THE FACE

"Editorial"

GUIDE

THIS FRAGMENT OF THE RELAUNCH PROJECT OF THE FACE,
IS DEDICATED TO THE EDITORIAL PART OF THE BRAND. IT IS A
GUIDE TO FOLLOW FOR MAIN PRINTED AN ONLINE RULES.

IT WOULD HELP PEOPLE OF THE TEAM UNDERSTAND HOW THE
FACE IS SUPPOSED TO BE DEVELOPED EDITORIALLY.

"PRINTED."

magazine

1- **Structure organization of the magazine**

2- **Lexicon and T.O.V**

3- **Imagery and visual identity**

4- **Advertising pages and styles**

5- **Contributors**

MUST BE
Taken into consideration

1. Structural organization

_120 pages
_ 12 minimum advertising pages
_ Double sided /divided in 2

2 magazines in 1:

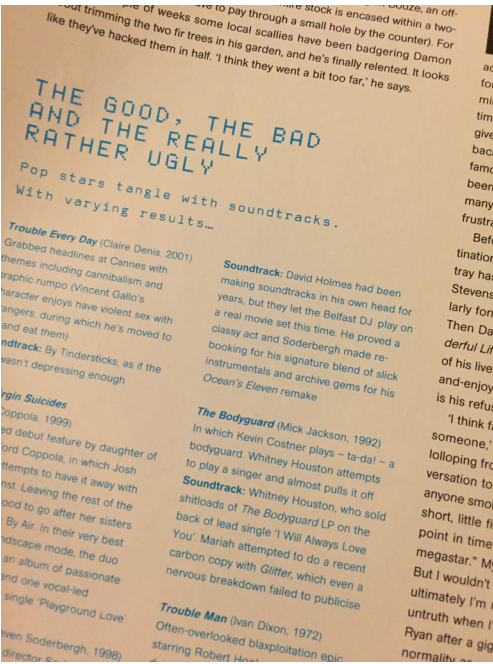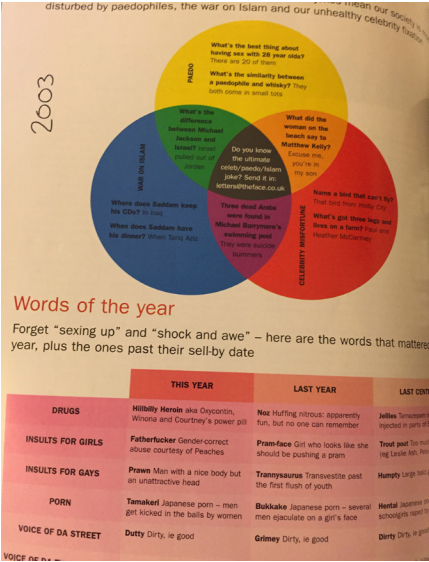| Fashion	Society
1_ Hype	1_Society Impact
2_ Business	2_ Viewpoint
3_ Watch & Listen	3_ Push Alert
4_ The Face Pics	4_ Act_ivism
5_ Community	5_ Watch & Read
	6_Spaces

Page types/ Layouts

Details, things that are common to the brand, and help brand (visual) recognition.

CONTRAST

COLOR AND FONT

SCHEMES AND STATISTICS
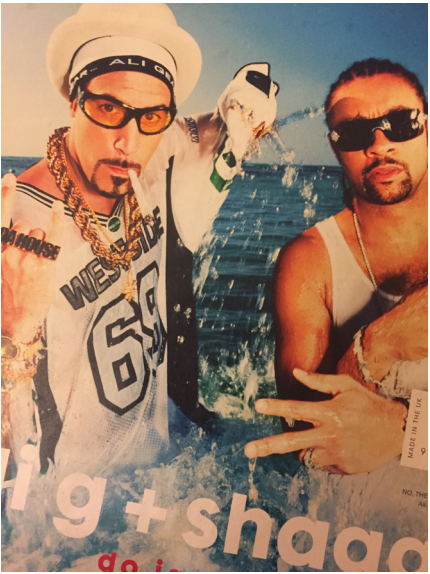
2. Lexicon and T.O.V

All of our print issues would follow a precise editoial line in order to re-build The Face respecting its former identity and adapting it to the current audience expectations.

