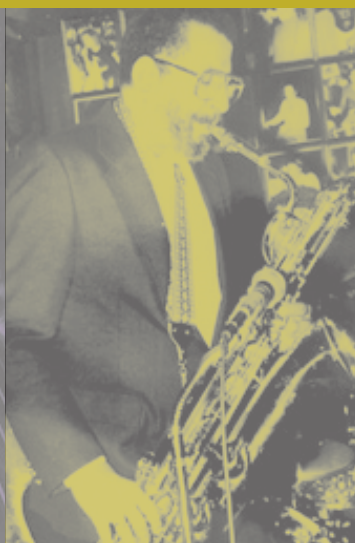




SAVANNAH JAZZ FESTIVAL



Savannah Jazz has had a plethora of different logos and advertisement campaigns that try to capture a more modern and contemporary appearance. All of which have ranged from being mediocre ensembles of photoshop and clipart to absolute masterpieces of design. But, while it does make sense to include more modern styles of design to represent your association and corresponding jazz festival, there are many different avenues that we can take in regards to the style within this case for Savannah Jazz, and it all stems from the history of the city of Savannah.

SAVANNAH JAZZ FESTIVAL

Savannah is one of the nation's oldest cities, with it being established in 1733, and its historical significance has only deepened into the heritage of the city and the people who live there. One aspect of Savannah history that many people take pride

in is the city's important role in facilitating the growth of significance and popularity of jazz. During the rise of jazz in the 1920s, Savannah was one of the most prominent cities in the nation, or even the world, to witness the avant garde of jazz and its offspring of new music.

Without Savannah's eminent role in harboring the expansion of jazz, we would not have had jazz icons such as **Joe "King" Oliver, Johnny Mercer, James Moody, Ben Tucker, and Teddy Adams**. To honor their legacy, the style of design I decided to build is one that is heavily inspired by the art style used back in the 1920s to promote the significance jazz, especially since this will be the 39th Savannah Jazz festival that will be held and that this is the year that marks the 100 year anniversary of the start of the Roaring 20s.

SAVANNAH
JAZZ
FESTIVAL

SAVANNAH
FESTIVAL **JAZZ**

SAVANNAH
JAZZ
FESTIVAL

SAVANNAH
FESTIVAL **JAZZ**

SAVANNAH
JAZZ
FESTIVAL

SAVANNAH
FESTIVAL **JAZZ**

SAVANNAH
JAZZ
FESTIVAL

SAVANNAH
FESTIVAL **JAZZ**

SAVANNAH
JAZZ
FESTIVAL

SAVANNAH
FESTIVAL **JAZZ**

SAVANNAH
JAZZ
FESTIVAL

SAVANNAH
FESTIVAL **JAZZ**

LOGO DESIGN

SAVANNAH
FESTIVAL **JAZZ**



SAVANNAH
FESTIVAL **JAZZ**

TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ Aficionado Regular
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ Aficionado Italic
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ Universe Regular
abcdefghijklmnopqrstuvwxyz
1234567890

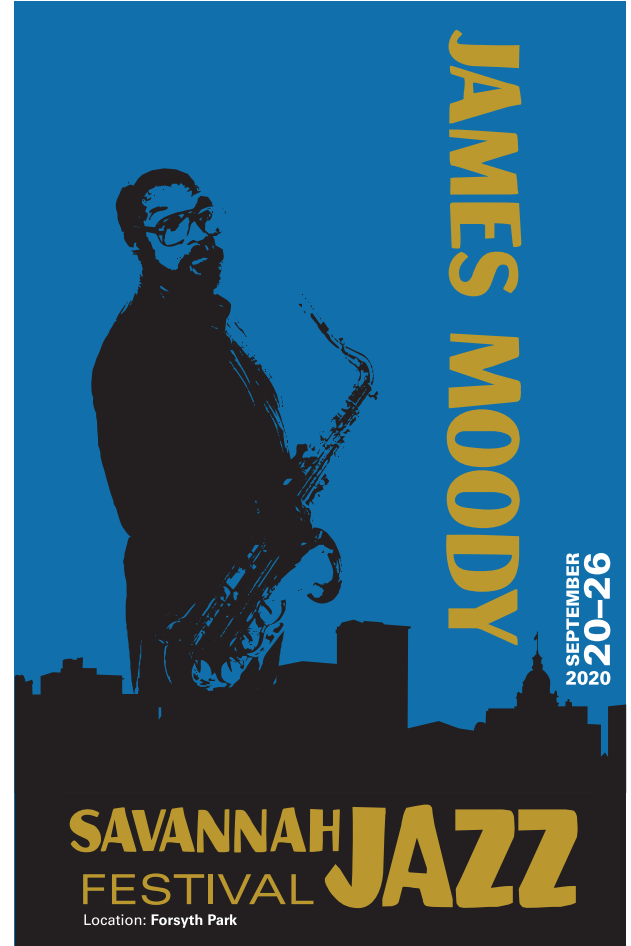
COLOR PALETTE

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ad8040	ba9721	b72085
87, 24, 100, 13	27, 36, 99, 3	28, 99, 7, .3
PMS 348	PMS 618	PMS 241

