

—

SUMMER 2020

Typography 3

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.

Lonesome Lonesome

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Lonesome

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
simplified, 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 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.

Caption

NEW YORK TIMES

An article published last week bearing a salacious title, “Adventurous, Alone, Attacked,” offered a slew of such reasons. The article details violent 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.

Quote

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

Tombstone

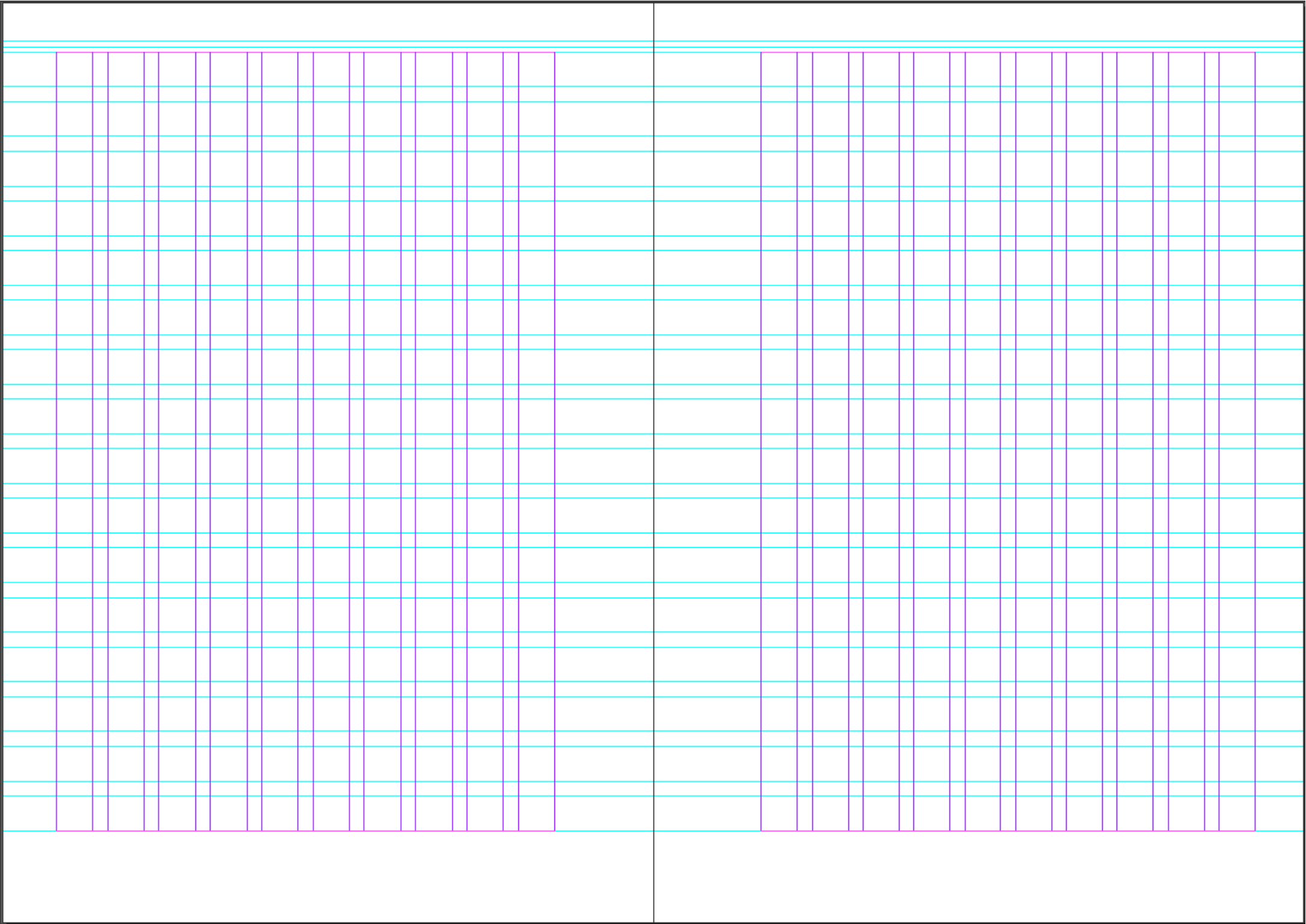
Georgina Miranda started traveling by herself out of necessity. Today, she is on a solo quest to be the fifth American woman and one of very few Latinas to complete the Explorer Grand Slam, an adventure quest to reach the North and South Pole, and the highest mountains in the seven continents. 〰



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	
Top	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

Lonesome

CONTENTS

Warrell explores the risks of risk, quoting that "fortune favors the bold" in this essay sourced from Forbes magazine

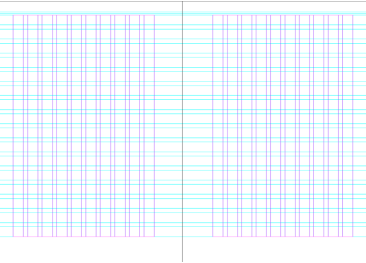
Text: Marc Warrell
Photography: Lonesome Ipsum

Take a Risk:
The odds are better than you think

DOCUMENT

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

GRIDS



MARGINS

Top	0.625 in
Bottom	1.175 in
Inside	1.4375 in
Outside	0.625 in

Columns	10
Rows	16
Gutter	0.1875 in

TYPE PAIRING

Canto Pen
abcdefghijklmnopqrstuvwxyz1234567890

Acumin Variable Concept
abcdefghijklmnopqrstuvwxyz123456789

Anonymous Pro Regular
abcdefghijklmnopqrstuvwxyz123456789

TYPE SIZE INCREMENT SCALE

6.5 pt Caption

10 pt Body

16.5 pt The odds are better than

26.2 I don't want to
42.4 Lonesome
68.5 Lones

TOMBSTONE

~

TREATMENT

ISSUE 01

FIRST PERSON

LONESOME

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?

