

# FELLOWS



Magazine  
Style Guide  
2020 ver.



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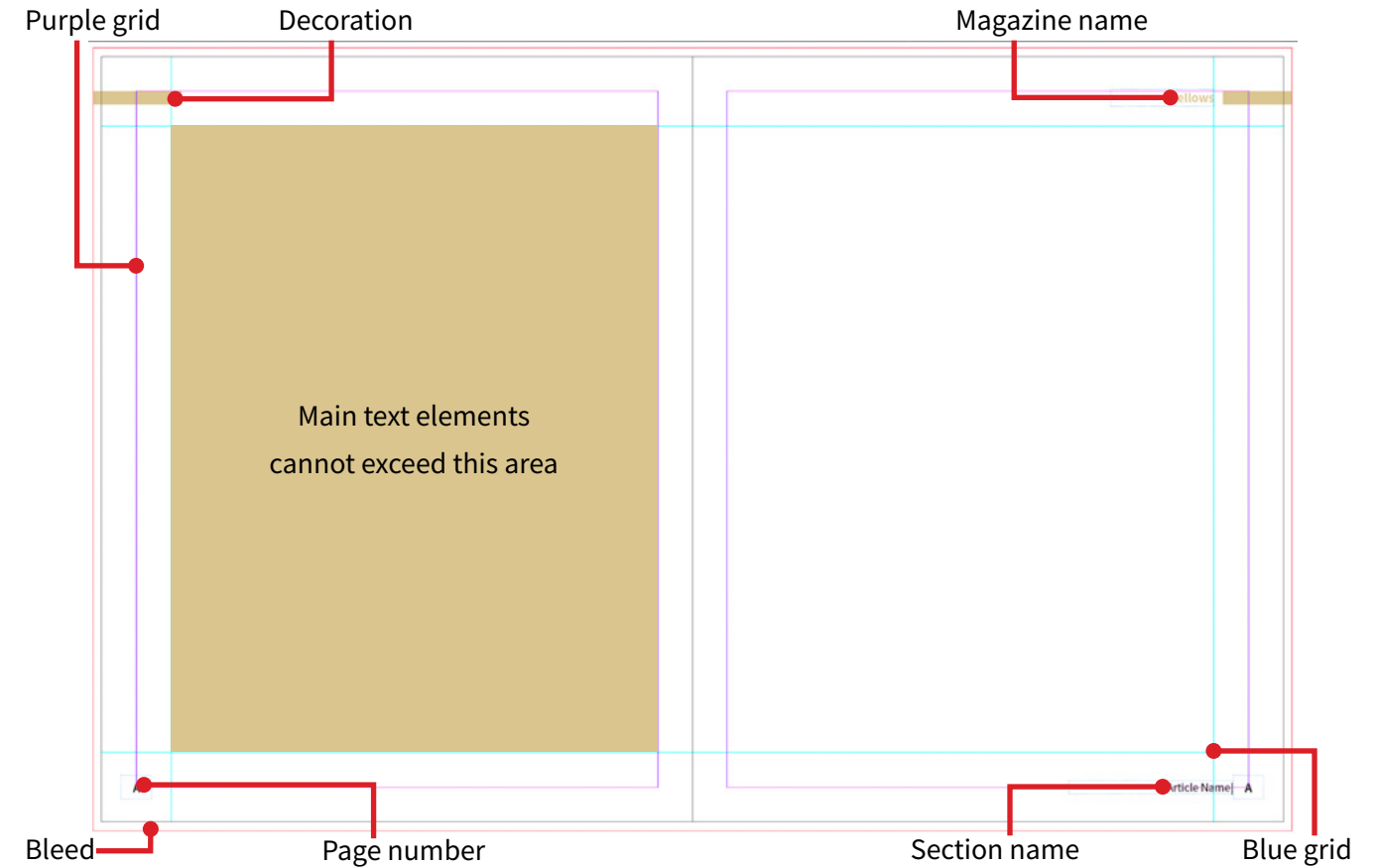
Image

# 1 STORY

## Who are we?

The name *Fellows* is translated from "同胞," a Chinese term that is used by people in the Hanfu community used to refer to each other. This magazine is created by Hanfu lovers, for Hanfu lovers. *Fellows* is world's first English magazine dedicated to this ancient yet new fashion style and the community surrounding it. Releasing 4 issues a year, the magazine not only reports news on the fashion side of the community, but also the cultural aspects of the community, from popular events to well-known controversies.

