
BILLING ZIP CODE   
[NEXT](#) ▶

[NOW PLAYING](#) [DIRECTIONS](#) [SPECIAL EVENTS](#) [CULTURAL EVENTS](#) [THEATRE RENTAL](#) [HISTORY](#) [GALLERY](#) [CONTACT](#) 3630 BALBOA STREET | SF, CA | 415-221-81-84



[NOW PLAYING](#) [DIRECTIONS](#) [CALENDAR](#) [CULTURAL EVENTS](#)  [THEATRE RENTAL](#) [HISTORY](#) [GALLERY](#) [CONTACT](#)

## ▶ PAYMENT DETAILS

 **THANK YOU!**  
WHEN YOU ARRIVE TO OUR THEATRE,  
JUST PRESENT YOUR ID TO CONFIRM.

[NOW PLAYING](#) [DIRECTIONS](#) [SPECIAL EVENTS](#) [CULTURAL EVENTS](#) [THEATRE RENTAL](#) [HISTORY](#) [GALLERY](#) [CONTACT](#) 3630 BALBOA STREET | SF, CA | 415-221-81-84

## A

Action  
Actors  
Animation  
Architecture

## B

Balboa

## C

Camera  
Captivating  
Comfort  
Curtains  
Classical Films  
Clapper Board  
Cinema

## D

Dates  
Double Feature  
Dopamine  
Dreams

## E

Effects  
Entertainment  
Enjoyment  
Eyegasmic  
Eyes

## F

Family Oriented  
Film Count Down  
Film Reals  
Film Strips

## I

Ideal  
Imagination

## L

Lens

## M

Motion Pictures  
Movie Stubs  
Multiplex

## N

Neighborhood  
Nostalgic

## P

Popcorn  
Pleasure

## R

Retro

## S

Screen

Seating  
Stars

## T

The Reid Brothers  
Ticket

## V

Vintage  
Visual Effects  
Visual  
Vision





**VISITOR**  
*parking*

DO  
WHAT YOU  
**LOVE**  
DO  
WHAT YOU

Your wedding is almost here!  
WE ARE READY TO CAPTURE ALL YOUR SPECIAL MEMORIES!  
please  
**TAKE A BREAK FROM THE LAST**  
MINUTE DETAILS AND BREAK IN A LITTLE TIME TOGETHER  
as a gift from us!  
HOO!  
Your wedding is almost here!  
WE ARE READY TO CAPTURE ALL YOUR SPECIAL MEMORIES!  
please  
**TAKE A BREAK FROM THE LAST**  
MINUTE DETAILS AND BREAK IN A LITTLE TIME TOGETHER  
as a gift from us!

LABOR DAY  
JERRY  
MONKEYS

HUNDRED MONKEYS  
SHOW THE WORLD WHAT YOU'RE MADE OF  
HUNDRED MONKEYS  
SHOW THE WORLD WHAT YOU'RE MADE OF  
HUNDRED MONKEYS  
SHOW THE WORLD WHAT YOU'RE MADE OF  
HUNDRED MONKEYS  
SHOW THE WORLD WHAT YOU'RE MADE OF  
HUNDRED MONKEYS  
SHOW THE WORLD WHAT YOU'RE MADE OF  
HUNDRED MONKEYS  
SHOW THE WORLD WHAT YOU'RE MADE OF

I'D RATHER  
BE  
**LUCKY**  
THAN  
GOOD

ANONYMOUS

EST. **JARDIM** 1984  
— Sonora —

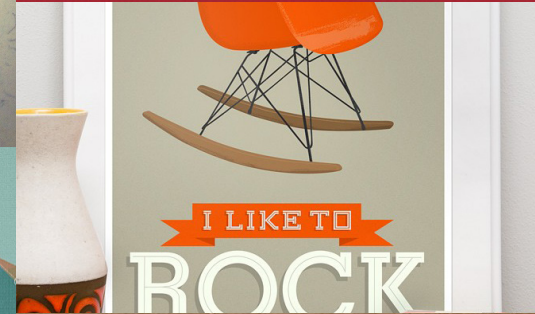
ALL NEW  
**ISSUES**  
WITH  
**IS USES**  
ISSUE NO. 01 FEBRUARY 07  
CALL OF DUTIES  
written by JAMES WILLIAMS

THE FIRST  
**BEER**  
DINNER  
ATHENS, GEORGIA  
TENTH OF DECEMBER  
YEAH!

