

məg*

*Lookbook

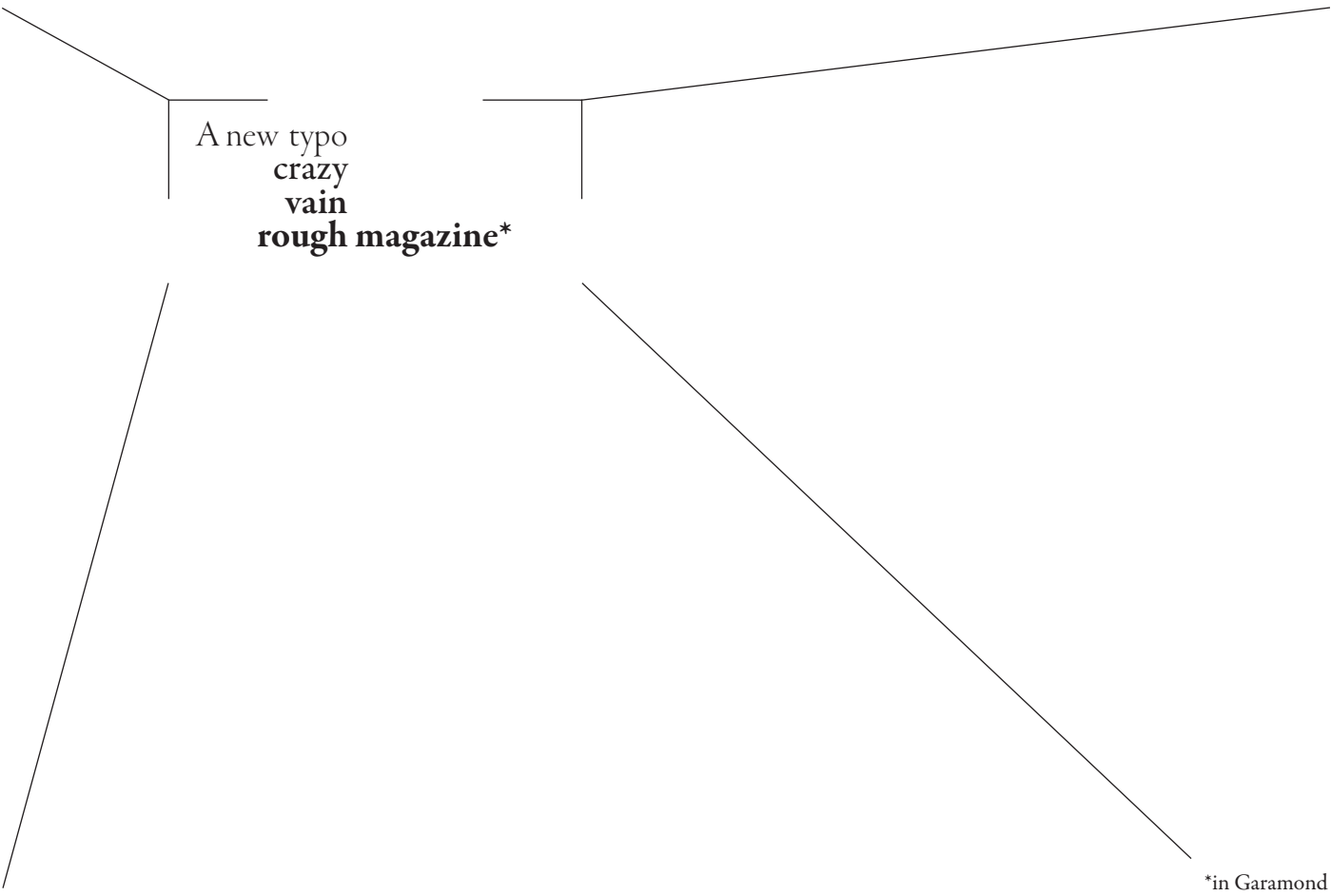






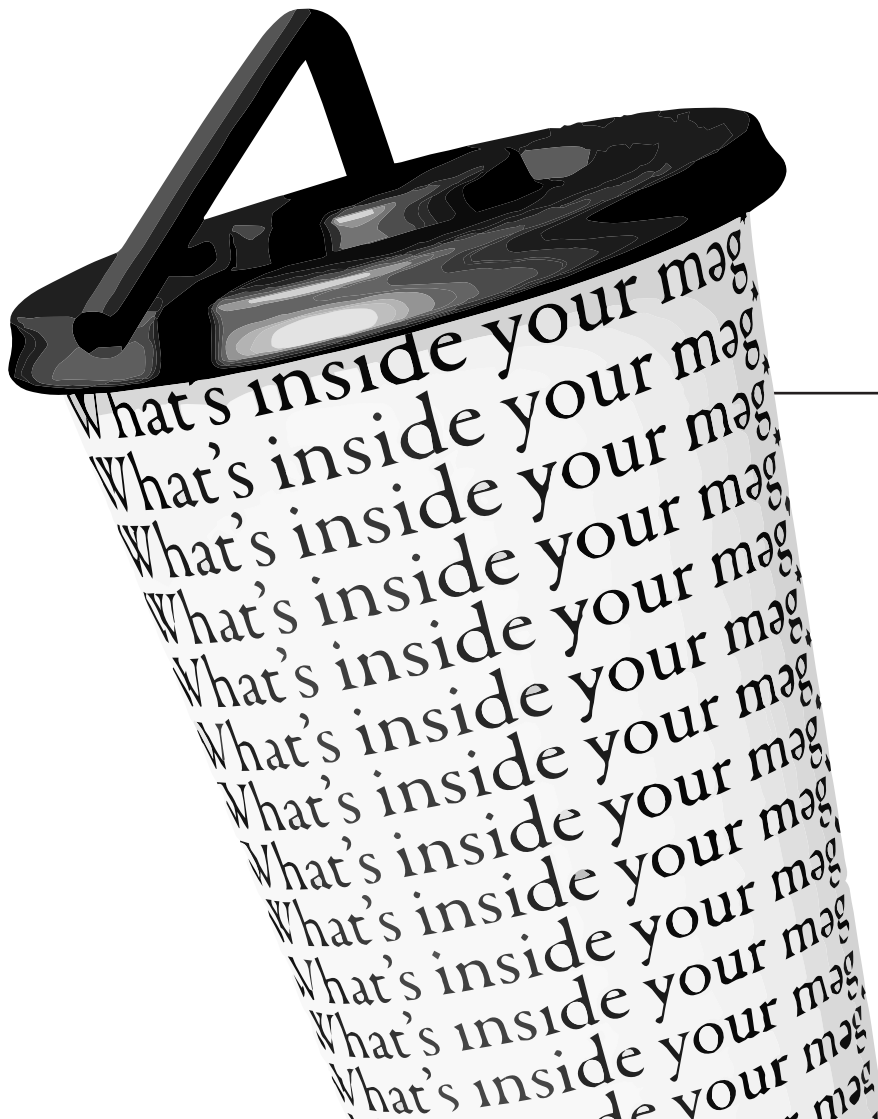


eg



A new typo
crazy
vain
rough magazine*

*in Garamond



/mæg/

Like mag, or mug, which
in any case are the same
thing*

*containers of things

What's inside your $m\grave{a}g^*$



