**R**^is *Magazine*

Brand Book, Website Redesign, and Social Media Expansion

Von Garcia Balanon · GRC 462 Senior Project

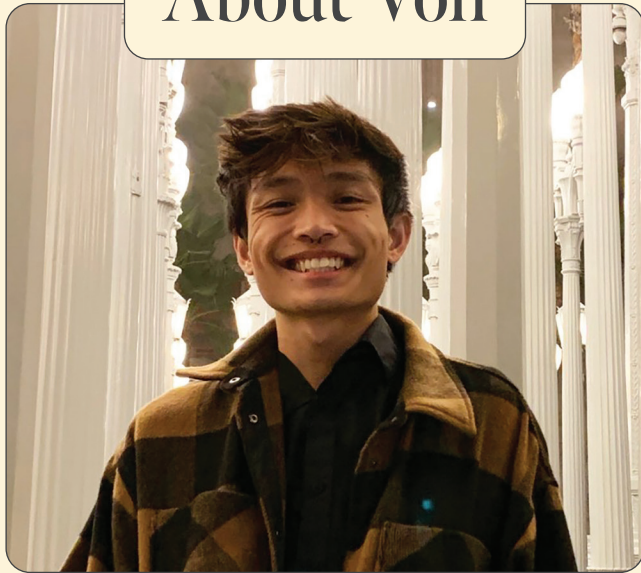# Table of Contents

# About Von

Hello! I'm Von Garcia Balanon. I'm a graduating Graphic Communication major at Cal Poly San Luis Obispo with a concentration in Design Reproduction Technology. I'm passionate about uplifting marginalized voices, products that are community-oriented, and highlighting creativity in the design world. In my free time, you can find me doodling on chalkboards, collecting plushies, photographing special moments for friends, or trying out new ways to be creative.

# Why Riso?

During pre-COVID times, I would go to Fresno's art hop – an art crawl between local artist studios in downtown Fresno. During one of those art hops, my friends and I stumbled upon 1418 Fulton. I continuously found myself in awe of a particular medium in the store. I couldn't quite put my finger on it exactly. It wasn't screen printing and it wasn't a digital print but I didn't know exactly what the neon style was. I came to find out that it is Risograph printing. Broken down to its most basic level, it is a cross between screen printing and photocopying initially released in Japan in the 1980s. All Riso inks are vegetable oil-based and dry to absorption into uncoated paper stock rather than through heavy chemical dryers through heat. Because of this, power consumption remains very low throughout the whole Risograph printing process.

# Abstract

Risograph printing is not often discussed when it comes to the print world. What is it? How can creatives utilize it to its fullest potential? There is an opportunity of informing more about Risograph printing through the redesign of Ris Magazine – a fictitious online magazine. Ris Magazine teaches Risograph printing practices as well as features artists, stores, and creatives in the Riso world.

For this project, my goal was to create a branding style guide, a functional website, and an Instagram feed promoting stories from the website.

# Problem Statement

Risograph printing is not often discussed when it comes to the print world. What is it? How can creatives utilize it to its fullest potential? There is an opportunity of informing more about Risograph printing through the redesign of Ris Magazine – a fictitious online magazine. Ris Magazine teaches Risograph printing practices as well as features artists, stores, and creatives in the Riso world. The current website for Ris Magazine is not functional and can be redesigned to further reach those who would like to join a Riso community. Along with a functional website, a branding style guide will be made to cohesively tie Ris Magazine's design together. A fictitious Instagram page will also be designed to promote the Ris Magazine website.

# Problem Objectives

## 01

### Project Management

Create a project plan with strict deadlines

Follow the requirements of the course schedule with activities and milestones

## 02

### Website Design

Practice web design abilities to create a website that effectively captures a Risograph-printed theme

Demonstrate and develop technical skills of Squarespace to create a functional website

## 03

### Branding Design

Ensure branding is cohesive with color palettes, fonts, and overall look throughout the website and social media collateral

