

SESSION

FOUR

ON YOUR
BRANDING
JOURNEY

TYPE > MOOD > THEME

=

A HOUSE FOR YOUR CONTENT

IN TWO
WEEKS

YOU MUST
PRESENT
WHAT YOU
HAVE SO FAR

EXPECTATIONS?

A CLEAR BRAND
FORMING

THROUGH TYPE,
MOOD, THEME

SOME IMAGE
AND TEXT

AN INDICATOR OF
KIND OF CONTENT TO
COME

THE GOAL IS TO
GENUINELY
EXCITE YOUR
AUDIENCE
ABOUT YOUR...

BRAND

so

HOW DO WE GET
THERE FROM HERE?

NEED TO FINISH

1-2-1

tutorials

WHILE YOU ALL
SCOPE OUT
YOUR TYPE

YOUR MISSION
TODAY...

EXPLORE THE
TYPOGRAPHIC
POSSIBILITIES OF
YOUR UNIQUE
MAGAZINE PROSPECT

TOWARDS A
DEFINITIVE
IDENTITY

LOGGOTYPE

TAKING CONTROL...

Recens

Recens Paper is a youth culture magazine exposing the lifestyle of youth and its subculture

PYLOT

FASHION AND FINE ART.
ALL ANALOGUE, WITH NO BEAUTY RETOUCHING.



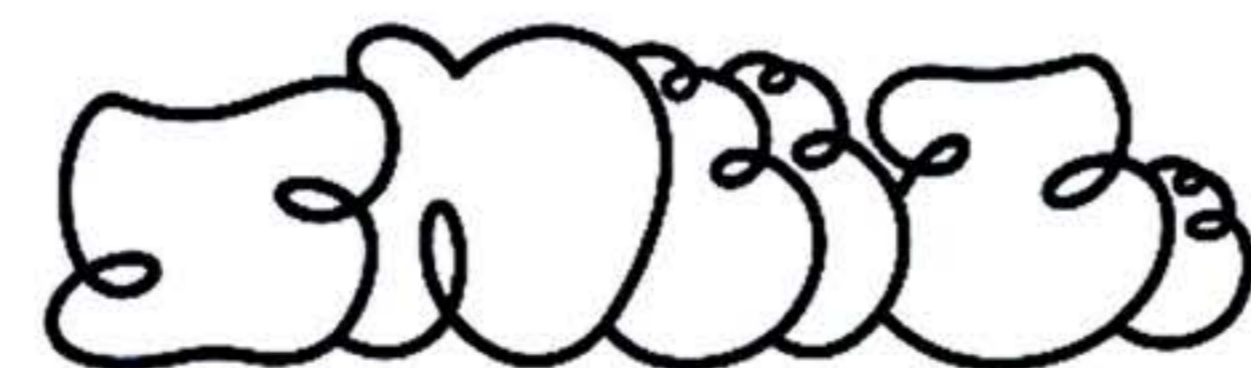
HIGHSNOBIETY

A daily news website covering streetwear, sneakers, cars, lifestyle, and the arts.

is in town

the girls are collaborators and their stories make the pictures

OR COOL, CONTROLLED, LOSS OF CONTROL...



The leading online destination for men's contemporary fashion and streetwear/ a poster-size paper trail of intrigue

PUTTING
YOUR TITLE
THROUGH THE
TYPOGRAPHIC
WRINGER

TYPE DECISIONS [taking control]

STYLE | CASE | WEIGHT

Sans Serif

Serif

Bold

Light

expanded

condensed

Normal | Roman

Oblique | *Italic*

UPPERCASE

lowercase

white on black

black on white

+ TRACKING

- TRACKING

**With these simple decisions
giving you a clue to your
logotype, you can then try
different sans serif/serif fonts**

**TYPOGRAPHIC
ATTITUDE
[‘loose’ control]**

Full On Character Type

[Re: Buffalo Zine & Sneeze]

Melodramatic Display Fonts

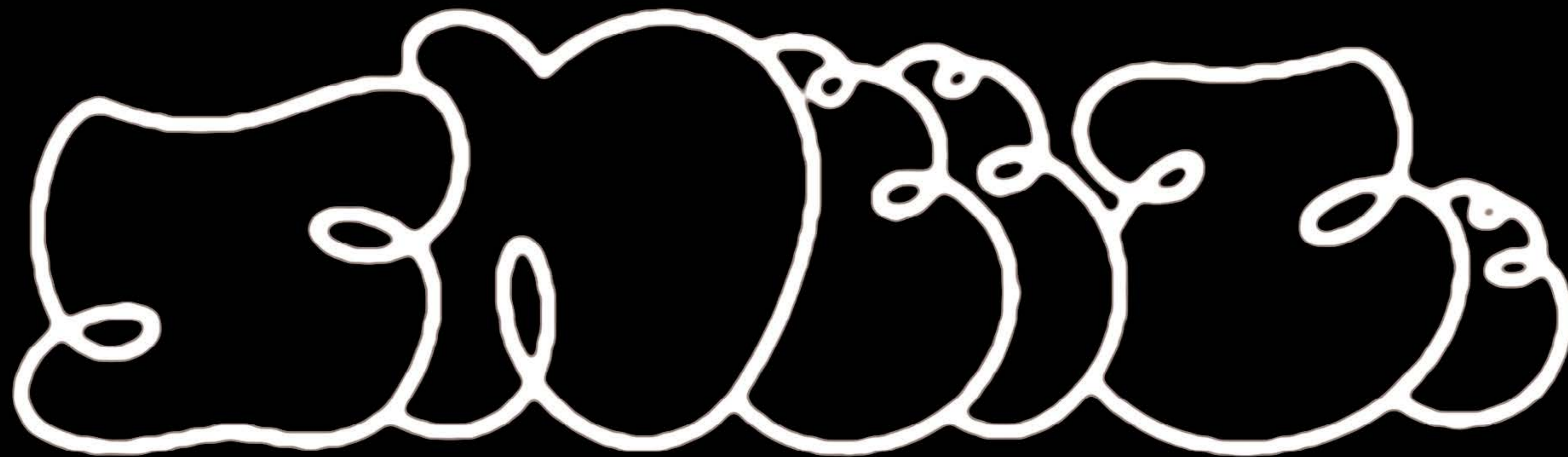
own it tho,

*Don't use script fonts
that are essentially
someone else's
handwriting...*

...and are
barely legible

DARE YOU TRY
HAND-DRAWN TYPE?

DARE YOU TRY
HAND-DRAWN TYPE?



BUFFALO

MAYBE AT SOME POINT
IT'S TIME TO GET
YOUR PAINTS AND
BRUSHES OUT?

TYPE PLAY TODAY

SET UP AN A3
WORKSPACE IN
ILLUSTRATOR/
INDESIGN/
PHOTOSHOP

**TYPE YOUR
PROPOSED
SITE TITLE**

... AND TYPE YOUR SITE
OBJECTIVE STATEMENT AND
HAVE IT THERE TO GUIDE
YOUR LOGOTYPING
PROGRESS...

...AND START
WORKING THE
POSSIBILITIES
ON THE PAGE

Site Title Site Title
SITE TITLE site title
site title **site title**
site title *site title*

site title
site title
site title
site title
site title
site title

MY SITE OBJECTIVE STATEMENT

START THIS
JOURNEY AND AT
THE SAME TIME...

WE WILL
CONTINUE THE
1-2-1 TUTORIALS

OFF YOU GO!