Classic sh*t to talk about new wave

Classic sh*t to talk about new wave

Classic sh*t to talk about new wave —

Classic sh*t to talk about new wave

Classic sh*t to talk about new wave

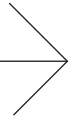
Classic sh*t to talk about new wave

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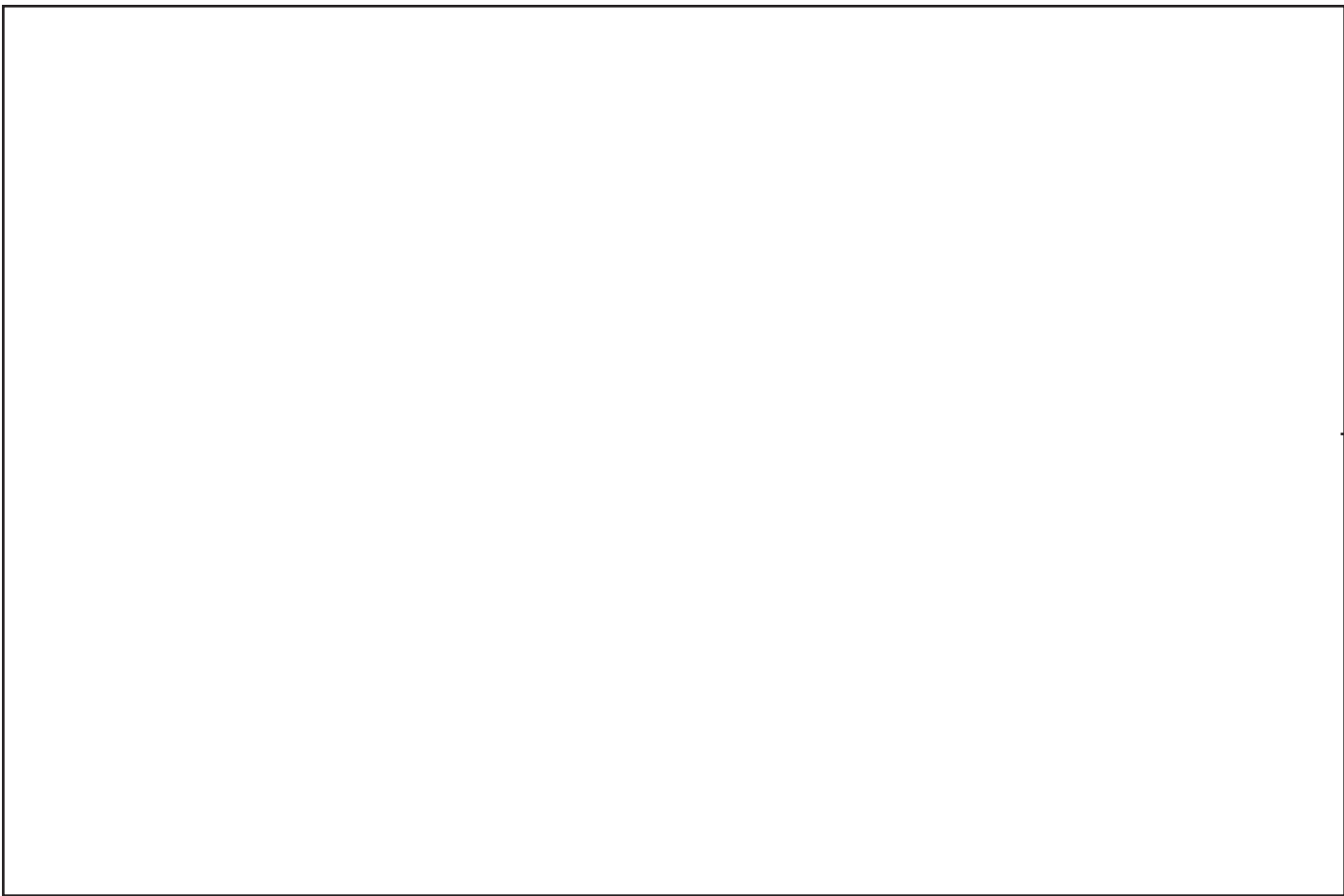


Starting from the paper experience
and using classic font* to relate

yes we use also colours

*garamond





A horizontal line extending from the right edge of the large box to the right margin of the page.



