



Angela Nhu
age 38

Los Angeles, CA, USA
Gastronomer

"I like Angie more than Angela. SO sophisticated"

Profile

Angie* was born in La Mesa, CA but has grown up in LA and loves it. Growing up there is arguably the reason why she loves traveling and food so much: all the different cultures culminating in one city.

Interests

- Gastronomy (did I mention that I have my own blog?!)
- Traveling...because it's awesome
- Blogging about my experiences



Amélie Duval
age 24

Nice, France
Recent Grad

"I'm taking a year off and seeing what the world has to offer"

Profile

She just graduated from Université de Nice Sophia Antipolis and is excited for a year abroad. She always travels with her iPad and tends to look up good places to eat on monthly subscription to NAME-OF-MAG. She likes to splurge a little when it comes to eating.

Interests

- Languages
- Trying new kinds of foods
- Sightseeing



Jonathan Mbu
age 25

Durban, South Africa
Software Developer

"Going to conferences is a good excuse to checkout the local eateries"

Profile

Is a very busy man, but enjoys his job and the perks. Tries to venture out food-wise when his company flies him out to conferences around the world. Being from Durban and living on the coast has made him love international flavors and has monthly subscriptions to over 5 eMagazines about food & travel.

Interests

- Fooood!
- Globetrotting
- Eaaaating!

luxury

warm



mouth-watering



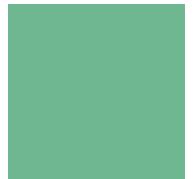
romantic

exotic

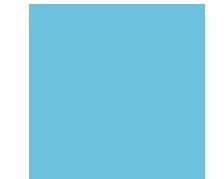


Design Language

Color Palette



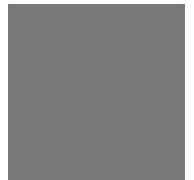
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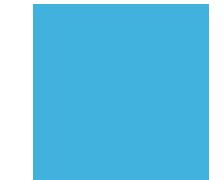
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rgb(53, 53, 53)



rgb(65, 177, 222)



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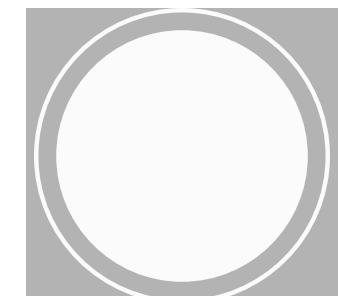
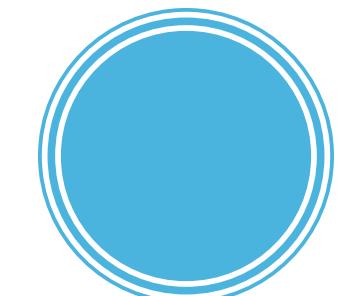
Cover LT Osaka

