

INSIDE THIS ISSUE

01 LOGO

Bold masthead. Open-mag icon. Don't clip me.

02 COLOR PALETTE

Cerulean leads. Fuchsia, Purple, Orange back it up.

03 TYPOGRAPHY

Loud headings. Playful subs. Clean body text.

04 LAYOUT & SPACING

Spread it wide. Equal spacing. Breathe.

05 IMAGERY & ICONOGRAPHY

Gritty, editorial. No generic stock.

06 VOICE & TONE

Bold. Playful. Unapologetic. Bronx wit.

07 CLOSING

Cerulean finale. Keep it premium.