# 2 LAYOUT



3 LOGO TYPE

FELLOWS



## DOs

Align the logotype with all three purple grid lines

The logotype is still easy to read under the illustration

Space between logotype and other text elements

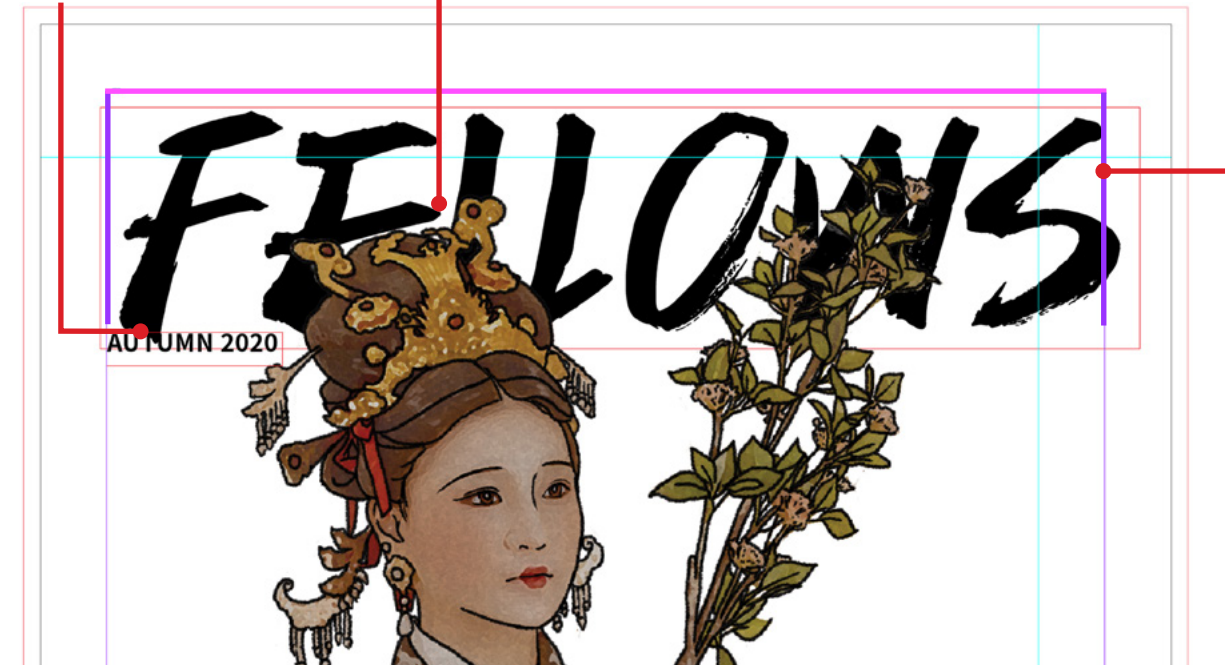


## DON'Ts

Logotype overlaps with other text elements

Letters in the logotype are hard to identify

The logotype does not align with all grid lines





Do not rotate the logotype



Do not stretch the logotype in any direction



Do not add any special effect to the logotype



Do not put the logotype on any background that makes it hard to read



Do not change the size of the logotype



Do not change the logotype to any color other than black

# 4 TYPE

## Chaozi Sheling Dupeng

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,@#%&'"

## Ruibk

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890.,@#%&'"**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,@#%&'"

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,@#%&'"

# Typefaces

## Source Han Sans SC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,@#%&'"

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,@#%&'"

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,@#%&'"



# Usage

EDIMA  
ABORECE

**Chaozi Sheling Dupeng**

This font is only used in all caps for magazine logotype and titles.

**Ruibk (medium 15pt)**

This font is used for less important text elements like subheadings.

Lab in et acea dolor sundae sendel ipicilitem volum  
sam et lam re consequo lanto vend lgenecaes elit.

Int rem facipsum id quae pediamus rem imil millori oreped magnimus aut optae conseriat. Aximeni squatur moluptatur aspedis sae. Illatense ipsae dollo volonibusdam aut qui optio. Nequos nimilit latur, nisque doles sunt odita venisciunt inctestrum fugiatatur renisinus molores pra nim es simin enis sincipidel eum quae. Delestrum evel iditibu struntibus, sitat estibusa poriae et laut ut aut las sim officatiis autatur? Accabor esendist, omnit na sandia inci nusaece ptaerora.

Fugia nulpia perum eum voluptatio volumque laborem simus, que audam que explibus mo es aliqui occumqu untiae plab in num diti vit que vendit aut inulpa dolupid utdw adicaeptae preped quo dolectatiist incia qui offic temporum voloreicte peruptas pliam serunt reruntem ipsamet vellitate venimust, aute nam plab intem rerum

untiaspisque nulliquae seque pore pelessed utem nam voluptaqui ipsum essimodi dolorro mos invernati estibusam, odit ut volum restiam, sequia corehendebit omnimod mod quatiis dolupta quaereh enihicae sinciusam aut receperum sed et, qui blabor mi, sed ut alignatet facimag niatur autet odic tem invenia ssimentiuonto quo commolo rruptaquatiap.

