

# PORTFOLIO 2013



# Kali Theatre Company

Brand development



# The Kali tone of voice

The Kali tone of voice is **distinct**, **sharp** and full of personality. We don't just describe or politely explain we **thrust you into a story** that is **direct** and **challenging**. We don't tell **we show**.

Words are what we do so whether it is one word or a hundred it is always about fearless storytelling with purpose - never just words for the sake of putting something down on a page.

# Kali brand language

The Kali brand values run through everything we do. Here we are talking about how they create language and design for clear consistent communication.

But we could just as easily apply them to why we come into work everyday; why we develop writers and new plays. Our values are as deeply set within us as ink on a page.

# Kali brand values and vocab

## Original

Revolutionary  
Fresh  
Modern  
Substance  
Ground-breaking  
Courageous  
A gem  
High value  
Quality  
Unique  
Intrepid  
Creative  
Dominate  
Seminal

## Dare

Brave  
Fearless  
Venturous  
Defiant  
Risk  
Gamble  
Provoke  
Bold  
Press  
Urge  
Trigger  
Impulse  
Audacious  
Expose

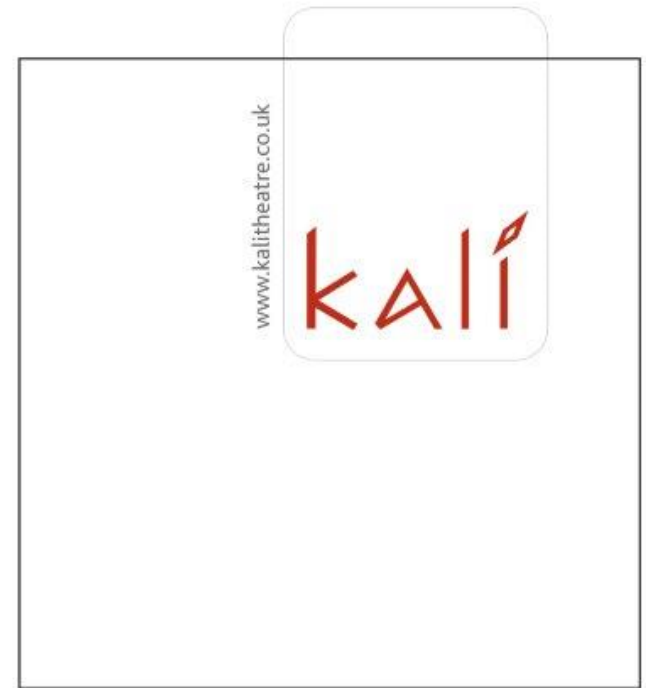
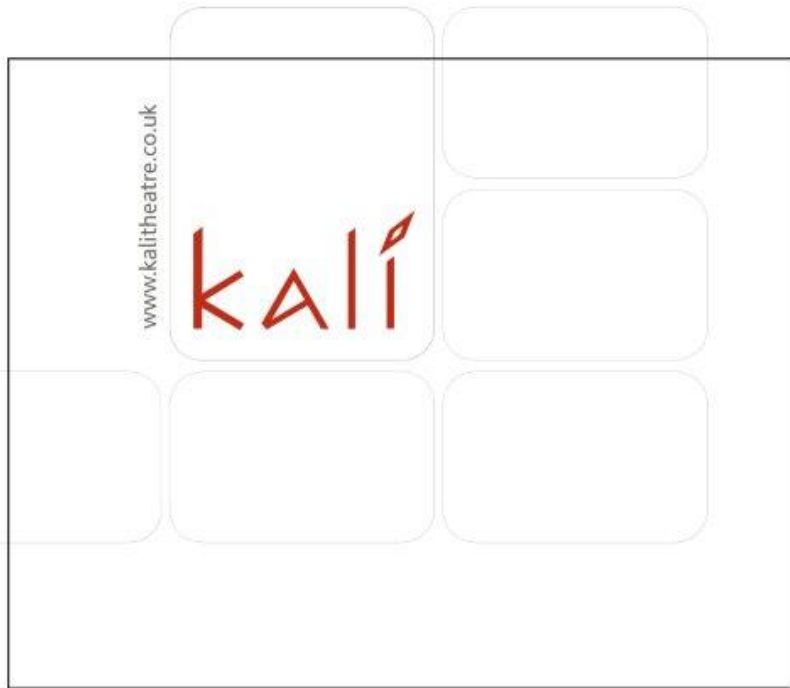
## Awaken

Rouse  
Strike  
Move  
Alert  
Raise  
Charge  
Come alive  
Evoke  
Affect  
Agitate  
Force  
Take on  
Turn on

## Excite

Heat  
Ignite  
Stir up  
Kindle  
Electrify  
Surprise  
Motivate  
Rave  
Mania  
Zeal  
Elicit  
Thrill  
Energise  
Start

# Giving the Kali logo space to breathe



# A new strapline for Kali

*'Defiant words by  
fearless women'*

# **Kali brand templates with design and copy working together for...**

Posters (venue and online)

Leaflets

Banners



kali theatre.co.uk

kali

We dare you to see  
Kali Theatre Company's latest thriller

# MUSTAFA

By Naylah Ahmed

7.15pm  
Wed 7 - Sat 24 March

What if the scariest demon of all...

...is the one inside you?

SOHO  
THEATRE

THE REP  
Birmingham Repertory Theatre



Box Office 020 7478 0100  
kali theatre.co.uk

Come to Soho Theatre, 21 Dean Street London, W1D 3NE

TALKBACK 2013

Out of darkness and fear emerge Kali's 12 entwined true stories of women killed for family "honour".