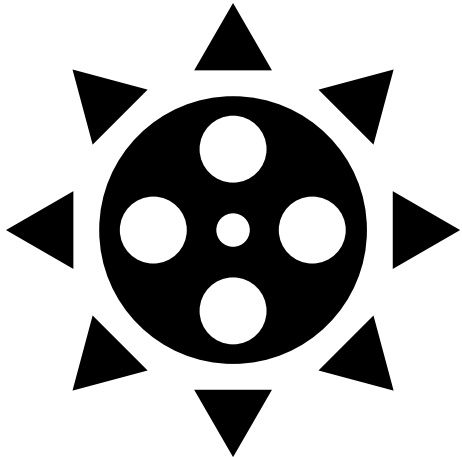
TALENT ISN'T MUCH WITHOUT  
**PASSION**



# Inspiration Moodboard







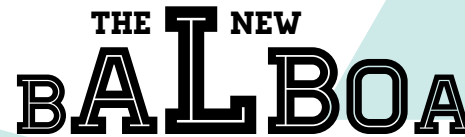
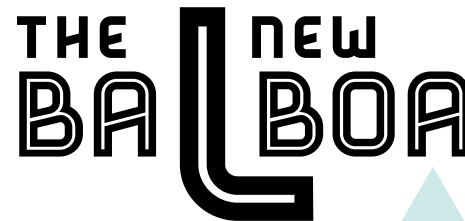
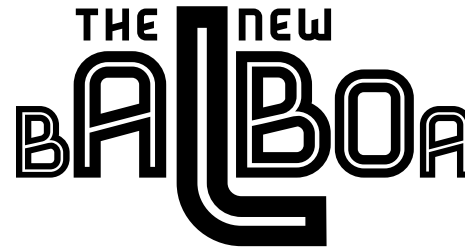
*the new*  
**BALBOA**



Keywords  
Film, family, new, neighborhood



Keywords  
Movie, ticket, vintage



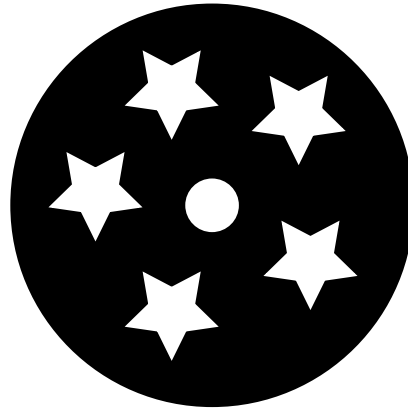
Keywords  
Architecture, classical, vintage,  
inline signage



