

EDGE

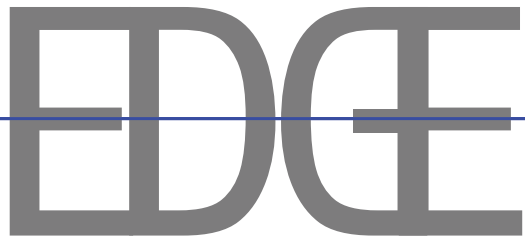
Tremayne Alston

EDGE

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Creative Brief

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CREATIVE BRIEF

Business Objectives

Edge online magazine is owned by Power Options, a digital publication company located in Manhattan, NY. Edge is a for profit website that makes it's revenue through advertising and paid subscriptions.

Project Summary

Topic: Men's Lifestyles Magazine

Title: Edge

Slogan:

Purpose: The purpose of the website is to provide information to men focusing on fashion, health, style, culture, and relationships. To encourage men to not only look the part but to be that sophisticated man.

Pages

On All Pages

Header: This will include the Logo and the main navigation and a small bar above with some links

Footer: Includes contact info, contact form, and links.

Home Page

The Home page is about the entire site which includes

1. Description of this months theme
2. Grooming tips
3. Fashion Trends
4. Highlights of workout tips

Grooming Tips

This page is about grooming.
Haircuts, shaving, skincare, etc.

1. Shaving
2. skincare
3. The perfect Haircut

Advertisement: Skincare, Exact Mens'
Daily Face Wash

Your Health

This page is about nutrition and health.
It includes

1. Article about workout tips
2. Avoiding Cold and Flu
3. Diet

Advertisement: Gym, Iron Works Fitness

Fashion

This page is about new fashion trends.
Including How -to- wear topics

1. How to tie a tie
2. Fall Fashion
3. The perfect leather coat

Advertisement: Men's Clothing, Brace's
Business Casuals

Relationships

This page is about relationships

1. Dating Tips
2. Fatherhood
3. Approaching with Confidence

Advertisement: Online Dating Service,
The One

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CREATIVE BRIEF

Audience

For men 18-45 entering manhood or looking to redefine themselves as a better man.

Personas

Jonathan Wilson
Seattle, Washington
IT Specialist
\$45,000

A 22 year-old recent college grad entering the workforce for the first time. Wants to be more professional and taken seriously in his field.



Frederick Mills
New York, NY
Lawyer
\$85,000

A 38 year-old lawyer and recent divorcee due to his work-aholic lifestyle. Fred is looking to get back into the datingscene and enjoy life outside his career.



Personas

Steven Peoples
Miami, Florida
Personal Trainer
\$60,000

A 28 year-old fitness enthusiast. Interested in expanding his clients to the rich and famous. Likes to recommend the articles on nutrition to those seeking to improve their diet.



Design Summary

The design is will be comfortable, fun, strong, clean and manly. The colors for the site are blue, black, and varying shades of grey. With an off white background and solid white tables for info.

