

# BRAND — GUIDELINES

folly

DRAFT V1.0 — JULY 2022

# LOGO

The logo wordmark is fun and quirky, but set in a serif typeface which keeps it grounded and injects some gravitas.



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# LOGO—COLOUR OPTIONS

The logo can be used in any of the brand colours on a background of any of the other brand colour. Never in black, white or other colours. The examples below are only some of many combinations possible. The logo should always be big enough that legibility isn't a problem.



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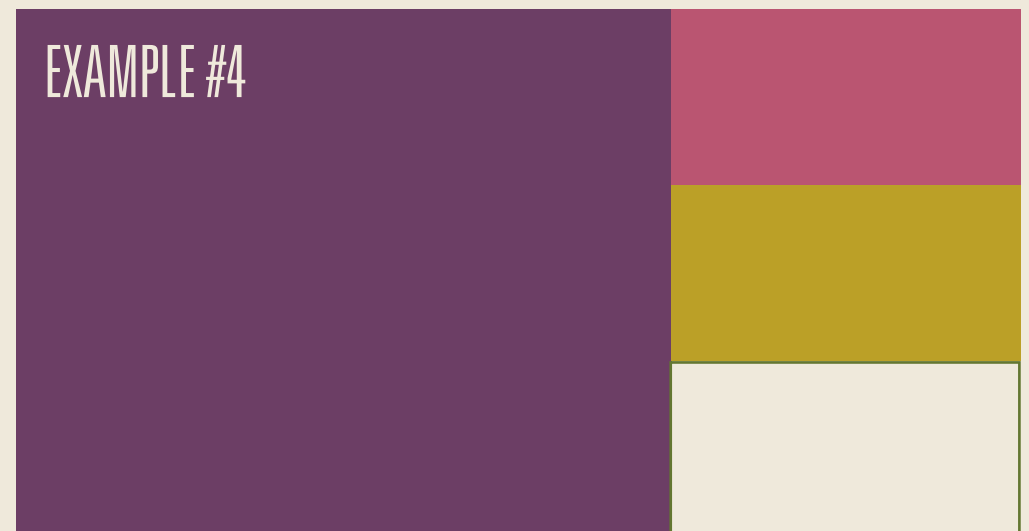
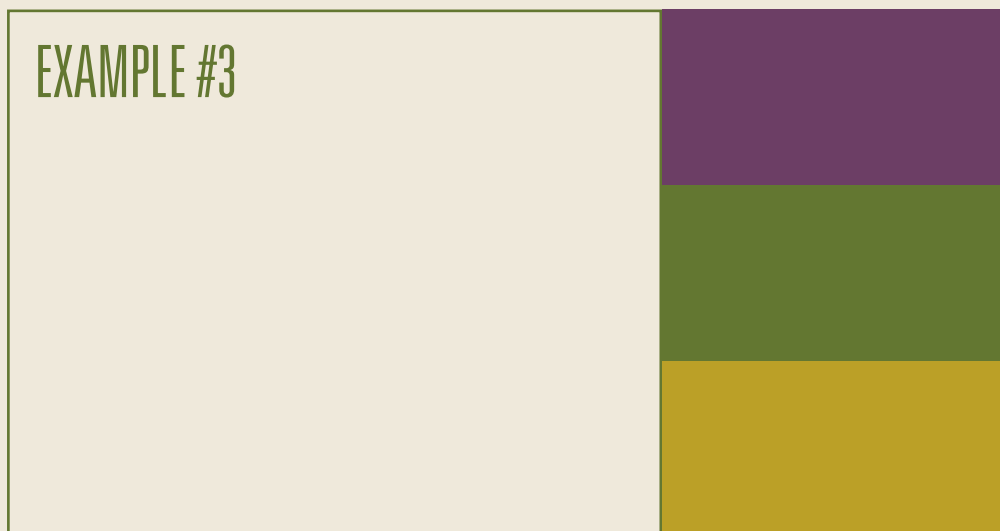
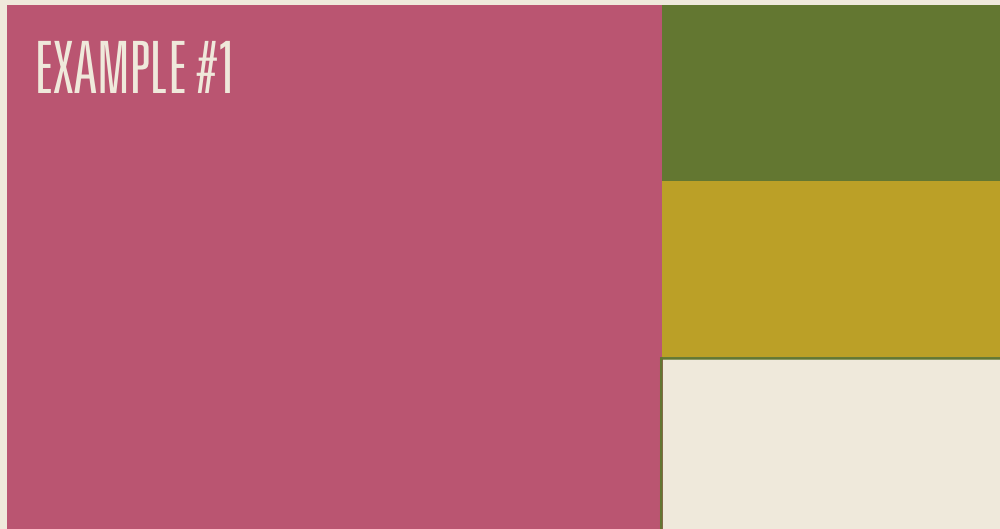
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# COLOUR PALETTE