Headers

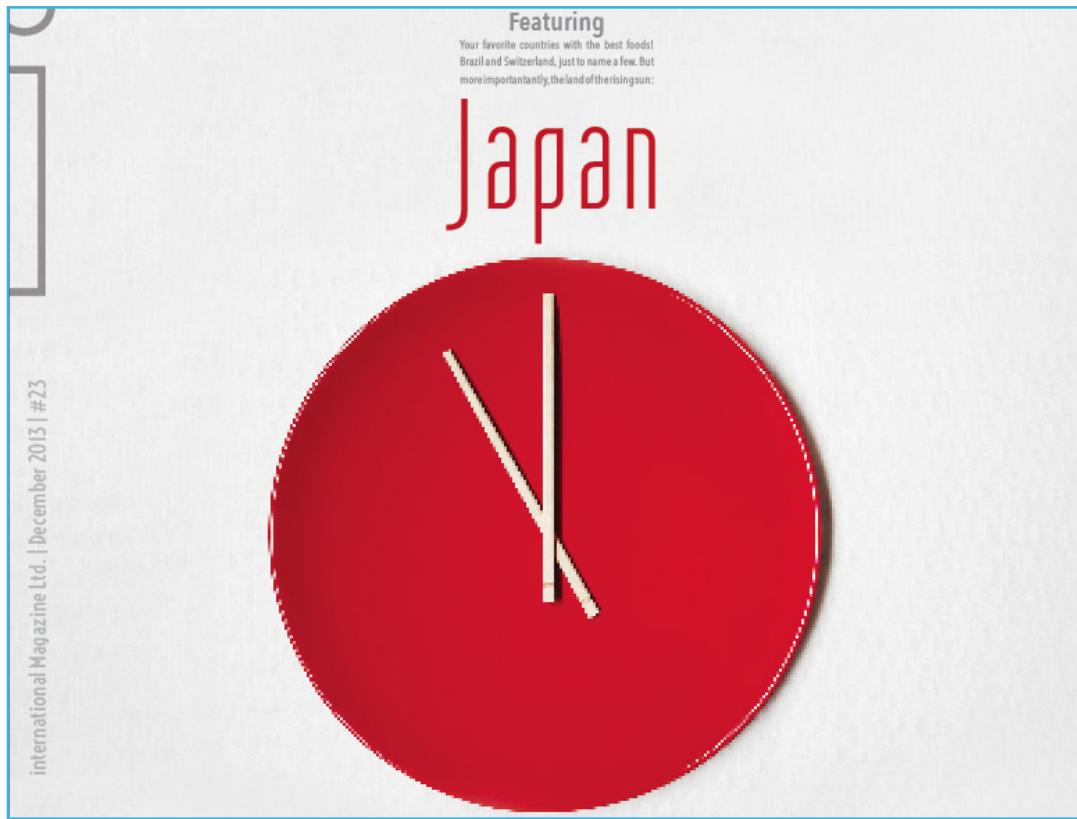
Yanone Kaffeesatz

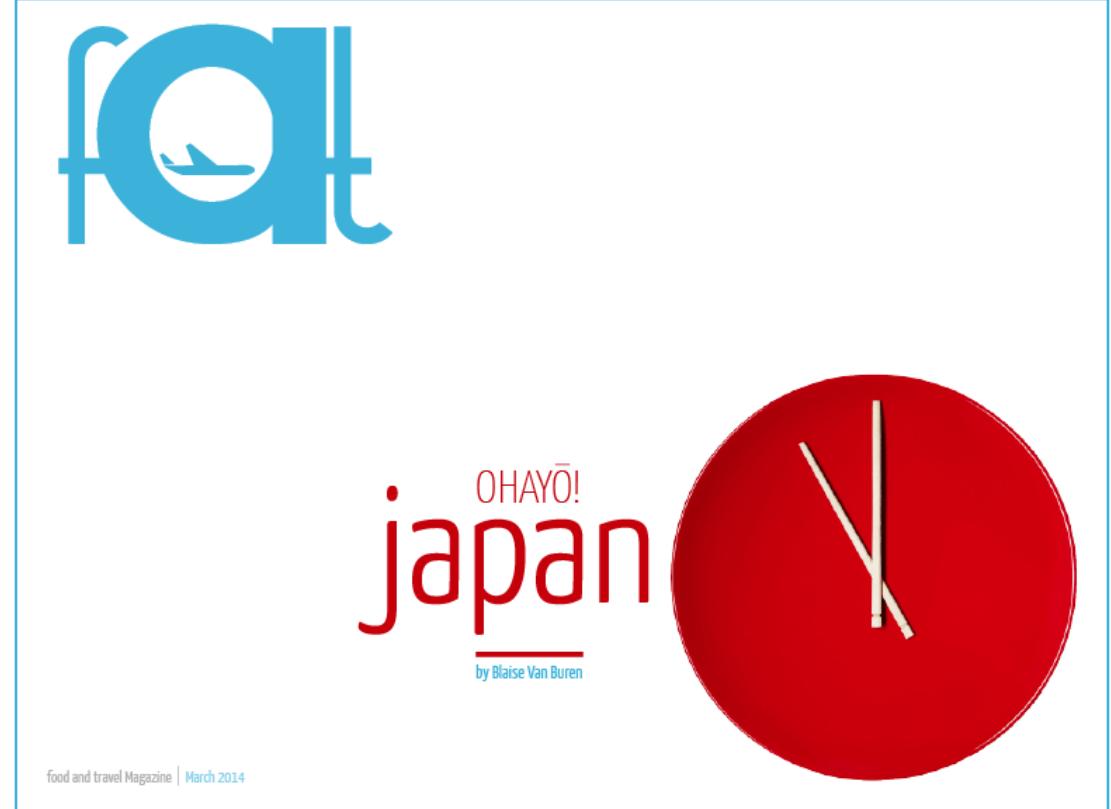
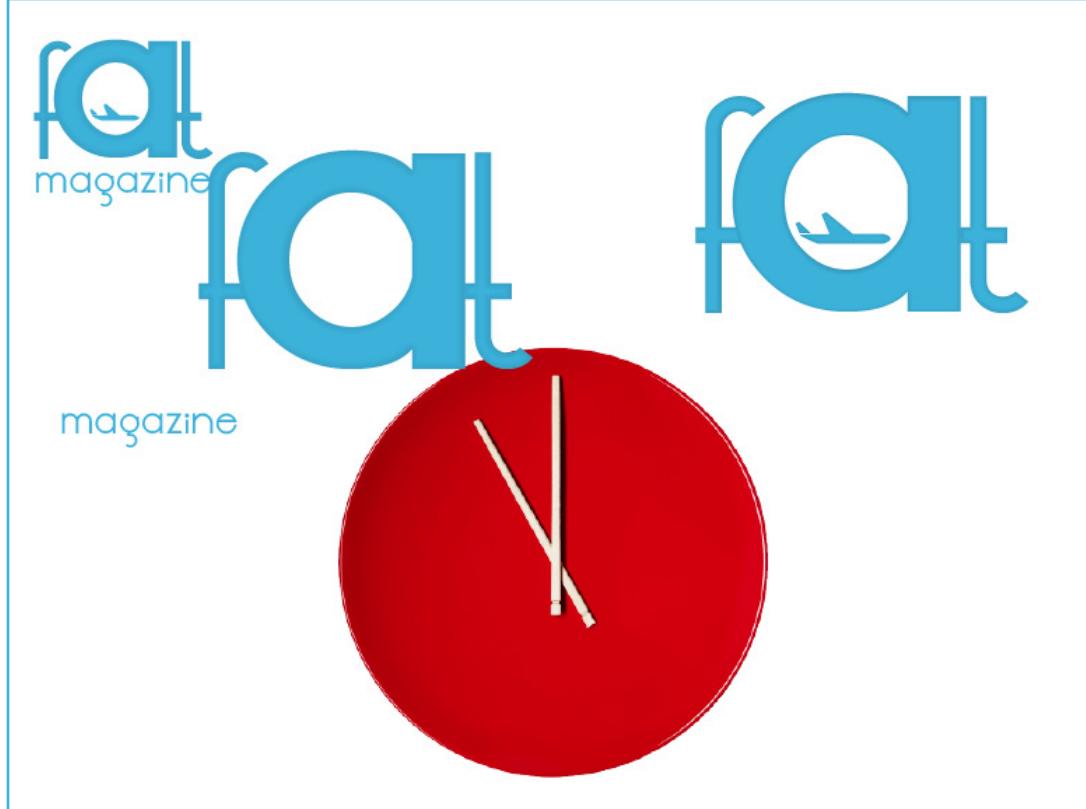
Body Roboto Slab

Photos & Borders



Cover Iterations

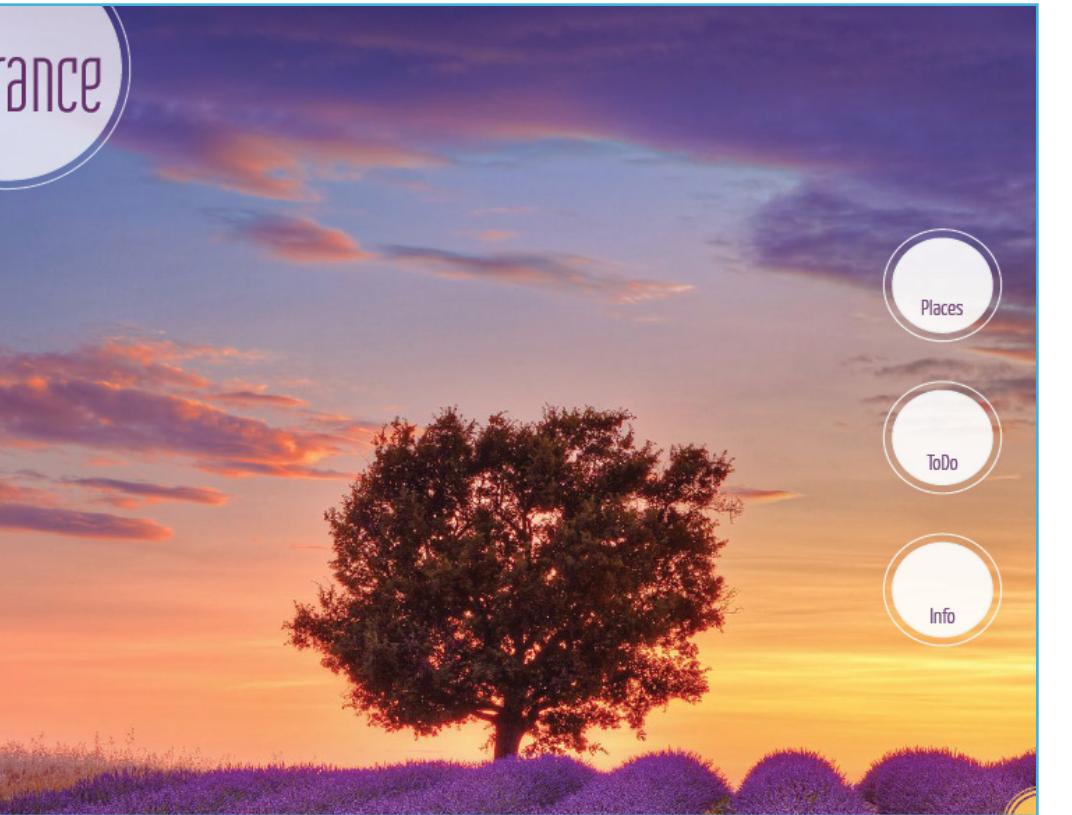




Final

The final logo for "fat" magazine. It features the "fat" logo at the top left and the "japan" section below it. The "japan" section includes "OHAYŌ!" above the word "japan", "by Blaise Van Buren" below it, and a red circle with white chopsticks to its right. To the right of the circle are three columns of text: "p. 12 Take a much need break in sunny Nice", "p. 83 Joga Bonito! As we spend a week in Brazil", and "p. 100 It's bulking season: gotta get that protein!". At the bottom right, the text "food and travel Magazine | March 2014" is present.

