sofia majernik

sofia makes the cover of LETO, an imaginary magazine: leto is Slovak for summer, and every headline is one of her own captions.

LETO

NO. 01 *the summer diaries* NOVEMBER 2026 · PARIS

THE TITLE Noto Serif Display 400, width 70, drawn as vector outlines (leto.svg), one path per letter. It sits above the date line, always on one line.

sofia majernik

THE WORDMARK Noto Serif Display Italic 300, always lowercase, on one line. Used in the header bar and the menu. Never below 19 px.

RULES OF USE

One title per page. LETO is never retyped in another font: always the outlined drawing. The wordmark supports the title and never competes with it. Black on light grounds, white on black grounds, and nothing else.

VERSIONS



Black on paper
#0c0c0d on #ececea



White on black
#f7f7f5 on #0c0c0d



Black on the cover photo
the grey sky of the cover

WHAT NOT TO DO



Do not stretch or squash



Do not recolour

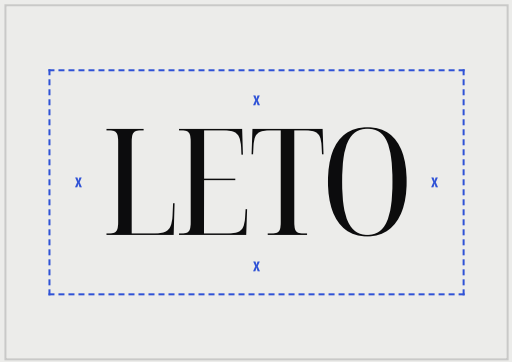


Do not add a shadow



Do not place it on a busy photo

CLEAR SPACE



ZONE x = half the height of the title, on every side. Nothing enters the dashed frame.

MINIMUM SIZE



MINIMUM Title: 40 mm in print, 240 px on screen (the site never goes below). Wordmark: 19 px.

Nine colours, one blue

Black, grey and paper carry the whole page. Blue exists only as the smallest possible touch, so that a single page number reads as the one thing in colour.

#0C0C0D

Black

HEX #0C0C0D
RGB 12 · 12 · 13
CMYK 8 · 8 · 0 · 95

Cover title, primary button, dark sections (Night life, back cover), footer.

#18181A

Ink

HEX #18181A
RGB 24 · 24 · 26
CMYK 8 · 8 · 0 · 90

Body text and headlines on light pages; the "about the title" card.

#6E6E73

Grey

HEX #6E6E73
RGB 110 · 110 · 115
CMYK 4 · 4 · 0 · 55

Secondary text: captions, labels, folios, sub-lines.

#A9A9AD

Ash

HEX #A9A9AD
RGB 169 · 169 · 173
CMYK 2 · 2 · 0 · 32

Text on black, small icons, quiet details.

#DCDCD9

Mist

HEX #DCDCD9
RGB 220 · 220 · 217
CMYK 0 · 0 · 1 · 14

Section background (Barcelona) and soft tints.

#ECECEA

Paper

HEX #ECECEA
RGB 236 · 236 · 234
CMYK 0 · 0 · 1 · 7

The main page background.

#F7F7F5

White

HEX #F7F7F5
RGB 247 · 247 · 245
CMYK 0 · 0 · 1 · 3

Light panels (Saint-Tropez, Girl boss, Itinerary) and text on black.

#2F52D6

Blue

HEX #2F52D6
RGB 47 · 82 · 214
CMYK 78 · 62 · 0 · 16

Tiny touches only: page numbers, small figures, first button of the bottom bar.

#8EA6FF

Light blue

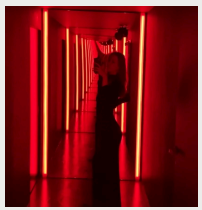
HEX #8EA6FF
RGB 142 · 166 · 255
CMYK 44 · 35 · 0 · 0

The same touches on black, and the pencil circle on the contact sheet.