RESEARCH
SORTING INFORMATION
PAGE ORGANIZATION
DESIGN LAYOUTS (INNOVATIVE)
TEXT EDITING

QUALITATIVE	————	QUANTITATIVE
Researched and insider information		Data-driven
Entertaining infographics		Multiple subjects
Innovative visual arts		Varied information

EXPLORATIVE | NARRATIVE

characteristics

Content relevance	Research, insider stories, reports
Authenticity and transparency	Engage with reality
Bridge opinion	Fashion, art, economy, politics...
Aesthetical proposal	Designed-focused
Seeks to communicate cultural dynamics	Informs, entertains, conversates

applications

Explorative research	Single/double page analysis
Fashion/style/story	Editorials
Business intelligence	Target marketing content
Data analysis	Advertising department material

BRAND DNA_GUIDELINES

Analytical content
Visually innovative
Selector
Creator
Progressive vision
Young style rebels
Cultural pioneering
Reference content
Thinking out of the box
Be aware of social/economical context
Collaborate with linke minded professionals

Lexicon

-> Familiar to connect with young audience.
-> Technical for some "important" subjects.

T.O.V
_ Social commentary
_ Political discourse
_ Opinions leading
_ Commentary divertisity
_ Bring up questions
_ Medium opinion positioning

Research Methods and Strategies

Decode copy_ "the verbal or written part of a message". Copy includes, subheads, and all verbal or written descriptions intended to communicate a message to the consumer. In therms of linguistic analysis, evoke the implied or assumed message of the advertisement and distinguish it from its actual or literal meaning.

Marketing analysis_ examine the placement and target audience of the advertisement in relation of the product/service.

Structure editorial_ using a critical, structural interpretation, construct as a product of status display and consumer cultures. Provide narrative or "tell the story" to which we allude. Including chronological construction of events leading up and following the frame of "an article".

Unity_ work towards creating unity. Encouraging philanthropy and positive thinking.

3. Imagery and visual identity

_Main Method (visual component*):
*Main method to conveying a meaningful message.
render artistic composition analysis + creation. Art including any "graphics, photography, film or video offering usual information to a receiver".
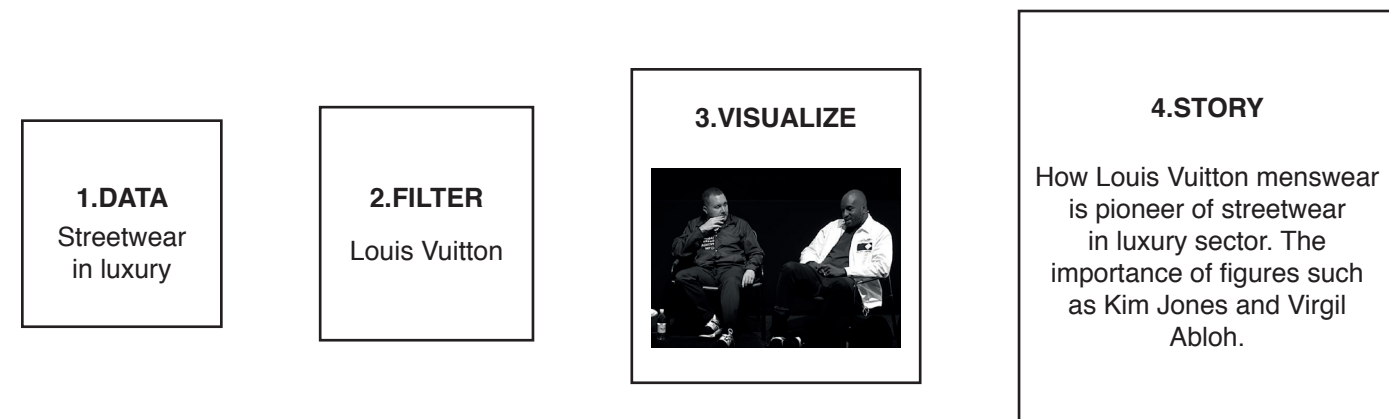
_Disruptive / Innovative:
always improve the visual proposal, always trying to push the boundaries of graphic design.

_Layouts _ visuals _ message:
the layout is to make the "written message" clearer. To help understand.

VISUAL STORY TELLING (e.g)

1.DATA	2.FILTER	3.VISUALIZE	4.STORY
Streetwear in luxury	Louis Vuitton		How Louis Vuitton menswear is pioneer of streetwear in luxury sector. The importance of figures such as Kim Jones and Virgil Abloh.

4. Advertising pages and styles

_Semi/mass:
advertising that caters to the "semi/mass", however intending/ trying to guide them into different attitudes and behaviors. Formulating values and attitudes to create new topics to be shared in common culture.
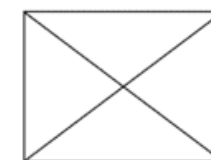
_Spread out:
spread out pages to create a sense of authenticity; and to make people not skip, contre e.i many pages at the beginning.
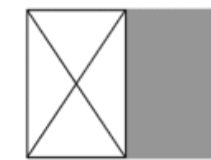
_Supplement:
leaflet/ supplement for a brand on a special product/ project, should be on every single issue. + Marketing gift (collaborations with brands)

_Logo:
the face logo / or issue covers to be physically posted in our partner's spaces + street.

