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ISSUE №82

2ND INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE

SCIENCE AND TECHNOLOGY: THEORY, PRACTICE AND PROGRESS

MAY 27-29, 2026
KRAKOW, POLAND

UDC 001(08)

Science and Technology: Theory, Practice and Progress. Collection of Scientific Papers with Proceedings of the 2nd International Scientific and Practical Conference. International Scientific Unity. Krakow, Poland. May 27-29, 2026.

ISBN 979-8-89704-978-3 (series)
DOI 10.70286/ISU-27.05.2026

The conference is included in the Academic Research Index ReserchBib International catalog of scientific conferences.

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ISBN 979-8-89704-978-3

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FEATURES OF DEVELOPING A JAZZ BAR'S IDENTITY AS A MEANS OF CREATING A UNIQUE VISUAL IMAGE FOR THE ESTABLISHMENT

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Abstract. This paper examines the characteristics of creating a jazz bar's visual identity as a key element in shaping the establishment's brand. It explores the specifics of visual communication in jazz culture and identifies the main elements of the brand's visual style and the media through which the visual identity is conveyed. The influence of color schemes, typography, logos, and graphic elements on the perception of a jazz bar's atmosphere is analyzed. Particular attention is paid to the role of identity in establishing an emotional connection with visitors and the establishment's competitiveness. As a result of the study, recommendations were formulated for the development of an effective identity for a jazz bar.

Key words: identity, corporate identity, jazz bar, branding, visual communication, logo, design, corporate identity materials, color schemes, typography.

Introduction. Introduction. In today's restaurant and entertainment industry, an establishment's visual identity plays a crucial role. Visual identity is not only a means of brand recognition but also a tool for creating an atmosphere and an emotional connection with the audience. This is especially true for themed establishments, particularly jazz bars, where the visual component must reflect the aesthetics of the musical genre, cultural heritage, and the unique character of the space.

Jazz, as a musical phenomenon, is associated with freedom, improvisation, elegance, and an intimate atmosphere. Therefore, a jazz bar's identity should combine retro motifs, refined graphics, and emotional design. A successful brand identity helps the establishment stand out from competitors, builds a positive image, and enhances brand recall.

Research Objectives and Tasks. The objective of this study is to identify the characteristics of a jazz bar's identity formation and to analyze its main elements and carriers. To achieve this goal, the following tasks must be completed: analyze the concept of identity and its role in the branding of establishments; identify the characteristics of a jazz bar's visual style; characterize the main elements of the corporate identity; examine the carriers of identity and their functions; and determine the principles of effective jazz bar design.

The relevance of the topic stems from the growing competition among food service and cultural leisure establishments. Modern market conditions require brands

to create a unique visual image capable of not only attracting attention but also forming an emotional connection with the visitor. This is particularly important for jazz bars, as atmosphere is one of the key components of an establishment's success. In addition, the development of digital media reinforces the importance of identity, as visual style is actively used in social media, advertising, and web design. That is why researching the characteristics of a jazz bar's identity is important for both design practice and the field of branding.

Research Results and Discussion. The issues surrounding corporate identity and branding are actively being studied by contemporary Ukrainian and international scholars. P. Kotler [12], D. Aaker [11], and A. Wheeler [3] have made significant contributions to the study of brand identity, viewing a brand as a complex of visual and emotional characteristics. P. Kotler [12] defines branding as a system for forming a lasting image of a company in the consumer's mind. According to D. Aaker [11], identity is the foundation of brand recognition and its competitive advantages. A. Wheeler [3] emphasizes the need to create a cohesive, consistent, and emotionally expressive visual identity.

Ukrainian scholars also devote considerable attention to issues of identity design and corporate identity. The topic of visual identity is explored in the works of T. Mikhailova [9], R. Kosarevska [6], O. Kulinka [7], and others. In particular, V. Danilenko [4] explores the role of design in shaping cultural communication and emphasizes the need to combine aesthetics and functionality in contemporary design. The researcher focuses on the harmonious interaction of graphic elements in creating a cohesive brand image. I. Mazurkevich [8] considers corporate identity as a key factor in the successful operation of restaurants. The author notes that identity combines graphic, color, and compositional elements that shape the establishment's recognizable image and influence consumer perception. The researcher also emphasizes the importance of original design for enhancing a restaurant's competitiveness. I. Ryzhova and co-authors [10] interpret a brand as a sociocultural phenomenon that influences consumers' emotional perceptions and behavior. M. Boiko and M. Kulik [1] view brand identity as a means of enhancing the competitiveness of service sector enterprises. O. Kolosnichenko and K. Pashkevich [5] propose a methodology for developing a corporate identity based on an analysis of analogues. O. Vasilyev [2] explores the importance of cohesive visual brand communication in the digital environment, which is particularly relevant for promoting jazz bars through websites and social media. Despite the significant number of works on branding, the topic of jazz bar identity remains under-researched, which necessitates further scientific exploration.