Demonstrate and develop technical skills in Adobe Suite

# Timeline

**Week 1**   Brainstorm

**Week 2**   Research & inspo

**Week 3**   Begin brand guide

**Week 4**   Begin website redesign

**Week 5**   Continue brand guide and redesign

**Week 6**   Finish brand guide, user-test site, begin social media expansion

**Week 7**   Final website edits, finish social media expansion

**Week 8**   Review all deliverables

**Week 9**   Showcase & milestone presentation

**Week 10**  Process Book

# Research and Inspo
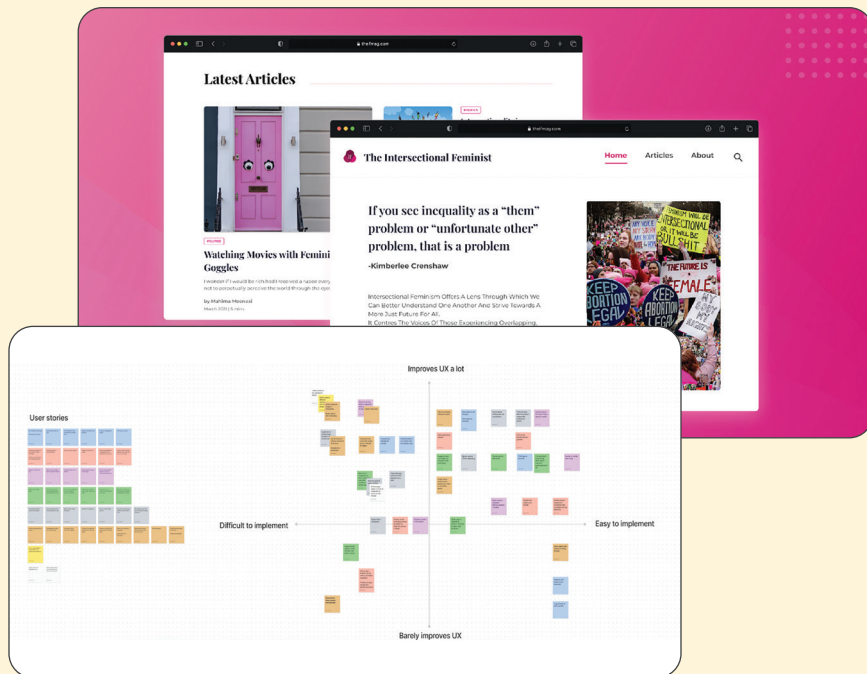


**Case Study: Redesigning the website for 'The Intersectional Feminist'**

This source gave invaluable insight into redesigning the Ris Magazine website. Since this study focused on creating a more engaging experience with their magazine readers, while educating first-time readers about the breadth of topics they specialize in, I found it significant in what I wanted to do with the redesign. A strength I wish to include in my website redesign is figuring out the high-level problems on the website that can be fixed — specifically the confusion of brand identity. I want to make sure a cohesive brand identity is created in order to step forward into the website redesign especially since it made 'The Intersectional Feminist' redesign successful. A weakness I found was including user testing when it came to the final product. I didn't realize this step was an important stage in the process since it made them relook at the design from the user's perspective & further refine the website. I plan to also implement user testing to ensure I get user feedback on the redesign.

I.
Color yuxtaposition

II.
Halftone, stochastic & other patterns

Riso printed flyers: red ink on pink paper.

**Riso Workshop · Study**

This case study helped me envision what I can do to promote the online magazine. Since this workshop also works with Risograph printing, I found it very relevant to the way the promotional material can be designed. A strength I found was the simple branding that allows the promotional material to go through a simple color variation. This can really help with creating a dynamic feed and making sure events and stories showed vary.  A weakness I found was the use of simple animations throughout the social media posts. This can really draw user attention to the Facebook and Instagram platforms and I didn't think about including them from the beginning. I will for sure find a way to animate some of the text on the website as well as social media posts to draw user attention.

**Arts community grows for some 'silenced voices' · Newspaper**

This newspaper article is about Palabras Bilingual Bookstore and Wasted Ink Zine Distro and how they have become safe spaces for historically marginalized communities in Phoenix. Wasted Ink's Roosevelt location, has a Risograph zine collection that aims to represent marginalized voices such as that of BIPOC, LGBTQIA+, disabled and chronically ill, and neurodivergent creators.' Through community space, they have been able to host writing and art workshops and readings and will have a garden to grow produce. This article helps promote the community aspect of Ris Magazine where the promotion of these stores and spaces can be highlighted throughout the digital magazine.

**Consulat Case · Study**

This presentation shows the identity of the Consulat — a company whose mission is to support Photographers and Directors and to team them up with the best. The overall usability of this site is again like a physical printed magazine. The concept of a place where creatives can be paired is similar to how Ris Magazine will promote creatives and artists. The grid of photos presented is appealing and the headers for each subpage are consistent with a mix of serifs font for important words and a skinny sans serif font for less important words.

**The definitive guide to making a digital magazine · Study**

This study dives into how digital magazines are making a comeback through higher-quality content published online. It covers the different digital magazine mediums there are from apps, Kindle e-magazines, or CMS. It gives tips on how to make a successful digital magazine by making the type easy to read, including interactive elements and infographics, embracing quality, animating stories, working with templates, and automating. Overall, this study's guide will help with the creation of the SquareSpace site and gives tips on successfully creating a digital magazine.

**Riso and shine: the colourful world of the Risograph · Trade Journal**

This trade journal covers Candice Jezek – the owner of Dream Press in Cape Town. It expands on how Risograph printers, which are made of upcycled plastic using soy-based Riso ink, are increasingly used by a niche world-wide collection of artists, printers, and designers to create distinctive products. Furthermore, Dastgir includes how much artists are selling their Riso prints and how they are successfully collaborating with other artists to promote their art. This journal helps showcase the community aspect of Riso printing. This can be translated through Ris Magazines' community-oriented magazine and its potential of promoting artists and Riso presses.

**RISO BAR Brings Together Printing Enthusiasts With a Cause · Article**

This article covers how a RISO BAR – a shop that promotes community events and sells local Riso art in Dallas – navigated the pandemic. It also gives a brief background of the Risograph printing world and its niche audience. Similar to the previous journal, this article helps articulate how Riso printing creates communities that Ris Magazine can promote through the website.



