MUSEUM OF JAZZ & BLUES

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BRIEF'S OBJECTIVES

- Help visitors navigate the museum efficiently.
- Communicate information clearly at environmental and mobile scales.
- Create an engaging and welcoming experience for visitors of all ages.
- Support learning and exploration through exhibit specific content.
- Encourage repeat visitation and long term engagement.

COLOR CHOICES AND RATIONALE

The overall color palette uses bold combinations of orange, red, yellow, blue, purple, teal, and black. These colors create energy and contrast while reflecting the expressive nature of jazz and blues.

- **Orange and Red:** Represent energy, passion, rhythm, and the excitement of live music.
- **Blue and Purple:** Represent the emotional depth, history, and atmosphere associated with jazz and blues.
- **Yellow:** Adds warmth, optimism, and brightness. It also creates contrast and helps important graphic elements stand out.
- **Black:** Provides structure, contrast, and a connection to musical instruments such as pianos, saxophones, and trumpets.
- **Teal:** Creates a fresh, modern appearance and helps distinguish interactive experiences within the museum.

Although each exhibit uses its own color combination, the bold contrasts and geometric color blocking connect all the designs into one recognizable museum identity.

SHAPES AND GRAPHIC ELEMENTS

The designs use large geometric shapes, diagonal divisions, rectangles, circles, and overlapping color blocks. These shapes create movement and visual rhythm, similar to the changing patterns and improvisation found in jazz music.

The diagonal shapes help guide the viewer’s eyes through the compositions and create a sense of movement. Rectangles and strong vertical elements provide structure, while circles and curved shapes soften the overall appearance.

Musical instruments are also incorporated into the graphic designs as recognizable visual symbols. Saxophones, trumpets, piano keys, microphones, and musical figures help communicate the purpose of each exhibit without relying entirely on written descriptions.

The combination of geometric abstraction and recognizable musical imagery gives the museum a modern identity while maintaining a connection to the history of jazz and blues.

TYPOGRAPHY CHOICES

The typography uses bold, heavy, uppercase lettering to make the museum name, exhibit titles, and directional information easy to recognize from a distance.

The primary type style is a bold sans-serif with strong, simple letterforms. This creates a modern and approachable appearance while allowing the typography to compete visually with the colorful graphics.

The typography is intentionally large and prominent, especially on the museum logo and hanging banners. This improves readability and makes the designs effective in a busy museum environment.

Different sizes and arrangements of text establish a clear visual hierarchy. The most important information receives the largest lettering, while secondary information is smaller but remains easy to read.

The museum logo uses oversized lettering and varied color treatments to make the name itself an important part of the visual artwork.

IMAGE AND ILLUSTRATION STYLES

The image style combines simplified silhouettes, bold shapes, and recognizable musical instruments. Rather than using realistic photographs throughout the signage, the designs use flat graphic illustrations that are easier to recognize and reproduce across different applications.

This approach allows the imagery to feel consistent across the museum’s banners, logo, merchandise, and other promotional materials.

The illustrations also help communicate the subject matter of each exhibit quickly. For example, piano keys immediately suggest musical performance, while a trumpet or saxophone connects directly to jazz instrumentation.

The simplified imagery keeps the designs visually clean and prevents the graphics from overwhelming the exhibit titles.

INDIVIDUAL EXHIBIT DESIGN RATIONALE

Contemporary Jazz & Blues

The Contemporary Jazz & Blues exhibit uses a warm combination of orange, red, and dark brown. The piano-inspired graphic represents musical performance and connects the exhibit to the instruments used in modern jazz and blues. The strong diagonal shapes and bold colors communicate creativity, energy, and the continued evolution of the genres.

Jazz & Blues Through the Ages

This exhibit uses different shades of blue and purple to communicate history, emotion, and the lasting influence of jazz and blues. The silhouette of a singer represents the musicians and performers who helped develop these musical styles. The darker color palette creates a more historical atmosphere and distinguishes this exhibit from the brighter contemporary section.

Recording Studio Experience

The Recording Studio Experience banner uses teal and dark green-blue tones to create a modern, technology-focused appearance. The microphone illustration immediately communicates recording and sound production. The clean graphic style reflects the hands-on nature of the exhibit, where visitors can experience what it is like to record music.

INDIVIDUAL EXHIBIT DESIGN RATIONALE

Digital Jam Session Lab

The Digital Jam Session Lab uses purple and magenta to create an energetic and contemporary appearance. The waveform graphic represents sound, rhythm, and digital music production. The rounded vertical shapes resemble audio levels and sound waves, connecting the visual design to the interactive technology used in the experience.