POSTER DESIGN



TEDDY ADAMS




SEPTEMBER
20-26
2020

SAVANNAH JAZZ
FESTIVAL

Location: Forsyth Park

**QUENTIN
E. BAXTER**



SEPTEMBER
20-26
2020

SAVANNAH JAZZ
FESTIVAL

Location: Forsyth Park

JABBO SMITH



SEPTEMBER
20-26
2020

SAVANNAH JAZZ
FESTIVAL

Location: Forsyth Park

BEN TUCKER



SEPTEMBER
20-26
2020

SAVANNAH JAZZ
FESTIVAL

Location: Forsyth Park

JABBO SMITH

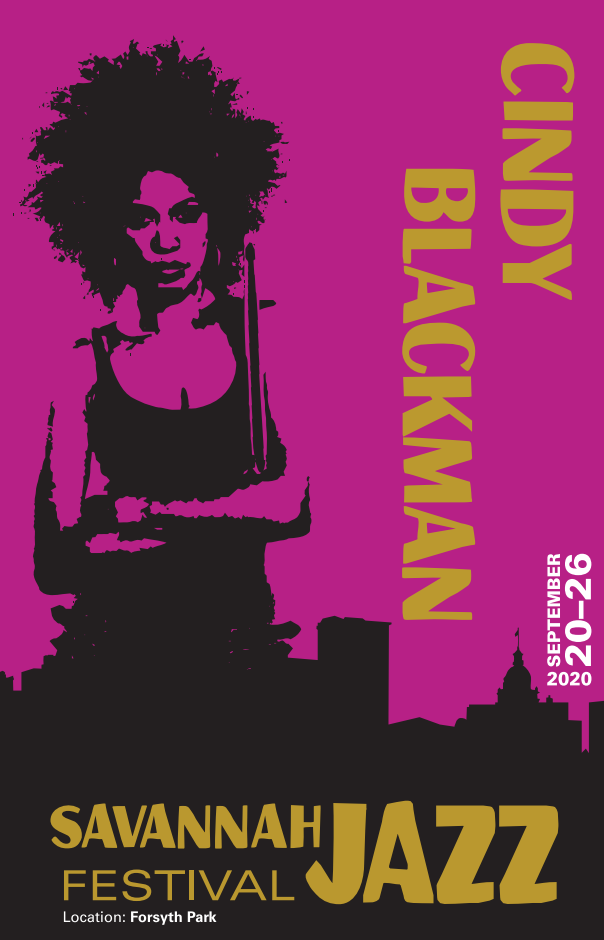


SEPTEMBER
20-26
2020

SAVANNAH JAZZ
FESTIVAL

Location: Forsyth Park

**CINDY
BLACKMAN**



SEPTEMBER
20-26
2020

SAVANNAH JAZZ
FESTIVAL

Location: Forsyth Park



2 SEPTEMBER
2020
20-26

SAVANNAH
FESTIVAL **JAZZ**



2 SEPTEMBER
2020
20-26

SAVANNAH
FESTIVAL **JAZZ**



2 SEPTEMBER
2020
20-26

SAVANNAH
FESTIVAL **JAZZ**



23 SEPTEMBER
2020 20-26

SAVANNAH
FESTIVAL **JAZZ**



23 SEPTEMBER
2020 20-26

SAVANNAH
FESTIVAL **JAZZ**



23 SEPTEMBER
2020 20-26

SAVANNAH
FESTIVAL **JAZZ**

SAVANNAH JAZZ
FESTIVAL



**JAMES
MOODY**

2020 SEPTEMBER
20-26



SAVANNAH JAZZ
FESTIVAL



**QUENTIN
BAXTER**

2020 SEPTEMBER
20-26



SAVANNAH JAZZ
FESTIVAL



**TEDDY
ADAMS**

2020 SEPTEMBER
20-26



SAVANNAH
FESTIVAL **JAZZ**

**CINDY
BLACKMAN**



2020 **SEPTEMBER
20-26**

SAVANNAH
FESTIVAL **JAZZ**

**BEN
TUCKER**



2020 **SEPTEMBER
20-26**

SAVANNAH
FESTIVAL **JAZZ**

**JABBO
SMITH**



2020 **SEPTEMBER
20-26**







SEPTEMBER
20-26
2020

SAVANNAH JAZZ
FESTIVAL

Location: Forsyth Park




**JAMES
MOODY**

SEPTEMBER
20-26
2020

SAVANNAH JAZZ
FESTIVAL

Location: Forsyth Park



TEDDY ADAMS

SEPTEMBER
20-26
2020

SAVANNAH JAZZ
FESTIVAL

Location: Forsyth Park

3/4 Vertical in Connect Savannah
7.095"x10.5"

SOCIAL MEDIA ADS



1200 x 628 pixels, 72 dpi, RGB
Facebook



MERCHANDISE



MERCHANDISE

