

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

- U1 LOGO
- 02 COLOR PALETTE

  Cerulean leads, Fuchsia, Purple, Orange back it up.
- TYPOGRAPHY
  Loud headings. Playful subs. Clean body text.
- 04 LAYOUT & SPACING
- IMAGERY & ICONOGRAPHY

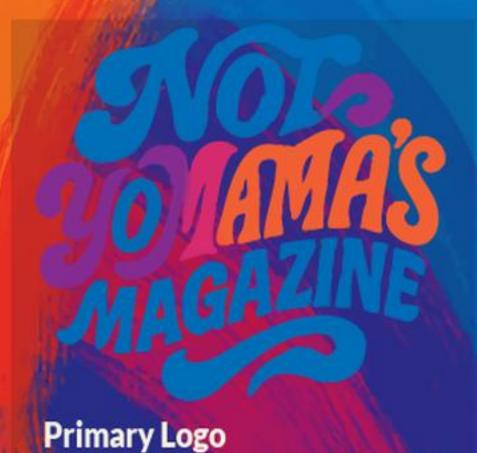
Gritty, editorial. No generic stock

- 06 VOICE & TONE

  Bold, Playtul, Unapologotic, Bronx wit.
- CLOSING

Cerulean finale. Keep It premium

# LOGO







**Primary Logo (Dark Variant)** 



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 **AZTEC PURPLE BRIGHT ORANGE** WHITE **FUCHSIA** BLACK CERULEAN #0193BC #ED0BDA #893AFF #FFFFFF #000000 #FF5900 TINTS & VARIANTS CERULEAN **FUCHSIA** AZTEC PURPLE **BRIGHT ORANGE** Section — COLOR 02