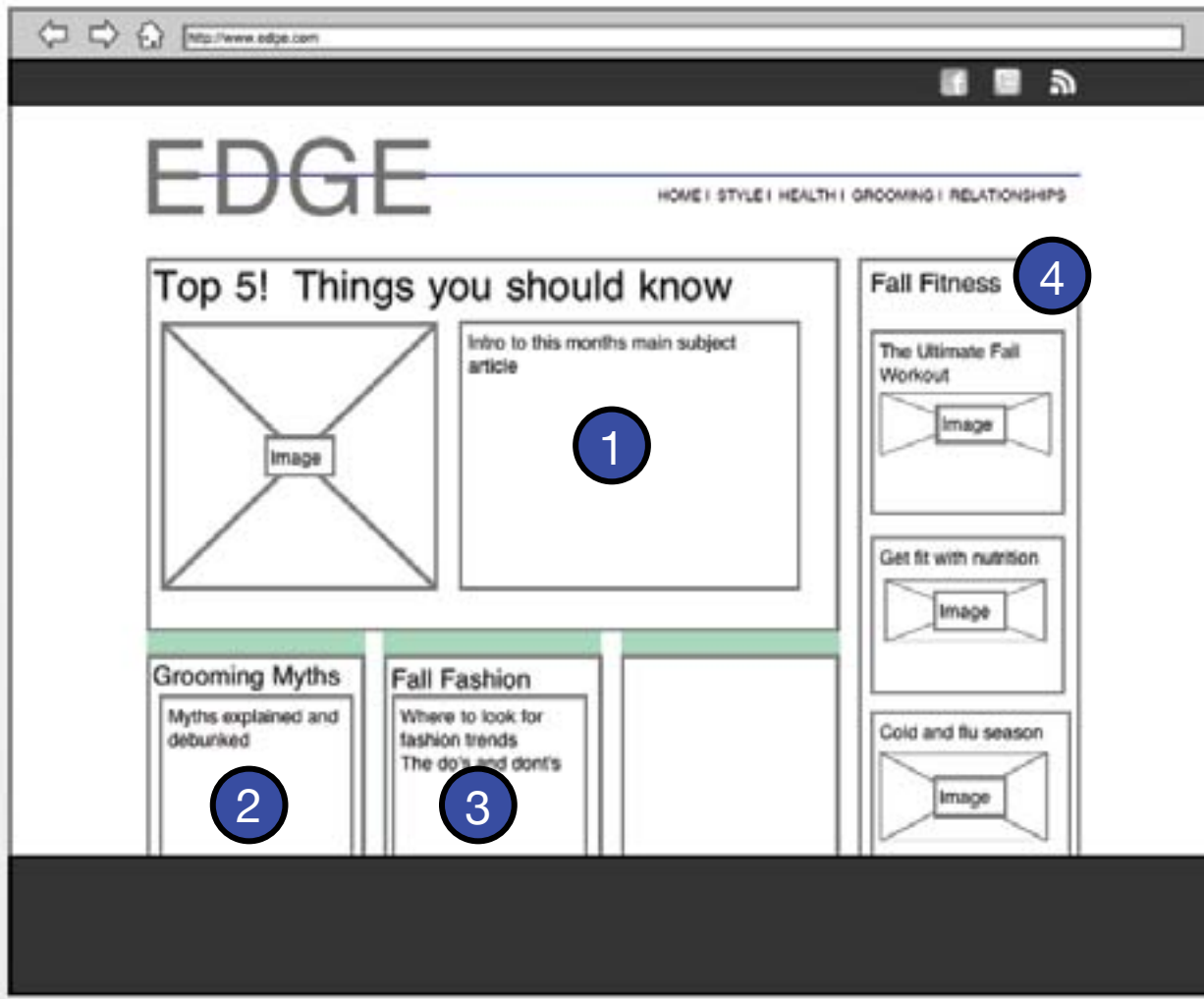
Because many of the users will be men. The design should express a manly appeal without sacrificing style.