**News Website Redesign · Study**

This source presents the process of creating the website for the online arts and culture magazine Aesthetica. It includes before and after photos of grid setups for the website. It utilizes similar branding to the Ris Magazine look with sans serif body text, serif headings, and red text. Its usability is similar to a physical printed magazine with an emphasis on photography and respected columns and grids.
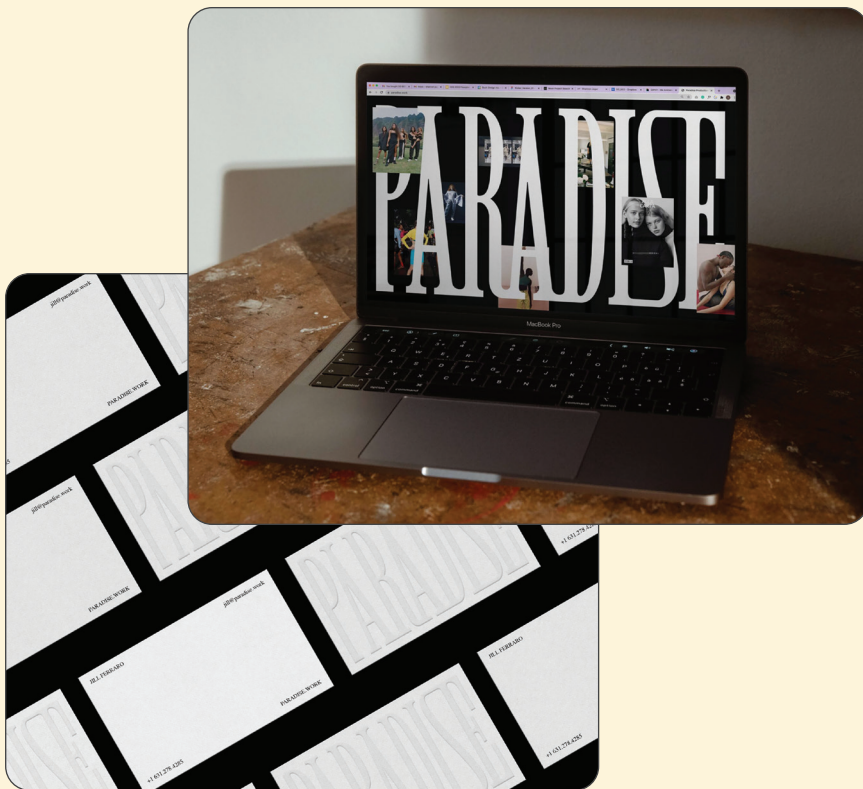
**Paradise · Study**

This presentation showcases the visual identity of PARADISE — a new-age production company that thrives on a connection by exploring novel modes of storytelling. The creation of the website design along with the consistency of visuals on the poster helped define this new production company. The poster's grids are emphasized throughout the mockups. This website utilizes a lot of white space and emphasizes the company's photos/stills.

**An Intro to Risograph Printing · Study**

This study dives deep into what Risograph Printing is and how to start one's own Riso print. Burke covers the perks of environmentally friendly inks Riso uses and how this unique process can be used for a multitude of print mediums — books, zines, art prints, posters, flyers, business cards, tags, menus, postcards, greeting cards, calendars, LP record inserts, boxed card sets and more. This study will help with the learning aspect of Riso printing on the website.

# Project Execution

## Deliverables

### 01    Branding style guide of Ris Magazine

The success criteria of the brand book is a style guide of the overall Ris Magazine typography, color palette, image edits, etc.

### 02    Functional Squarespace website

The success criteria for the redesigned site is a fully functional Squarespace site published with learn, artists, feature, and about pages.

### 03    Instagram collateral promoting Ris Magazine

The success criteria for the social media expansion is the mockup of the Instagram page with aesthetic feed promoting Ris Magazine and stories on the website.

# Methods & Resources

The following applications were used throughout the execution process:

**Id**

## Adobe InDesign
Brand guide layout · Instagram feed prototype
using publish online feature

**Ai**

## Adobe Illustrator
Brand guide graphics · Instagram feed graphics

**Ps**

## Adobe Photoshop
Brand guide photos · Squarespace photos

## Adobe Express
Instagram posts animations

## Squarespace
Website redesign

## Issuu
Brand guide viewing platform

## Figma
User testing notes

## Table of Contents

*Identity System*

## Identity System

**Imagery**

Images throughout the home, blog, and first images of the article should be edited to include a duo-tone of our Crimson Red and Canary Yellow palette. A grainy effect and riso-like overlay should be included for consistency purposes.

Images should not have poor resolution – anything less than 72 PPI. If text is to be included on top of the image, utilize a black overlay set to multiply at 65% opacity for contrast. References are shown to the right.

*Risography* for all

## Our Logos

**Incorrect Uses**

To ensure recognizability, legibility, and consistency, we have set rules in which the logotypes should or should not be used. Anything other than the examples shown here should never be used. None of the examples should ever be used on the primary logotype as well as the secondary logotypes.

---

*Ris Magazine* is an online magazine that focuses on the intersection of *social justice, art, design,* and *community building.*

We work to build a platform that serves as a collaborative space for developing ideas and new projects. We cover the educational aspects of Riso and showcase features and artists in the Riso world.

We love the Risograph world best because of the community we get to be a part of. There are so many people, publishers, and artists doing incredible work and thinking about how print can be used to enact change, push thinking, and create a better more inclusive world.

our purpose

*Enact change, push thinking,* and create a better *more inclusive world* one Riso print at a time

## Our Logos

**Secondary Logotypes**
The primary logotype consists of the name of the magazine in the font Merel Banner Condensed Italic without the Ris graphic.

**Usage**
The secondary logotype is to be used at 100% opacity at all times, with no exception. It should be used when the primary logotype cannot be used throughout the website. In addition, it could be used as a reverse logotype.

For reference, these are examples of the secondary logotypes would look like on other colors in our guidelines.

**Crimson**
Hex #db402c
RGB 219, 64, 46
CMYK 3, 90, 94, 1

**Ivory**
Hex #fef2d8
RGB 254, 242, 216
CMYK 0, 3, 16, 0

# Brand Style Guide

# About

I started off with the copy for the brand's about section. This included the mission statement below, a description of the magazine, and then the purpose of Ris Magazine.