General Iterations



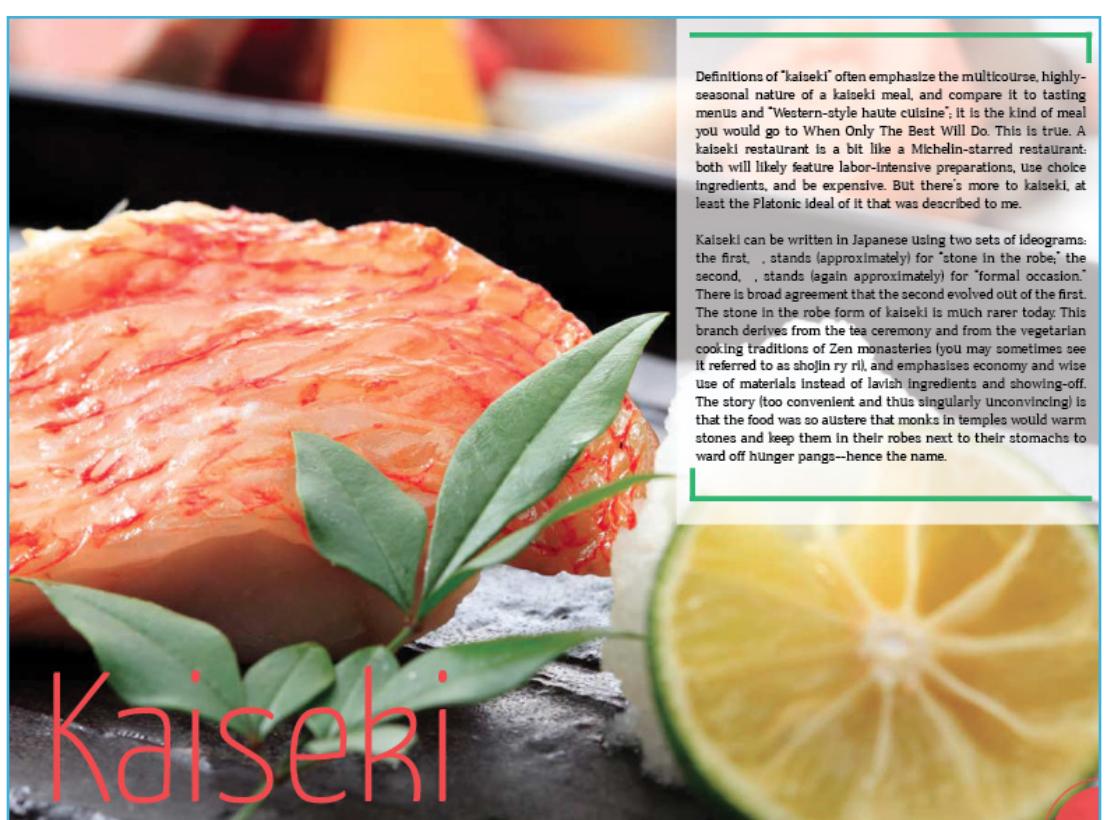
Kaiseki

Definitions of "kaiseki" often emphasize the multicourse, highly-seasonal nature of a kaiseki meal, and compare it to tasting menus and "Western-style haute cuisine"; it is the kind of meal you would go to When Only The Best Will Do. This is true. A kaiseki restaurant is a bit like a Michelin-starred restaurant; both will likely feature labor-intensive preparations, use choice ingredients, and be expensive. But there's more to kaiseki, at least the Platonic ideal of it that was described to me. Kaiseki can be written in Japanese using two sets of ideograms: the first, 着, stands (approximately) for "stone in the robe"; the second, 着, stands (again approximately) for "formal occasion." There is broad agreement that the second evolved out of the first. The stone in the robe form of kaiseki is much rarer today. This branch derives from the