#### TYPOGRAPHY

#### NOT YO MAMA'S STYLE

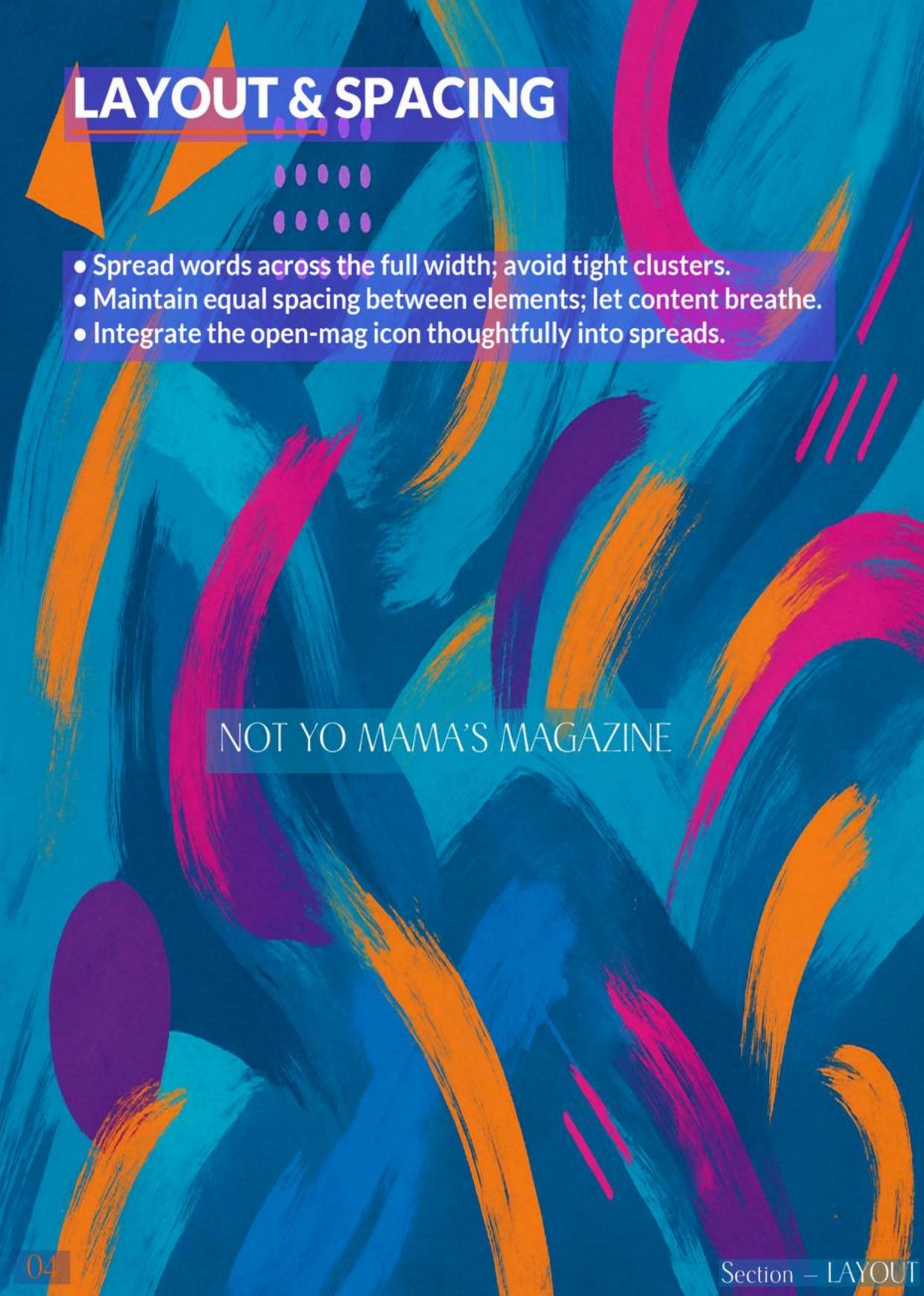
Playful, Bold, Gritty

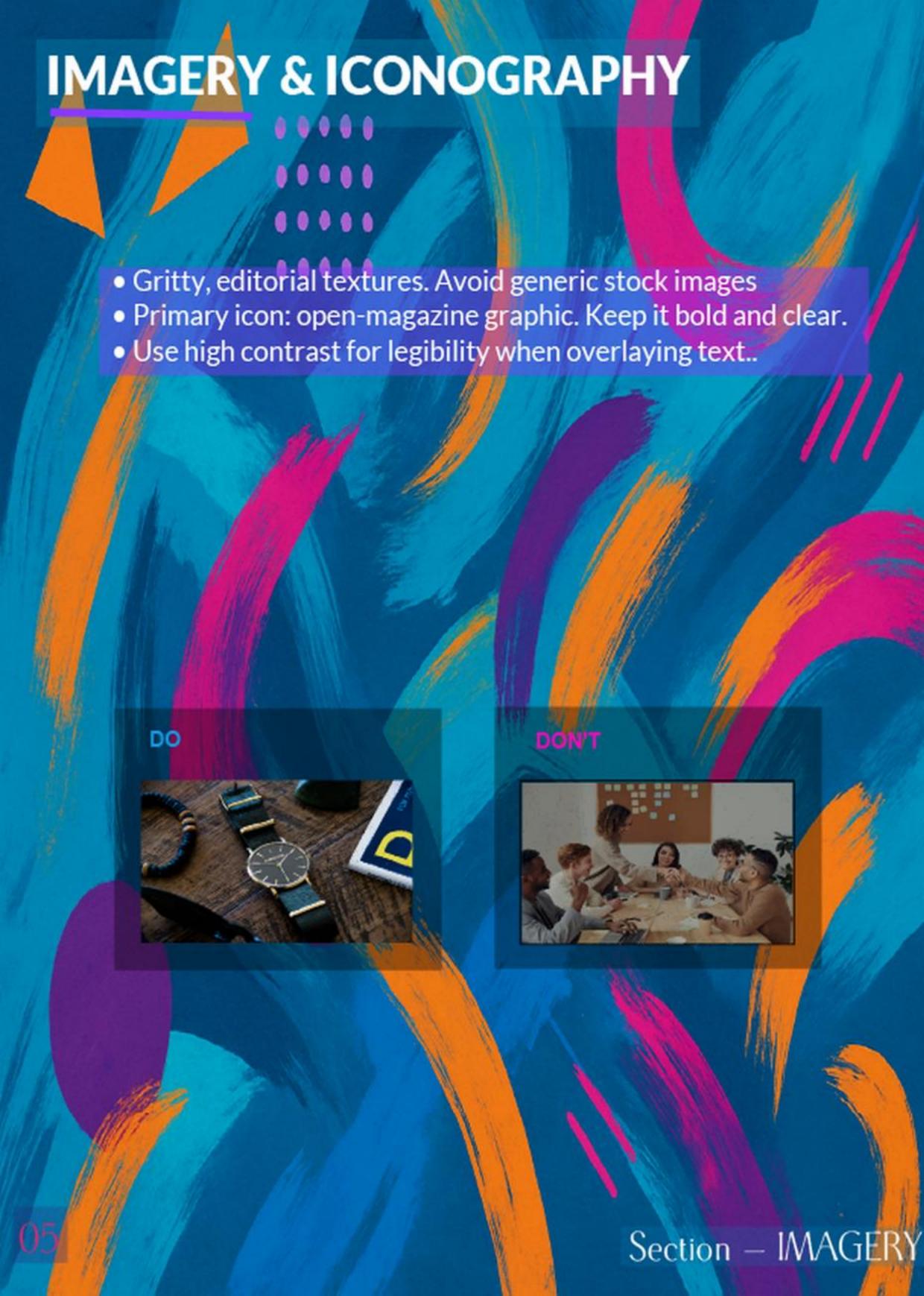
Headlines: strong, bold sans-serif.

Subheads: playful but legible.

Body: clean sans.

Fonts: (Cotoris Display/Lato).





## VOICE & TONE

"NOT YO MAMA'S VOICE."

**BOLD. PLAYFUL. GRITTY. UNAPOLOGETIC** 

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