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.

PHOTO BY
BERNARD CHEN

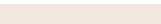
“Fortune favors the bold.”

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. ~

COLORS

Image Rules
B&W, Full color

Content



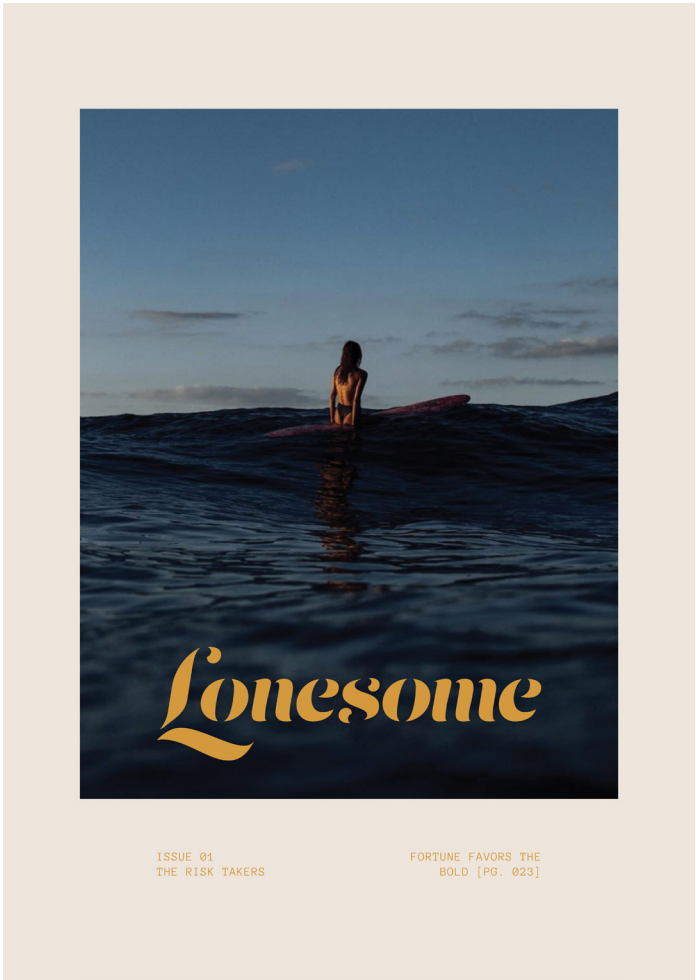
Cover



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.



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.



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.

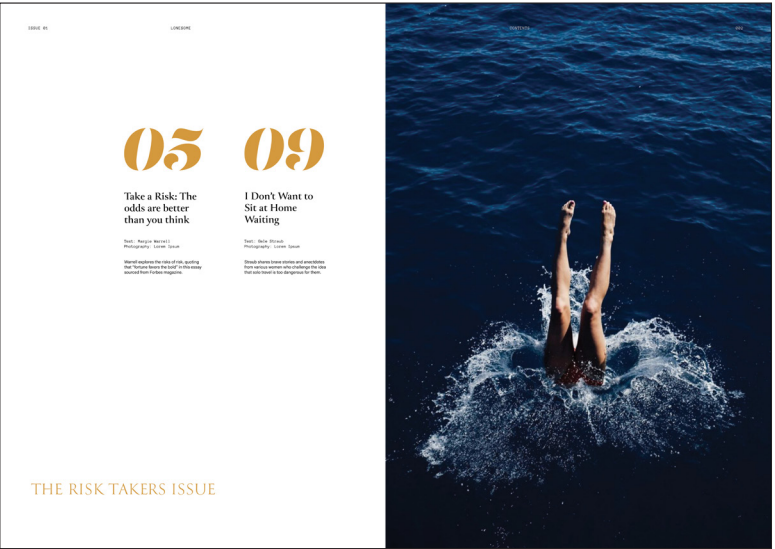
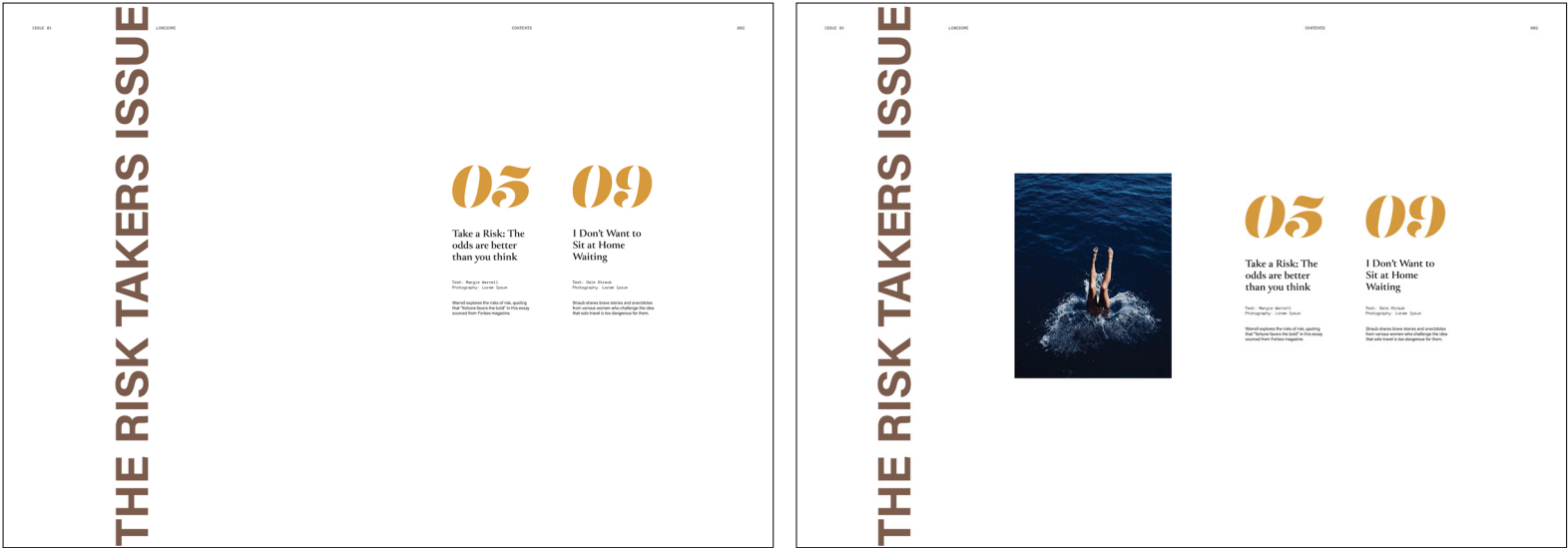