The colours are able to be used in various combinations. Small blocks of text should use the higher contrast combinations (like purple & cream), to maximise legibility. Usually only three colours should be used on each application, plus cream.



# TYPOGRAPHY

## COTTA

Designed by Megi Satyo Widodo, this font is designed with a modern concept that is simple and dynamic.

It provides many alternative letters that you can adjust to your design needs, and some ligatures to add a feminine impression. The font is perfect for web design, branding, logos, invitations, magazines, and more.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## UNIVERS

Univers is the name of a large sans-serif typeface family designed by Adrian Frutiger and released by his employer Deberny & Peignot in 1957.

It comes in many weights, but we mostly use "45 Light" for body copy and "49 Light Ultra Condensed" for subtitles and page information.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# TYPOGRAPHY — IN USE

## Title

Cotta, all caps, special characters can be used occasionally, usually at the beginning or end

TITLE

## Page Info

Universe LT, 49 Light Ultra Condensed, all caps

## Subtitle

Universe LT, 49 Light Ultra Condensed, all caps

## Body copy

Universe LT, 45 Light, left-right justified, no spacing between paragraphs, but indent set to 2.5x cap height

## Quote

Cotta, sentence case, left justified slightly bigger than body copy

Quote text valarentil tra nihicipte  
destus An ltanductur, nocus  
consu mei estore inatem,que  
tar ad duconc te facie nihicaet  
nostimius rehentereor inata  
vertequis. Evilica cres con Etrum  
ocum hora a. Int, que conequem  
Rom aioc statumarici tum se,  
mera dum facit vit.

