

# Arkitektur

# Style Guide

2023

# Fonts

## Scotch Display - Roman

- Use Scotch Display font for magazine title “Arkitektur”
- Use Scotch Display font for contents title: “contents,” the issue genre, the month and year of issue
- Use Scotch Display font for page numbers on contents page and individual pages

## Forma DJR Micro - Regular

- Use Forma DJR Micro Regular for callout articles on cover
- Use Forma DJR Micro Regular for article titles on contents page

## Forma DJR Micro - Light

- Use Forma DJR Micro Light for month and year of issue on cover
- Use Forma DJR Micro Light for volume number and issue number above barcode
- Use Forma DJR Micro Light for magazine tagline “the interior and exterior guide for styling homes”

## *Forma DJR Micro - Light Italic*

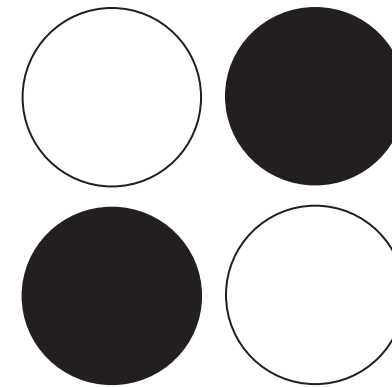
- Use Forma DJR Micro Light Italic for author names on contents page

## Minion Pro - Regular

- Use Minion Pro Regular for article body text

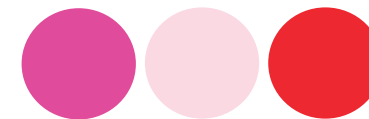
\*Article titles and bylines, when in the context of the article itself, can stray from font guidelines to achieve a better portrayal of the article content.

# Colors / Imagery



Colorways for masthead, article titles and all other magazine content are lenient, as long as legibility is considered. Masthead colors shall generally remain solid black or solid white unless an exception, based on cover image, is approved. Unique colors used should be repeated throughout the entire content of the issue, with unique colors changing monthly per issue.

February 2023 Issue



March 2023 Issue



April 2023 Issue



Image Criteria: Images must exemplify and embody the art of architecture, and/or home styling and design (interior and/or exterior). Images of or including people or animals must have relation to the image or article which it is connected to. Examples of appropriate images that fit in the context of the Arkitektur brand are shown below and in the following pages.





# Imagery