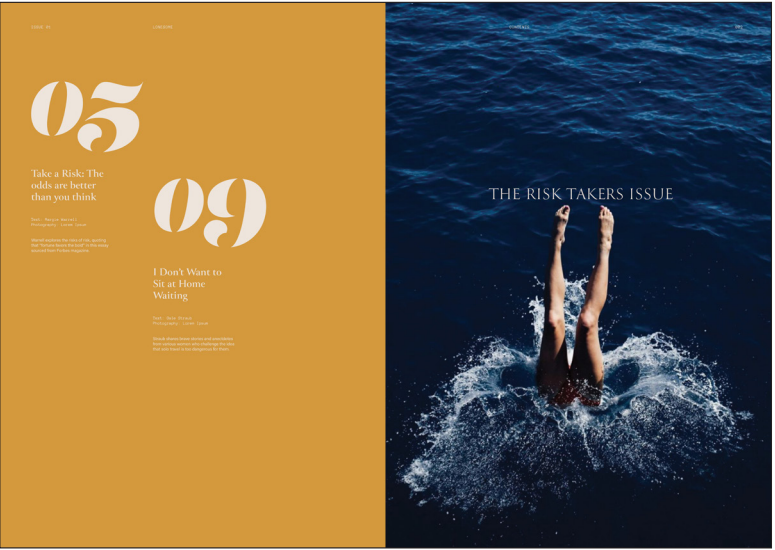
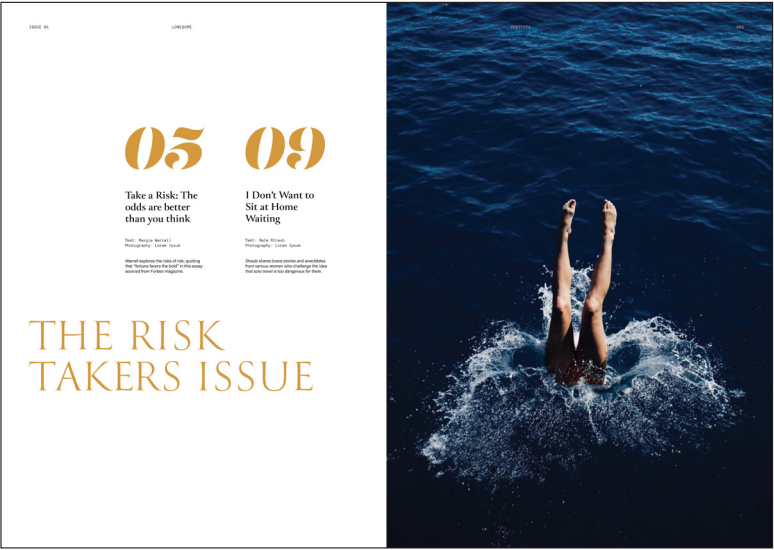
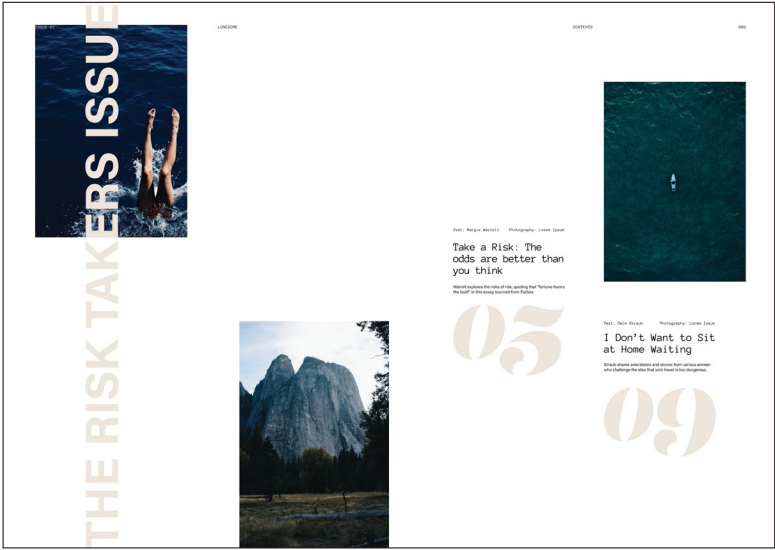
Table of Contents