PHOTOGRAPHS



At rest: B&W



On hover: colour

Every photo is shown in black and white (grayscale, contrast +6 %), and returns to colour on hover over 1.6 s. The files stay in colour. **Night life is the exception: it stays in colour, always.**

BLUE, IN USE

04 LETO No. 01 · NOVEMBER 2026 Message 28 night life

Blue never fills a surface and never sets a headline. The whole system stays black, grey and white.

Two voices and a whisper

A high-contrast serif for what she says, a warm sans for what we explain, and a narrow spaced capital for the small print of the magazine. All three are free and open.

Aa

Noto Serif Display

WEIGHTS	300 italic (headlines, quotes) · 300 roman (section titles) · 400 (the LETO drawing, "dreamy")
ROLE	Titles, the LETO title, and her captions set as quotes.
WHERE	Google Fonts · fonts.google.com/specimen/Noto+Serif+Display
LICENCE	SIL Open Font License 1.1
DESKTOP	Cover line 47 px · section quotes 92 to 101 px · captions 15 to 22 px · LETO 428 px wide
PHONE	Cover line 29 px · section quotes 46 to 50 px · menu 38 px · captions 15 to 22 px · LETO 343 px wide

ON THE SITE

very much love you saint tropez

Aa

Sofia Sans

WEIGHTS	400 (body text) · 500 (barcode digits) · 600 (buttons, captions) · 700 (small figures)
ROLE	Running text, buttons, captions and credits.
WHERE	Google Fonts · fonts.google.com/specimen/Sofia+Sans
LICENCE	SIL Open Font License 1.1
DESKTOP	Body 17 px / 1.55 · buttons 13 px, 600, spaced · captions 14 px
PHONE	Body 17 px / 1.55 · buttons 13 px · captions 14 px (unchanged)

ON THE SITE

Write to sofia on Instagram: the next issue could be yours.

Aa

Sofia Sans Extra Condensed

WEIGHTS	600 (labels, folios, dates) · 700 (numbers, barcode, credits)
ROLE	Small spaced capitals: labels, folios, dates, menu and credits.
WHERE	Google Fonts · fonts.google.com/specimen/Sofia+Sans+Extra+Condensed
LICENCE	SIL Open Font License 1.1
DESKTOP	Labels 12 px, tracking .32em · folio 11 px, .3em · date line 12 px, .34em · menu 12 px, .28em
PHONE	Labels 12 px · folio 11 px · date line 10 px, .28em · barcode 8 px

ON THE SITE

NO. 01 · NOVEMBER 2026 · PARIS

Grey days, red nights

Her own pictures, shown like prints on a table: a white border, a slight tilt. Paris at night and her flat lays are black and white; the night life is the only thing that keeps its colour.

DO

Keep her own pictures and her own captions, in lowercase.

Black and white everywhere; colour only for night life.

Show photos as prints: a white border, a slight tilt.

Shoot flat lays from above, on white sheets or a table.

Credit the photographer: @studio.klinec_ for the contact sheet.

AVOID

Filters, presets and colour grading.

Stock images and other people's artwork.

Nudes and topless pictures.

Text laid across her face.

SIGNATURE MOTIFS

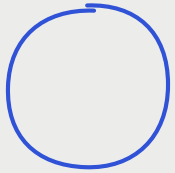
04 · LETO NO. 01 — SAINT-TROPEZ

The folio, at the foot of every page.

NO. 01 11 · 2026

9 771338 261104

The barcode of issue No. 01.



The pencil circle round the chosen frame.

