

Concept Statement

Lonesome is a magazine exploring the interconnectivity of the self and nature, sharing stories of solo travelers, those who live alone in nature, and mindfulness.

Logotype Lust Script

Sparked by the idea of isolation, a high contrast display script was fragmented, removing the thins and isolating large curves into multiple pieces per letterforms to create the logotype.



Logotype

Sparked by the idea of isolation, a high contrast display script was fragmented, removing the thins and isolating large curves into multiple pieces per letterforms to create the logotype.

Conceance

Typeface Pairings

Canto Pen + Acumin Variable Concept + Anonymous Pro

Also tested: Acumin with Span as body, and Akzidenz Grotesk titles, Acumin headers, Span body.

Ultimately, a serif titles and headers was working better to connect with the logotype. Canto Pen features many curves that parallel Lust Script of the logotype. A simplifed, legible body copy of Acumin paired well with this, and to make the pages feel more like documentative travel journals, monospaced Anonymous Pro was used for folios and documentative pieces like captions.

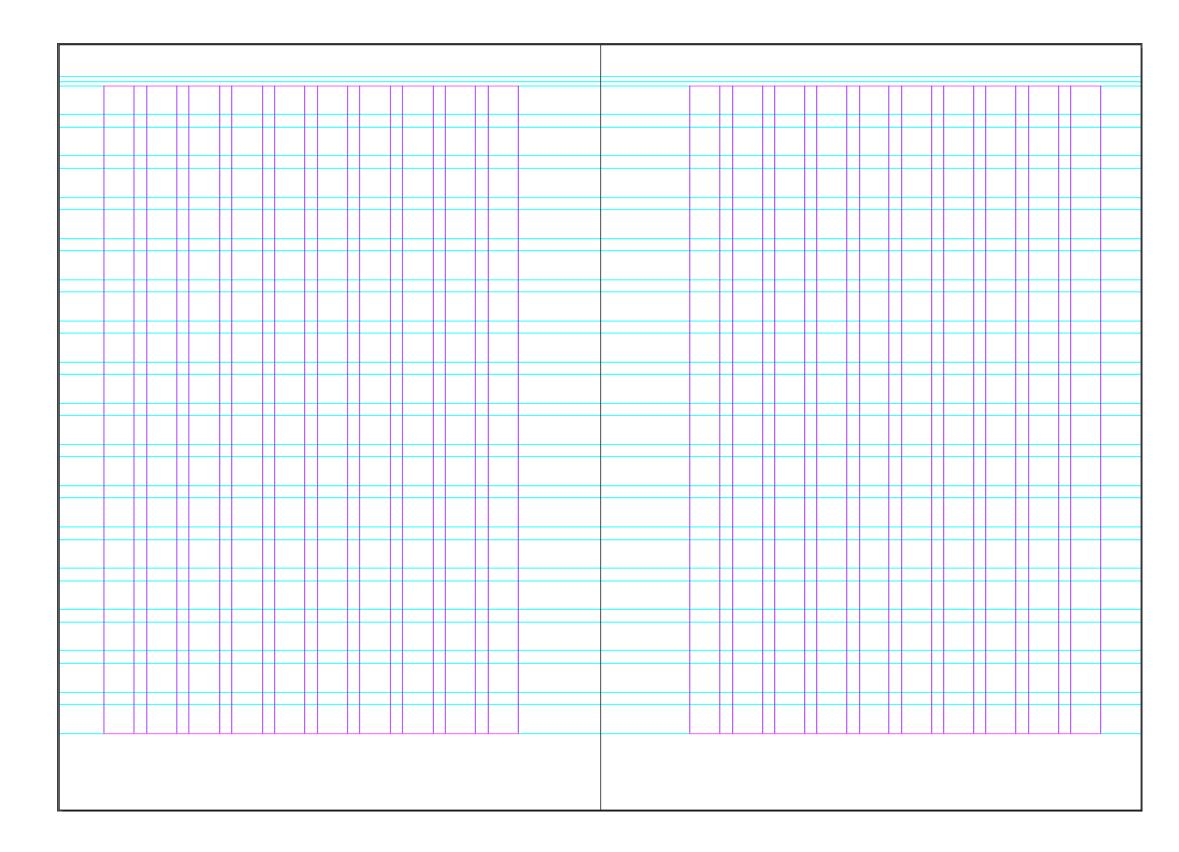
Running Header		ISSUE 01	FIRST PERSON
		Acumin + Canto	Pen
Deck		These women reject the idea of 'dangerous' solo travel	
Body		For many women, the appeal of solo travel lie the freedom to finally say "yes" in a world when are often told "no." And yet in the face of this opportunity, we are still presented with reasons get our passports stamped.	we
Caption	NEW YORK TIMES	An article published last week bearing a salacio title, "Adventurous, Alone, Attacked," offered a sle such reasons. The article details violent assaults solo women travelers, such as Hannah Gavios, v had to learn how to walk again after an attack ir Thailand, or Carla Stefaniak, who was brutally ki Costa Rica.	ew of on vho
Quote		"If I waited to have a travel budd go do all the things I wanted to c would never do them"	
Tombstone		Georgina Miranda started traveling by herself or necessity. Today, she is on a solo quest to be the American woman and one of very few Latinas to complete the Explorer Grand Slam, an adventur quest to reach the North and South Pole, and th highest mountains in the seven continents.	e fifth o e

Grid

What began as a 5 column grid became 10 in order to benefit versatility. The odd numbering allowed for asymmetry, and the ability to use different column widths cohesively together on the same page. Increased inner margins leave room for printed page creases without losing text, as well as aid the goal of utilizing negative space to enhance the isolation of graphic elements paralleling themes of isolation.

MARGINS

Тор	0.625 in
Bottom	1.175 in
Inside	1.4375 in
Outside	0.625 in
Columns	10
Rows	16
Gutter	0.1875 in



Visual Language

Print Standards

Legibility and understandibility were a goal of mine from the start. Type size increments were decided on a modular scale of the golden ratio. The decision to justify body copy enhanced the shapes and lines within the design, and worked well due to larger leading and thin column widths.

To bring in elements of the wordmark, I focused on the nuances of curved shapes in the letterforms and contrast. Canto Pen proved a suitable typeface for titles, headers and quotes as it paralleled many of the curves and calligraphic reference of the logotype. The descending bottom of the L was additionally brought in as the tombstone for articles as a slight curved wave, similar to the tilde (~) which can mean "similar to" or "about," referencing the magazine's goals of showing connection and relation.

For the other typefaces, Acumin pairs well with Canto Pen as a sans serif body copy and Anonymous was used as a monospace to mimic documentative nature journals.

Colors narrowed from 5 colors and black and white to three: a brown, a mustard, and a cream. Brown replaced the original sketches' black, and cream replaced white. These colors were inspired by natural and earth tones and photography was chosen to compliment this.