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.



Layout Design

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 excitement.



Layout Design

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 reoccurring pop of color began to come into play.

ISSUE 01

009

I Don't Want to Sit at Home Waiting



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

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



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 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.

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 have spoken with have or would like to travel solo. But when I read any 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 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

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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.

ISSUE 01

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13° 44' 12.1812'' N

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“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, 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 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 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 travels, it’s a matter of

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Layout Design

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.



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.



Layout Design

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 improvements in microtypography as well as solidifying and connecting nuances between the spreads.



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.



Final

Take a Risk - Spread 1

A person is standing on the edge of a rocky cliff, looking out over a vast, hazy landscape. The image is overlaid with the text "TAKE A RISK" repeated vertically in a large, white, serif font. The background is a warm, golden-brown color, suggesting a sunset or sunrise. The person is wearing a dark jacket and pants, and their shadow is cast on the cliff face. The overall mood is one of adventure and contemplation.

OREGON COAST BY DAVID KOVALENKO

Final

LONESOME

Fortes fortuna
adiuvat.

007

- BERNARD CHEN

"fortune favors
THE BOLD."

SOUTH PITTSBURG, TENNESSEE

Article 2

Final

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

ISSUE 01

LONESOME

“*life is short.*
I DON'T WANT
TO SIT AT
HOME WAITING.”

THESE WOMEN REJECT THE IDEA
OF 'DANGEROUS' SOLO TRAVEL

TEXT: GALE STRAUB
PHOTOGRAPHY: BERNARD CHEN

FIRST-PERSON

009

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implied, “I told you so,” a warning to stay on guard, if not entirely still.

I’ve spoken with more than 300 women travelers for my podcast, which profiles women seeking adventure. 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 media as either safe or dangerous. I thought about how people reading the title might fixate on the words

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09° 44' 12.1812" N





Article 2

Final

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



Article 2

Final

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

ISSUE 01

LONESOME

“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, 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 quest to be the fifth American woman and one of 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 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 travels, it’s a matter of planning for safety with every trip. She researches a country heavily before she plans to embark and has even decided against certain locations because, for her, the risk outweighs the benefit.

Miranda equates her learnings with the outdoor concept of “beta.” In climbing, beta is information regarding a climb’s difficulty or required equipment, among other life-saving tidbits. It’s acquired over time and passed between climbers. Similarly, Miranda shares travel beta with other women she meets on the move.



FIRST-PERSON

013

“Taking solo travel away from women is just inherently misogynist”

Writer Ali Wunderman took her first solo trip at the age of 13, backpacking in British Columbia with Adventures Cross-Country. Over the years, this kind of travel has cultivated within her a sense of strength, one that can only be maintained with more travel. She gave me her opinion with confidence, “Solo travel is the ultimate way to experience female autonomy. Travel inherently presents certain problems and challenges that must be overcome if you want to continue and in some cases survive. When you are put in a situation where you get to actively practice that kind of autonomy and survivalist skills, it makes you stronger.” She added, “Taking that away from women is just inherently misogynist.”

That’s one reason why Wunderman wrote a guidebook to Belize with specific advice for women travelers. The book, which is an update to a 2011 version that was written by a male author, included tips such as where to go if you experience assault and which hotels to book in order to avoid hotel proprietors with a reputation for harassment. Wunderman believes guidebooks should be written by people who use them and argues for more written by women and other marginalized communities. “Don’t let other people’s fears guide you into a place of your own fear,” she told me.