məg*

look how beautiful is that g

is written in

Garamond Premier Pro

but you can use what you want

and declined in

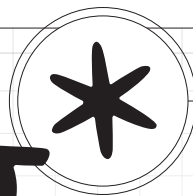
Garamond Premier Pro Light

Garamond Premier Pro Italic

Garamond Premier Pro Bold

Logotype

məg



Logo reduction
*For smaller sizes**

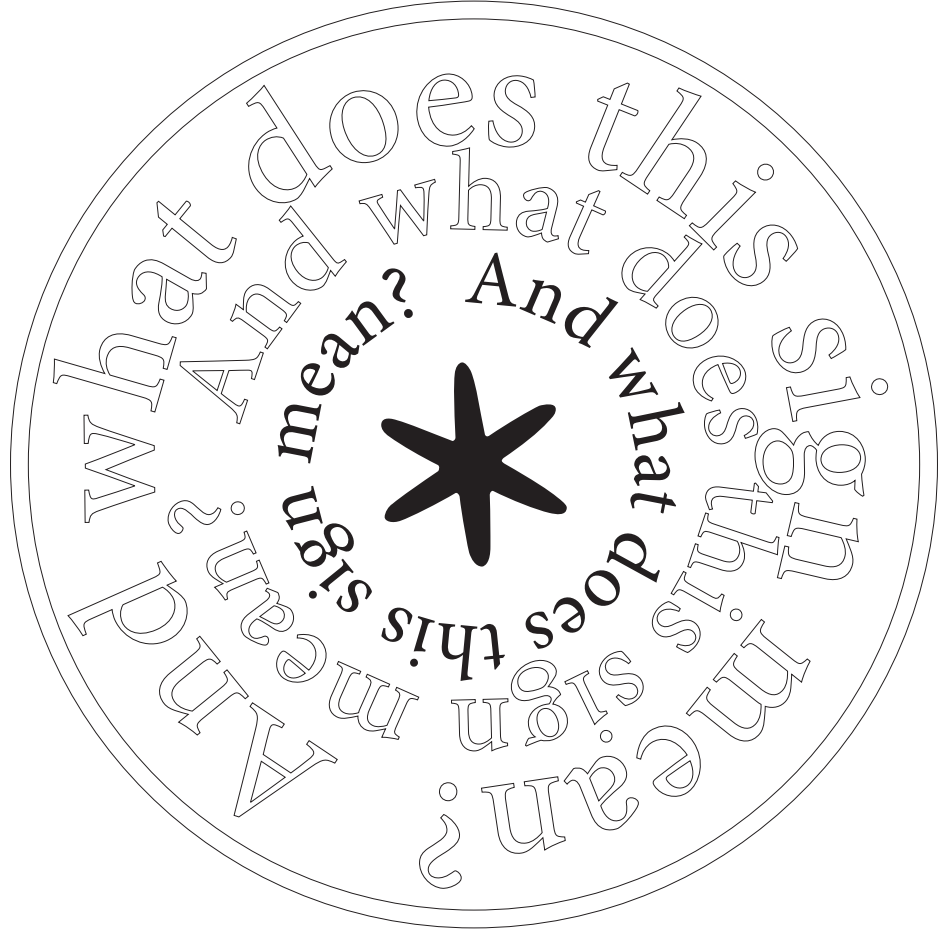
PockeTypo

Unlike many magazines, **məg*** is designed to be pocketable, and to be the inspiration always in the backpack for designer.

Drink your mug of typo-inspiration every morning, at the park, on the subway or wherever you want