*Ris Magazine* is an online magazine that focuses on the intersection of *social justice, art, design,* and *community building.*

We work to build a platform that serves as a collaborative space for developing ideas and new projects. We cover the educational aspects of Riso and showcase features and artists in the Riso world.

We love the Risograph world best because of the community we get to be a part of! There are so many people, publishers, and artists doing incredible work and thinking about how print can be used to enact change, push thinking, and create a better more inclusive world.

**our purpose**

*Enact change, push thinking,* and create a better *more inclusive world* one Riso print at a time
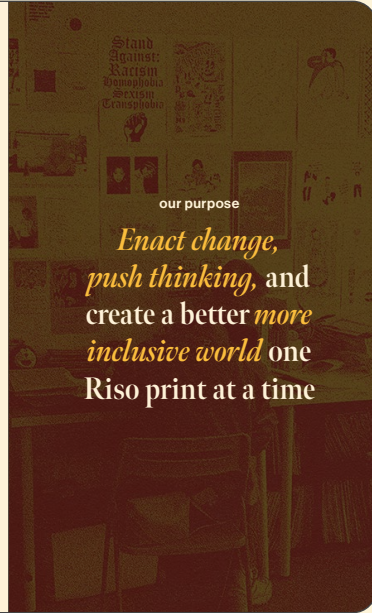
# Logos

I then clarified the usage of the primary and secondary logotypes and included visual examples. I also clarified the sizing minimums, safe space, and incorrect uses of all the logotypes.

**Our Logos**

**Primary Logotype**
The primary logotype consists of the name of the magazine in the font Meno Banner Condensed Italic. The "Ris" is replaced with our Ris graphic.

**Usage**
The primary logotype is to be used at 100% opacity at all times, with no exception. It should be used on light-colored backgrounds – such as ivory. We want it to be instantly recognizable, so consistency is essential – please don't edit, change, distort, recolor, or reconfigure it.

*Ris Magazine*

Primary Logotype in Crimson

**Our Logos**

**Secondary Logotypes**
The primary logotype consists of the name of the magazine in the font Meno Banner Condensed Italic without the Ris graphic.

**Usage**
The secondary logotype is to be used at 100% opacity at all times, with no exception. It should be used when the primary logotype cannot be used throughout the website. In addition, it could be used as a reverse logotype.

For reference, these are examples of the secondary logotypes would look like on other colors in our guidelines.

*Ris Magazine*
*Ris Magazine*
*Ris Magazine*
*Ris Magazine*

**Sizing**
The minimum sizing for the primary logotype differs from the secondary logotypes. There is no maximum sizing for any version of the logotype. The primary logotype should have a minimum height of 65 pixels and a minimum width of 184 pixels. The secondary logotype should have a minimum height of 28 pixels and a minimum width of 184 pixels as well.

*Rᴵˢ Magazine*

*Ris Magazine*

*Rᴵˢ Magazine*

*Ris Magazine*

---

**Our Logos**

**Incorrect Uses**
To ensure recognizability, legibility, and consistency, we have set rules in which the logotypes should be used. Anything other than that should never be used. None of the examples should ever be used in the primary logotype as well s the secondary logotypes.

Do not use wrong colors

Do not stretch

Do not mix and match colors

Do not add effects like a drop shadow

Do not change the typeface

Do not outline

Do not rotate

Do not use gradients

---

**Our Logos**

**Safe Space**
The defined area needed around the primary logotype applies to the secondary logotypes. The minimum amount of safe space will always be defined by the letter "z" in the logotype. This applies to the logotype regardless of its size. The inside box is determined by the max-width and height of the logotype.

*Rᴵˢ Magazine*

*Ris Magazine*

---

# Identity System

**Identity System**

**Primary Color Palette**
The primary color palette consists of Crimson Red and Ivory White.

**Crimson Red** represents the attention-grabbing effects of riso printing. It is used for headings and as an accent color.

**Ivory White** represents clarity and balance. It is primarily used as a background color.

**Secondary Color Palette**
The secondary color palette consists of Charcoal Gray and Canary Yellow.

**Charcoal** represents strength and is primarily used for body copy.

**Canary** represents optimism. It is primarily used as an accent color and a contrast for imagery.

**Crimson**
Hex #db402e
RGB 219, 64, 46
CMYK 8, 90, 94, 1

**Ivory**
Hex #fef2d8
RGB 254, 242, 216
CMYK 0, 3, 16, 0

**Charcoal**
Hex #444444
RGB 68, 68, 68
CMYK 67, 60, 59, 44

**Canary**
Hex #fabd3d
RGB 250, 189, 61
CMYK 2, 27, 87, 0

## Color Palette

I included descriptions and color psychology of each color for the brand. I also included the HEX, RGB, and CMYK information.

---

**Identity System**

**Typography Usage**
When setting type, establishing a hierarchy is important. Specific sizes are not outlined in this example but try to maintain the relationship between these fonts and weights for various levels of copy.

1  **Headline** Meno Banner Condensed Semi-Bold
2  **Standfirst Copy** Neue Haas Grotesk Text Bold
3  **Byline Copy** Neue Haas Grotesk Text Roman
4  **Body Copy** Neue Haas Grotesk Text Roman
5  **Accent Text** Meno Banner Condensed Semi-Bold Italic

1  An Intro to Risograph Printing

2  **Learn about the origins of Risograph printing, what makes it unique and how to start your very first Riso project.**

3  By Lindsey Burke · January 14, 2022

4  Risographs took hold of the international art and design community almost four decades ago. Our friends at Risolve join us today to shed light on the art of Risograph printing. Learn where it came from, what makes it unique, and how to start your first Riso project.

