

LAM+ DESIGN ARMY

THE MAGAZINE REDESIGN

GETTING THE LAY OF THE LAND. Redesigning a 100-year-old landscape is a tall order. It takes both aesthetic vision and strategic foresight. So when *Landscape Architecture* decided to overhaul the look and feel of its century-old magazine, it chose to work with Design Army—a firm recognized nationally for transforming magazines, elevating images and inspiring audiences.

Design Army has won industry acclaim as much for its strategic vision as its strong visuals. The firm's award-winning portfolio includes work for iconic names like Disney, GE and Verizon, but its magazine expertise made it a perfect fit for *LAM's* redesign. Indeed the studio has partnered with publication leaders such as *Washingtonian*, *Chronicle Books* and *CRIT* magazine—not to mention national architects like Lehman-Smith + McLeish and LandDesign. The firm's high-caliber clients are as diverse as the firm's design trademarks: a blend of savvy, sophistication and adventure.

LAM picked Design Army from a pool of distinguished design teams because the studio possessed the credentials and creativity to strike a powerful balance: respect the quality of the content, but reimagine the power of the magazine. Design Army's goal was ambitious: bring the publication—and the industry itself—into focus for a new era. Anchored by a clean and contemporary design, the firm helped reinvigorate the magazine's pages with graphic energy and organizational insight. Now, a century after it was born, *LAM* is better positioned to inspire today's architects and tomorrow's landscapes. ●

➔ VISIT WWW.DESIGNARMY.COM

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START

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CONCEPT + COVERS

RESCALE. After various design concepts, *Landscape Architecture* was shortened to *LAM* and the traditionally horizontal masthead was made vertical. The identity update and visual about-face subtly transforms the way the magazine—and the industry—looks and feels. ●

Selected cover and masthead design.

THE GRID + TYPOGRAPHY

RELATE. Conjuring basic elements of landscape architecture, a versatile grid structure maintains order while classic and modern fonts enhance legibility and likability. ●

FOUNDRY GRIDNIK

TECHNICAL
TECHNICAL
TECHNICAL

MODERN
MODERN
MODERN
MODERN
MODERN

Classic
Classic
Classic

DIN

FF Scala

3

2

4

ORGANIZATION + STRUCTURE

REORDER. Since clarity trumps cleverness, the number of sections were trimmed and given simple, literal terms to give the magazine a more defined rhythm: **FOREGROUND** showcases the newest products and reports; the middle section, **FEATURES**, shines a light on inspiring ideas, people and places; and **THE BACK** features articles and essays that merit a leisurely read. ●



THREE
SECTIONS



5

COLLABORATION

REVIEW. Design Army and *LAM's* four-month collaboration was marked by inspiration, challenge, experimentation and humor. The back-and-forth partnership was vital to arrive at a thoughtful and flexible redesign that could accommodate all the magazine's needs. ●



FINISH
THE INAUGURAL ISSUE!