Perception / Tone

The site will be fun and laid back

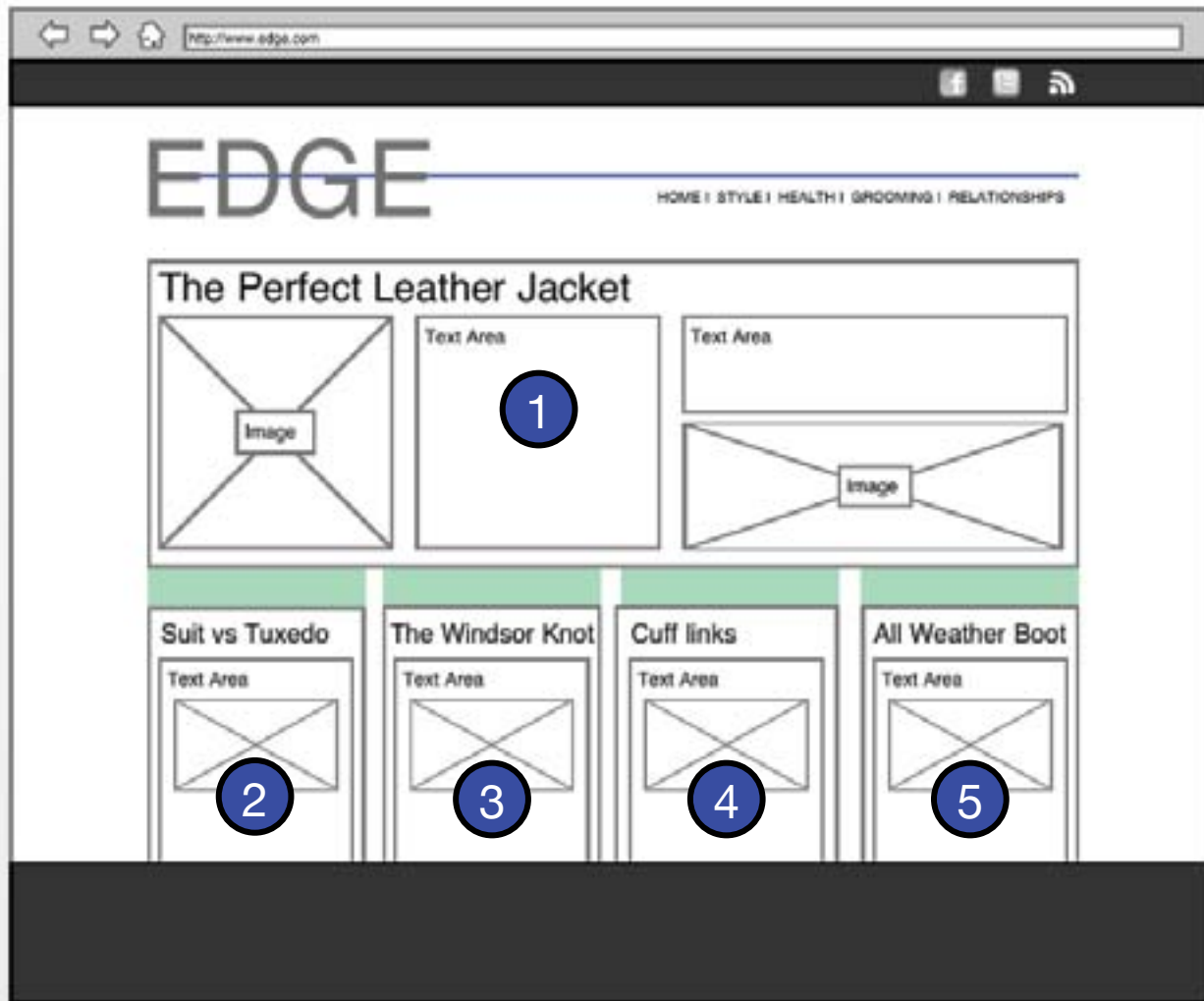
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WIRE FRAME