Lonesome

Printing Standards

WORDMARK

Jonesome

CONTENTS

Warrell explores the risks of risk, quoting that "fortune favors the bold" in this essay sourced fro rrel1 Text: Marc em Ipsu

Take a Risk: The odds are better than you think

Printing Standards | Lonesome | Emma Sulfsted | Summer 2020

DOCUMENT

GRIDS

A4 Page Size Lead 8 pt Alignment Left-aligned Justified body copy

TYPE PAIRING

Acumin Variable Concept

Anonymous Pro Regular

Canto Pen abcdefghijklmnopqrstuvwxyz1234567890

abcdefghijklmnopqrstuvwxyz123456789

Abcdefghijklmnopqrstuvwxyz123456789

TYPE SIZE INCREMENT SCALE

6.5 pt Caption 10 pt Body 16.5 pt The odds are better than ²⁶² I don't want to Lonesome ones

TOMBSTONE

Fear regret more than failure - history has shown that we fail far more from timidity than we do from over daring. Or to quote a little Latin: Fortes fortuna adiuvat. 👡



MARGINS	
Тор	0.625 in
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16 0.1875 in



FIRST PERSON

LONESOME

Take a Risk

PHOTO BY BERNARD CHEN

The odds are better than you think.

As you look back on your career and life to date, where do you wished you'd been a little braver, trusted in yourself more, and been less cautious in the chances you took?

Anything come to mind? When speaking to people in their forties and beyond, many tell me that if they could do their career over again, they'd have taken more risks, settled less and spoken up more often. In short, they wished they'd been more courageous in the risks they'd taken. Perhaps you relate.

"Fortune favors the bold."

COLORS

Image Rules B&W, Full color

Content



Cover

Cover Round 1

My goal for the cover was a minimalist approach highlighting the photography and the logotype. Pushing the limits of the space by bringing the Logotype close to the image's subject to create a moment of tension.







Sonesome

RISK TAKERS ISSUE FORTUNE FAVORS THE BOLD PG. 023

ISSUE 01 THE RISK TAKERS FORTUNE FAVORS I BOLD [PG. 02





FORTUNE FAVORS THE BOLD [PG. 023]



Cover

Final

The final cover pushed this by causing friction between the logotype and the mountain, and drawing your eye to the person on the ledge with minimal text near.

ISSUE 01

Sonesome

THE RISK TAKER ISSUE

FORTUNE FAVORS THE BOLD PG. Ø5



Table of Contents

Round 1

Original designs explored utilizing the treatment of the logotype on page numbers as a graphic element, as well as a logo with just the "L." In these early stages, I aimed to create isolation with vast negative space, and thin lines of seperation.



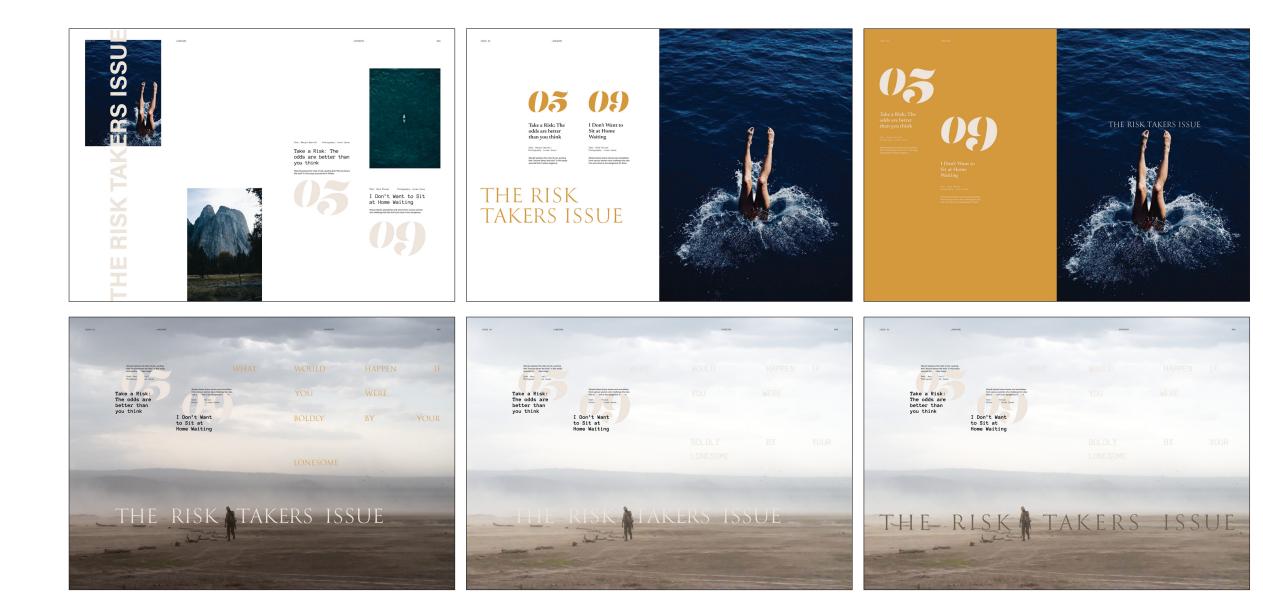
Table of Contents

Round 2

Space played a great role in futhering the development of the Table of Contents and this began to integrate with photo.

A full-bleed image across the spread took the design to the next level and allowed for integration of type in relation to the image, challenging that space. By placing the issue name around the person in the image, the space's tension was created. Additionally, placing a posed question based on the "risk takers" and mentioning the magazine title set the scene for the following spreads.

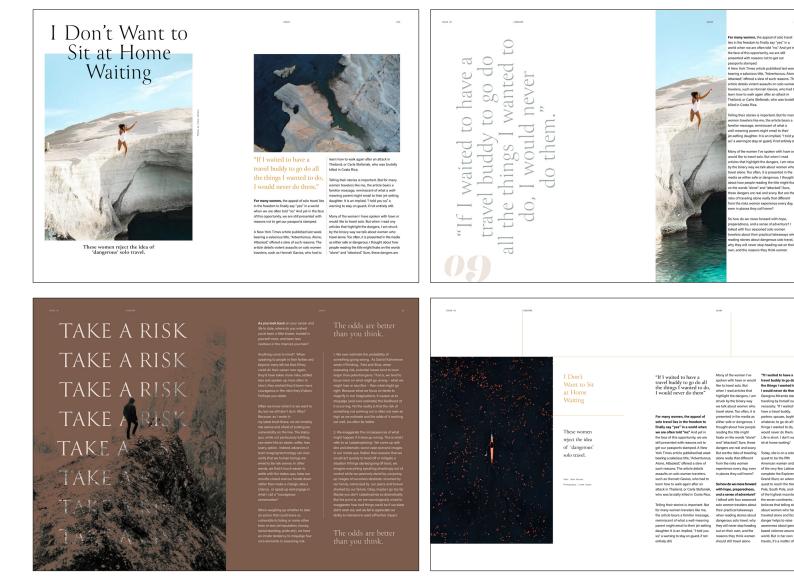
Overlapping the page numbers with the article information in different layers in space challenged dimension and prepare the viewer for following challenges of space in overlapping text.



Round 1

My original spreads began to explore nuances of rotated and repeating type, as well as the overlap of type on image. Thin lines as visible column seperation were integrated here as I had attempted in the original Table of Contents and began to become a solid standard element.

My goal from the start was prioritizing powerful imagery to tell the story and utilizing this to encourage excitement in reading the articles. At this stage, I knew I wanted highly legible type and strong shapes but was still using left-aligned ragging and hadn't yet developed standardized nuances to aid excitment.