The next stage involved an examination of the distinctive features of the visual identities of jazz clubs and jazz bars, which made it possible to identify and summarize typical elements of their visual identities. It was found that the visual identity of jazz bars and jazz clubs should convey the atmosphere of jazz music culture. The main features of this style are: elegance; intimacy; vintage aesthetics; improvisation; a blend of classic and modern elements. The design of jazz bars is characterized by the use of dark colors: black, burgundy, dark blue, and gold. These colors create an atmosphere

of coziness and sophistication. Contrasting accents are also used to enhance the brand's emotional appeal. Typography often relies on decorative fonts with retro elements or elegant serif typefaces. This helps convey the historical character of jazz culture.

The brand identities of the British jazz bars Ronnie Scott's, Oriole, Nightjar, and 606 Club; the American jazz bars All That Jazz, Smoky, and Bebop; and the Ukrainian jazz bars Parovoz Speakeasy and LoggerHead were analyzed. It was determined that the main elements of a jazz bar's corporate identity are the logo, color palette, typography, graphic elements, and slogan.

The central element of the brand identity is the logo, which creates the first impression of the establishment and conveys the atmosphere of jazz culture—emotionality, improvisation, elegance, and intimacy. Most logos combine retro aesthetics with modern design trends and are characterized by simplicity, recognizability, and adaptability to various media. Text, graphic, and combined logos are common in jazz bar design. Text-based logos rely on expressive typography and often use retro, handwritten, or neon typefaces associated with twentieth-century jazz club posters. Graphic logos feature symbolic images of a saxophone, trumpet, microphone, vinyl record, or piano keys, which evoke associations with jazz music.

The most common logos are combination logos, which blend text and graphic elements. In these logos, musical symbols are integrated into the typographic composition. Graphic elements play a particularly important role in combination logos, as they help convey the musical theme and emotional character of jazz. Common graphic images include: musical instruments (saxophone, trumpet, double bass, and piano), which create a direct association with jazz music; musical notes and symbols that can be integrated into letters or decorative elements to emphasize the brand's rhythm and musical theme; a microphone or stage, symbolizing live performances and the atmosphere of a concert venue, and evoking associations with live music. A combination logo allows for the creation of the most expressive brand image and ensures its recognizability.

In jazz branding, typefaces serve not only an informational but also an emotional function. Their character generally reflects the atmosphere of the establishments. The following typeface styles predominate: retro typefaces reminiscent of jazz club posters from the 1920s–1950s, characterized by their decorative nature, fluid forms, and association with vintage aesthetics; handwritten typefaces, which convey the improvisational nature of jazz and are characterized by dynamism, emotionality, and an association with the effect of a "live" inscription; serif typefaces, used to create an elegant and premium image and perceived as classic, refined, and harmonious; sans-serif—a modern minimalist font characterized by simplicity, readability, and adaptability to digital media. Designers often combine several typeface styles to blend a retro vibe with modernity.

The color schemes of jazz bar logos also have certain distinctive features. Color is a key tool for creating a brand's atmosphere. Jazz bars are characterized by a subdued, deep, and contrasting color palette. The primary colors are: black, which symbolizes elegance, a nocturnal atmosphere, and intimacy; burgundy, which evokes associations with warmth, wine, coziness, and jazz interiors; gold, which emphasizes

exclusivity and is associated with classic jazz; dark blue, which conveys the calm and depth of the musical atmosphere; and white, which is used for contrast and to improve readability. Modern logos also incorporate neon colors, which reference the style of nighttime music clubs.

Identity carriers are physical and digital objects that feature a brand's visual identity. The main identity carriers for jazz bars are:

- A sign is the main exterior feature of an establishment; it should be visible, legible, and reflect the bar's atmosphere;
- a menu that serves not only an informational but also an image-building function, the design of which should align with the overall brand identity concept;
- business cards and printed materials (flyers, posters, certificates) that create a consistent style of communication with clients;
- digital media (social media and the website), which are essential for brand promotion, and their visual style must be adapted to the mobile environment and maintain a consistent aesthetic;
- staff uniforms that reinforce brand consistency and feature the logo, brand colors, or thematic elements;
- interior design and decor, which are part of the spatial identity, create the atmosphere of a jazz club through a combination of lighting, furniture, and decor;
- merchandise (mugs, coasters, T-shirts, posters) that helps promote the brand and builds audience loyalty.

The study showed that a jazz bar's brand identity has a significant impact on shaping visitors' emotional experience. The most effective approach is a cohesive visual communication system in which all elements are united by a single concept. An important aspect is striking a balance between the authenticity of jazz culture and contemporary design trends. Excessive use of retro elements can make the brand seem outdated, while modern minimalism without thematic accents risks losing its atmosphere. Therefore, a successful jazz bar identity must be emotional, recognizable, and adaptable to various media.

Conclusions. The study found that a jazz bar's identity is a key tool for brand development and creating a unique atmosphere for the establishment. The main elements of the brand identity are the logo, color palette, typography, graphic elements, and slogan. It was determined that the carriers of the identity are signage, menus, printed materials, social media, interior design, uniforms, and merchandise. Their coordinated use ensures brand consistency and enhances brand recognition.

It has been demonstrated that an effective jazz bar identity must combine the aesthetics of jazz culture, modern design solutions, and emotional expressiveness. This contributes to creating a positive image for the establishment and strengthening its competitive position.

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