Proper Hijinx Productions

October 2015

Branding & Responsive Web Design

The Client.

Proper Hijinx is an independent theatre company in Dallas, founded by artistic director Stefany Cambra. Proper Hijinx is looking to stir up the best kind of trouble by producing intimate works focused on contemporary issues. It is our goal to produce unique works that will resonate with our audience, focusing on the art of storytelling.

The Problem.

Proper Hijinx was founded under not so simple circumstances. Stefany found herself directing and producing a show after the original individuals dropped out. Due to the nature of the production and her love for theatre, the show had to go on. Thus Proper Hijinx was in despereate need of a visual look and digital home. She wanted the logo to reflect the the contemporary pieces she was interested in producing as well as ornery behaviour of ‘Real Life’. The branding would need to follow suit without being too dark. The digital presence was key here, as Proper Hijinx had no prior history. A digital home meant a place for auidences to see, hear, and understand the Hijinx mission.

The Solution.

The final design is one of simplicity, and dare I say, Hijinx. The logo can be used in a varity of layouts and colors following the jewel toned color scheme. The website is fully responsive as we imagine most of its visitors will be on mobile. Proper Hijinx is social media avid and linking to a responsive website was the best choice. As with the choice of colors, we also decided a common texture would be something new and different for this up-and-coming performance group. Cardboard is now used in all branding designs.