I DON'T WANT TO

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Finally any "yes" in a world when was no den told" And syst in it face of the caportanity, we are still persented with means not to get perspective statement. A new York Theme and sing packing data were bening a staticism title, "Adventure hann, Attacked" of data data were bening a staticism title, "Adventure hann, Attacked" of data data were bening a staticism title, "Adventure association to wilk again after an aback in Thalando," och shall back who was trutally killed in Costa R

r many women travelars like me denne sogen r many women travelars like me sogen ernisiscent of what a weil-meaning ausphere. It is an implied, "I toid you of a warning to stay on guard, if not critrely still.

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re the risks of traveling really that different the risks women isonce every day, even isonce stey call home?

AT HOME Waiting

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These women reject the idea of 'dangerous' solo travel.



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one and series Mirando equates hertermings with the outlot to concept of Petacia In economic Petacia In eco

Round 2

In the second round, experimentation grew and nuances such as overlapping text on image, spacing text in negative space, thin lines for visible column seperation, and the use of the mustard yellow as a reoccuring pop of color began to come into play.



I H K K K K K K K K K K K K K K K K K K	a trave buddy t go do a he thing	owave a construction of the second of the se	13° 44 12.181	
	Want to Sit at Home Waiting	"If I waited t travel buddy the things I I would neve	Many of the women I've spoken with have or would like to travel solo. But when I read articles that highlight the dangers, I am struck by the binary way we talk about women who travel alone. Too often, It is	"If I waited to have a travel buddy to go do all the things I wanted to do, I would never do them" Georgina Miranda started traveling by herself out of necessity: "If I waited to have a travel buddy,
	These women reject the idea of 'dangerous'	For many women, the appeal of solo travel lies in the freedom to finally say "yes" in a world when we are often told "noc" And yet in the face of this opportunity, we are still presented with reasons not to get our passports stamped. A New York Times article published last weak	presented in the media as either safe or dangerous. I thought about how people reading the title might fixate on the words "alone" and "attacked". Sure, these dangers are real and scary. But are the risks of traveling	partner, spouse, boyfriend, whatever, to go do all the things I wanted to do, I would never do them Life is short. I don't want to sit at home waiting." Today, she is on a solo
	Solo travel. Test: Bale Nama Mediopraty: Lines (Jane	bening aslacious title, "Adventurous, Alone, Attacked" offered a silev of such reasons. The article details assaults on solo women travelers, such as Hannah Gavios, who had to learn how to walk again after an attack in Thailand, or Carla Stefaniak, who was brutally killed in costa Rica.	alone really that different from the risks women experience every day, even in places they call home? So how do we move forward with hope, preparedness, and a sense of adventure?	quest to be the fifth American woman and one of the very few Latinas to complete the Explorer Grand Slam, an adventure quest to reach the North Pole, South Pole, and each of the highest mountains in
		Telling their stories is important. But for many women travelers like me, the article bears a familiar message, reminiscent of what a well-meaning parent might email to their jet-setting daughter. It is an implied, "I told you so" a warming to stay on gauard, if not	I talked with four seasoned solo women travelers about their practical takeaways when reading stories about dangerous solo travel, why they will never stop heading out on their own, and the reasons they think women	the seven continents. She believes that telling stories about women who have traveled alone and faced danger helps to raise awareness about gender- based violence around the world. But in her own



them.

qo



For many women, the appeal of solo travel lies in the freedom to finally say "yes" in a world when we are often told "no." And yet in the face of this opportunity, we are still presented with reasons not to get our passports stamped. A New York Times article published last week bearing a salacious title, "Adventurous, Alone Attacked," offered a slew of such reasons. The article details violent assaults on solo womer travelers, such as Hannah Gavios, who had to learn how to walk again after an attack in Thailand, or Carla Stefaniak, who was brutally killed in Costa Rica.

Telling their stories is important. But for many women travelers like me, the article bears a familiar message, reminiscent of what a well-meaning parent might email to their jet-setting daughter. It is an implied, "I told you so," a warning to stay on guard, if not entirely still,

Many of the women I've spoken with have or would like to travel solo. But when I read articles that highlight the dangers, I am struck by the binary way we talk about women who travel alone. Too often, it is presented in the nedia as either safe or dangerous. I though about how people reading the title might fixat on the words "alone" and "attacked" Sure, these dangers are real and scary. But are the risks of traveling alone really that different fro the risks women experience every day, even in places they call home?

So how do we move forward with hope preparedness, and a sense of adventure? I talked with four seasoned solo women travelers about their practical takeaways when reading stories about dangerous solo travel, why they will never stop heading out on their own, and the reasons they think women should still travel alone.



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st: Gale Straub

13° 44' 12,1812'' N

Many of the women he spicer with have or would like to travel solo. But when i read articles that struck by the binary way we tak about women who travel alone. Too often, it should state at the main struck by the binary way we tak about women who travel alone. Too often, it but the travel at the main struck by the binary way travel alone. Too often, it but the main struck travel alone. Too often, it but the travel at the main struck by the binary way and "attacked: Sure, these and "attacked: Sure, these in places they valid different from the risks women coperence every day want with bogs, reparameters and actions to alor weat with base, reparameters and actions to adventure their practical takeways who men travelers about the linke with base attacked struck sub at the risks and traveling but are the risks and traveling and struck and struck the risks women travelers and actions of adventure quest to each the North but practical takeways who men travelers about their practical takeways when reading stories about their practical takeways when reading stories about the value here show and the reasons they think women should still travel alone.

Round 3

A breakthrough occurred where I began to experiment with color and greater type manipulation to create a moment of excitement to begin each article. This round is when I first justified type and refined an element of utilizing coordinates as a graphic element that would also include the page number. I also began to theorize seperating the second article into 4 seperate interview sections.



"If I waited to have a travel buddy to go do all the things TAKE A RISK would never do them" TAKE A RISK about people depending on which part of the world they are from" TAKE A RISK TAKE A TAKE TAKI

STORY

For many women, the appeal of solo implied, "I told you so," a "alone" and "attacked". Sure, travel lies in the feedom to finally say woming to stay on quark, if these danges are real and "year" in avord them were arothen told in detertinity still. A carry, but are the risks of "mo". And yet in the face of this opportunity, we are all presented with five spoken with more than different/firm/thericka women. opportunity, we are still presented with 1 vie spoken with most than a dimentitrommernias transm soft to get our passport 300 women threefors for my experience every day, stamped. A New York Times article podcast, which profiles places they all home tables that we bening a staticized women seeing advectors. Table "diversitions, Allow, Allowide", Many of the vomen Two Softwodowe movel moders alever data-measure. The article spoken with howe rowald with home, prepare works and the static spoken with hower rowald with home, prepare and the static spoken with hower rowald with home, prepare and the static spoken with home rowald with home, prepare and the static spoken with home and the spoken with home and the static spoken with home the static spoken with the spoken with home the static spoken with the spoken the static spoken

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Round 4

As I moved into the next round, the theoretical spread sketches became solidified into the final spreads that would be revised from then on. Take a Risk would be comprised of 2 spreads and I Don't Want to Sit at Home Waiting would be 3 text spreads: the second two splitting the articles 4 interviews page by page.