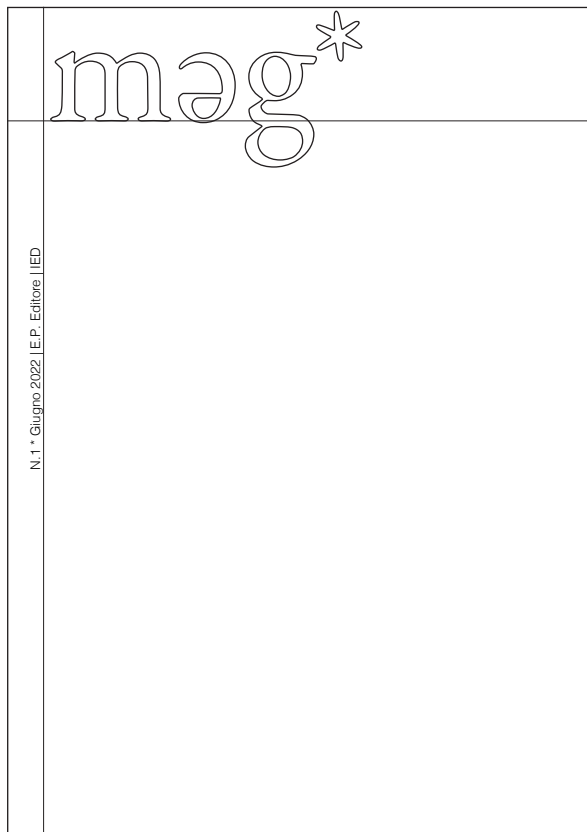
148 mm

210 mm



* Typical curious hedgehog
that without being too
seen tells you something

or just a marginals note



Cover template

Some object on the cover will remain on the same position, like the mæg* title, or the claim on the left that show the number of the magazine, the month and the publisher.

“The best typo mag” is the brand’s pay-off.
On the cover we will find it always in a different ways, different fonts.

All about the pay-off font will be relate inside the first pages of the magazine. In this case we have the pay-off written* in **IMPACT**.