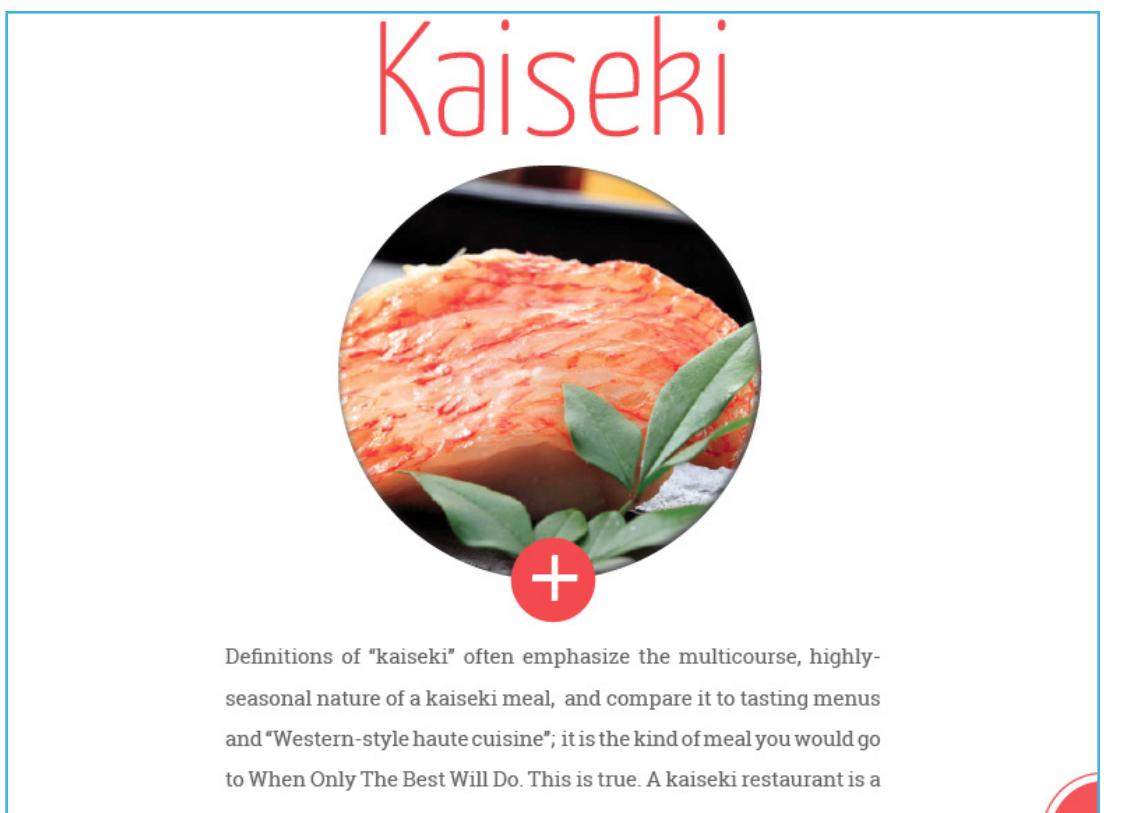
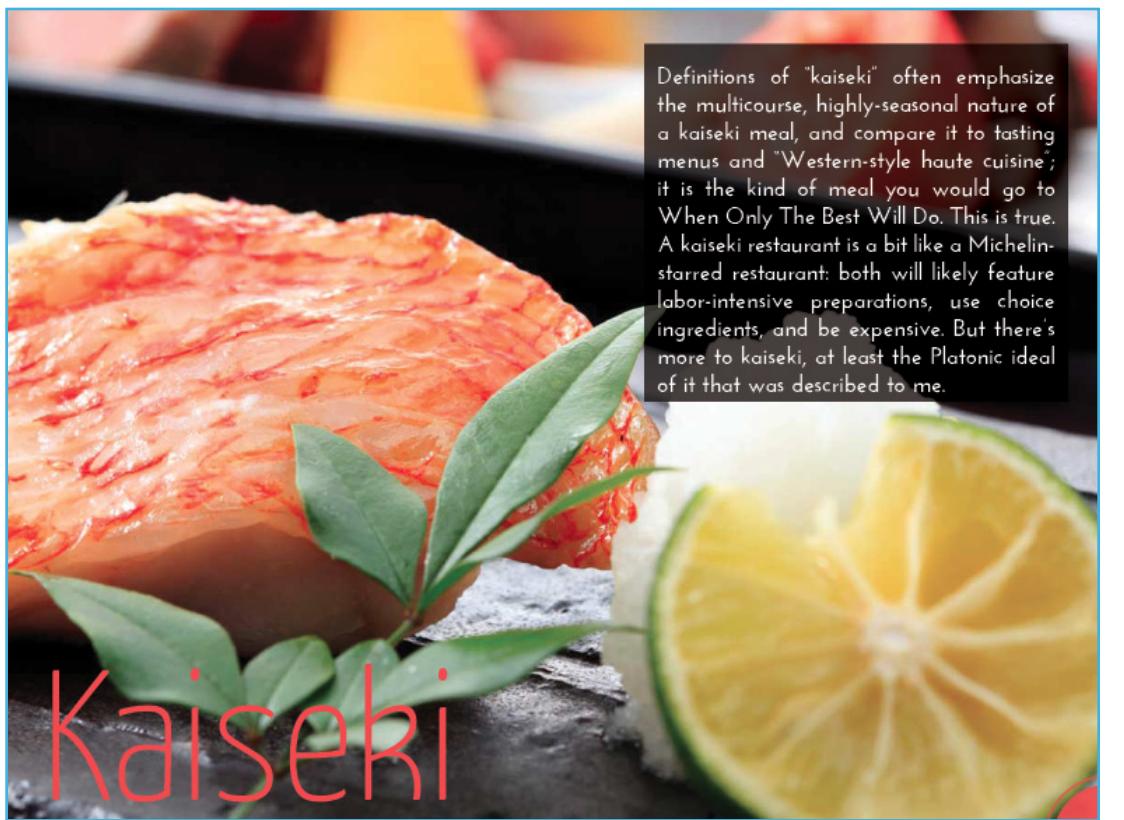
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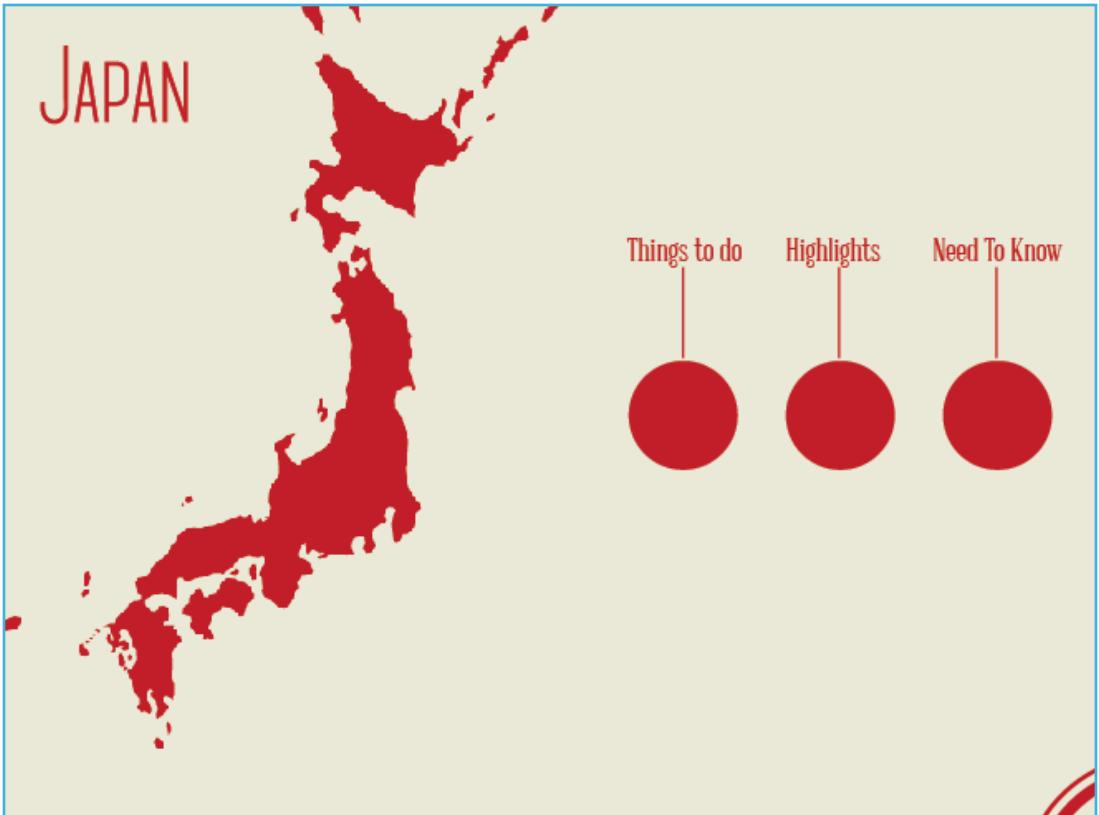
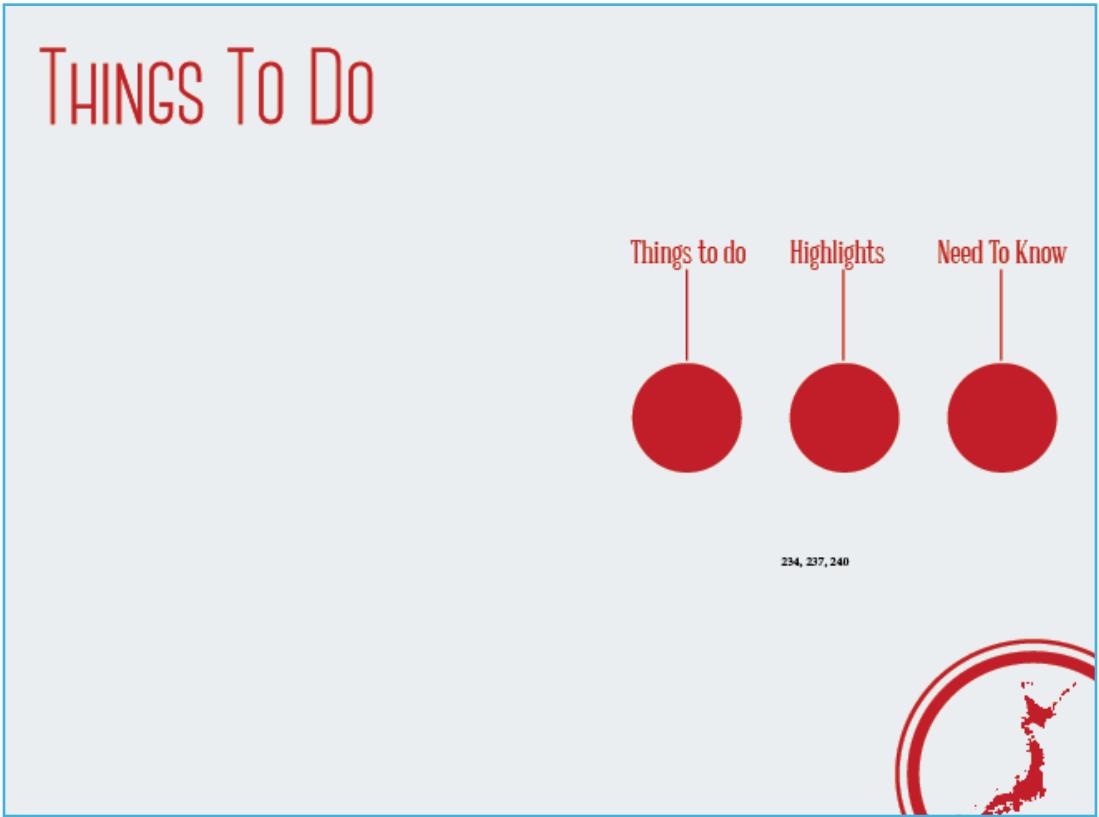
General Iterations