Article 2

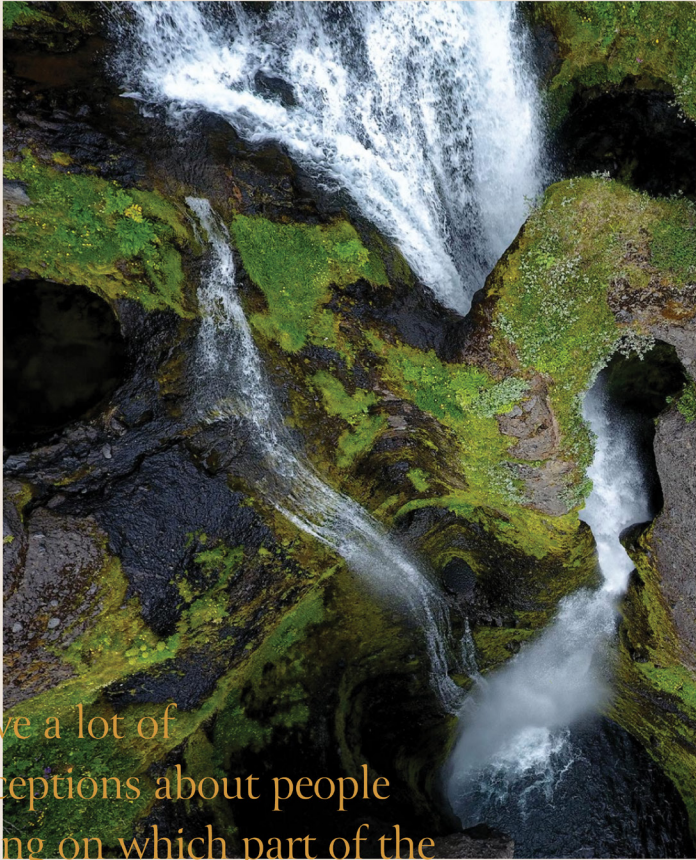
Final

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

ISSUE 01

LONESOME

ICELAND COURTESY OF BERNARD CHEN



“We have a lot of misconceptions about people depending on which part of the world they are from”

Marinel de Jesus, who quit her job as a lawyer to move to Peru and founded a global trekking company, thinks that we shouldn't over-romanticize solo travel and that there should be more data available about its inherent dangers. She says that if she wasn't a traveler herself, the anecdotes presented in the New York Times article would be terrifying: “You read it, and if you’ve never traveled — forget it, you’re never going to do it.” De Jesus believes, on the whole, that solo travel for women is safe, but there's a lack of reliable information available, which makes

stories of danger carry extra weight in the minds of women thinking about traveling alone. She says, “we have a lot of misconceptions about people depending on which part of the world they are from.” Broad generalizations in the media about a foreign country can be misleading. She emphasizes that it's important for women to do their research, be culturally sensitive, and connect with others who have traveled to the country recently.

FIRST-PERSON

015

Julie Hotz has thru-hiked 1,000 miles of the Pacific Crest Trail, bicycled from Los Angeles to Glacier National Park, and hitchhiked across 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 continue. And when talking with me, each of them emphasized that women who choose to travel without a partner may be solo, but they are not necessarily alone.

We need to create space for the stories we tell about women traveling to be multi-

“I’M TRYING TO FIND THE PATH OF *least riskiness* IN THE *risk-taking* THAT I DO”

dimensional rather than one-sided. Otherwise, we’ll miss out on the opportunity to truly experience autonomy as we move through the world. Women aren’t going to stop traveling solo anytime soon, nor should we. But it’s worth contemplating the stories we tell ourselves when we are about to make the leap. ~

01

Back Cover

Final

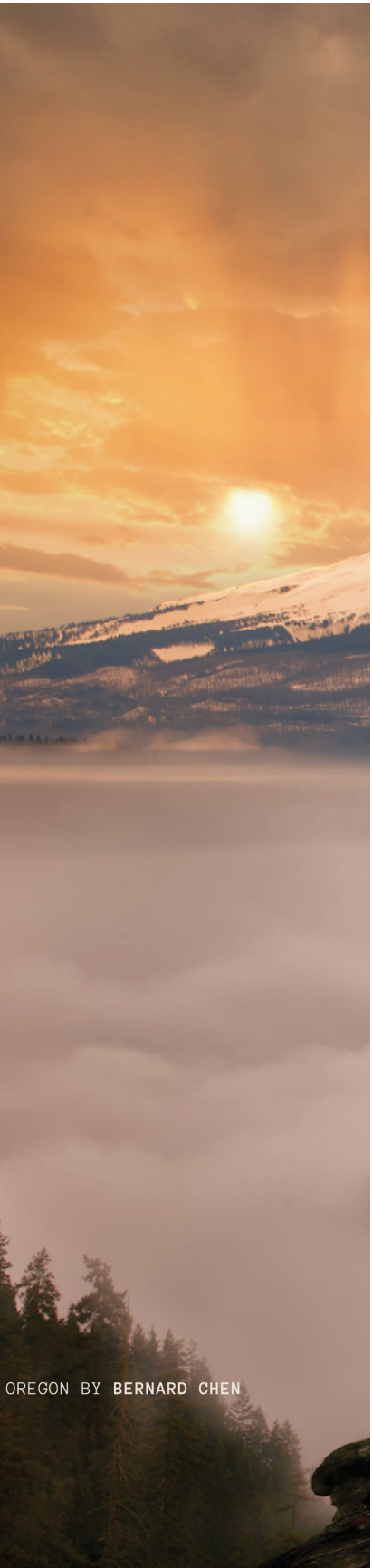
01

THE RISK TAKERS ISSUE

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.