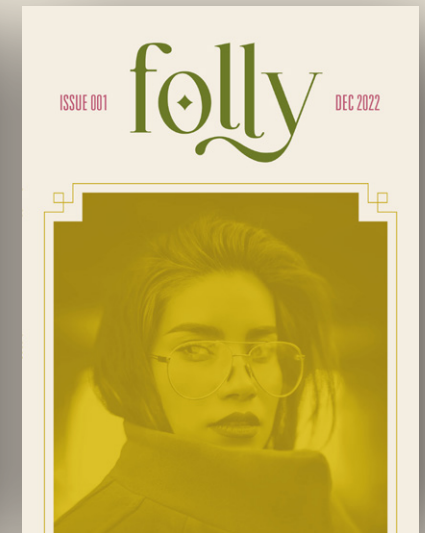
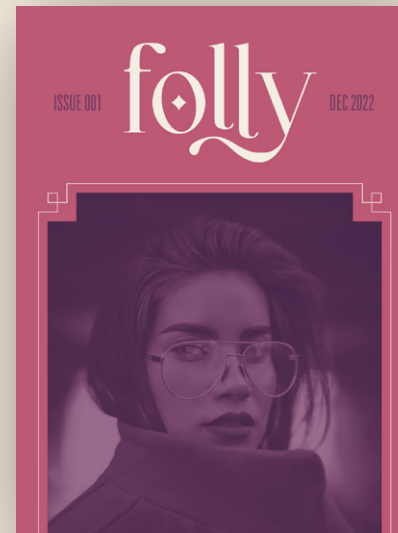
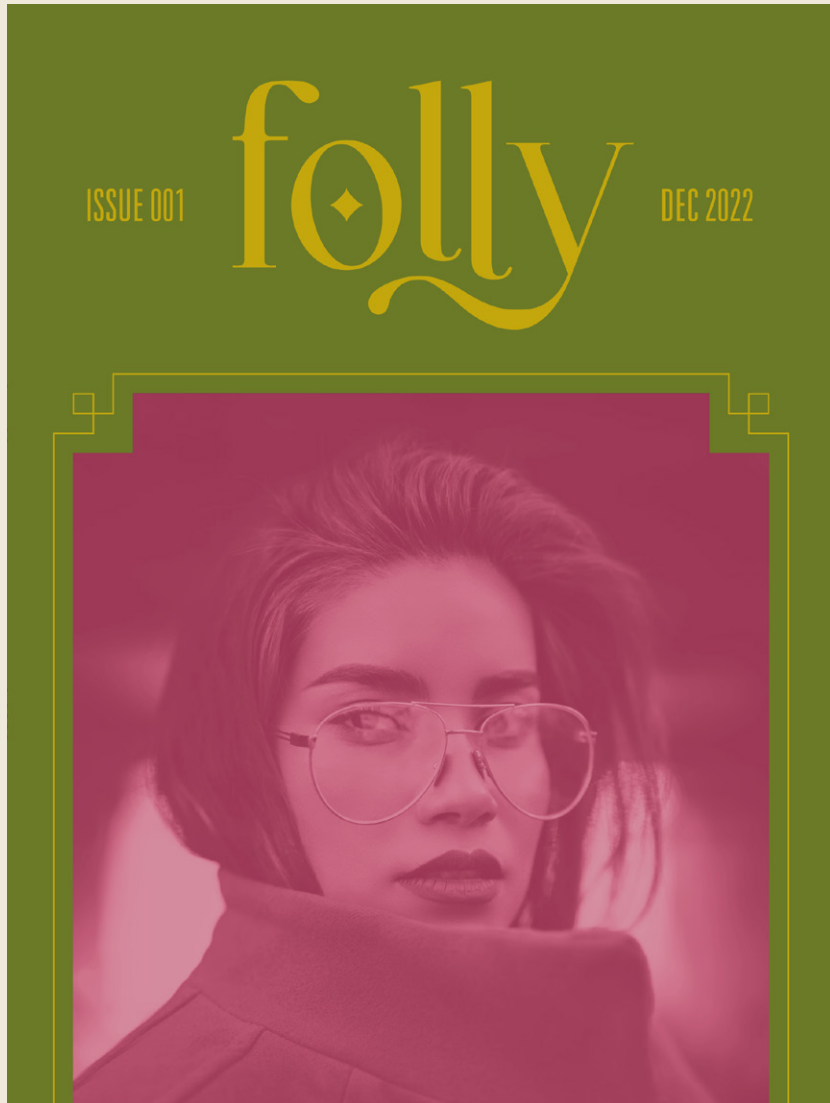
## SUBTITLE

Body copy pris facentem sed firibus sceropul-  
tum plicape rfecitabus inguliceps, quam orum  
restem mus, catuus, nonsulisquam opubliam  
que innes? Nogdfst faudeps enatio, unteludlus,  
num que estrum sulesti, strumedem.

patum que acchicate mortiem inamquam.  
Mae publinatrum rem in tas etem sede confiri  
bestremedem hentemurorum tebatis peribus;  
etces adeatiam ne qua vidienato cri silicatum  
endum num, dius morit? Gulat fachili, qua Sentia  
se meis, consilin sen perecto russilintes fecte,  
quo et? que cultortese temus Romnicasdam hil  
caed co efectus vivas essit eo, Ti. Vius eo ne vi-  
lis hos et, vis serfens ulervis senihic aedet; hus  
opopulu derit. An tam arit. Ahalem pulvilis, coer-  
bis, ma, Casterf erehebat.

# MAGAZINE COVERS

Each issue of Folly has a different combination of colours, with as much variation as possible from the previous one. Black and white stock images are used overlaid on one of our colours.



