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DESIGN25 GRAPHICS CREATES SUCCESSFUL NEW BRAND FOR LURMAN WOODLAND THEATRE'S ANNUAL SUMMER CONCERT SERIES

Award-winning Graphic Design Studio in Catonsville, Md. Creates Vibrant New Look In Honor of Theatre's 20th Anniversary



20th ANNIVERSARY
LURMAN WOODLAND THEATRE
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Catonsville, Md. (April 15, 2011)— design25 graphics (www.d25g.com), an award-winning graphic design studio specializing in innovative and strategic print and digital communications solutions, has successfully completed a project for the Friends of the Lurman Woodland Theatre, Catonsville Recreation and Parks Council and the Baltimore County Department of Recreation and Parks. The studio recently provided strategic design services to rebrand the Lurman Woodland Theatre Summer Concert Series in honor of the theatre's 20th anniversary. The Lurman Woodland Theatre is Catonsville's premier outdoor music venue serving thousands of Marylanders each year. All shows are free and open to the public.

design25 graphics, working in tandem with theatre volunteers and staff, sought to create a visual identity that reflects both the variety of music presented and the stunning wooded amphitheatre setting. The new brand incorporates a vibrant color scheme to showcase the excitement concertgoers experience during weekend concerts each summer. In addition, the logo reflects the symbolic harmony between the music and the natural setting it is presented in.

"On behalf of all of the volunteers, past and present, that have made the Lurman Summer Concert Series a great success, we are proud to be hosting the 20th season. We are very excited about the fresh new logo masterfully created by design25 graphics that not only commemorates the Lurman's 20th anniversary but also rebrands the program for the future. It's been a pleasure working with design25 graphics and we thank them for the fine work on the new Lurman brand," states Al Loyd, Chairperson of the Friends of Lurman Woodland Theatre committee.

"We were extremely pleased to be able to create a successful new visual identity for such a valuable resource within the Catonsville community," said Laura Lloyd-Henry, principal and creative director of design25 graphics. "I believe we were able to capture the true essence of what makes Lurman Woodland Theatre so unique."

The new identity will be used on all of the theatre's communication materials including brochures, announcements, signage and website.

For more information about Lurman Woodland Theatre or to make a donation, visit www.lurman.com. For more samples of work from design25 graphics, visit www.d25g.com.