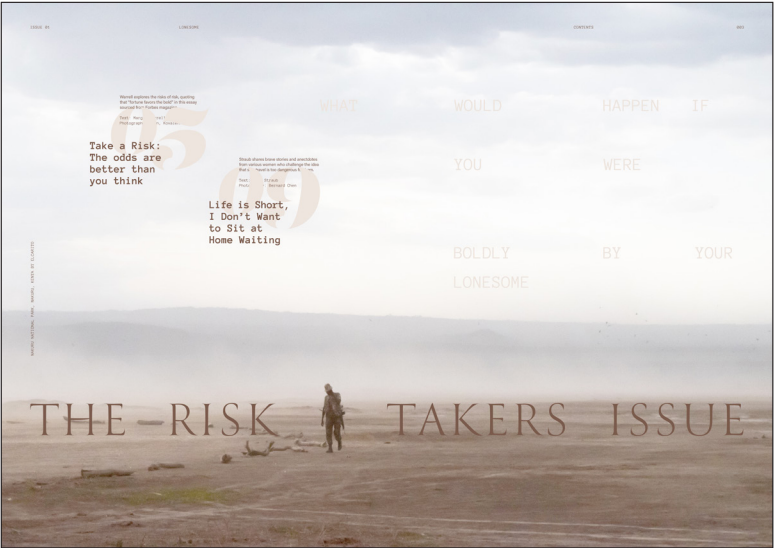
*“fortune favors
THE BOLD.”*

MT. HOOD, OREGON BY BERNARD CHEN



Layout Design

Final

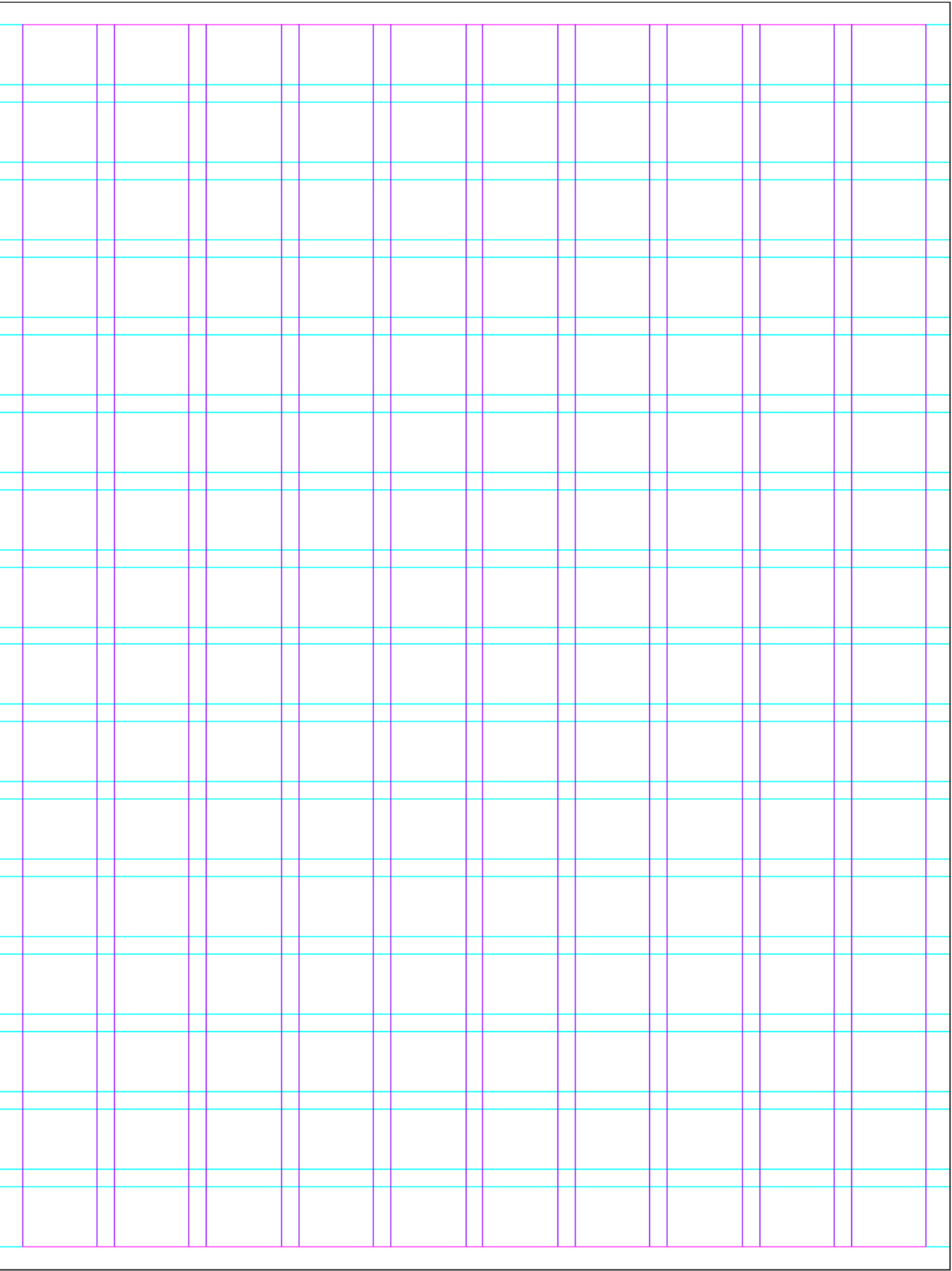




Web Grid

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	0.1875 in
Text Grid	10 column, 16 row
Margins	0.5 in
Baseline	4 pt