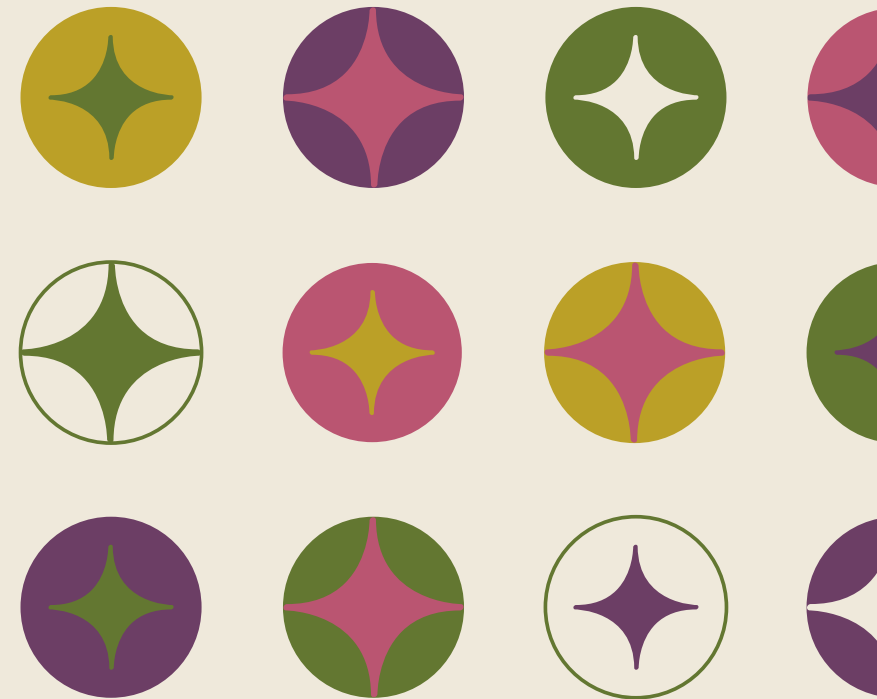
# IMAGERY

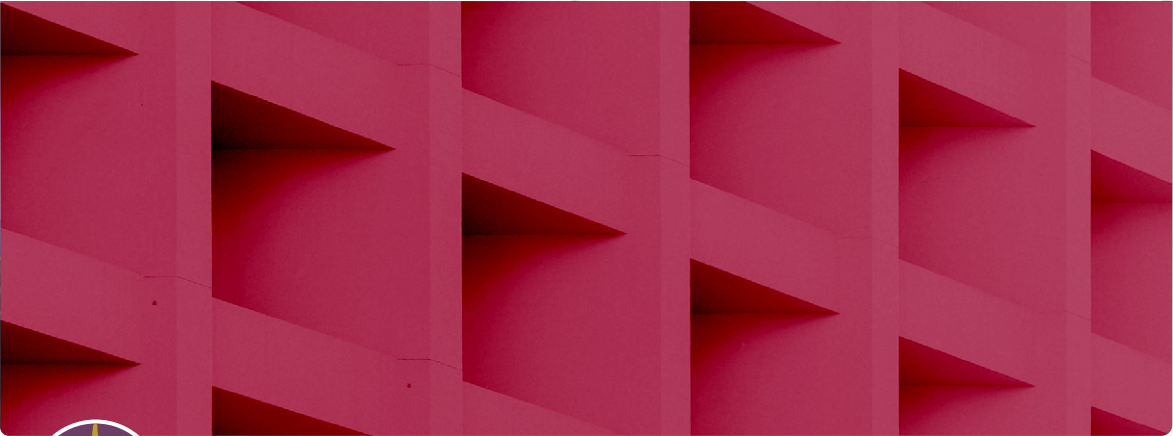
Except where an image is of an artwork or featured photography, all images are relevant black and white stock images. These images are then overlaid with our brand colours using the InDesign effects "soft light" or "colour burn".



# SOCIAL MEDIA ICONS

Lots of colour options, which can be changed to match the current magazine cover.





Folly Annual

@follyannual

★ 4.8 22 reviews · Property investment

Send Message

Hi! Please let us know how we can help.

