BOPSfest '17

2017 & BEYOND BRAND BOOK

TYPE 2 | BONDS | KYLE BACON

ABOUT THE PROJECT

HISTORY OF THE BRAND

PDX Jazz, the presenting organization of the Portland Jazz Festival, began operations in 2003 in preparation of the inaugural 2004 Jazz Festival. The Festival's mandate was established as a cultural tourism initiative to celebrate February's Black History Month by highlighting a series of jazz education and outreach programs.

TARGET AUDIENCE

The target audience is those who already love jazz, have an interest in jazz, students of jazz, and those who are slightly interested but not all that engaged. The main mission of PDX Jazz is to educate and create outreach opportunities to develop and inspire the next generation of jazz audiences, the audience should reflect that of a younger age bracket.

PROJECT GOALS

Create an engaging brand to help lower the barrier to entry to jazz and make it more accessible. "Making jazz hip again" is as succinct as one can put the goal for this campaign. Increase audience attendance and awareness. As well as spark interest in a younger audience.

THE SOLUTION

The project consists of three main pieces of a campaign, 1) an event booklet that highlights the headliners of the event 2) a poster that can serve as both a collectible and an advertisement and 3) a mobile ticketing and search experience to cater to a younger smartphone attached audience.

In the end all of the typography, imagery choices, layouts, and UX is all catered to a younger audience that will entice and invigorate one to want to attend one of these events, or at least spark interest to check it out. The brand is meant to be fun, expressive, vibrant, and youthful.
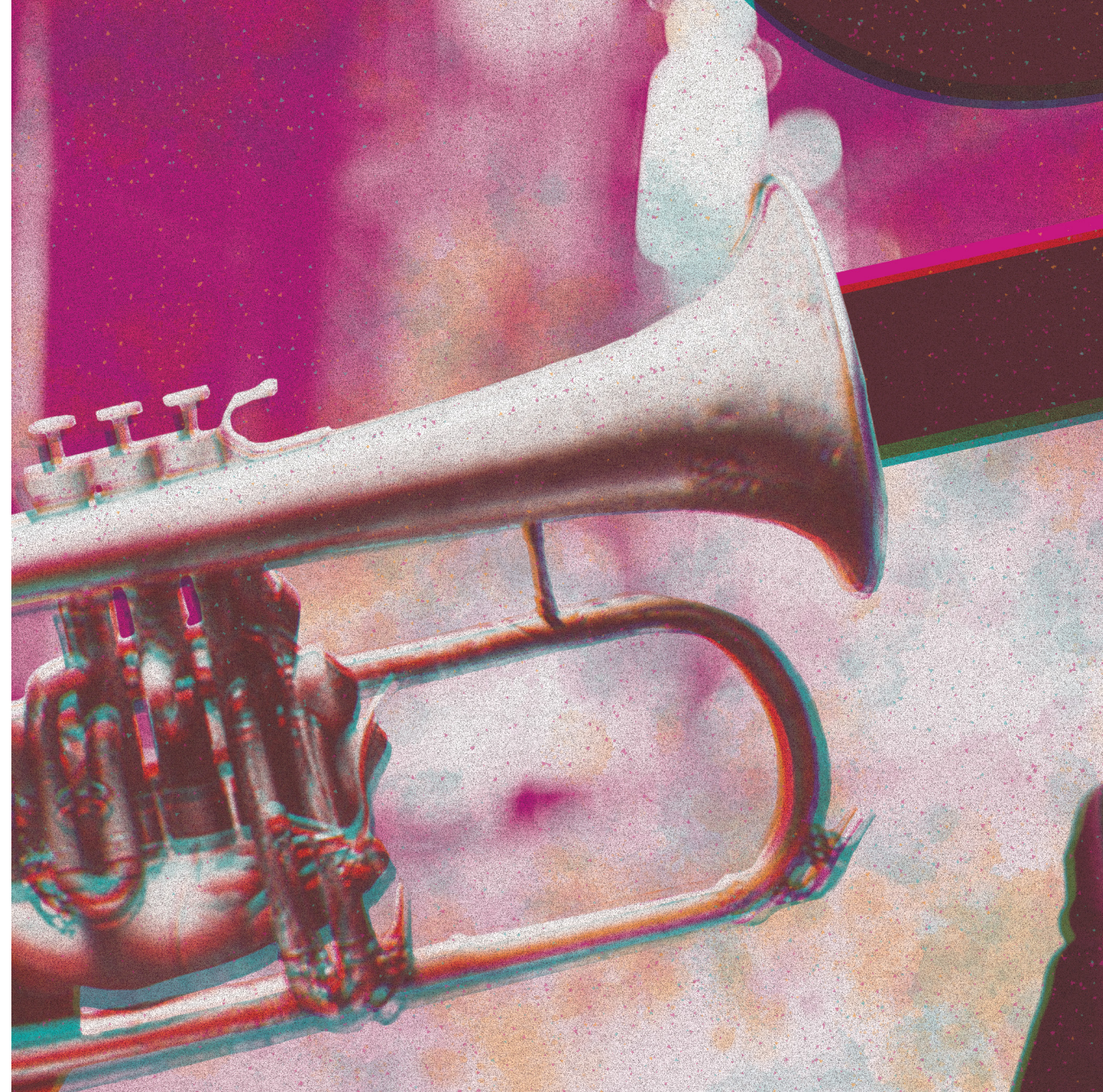
THE MARK