Keywords  
Clapperboard, movies, action



Keywords  
Family, film, screen



THE NEW  
BALBOA



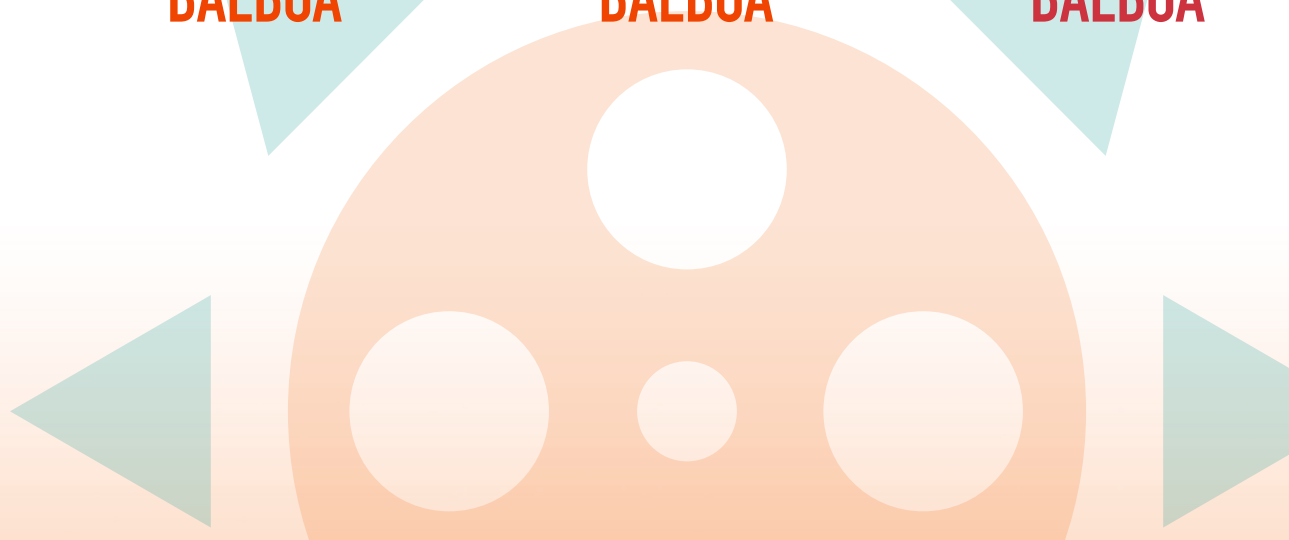
Keywords  
Movie stars, quality films,  
film reel