5  *Ris Magazine* is an online magazine that focuses the intersection of *social justice, art, design* and *community building.*

## Typography

I clarified the typographical uses of the fonts Meno Banner Condensed and Neue Haas Grotesk.

**Imagery**

I then clarified the use of the duotone images throughout the site and included information about image quality.
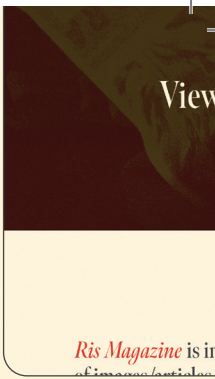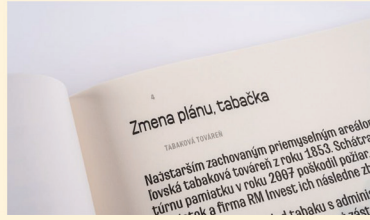
# Published Brand Style Guide

The guide was then published via Squarespace. You can view the guide at **tinyurl.com/rismagbrand** or scan the QR code below.

# Website Redesign

# Sitemap

I started off the website redesign by mapping out the navigation of the site and found online articles relevant to the magazine's purpose. Everything is linked through the homepage and trickles to the learn, feature, artists, and about pages.
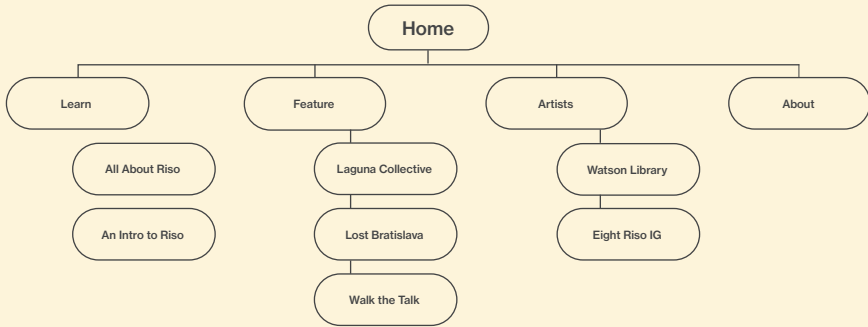


# Wireframes

I then sketched out wireframes of each page. Since the learn, feature, and artists pages are all similar compilations of stories, I grouped them together. Included in the wireframes are how the story layouts would look as well as the about page.
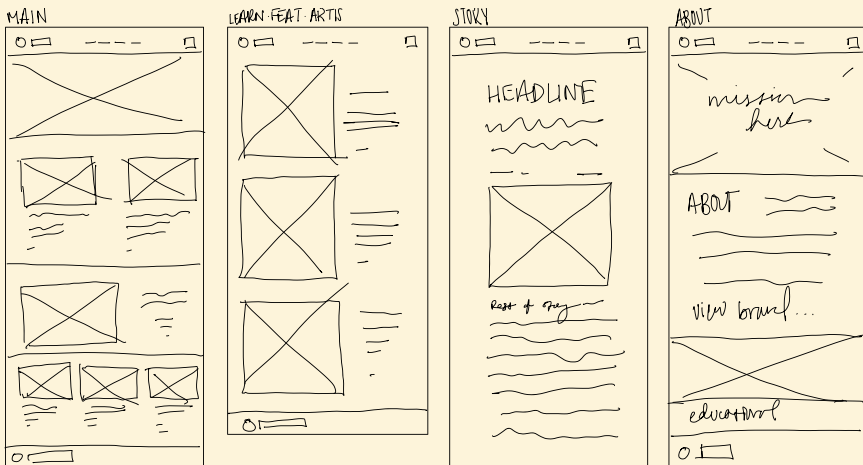
# Collection of Articles

I then compiled all the articles and downloaded relevant photos to be edited later. I also adjusted the copy for some of the articles to fit in with the magazine's purpose. Each article's credit is provided throughout the site and I made it clear that the use of these articles is for educational uses only.
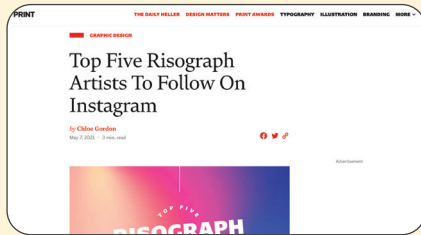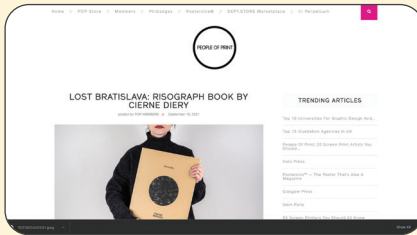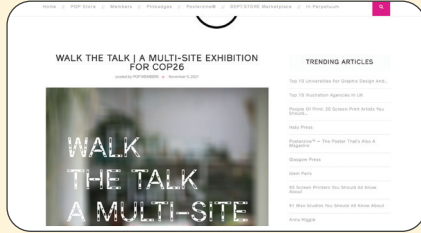


# Editing Photos

Once I compiled all the article images, I edited the thumbnail images with Adobe Photoshop. I edited each photo to include a duotone effect with a slight grain texture.
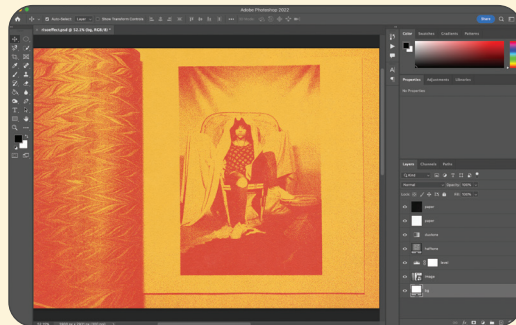
# Redesign

Once all the assets were ready, I put them in Squarespace. I adjusted the copy, edited the site type styles, created a gallery, and edited all the small details throughout the site.