A simple wordmark that has a subtle treatment to the 'O' that shows energy and has a subtle microphone look from an iconographic standpoint. Below the main mark are different treatments and lockups that tie in directly to the imagery style applied throughout the brand and deliverables. Energy and youthfulness.

COLOR PALETTE

C:	000%
M:	050%
Y:	98%
K:	000%
#	f79321

C:	100%
M:	085%
Y:	038%
K:	032%
#	153057

C:	076%
M:	008%
Y:	036%
K:	000%
#	0cacac

C:	038%
M:	000%
Y:	007%
K:	000%
#	97d8e8

C:	045%
M:	001%
Y:	057%
K:	000%
#	92ca8f

C:	011%
M:	017%
Y:	100%
K:	000%
#	e7c71d

C:	020%
M:	100%
Y:	013%
K:	000%
#	c7187e

C:	004%
M:	098%
Y:	084%
K:	001%
#	e12536

C:	002%
M:	000%
Y:	005%
K:	000%
#	e9eef1

TYPOGRAPHY

Aa Muller Light/Bold
ABCDEFGHIJKLN
OPQRSTUVWXZ

Aa DIN Medium Alternate
ABCDEFGHIJKLN
OPQRSTUVWXZ

Aa Tisa Pro Family
ABCDEFGHIJKLM