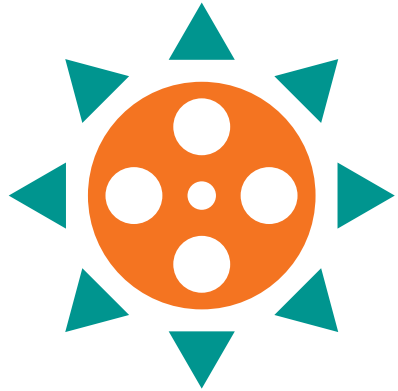


Keywords  
Film, new, forward



Identity Color Choices





*the new*  
**BALBOA**

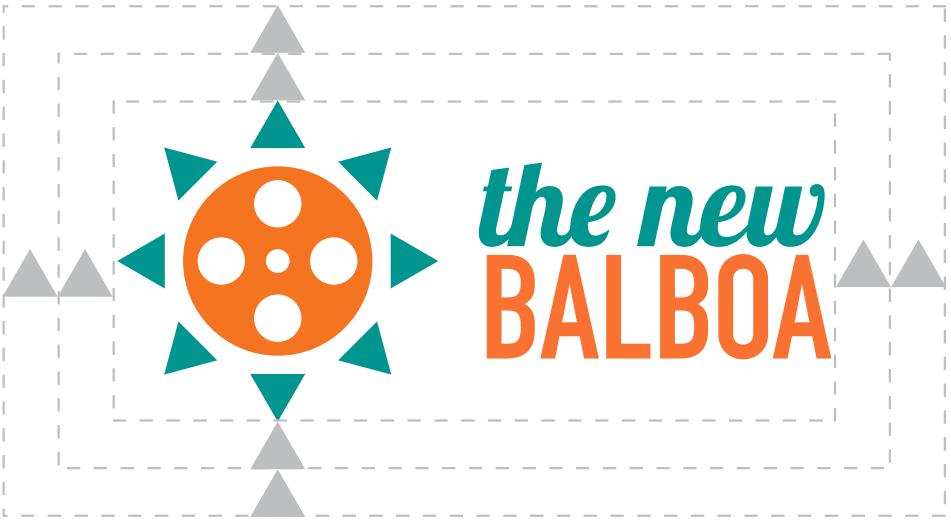
“Luminous” Definition

Full of or shedding light; bright or shining, esp. in the dark

Characteristics

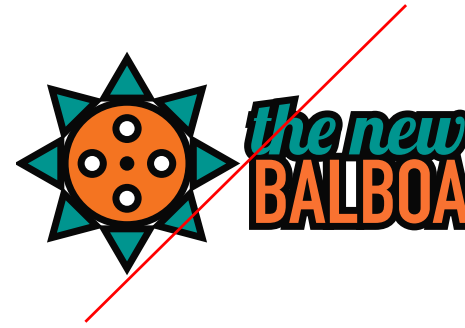
- Films
- Family
- Friendly



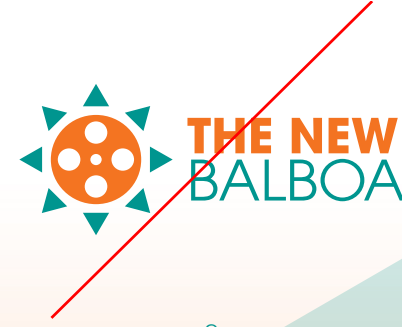
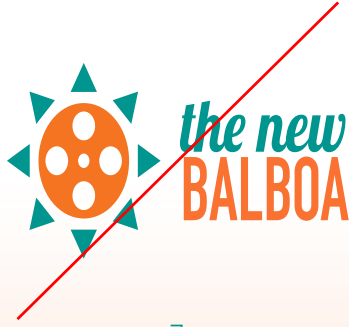
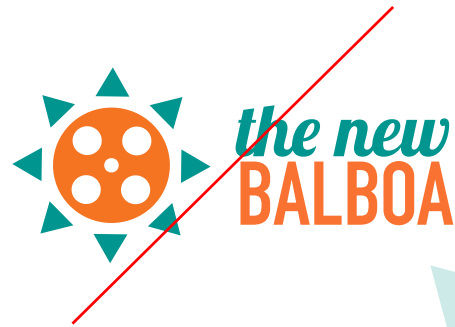


Clearspace is measured by the width of a ray





- 1 - Do not alter colors
- 2 - Do not transform parts
- 3 - Do not outline or reverse
- 4 - Do not rotate
- 5 - Do not rotate emblem
- 6 - Do not stack
- 7 - Do not transform unnevenly
- 8 - Do not use other typefaces





# Identity Color Palette



HEX #f47421  
RGB 243/115/33  
CMYK 0/68/99/0



HEX #00958f  
RGB 0/149/143  
CMYK 82/21/48/2



*Roboto*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*  
*!@#\$%^&\*()*

*Regular - Logo*

DIN 1451 Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()