Visual Language

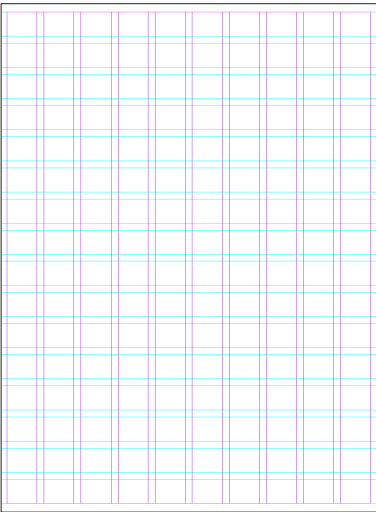
Web Standards

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 Specimen

WEB DOCUMENT

iPad Pro	1300x800px
Text Grid	10 column, 0.1875 in gutter
	16 row, 0.1875 in gutter
Margins	0.5 in
Baseline	4 pt



Web Standards | Lonesome | Emma Sulfsted | Summer 2020

TYPE PAIRING

Canto Pen
abcdefghijklmnopqrstuvwxyz1234567890

Acumin Variable Concept
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz123456789

Anonymous Pro Regular
abcdefghijklmnopqrstuvwxyz123456789

TYPE SIZE INCREMENT SCALE

11 pt CAPTION

14 pt Body

The odds are
The odds
Lones

TOMBSTONE



TREATMENT

ISSUE 01 FIRST PERSON LONESOME

Take a Risk

The odds are better than you think.

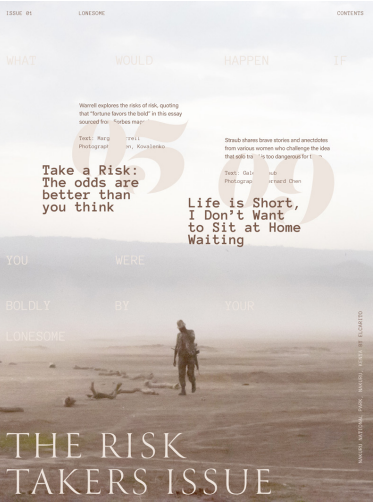
As you look back on your career and life to date, where do you wished you'd been a little braver, trusted in yourself more, and been less cautious in the chances you took?

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.”

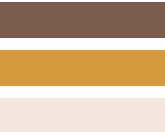
IN CONTEXT

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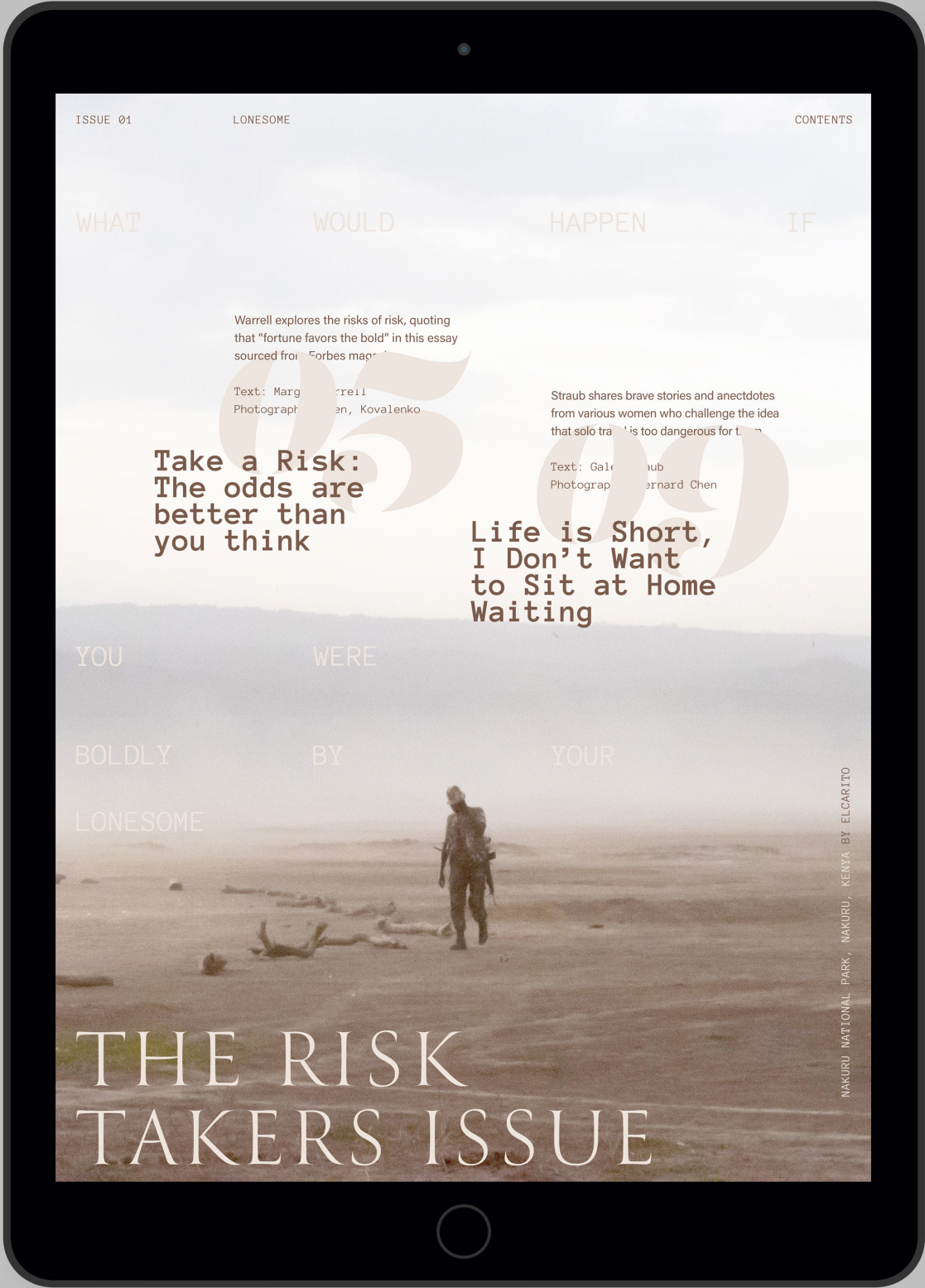
COLORS