# User Testing

Once I finished the functional site, I user-tested it with three people. As I was user testing, I included feedback on a note template on Figma to compile user stories. I grouped these notes on things I had to do, might do, and not do. I also placed the notes on a scale of how easy or difficult it was to implement as well as if they barely improved or tremendously improved the user experience.
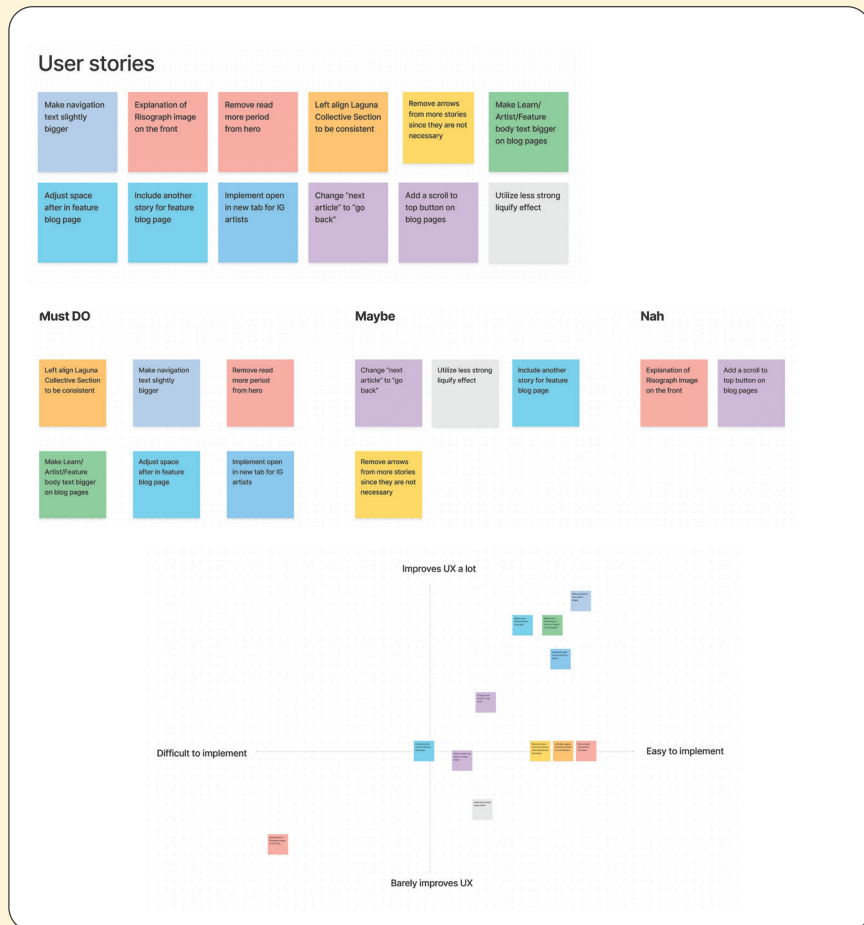
# Final Edits

I finally implemented the feedback from the user testing. I adjusted the spacing for certain areas, adjusted the type styles, removed unnecessary periods or text, and implemented the open-in new tab feature in the photo gallery.
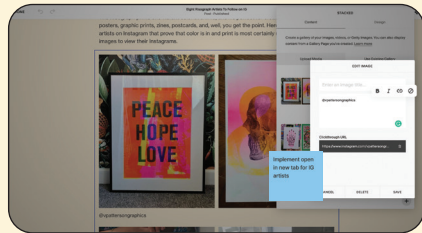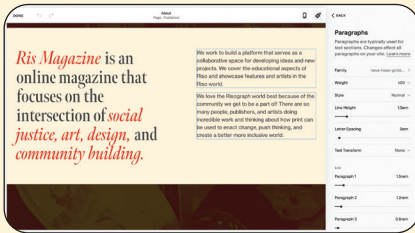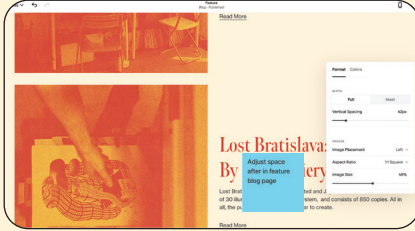