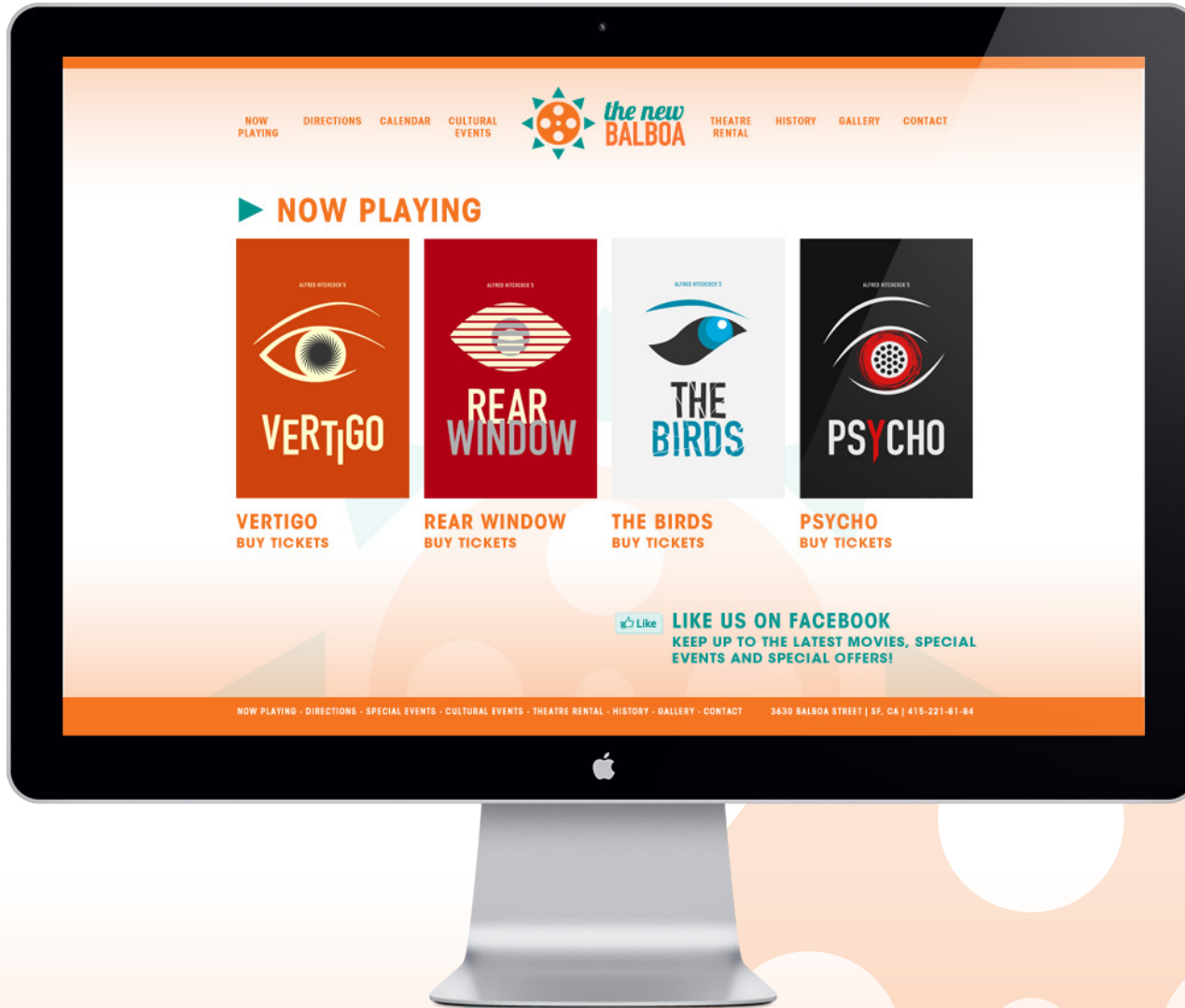
Engschrift – Logo

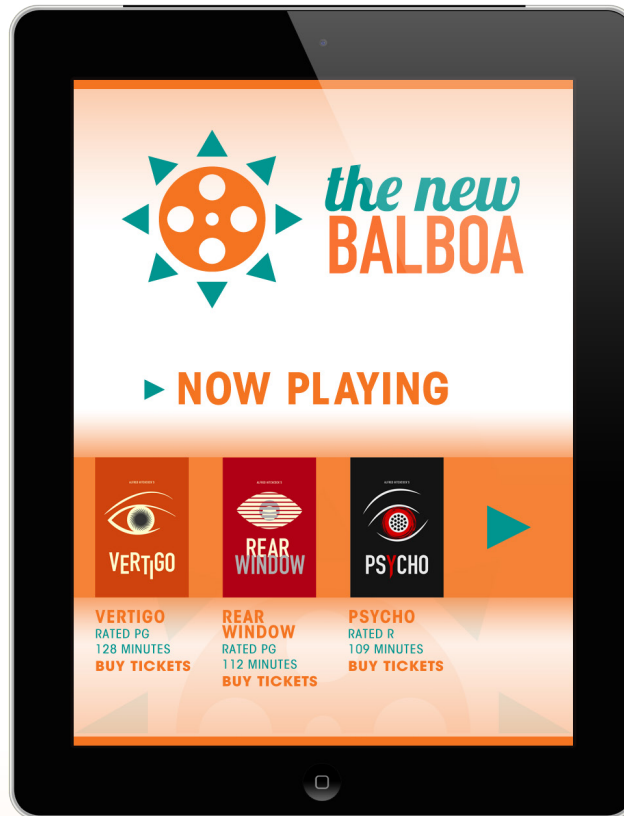
ITC Avant Garde Gothic Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
!@#\$%^&\*()