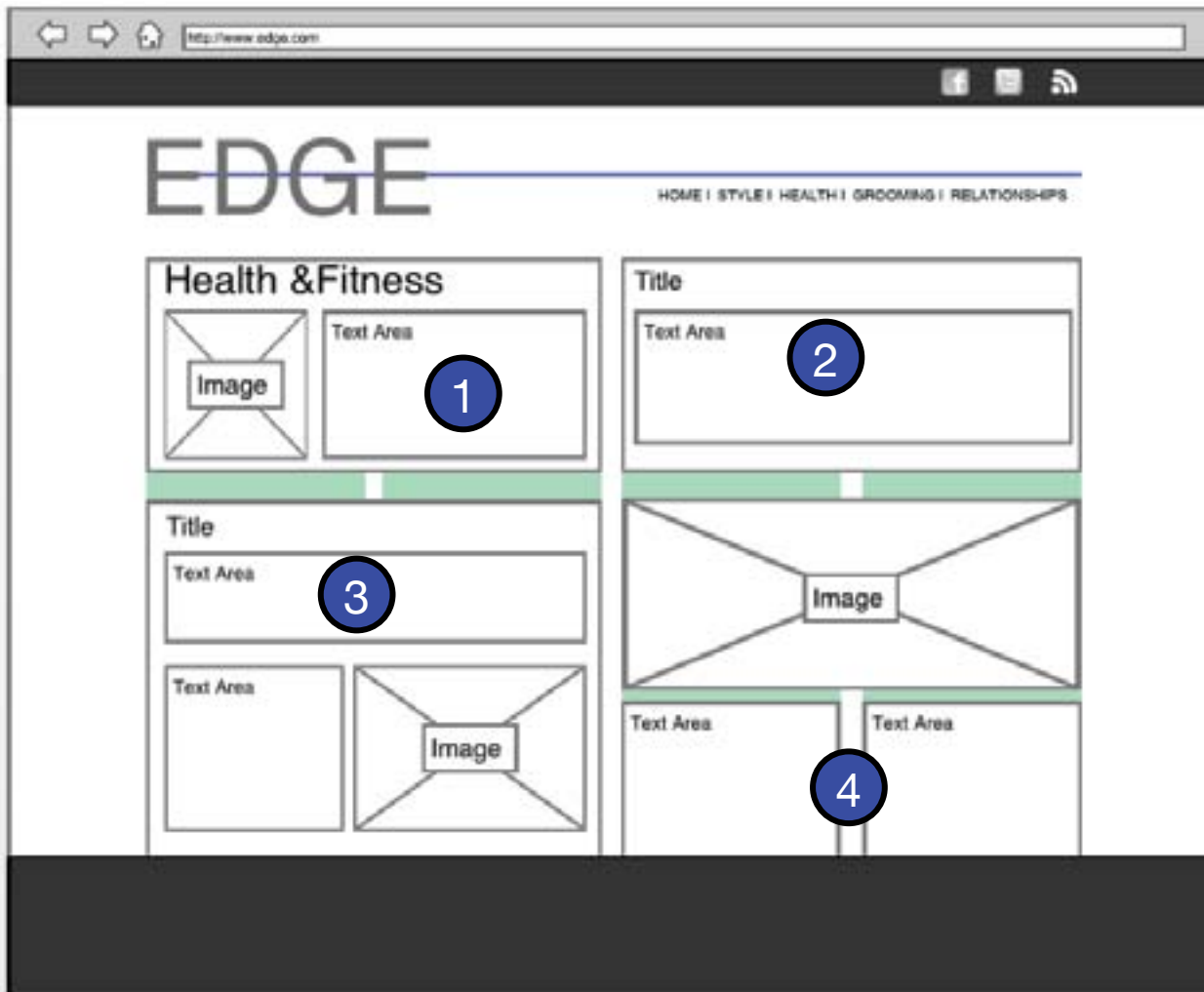
1. Featured Content
2. Grooming
3. Fall Fashion
4. Health and Fitness