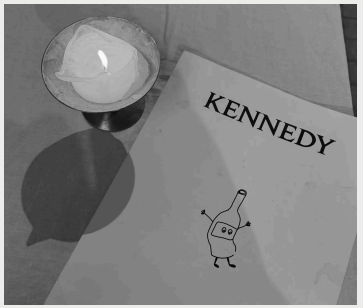
PARIS AT NIGHT · BLACK AND WHITE



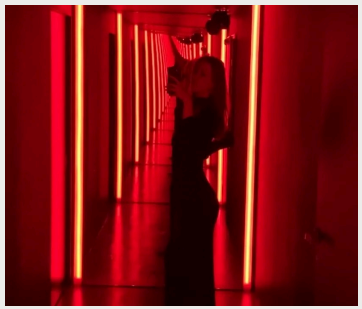


GIRL BOSS · FLAT LAYS





NIGHT LIFE · COLOUR, ALWAYS







BARCELONA · THE RING

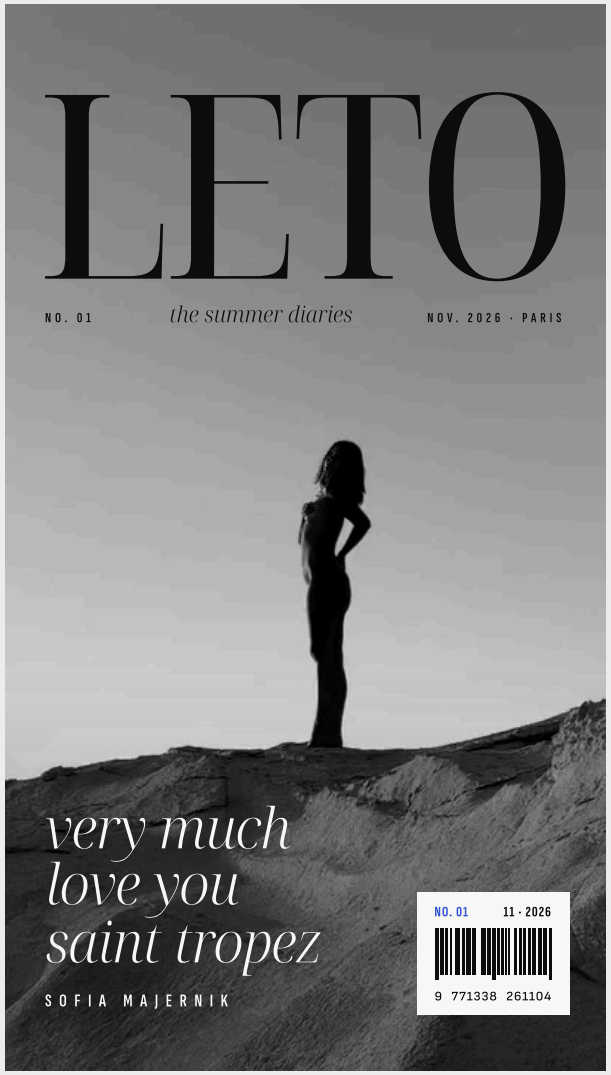


PORTFOLKO · THE CONTACT SHEET, STUDIO @STUDIO.KLINEC_, OCTOBER 2024

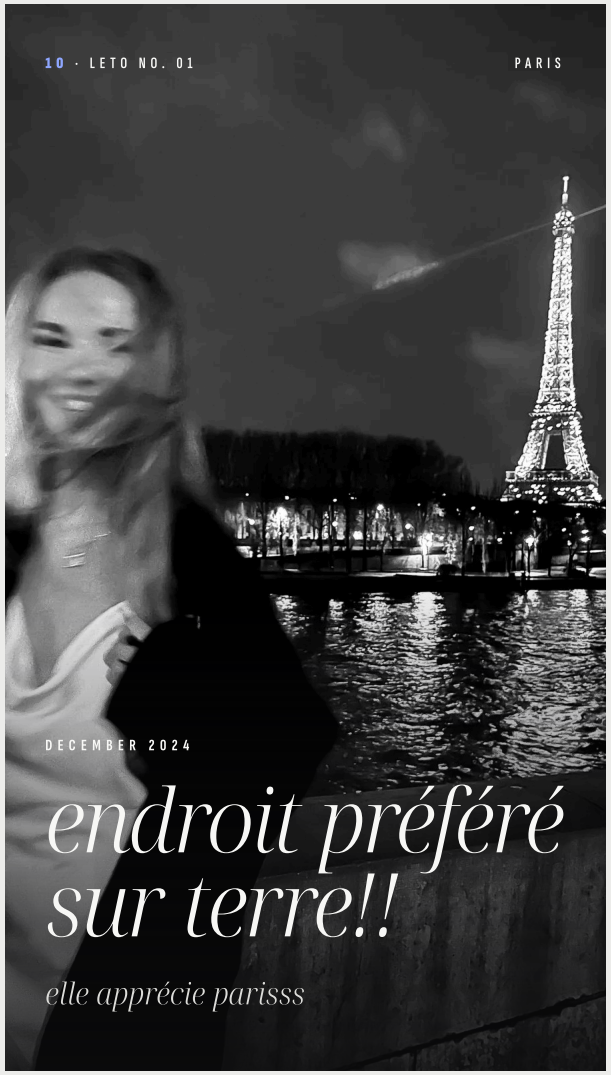


The magazine, applied

Two Instagram stories, 9:16, and her card. The same three things each time: the title, one of her captions, the barcode.



STORY 1 The cover: title, date line, caption, barcode. 1080 × 1920.



STORY 2 A page of the issue: folio, caption, a photo in black and white.

BUSINESS CARD · FRONT



BUSINESS CARD · BACK

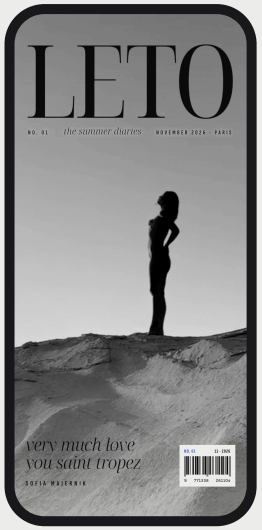


CARD 85 × 55 mm. Black front, paper back. The only colour is the light blue of the handle.

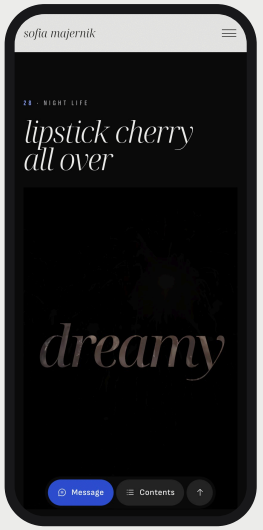
sofiamajernik.beauty

