

Booked

magazine

JUNE / JULY 2016 #21

BOOK / FILM / GAME
REVIEWS

EXCLUSIVE
INTERVIEWS

WITH
MEGHAN TRAINOR
RUBY BARNHILL
PAUL DRINKWATER
CHARLOTTE QUINN



FREE
POSTERS!

COMPETITIONS!
& MORE

INTERVIEW WITH MEGHAN TRAINOR

BOOKS

TIM BORN: BFG
MARVELS

SKISS
ANDERERS

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The brief

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The brief was to revamp the existing magazine design to appeal to the current audience in a more effective way. The magazine is sold into schools and needed to draw in that young audience. With the use of modern fonts and the introduction of icons and a facts info box, the magazine is now more appealing to read.



Booked Magazine

Pre-existing logo



Logo concept

As part of the redesign the decision was taken to retain the existing logo. It maintains brand recognition and sits well within the new design.



Black

C = 000 M=000 Y=000 K=000



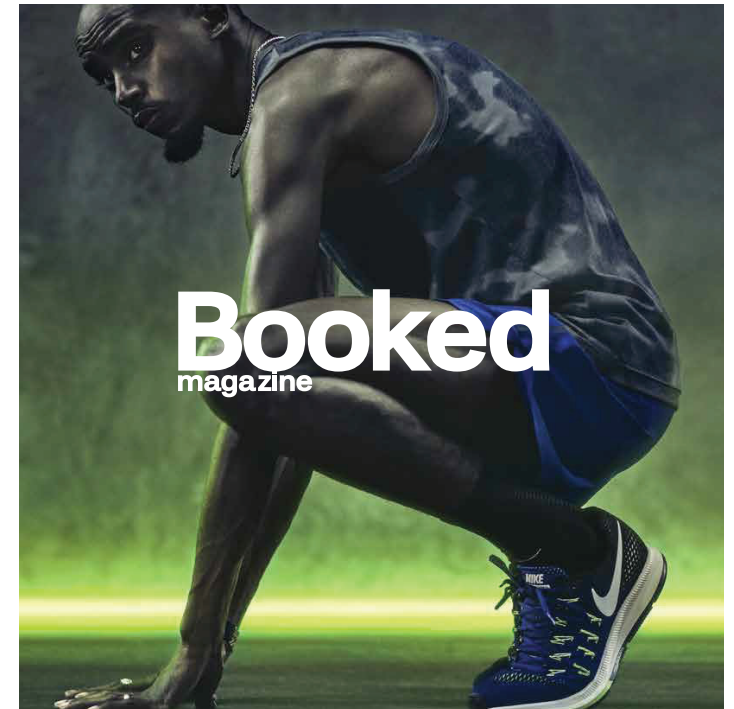
White

C = 000 M=000 Y=000 K=000



Lime Green

C = 000 M=000 Y=000 K=000



Colour palette

The cover photo and articles pull from the photography in reference to colour. This gives each article it's own identity and breaks the magazine up into interesting and different sections - keeping it easy to read for the audience.

Title font

BEBAS NEUE

Subtitle font

Museo Sans 700

Body text font

Museo Sans 300

Fonts

These fonts were selected due to their modern feel and legibility. When selecting a body font, particularly for a magazine, it's important that the text is easy on the eye. Museo Sans has proved to be such a font.



MO FARAH

FACTS

Mo Farah CBE is double Olympic, European Athletics and World champion - the UK's greatest ever distance runner. Mo's achievements are a far cry from his humble beginnings in Somalia, arriving in the UK from

We understand your ambition was to play right wing for Arsenal and that you are still a fan, do you get the chance to go and watch any of their matches?

Whenever I come back to the UK I try and get to the Emirates. Last year I saw the North London derby with Tottenham, which was a great game. And when I can't get there, I watch them on TV in front of my treadmill!

During your successful junior career you won the European Junior 5000m title in 2001, was it at that point you realised that you would become a full time athlete?

Winning the title in 2001 I had to believe I could become a full time runner as a

has also given me the chance to travel the world and meet different people, and most of all, to spend time with my family and children. I think my children have the chance to do things I didn't have when I was a child.

You have achieved a successful career to date with 11 Olympic medals, 10 World Championships and 10 European Championships. How do you feel about your achievements?

I still think I have a long way to go. I was my personal best in the 5000m at the London 2012 Olympics. I still think I can improve. I still think I can improve. I still think I can improve.



MO FARAH

When I was starting out I thought those guys were untouchable. Then I started to train with some Kenyan runners in 2005 and saw the discipline and hard work it took to be the best – eat, sleep, train, repeat! My eyes were opened and I knew I had to work much, much harder if I wanted to achieve my goal of being the best.

What are your favourite memories of London 2012?
I remember when I finished the 10k and my daughter Rhianna ran on to the track (which is not allowed!) to give me a big hug, and my wife Tania also came over to celebrate. Being with the people most precious to me just after winning was one of the greatest moments of my life.