WIRE FRAMES



1. The Perfect Leather Jacket
2. Suit vs Tuxedo
3. Windsor Knot
4. Cuff Links
5. All Weather Boot

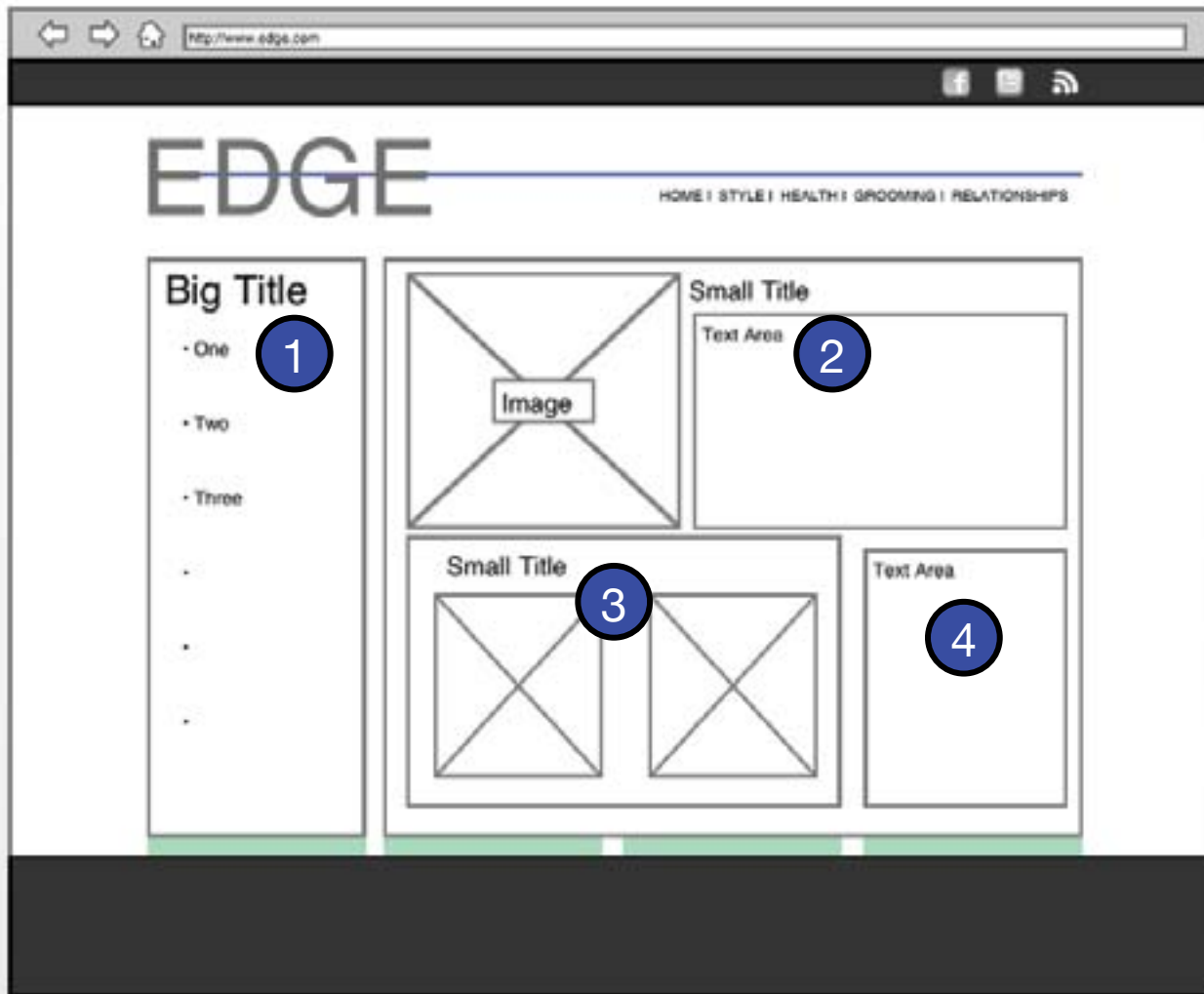
WIRE FRAMES



1. Health & Fitness
2. UFC barbell curl
3. Nutrition
4. Health questionnaire

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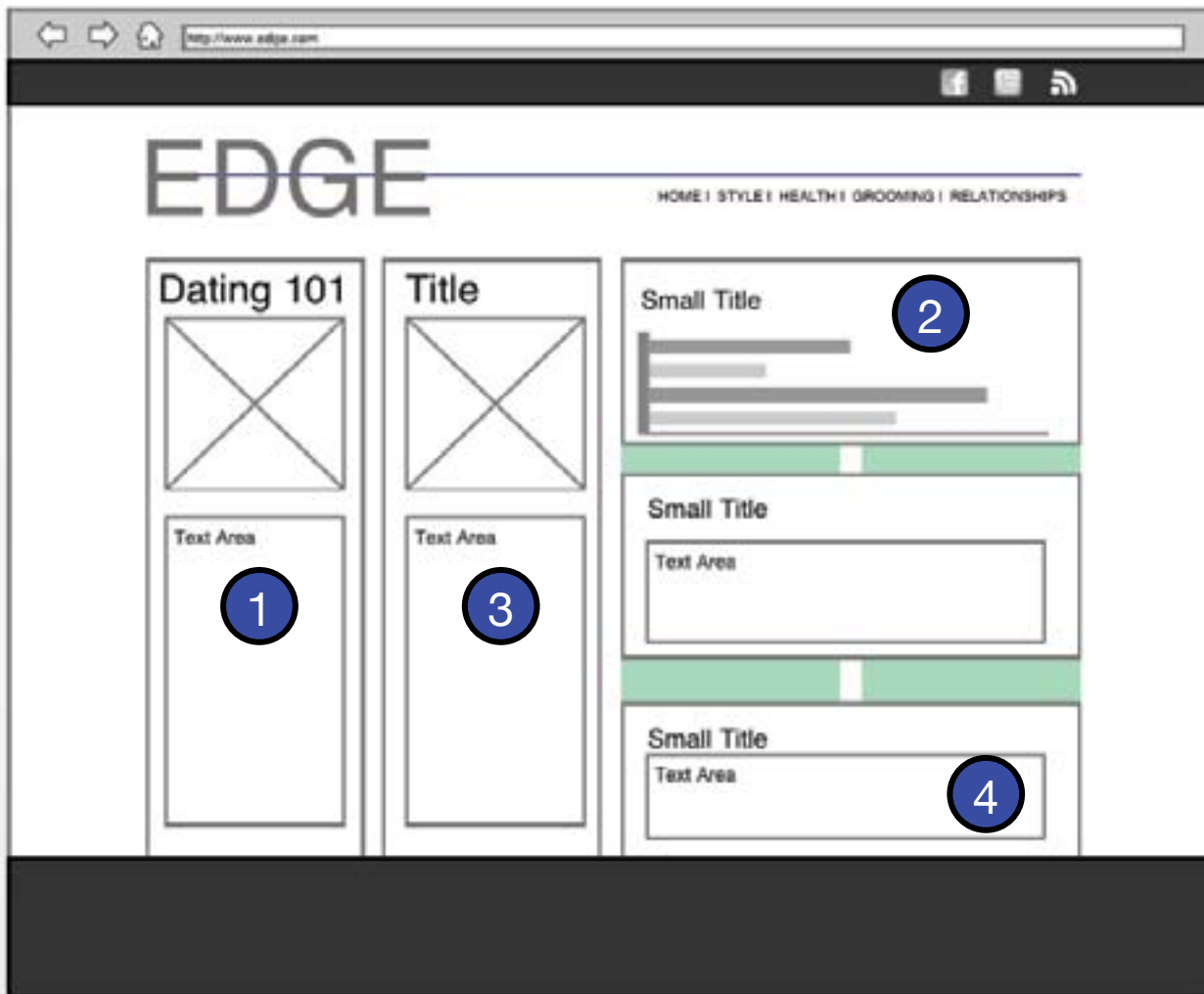
WIRE FRAMES