# Published Site

The website was then published on Squarespace. You can view the site at **rismagazine.squarespace.com** or scan the QR code below.
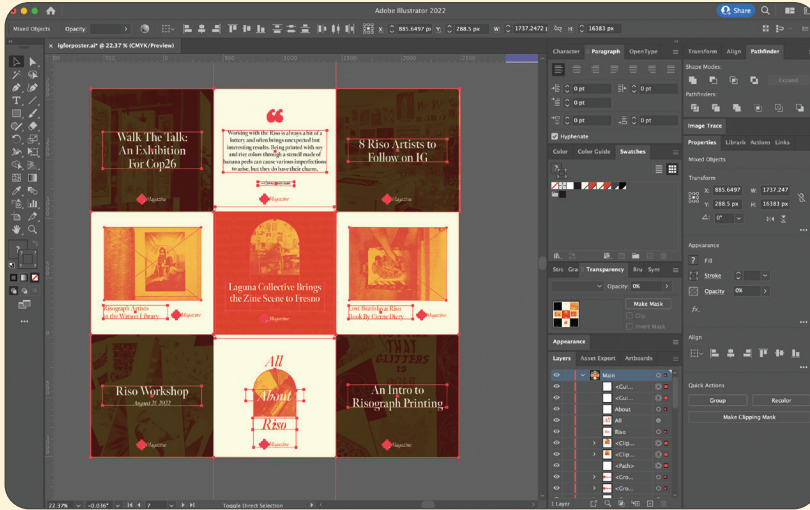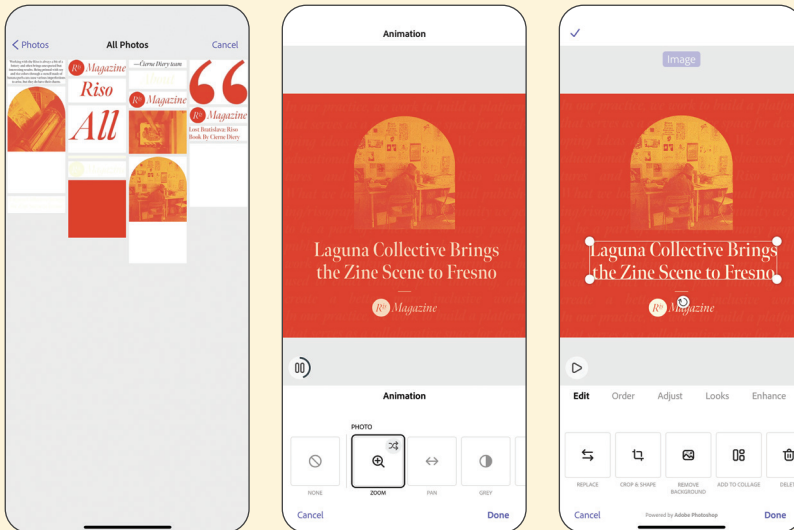
# Social Media Expansion

# Instagram Feed

I started off the Instagram social media expansion by designing a 3x3 grid for 9 posts on Adobe Illustrator.
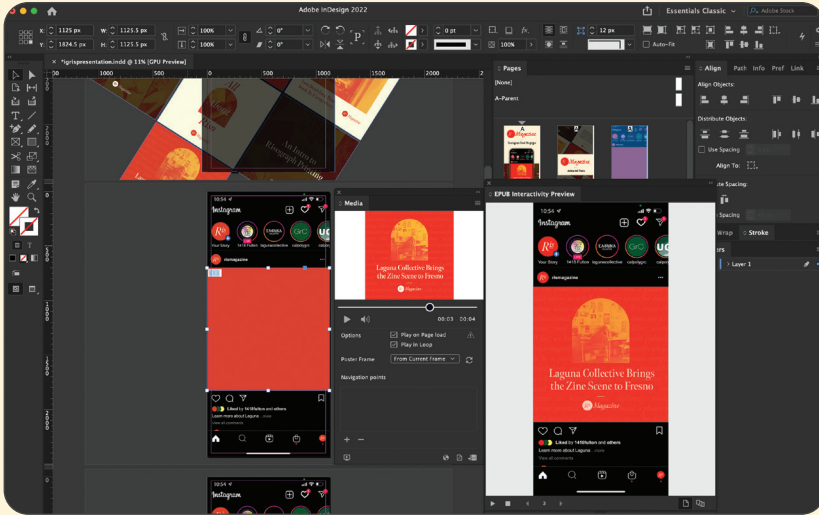


# Animated Post

Next, I used Adobe Express to animate some of the posts. I brought assets from the Illustrator file into the app and used the animation feature.
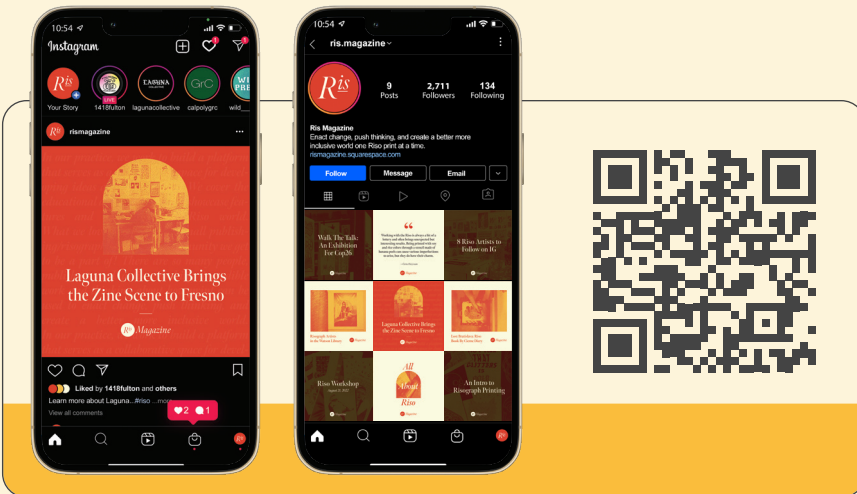
# Mockup

