

BLUE NOTE®

Jazz and blues

Feeling blue

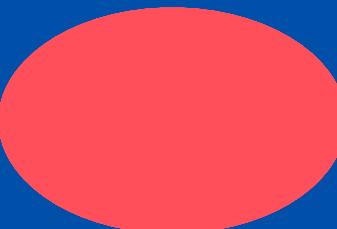
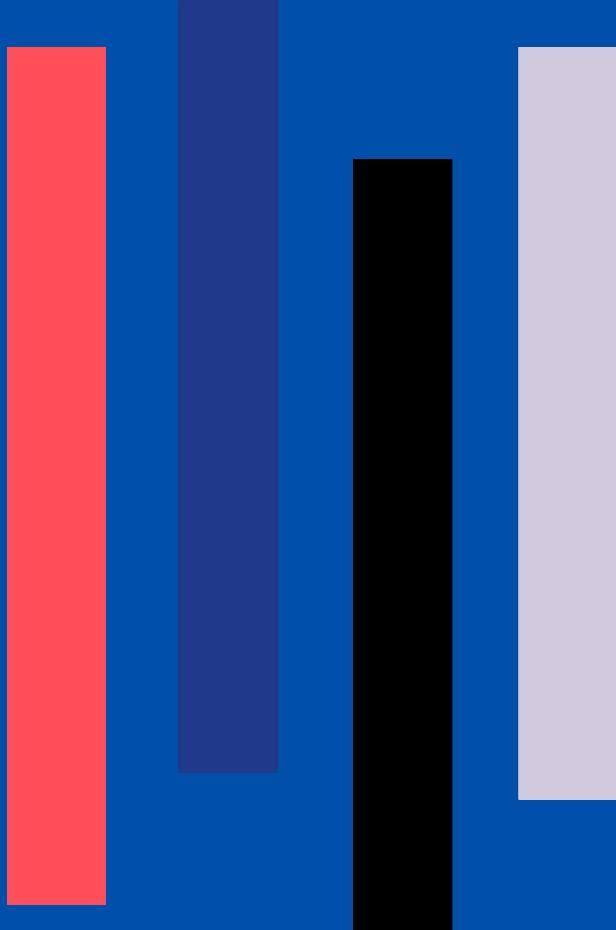
Minor key



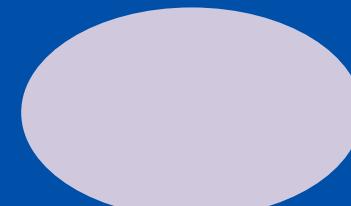
Harmonic
Longing
Wistful



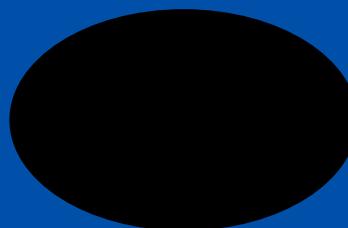
Color scheme



#f3525c



#d0cadd



#000000



#2f3e88

Typography

Neue Aurora

Neue Aurora was founded by C.E. Weber in ca. 1960 and it's a reworking of Weber's classic Aurora family in the style of Anzeigen Grotesk, Helvetica Inserat, Helvetica Ultra Compressed.

I chose to use Neue Aurora for the headlines since I think it goes well with the theme - I've seen it on the covers of jazz records.

Trade Gothic

Trade Gothic is a typoface designed by Jackson Burke. It got released in 1948. It was a response to sans serifs like News Gothic.

I chose to use it for the content because it's clear and easy to read. I also found pictures of some jazz records that use it and Neue Aurora together.

Blue Note

“Blue note” means a note that is either sung or played at a different pitch than standard. It’s mostly used in jazz and blues.



One of the most common jazz songs with a blue note is “Stormy Weather” by Harold Arlen.



The color blue has been used to symbolize sadness already back in 1300s. According to some sources, the first author to use the word “blue” when writing about sadness was Geoffrey Chaucer.

For me, feeling blue is the feeling you get when you’re missing something - it could be old times, a person, a phase in your life. It includes sadness, but more than that, it’s the melancholic and wistful feeling you get when you’re longing for memories.