NOPQRSTUVWXZ

IMAGERY STYLE

Both the typography and the imagery lends to a style that is youthful and full of energy. It also lends itself to strong self expression. The energy of offsetting three brand colors on a contrasting background to create a 3D-esque feel, as well as creating imagery on what could be a static page or layout. The typography to the left is modern, strong, and youthful. It is easy to read in many contexts and builds a base for communication.
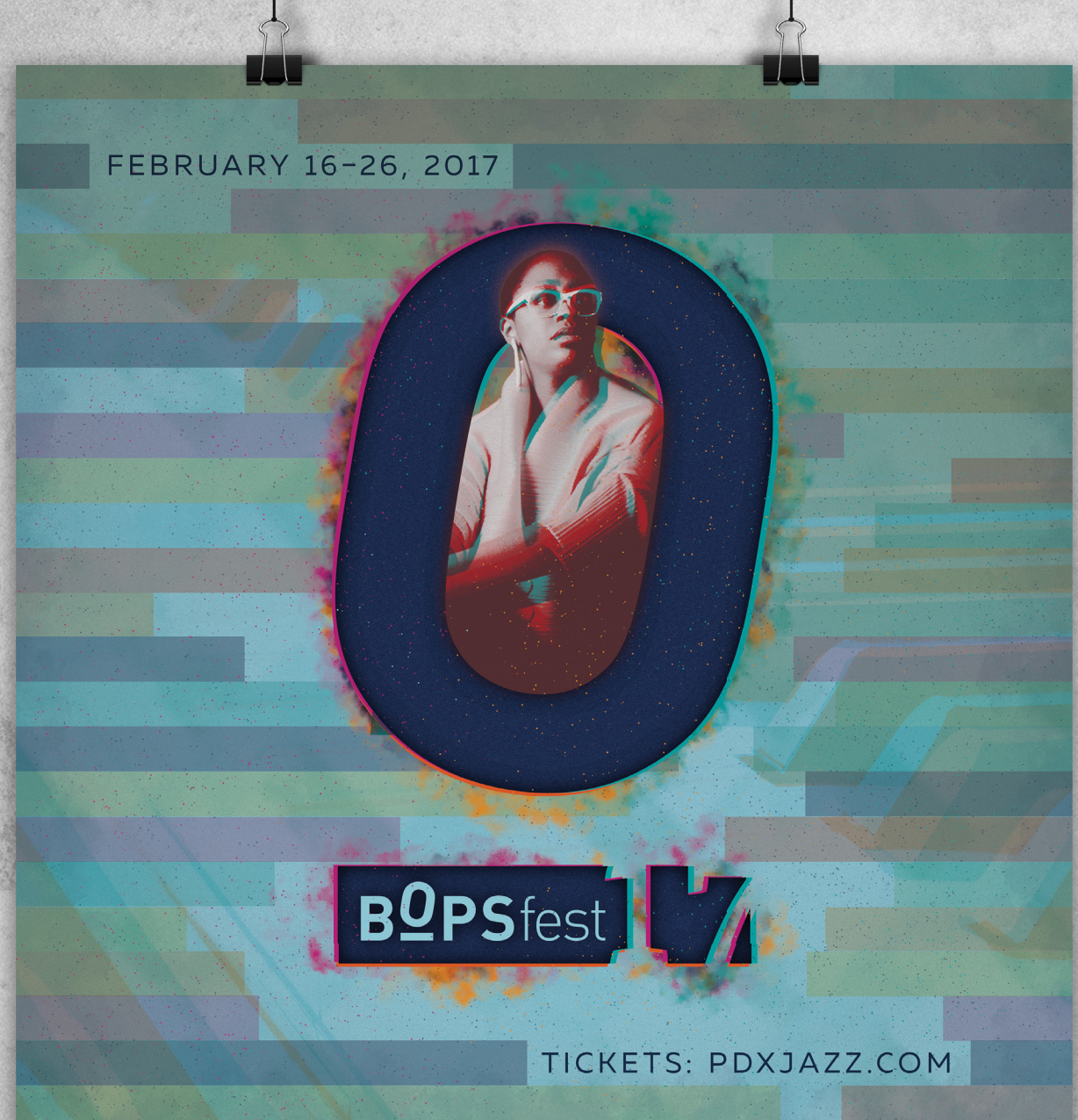
EVENT BOOK

Designed with the app in mind, each event page has a main call to action to purchase tickets at any point by searching or scanning the event ID to make this mailer interactive and as useful as possible in a world that is less print heavy.
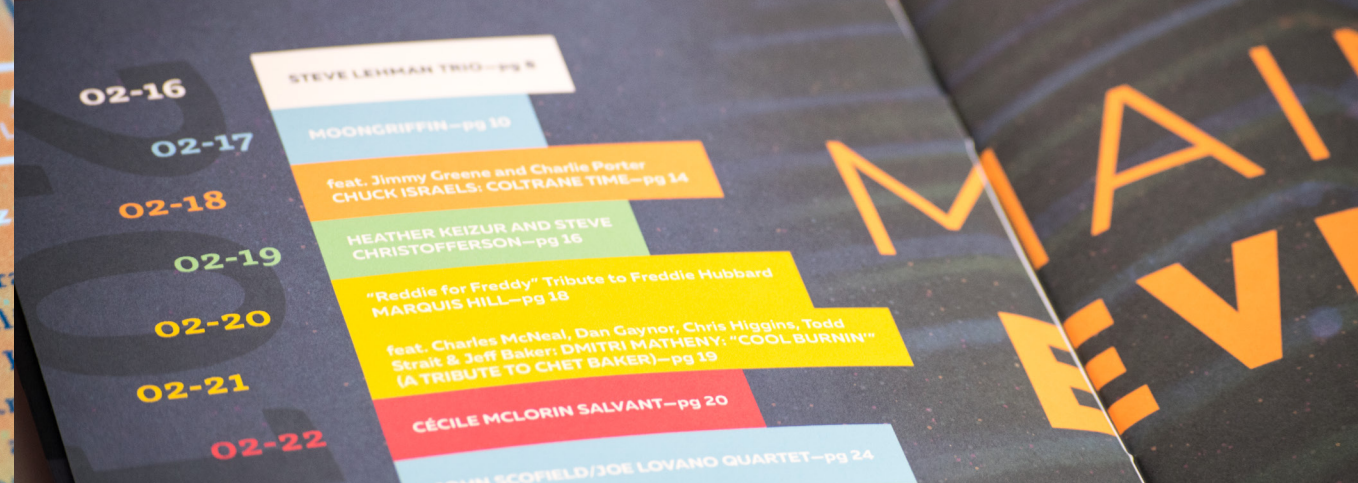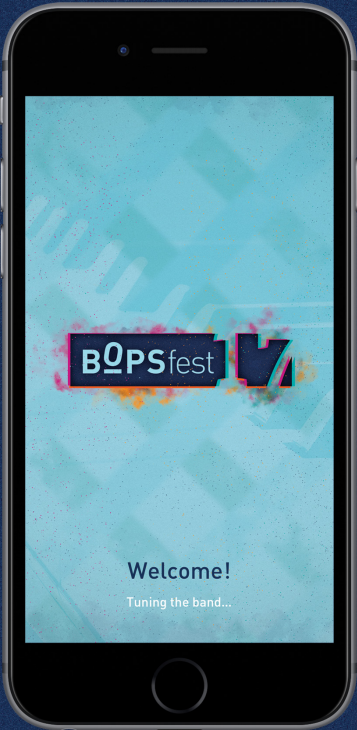
MAIN POSTER

