

Design a showroom-style presentation

Automobile magazine's clever layout streams 10 cars across 18 pages.

Continued ►



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The great thing about a magazine is that it presents material in a linear sequence—*this*, then the *next* and the *next*. That's the most natural way to view and understand information. But what happens when you need to see stuff all at once—like 10 cars, for example? Those pages now break the continuity. Automobile magazine found a clever workaround for its January, 2008, “All Stars” issue. Each vehicle has its own spread, and visible in the distance is the previous vehicle. The result is a fair illusion of walking page by page through a big showroom. Have a look.

Maintaining continuity

Each car stars in its own spread, while a glimpse of the previous vehicle sustains page-to-page flow. Repetitive typography reinforces the continuity.



Mimic reality

The cars are photographed like you'd experience them in person—from different angles, distances and slightly different heights. The constantly shifting vantage point conveys an active sense of walking about, looking closely.



Low-key typography

The text is set in compact blocks, which keeps the layout spacious *and ensures the cars get all the attention!* Each block has several typographic “voices.”

'08 All Stars

They arrived at the studio, ready for their close-ups, the shining stars of the automotive universe as we see fit to anoint them. Beauties, beasts, cars we lust after, some we just admire. No limits on price, don't really care about status, practically immaterial. We were just looking for ten cars that would make a sweet little fleet, if the garage was big enough. Maybe yours is...

A headline made of text type

Super-size your favorite text type, and you may be surprised by what you see! Here, two-inch caps bring out text-font Proforma's artistic side; curves that appear smooth at nine points are actually angled, with flat, chiseled serifs. Extremely tight spacing and an interwoven red **8** make the artistic setting that launches the article.

THE INFINITI G IS YIN TO THE BMW 3-SERIES' YANG, and picking between them—which is choosing the best sport car in the world—is less a capely a toughest choice. The Infiniti G35/G37 is the BMW. It's between the G35. — PRESTON LERNE

PRICE: \$32,315–\$36,265
LB-F 3.7L V-6, 330 HP, 270 LB-F

Four voices

Serif body copy is set in narrow columns separated by a vertical rule. Unusually deep right margins are the result of zero hyphenation. Contrasting lead sentence is a follow-on to the headline and completes its thought; the writer's byline ends the text. Light gray bar at the bottom neatly defines the block width; technical data is reversed out in white (insets, above).

Two voices

Every change of *typeface*, *size* or *style* projects a different “voice.” Here, headline in a box introduces each car using two voices—car name set in the text face and tiny headline in a contrasting sans-serif, all aligned right.

Infiniti
G35/G37
PSST! LOOKING
FOR A WILD
GOOD TIME?
G HITS THE SPOT.

Repetitive elements sustain the continuity

The text blocks sustain page-to-page continuity and tie the article to the rest of the magazine. The graphical headline is a key identifier.



Graphical headline anchors the upper left corner of every spread. It is a key "continuity graphic" that the reader will immediately recognize. If the story jumps to the back of the magazine, this graphic must go with it.

Text blocks are all of similar length but alternate between two and three columns. Their general construction—type specs, colors, column width and gray bar—does not vary.

Article resources



Typefaces

- 1 [Proforma Ultra Light](#)
- 2 [Benton Sans Regular Compressed](#)
- 3 [Proforma Book](#)

Credits

Automobile Magazine (www.automobilemag.com)

Photographer: Brian Konoske

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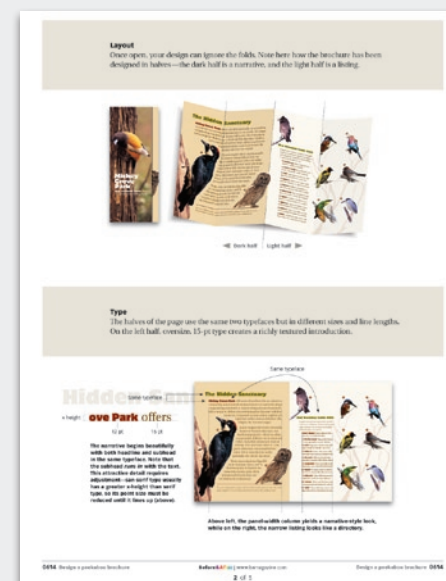


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One car leads to the next

As you walk among the cars, no two spreads are alike, which keeps the presentation engaging. What's interesting is that it takes a few pages to grasp what's going on, but once you get it, you remember it—exactly what you'd want a layout to do!



Low-key typography

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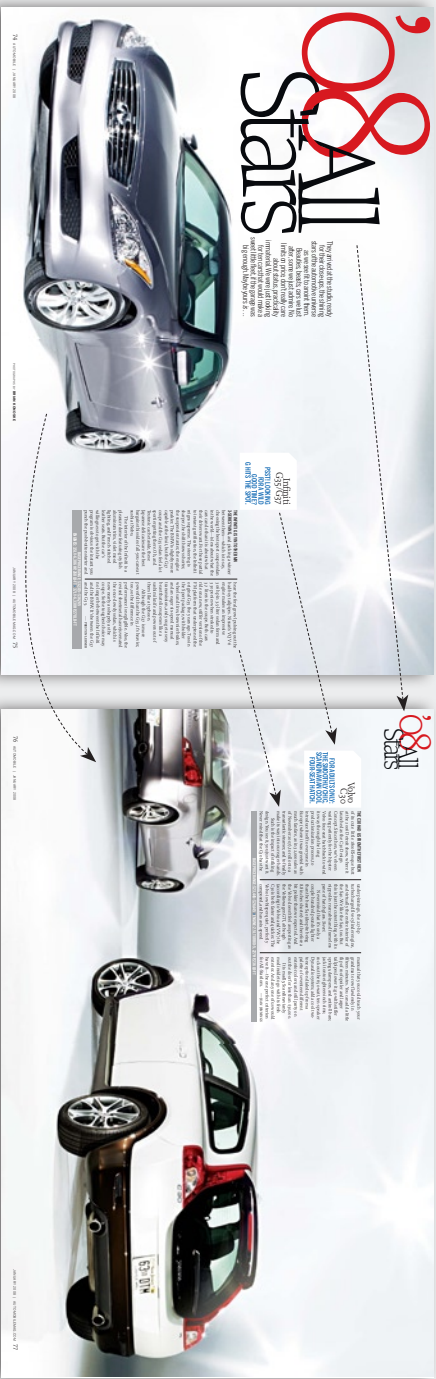
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