

Seit 1988 feinsten Jazz aus Karlsruhe

UP TO DATE

JAZZ BIGBAND

e. V.

A Brand New Brand for a Big Old Band

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We are a local Jazz Bigband which is becoming a registred association and after nearly 30 years of playing, we want to professionalize our visual identiy.

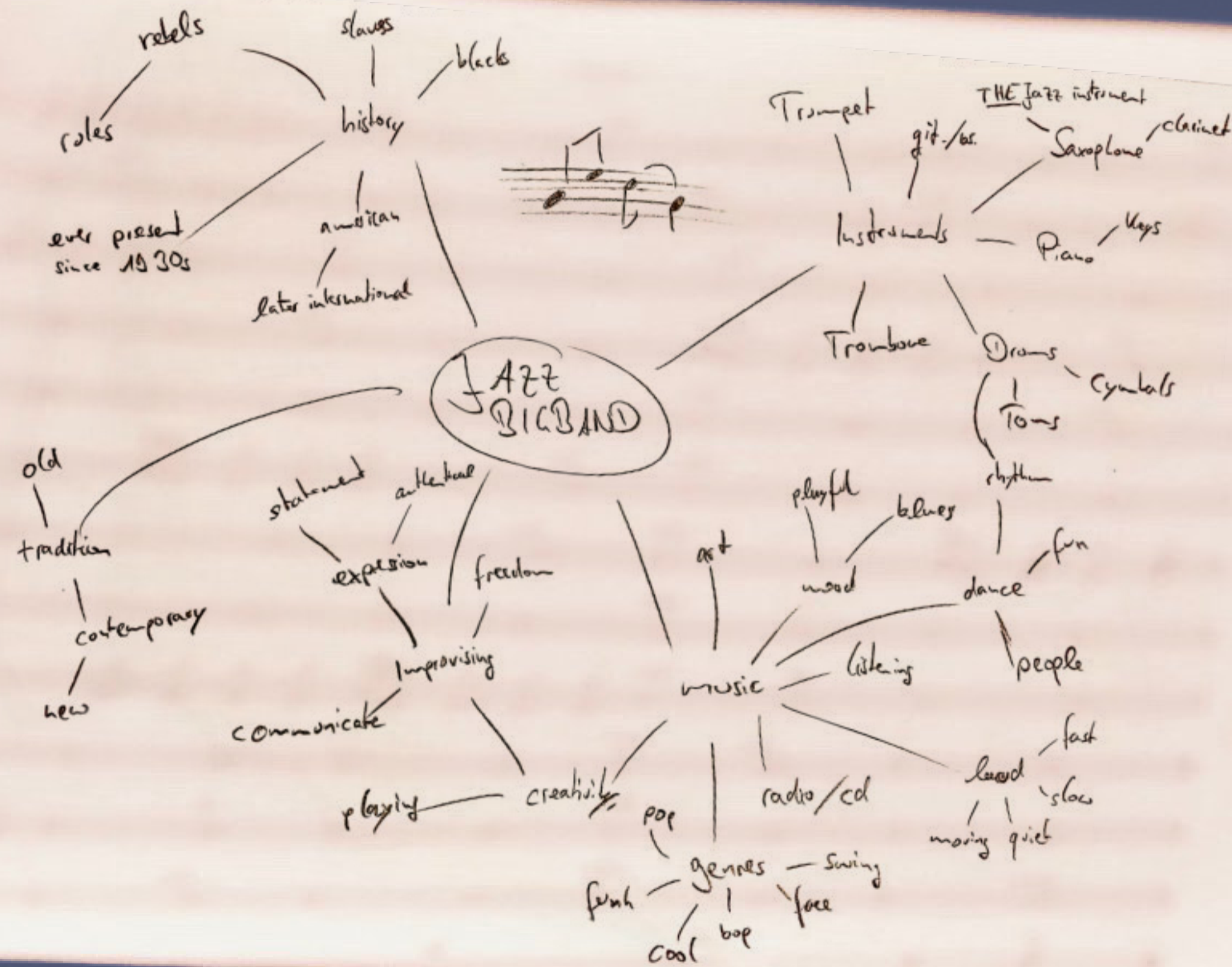


Band History

Back in the late 1980s, four jazz fans founded our band with their friends. They played the music they loved and which was new at that time in Germany. Over the years they kept their passion alive and we played nearly every sub-genre of big band jazz music: from traditional composers and bandleaders like Glenn Miller ("In The Mood") and Benny Goodman ("Sing, Sing, Sing") to songs of the fabulous Frank Sinatra featuring the Count Basie Orchestra ("Fly Me To The Moon") to modern and contemporary big band jazz music.