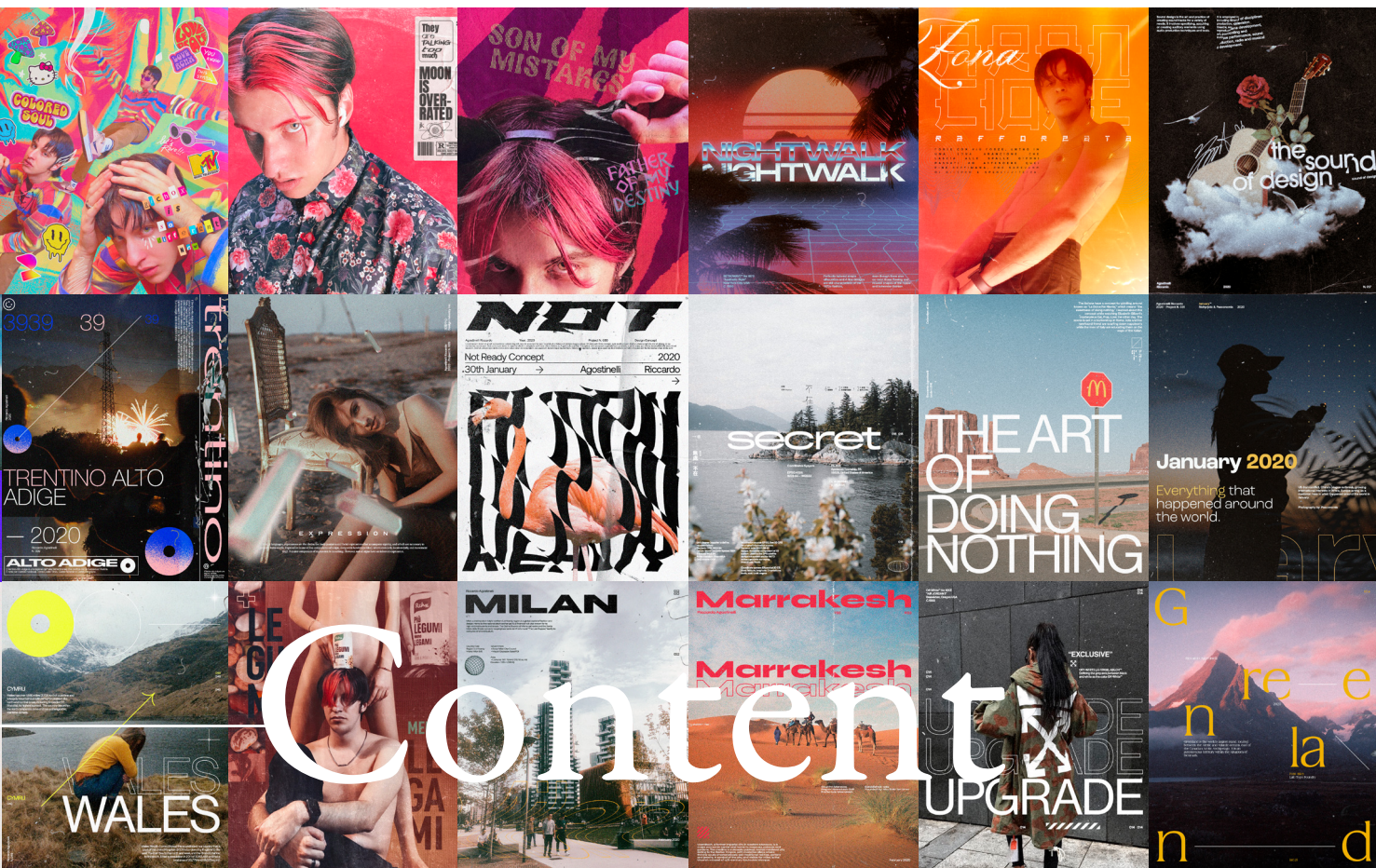
*and stratched



Magazine


- 100 Pages
- 80 Poster
- 10 Articles
- 5 Paper experience
- 5 Bullet pages

4th February 2020
Tuesday



thx to @riccardo cavallo @riccardo agostinelli

We connect people*

Typ  **Friends**

**Probably out of lines*



Who
is your
typo*?

*serif - sans serif - script - gothic - monospace

Stationery

*COLORPLAN
EBONY
270G


Art Director




Graphic Designer




Copy Writer



Not the boss, not too good in graphic,
not too good with the words, but with
clear ideas, i think.

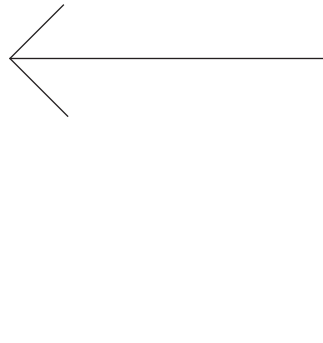


Destinated to the crazy people who can
play with black and white, and colors,
and shapes, and font, and much more,
and also can use the coffe machine



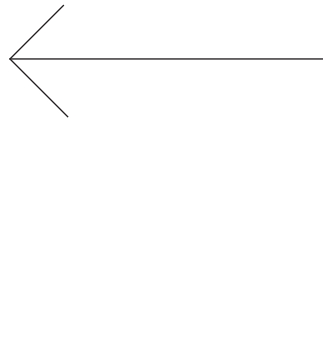
Dear copy, you are good with the words,
I'm not. We can resume in:
LIFE SAVER

Business Card



*COLORPLAN
WHITE FROST
350G

Business Card



*COLORPLAN
WHITE FROST
350G

Layout

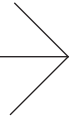
A5 Reduction size



Department cover

Art Director
Graphic Designer
Copy Writer

Letterhead



The printing at the top of a piece of writing paper telling the name and address of the person or business sending the letter.

Letterhead is also the paper that this information is printed on.

mæg*

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Sulzano (BS)

info@mæg.tp
www.mæg.tp

To: Mario Rossi
Pentagram

Ullab ipsusaepro ipictem suscidel im aut aturita tquiasi magnim qui
tem que renisit iamenim non et lam expedis et quo maios eum quost
eiumqui strumetur mil es am eumqui cus es eicim ium quiderum re
aperunt.

Nem etum quatur molor rerschilia doluptatur susdam nonseque veli-
tatur accatus pererum velecesto blaboriorem quam, tem dentur, que
vid quae. Quo voluptatus utem velit elicimo dissit pari alias sitatur,
con eium eumque vit estium fugiat.

Sapel et rene consequam quis sum insus, adinien iscianti coriber



mæg*

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*Die Cut

Envelope



- * Envelope designed following the same construction of the letterhead, with more mail details, like addressee, sealing wax and the mail stamp.