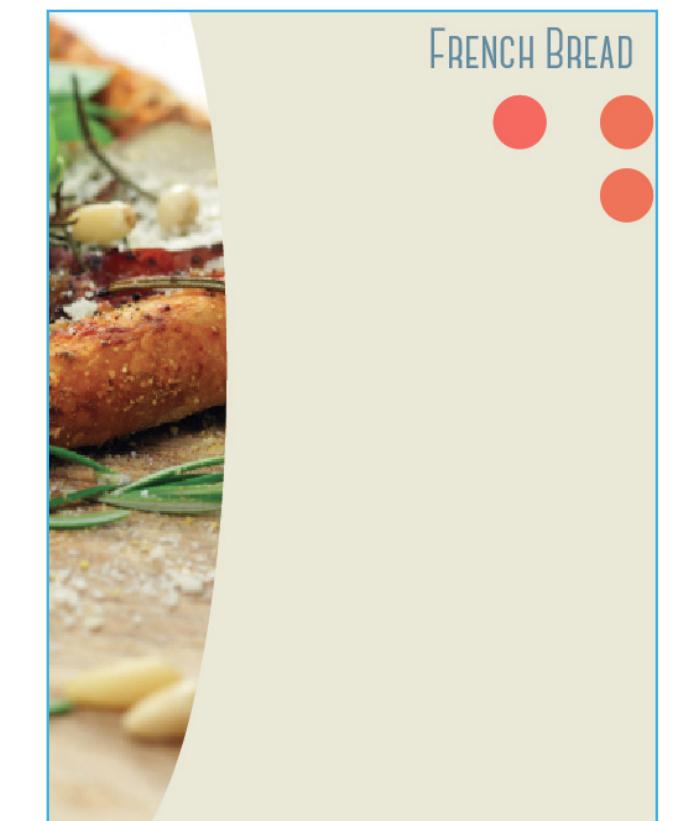
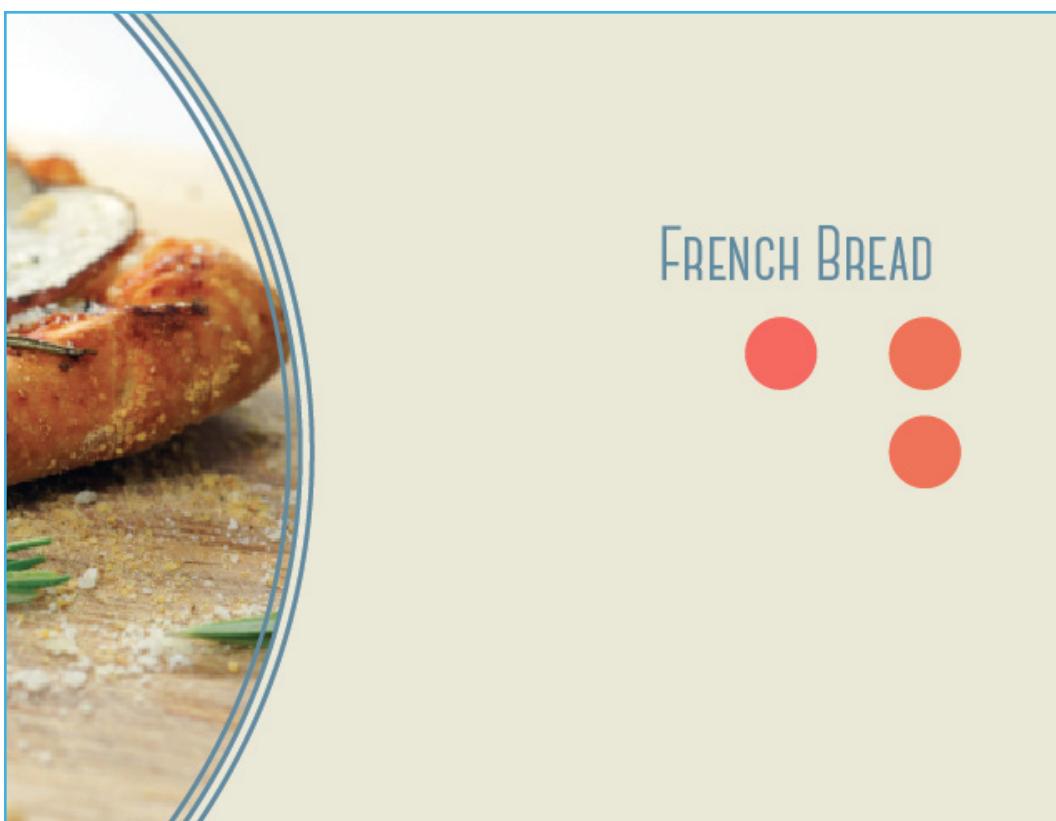
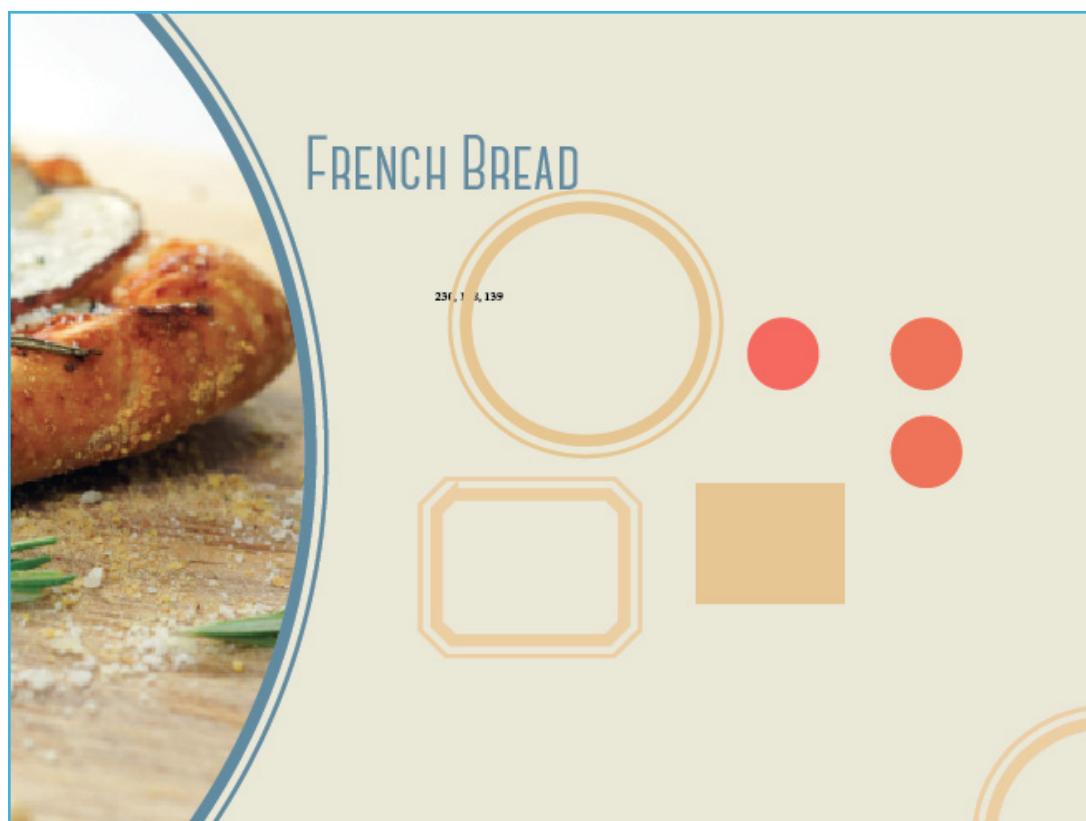
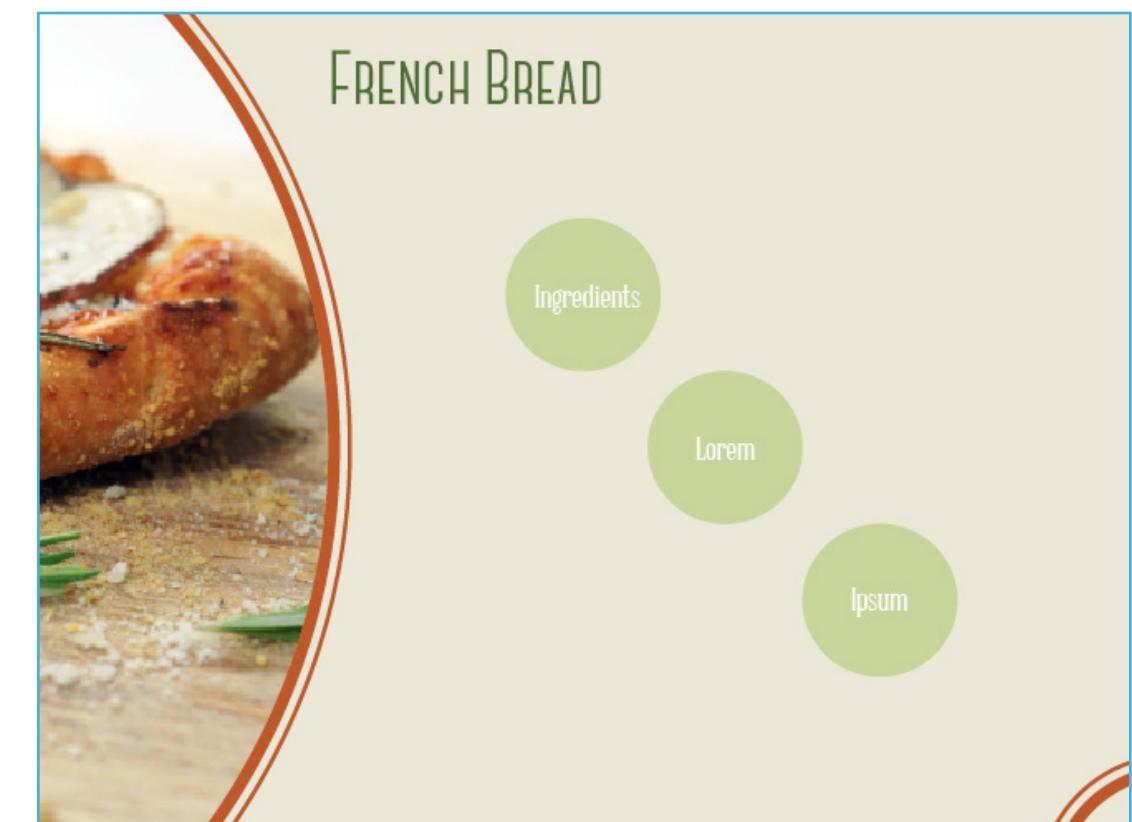