1335E 81		37047	012	155UK @1	LONESOME
A reavel buddy to go do all the things J wanted to do, J would never do them" Geogra Manda started taveing by hered at of necessity 'fl values to have a true buddy partner, spoats boyherd, unlarger, to go d at the things I wanted to do I would never do them I be in our t dot would never to the the share to do a dat the things I wanted to do I would never to the the things of the share of the term and our of very few Latinus to complete the Egipter Grand Star, an adventure quest to reach the North Yolk, South Yolk, and each of the higher Month Yolk, South Yolk, and each of the higher mountains in the	She believes that telling stories about women who have travid about some and focad darge helps to raise averness about gender- based vidence averness about gender- based vidence averness about gender- based vidence averness about gender- based vidence averness about gender- digence of the about the source of planning for staffy with every trip. She researches a country heavily before abe plans to embarks and has even decided against certain locations became. for her, the rak cutweight the benefit. Winnisk equates her learnings with the outdoor concept of tests" in dimbing, befa is information about a dimbing difficulty or required despinent, among other life-swing fubbs. It's equired over time and passed between dimbers. Smithly, Marnda shares truel beda with other ownen she metel on the move.	"Taking solo travel away from women is just inherently misogynist"		depending o	lot of ons about people n which part of the
		opinion with confidence, an update to a 2011 version "Solo travel is the utimate the twise withen by a male autoromy. Timel's inherently presents problems and challenges that must be overcome if you want to continue and in some cases our continue and in some cases autorive. Whenyou care to the actively practice that kind of autoromy and survivalist this, it makes you storoget misogyrist."	12" 44' 12.1612'' N	to move trekking o inherent inherent presente woald be never tax to do it." De leaus	The THOM Resux, who quither job as a lawyer to Peru and Gunded a global romanticize solo travel and that adde more data available about romanticize solo travel and that adgress. She achowedgess that if that a traveler herreid (the anecdodegess that in the Nev York Immes article sole depent terrifyling: "You read i, and if you's believes, on the whole, that solo women is safe, but there's a lack of

81	LONESCHE	
44' 12.1812'' N		
Ve under estimate our ty to handle the sequences of risk. goes hand in hand with above, but is more sed on our capability	Looking back now, with the benefit of having been in the role for several years, Lynn realized that she'd been gravely underestimating herself.	reality, things that aren't working out well for us now only tend to get worse over time, not better, and issues remain unaddressed in our relationships and lives tend to grow larger, not smaller.
all. And while I hate to it, women are the est culprits when it es to underestimating abilities and buying self-doubt. Too often et our misgivings about ther we have what it s to succeed get the or of up. The result is	Fortunately for her, those who saw her potential didn't give up on her easily. Still, how often do we fail to judge our own capacity for risks – like taking on a bigger role or pursuing a lofty goal – accurately? In my experience, it's far too often.	These four different human tendencies working together help to explain why so many supposedly smart people find themselves living in such a restricted circle of their potential, feeling dissatisfied in their careers, stuck in their relationships, and living lives they would never have chosen, much less have aspired to.

that we often avoid taking on new challenges (or proactively pursuing new opportunities) because we don't trust sufficiently in our	4. We discount or deny the cost of inaction, and sticking with the status quo. I wrote about this in a previous column titled The	So how do we overcome our tendency to play safe and identify which risks are worth taking? Start by asking yourself these three questions:
ability to rise to the	Parmenides Fallacy: Are	What would I do if I were being more
challenges they involve.	You Ignoring the Cost of Inaction? We tell ourselves	courageous?
While speaking at a	"It's not so bad" and delude	How will inaction cost me one year
women's leadership event	ourselves with the hope that	from now if I do nothing?
at Ernst & Young , managing	our circumstances will	
partner, Lynn Kraus shared	somehow just get better	Where is my fear of failure causing
with me how she had	over time and things will	me to over-estimate the size of risk,
declined an offer to take on	just 'sort themselves out'	under-estimate myself and holding me
the senior leadership role	We come up with excuses	back from taking risks that would
several times before finally	for why sticking with the	serve me (my business etc)?
accepting. Each time she	status quo is a feasible	
had turned it down, it was	option; why playing safe	Whatever answers come into your
because she didn't think	and not putting ourselves at	mind, take notice! They are pointing
she had the ability to	risk of failing or looking	you to a brighter future that you can
succeed in the position.	foolish is 'sensible." In	only create when you commit to taking



Marinel de Jesus, who quit her job as a lawyer	reliable information available, which
to move to Peru and founded a global	makes stories of danger carry extra
trekking company, believes that we should	weight in the minds of women thinking
not over-romanticize solo travel and that	about traveling alone. She says, "we
there should be more data available about its	have a lot of misconceptions about
inherent dangers. She acknowledges that if	people depending on which part of the
she were not a traveler herself, the anecdotes	world they are from." Broad
presented in the New York Times article	generalizations in the media about a
would be terrifying: "You read it, and if you've	foreign country can be misleading. She
never traveled - forget it, you're never going	emphasizes that it's important for
to do it."	women to do their research, be culturally
De Jesus believes, on the whole, that solo	sensitive, and connect with others who
travel for women is safe, but there's a lack of	have traveled to the country recently.



<text>

All gour of these women travelers wink the solo travelers wink the solo travelers wink the solo travelers wink when taiking with me, they each emphasized that women or not necessarily alone. We need to create space are not necessarily alone. We need to create space women traveling to be multi-the solo any solo any solo any solo any solo traveling solo anytime soon, to contemplating the stories we are dimensional rather than one-

Round 5

Upon discovering Bernard Chen, a photographer who travels with one of the women written about in the second article, almost all the imagery changed to use his work. The final rounds also made vast imrovements in microtypography as well as solidifying and connecting nuances between the spreads.









"life short. ís I DON'T WANT TO SIT AT HOME WAITING."



'I'M TRYING to find THE PATH OF least riskiness IN THE risk-taking THAT I DO"

