

NOT
YO MAMA'S
MAGAZINE

The logo features the text "NOT YO MAMA'S MAGAZINE" in a playful, rounded, sans-serif font. The word "NOT" is in blue. "YO" is in purple, "MAMA'S" is in orange, and "MAGAZINE" is in blue. The letters are slightly overlapping and have a hand-drawn feel. A large, thick, blue flourish or underline sweeps across the bottom of the text.