

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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