

## **Bath Choral Society (BCS) Print System:**

The print system is structured around a grid based on the visual representation of music – five horizontal staves creating four rows. Testing proved this to be adaptable to a variety of typographic information problems, while providing a consistency across the various print outputs.

The typeface *Chaparral* (designed by Carol Twombly, 2000) was selected as the 'house' face for BCS, combines the legibility of slab serif designs popularized in the 19th century with the grace of popular 16th century book lettering fonts, thereby serving as a subtle visual reference to a time period from which much of the BCS repertoire originates.

Henley produced an eight page colour catalogue, showing the year's BCS events and 13 bespoke – but systematically – designed posters. A distinctive paper stock (GF Smith, Heaven 42) was used for those items designed to be handled (cards, programs etc.), this haptic sense sent signals of quality about BCS to draw in a wider audience.

Themes from the musical composition were used as the starting point for graphic shapes and forms, adding depth to the communication and with a few exceptions replacing the use of photography. Unusual, vibrant or metallic colours were specified, conveying a sense of distinction and of being contemporary rather than outmoded.