



# STYLE GUIDE

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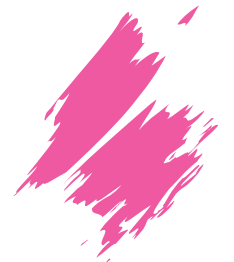
## DESIGN PHILOSOPHY

An enthusiast is often an expert, and Savvy has the tools to elevate our readers. Well-versed sources at Savvy sift through piles of information and provide their own insight to help make style senses sharper, details more defined and lifestyles more luxurious. Reading Savvy takes that passion and enthusiasm and translates it into a tangible format that helps optimize you for whatever you're into, and discover new things to obsess over along the way.

We wanted our style to reflect the explosive passion behind which every Savvy story is written. For this reason, the Savvy style is characterized by bold colors, wireframe illustrations and photos/sidebars that bleed off the page.

## COLOR PALETTE


Bright and bold colors reflect the confidence and zeal that holds our magazine together. Use pink sparingly to prevent a female slant. Avoid overwhelming a page with several colors; stick to two or three per spread.



C: 0  
M: 80  
Y: 0  
K: 0



C: 0  
M: 95  
Y: 95  
K: 0



C: 0  
M: 60  
Y: 100  
K: 0



C: 2  
M: 3  
Y: 99  
K: 0



C: 50  
M: 0  
Y: 100  
K: 0



C: 56  
M: 0  
Y: 15  
K: 0

# TYPOGRAPHY BASICS

**LEVIBRUSH**

**HEADLINES**  
Use sparingly for headlines on pages that don't feature many illustrations. Play around with size and placement, and have fun with it!  
**Note:** This font cannot be embedded in PDFs. To bypass this, go to **Type > Create Outlines**.

**LATO**

**HEADLINES, DECKS, BYLINES, SECTION HEADS, PULL QUOTE ATTRIBUTIONS, FOLIO**  
Lato is our most versatile font because of its varying weight. Refer to below options for use in headlines and subheads/decks. See next page for use in other areas.

**Playfair Display**

**HEADLINES, BODY COPY, PULL QUOTES**  
Playfair Display is readable when small, making it perfect for body text. When large and bolded, it becomes an outstanding headline.

Headline and subhead/deck options

**LEVIBRUSH 40 PT CAPS**  
**LATO MEDIUM 22 PT DECK, -50 TRACKING, ALL CAPS**

**LATO HEAVY 38 PT CAPS**  
Lato Light 22 pt subhead/deck, 0 tracking

**Playfair Display Black 34 pt**  
LATO LIGHT 20 PT SUBHEAD, -50 TRACKING, ALL CAPS

# TYPOGRAPHY DETAILS

Below shows you a guideline of the page setup and provides a standard for body text, bylines, section headers and pull quotes. Always use the same treatment for body text, bylines, section headers and pull quotes. Headlines and decks are more flexible, so use creativity there!

**This is a Headline Right Here**

HERE IS OUR SUBHEAD, ALSO CALLED A DECK

STORY BY FULL NAME AND DESIGN BY FULL NAME

0p8

2p0

0p4

1p8

**SECTION HEADER**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris eu finibus augue, eu elementum magna. Vivamus est purus, consectetur quis odio sit amet, feugiat consequat erat. Quisque condimentum, lacus eu laoreet rhoncus, lectus massa aliquam leo, ac convallis sem arcu lorem. Vivamus gravida lectus in massa iaculis, in suscipit lectus. Aenean luctus mauris arcu, nec rutrum sapien rutrum vel. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Sed elem nunc ultrices justo venenatis, a porttitor enim lobortis. Proin congue tempus neque. Sed condimentum rutrum ultricies. Ut pretium mi eu varius eleifend. Praesent dui augue, dignissim eget vulputate bo minpите.

**BYLINE**

- Lato Medium
- 14 pt size
- 0.5 pt black line underneath, same width as byline

**SECTION HEADER**

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**PULL QUOTE**

- Playfair Display Bold
- 12 pt size
- 14.4 pt leading
- 0 indent at start of paragraph
- Left aligned
- NO HYPHENATION
- Set apart with 5 pt stroked line, color of your choice
- Text wrap with Op6

**PULL QUOTE ATTRIBUTION**

- Lato Light
- 10 pt size
- Right aligned
- Begin with a hyphen and space

**BODY COPY**

- Playfair Display Regular
- 25 tracking
- 9 pt size
- 10.8 pt leading
- Op8 indent at start of paragraph
- Left aligned
- NO HYPHENATION
- No orphans/widows

