



**MERCURY
THEATRE
WYNNUM INC**

Brand refresh competition

*Help shape the future of Brisbane's beloved
bayside theatre.*

Inspiration Pack for Entrants
May/June 2025

Inspiration Pack

Brand refresh competition

Issued by Nikki Meyer, Marketing Manager, May 2025

Background

Mercury Theatre Wynnum Inc. (Mercury) is one of Brisbane's longest-standing community theatre companies. We've proudly delivered **75 years** of drama, storytelling, and connection in the bayside suburb of Wynnum since our founding in 1949.

We're proudly grassroots, volunteer-run, and deeply committed to enriching our local community through the performing arts. We are also now registered as a charity by the Federal Government. We honour the vision of our founder, Win Davson, who established the group "to foster an appreciation and love of a great art whose field is the whole of human life with its laughter and tears, sorrow and tragedy."

In 2025, we're ready to take the next bold step—**modernising** our visual identity while honouring our rich legacy - boldly, respectfully, and creatively.

Project Overview

We are seeking a **refreshed logo and visual identity** that reflects who we are today:

- Proud of our 75-year heritage
- Passionate about storytelling and community
- Evolving to inspire the next generation of audiences and performers.

In Roman mythology, Mercury is the god of storytelling, communication and messages. Our current logo features the **winged Mercury Man**—a key symbol we would strongly consider evolving, reinterpreting, or respectfully retaining in a new form. There are also some instances of the cursive Mercury Theatre Wynnum font.

Visit our current website to see our existing logo and imagery:

www.mercurytheatrewynnum.com.au Designers are encouraged to use it as information only, not limitation or direction.

Current Winged Mercury Man



Current Cursive Mercury Theatre Wynnum font

Mercury
Theatre

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Design Direction

Must-Haves:






- A clean, modern logo using either the full name Mercury Theatre Wynnum Inc. or acronym variants.
- Flexible enough for posters, social media, electronic newsletters, signage, merchandise, programs, and digital use.

Desirable/Consider (but not mandatory)

- A visual reference to the Winged Mercury Man (either literal, stylised, or abstracted)
- A visual sense of place – we are proudly bayside, QLD. Design references to water, community, or local landscape would be considered – waves, seagulls, jetty,
- We also welcome acronym-style treatments (e.g. MTW, mtw or MeT) that allow for modern use across digital, merchandise, and signage.

Design Inspiration:

We admire the strong identities of these Australian and international theatre brands:

Company	Logo	Website
Sydney Theatre Company (STC)		sydneytheatre.com.au
Belvoir St Theatre		belvoir.com.au
Bell Shakespeare Company		queenslandtheatre.com.au
La Boite Theatre Company		laboite.com.au
Brisbane Arts Theatre		artstheatre.com.au

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Company	Logo	Website
Black Swan Theatre Company		blackswantheatre.com.au
London Theatre		londontheatre.co.uk
Bridge Theatre		Bridgetheatre.co.uk
The Street Theatre Canberra		Thestreet.org.au
National Gallery of Victoria		www.ngv.com.au
Opera Queensland		www.oq.com.au
London Symphony Orchestra		www.lso.co.uk

- Consider theatre imagery (spotlights, curtains, masks, stages)
- The 'winged Mercury' mythos reimaged

We are not looking for clip art, or complex detail that can't scale down.

Audience

We serve a diverse and growing audience:

- Life members
- Long-time local patrons
- First-time theatregoers
- Families & students
- Emerging creatives

The brand should feel inclusive, bold, fun, fresh, artistic, and unmistakably local.

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Deliverables

- Logo (primary and alternate versions) – feel free to submit multiple concepts.
- Colour palette recommendations
- Font recommendations
- Horizontal and vertical format logos, plus formats for social media profile pics, favicons etc
- Web- and print-ready files (SVG, PNG, EPS, PDF)
- Basic usage guide or style sheet

Tone & Feel

- Modern, fresh & contemporary yet simple & timeless
- Creative and playful, but approachable and accessible
- Proudly local, confidently professional

Important information

- This is a **volunteer opportunity** for a **not-for-profit incorporated community organisation and registered charity**.
- There is **no financial payment**—this is a chance to support local arts and build portfolio work. However, you will be a featured artist on our socials and website and as a small token of appreciation, you will receive 2 x free tickets to the next Mercury Theatre Wynnum production. Plus eternal local legend status.
- Shortlisted designers and designs will be determined by the Mercury Theatre Wynnum Management Committee and published on its website and in social media; and the community/public will have the opportunity to comment and vote.
- The successful designer and final design will be acknowledged on our website, media and in social media once the final design is determined.
- All intellectual property (IP) of the final logo and brand assets will be retained by Mercury Theatre Wynnum Inc. (IA14580) ABN 71140066391. By submitting a design to the Mercury Theatre Wynnum Brand Refresh Competition, entrants agree to the following:
 - All submitted designs must be original work and not infringe on any third-party rights (including copyright, trademarks, or logos).
 - The winning design will become the property of Mercury Theatre Wynnum Inc., including all associated intellectual property rights.
 - By submitting an entry, the designer grants Mercury Theatre Wynnum Inc. the right to use, adapt, modify, publish, and reproduce the logo in all forms of media, in perpetuity and without further compensation.
 - The designer of the winning entry will be credited wherever reasonably possible.
 - Non-winning designs remain the property of the entrant but may not be used to represent another theatre or arts organisation without permission.

We are deeply grateful for your contribution to the future of community arts in Wynnum/Manly!

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Timeline

- Submissions open: 25 May 2025
- Concepts due by: 25 June 2025
- Shortlist published: 30 June 2025
- Final selection: 15 July 2025
- Finished art/files of winning design required by: 30 July 2025

How to submit

- 1) Please send your expression of interest to mercurywynnum@gmail.com by 25 June 2025.
Subject: **Mercury Theatre Wynnum Brand Refresh Submission**
- 2) Please include:
 - Your contact details – name, email address, phone number.
 - Your bio – feel free to share your portfolio or relevant work – we would love to see it!
 - Your initial concept/s. Please note, if you are shortlisted, you will be required to supply finished art as per deliverables.
 - A short intro/explanation of your concepts
 - Acknowledgement of your understanding that this is a volunteer opportunity with no financial payment involved.

Questions?

Contact Nikki Meyer at mercurywynnum@gmail.com for clarification or to discuss your approach.

Thank you for supporting local, Brisbane, not-for-profit community theatre. We look forward to your submissions!