



The foundation of this conceptual approach is an iconographic system that communicates the product offerings visually - employing a style that is intentionally clean, highly scalable and designed to be expandable.

The system is entirely modular, allowing for custom applications that lend emphasis to specific instruments. Ideally the icons would be carried through to in-store signage and product packaging, resulting in a cohesive branded look across the program environment.





MUSICAL INSTRUMENTS



MUSICAL INSTRUMENTS STORE

In this approach we are exploring integrating the iconography with the typographic lockup to unify and simplify the presentation.

The radiating soundwave element emanating from the icon letterform would be animated for on-screen applications.

As the soundwave pulses in sync with the video soundtrack, the icon used in the letterform cycles to project the breadth of the product assortment being offered at the store.



Reducing the approach further by eliminating the word "store" opens up additional avenues for consideration. The radiating icon retains it's ability to be animated and cycled for video based applications.



For secondary usage the icons can be paired with the Best Buy logo.



MUSICAL

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A clean iconographic system can be stylistically modified through the addition of color and texture to be thematically appropriate for any sub-group of customer demographic.

The example at left shows how the system might be employed to promote items of interest to a rock audience, or an in-store event featuring a band.