Cover

Final

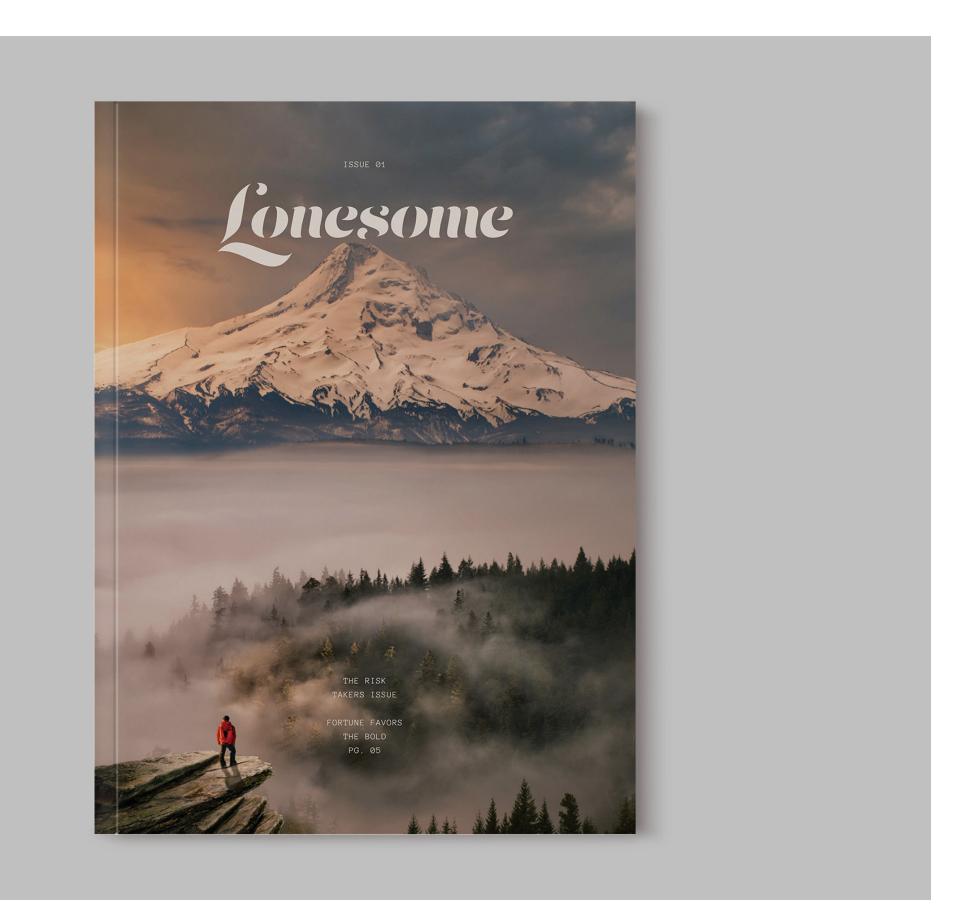


Table of Contents

Final

A full-bleed image across the spread took the design to the next level and allowed for integration of type in relation to the image, challenging that space. By placing the issue name around the person in the image, the space's tension was created. Additionally, placing a posed question based on the "risk takers" and mentioning the magazine title set the scene for the following spreads.



CONTENTS

HAPPEN IF

WERE

BY

YOUR

Final

Take a Risk - Spread 1

TAKE A RISK TAKE A RISK TAKE A RISK TAKE A RAK

As you look back on your ca life to date, where do you wish been a little braver, trusted in more, and been less caution chances you took?

Anything come to mind? speaking to people in their fo beyond, many tell me that if th do their career over again, the taken more risks, settled I spoken up more often. In sh wished they'd been more cou in the risks they'd taken. Perf relate.

Often we know what it is we wa but we still don't do it. Why? If as I wrote in my latest book B are innately risk averse and a putting our vulnerability on The status quo, while not pai fulfilling, can seem like an easi less scary, option. Indeed, adv brain imaging technology c verify that we human beings a to be risk averse. In other we find it much easier to settle status quo, keep our mouths and our heads down rather th a change, take a chance, or s and engage in what I call a "cou conversation."

When weighing up whether to action that could leave us vulne failing or some other form or reputation, money, social s pride etc), we have an innate to to misjudge four core elem SECOND-PERSON

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When ties and ey could y'd have ess and ort, they rageous aps you

nt to do, recause, rave, we afraid of he line. ticularly r, softer, ances in an now re wired ords, we with the closed an make peak up rageous

take an erable to loss (of tanding, endency ents in

The odds are better than you think.

TEXT: MARGIE WARRELL PHOTOGRAPHY: BERNARD CHEN

assessing risk.

I. We overestimate the probability of something going wrong. As Daniel Kahneman wrote in Thinking, Fast and Slow, when assessing risk, potential losses tend to loom larger than potential gains. That is, we tend to focus more on what might go wrong – what we might lose or sacrifice – than what might go right. Because what we focus on tends to magnify in our imaginations, it causes us to misjudge (and over-estimate) the ikelihood of it occurring. Yet the reality is that the risk of something not working out is often not near as high as we estimate and the odds of it working but well, are often far better.

2. We exaggerate the consequences of what might happen if it does go wrong. This is what I refer to as 'catastrophizing'. We come up with dire and dramatic worst-case scenario images in our minds-eye. Rather than assume that we would act quickly to head off or mitigate a situation if things started going off track, we imagine everything spiralling shockingly out of control while we passively stand by, conjuring up images of ourselves destitute, shunned by our family, ostracized by our peers and forever shamed by our failure. Okay, maybe I go too far. Maybe you don't catastrophize so dramatically. But the point is, we are neurologically wired to exaggerate how bad things could be if our plans didn't work out, and

005

Final

Take a Risk - Spread 2

ISSUE 01

06° 44' 12.1812'' N

ability to handle the Lynn realized that she had larger, not smaller. **consequences of risk.** This been gravely underestimating goes hand in hand with the herself. Fortunately for her, These four different human tendencies Too often we let all of our it's far too often. misgivings about whether often avoid taking on new about this in a column titled these three questions: challenges (or proactively The Parmenides Fallacy: Are trust in our ability to rise to "It's not so bad" and delude

because we don't sufficently Inaction? We tell ourselves courageous? While speaking at a women's somehow just get better over offer to take on the senior feasible option; why playing me (my business etc)? leadership role several times safe and not putting ourselves

3. We under estimate our the role for several years, relationships and our lives tend to grow

adiuvat.

Fortes fortuna

above, but is more focused those who saw her potential working together help to explain why so on our capability over all. didn't give up on her easily. many supposedly smart people find And while I hate to say Still, how often do we fail to themselves living in such a restricted it, women are the biggest judge our own capacity for circle of their own potential, feeling culprits when it comes to risks - like taking on a bigger dissatisfied in their careers, stuck in their underestimating their abilities role or pursuing a lofty goal - relationships, and living lives they would and buying into self-doubt. accurately? In my experience, never have chosen, much less have aspired to.

we have what it takes to **4. We discount or deny the** So how do we overcome our tendency to succeed get the better of us. cost of inaction, and stick play safe and identify which risks are The result is that we too with the status quo. I wrote worth taking? Start by asking yourself

pursuing new opportunities) You Ignoring the Cost of What would I do if I were being more

the challenges they involve. ourselves with the hope How will inaction cost me one year that our circumstances will from now if I do nothing?

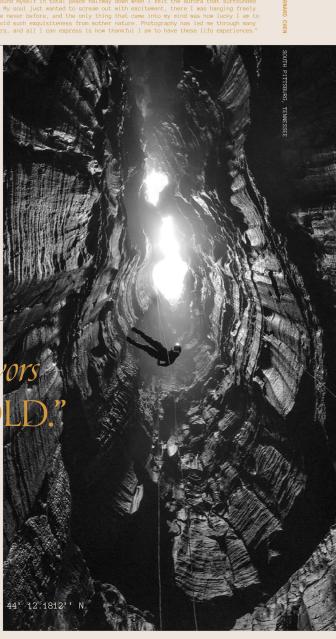
leadership event at Ernst & time and things will just 'sort Where is my fear of failure causing me Young, managing partner themselves out! We come up to over-estimate the size of risk, Lynn Kraus shared with me with excuses for why sticking under-estimate myself and holding me how she had declined an with the status quo is a back from taking risks that would serve

before finally accepting. Each at risk of failing or looking Whatever answers come into your mind, time she had turned it down, foolish is 'sensible." In reality, take notice! They are pointing you to a it was because she didn't things that aren't working brighter future that you can only create think she had the ability to out well for us now only when you commit to taking bolder, more succeed in the position. tend to get worse over time, decisive and courageous actions. Will Looking back now, with the not better, and issues remain there be risks involved? Of course! But benefit of having been in unaddressed in our personal remember that you are wired to both

overestimate the size of them and to underestimate your ability to handle them. The truth is, as Lao Tsu wrote two thousand years ago, "You are capable of more than you think."