A musical staff with five horizontal lines. A treble clef is at the beginning. The staff contains a series of notes: a whole note, a half note, a blue note (lowered), a quarter note, a blue note (lowered), a half note, a blue note (lowered), a quarter note, and a whole note. The third note from the left is highlighted in blue, representing a "blue note".

This can be also heard in jazz songs with the blue note. The songs are not necessarily sad, but they have this melancholic vibe in them. “Blue note” can also be defined as “a minor interval where a major would be expected”.

Image assets



small.jpg
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72 x 72
RGB



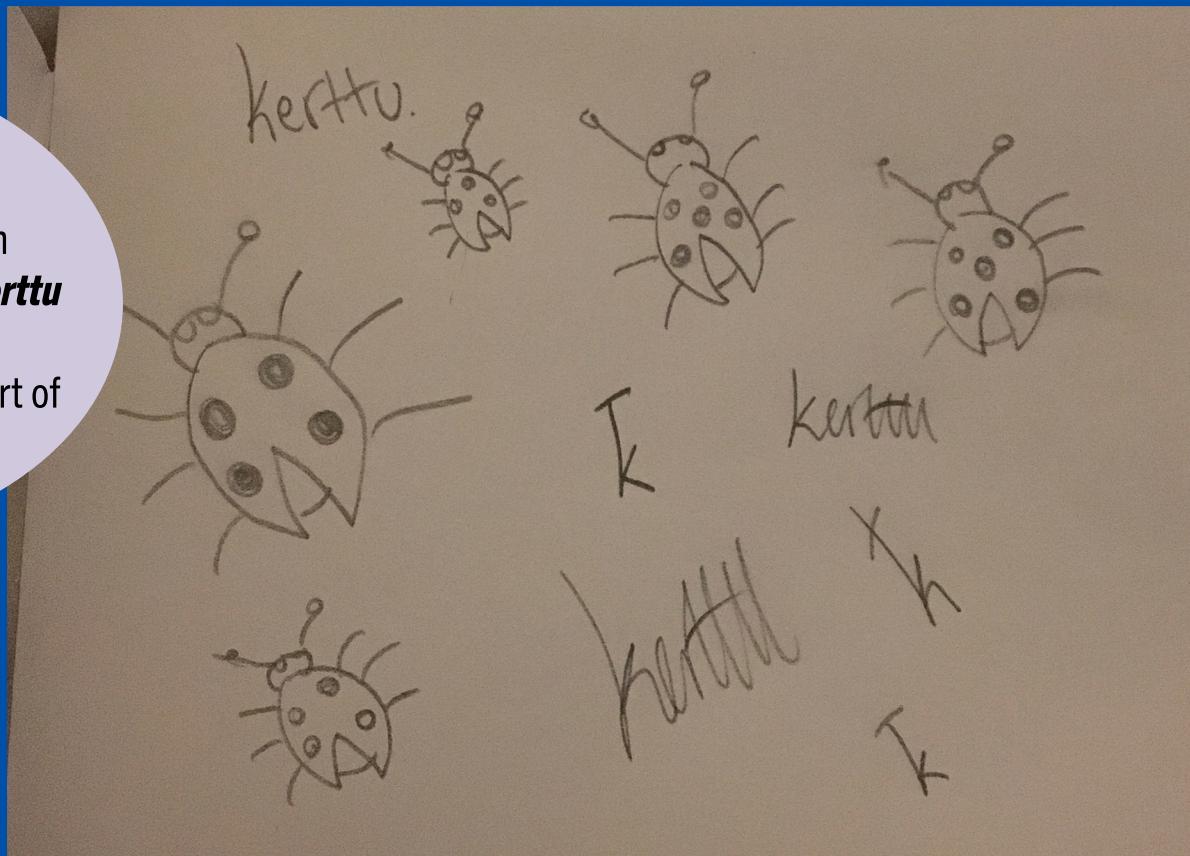
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(320 x 213)
72 x 72
RGB



large.jpg
(639 x 426)
72 x 72
RGB

Logo

I've always used the ladybug icon a lot, since the Finnish word for a ladybug is "leppä**kerttu**" and my name is Kerttu. It could be part be perhaps part of my logo.



Folders