In Germany in the 2000s, there was a "revival" of big band jazz: Many foreign artists played the old songs again and created new songs in the traditional big band style, some of them with German lyrics. Since then, the band was able to play more concerts than ever, in front of bigger audiences than ever before. In order to professionalize, we decided to become a registered association and create a visual identity for our big band.

Mindmapping Ideas



Naming Options

Jazz Bigband Rüppurr

States genre, band size and geographical origin of the band. Many big bands in Germany have names like this.

Rhythm 'n' Brass

States a very generic description of the musical style, does not really communicate clearly that the band is playing jazz music.

Up To Date Bigband

States musical direction, but not as narrow, has subtle message that this kind of music still is up-to-date ("Up To Date" was a well known bigband song, the theme song of a spots show on TV since the 1960s until today).

Character of the Band

Bold,

becuase the band is very big and its sound is loud.

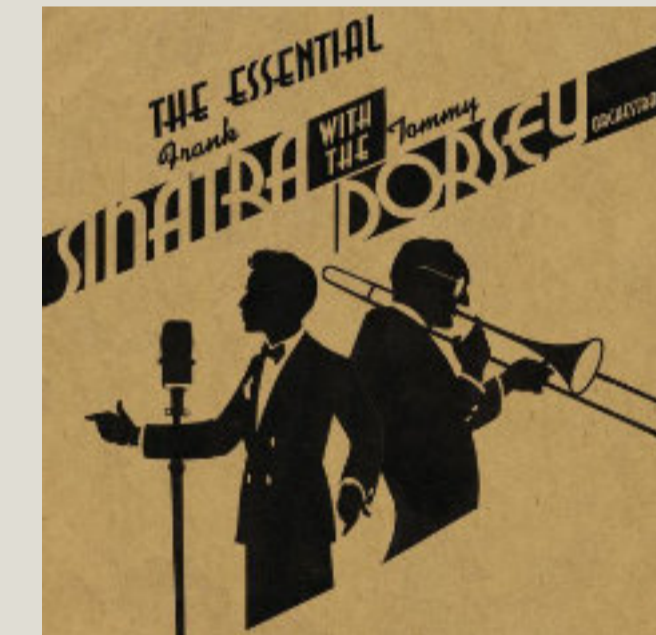
Vintage,

becuase the band plays traditional bigband music.

