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CONCEPT

QUICK BRAND DESCRIPTION

Daily Paper is an Amsterdam based urban menswear label, inspired by the founders own African heritage and translated through contemporary fashion designs, targeting the Generation Y’s creative young professionals who have interests in urban culture, music and streetwear.

As the 3 founders all have African backgrounds while growing up in Europe they feel strongly about representing their heritage and translating it in their own creative form. As the 3 founders all have African backgrounds while growing up in Europe they feel strongly about representing their heritage and translating it in their own creative form. The brand is looking to expand their vision, telling the story of being inspired by heritage and make it your own. - “Own your heritage”

THE DAILY PAPER BRANDED MAG CONCEPT

The Daily Paper Mag creates a movement to be triggered and inspired by heritage move beyond fashion and towards design and aesthetic as a whole. “Own your Heritage”
MAINSTAYS AND BASIC FORMULA

Fashion, Music, Culture and design form the core of the Daily Paper Mag. We believe that every discipline can be a creative interpretation of being inspired by heritage.

“Own Your Heritage” stands for being inspired by your heritage and makes it your own, in your own creative ways. The different subject and category of the contents are clarified by info graphics. The manifest presents a bold and graphical design approach.

Daily Paper Mag puts the brand’s African Heritage aesthetics into the context of the consumers’ life - its community.

The interviews, articles and Daily Paper’s editorials are based on the target audiences’ key interests: fashion, music, culture and design. The topics are translated into a masculine urban approach, yet always relating to the African Heritage and emphasizing the admiration of originality in creativity on within every possible form and flow of production.

TARGET AUDIENCE

The Daily Paper targeted audiences are the hype-aware tech savvy generation Y’s, young professionals males with big interests in urban music/design/fashion. Also known as the grown-up Hypebeasts, grew up playing Nintendo’s, while watching Dragonball Z, now they are in their 20’s, well educated and have an active social life. They might not all be from the big capitals, but they sure all moved there.

You can find them in social active cities such as Amsterdam, New York, Paris etc. Busy with pursuing the dream as freelancer/ creator of any kind during the day, part-time established socializer who knows everyone in the night. They value originality and creativity, find inspirations in other professionals in creative fields as motivation (photographers/illustrators/musicians). Consider them selves as early adapters; continuously seek for the latest, coolest gadgets/brand etc to set them selves apart from the majority. They are well-educated, intelligent individuals whom seek for depth in products/brand/personalities. They are ambitious, motivated by their eager to succeed in life.

Their daily inspiration from urban lifestyle websites like: Hypebeast.com / Gizmodo.com/ Complex mag. Follow creative professionals (photographers/illustrators/musicians) as: Ta-Ku, Ganz, Shohei Otomo and Jay-Z. Are loyal to Streetwear brands that represent a lifestyle: Patta/ Supreme/ Stussy etc.

They spend time being selective about their interests, whether its music, artists and or brands, they have s strong opinion about what represent their own unique style.

The magazine targets these loyal audiences.
LOOK AND FEEL

The bold graphical approach within art - Directions and imagery reflects back with the signature Daily Paper design elements represents a dauntless, contemporary outlook with a wink towards the brands African identity.
LOOK AND FEEL
TONE OF VOICE

OVERALL TONE OF VOICE
The Daily Paper Mag both in Print & Online is a record of stories of a casual, personal nature; like exchanging conversations between close friends. Sharing in-depth inspirations, discoveries and adventures in a personal, light and accessible manner.

HEADER
Vertical Headers in right corner of every page in the magazine are there to navigate - they have a frank tone of voice that presents functionality. If the header is unnecessary - leave it out.

EDITORIAL HEADER
Will always be the title of the editorial. Used in large font size [Size may vary depend on page design] in 2 rows, combining BOLD and REGULAR type styles.

EXAMPLE EDITORIAL HEADER:
CREDITS STYLE:
FUNCTIONAL INFORMATIVE

Example product credits:
FIVE PANEL CAP IN NAVY POLKA DOT
ADJUSTABLE STRAPS
SMALL-EMBROIDERED TAG AT MID FRONT
100% COTTON

Example production credits:
Photography SANNE WOLFF Styling WENDY WANG All Caps DAILY PAPER All Accessories CONCRETE-MATTER.COM
Text KIERSTEN HAY Photography ALEX VAN KEULEN Illustration DEWY ELSINGA Model AARON DECHENE

How to write all names and brands [Use uppercase]:
DAILY PAPER. WENDY WANG. YELLOW CLAW.

RULES

House Style Rules
Use English (VS)

Use of UPPERCASE
In headings & sub headings and names when mentioned in credits.

Use of hyphenations
NEVER. No Exceptions.

Use of numbers
1 to 10 type in numbers.

Names
Always use full name. This only counts for credits, titles etc. can use first names only in articles.

Quotations marks
For a quote: "..." (Double quotation marks) For a store, project, etc. we do not use quotations.

Headers
Use UPPERCASE

Age
Age in intro between brackets and as a number.
1. MOVIE LETTERS

Movie letters Regular

ONLY used for Daily Paper logo and main titles. Always in UPPERCASE.

2. Futura Std

Futura Std Book
Futura Std Book Oblique

Used for:
- Body Text (Futura Std Book size 8)
- Heading Titles (Futura Std Book size may vary)
- Credits (Futura Std Book size 8)
- Sub Heading (Futura Std Book size 18)
- Intro (Futura Std Book size 14)

3. Futura

Futura Condensed ExtraBold
Futura Medium
Futura Medium Italic

Used for:
- Main Heading and Titles (Futura Condensed ExtraBold and or Futura Medium size may vary)
MOVIE LETTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura Std Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura Std Book Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura Condensed ExtraBold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura Medium Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
SIZE DAILY PAPER MAG

42.0 CM

29.7 CM

58.4 CM
LAYOUT

THE MAASAI ISSUE

STREETS IS

#NYC

At Daily Paper we are inspired by the cities, places, and people we meet, we are interested in what inspires them. Asked the Instagram handles whom we admire for their amazing urban captures, to take us on a visual journey of their beloved city through their lens.