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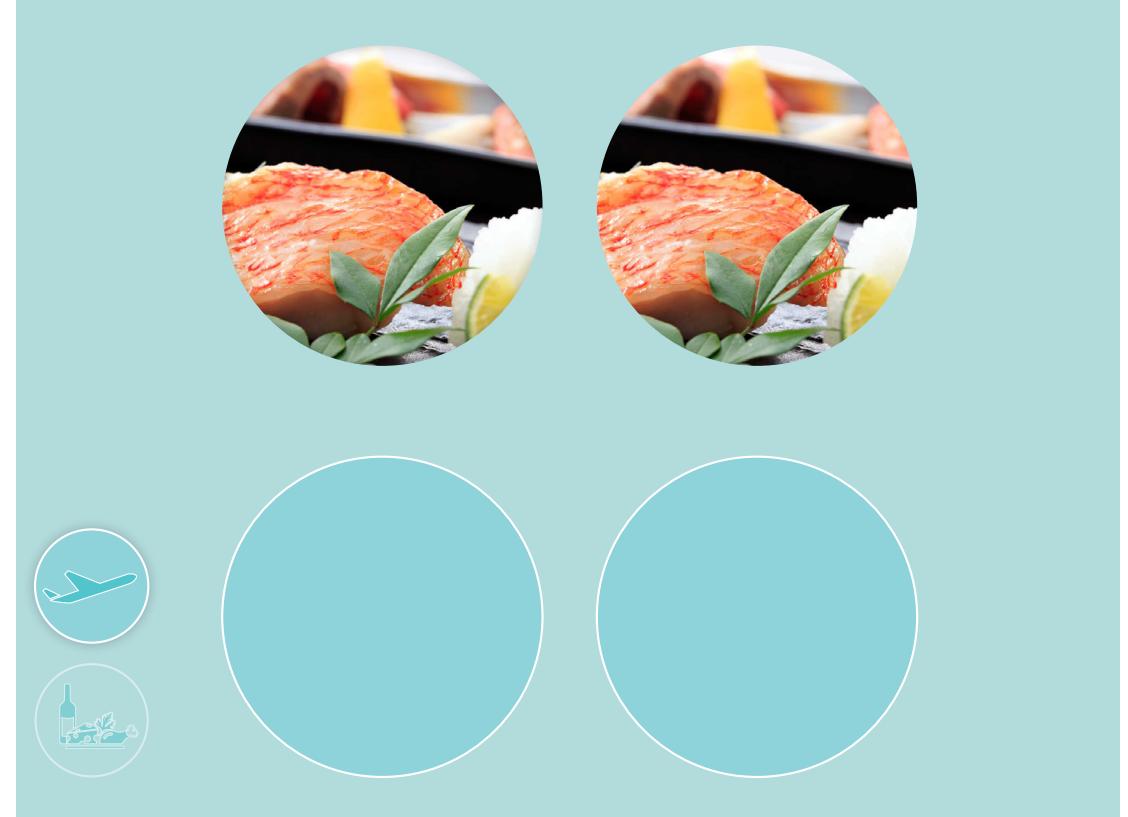
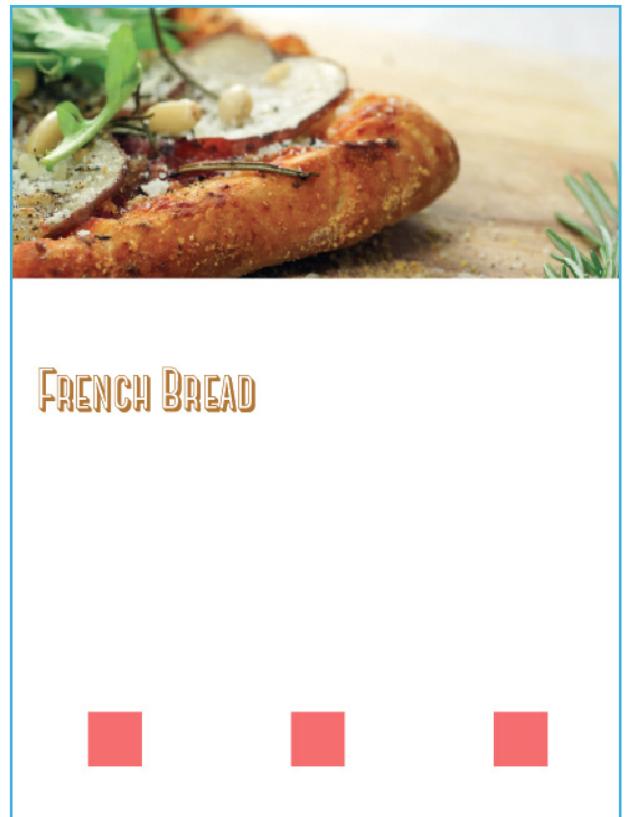
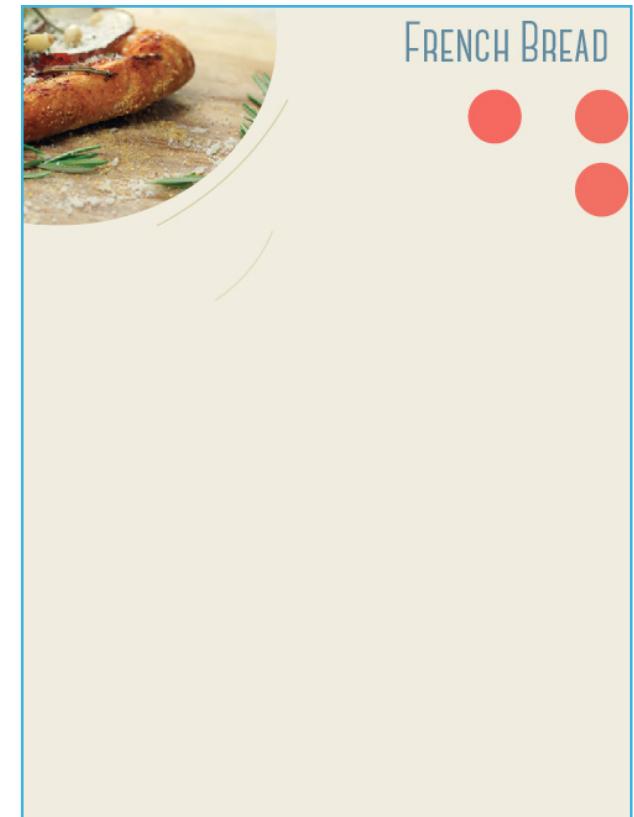