Expressive,

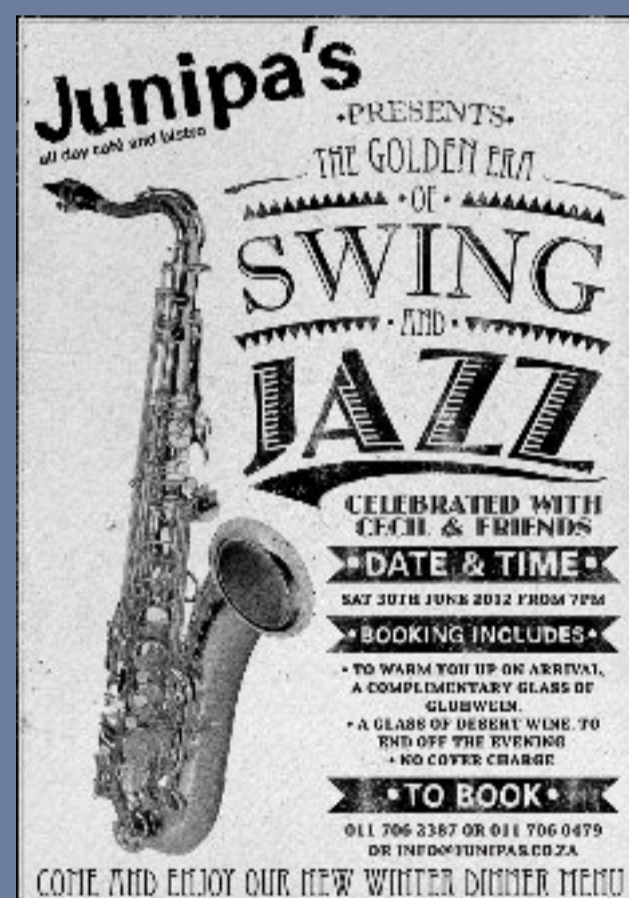
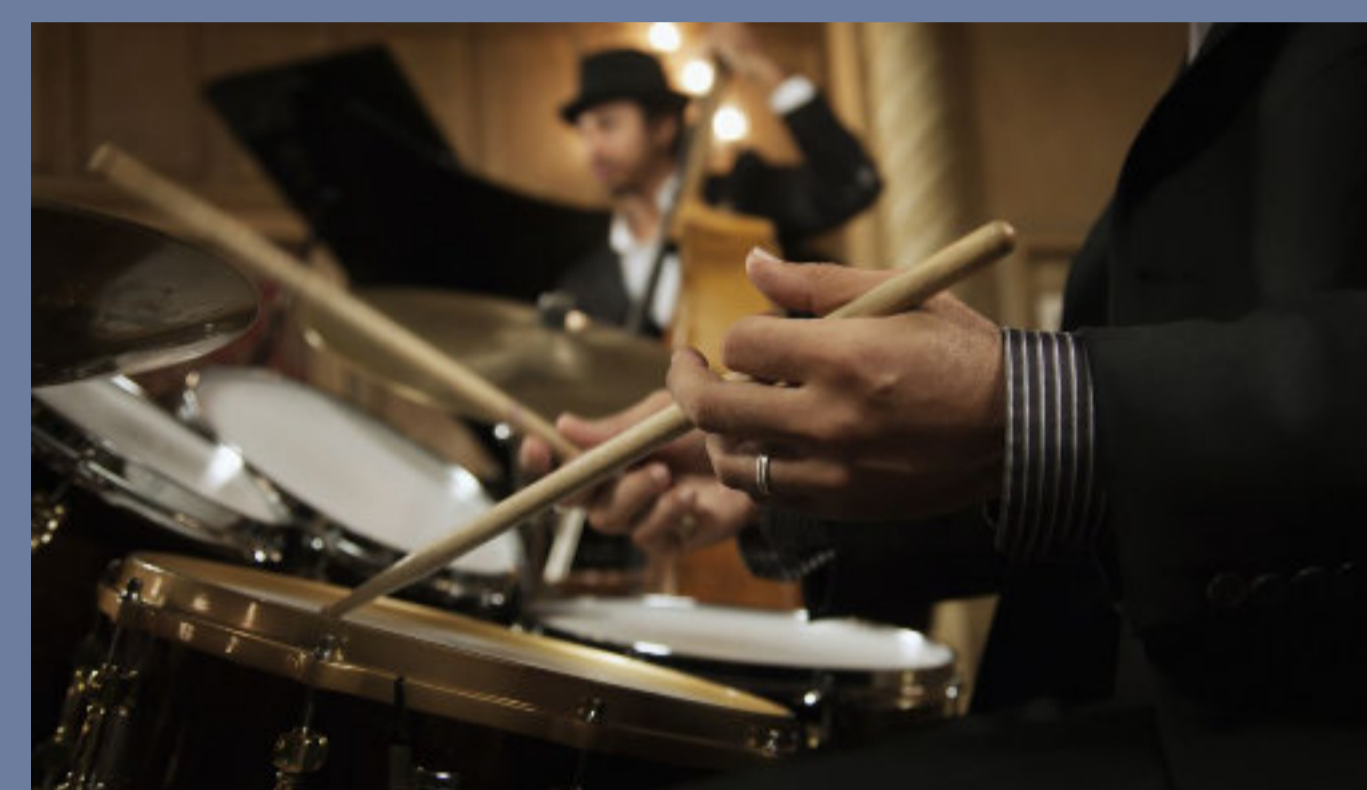
becuase jazz music is one of the most individual styles due to huge improvisation parts.

