

THE WORLDS WEIRDEST NEWS STORIES

THE WORLD OF STRANGE PHENOMENA WWW.FORTEANTIMES.COM

Fortean Times

A	upper middle class	higher managerial, administrative or professional
B	middle class	intermediate managerial, administrative or professional
C1	lower middle class	supervisory or clerical, junior managerial, administrative or professional

Open-minded, well informed and always maintaining a healthy sense of humour; take a sensible look at our mad planet.

The Audience

70% male, 19,551 circulation

25 - 34 Male

35 - 44 AB

45 - 54 ABC1





The Brief

I propose to jazz up the design of the magazine, giving it a more contemporary edge inline with the my percieved target audience. Younger, graphically aware, interested in strange storys, appreciate design, always seeking insperation.

How

- Change the format
- Design a logo
- Establish grids
- Improve navigation
- Place contents into clear sections
- Make magazine more visually appealing/design orientated
- Create an overall look and style
- Establish a clear identity
- Establish an overall look and style

Colour Palette



Muted/desaturated colours
Different feature colour for each issue



Typefaces

Garamond Premier Pro – bodytext, captions

Helvetica Neue – headings, subheadings,
logo, quotes, folio

Rockwell – feature headings, stylised text,
quotes

13 x 13 Fibonacci number + its 13!
3mm gutter

Grid

Margins and Columns

Margins

Top: 12 mm Inside: 11.25 mm

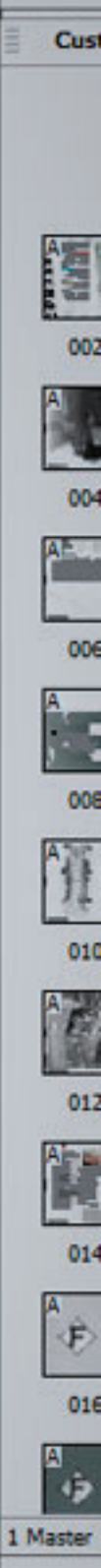
Bottom: 20 mm Outside: 15 mm

Columns

Number: 1 Gutter: 3 mm

Enable Layout Adjustment

OK
Cancel
 Preview



Logo