All weights – Body copy

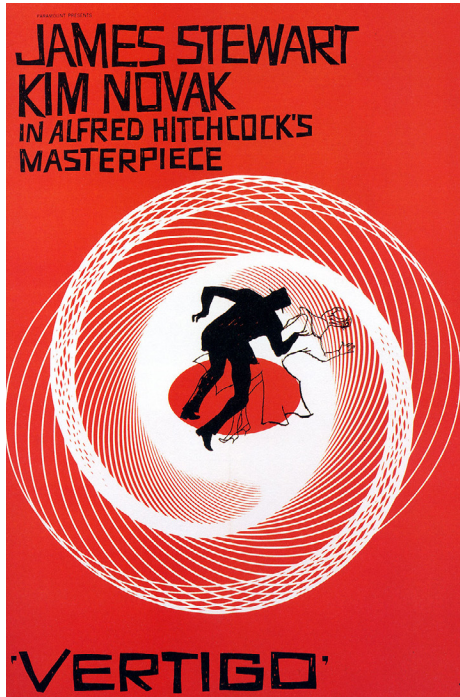






Launch the simulation





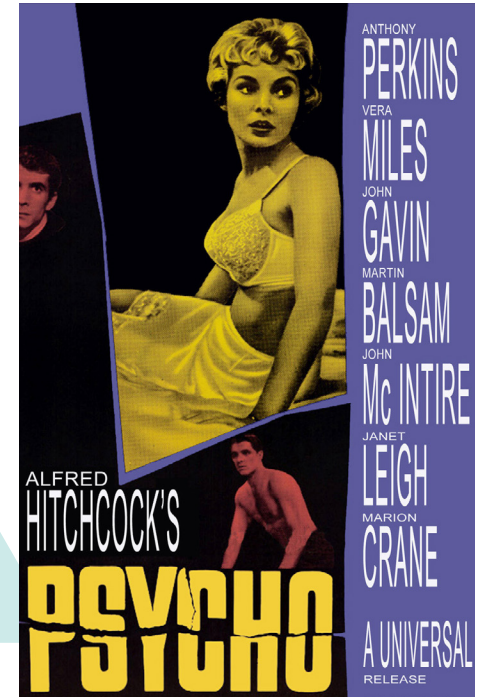
Vertigo



The Birds



Rear Window



Psycho





Vertigo

- Acrophobia
- Heights
- Eyes
- Fear



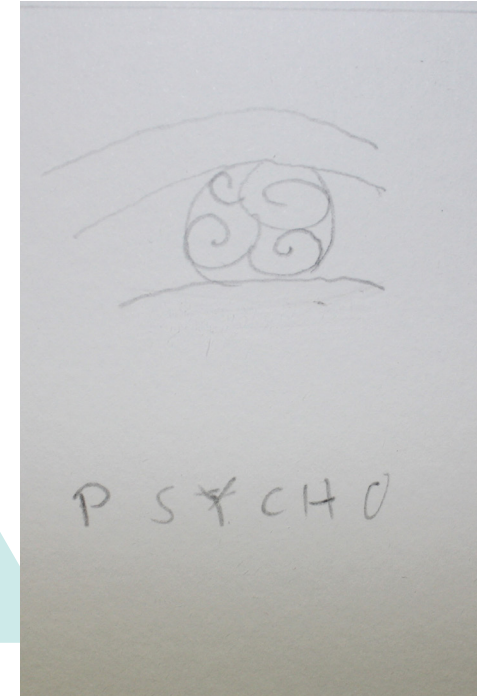