Mood Board: Past References



Back in the days, most bands were named after their bandleader, e.g. Count Baise or Benny Goodman.

Mood Board: Contemporary References



Today, most Bigbands still hold on to a vintage-like style due to the origin of bigband jazz in the 1940s.

Competitors

There are some competitors in our region.
We aim to avoid similarities to our b(r)and:



FH-Bigband
Bigband der Fachhochschule Kaiserslautern



Type Exploration

UP TO DATE

Typeface: BEBAS NEUE

Straight, bold, timeless, clean.

Up To Date

Typeface: Upper Eastside

Somewhat “arty” and traditional, looks like from the 1920s.

UP TO DATE

Typeface: BAZAR

Similar to Bebas Neue, but a bit more asymmetrical. Appears quite tall and has more variations in its letterforms.

UP TO DATE

Typeface: BARRIO

Looks very playful, resonates to the diversity of the band and jazz music itself.

Up To Date

Typeface: Josefin Slab

Originally from the 1920s, very clean and thin.

Type Variation

UP TO DATE

The band is big,
bold and loud.

UP TO DATE

The band plays
on stages: lights up,
shadows on the floor.

UP TO DATE

The band plays under
one roof.

UP TO DATE

The band plays high
and long notes.

Up To DATE

The band members
are different and
everyone brings his
or her personality
with them.

Type Refinement

Drop shadow

UP TO DATE

Justified right edge of the E

UP TO DATE

Changed tracking

UP TO DATE

Added arrows

UP TO DATE

Varying letter height, U and E are framing the whole band

UP TO DATE

Final Logotype

UP TO DATE

Colors

After Midnight

#11151B

Blue Trane

#3B4381

Ground Blues

#927977

Smokey Bar

#6C7D9E

Soft Amber

#C6AE9F

Moon Light

#CED9E6

Early Mist

#E0DDD4

Additional Typefaces

UP TO DATE

For Headlines & Slogan

Dies ist ein Typoblindtext. An ihm kann man sehen, ob alle Buchstaben da sind und wie sie aussehen. Manchmal benutzt man Worte wie *Hamburgetypes, Rafgenduks* oder *Handgloves*, um Schriften zu testen. Manchmal Sätze, die alle Buchstaben des Alphabets enthalten – man nennt diese Sätze »Pangrams«. Sehr bekannt ist dieser: *The quick brown fox jumps*

over the lazy old dog. Oft werden in Typoblindtexten auch in 25 oder mehr als 3000 fremdsprachige Satzglieder eingebaut (*AVAIL®* and *Wefox™* are testing aussi la Kerning), um die Wirkung in anderen Sprachen zu testen, ob alle Buchstaben da sind und wie sie aussehen. Manchmal benutzt man Worte wie *Hamburgetypes, Rafgenduks.*

BAZAR

Logo only

Cookie

Headlines & Slogan

Buenard

Body Text

Final Logo

Logo in three different sizes for different usecases:



Full

Posters, Billboards, Website



Medium

Business Cards, Stickers, T-Shirts



Small (monochrome)

Stamp for sheet music of the band's original arrangements

Imagery



What makes our concerts special...

As we are named after a popular jazz title, we play that particular song "Up To Date" by Thomas Reich as played by Max Greger for "Das Aktuelle Sportstudio", one of the most watched sports shows in Germany.

Listen to it here:

https://www.youtube.com/watch?v=hQAodVR_oGE

Mockups - Rollups on Stage



Mockups - T-Shirts



Mockups - Office & Print



Mockups - Advertising Pillar

Additional Typeface for better readability on
Posters and Billboards:

Open Sans Condensed





Up To Date Bigband was founded nearly 30 Years ago.
We'll be around another 30 years, playing the most fabulous music on earth.

Brand Development Guide by David Lohner

Visit the band: <https://facebook.com/uptodatebigband/>