A simple and easy to digest poster to be used either as a collectible print to be sent out with the mailer or hung up in key venues to spark interest of the viewer. Has a simple call-to-action to look at tickets online. The poster's goal was to spark interest rather than be an end all by all interaction point.
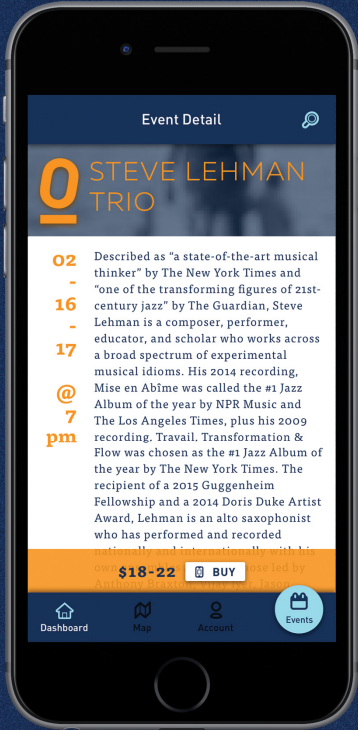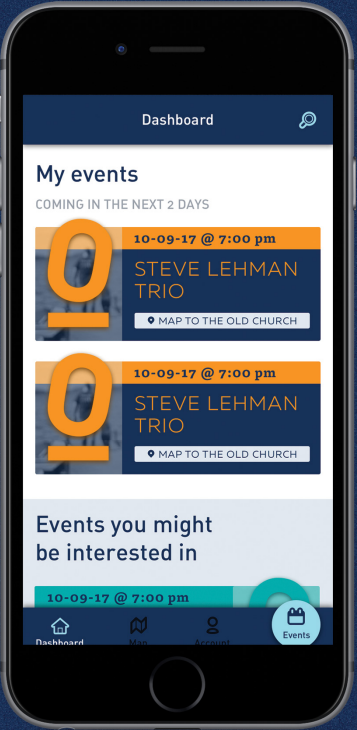

FEBRUARY 16–26, 2017
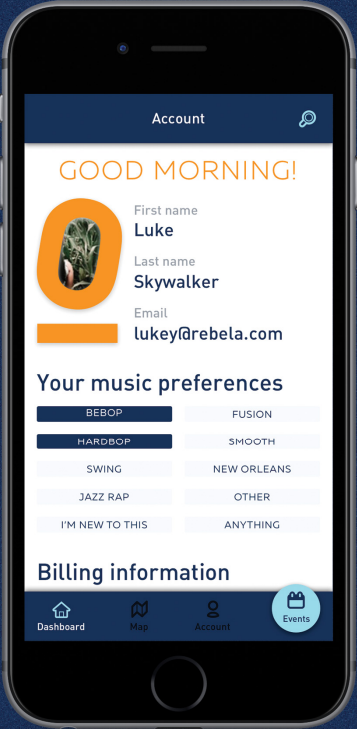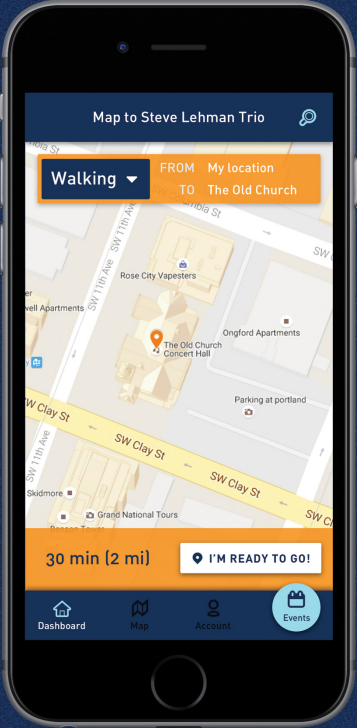
BOPSfest'17