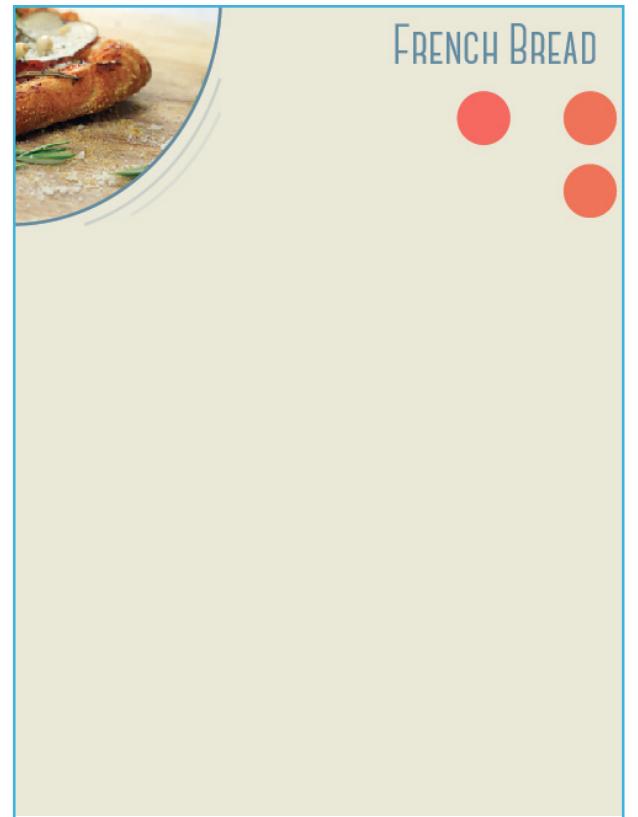
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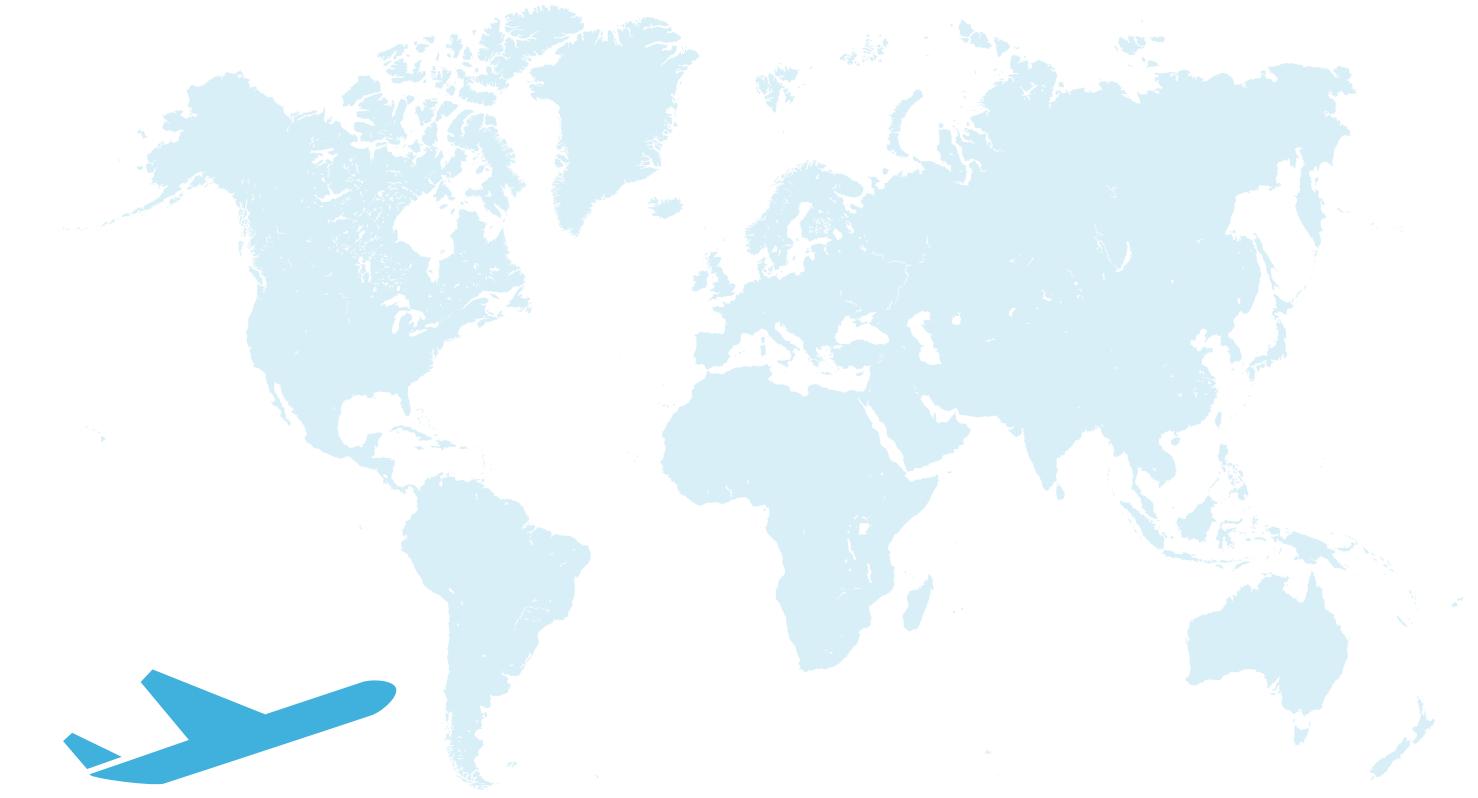
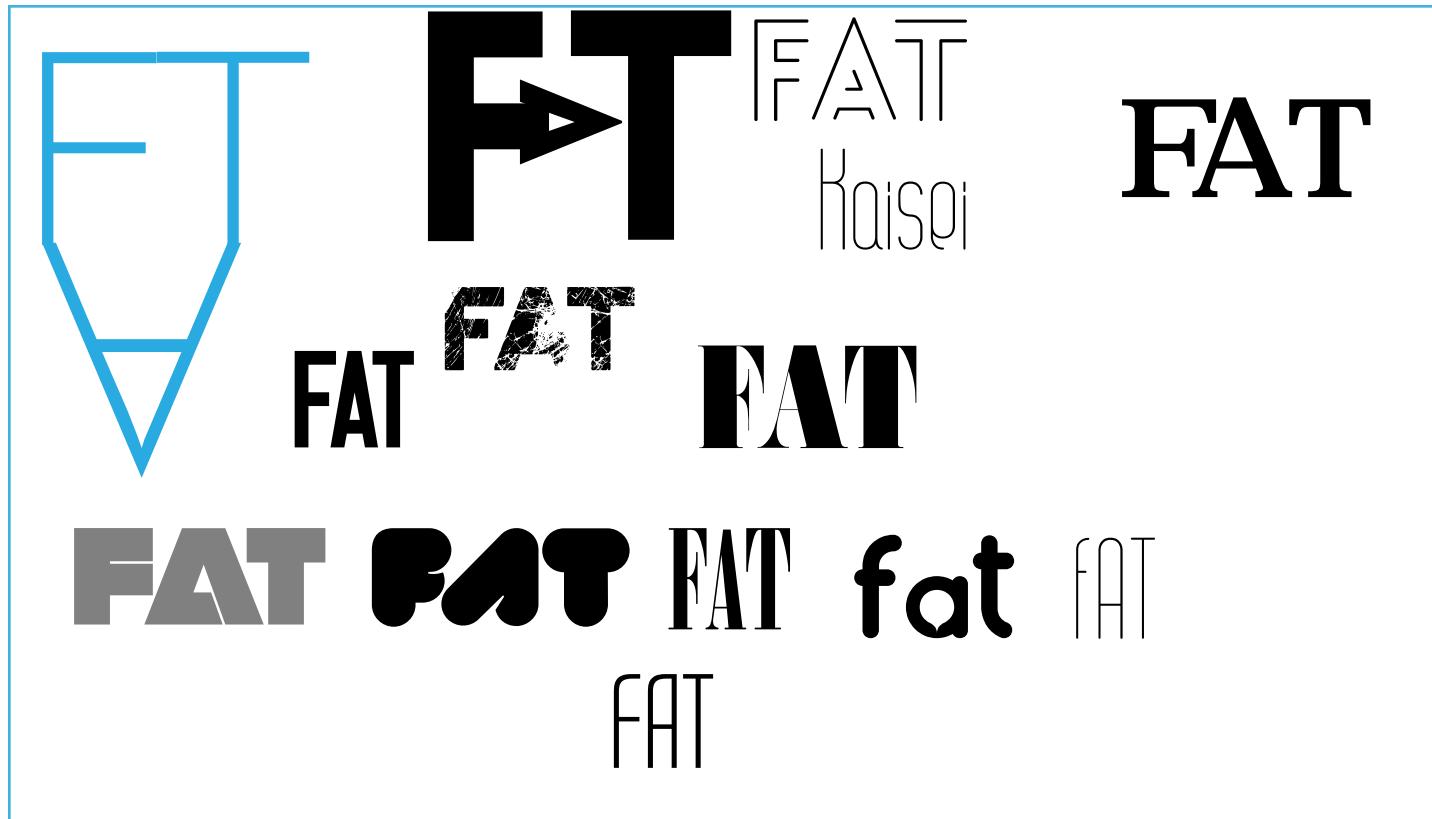
General Iterations