1. Grooming
2. The Best Shave
3. The Perfect Haircut
4. Advertisement

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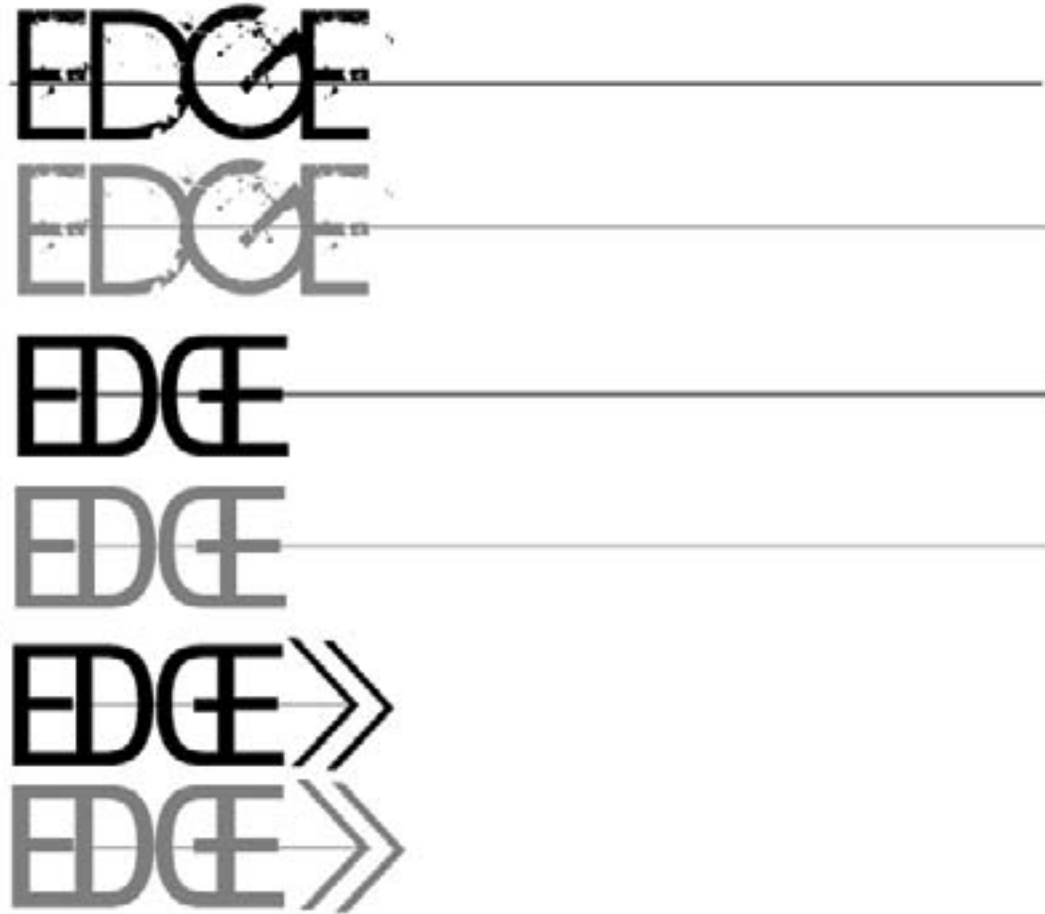
WIRE FRAMES



