

don't mind me

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Big Idea.

Thriving off of a dada sensibility, Alley Fiend magazine brings a celebration of anarcho-punk culture and a near pointless glorification of gratuitous self-indulgence. From homelessness to civil disobedience to riot punk, Alley Fiend rides on the desensitization of The Rolling Stone while giving its middle finger to anything that helped it coast to the position of #1 over-designed magazine in the world. This is the publication the world doesn't want, but the world needs.

From our studies, .9 of every 1 person in the US has thought about being homeless at least once. For this reason, the market for this appeal is overwhelming because, on the inside, we all want to have everything and care about nothing. This magazine is here to sell not just monthly subscriptions to discontent middle-aged moms, but the thirst for unadulterated non-materiality and utmost simplicity to a younger generation of skater bois, druggies, and other third-hand consumers who really can't even honestly read that good.

Alley Fiend strives to spread awareness to the different ways of life available to all of us, regardless of socioeconomic upbringing, or the amount of glue they sniffed as a child. Hopefully, we can have an impact on the world to make it a more open and understanding place for everyone, if necessary, by force. In time, we believe Alley Fiend will be responsible for eliminating crime worldwide and restoring the New World Order.

Concept Statement /

Alley Fiend is a lifestyle publication that celebrates anarcho-punk culture and a near pointless glorification of gratuitous self-indulgence.

Conceptual Directions /

Riot	Unadulterated	Indulgent
Punk rock	Dada	Ironic
Homeless	Desensized	
Anarchy	Sarcastic	
Crust	Preachful	
Disobediant	Pretentious	

Mind Mapping /

Idea Translation / Brainstorming

Crust Punk >

sex pistols, ripped, distressed, illegible, david carson

Dada >

juxtaposition of antitheses like sans serif and serif, abnormal placement and overt stray from the norm

Sarcastic >

religious, modern, sans serif

Pretentious >

large showy serifs, thick contrast

Disobedient >

observing the system and breaking it, wolfgang weingart

Smug >

subtle accentuations, stray from norm enough while staying modern

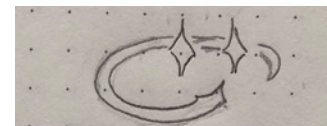
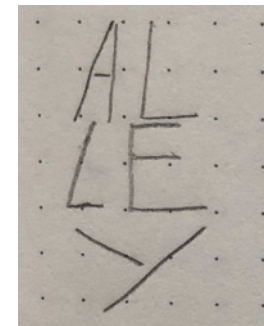
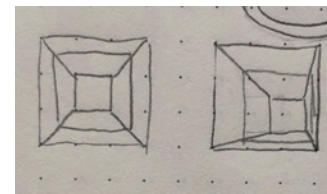
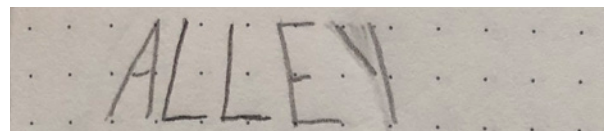
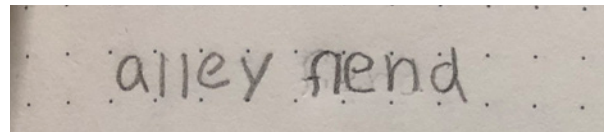
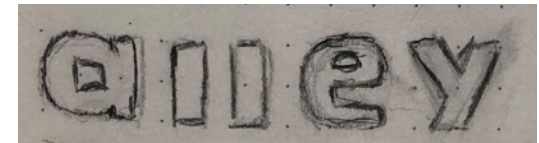
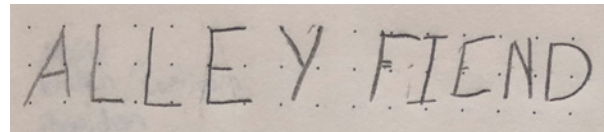
Riot

Desensitized

Homeless

Anarchy

Unadulterated



Initial brainstorm + loose sketching

Concept Direction

01

Cantoria MT Std

alley fiend

sharp serifs hearkening dramatic
religious context

Cantoria MT Std

choiceful descenders for dramatic
effect

playfully rounded corners

bent counterform on e, looks like it's
laughing

undulating word-shape

alley fiend

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Concept Direction

02

futura bold

alley fiend

modern, monoweight sans serif

futura bold

subtle accentuations

traditional modern rides illegibility by
omitting ascenders and descenders

alley fiend

Concept Direction

02

futura bold

alley fend

modern, monoweight sans serif

futura bold

subtle accentuations

traditional modern rides illegibility by
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alley fend

Concept Direction

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Concept Direction

03

futura bold

ALLeY FiEND

Mixed serif

futura bold

ALLEY_{FI}END

Concept Direction

03

name of original typeface

ALLEY FIEND

Design Attributes
Design Attributes
Design Attributes
Design Attributes
Design Attributes

name of original typeface

ALLEY FIEND

Concept Direction

03

name of original typeface

ALLEY FEND

Design Attributes
Design Attributes
Design Attributes
Design Attributes
Design Attributes

name of original typeface

ALLEY
FEND

Concept Direction

04

curved serifs
little contrast
bold footprint
close tracking

Cronos Pro Bold Display

alley fiend

Cronos Pro Bold Display

alley fiend

Concept Direction

04

curved serifs
little contrast
bold footprint
close tracking

Cronos Pro Bold Display

alley fiend

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Concept Direction

04

sacramental harkening

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Cronos Pro Bold Display

alleyfiend

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