DOUBLE PAGE 434 x 280 mm	FULL PAGE 217 x 280 mm	HALF PAGE 1 176 x 111.5 mm	HALF PAGE 2 82.5 x 234 mm	QUARTER PAGE 82.5 x 111.5 mm

_Exclusivity:
all the content is exclusive to the use of the face platform.

_Permanent partners:
other companies, entities.

_Freelance:
personas like celebs, artists etc...

The following are handwritten notes in the right portion of the page:

" PRINTED "

navigation of the magazine
DV.
+ research methods & strategies
visual identity.
pages & styles.

inspired from formal public
departments (sections):
[Fashion] // C(Business/PR)

4) HYPE
2) BUSINESS
3) WATCH & LISTEN
4) THE FACE MAG
5) COMMUNITY
6) BATCH MIX

4) SOCIETY IMAGE
DUBAY POINT
3) HIGH ALERT
4) ACT_JUST
5) WATCH & READ
6) SPACES

Research methods & strategies

Decode copy — "the verbal or written part of a message". Copy includes subhead, and all verbal & written descriptions intended to communicate a message to the consumer. In terms of linguistic analysis evoke the implied or assumed message of the advertisement and distinguish it from its actual or literal meaning.

Marketing analysis. examine the placement and target audience of the advertisement in relation of the product/service.

Structural editorial – using a critical / structural interpretation, construct as a product of status, display and consumer culture. Provide narrative or tell the story, to which the advertisement we allude. Including chronological construct of events leading up and placing the frame of an article.

- familiar to avoid w/ young audience
- technical for some "important" subjects.

TON
- social comments
- political discussion
- opinions readers
- commentary on important issues
- bring the story
- of the

"DIGITAL."

1- Structure organization of the magazine

2- Lexicon and T.O.V

3- Imagery and visual identity

4- Advertising

5- Social Media dimension

6- Youtube, IG link

MUST BE
   Taken into consideration

1. Structural organization

_Key to follow a very simple organization
    e.g Ssense web, apple phone, dazed

_Make sure always have red + white (The Face)

_ Enter   x 5 categories + social media
        x My favorites
        x Research
        x "ADS"

Different content:
        1. Home made
        2. In partnership
        3. Reproducing old things.

Rotable, can move around. When clicking on one you discover what is the category.

THE FACE

WE'RE *BACK*. 2020.

FASHION

COMME des GARÇONS
eau de parfum

| SOCIAL MEDIA | FAVS | SEARCH | ADS |

Fashion.

Contemporary fashion, menswear, street, trend coverage, lifestyle + more.

TITLE

TITLE

TITLE

TITLE

ABOUT

IN HOUSE

IN PARTNERSHIP

RE/ BROADCASTS

2. Lexicon and T.O.V

_Memes, emojis, Gifs -> express more than text.

_Recognizable icons (YOUTH) hashtags + slang.

_Self explanatory -> follow apple "mentality" "process"

_ Be comitted to promoting media plurality, diversity and democratic governance.

_Be comitted to providing readers with solid journalistic content. Content should go beyond community announcements and press releases.

3. Visual Identity and Video Style

_Image heavy and graphic, dense messaging.

_Assemblage of cultural reference points into visuals, social commentary and political discourse.

_Follow the trends in symbols (online).

_ Logo, create few logos for the different categories which should always appear in programs + the logo (unique) of that particular program.

_Our APP/WEB layout should follow 1 style, but independently each program has its own style.

_Image and layout diversity

_Avoid hypebeast/ highsnobiety/ Dazed visual styles.
    ->too common & seen.

4. Advertising

_For online/ digital advertising, slightly different from print mag.
_Ad banners, under (APP), sides (website).
_Ad at the beginning of each video content.
_Introducing advertising partners to our IG.
_Special spaces for ADS (check 1.)

5. Social media_ The Face

"A new IG for the creative or the curious"
-> integrated in our APP -> a platform for sharing
-> a platform to network
-> in collaboration with the_dots.

6. Youtube +IG link

_Previews _youtube will have every single program but onpreview. Leading viewers to download app for free.

_Specials _some special program would be special made for youtube.

_IG TV _content made for it, short, preview.

_IG takeovers _from our partners

IG needs to send to youtube to the web to the app
IG "we're back"

_IG throwbacks _stories old The Face content