



BOISE STATE UNIVERSITY
VELMA V. MORRISON CENTER
FOR THE PERFORMING ARTS

IDENTITY GUIDELINES | 2020

MORRISON CENTER **NARRATIVE**

ABOUT THE MORRISON CENTER

The Velma V. Morrison Center for the Performing Arts is the vision and passion of Harry Morrison who wanted a world-class facility in his hometown of Boise, Idaho. Opening April 7, 1984, the two-thousand seat performing arts center, with its ten-story stage house, is a significant architectural feature at the west end of the Boise State University Campus.

Today, the Morrison Center has become Idaho's premier performing arts center and a flagship cultural center for Boise State University. As Idaho's home for Broadway, the Morrison Center brings the best of touring Broadway each season. The Morrison Center is the largest and busiest arts presenter in the region, bringing great artists and entertainers from around the world. It is home to Ballet Idaho, Boise Philharmonic and Opera Idaho.

The Morrison Center is owned and operated by Boise State University under a self-sustaining business model. Funding comes from ticket sales, rentals and philanthropy, with no funding allocated from the university or the state. The Morrison Center is supported by the Morrison Center Endowment Foundation. The Foundation's goal is to impact quality performances, underwriting the operating expenses, subsidize production costs for Idaho's local arts groups and sponsor performances of high-quality national and international renown.

ABOUT HARRY AND VELMA MORRISON

Harry Morrison was born February 23, 1885, near Kenney, Illinois on his family's homestead by Salt Creek. From a young age, Harry was involved in construction, with his first job moving him to Idaho to work with Bates and Rogers. In 1912, he co-founded the Morrison-Knudsen to build dams, bridges, tunnels, railroads, highways, pipelines, airports, military bases, space centers — an astounding inventory of structures on every continent of the globe. Harry and his second wife, Velma enjoyed the performing arts and especially Broadway. After Mr. Morrison's death in 1971, his wife Velma embraced Harry's vision to build a world-class performing arts center in his hometown. Velma collaborated with the community and the university to build a performing arts center on the banks of the Boise River.

MORRISON CENTER NARRATIVE

OFFICIAL TAGLINE

“Idaho’s Premier Performing Arts Center”

Use consistently as a core message for the Morrison Center brand narrative but not as a display element with the logo.

Always use the Gotham font and allow sufficient space between the tagline and other text so the tagline is featured prominently and not within the context of a sentence. Follow Clear Space Rule.

ADDITIONAL BRAND NARRATIVE

“On the Campus of Boise State University”

Not to be used in marketing or attached to the Morrison Center logo, but acceptable in body copy when describing the Morrison Center.

“Velma V. Morrison Center for the Performing Arts”

Use in first reference when describing the Morrison Center. On second reference, use “Morrison Center” only. Should not be attached to logo.

ROOM DESIGNATION

Please note the following when referencing location of events.

MORRISON CENTER

Morrison Center Main Performance Hall

- 2,037 Seat Hall with a 10-Story stage house
- Flex seating configuration for audiences of 800-1,300

MORRISON CENTER ACADEMIC

Danny Peterson Theatre

- Boise State University Theatre, Film and Creative Writing Department
- Multi-configuration black-box theatre space
- Max seating of 210

Morrison Center Academic Recital Hall

- Boise State University Music Department
- 200-seat recital hall

MORRISON CENTER LOGO

This logo is the main element of the Morrison Center visual identity and should always be included.

The stacked logo is the primary mark and should be used whenever possible.

LOGO GUIDELINES

The Morrison Center logo may not be cropped, blurred, stretched or distorted in any way. This includes the use of shadows, outlines, filters, or any other effects. Do not change the colors of the logo.

Logo should not be altered from its original form and cannot be adapted in any way. Alterations to the logo dilute the brand.

Logo may not be incorporated or combined with any other mark, symbol or graphic to create a new mark.

When using the Morrison Center logo, never separate the Symbol and the “Morrison Center” wordmark. These are not individual pieces that can be used independently, but instead, together make up the primary Morrison Center logo. The one exception is in social media icons where the Morrison Center name will always be in text next to the symbol.

Do not add any additional text to the logos or create companion marks. For organizations associated with the Morrison Center, use the Primary Stacked mark with clear space around the logo, and then display the organization’s name larger in Gotham.

PRIMARY STACKED MARK



MORRISON CENTER

LOGO REQUIREMENTS

CLEAR SPACE

To ensure the logo is highly visible and maximize its impact, always separate it from its surroundings – allow clear space. The minimum required clear space, surrounding all logos should be half the height of the Morrison Center symbol on all sides as shown below. No other text or graphic elements, including other logos should be in this space. This is also the minimum distance the logo can be from the edges of a document, whether electronic or printed.

MINIMUM SIZES

Minimum Print Reproduction

The primary Morrison Center logo should not appear smaller than 1 inch tall in print, unless space dictates smaller size, in which case care should be taken to ensure that the mark is legible. If the space is small enough that it makes “Morrison Center” difficult to read, consider using the approved left-aligned logo.

Minimum Digital Reproduction

The minimum size of Morrison Center symbol for digital reproduction is 57 pixels tall (to accommodate mobile app icons). The proportions of the Morrison Center symbol in relation to the Morrison Center wordmark and baseline should not be changed.

BOISE STATE EVENTS AT THE MORRISON CENTER

Boise State events at the Morrison Center should represent Boise State branding and the University Signature mark should be placed only once in advertising, in a publication or in any other promotional asset.

boisestate.edu/communicationsandmarketing/brand-standards/logos/logo-usage-guidelines



MORRISON CENTER COLORS

As a distinct venue of Boise State University, the Morrison Center should proudly reflect that connection to the University and the community. Using color appropriately is one of the easiest ways to make sure our materials are cohesive. Our primary color palette includes neutral colors and blue.

*More information about using these colors can be found at boisestate.edu/communicationsandmarketing/brand-standards/colors/



MORRISON CENTER LOGO COLORS

USING THE MARK ON DIFFERENT BACKGROUNDS

When the logo appears on a white background, the primary options are gray or blue.

On a darker background, a white logo is used.

USING THE MARK ON IMAGERY

When placing the logo over a photograph or video, the placement should be in an area of the photograph where there are no distracting patterns or elements and the logo is clearly legible over the image. The photograph or video should be visible through the logo, instead of creating a box of color around the logo.



MORRISON CENTER TYPOGRAPHY

GOTHAM

The Gotham font family is the brand font for the Morrison Center and should be used for all advertising, brand, and marketing materials. Gotham should be used for headlines, subheads, and body copy.

Morrison Center will use the Gotham font family for all text in signage, collateral, and any outward-facing marketing materials.

Gotham Ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MORRISON CENTER RENTAL EVENTS

VISITING EVENTS IN MORRISON CENTER

When specific shows or organizations are using the Morrison Center as a venue space, the following format should be followed:

- Outside promoter rentals should not use the Morrison Center logo on marketing assets. Instead, include “Morrison Center” in text only when noting the location of the venue. The physical address is 2201 Cesar Chavez Lane, Boise, ID 83725.
- This does not apply to Local Arts groups including, but not limited to: Ballet Idaho, Opera Idaho, Boise Philharmonic, Boise State University Entities and the Morrison Center Endowment Foundation grant recipients
- The Morrison Center must approve all materials
- It must be clear the Morrison Center is not sponsoring the event

