The Museum of Jazz and Blues

Logo & Wayfinding Signage

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Project Research

Visual Inspiration

- Existing Jazz Museums
  - We looked at popular Jazz and Blues Museums (New Orleans Jazz Museum, National Blues Museum, etc.) to analyze what they were doing right as well as doing wrong. It gave us a **base to work up from**.
- Intuitive Museum Wayfinding
  - We researched examples of intuitive museum signage to find key design points to focus on. This includes: **legibility, eye catching visuals, and environmental interaction**.
- Jazz and Blues art
  - We delved into a variety of visual styles associated with Jazz and Blues through album cover art, advertisements, museum exhibitions, and other displays. We identified that both Jazz and Blues have their own **unique visual language**. Jazz is more **refined and rhythmic**, whereas Blues is more **emotional and organic**.

Project Design

Design Choices

- Overall Style
  - The Jazz and Blues music genres have a long and rich history which needs to be represented in a museum for a modern audience. This led us to design museum branding that would provide a **modern pop** to a **classically styled** museum **befitting of the music genres' history**. Much of the graphic elements are styled similarly to many geometric and abstract Jazz and Blues album covers.
- Signage
  - The logo is a large three-dimensional wall-mounted sign designed to be **eye-catching and modern**. The indoor wayfinding is a series of layered posters designed for **increased legibility** from far away while presented interesting and thematic **visuals that provide a preview** of each exhibit.

Project Design Cont.

Design Choices

- Colors
  - The colors of the logo are derived the themes of each music genre. The gold represents the **classiness and brass** of Jazz and the blue, intuitively named, represents the **emotions expressed** by the Blues. The colors of each wayfinding sign is relevant **thematically to each topic**. For example, the “Chicago Blues” sign utilizes the colors of the Chicago flag as it is a key aspect of the identity.

- Typography
  - The entire suite of branding features 3 typefaces. **Each serve a thematic purpose**. **Jazz has the art deco styled typeface** as they were commonly associated with each other. The **Blues has its own more organic type** to match the emotional theme of the genre and reflecting that of type used in Blues art. The third typeface is a **neutral typeface that resembles fonts used between both** Jazz and Blues art pieces.

Project Design Cont.

Design Choices

- Materials
  - High-Density Urethane
    - The primary material of the outdoor signage. It is **easy to carve and layer** to provide a three dimensional look, while remaining rot-proof and **long lasting in outdoor conditions**.
  - 316 Stainless Steel
    - The secondary material of the outdoor signage best for **structural support** and mounting the sign to the wall behind it. It is rust resistant and designed for **urban environmental conditions**.
  - Dibond boards
    - The primary material for the indoor wayfinding signage. It a **sturdy, layerable** material that is glare resistant while remaining **sleek, modern, and bright**.
  - Acrylic polyurethane paint
    - The paint used for both indoor and outdoor signage as it is extremely **durable and vibrant**

