Museum Of Jazz and Blues Wayfinding Presentation

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Objectives

- Create a clear and consistent wayfinding system for the Museum of Jazz and Blues.
- Make navigation easy for visitors across all three floors.
- Design recognizable exhibit symbols that represent each exhibit's subject matter.
- Ensure signage works effectively in both large physical spaces and small digital formats.
- Create an engaging, welcoming, and accessible experience for visitors of all ages.
- Use cohesive colors, shapes, typography, and materials to connect the entire signage system.

Color Palette



- **Bright and vibrant:** The bold colors reflect the energy, excitement, and liveliness of jazz and blues music.
- **Movement and rhythm:** The variety of colors creates a sense of motion, similar to the rhythm and improvisation found in music.
- **Distinctive exhibits:** Each color helps differentiate exhibits and makes individual signs easier for visitors to recognize.
- **Welcoming atmosphere:** The playful, colorful palette creates a fun and inviting environment for visitors of all ages.
- **Balance and contrast:** Neutral beige, white, and dark gray balance the brighter colors while helping text and symbols remain readable.
- **Cohesive identity:** Using the same palette throughout the museum keeps the wayfinding system visually connected and consistent.

Typefaces

NEW ORDER

FLOWERS KINGDOM

- **New Order:** Provides a bold, clean, and modern look that makes important information easy to read and recognize from a distance.
- **Flowerskingdom:** Adds a playful, expressive, and vintage-inspired feel that reflects the personality and history of jazz and blues music.
- **Contrast:** The combination of a structured typeface and a more decorative typeface creates visual interest without making the signage feel overwhelming.
- **Personality:** The fonts help capture the energy, creativity, and movement associated with jazz and blues.
- **Consistency:** Using the same two typefaces throughout the museum creates a recognizable and cohesive wayfinding system.

Materials

1. Cast acrylic sheets

Durable, lightweight plastic sheets that can be cut into individual shapes and lettering. They can have glossy, matte, opaque, or transparent finishes.

2. Acrylic spacers

Small pieces used between layers to create separation and depth, allowing each shape to appear raised.

3. Metal standoffs

Hardware used to attach the sign to the museum wall while keeping it slightly separated from the surface.

4. Acrylic adhesive

Specialized adhesive used to bond acrylic pieces together where permanent connections are needed.

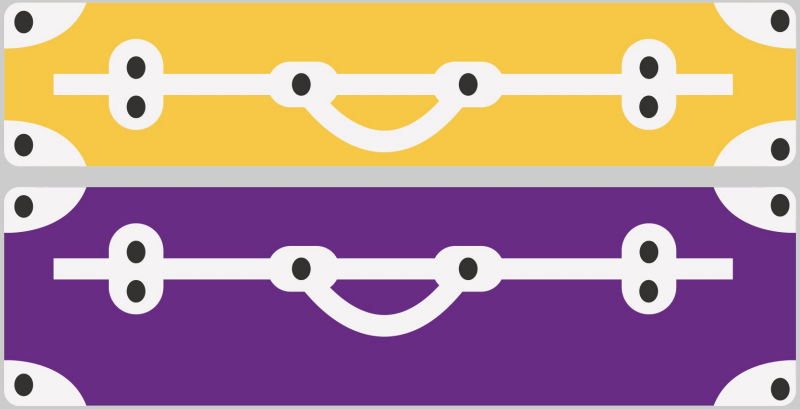
5. Protective film

Temporary covering that protects acrylic surfaces from scratches and damage during cutting and installation.

6. Wall anchors and mounting screws

Used to securely hang the finished sign on the exhibit wall.

Exterior Signage





Exterior Signage



Merch



Interior Signage





Interior Signage





Interior Signage





Interior Signage





Interior Signage





Interior Signage





Interior Signage





Interior Signage





Interior Signage





Interior Signage





All Interior Signage





















THANK YOU!