

THE SOUND UNDERGROUND

JAZZ, TEXAS

The new pulse of the historic Pearl Brewery.

HILMY

SERVICES

BRANDING

PRINT PRODUCTION

INTERIOR CONSULTING



SUMMARY

Based in San Antonio, TX, the South Texas Jazz Quartet lives at the intersection of Texas and American Jazz. It had been said that they play Jazz songs Country and Country songs Jazz. Influenced by great artists like Duke Ellington, Willie Nelson, George Gershwin and Bob Wills, they seek to reflect their time and place. Their time is today, and their place is Texas.

THE PROBLEM →

CREATE A
SYMBOL THAT
SPOKE TO JAZZ
AND THE TRUE
ROOTS OF
TEXAS LORE

TARGET MARKET

The innate sophistication that this undertaking possessed called for the target demographics to be skewed toward a clientele that would appreciate the unique aesthetic appeal that the location would emit. We would aim design elements to be marketed toward professional individuals in their late 20's to 50's and couples who were looking for an intimate setting to come together for quality food, drink, and music.

CONCEPTUALIZATION

The scope of the project involved developing a personality for the space and a strategy for visually representing this identity in every physical aspect. In keeping with the clients vision, our challenge was to realize the visual and emotional existence of the setting and design a solution to illustrate the strategy in a single intelligible mark. The experience had to evoke the life and excitement of jazz while also instilling an unabashedly Texan attitude.

A musical tuning fork is married into a setting sun on the plateaued West Texas desert. The logo features the Rise beside a customized serif typeface to evoke a modern visioning of an Old West desert town's saloon filled streets. (Reference **FIGURE 1.A**)

FIGURE 1.A



+



+



THE JAZZ, TEXAS “RISE”

The Jazz, Texas mark, called the “Rise”, would be the definitive visual representation of the identity and would have to communicate nonverbally the ‘voice’ of the establishment. To accomplish this, thematic, as well as physical elements were implemented from the reference material. A musical tuning fork is married into a setting sun on the plateaued West Texas desert. The logo features the Rise beside a customized serif typeface to evoke a modern vision of an upscale Old West saloon.

THE SOLUTION



PACKAGING DESIGN



FIGURE 2.A

THE RECORD SPINS

A rendering of an album cover was drafted and produced that will be used to house the live performance records for sale. Vintage jazz covers were studied and themes were integrated with the brand of Brent's own 'Texas Style' jazz. The result is a piece of art that serves as a testament to the level of detail the project begged. (Reference **FIGURE 2.A**)

INTERIOR DESIGN CONSULTING

An additional service provided to Jazz, Texas was assisting with piecing together the accompanying visual elements filling the space. Examples of chairs, tables, light fixtures, and tiles were compiled and presented to the proprietor and architectural firm to aid in the overall theme of melding class with grit.

