

## RECOGNIZING YOUR MAGAZINE'S BRAND CHECKLIST:

Start building your magazine's brand by analyzing what you have collected in your mood board and applying what you find to your designs. (*You do not need to have every element in every layout, your goal is to collect visual expressions that become ingredients which can be combined/re-combined to create "recipes" to help capture the tone you would like to achieve.*)

First think about which adjective(s)/keyword(s) should lead the brand. Then choose how much (and what specific aspects) of the other adjective/keyword traits can influence the tone.

Start with photography:

*Photography/illustration of People:*

- Is it primarily studio shots or natural environments?
- Are the environments cluttered, comfortable, sterile, minimal, etc?
- Is it primarily candid or more formal?
- Are the subjects aware of the camera being there?
- Are they looking at the camera?
- Are they friendly, goofy, serious, thoughtfully engaged with something they are working on, etc?

*Photography/illustrations/graphics in general:*

- Is there a trend with how photos are cropped?
- Is there a trend with simple, single object in the frame shots?
- Is there a trend for minimal color palettes, or are they varied?
- Is there a trend for lots of negative space or does it feel active and cluttered?
- Is there a trend for unique camera angles or perspectives?
- Is there an entering/inviting into the spaces?
- Do many of the photographs have a similar stylistic approach?
- Do you see images with repeating patterns, e.g. things that stack, vertical or horizontal lines, a progression of objects, perspectives into space? If yes, start cataloging how the patterns are made?
- Does your photography have an interesting display of materials, e.g. lots of wood, natural fibers, steel, glass, etc that might inspire you for your mood board?
- Look at your photography for sources of light. Is the light often directional, illuminating something, soft/fuzzy, filled with texture, morning light, evening light, etc. Is there a pattern you can recognize?

*Color:*

- Do colors you see in your photos, illustrations and chosen colors have opacity, overlays, textures?
- Do colors you see in your photos, illustrations and chosen colors have direction or create a pattern that might inspire you?
- Are they bright & bold or subdued & calm, etc?

*Type:*

- Are the terminal strokes soft and rounded, sheared, flat? Are the ascenders and descenders short or long? Are the counters large or small and high?  
Is your type geometric or does it look more organic?
- Is the text sturdy, bold, all caps, or fluid and having movement?