The Birds

- Angry
- Birds
- Destruction
- Eyes
- Fear



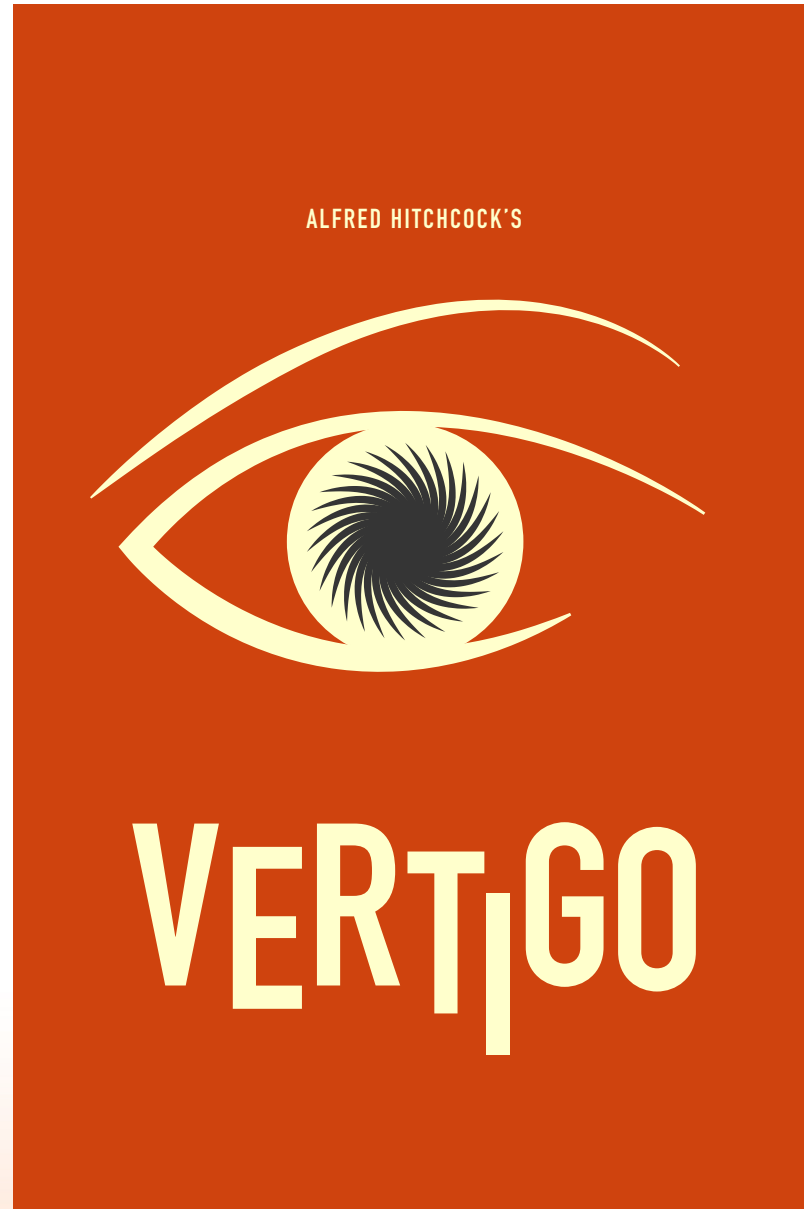
Rear Window

- Spying
- Window
- Blinds
- Suspicion
- Eyes
- Fear



Psycho

- Blood
- Evil
- Thriller
- Fear



ALFRED HITCHCOCK'S



**THE  
BIRDS**







*the new*  
**BALBOA**