***Basically* STLP Submission for Epublication**

When we were faced with the challenge of creating an online magazine, we first found the subject that we would create our magazine around, and that turned out to be fashion. Living in the bluegrass near Keeneland and all things preppy, we knew fashion would be easy to write about.

Once we had decided on fashion we needed a title for our magazine that would essential work as a recognizable brand. One part of the southern culture and style is called 'basic.' We decided that since we would be writing for southern girls who live in the Lexington area that we should somehow use basic in the title. After a few good suggestions and tweaks we settled as a group on 'Basically.'

Our challenge after that was creating the logo. As I mentioned before Keeneland and even Derby dress would definitely influence our magazine, so we tried to think of something iconic that every southern girl would know and recognize. We finally decided to use a Derby hat in our design but we still didn't know where. We knew that we wanted the hat to seem as though it was being worn by 'Basically' so first we tried it over the 'i.' After seeing that it didn't work well there we consulted some of our classmates to get a fresh cut perspective and they thought it looked good over the 'B.' We tried it there and agreed, so after we drew the hat on Adobe Illustrator we placed it in Indesign over our title to create the logo.

Despite knowing the title, logo, and direction, we still needed to work on having commonalities through the whole publication. We decided on pinks, greens, and navy, as well as the use of dotted lines. Since our publication is geared towards teen-college aged girls these fun preppy colors and accents seemed appropriate.