Fear regret more than failure - history has shown that we fail far more from timidity than we do from over daring. Or to quote a little Latin: Fortes fortuna adiuvat.

"fortune fai THE BO



SECOND-PERSON

Final

I Don't Want to Sit at Home Waiting Spread 1

"life is short." I DON'T WANT TO SIT AT HOME WAITING."

LONESOME

ISSUE 01

THESE WOMEN REJECT THE IDEA OF 'DANGEROUS' SOLO TRAVEL

TEXT: GALE STRAUB PHOTOGRAPHY: BERNARD CHEN For many women, the appeal of solo implied, "I told you so," a "alone" and "attacked". Sure, travel lies in the freedom to finally say warning to stay on guard, if these dangers are real and "yes" in a world when we are often not entirely still. told "no." And yet in the face of this opportunity, we are still presented l've spoken with more than different from the risks that with reasons not to get our passports 300 women travelers for women experience every day, stamped. A New York Times article my podcast, which profiles in places they call home? published last week bearing a salacious women seeking adventure. title, "Adventurous, Alone, Attacked," Many of the women I've So how do we move forward offered a slew of such reasons. The article spoken with have or would with hope, preparedness, details violent assaults on solo women like to travel solo. But when I and a sense of adventure? travelers, such as Hannah Gavios, who read articles that highlight the I talked with four seasoned had to learn how to walk again after an dangers, I am struck by the solo women travelers about attack in Thailand, or Carla Stefaniak, binary way we talk about their practical takeaways who was brutally killed in Costa Rica. women who travel alone. Too when reading stories about Telling their stories is important. But for often, it is presented in the dangerous solo travel, why many women travelers like me, the article media as either safe or they will never stop heading bears a familiar message, reminiscent of dangerous. I thought about out on their own, and the what a well-meaning parent might email how people reading the title reasons they think women to their jet-setting daughter. It is an might fixate on the words should still travel alone ...

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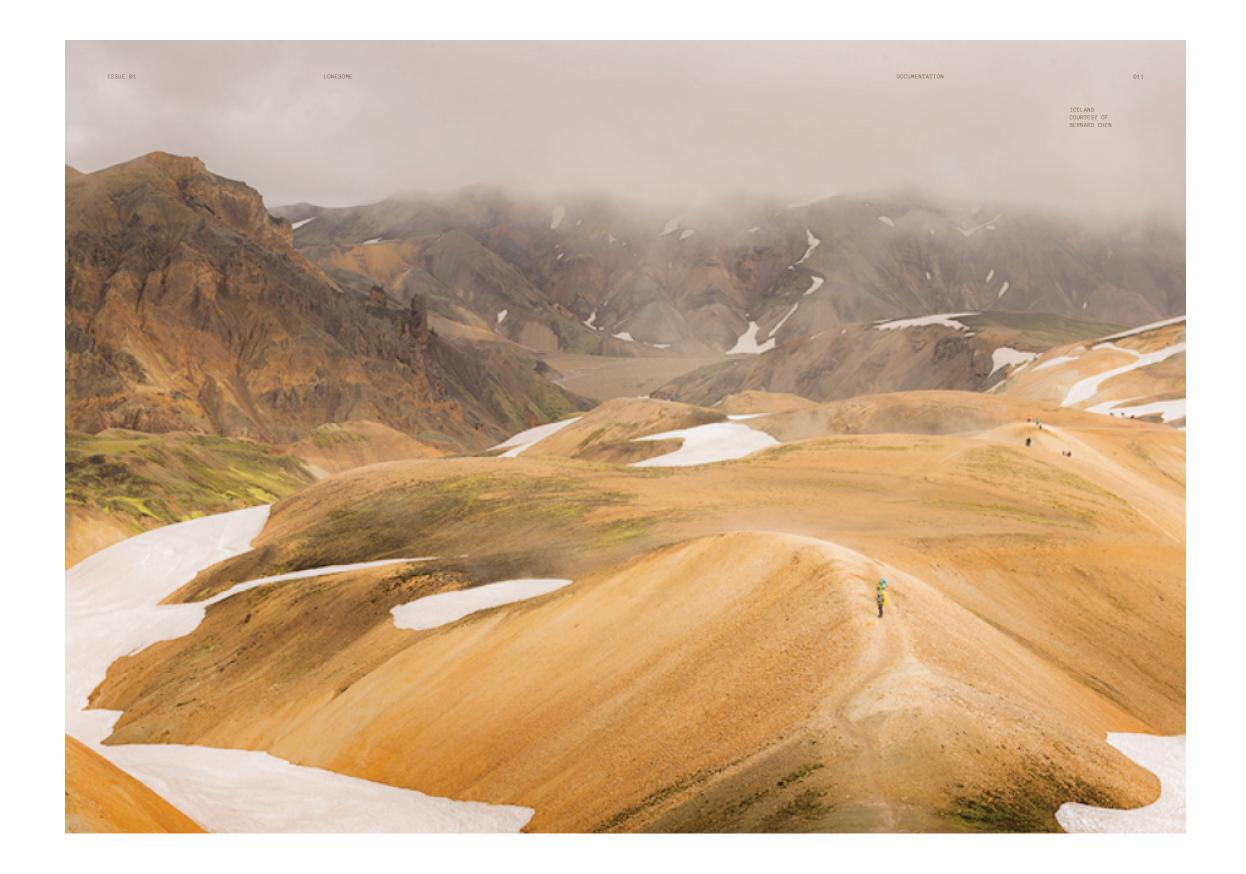
FIRST-PERSON

scary. But are the risks of traveling alone really that



Final

I Don't Want to Sit at Home Waiting Spread 2



Final

I Don't Want to Sit at Home Waiting Spread 3

ISSUE 01

"If I waited to have a travel buddy to go do all the things I wanted to do, I would never do them"

boyfriend, whatever, to go do all the the risk outweighs the benefit. things I wanted to do, I would never do them . . . Life is short. I don't want to sit Miranda equates her learnings with the mountains in the seven continents. other women she meets on the move.