TICKETS: PDXJAZZ.COM

MOBILE APP

A dashboard that has both events one has bought tickets for, and an easy way to get navigate to the venue. This screen will also show events based on the user's music interests and purchase history.

BOPSfest

Welcome!

Tuning the band...

Simple loading screen to welcome one to the app as it prepares the data to be displayed.

Dashboard

My events

COMING IN THE NEXT 2 DAYS

10-09-17 @ 7:00 pm
STEVE LEHMAN TRIO
📍 MAP TO THE OLD CHURCH

10-09-17 @ 7:00 pm
STEVE LEHMAN TRIO
📍 MAP TO THE OLD CHURCH

Events you might be interested in

10-09-17 @ 7:00 pm

Dashboard · Map · Account · Events

BOPSfest Events

FILTERS

Date · Time · Location · List view

10-09-17 @ 7:00 pm
STEVE LEHMAN TRIO
$18-22
📍 THE OLD CHURCH
Described as "a state-of-the-art musical thinker" by The New York Times and "one of the ...
BUY

10-09-17 @ 7:00 pm
STEVE LEHMAN TRIO
📍 THE OLD CHURCH
Described as "a state-of-the-art musical thinker" by The New York Times and "one of the ...
$18-22
BUY

Dashboard · Map · Account · Events

Event Detail

STEVE LEHMAN TRIO

02 - 16 - 17 @ 7 pm

Described as "a state-of-the-art musical thinker" by The New York Times and "one of the transforming figures of 21st-century jazz" by The Guardian, Steve Lehman is a composer, performer, educator, and scholar who works across a broad spectrum of experimental musical idioms. His 2014 recording, Mise en Abîme was called the #1 Jazz Album of the year by NPR Music and The Los Angeles Times, plus his 2009 recording, Travail, Transformation & Flow was chosen as the #1 Jazz Album of the year by The New York Times. The recipient of a 2015 Guggenheim Fellowship and a 2014 Doris Duke Artist Award, Lehman is an alto saxophonist who has performed and recorded

$18-22   BUY

Dashboard · Map · Account · Events

Events

FILTERS

Date · Time · Location · Calendar view

FEBRUARY 2017

SUN	MON	TUE	WED	THU	FRI	SAT

Multiple ways to view events and the schedule of the entire festival, will be updated yearly as will the logo with the last two digits of the year. The event detail page makes it easy to learn more and buy tickets.
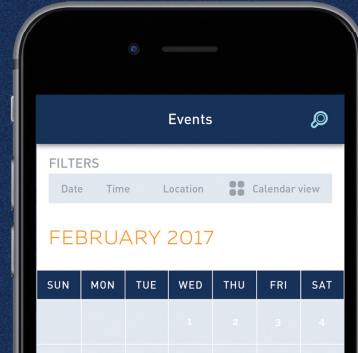
A map tightly integrated with Google Maps for a familiar experience and to reduce development time. A more reliable map API than most. Walking, driving, and transit will be key travel modes.

Account

GOOD MORNING!

First name
Luke

Last name
Skywalker

Email
lukey@rebela.com

Your music preferences

BEBOP	FUSION
HARDBOP	SMOOTH
SWING	NEW ORLEANS
JAZZ RAP	OTHER
I'M NEW TO THIS	ANYTHING

Billing information

Dashboard · Map · Account · Events

Map to Steve Lehman Trio

Walking ▾ FROM My location
          TO The Old Church

Rose City Vapesters
The Old Church Concert Hall
Parking at portland
SW Clay St
Grand National Tours

30 min (2 mi)   ● I'M READY TO GO!

Dashboard · Map · Account · Events

Simple account page for the user to enter billing information and notate their preferences to better tailor the event discovery process.