I exported the animated posts and created a prototype of the Instagram feed utilizing Adobe InDesign's publish online feature.
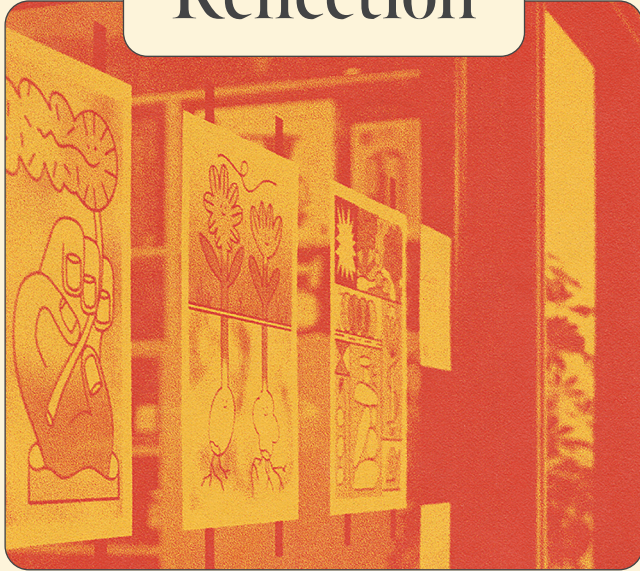


# Final Prototype

The prototype was published via Adobe InDesign publish online. You can view the site at **tinyurl.com/rismagig** or scan the QR code below.

# Reflection



Throughout this project, I felt confident about making deadlines and keeping a good pace of what I needed to get done week by week. Previous project design experiences with campus organizations reassured me that I could adjust deadlines as well as pace myself depending on how busy each week would be. The overall project gave me a deeper understanding of Squarespace — which will translate into website/portfolio creation in the future.

Overall, I'm really proud of how this project turned out. I enjoyed expanding my knowledge of the Adobe Suite and learning about the Adobe Express app. This project was a good exercise in applying what I've learned during my time in the Graphic Communication department and on-campus organizations.

# Sources
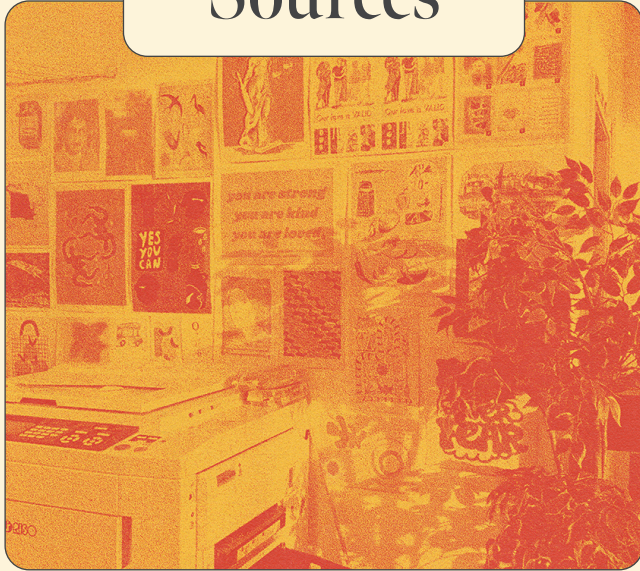
## Research

Gopalaswamy, L. (2021, August 5). Case Study: Redesigning the website for 'The Intersectional Feminist'. Muzli - Design Inspiration. Retrieved April 4, 2022, from https://medium.muz.li/case-study-redesigning-the-website-for-the-intersectional-feminist-8a6c9900e675

Behance. (2018, Jul 12). Riso Workshop. Retrieved April 6, 2022, Retrieved from https://www.behance.net/gallery/67727273/Riso-Workshop?tracking_source=search_projects%7Crisograph%20flyer

Robinson, K. (2021, Mar 14). Arts community grows for some 'silenced voices'. Arizona Republic. Retrieved from http://ezproxy.lib.calpoly.edu/login?url=https://www.proquest.com/newspapers/arts-community-grows-some-silenced-voices/docview/2500932826/se-2?accountid=10362

Behance. (2022, Feb 17). Consulat. Retrieved April 5, 2022, Retrieved from https://www.behance.net/gallery/134431103/Consulat?tracking_source=-search_projects%7Cartist%20collective%20website

Shorthand Staff. (2022). The definitive guide to digital magazines in 2022. Shorthand. Retrieved April 4, 2022, from https://shorthand.com/the-craft/how-to-make-a-digital-magazine/index.html

Dastgir, R. (2021). Riso and shine: The colourful world of the risograph. FT.Com, Retrieved April 4, 2022, from

Frizzell, A. (2020). RISO BAR brings together printing enthusiasts with a cause.

Behance. (2022, Feb 16). News Website Redesign. Retrieved April 5, 2022, Retrieved from https://www.behance.net/gallery/136653793/News-Website-Redesign?tracking_source=search_projects%7Cmagazine%20redesign%20online

Behance. (2022, Jan 22). Paradise. Retrieved April 4, 2022, Retrieved from https://www.behance.net/gallery/127607637/PARADISE?tracking_source=search_projects%7Cposter%20and%20website

Burke, L. (2022, January 14). An Intro to Risograph Printing (& How to Start Your First Project). Dribbble. Retrieved April 4, 2022, from https://dribbble.com/resources/risograph-printing

## Mockups

https://design.facebook.com/toolsandresources/devices/