

Theatre Under The Stars Reveals New Website

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Media Contacts:

Caroline Timm, Manager Marketing & PR
(713) 558-2654, Caroline@TUTS.com

(HOUSTON, TX) – Theatre Under The Stars (TUTS), Houston’s acclaimed non-profit musical theatre company, is pleased to announce the launch of its new website. This launch is part of TUTS’ campaign to update and freshen the company’s brand, following the new logo reveal this past January.

“We are very excited for the launch of our highly anticipated new website,” says TUTS’ President and CEO, John Breckenridge. “As our company continues to grow and distinguish itself as a leader in the arts industry, we felt it critical that our logo and website reflect this positive direction. It will greatly improve our patron’s online experience and deliver the information they want in a new, welcoming way.”

The new website focuses on showing, not telling users about everything TUTS has to offer, whether that be Broadway musicals, fundraising initiatives or the robust education programs. The new look is brighter, warmer and allows the images to tell the story.

Another important aspect of the new website is user-friendliness. The clean, easy-to-navigate tabs allow users to quickly find what they are looking for, while also being able to freely explore other areas of TUTS online. The unique search tool allows for further advanced searches that will deliver more accurate results. Users are also now able to effortlessly navigate the website across all platforms, including Tablets and smartphones. The new website design allows users to come looking for something specific but learn more about TUTS in the process.

The website development was in collaboration with Pentagram, who also designed TUTS’ new logo. As with the logo, Pentagram worked closely with TUTS’ Marketing and Graphic Design team to create a website that was easy for patrons to use, but also visually appealing to support TUTS’ modernized brand identity. TUTS’ new logo is more contemporary, and the site carries out those aesthetics across a wider canvas.

“We’re very proud of how the new TUTS site turned out,” says Julie Savasky of Pentagram. “Our goal was to uncover all the varied facets of the greater TUTS organization so each could get the attention they deserve. We also wanted to make the TUTS online experience consistent with what visitors to the theatre see, hear, feel, etc. That meant using beautiful images of their productions in a big way, offering more video clips for review and lightening everything about the site up. We tried hard to declutter from top to bottom so the TUTS stars could shine.”

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