

A high-angle, wide shot of a busy Broadway street in New York City, viewed from a high vantage point looking down the street. The image is heavily overlaid with a semi-transparent red filter. In the foreground, a crosswalk with white stripes is visible on the dark pavement. To the left, a yellow taxi cab is partially visible. The street is lined with tall buildings, many of which have large, illuminated billboards and signs. Notable signs include "JERSEY BOYS" with "BEST MUSICAL 2006 TONY AWARD WINNER", "WICKED", "CONAN", "SPAZZERS", "TAPS STEAKS", and "sharro". The overall atmosphere is vibrant and urban.

# BROADWAY — BRIDGES® —

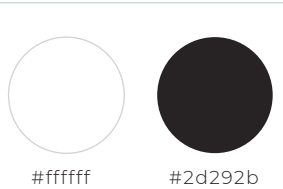
**STYLE GUIDE + MOCKUPS SUMMER 2021**

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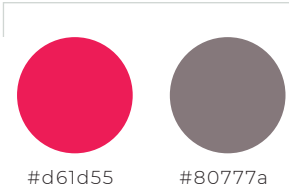
AGON KRESKY • BIELICKE • FRIEDMAN

COLOR PALETTE

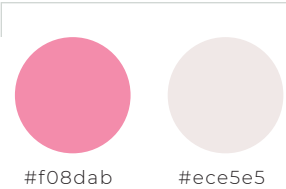
PRIMARY



SECONDARY



TERTIARY



#ffffff\_: The white is used for text, buttons  
#2d292b\_: The dark grey is used for text, buttons  
#d61d55\_: The red is the main accent color  
#80777a\_: The medium grey is the secondary accent color  
#f08dab\_: The pink is the tertiary accent color  
#ece5e5\_: The light grey is the tertiary accent color

FONTS

MONTERRAT BOLD ALL CAPS | HEADING

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

FONT SIZE: 33 PT

Montserrat Regular | Body

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

FONT SIZE: 23PT

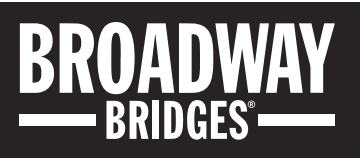
LOGOS



Full Logo



Abridged Logo: To be used as the home button



B&W Logo



BL Logo – white type



BL Logo – red type

BUTTONS + OTHER ELEMENTS

REGISTER

Buttons should have rounded corners with text centered

ANIMATION

- Pop-up when you press 'register' that presents a form
- Slide element for the feedback box

Hover Effect

REGISTER

REGISTER



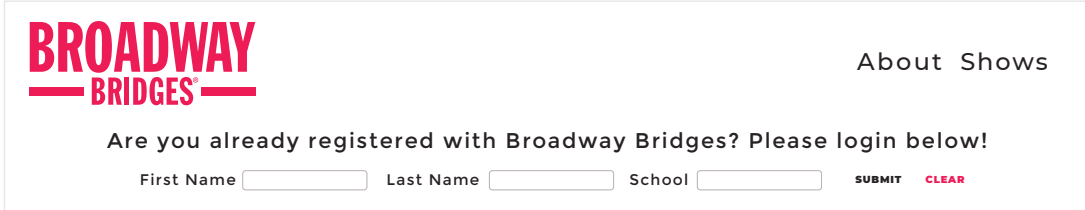
Smaller Buttons

REGISTER

REGISTER

ABOUT

ABOUT



BROADWAY  
BRIDGES®

About Shows

Are you already registered with Broadway Bridges? Please login below!

First Name

Last Name

School

SUBMIT

CLEAR

BROADWAY  
BRIDGES®

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**Covid-19 Update: Broadway Bridges Tickets Available for Fall 2021...**

**READ MORE**

**Covid-19 Update: Broadway Bridges Tickets Available for Fall 2021...**

**READ MORE**



**OUR MISSION**

To give every New York City public high school student the chance to see a Broadway show.

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Are you a teacher or administrator at a public high school in New York City?

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Submit our request form.  
Once we've confirmed your eligibility, you will be notified when a new block of tickets

**2. REQUEST**

Twice a year, participants are able to request tickets to a selection of shows.  
Please see guidelines before

**3. ATTEND**

Once tickets are confirmed, we require attendance. We hope you and your students have a wonderful time and

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## We Love our Partners! Read What They Are Saying!

A large group of diverse students, including young men and women of various ethnicities, are posing for a group photo on a city street. They are dressed in casual attire like jackets, hoodies, and sweaters. In the background, a building with a green neon sign that says "Music Box" is visible. The students are arranged in several rows, some standing and some kneeling or sitting in the front.

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam."

**SHABIGAIL SHEIDMAN**  
Teacher, Bronx High School



## We Love our Partners! Read What They Are Saying!



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A large group of diverse students, including young men and women of various ethnicities, are posing for a group photo on a city street. They are dressed in casual winter clothing. In the background, a building with a green neon sign that says "Music Box" is visible. The students are arranged in several rows, some standing and some kneeling or sitting in the front.

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Teacher, Bronx High School





**BROADWAY**  
— **BRIDGES** —

## About Shows



# ABOUT

# Our Goal

**Broadway Bridges' goal is straightforward:  
Give every New York City public high school student the chance  
to see a Broadway show before graduation.**

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Broadway Bridges® is an initiative from The Broadway League, the national trade association for the Broadway industry. Other League programs like The Jimmy Awards® (The National High School Musical Theatre Awards®), Family First Nights®, Careers.Broadway and the High School Broadway Shadowing Program all work to bring new Broadway audiences and cultivate the talents of those who will someday work both on its stages and behind the scenes. Broadway Bridges, which is mounted in partnership with New York City Department of Education's Office of Arts and Special Projects and the United Federation of Teachers, builds on these efforts and represents Broadway's commitment to New York City, its students, and Broadway's future audience and workforce.

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## WORKING TOGETHER

Thousands of New York City public school students participate in high-quality theatre arts programs through the Department of Education Office of Arts and Special Projects (OASP) as well as not-for-profit theatre and arts organizations. Still, there are more than one million students enrolled in New York City schools and many will graduate without having attended a Broadway show. Working in a close partnership with DOE's OASP, Broadway Bridges® supports the work of the theatre arts programs already in schools and enriches the performing arts experience for all students by bringing tenth graders to Broadway. In reaching out to an entire grade, we will eventually give every student the chance to see live, professional theatre through an annual trip to Broadway that students and teachers can look forward to each school year.

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## SUPPORT BROADWAY BRIDGES

We welcome all tax-deductible contributions to The Broadway League Foundation in support of Broadway Bridges. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

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## PLANNING YOUR OUTING

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**To help make the most of your travel and time spent in New York City, be sure to check the weather for the day of your outing.**

[CHECK WEATHER](#)

Weather to appear on top-of-page

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Weather app widget  
to appear at  
top-of-page when  
clicked

**THE BROADWAY LEAGUE**

THE BROADWAY LEAGUE is the national trade association for the Broadway industry. Every year, League members bring Broadway shows to nearly 30 million people in New York City and on tour across North America. The Broadway League also has International members who produce and present Broadway-quality theatre around the world. In addition, The Broadway League co-presents the Antoinette Perry “Tony” Awards®, for excellence in live theatre.

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