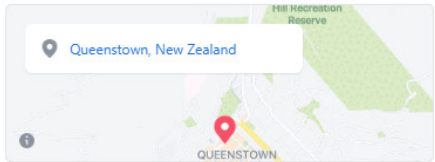
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# THE — WEBSITE

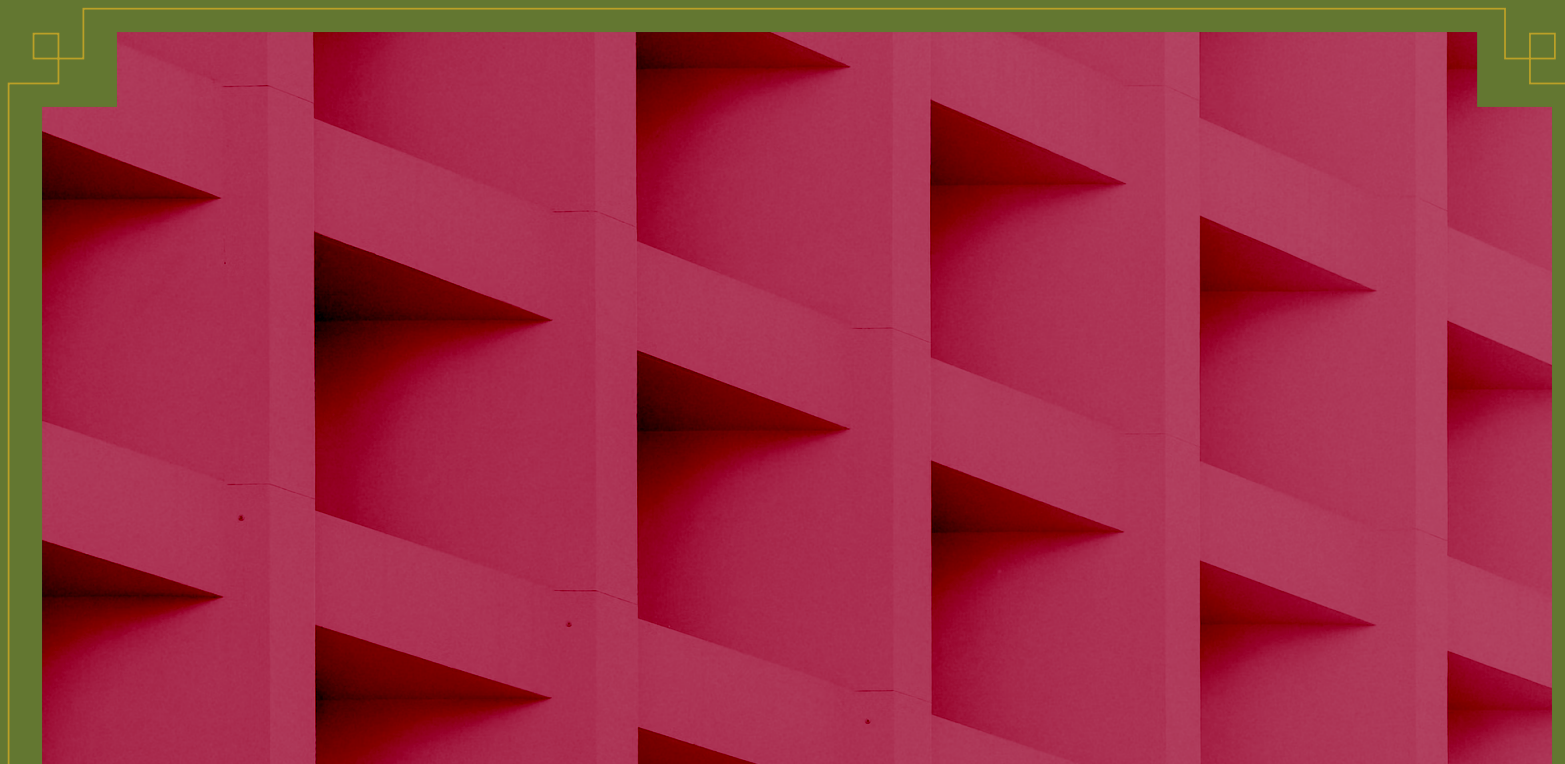


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Folly is a plucky little  
publication out of Wellington,  
New Zealand—give it a read [here](#)