Ullam imil et quis que ape et fugia nos cuptati ut quat ma into enimusc identiuiri culparc hillendit et es accullorae sim fugiatia coribus net atibea sanis aut acculpa dolesequam ewa quaectiuorios eos doluptatem awe ne landunt emposam, ipsa omnis explaceped exeremp edignatur, edst etur rtee nam volorit dolor ad ut.

**Source Han Sans SC (regular 10pt)**

This font is used for body text and less important text elements.

# 5 COLOR

## Primary Colors

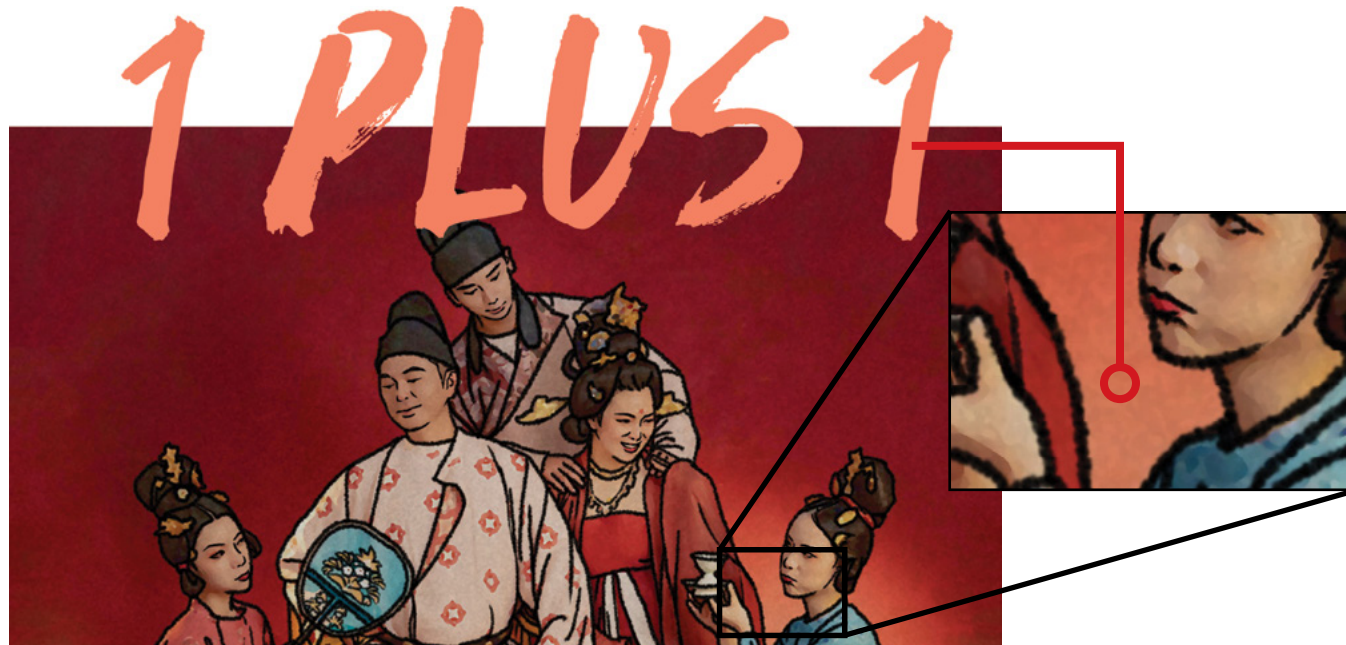
C: 0% M: 0% Y: 0% K:100%  
R: 0 G: 0 B: 0  
#: 000000

C: 0% M: 0% Y: 0% K:0%  
R: 255 G: 255 B: 255  
#: ffffff

C: 0% M: 100% Y: 100% K:13%  
R: 209 G: 24 B: 31  
#: d1181f

C: 11% M: 16% Y: 47% K:4%  
R: 218 G: 197 B: 143  
#: d9c48e

## Secondary Colors



Secondary colors are only used for titles. These colors should be directly taken from illustrations using the eyedropper tool, with more vibrancy.

6 IMAGE

## DOs



Images and illustrations have been processed with specialized filters, and the main objects have been outlined with a specific brush in black. The backgrounds are untouched.

## DON'Ts

Images and illustrations are in the original image, without any filters and outlines.



# Process



Original image



Apply sponge filter 2 times.  
(Setting: brush size: 5 defection: 0 smoothness: 10)



Outline main subject with "ink outline brush," in size 10, using black color, 100% opacity.



Touch up any imperfections, color correct if needed.



## *FELLOWS*

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