Hall of Legends

The Hall of Legends uses orange, amber, and brown to create a warm and timeless appearance. The trumpet player silhouette represents the musicians who made important contributions to jazz and blues. The strong contrast and recognizable figure give the exhibit a sense of importance and celebrate the performers whose work helped shape music history.

INDIVIDUAL EXHIBIT DESIGN RATIONALE

Chicago Blues

The Chicago Blues exhibit banner uses an array of warm toned reds and features one of many iconic Chicago symbols, that being the maquis of the Chicago Theater. Using a well known symbol of both the city and the performing arts helps show how big of a deal blues was in Chicago, and how it helped create the melting pot of culture Chicago is today.

Legendary Recording Studios

The Legendary Recording Studios exhibit banner uses a variety of warm toned purples and features a vinyl record and needle. Vinyl records were the main form of listening to and sharing music during the eras of jazz and blues

Swing Era Ballroom

The Swing Era Ballroom exhibit banner uses a range of cool toned yellow/gold and features a graphic of two figures dancing. Jazz and blues music were some of the early genres the helped create swing dancing, a partner dance focused around using yours and your partners momentum to dance

INDIVIDUAL EXHIBIT DESIGN RATIONALE

Women in Jazz & Blues

The Women in Jazz and Blues exhibit banner uses a mix of cool toned blues and features a silhouette of a woman. The hairstyle and accessory are those of what performing women would wear when singing in clubs and theater's, very similar, if not the same of flappers.

Orientation Theater

The Orientation Theater banner uses an assortment of cool toned blues and features a graphic of film. The type of film shown is one of the many ways movies are symbolized, showing that this area will have some kind of informational movie about the history of jazz and blues.

MATERIALS FOR EXTERIOR MUSEUM SIGNAGE

- **Powder-coated aluminum**

Best for the main body, base, support frame, and raised details of the record player. Resists rust and weather when properly finished. Relatively lightweight and easy to fabricate into custom shapes. Can be finished in matte black, silver, bronze, or other colors. Works well for a permanent, three-dimensional installation.

- **High-pressure laminate (HPL)**

Best for the record label, museum title, informational text, and colorful artwork. UV-resistant graphic surfaces are available. Designed for demanding outdoor interpretive signage. Resists moisture and is easy to clean. Can maintain a professional museum-quality appearance.

- **UV-stabilized HDPE**

Best for sculptural details like the record disc, knobs, buttons, and other dimensional pieces. Handles moisture without rotting. Available in solid colors and different thicknesses. Can be CNC-routed into circular or custom shapes. Has no need for a conventional painted finish.

- **Stainless steel**

Best for hardware and fine details like mounting bolts, axles, brackets, and small engraved accents. Strong and corrosion-resistant. Creates a refined, industrial appearance. Useful for securing components against tampering.

- **Galvanized steel**

Best for a heavy-duty support base like the internal support frame or ground-mounted pedestal if the installation is large. Provides structural strength. Suitable for supporting a substantial freestanding sign. Can be finished with an exterior coating for added protection.

EXTERIOR MUSEUM SIGNAGE





MUSEUM MERCHANDISE



MATERIALS FOR INTERIOR EXHIBITION SIGNS

Polyester fabric

Best for: Large hanging banners throughout the museum.

Material: 100% polyester fabric, approximately 7-9 oz.

Printing: Dye-sublimation for vibrant, long-lasting colors.

Finish: Matte fabric to reduce glare from museum spotlights.

Durability: Wrinkle-resistant, lightweight, and reusable.

Safety: Specify fabric certified to NFPA 701 or the applicable local fire-code standard.

This would work especially well for your teal, purple, orange, and blue directional banners.

INTERIOR EXHIBIT SIGNAGE

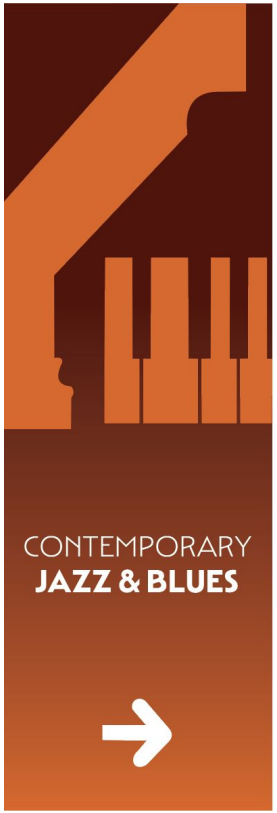








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