1. Dating 101
2. Statistics
3. Women you know
4. Advertisement

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LOGO



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LOGO

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Rugged & *Refined*

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Rugged & *Refined*

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LIVE LIFE AND THE GOOD

HOME STYLE HEALTH GROOMING RELATIONSHIPS

ENGLISHMAN 4:02

The Perfect Leather Jacket

Finding the One

There are so many types of leather jackets and here here to give you some pointers in finding that perfect leather jacket and along the way show you what makes it so.

First and foremost the leather jacket must be durable. It must also be versatile. There are different styles, options, and finishes. Leather jackets for the creation of high-fashion pieces to a variety of colors that can be used as your long and to any lifestyle. The material must also be easy to clean and it is water and dirt proof. When you find a good quality leather jacket it will last you for decades.

Secondly, a leather jacket has to have a beautiful shape. You should notice this the moment you lay eyes on it. A leather jacket should be elegant, clean and classy.

Last but not least, a leather jacket must be affordable and enjoyable. It must be comfortable and easy to wear. One that can be worn every day and with any kind of shirt, making it a good buy and a great investment. Your leather jacket should become an extension of your personality, bringing out the best of you, giving you a unique look.

Tuxedo vs Suit

The invitation states "Black tie optional" so a gentleman who does not have the choice between a tuxedo and a suit. Remember there are rules of etiquette and a gentleman should take the occasion. Usually when the invite states "black tie optional" the host is usually planning an elegant affair. A tuxedo is often necessary for the host's event. The tuxedo dress code allows for light-colored shirts, dark suits, sport coats or tie.

The Windsor

The Windsor knot is powerful and projects an air of confidence. It is perfect for business presentations, interviews, bank formal and formal meetings, clubs, and social events, which when done with a dressy colored shirt is an off-the-beat alternative. To learn more follow the video above.

Cuff Links

Sufflinks are considered to be the most popular. The 300 variation of men will connect with their shirts with cufflinks. While most men prefer simplicity in dress, they must, cufflinks go often. Reserved for the high powered as well as the formal men.

So, while leather jackets may be great for the average man to wear for daily life, they are not the best for the formal man. Cufflinks for more than just formal occasions, the white shirt is a great choice for the formal man. Because a smart pair of white cufflinks and a simple but elegant tie always the answer for the gentleman.

PERFECT SUIT
2011 THOMAS SAIL
\$99

FALL 2011
SUIT SALE
BRADFORD'S



Living Life Off The Edge

f t

HOME
STYLE
HEALTH
SLEEPING
RELATIONSHIPS

December 9, 2012

The Bloop Curl



The Dos and Don'ts

The most common **DOs** and **DON'Ts** of the bloop exercise. Start with the **DOs**, because we don't want any injuries.

DON'TS

Don't arch your back! This is the most common. The leg assembly stays together, leaning in. Think of your back as a straight line. You want to be straight throughout while curling the bar. Most who arch their back will lose weight's benefit to overload the bar which reduces your mobility to physically curl the bar properly, making you arch your back. Breathe slowly. Start low and only curl as much as you can, correctly. With patience and persistence, you will be going heavier in no time. Don't pick the bar up using your feet. Use your knees and keep your back straight.

DO'S

Do keep your neck straight when lifting the bar. Give yourself enough rest time before each set. You should be resting between a minute and a minute and a half. And finally... breathe! Remember not to hold your breath. Breathing is an upward reactive motion and not an the negative downward motion.