She believes that telling stories about women who have traveled alone and faced danger helps to raise awareness about gender-based violence around the world. But in her own travels, it's a matter of planning for safety with every trip. She Georgina Miranda started traveling by researches a country heavily before she herself out of necessity: "If I waited to plans to embark and has even decided have a travel buddy, partner, spouse, against certain locations because, for her,

at home waiting." Today, she is on a outdoor concept of "beta." In climbing, solo quest to be the fifth American beta is information regarding a climb's woman and one of very few Latinas to difficulty or required equipment, among complete the Explorer Grand Slam, an other life-saving tidbits. It's acquired over adventure quest to reach the North Pole, time and passed between climbers. South Pole, and each of the highest Similarly, Miranda shares travel beta with





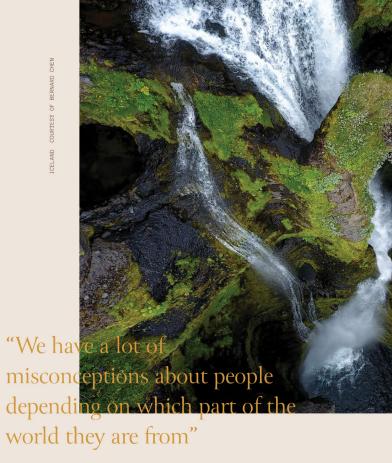
t solo trip at the age Over this kind of travel has That's one reason why dave me her

with more specific advice for wom

Final

I Don't Want to Sit at Home Waiting Spread 4

ISSUE 01



Marinel de Jesus, who quit her job as a lawyer to stories of danger carry extra weight in move to Peru and founded a global trekking the minds of women thinking about company, thinks that we shouldn't over- traveling alone. She says, "we have a lot romanticize solo travel and that there should be of misconceptions about people more data available about its inherent dangers. depending on which part of the world She says that if she wasn't a traveler herself, the they are from." Broad generalizations in anecdotes presented in the New York Times | the media about a foreign country can article would be terrifying: "You read it, and if be misleading. She emphasizes that it's you've never traveled - forget it, you're never important for women to do their going to do it." De Jesus believes, on the whole, research, be culturally sensitive, and that solo travel for women is safe, but there's a connect with others who have traveled lack of reliable information available, which makes to the country recently.

Julie Hotz has thru-hiked 1,000 miles of the Pacific Italy, all on her own. She feels most herself in movement and wants that for other women, too. Hotz sees both risk and solo travel as existing on a flexible and very personal spectrum. Wherever Hotz travels, she mitigates risk: "Even though I do think the best of people, I'm trying to find the path of least riskiness in the risk-taking that I do." Hotz calls solo travel "whatever [is] at the edge of your comfort zone." That could mean camping overnight 15 miles from your home, going to the movies by yourself, or booking a ticket to Thailand. In Hotz's eyes, all are equally worthy endeavors.

All four of these women travelers want the solo travel conversation to dimensional rather than one-

women traveling to be multi- about to make the leap. ~

FIRST-PERSON

Crest Trail, bicycled from Los Angeles to Glacier National **TO FIND** THE PATH OF least riskiness IN THE risk-taking THAT I DO"

continue. And when talking sided. Otherwise, we'll miss with me, each of them out on the opportunity to truly emphasized that women who experience autonomy as we choose to travel without a move through the world. partner may be solo, but they Women aren't going to stop are not necessarily alone. traveling solo anytime soon, nor should we. But it's worth We need to create space for contemplating the stories we the stories we tell about tell ourselves when we are

Back Cover

Final

Lonesome aims to explore the interconnectivity of the self and nature by sharing stories of solo travelers, those who live alone in nature, and mindfulness. In the premiere issue, human behaviors in risk-taking are investigated and challenged, particularly in relation to physical risks in adventure and isolation.

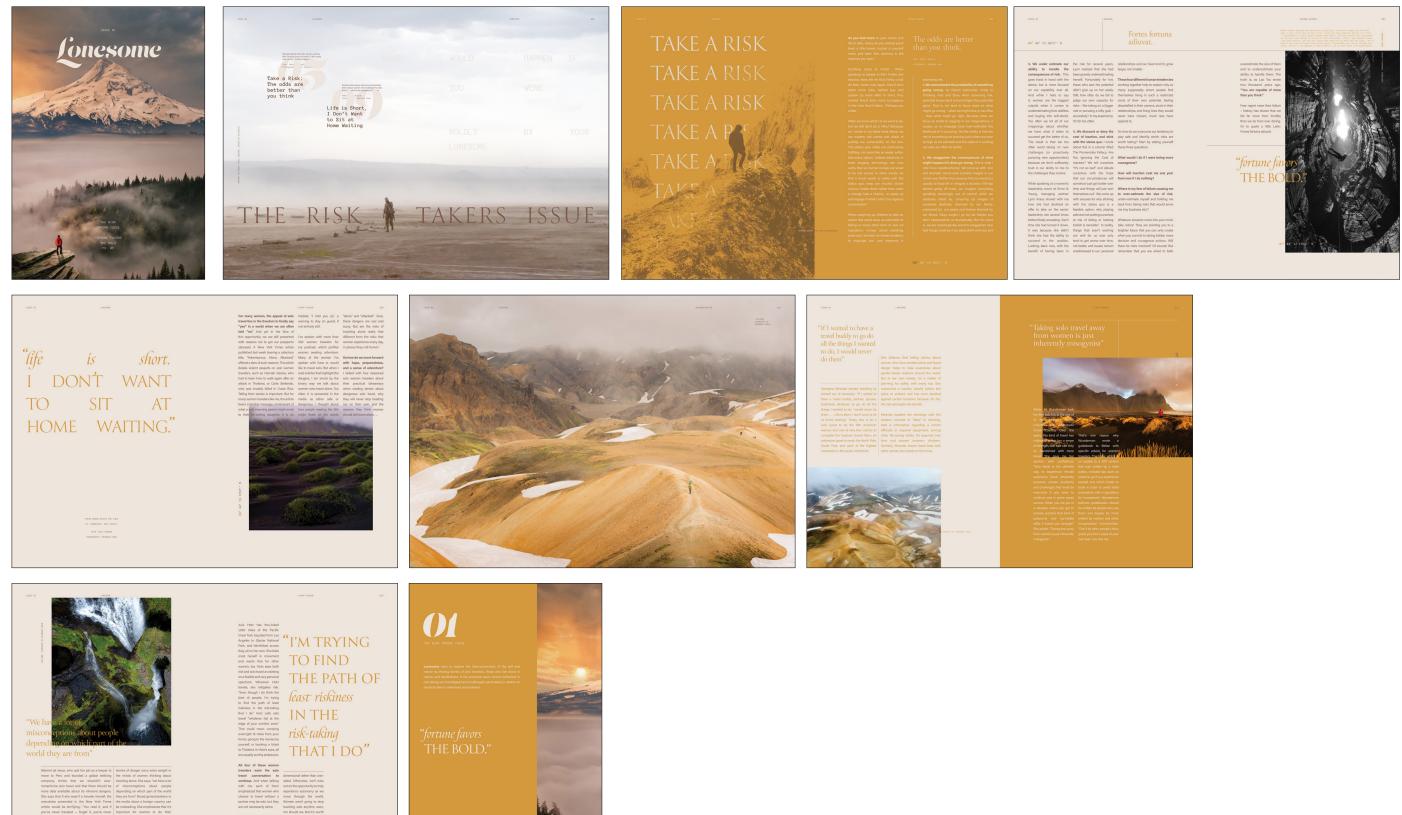
"fortune favors THE BOLD."