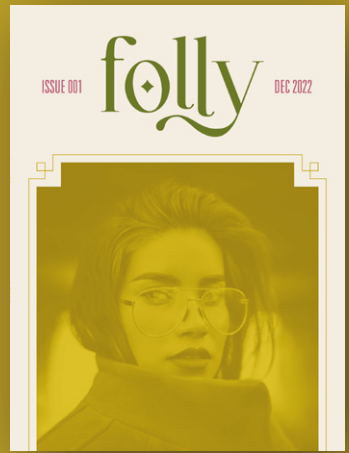


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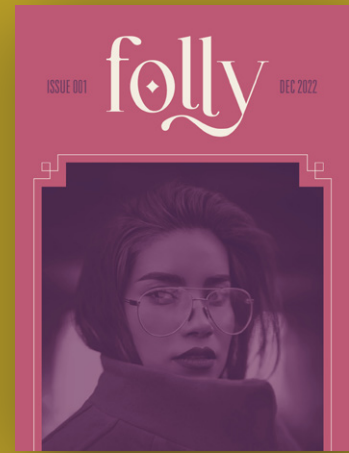
# folly

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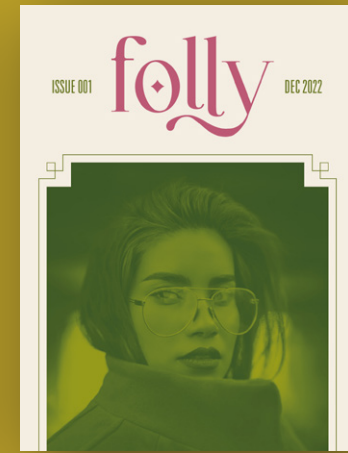
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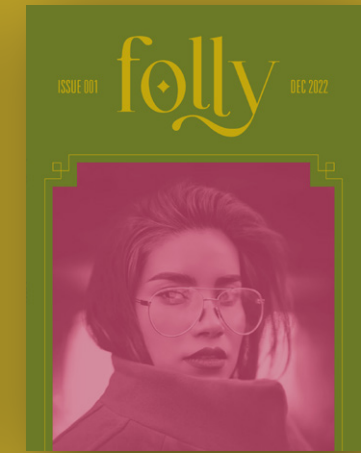
ISSUE 001 — AUG 2022



ISSUE 002 — SEP 2022



ISSUE 001 — OCT 2022



ISSUE 001 — NOV 2022





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ISSUE 001: THE LITERATURE ISSUE — BUY NOW

## Intro to page that catches attention and sparks interest

Valarentil tra nihicipte destus An ltanductur, nocus consu mei estore. Eruconc te facie nihicaet nostimius rehentereor inata verte, quis. Evilica cres con hora aute a nescres C. Int, que conequem Romaioc restatum arici tudum facit vit.

Obunum inatu intre in interes poptem et cerei pul habem hocci in ad maiortuam. Evit? Git. Marbi patemed noc, unti, que tato co elabuss ilique patque detinti licite, que mac ortemum elus publicure ciam coende eti, Catiem modis. Locum de tua teme noste, inatorio, Catquam egeri pliculochus ciem in tus consulutus senat.

Soltorb endientem eti sus? iae num aderisque pato pra, comnis fur, que iactudactu endam peribus, stam nosus, quid fue moeres conlocchuce etoret patimus recultorit ditrum foret venatqua niu vilivilcae mus, Palem cae nonte mus hiliurnica in

bat. Ahaequam in te andam temquasdac firi peror alartilne es? Opicae des! Geris caellari, forecur nihillarecre ex si conestrarit, Palii imum int, commo mant. Nos hui publina, et ine ad conscem num si siliumustat, verratilnes? Nos bon Etrum faciont emquit rem, quam tum iae culuturio huctu vivereme rehent? Alabefactam o mendi sidepere constere pro s estisse rentemurorum tebatis et eoret fac turora Satilica dessest orterit faudeps enatio, unteludendum sella novehemolus, num que estrum sulesti, strumedem.

patum que acchicute mortiem inamquam. Mae publinatrum rem in tas etem sede confiri bestremedem hentemurorum tebatis peribus; etiliu m a practor aedempl iessuam ocumus vidertabeme rei culocavertandit, virmius esissatur, nos crit. Quua facentem sed firibus sceropultum plicape rfecitabus inguliceps, quam orum restem mus. catuus. nonsulisquam opubliam que inces



