

TABOO

Sex | Exploration | Confidence | Seduction



ISSUE NO°1

Ripping Off the Wrapper

TABOO magazine addresses all topics that relate to sex. This includes: sexual wellness, sexual health, advice, products, resources, and trends. This magazine is intended for young adults (18 to 35) who are either sexually active or non-sexually active but are interested in such topics. **TABOO** values: Sexual Wellness, Confidence, Inclusivity, Education, Safety, Self-Discovery, Beauty, Seduction, Exploration, and Empowerment. As young adults are open more than ever when it comes to talking about sex, there are still some heavier and more intense topics that feel too stigmatized to have open conversations about. The lack of conversation around these topics, limits the way individuals act and communicate with themselves and their partners as well as influencing their view of themselves and those around them. Therefore, having the word taboo in big letters on the cover gets the conversation going about things that seem too taboo to even bring up in the first place.

The word taboo is defined as “prohibited or restricted by social custom”. As the magazine’s main topic is sex, a typically taboo topic of discussion, the name is ironic. This is purposely intended as the magazine aims to destigmatize discussions about sex and everything relating to it such as masturbation, intimacy, self-discovery, and many more related topics.

The magazine’s mission, vision, and values are transmitted through the wordmark that makes use of a big, bold, all capital, sans-serif font and immediately catches one’s attention. The **TABOO** magazine wordmark uses this bold and “in your face” font to give off a strong feel. The cover image of the first issue is also striking and “in your face” to add to the wordmark and attract attention. Moreover, there aren’t many cover lines as the main focus of the cover is the wordmark and cover image. Having too many cover lines contrasts with the feel of the magazine. Furthermore, **TABOO** has a trendy and grungy 2000’s feel which is intended to attract younger audiences as it follows today’s pop culture trends.

The **TABOO** magazine colours that are used are red, black, and white. As red attracts a lot of attention, it is used to draw readers into the cover which is the opposite of something that is taboo aims to do. Red is also associated to strong emotions, love, passion, intensity, stimulation, and excitement. Moreover, the red that is used is the red from Malboro cigarettes as women smoking Malboro’s (or cigarettes in general) used to be considered as something very taboo yet also empowering for women. The white and black are used as basic colours to balance the red that is present throughout the magazine and to contrast with certain elements of the magazine.

The first issue of the magazine is called “Ripping Off the Wrapper” and the cover image used is a woman ripping a condom wrapper open. This is a play on the metaphor for ripping off the bandaid or lifting the cover of a touchy topic. Basically, this issue aims to immediately address topics in a direct manner without sugar coating or beating around the bush.