Image Rules
B&W, Full color



iPad Application

Contents



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Spreads

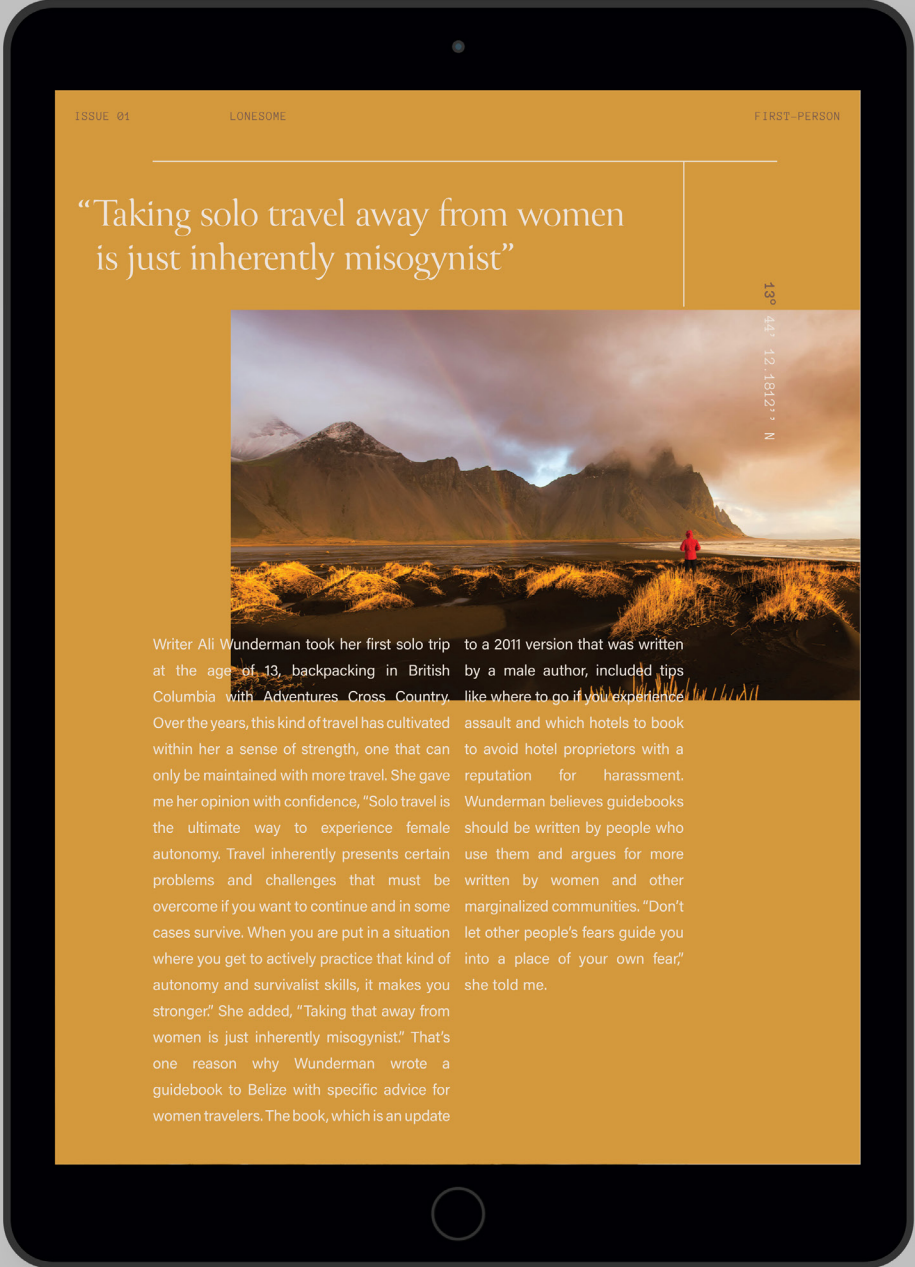


Image Sources

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