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Final

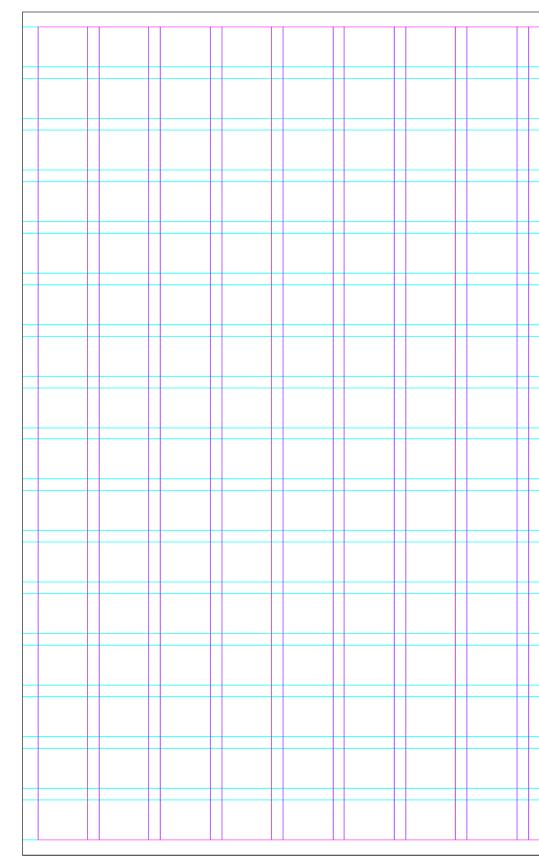


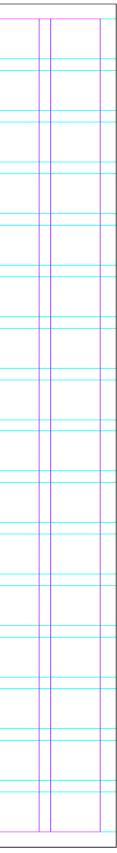
Web Grid

The grid for iPad was adjusted for even spacing on all sides as the design would allow for scroll between spreads. Decisions such as increased inner and bottom margins are no longer necessary in a usage like this. However the gutter, column and row amounts remained the same.

Gutter Text Grid Margins Baseline

0.1875 in 10 column, 16 row 0.5 in 4 pt





Visual Language

Web Standards

Adjusting the layout for an iPad required increasing type size, changing the minimum from 6.5 pt to 11 pt and increasing the modular scale from that. This was cause for increasing column widths all around to match justification spacing.

Lonesome

WEB DOCUMENT

iPad Pro

Text Grid

Web Specimen

TYPE PAIRING

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Web Standards | Lonesome | Emma Sulfsted | Summer 2020

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TYPE SIZE INCREMENT SCALE

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- 14 pt Body
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TOMBSTONE

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TREATMENT

ISSUE 01

FIRST PERSON

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LONESOME
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Take a Risk

The odds are better than you think.

As you look back on your career and life to date, where do you wished you'd been a little braver, trusted in yourself more, and been less cautious in the chances you took?

PHOTO BY BERNARD CHEN

Anything come to mind? When speaking to people in their forties and beyond, many tell me that if they could do their career over again, they'd have taken more risks, settled less and spoken up more often. In short, they wished they'd been more courageous in the risks they'd taken. Perhaps you relate.

"Fortune favors the bold."

1300x800px 10 column, 0.1875 in gutter 16 row, 0.1875 in gutter 0.5 in 4 pt

Margins 0.5 in Baseline 4 pt

IN CONTEXT

iPad Pro



ISSUE 01

'If I waited to have a travel buddy to go do all the things I wanted to do, I would never do them" She believes that telling stones should work who have traveled alone and faced danger helps to raise awareness of gender-based ridence around the workd. But in her own travels, ift a matter of planning for safety with every trip. She researches a country heavily before she plans to embark and has even decided splants locations because, for her, and the awardhave here the

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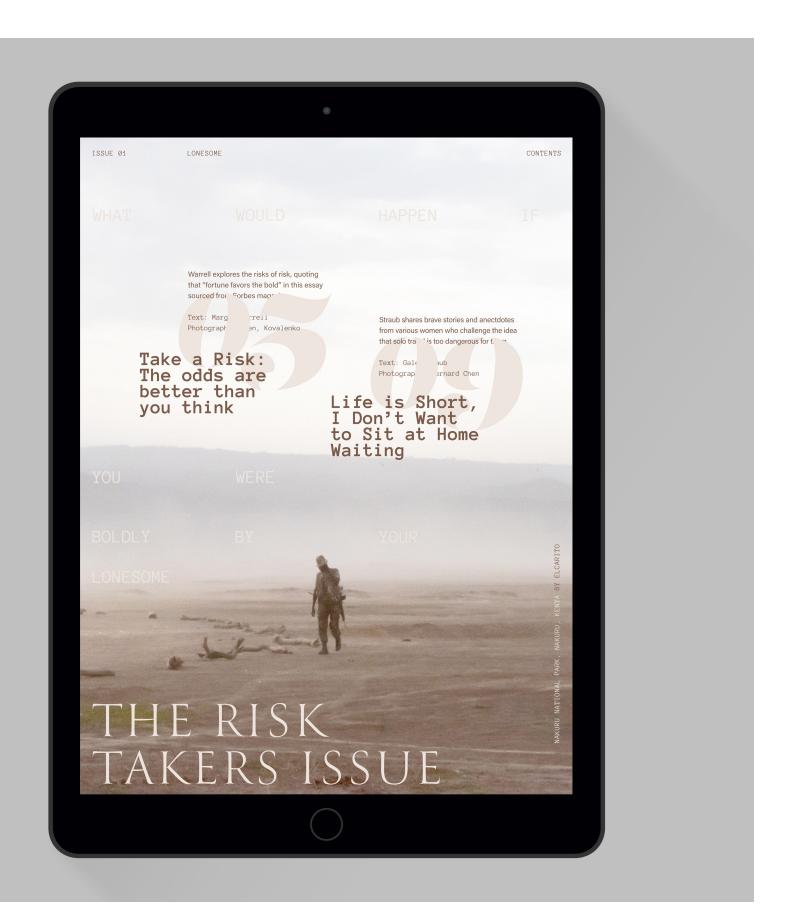


COLORS

Image Rules B&W, Full color

iPad Application

Contents



iPad Application

Spreads

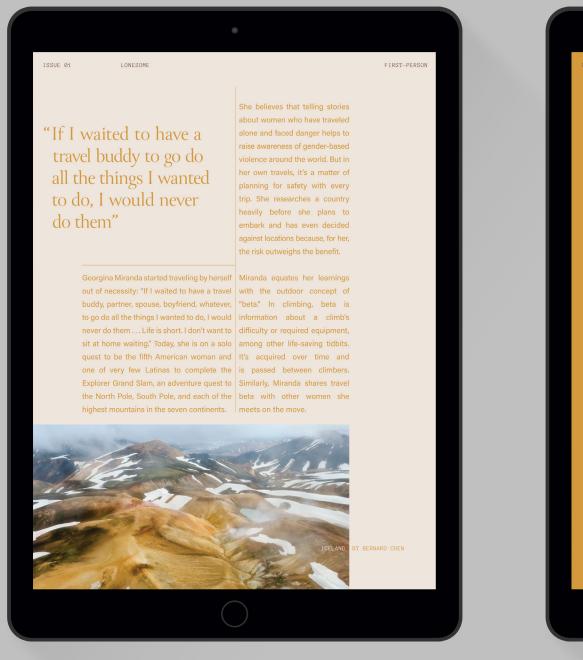






Image Sources

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Table of Contents image: elCarito on Unsplash.

"Take a Risk" first page image: David Kovalenko on Unsplash.