One long page read like a magazine: the cover, the contents, eight pages of her summer and the back cover. Light theme only; the opening lasts three seconds.

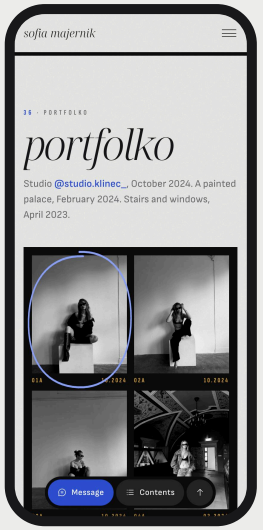




COVER



NIGHT LIFE



PORTFOLKO

THE ISSUE, PAGE BY PAGE

04 Saint-Tropez
10 Paris
16 Girl boss
22 Barcelona
28 Night life
36 Portfolko
44 Summery
52 Itinerary

CAPTURES

Computer, 1440 × 900, in a browser frame. Phone, 390 × 844: the cover, Night life and Portfolko, taken once the opening animation had finished and the sections had appeared.

ON THE PHONE

A menu button of three thin lines (hidden on the cover, it appears as you scroll), a full-screen menu in serif italic 38 px, and a floating bar at the bottom with Message in blue, Contents and Back to top.

Photos turn to colour when you hover them.

Summery slides sideways as you scroll.

The pencil circle draws itself round the chosen frame.

The Saint-Tropez prints fly off the pile, one by one.