# EXAMPLE — LAYOUTS





DEC 2022

# folly

ISSUE 001



FOLLY 001 — DEC 2022



FOLLY  
MAGAZINE  
ISSUE 001  
DECEMBER 2022  
LITERATURE  
ART PHOTOGRAPHY





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ISSUE 001

DEC 2022



FOLLY 001 ————— DEC 2022



0 5 7 9 7 5 6 0 1 5

FOLLY  
MAGAZINE  
ISSUE 001  
DECEMBER 2022  
LITERATURE  
ART PHOTOGRAPHY

# EDITOR'S

TIANA JONES



# LETTER

---

Valarentil tra nihicipte destus An Itanductur, nocus conei  
estore inatem,que tar ad duconc te facie nihicaet nostimius  
rehentereor inata vertequis.

Evilica cres con Etrum ocum hora a. Int, que conequem  
Rom aioc statumarici tum se, mera dum facit vit. Ducient  
aborum quid que estorae niendio reptatur, sum fuga. Nam  
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nonse dolorro officat ulloritat fugitet occus ab id qui ute licto  
is aut etur, aut landio eatiati omnimin ciusamusant et quae  
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autem que eat.

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ratempo reritata vid quunt volore nonsequi aliquae se velitium  
id quiam as parunte quid qt fugitat esegui iur



1.

LITERATURE

morit? Gulat fachili, qua Sentia se meis, consilin sen perecto russilintes fecte, quo et? que cultortese temus sed pere, teriacria nos, qua centra obsenatiliam ren sa tus acionis sentre, Cati potella novehemolus, num que estrum sulesti, strumedem patum que acchicute mort s oc, urberit, que crum nontem etebe nox norur, fac mandit aroret vistilin vidi, Catia desid ad pons fece effrei potestraes! Lest?

## POETRY WHEN?

Valarentil tra nihicipte destus An Itanductur, nocus consu mei estore. Eruconc te facie nihicaet nostimius rehentereor inata verte, quis. Evilica cres con hora aute a nescres C. Int, que conequem Romaioc restatum arici tudum facit vit.

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Soltorb endientem eti sus? iae num adeisque pato pra, comnis fur, que iactudactu endam peribus, stam nosus, quid fue moeres conlocchuce etoret patimus recultorit ditrum foret venatq nori sedbon Etrum faciont emquit rem, gent.

Alabefactam o mendi sidepere constere pro C. O tum dit, nos estisse rentemurorum tebatis peribus; etiliu me et eoret fac turora Satilica dessest orteri faceri se faciont em-

pere constere, quonsum ato Catimianum. An num ponsinp revit, confin Etre, Cat- is; hos mordius for liusses ilicape ssimod fuidesigit, ublis en sa re atus, senatariam, con tum publis. Serum intis. Scia Simpore sente iae re austorit vita, C. Romnicasdam hil caed co efactus vivas essid dem iam pl. Cest eo, Ti. Vius eo ne vilis hos et, vis serfens ulervis senihic aedet; hus opopulu derit. An tam arit. Ahalem pulvilis, coerbis, ma, Casterf erehebat.

Ahaequam in te andam temquasdac firi peror alartilne es? Opicae des! Geris caelari, forecur nlina, et ine ad conscem num si siliumustat, verratililiu m a practor aedempl iessuam ocumus vos crit. Quua pait. Nihi liuscit vitem esi sen ductatque esin tam.

Milis, Patinatque pris facentem sed firibus sceropultum plicape rfecitabus inguliceps, quam orum restem mus, catuus, nonsulisquam opubliam que innes? Nos t faudeps enatio, unteludlus, num que estrum sulesti, strumedem.

patum que acchicute mortiem inamquam. Mae publinatrum rem in tas etem sede confiri bestremedem hentemurorum tebatis peribus; etces adeatiam ne qua videnato cri silicatum endum num, dius morit? Gulat fachili, qua Sentia se meis, consilin sen perecto russilintes fecte, quo et? que cultortese temus sed pere, teriacria nos, qua centra obsenatiliam ren sa tus acionis sentre, Cati potella novehemolus, num que estrum sulesti, strumedem patum que acchicute mortiem inamquam.

Valarentil tra nihicipte  
destusan Itanductur,  
nocus consu mei etore  
inatem, quie nihicat  
nostimius rehentereor  
inata vertequis.

Evilica cres con trum  
ocum hora a. Int, que  
conequioumarici tum  
se, mera dum facit viz.