12 murders, 12 writers, 12 stories  
1 new play

# TWELVE

Directed by Janet Steel

Written by Tanika Gupta, Sonali Bhattacharyya, Satinder Chohan, Sayan Kent, Yasmeen Khan, Azma Dar, Amber Lone, Anu Kumar, Bettina Gracias, Nessah Muthy, Sharmila Chauhan and Yasmin Whittaker-Khan

7.30pm

**Thu 12 December**

2pm

**Sat 14 December**

Tickets £9 (Concessions £7)

Box Office 020 7240 6283

tristanbatestheatre.co.uk book for Talkback 2013

Tristan Bates Theatre

1A Tower Street, Covent Garden, WC2H 9NP

*'I so enjoyed the play.  
Please tell me about the next one.'*

Carol told us after seeing her first Kali show.

# kali

## Defiant words by fearless women

Kali produces original new writing by daring women writers from a South Asian background. We create close relationships with our writers to develop their voice. You won't get traditional stuffy theatre at a Kali show. We want to awaken and excite our audiences with a quality new experience every time.

## Want Kali to produce your next play?

Kali are looking for fresh and daring new stories that will thrill our audiences and have something to say about humanity. Selected writers will receive dramaturgy for their play to be part of TALKBACK 2014.

If you are a woman writer from a South Asian background send your script to [info@kalitheatre.co.uk](mailto:info@kalitheatre.co.uk) by Wed 12 February 2014.

## Keep in contact with us at...

[KaliTheatre.co.uk](http://KaliTheatre.co.uk)

[info@kalitheatre.co.uk](mailto:info@kalitheatre.co.uk)

[@KaliTheatreUK](https://www.facebook.com/KaliTheatreUK)

Like Kali-Theatre on Facebook

kalitheatre.co.uk

# kali

TRISTAN  
BATES  
THEATRE

ARTS COUNCIL  
ENGLAND



TALKBACK 2013

Kali's defiant  
writers take on  
Covent Garden

2-14  
December

Fancy eavesdropping on not one but five sceptical speed-daters?



Make a date with Kali's hot new comedy.

# SPEED

By Iman Qureshi

7.30pm

**Tue 3 - Sat 7 December**

Tickets £12 (Concessions £9)

Box Office 020 7240 6283  
tristanbatestheatre.co.uk book for Talkback 2013

Tristan Bates Theatre  
1A Tower Street, Covent Garden, WC2H 9NP

## TALKBACK 201 NEW WRITING

Be part of theatre in the raw as the writers from Kali's acclaimed Writer Development Programme see their scripts come to life for the first time in staged readings.

Tickets £7 (£5 Concessions)

### RISKY VENTURE

Sat 7 December - 4pm

**WRITTEN BY JESSY** by Tasbir Malle

Directed by Xxxxxxx Xxxxxxxx

Nice, well-behaved Indian girls don't do boys, or prancing around to 80s music and they certainly don't write voyeuristic plays about the neighbour's night time antics.

### PROVOCATIVE POLITICS

Mon 9 December - 7.30pm

**POLARISED** by Arvind Thandi

Directed by Xxxxxxx Xxxxxxxx

From suburban Birmingham to scandalous Soho, Kiran is on a queer journey of discovery as she is thrust into politics, art and indie music in this sensuous new drama.

### FAMILY FIASCO

Tue 10 December - 7.30pm

**TO FORGET AND FORGET** by Neelam Parmar

Directed by Xxxxxxx Xxxxxxxxxxxx

The Brahmin's coming to dinner. Vinanti desperately wants to show she's the mother of a perfect home – but she can't gloss over her family's imperfections.

Followed by...

### RAGE NOT ROMANCE

**HONOUR** by Mediah Ahmed

Directed by xxxxxx

Ali is married to the woman he loves. Samra was forced to marry Ali after he raped her. She wants to get away but he won't let her go.



### COURAGEOUS TALES

Wed 11 December - 7.30pm

**SICK/SMALL/EARLY** by Sonali Bhattacharyya

Directed by Xxxx Xxxxxxxxxxxx

No-one wants to end up in the neo-natal unit. Four new mothers are thrown together in this surreal, testing and tender play.

Followed by...

### ROUSING STORYTELLING

**MY HOMEMADE KITE** by Nimmi Harasgama

Directed by xxxxx

What makes you an asylum seeker? Over a night counting tins of tuna in a petrol station withdrawn Krishnaveni finally opens up about what she was running from.

### INTREPID BIOGRAPHY

Thur 13 December - 7.30pm

**CORNELIA CALLING** by Jocelyn Watson

Directed by Xxx Xxxxxxxx

Indian Cornelia Sorabji was the first woman to read law at Oxford. An outsider with paradoxical views on women's rights, race, Gandhi and nationalism – this woman was anything but predictable.

### TWISTED LOVE

Sat 14 December - 7.30pm

**THE ATTIC: A WEIGHT LOSS PROGRAMME** by Aamina Ahmad

Directed by Xxxxxxxxxxxx Xxxxxxx

What would you do if your mother married you off to someone who's not even on the same continent without telling your matchmaking father and then locked you in the attic?



kali theatre.co.uk

kali



*Defiant words  
by fearless  
women.*

*Tell us what you thought  
of the Kali show...*

@KaliTheatreUK  
Like Kali-Theatre on Facebook  
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# Corporate Communications



# Image guidance



**Original full frame image:**  
Clutter in background  
Distracting

**Partial crop:**  
Clutter in background reduced  
Focal points made clearer

**Close crop:**  
Viewer brought into the image  
Engaging and intriguing