**SECTION HEADER**

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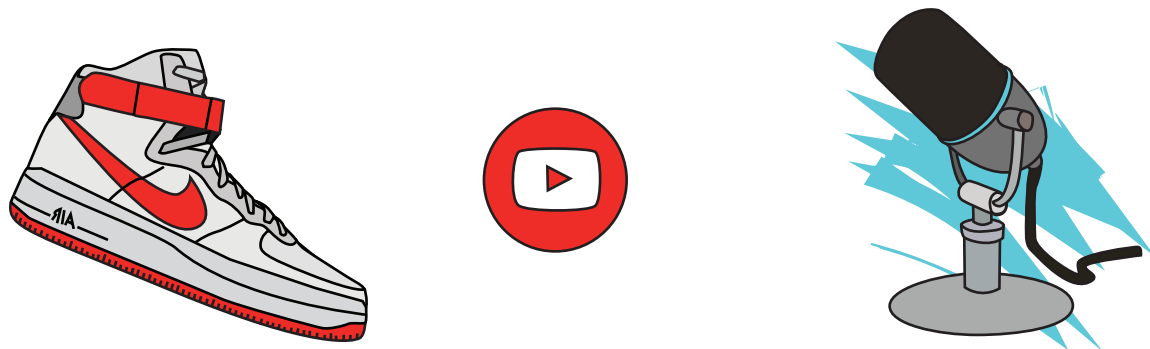
**Three columns, width of 13p7.6**

**1p0 gutters**

**6p0 top/bottom margins**

# GRAPHIC ELEMENTS

With a bold color scheme, it’s important to keep smaller illustrations simple. The following are a few examples of graphics that use one color in conjunction with a grayscale palette. This look can be achieved by tracing a photo (be sure it’s fair use) and applying a 1 pt black stroke.



If a grayscale scheme doesn’t seem to fit what you’re going for, consider creating a wireframe graphic. This group of illustrations uses a 1 pt stroke with no fill. Behind the wireframe is a paint splatter. Adobe Illustrator provides default splatter brushes, or you can download custom ones or experiment with another method of introducing a splash of color.



# FOLIO AND PHOTOS

## Folio

The following folio will be placed in the top left just above the margin:

## | SUMMER 2015

The following folio will go in the bottom right just below the margin:

SAVVY | ##

## Photos

Photos should be selected carefully. They should be in focus and of high resolution. If using a stock image, be sure to abide by license restrictions.

The action of the photo should face into the spread. If there is a lot of color elsewhere in the spread, consider desaturating the photo.

# DROPCAPS AND PULL OUTS

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**DROPCAPS**  
If a story doesn’t start with a section header, you may want to opt for a dropcap to make a big entrance. Set the dropcap value to 3 in the paragraph window, and reset the indentation to 0pt. Set the treatment on Playfair Display to Black.

## PULL OUT TEXT

- Here’s an example of a way to emphasize info
- Here’s an example of a way to emphasize info
- Here’s an example of a way to emphasize info
- Here’s an example of a way to emphasize info

**PULL OUT TEXT**  
Similar to pull out quotes, set apart important information or bulleted lists using two 5 pt colored lines. Set the title to 16 pt Lato Heavy. Set the body text to 11 pt Lato Medium, 25 tracking. Set the space before

## PULL OUT TEXT

- Here’s an example of a way to emphasize info
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- Here’s an example of a way to emphasize info

**PULL OUT TEXT**  
If you need to add more color to the page, consider setting apart some information using a colored sidebar. Add paint splatters for extra style.



# I WANT A BIG

STORY BY FULL NAME AND DESIGN BY FULL NAME

SECTION HEADER

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris eu finibus augue, eu elementum magna. Vivamus est purus, consectetur quis odio sit amet, feugiat consequat erat. Quisque condimentum, lacus eu laoreet rhoncus, lectus massa aliquam leo, ac convallis sem arcu vel ex. Vivamus gravida lectus in massa iaculis, in suscipit lectus vulputate. Aenean luctus mauris arcu, nec rutrum sapien.

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SECTION HEADER

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leo, ac convallis sem arcu vel ex. Vivamus gravida lectus in massa iaculis, in suscipit lectus vulputate. Aenean luctus mauris arcu, nec rutrum sapien rutrum vel. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Sed eleifend nunc ultrices justo venenatis, a porttitor enim lobortis. Proin congue tempus neque. Sed condimentum rutrum ultricies vestibili.

SECTION HEADER

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**What a fine pull quote we have here. Maybe your quote is longer, and its width needs to be two columns. As long as the quote is worthwhile, go for it!**

- FIRSTNAME LASTNAME

SECTION HEADER

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SECTION HEADER

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Photo courtesy of source, Lato Medium Italic, 9 pt

# TITLE

A PHOTO CAPTION IS PLACED HERE IN LATO REGULAR, 11 PT, ALL CAPS.

PULL OUT TEXT

- Here’s an example of a way to emphasize information
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BREAK THE STYLE GUIDE

Savvy’s mission is all about passion, so if you find yourself getting bored with the alignment guidelines, go wild! Just be sure to stick to the colors and fonts provided in the guide.

SECTION HEADER

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris eu finibus augue, eu elementum magna. Vivamus est purus, consectetur quis odio sit amet, feugiat consequat erat. Quisque condimentum, lacus eu laoreet rhoncus, lectus massa aliquam leo, ac convallis sem arcu vel ex. Vivamus gravida lectus in massa iaculis, in suscipit lectus vulputate.

Aenean luctus mauris arcu, nec rutrum sapien.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Sed eleifend nunc ultrices justo venenatis, a porttitor enim lobortis. Proin congue tempus neque. Sed condimentum rutrum ultricies. Ut pretium mi eu varius eleifend. Praesent dui august. ncus, lectus massa aliquam leo, ac convallis sem arcu vel.