General Iterations



General Iterations



fat What Do You Want To Eat?

Two circular images of food are shown: 'kaiseki' (a traditional Japanese multi-course meal) and 'feijoada' (a Brazilian dish made with beans and meat). Below these are two more circular images: 'geschnetzeltes' (shredded meat) and 'confit de canard' (duck confit).

Icons for a bottle and a plane are visible in the bottom corners.

fat Where Do You Want To Travel?

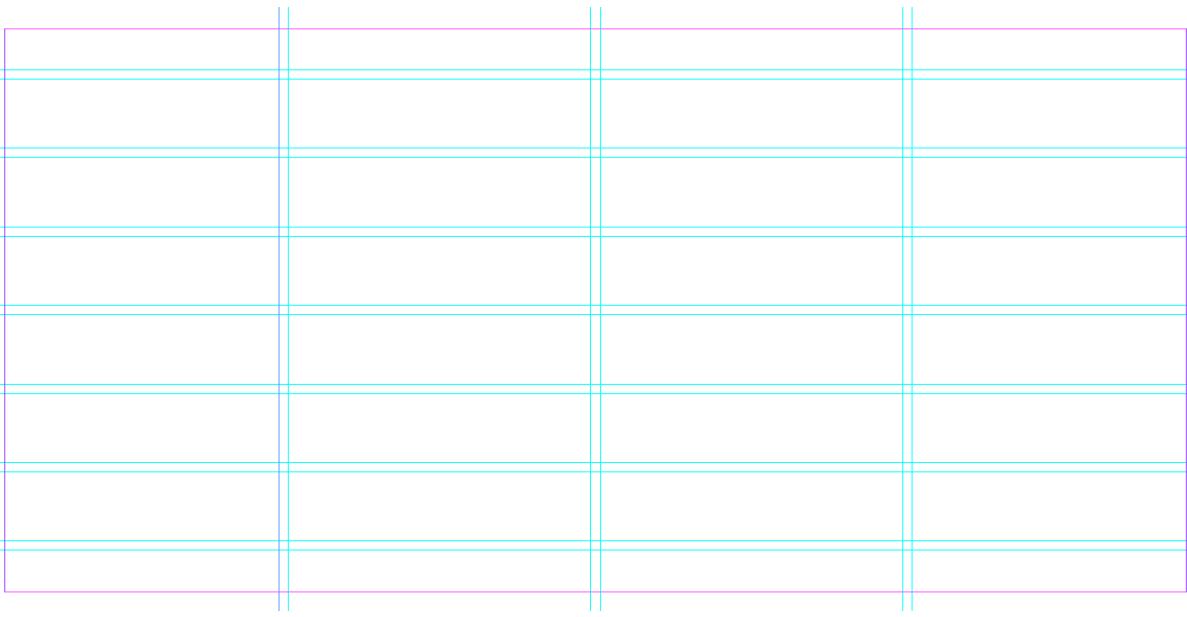
A world map with green location markers. One marker is highlighted with a callout bubble containing the text 'Japan' and 'Let's Get Fat!'. Icons for a bottle and a plane are visible in the bottom corners.

Grids [next page]

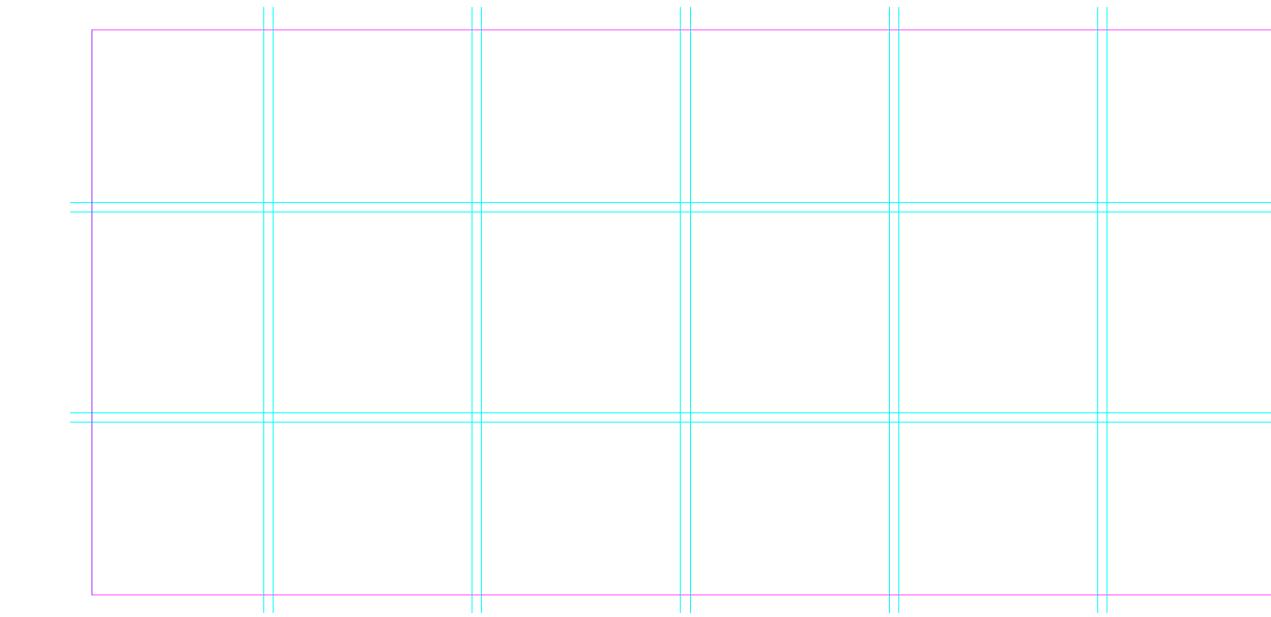
Grids



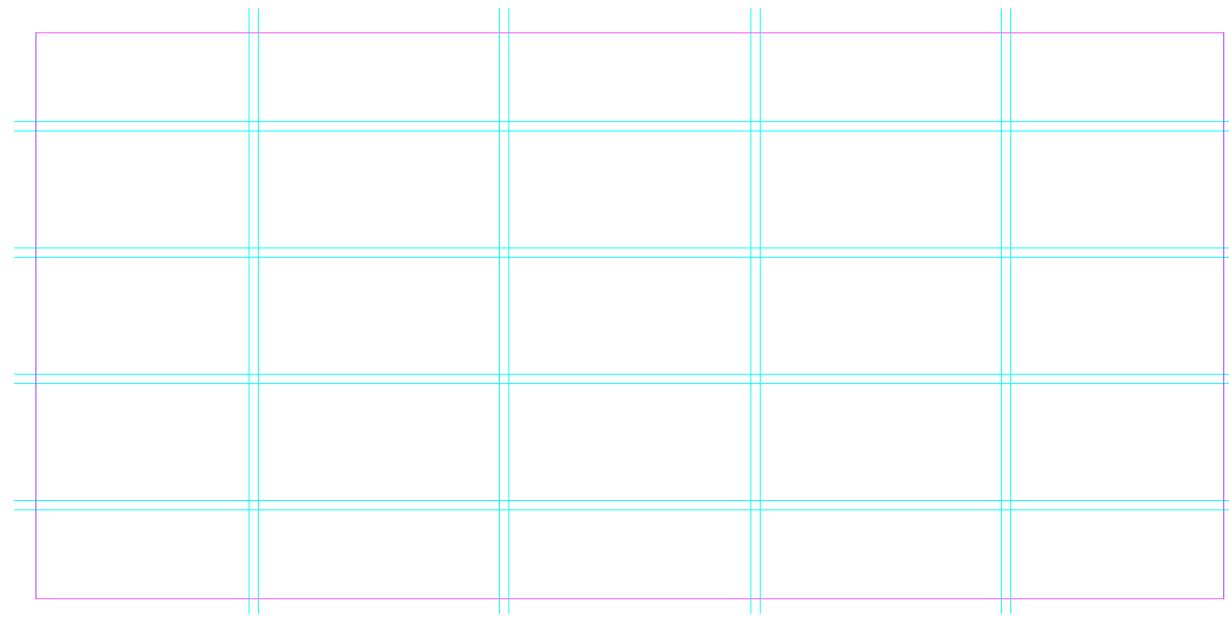
5x4



4x8



6x3



5x5