The Humbling Push-up



The Ultimate Workout

Just by the U.S. military to train and condition our troops and in middle school Physical Education teachers everywhere to do a burpee on bars. No special equipment is ever required and can be done virtually anywhere and anytime. Repetition is key. "One and you're not looking". The push-up is often overlooked because people find it too simple and unless you're looking to give the push-up what you've been looking for switch up your hands and feet positions. It becomes an instant versatile muscle builder that may leave you begging for heavy bar or what you'll have some of what.

[read more](#)

Drink to Your Health

There's more to health than proper diet and exercise. Our recommended super smoothies. There's plenty more to take your game to the next level.

[read more](#)



What's For Dinner



Are you getting that you're the next top chef. Going to the kitchen every day attempting to create a great meal every night. This, there are many things that can work for those that don't want to be efficient. Why waste hours of your day making a meal, with our diet you'll be meeting a week's worth of meals yet satisfying meals in even less time.

[read more](#)







KNOW LIFE AND THE EDGE

HOME STYLE HEALTH **GROOMING** RELATIONSHIPS




Grooming Myths



Grooming Myths

Myths. The word "myth" has a negative connotation. Call them what you want, but if it affects your looking and feeling your best we take 'em! So we have here listed 10 things your parents (and you) may think. You're so grown... time to set the record straight.

Barthacharts are caused by not washing your face. Sure, if you don't wash your face pores can clog up, break out and form blackheads. But on the other side of things washing too much can actually make matters worse, especially when using exfoliants. Your natural skin is slow (over)compensating for moisture loss and producing even more oil. Bottom line, just a splash, alternate gentle cleanser and only scrub 1-2 times a week.

Acne is caused by stress. Debatable. Evidence shows that stress triggers free radicals, which provoke the swelling or rupture. But you want to get overnight and scrub it away. Instead, see a doctor if you'd want to know. You can't deny the narrative.

Shy hair is caused by stress. Debatable. Evidence shows that stress triggers free radicals, which provoke the swelling or rupture. But you want to get overnight and scrub it away. Instead, see a doctor if you'd want to know. You can't deny the narrative.

Avoiding Dry Skin

Moisturize

Moisturize your skin from the inside out. A decrease in your natural moisture causes dry skin. Hydrating by drinking water, avoiding excessive showers and taking baths.

Hit the gym

Working out is good for everything. It's not so bad to bring in shape, exercise increases circulation and blood flow. However, it also inhibits the production of sebum, a natural moisturizer.

Fill up the water bottle

Stay hydrated. It is essential for looking good. This should be drinking at least 64-80 ounces of water per day. Carry a water bottle with you everywhere. It may annoy you at first, but the more you drink, you will feel it gets easier.

Stay dry when possible

If you're the type that showers 2 or more times a day, you should cut back, or at least make it small. Long showers wash away your natural moisture.

Best Shave Ever

Not suggesting that you abandon your full-on beard just yet, but we do think that you should definitely consider a few things to make your beard look better.

Looking your Best



Never judge a book by its cover. Ever. Ever said that about your appearance is the one thing where you're almost always judged. Conclusions that may or may not be true.

Hot towel Treatment

Used to open the pores of the skin and soften facial hair, the hot towel can be a great tool before and after a shave. The towel does not so much as this treatment protects the skin, plus it will help you. So don't just wash it off, but the hairbrush. Take a hot towel with you.



Stay dry when possible



Stay hydrated. It is essential for looking good. This should be drinking at least 64-80 ounces of water per day. Carry a water bottle with you everywhere. It may annoy you at first, but the more you drink, you will feel it gets easier.

Best Shave Ever



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Businessman threatening to punch another
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Man wearing leather coat holding woman
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tuxedo
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Image# 200294696-001



Man with flu
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Two men looking at a woman
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Cufflinks
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Man getting a haircut
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Man doing a bicep curl
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man in suit
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Man shaving
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man wearing leather jacket
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Man lifting dumbbell
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Man drinking
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woman lying down
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Glass of tea
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Man with towel on face
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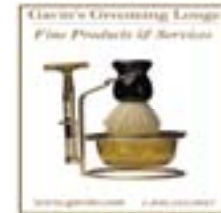
Shaving a man with
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Picture of 45 pound
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shaving kit
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