Did your life change alot after London 2012?
Of course. Winning gold gets you on the front page – winning the Olympic double puts you on the map! As an athlete you train so hard every day – to have your efforts realised on the world stage is a dream come true.

'I HAVEN'T LOOKED BACK.'
- MO FARAH

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MEGHAN TRAINOR

S NOT ONLY A VOICE YOU COULD LISTEN TO ALL
ATED SONG WRITER CREATING SONGS DAY
ER, BUT FOR MANY OTHER CHART HITTING
NT ALBUM 'THANK YOU' BEING
TO TALK ABOUT HER NEW
MORE!

I give up, I'm
About That Bass

us, do you
you less or

ain two
three dates
my anthem
o out tonight
ess myself up
someone hits on
s and have a
ank my little cousin
ink that too. 'Cause
aing me like 'how's
' and she's like 'ahh,
e guy's here suck'. And I
o just chill with her girls,
a good time, you're 15 - calm
own, relax

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The tracks we've heard so far from the new album, 'No' and 'Watch Me Do', are quite different from your previous songs. Is there any 'doo-wop' on the new album?

There were a lot of conversations between my family members and my team about whether or not to keep the 'doo-wop' or completely let it go. They said 'we want you to come back with something that hits them in the face and shows the songwriter you are, and write in every genre, and give them something new.' So from there I started writing 'No' at the very end. And once I had discovered 'No' had its own big world, I wrote six more songs like that but I did keep some doo-wop.

Is it true that your very first demo of "All About That Bass" became the single?

Yep it's the raw, no auto-tune anywhere, not even in the background. They just mastered it and put it out. And I was like 'hold up, should we reproduce it or anything' and they're like 'no, it's perfect, there's something about the rawness that's perfect'. I still never understood it until it was famous and I heard it on Instagram!

You've written some great songs for many different acts. How do you decide what to keep and what to give away?

Well if you remember 'Sledgehammer' by Fifth Harmony. How poppy that was, and they still kept my vocals on it. You can hear that. But as a songwriter, that was most of the stuff I was doing. I also wrote for Rascal Flatts when I was 18 years old in Nashville. It can take five years to bring a song to life, which is scary for me because I write a lot. And there are songs on my album that I would cry about every day that are not on there.

Do you get requests for songs now?

Rita Ora. She's become a good friend of mine and every time I see her, I sit her in the car and play her a song. Then she will text me saying 'hey, I'm working on a big empowerment thing and I want to know if you have any anthems, if you are ever in LA, we will write together'. It's easier for me if you are with the person who is going to sing the songs.

You were recently on The X Factor with Rita Ora, do you think you would ever want to be a judge?

They're a lot of work. That day with Rita, I was like 'dang girl, you do this every day, all day?' But it was so cool and I grew up watching these. I have so much respect for all the people who audition for those shows.

Massive congratulations on your Grammy win for Best New Artist. How did that feel?

Just dreams! You work so hard - I mean, there's many other awards like that you want and I love going to the awards shows. It's so cool. But the Grammy, that's why I cried so hard because I've never worked so hard in my life and that's the dream! That's like our Olympics. That's our everything. And so to get one at such a young age, at 22, was unreal. It didn't feel real. It felt like a big movie, and I couldn't stop crying!

It must have been the perfect finish to the 'Title' album campaign and start to this one

Yes, the best cherry on top. It was perfect. My dad made a toast afterwards and said 'Now they can't just introduce you as Grammy-Nominated, you are now Grammy Award-Winning'.

Where have you put your Grammy?

I don't have it! Nope, it's coming though. They said 'April' so it's got to be here soon. They had to make that from scratch I guess, make it special for me so that is cool.

What's your favourite emoji?

It changes every day. I loved the diamond for a long time. I thought it was classy and cute. It is either that or the heart with the arrow through it. That's my thing!

If you could sum the new album up in three emojis...

Okay, I'm going to go with: the champagne bottle, the party one. And



then I'll go with the smiley face with the heart eyes because it gets goey. It gets lovey-dovey.

Do you worry about if 'All About That Bass' in 50 years is going to define you?

Oh, I don't mind that. I think it's cool if people don't know my new songs that at least they'll know me as 'that Bass girl' and at first I was like 'ugh, I don't want to be the bass girl for the rest of my life'. But then my brother said 'it's legendary man! Some artists don't have a song like that, you know? Ever, in their careers!' So what it did was very magical and I didn't know at the time. And now, in year two I am realising how big that song was. It's just hitting me, and it's crazy, it's a once in a lifetime thing. So I'm down.

"IT CAN TAKE FIVE YEARS TO BRING A SONG TO LIFE, WHICH IS SCARY FOR ME BECAUSE I WRITE A LOT."

- MEGHAN TRAINOR

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