Shopper and Shopping

Let's start with
the essentials

A5 Pocket



Break* combo



Big Shopper

mæg*
comfortable
inspiration

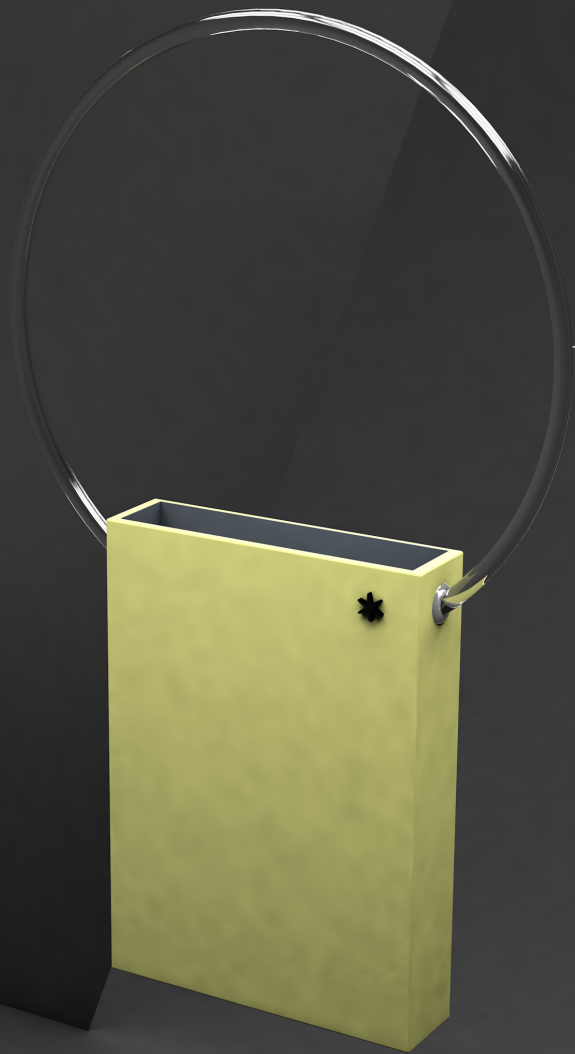
Wear your asterisk
everyday



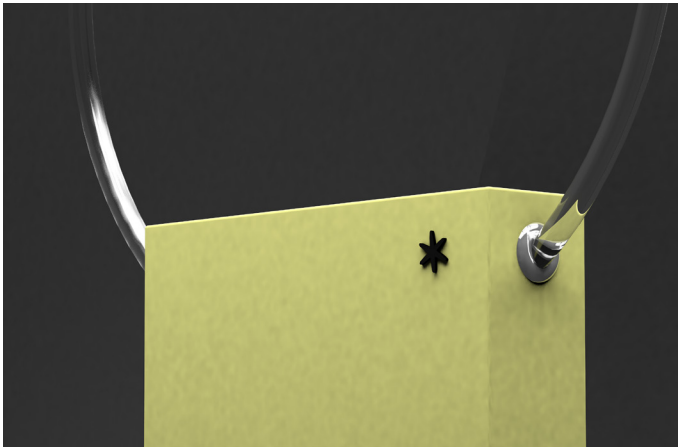


Black
and White
Version





A5 Rigid Bag

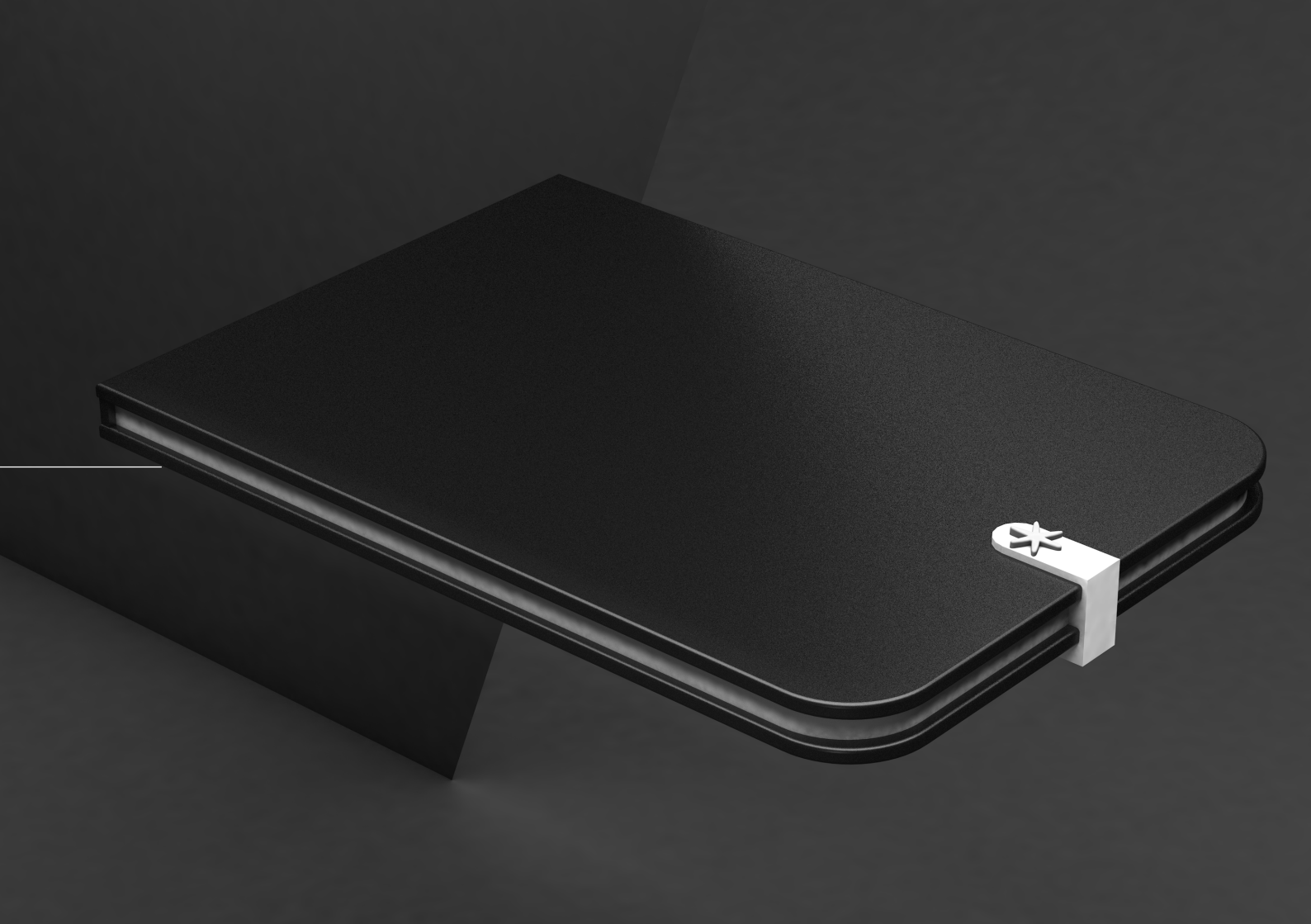


* Premium bag with rigid pocket, using the dimension of 5 magazines (5 cm depth).

