

# Not yo MAMA'S MAGAZINE

BOLD  
VOICES,  
BOLD  
VISUALS

## BRIDGING HERITAGE AND NEW HORIZONS

CELEBRATING  
CULTURE:  
A NEW GENERATION'S  
PERSPECTIVE



UNAPOLOGETICALLY  
OURS

STYLE GUIDE

MINI • MAG • EDITION



# 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.



# LOGO



Primary Logo



Primary Logo (Dark Variant)



Alternate Logo



Alternate Logo (Dark Variant)

## Usage

- Use the full-color logo. No black/white alternates.
- Keep clear space. Never clip, skew, or distort.
- Integrate the open-mag icon in layouts where relevant.



# COLOR PALETTE



CERULEAN  
#0193BC



FUCHSIA  
#ED0BDA



AZTEC PURPLE  
#893AFF



BRIGHT ORANGE  
#FF5900



WHITE  
#FFFFFF



BLACK  
#000000

## TINTS & VARIANTS

### CERULEAN



### FUCHSIA



### AZTEC PURPLE



### BRIGHT ORANGE





# TYPOGRAPHY

## NOT YO MAMA'S STYLE

### Playful, Bold, Gritty

Headlines: strong, bold sans-serif.

Subheads: playful but legible.

Body: clean sans.

Fonts: (Cotoris Display/Lato).



# LAYOUT & SPACING

- Spread words across the full width; avoid tight clusters.
- Maintain equal spacing between elements; let content breathe.
- Integrate the open-mag icon thoughtfully into spreads.

NOT YO MAMA'S MAGAZINE



# IMAGERY & ICONOGRAPHY

- Gritty, editorial textures. Avoid generic stock images
- Primary icon: open-magazine graphic. Keep it bold and clear.
- Use high contrast for legibility when overlaying text..

DO



DON'T





# VOICE & TONE

**“NOT YO MAMA’S VOICE.”**

**BOLD. PLAYFUL. GRITTY. UNAPOLOGETIC.**

Headlines can be cheeky and disruptive; body copy stays clear and confident.





**CLOSING**

# **NOT YO MAMA'S MAGAZINE**

Bold. Playful. Gritty. Unapologetic.





**THIS GUIDE WAS DESIGNED BY ARI**  
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