Logo



Logo - Application



Logo - Simplified



Logo - Ballcap Merchandise



Logo - T-Shirt Merchandise



Wayfinding 1



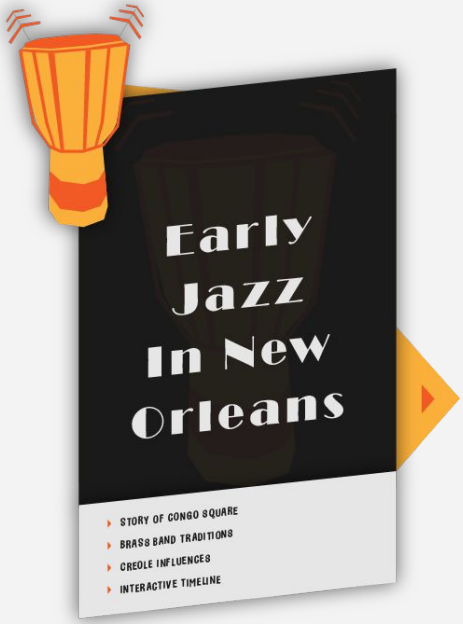


Wayfinding 2





Wayfinding 3
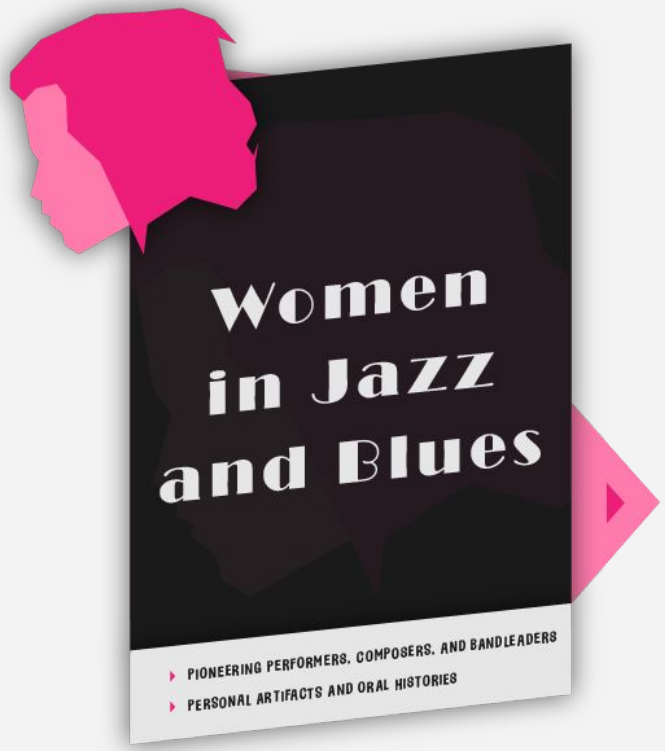




Wayfinding 4



Wayfinding 5



Wayfinding 6
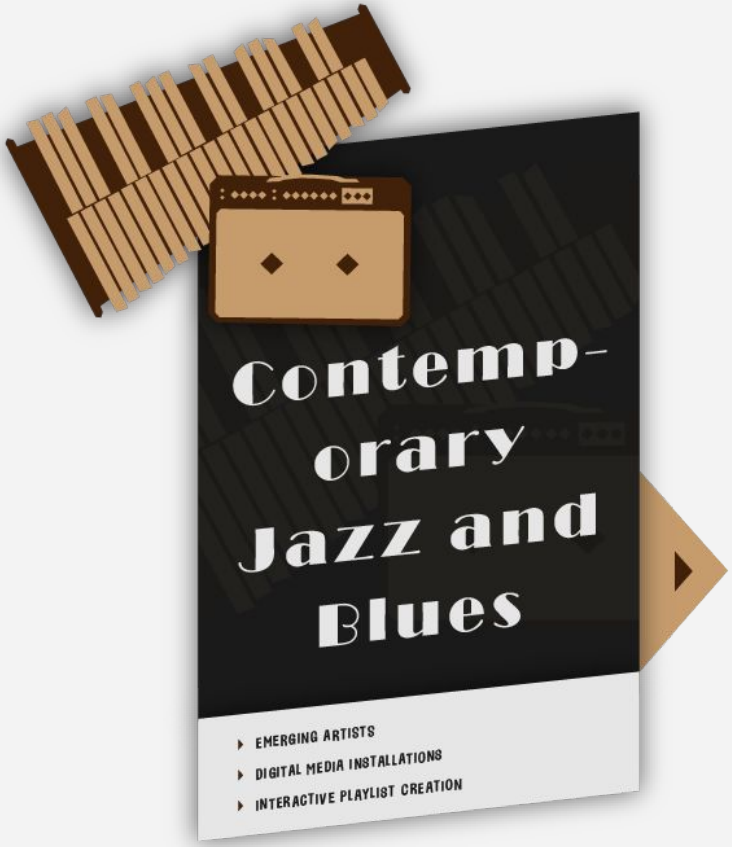


Wayfinding 7



Wayfinding 8



Wayfinding 9



Wayfinding 10