Can be used to carry your own magazine, blocknotes, and blackwing pencil, or just like a little bag with a plexiglass handle.

Bloc Notes

With bullet pages, for your sketch, and the first place where you can draw your creative ideas!



məg * **BLACKWING**

For your daily sketch

*Designed
for Designer



Have you seen
these stickers
around the city?



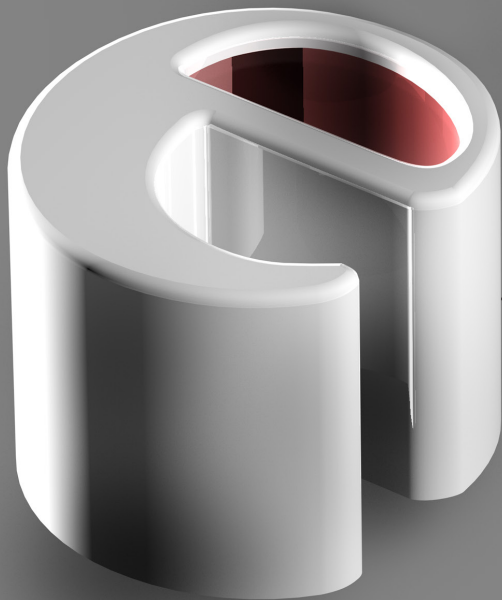




mug*



*for every occasion



The mug*

Prototype of a mug
starting from the “ə”.

For the fan of the brand
and the tea break lovers.

