

How Nichee Are You?

Find out by entering the 2018 Nichee Awards competition. Hosted by Niche Media, this annual awards program showcases the best in target-audience magazine media. Top-level categories include team & company; digital; niche magazines; and events. The judging system takes into account the size of your

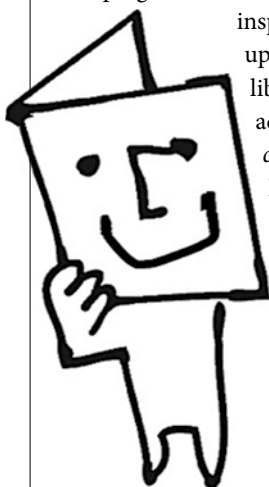
publication and your market, providing a level playing field for niche publishers to compete for the honors. Awards are announced at the 2018 Super Niche Media Event, March 5-7, 2018 in Louisville, KY. Competition entry rates are \$200 for first category; \$150 for each additional category. tinyurl.com/NicheeAwards



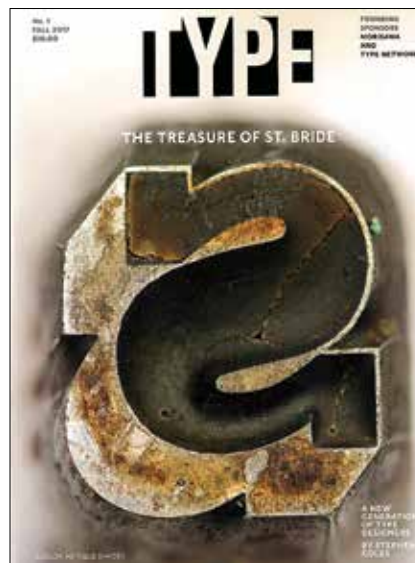
Covers That Smack You in the Face

“... or that you wanna lick.” That’s how Dutch art director and magazine fanatic Jaap Biemans describes the bar he has set for the magazine covers showcased on his website, coverjunkie.com. Biemans personally curates the collection on a near-daily basis, pulling from covers published around the world. The ones that make his discerning cut are displayed on a scrolling homepage, starting with the most current. Covers are tagged to enable effective search; pre-set categories include award winners, type covers, and coverjunkie’s favorites by year going back to 2008. The site is a great resource for keeping tabs on the latest in cover design and finding

inspiration for your own work. Sign up for a free account to maintain a library of your flagged covers, easily accessible at a personalized url: [coverjunkie.com/\[username\]](http://coverjunkie.com/[username]). Biemans accepts nominations at smile@coverjunkie.com. coverjunkie.com



“Personally I think a magazine cover is all about temptation. A cover that rocks is the one you can’t resist the temptation of picking it up, reading it.” — Jaap Biemans



Roger Black Launches TYPE

The legendary publication designer behind *Rolling Stone*, *Scientific American*, *Newsweek*, *New York*, *Esquire*, and others has launched a print magazine devoted to

typography. The first issue of Roger Black’s *TYPE: A magazine for people curious about fonts* came out in September 2017 and will continue as a quarterly with accompanying website. *TYPE* is a non-profit with sponsorship from organizations including Morisawa, Type Network, Adobe Typekit, and Google Fonts. To receive all 2018 issues of the magazine, sign up as a charter member (\$29/year domestic; \$59/year outside the U.S.). Benefits include discounts on *TYPE* live events, the first of which will take place in New York City in March. typemag.org

“Our focus is on the people behind the letterforms. We tell their stories, and have some fun along the way. We are as enthralled by the future of typography as we are of the past. *TYPE* talks about current trends, best practices, and the inspirational past with wit, charm, and a bit of a critical eye.” — Roger Black

Zamzar That File!

Need to quickly convert a PNG file to a JPG? A PDF to a Word doc? Zamzar is a free online file converter that makes it incredibly easy. Zamzar supports over 1,200 different conversions — for documents, video, audio, images, eBooks, and compressed formats — without requiring you to download software. Most conversions are completed in less than 10 minutes. Use Zamzar for free or subscribe to store your files and increase maximum file size per conversion. Paid plans range from \$9-\$25/month. zamzar.com



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Pantone Names Color of the Year

The Pantone Color of the Year for 2018 is ... drumroll ... PANTONE® 18-3838 Ultra Violet. "Inventive and imaginative, Ultra Violet lights the way to what is yet to come," states the company. "A dramatically provocative and thoughtful purple shade, PANTONE® 18-3838 Ultra Violet communicates originality, ingenuity, and visionary thinking that points us toward the future." The Pantone Color of the Year is selected by the Pantone Color Institute, which forecasts global color trends and advises companies on color in brand identity and product development, for the application and integration of color as a strategic asset. There you have it. Will you use Ultra Violet this year? tinyurl.com/PantoneColor2018

A Color Picker for the Real World

The iPhone app Cone enables you to identify colors around you using your phone's camera. Point the target to any color — in the sky, on a building, in a logo — and the app will give you the



hexadecimal, RGB, and CMYK values, as well as the closest Pantone color. If there's too much movement on the screen, use the

"freeze frame" feature to still the shot for a closer look. Save colors to your library and share them with others via custom URLs. Bring a little fresh inspiration to your design work. \$2.99 in the iPhone App Store. coneapp.io

Harvest of Wisdom



If you're interested in looking back — way back — to understand the full history of graphic communication and its influence on civilization, watch "Harvest of Wisdom." The film, originally produced 20 years ago by printing industry scholar Nolan Moore, was updated in 2014 through a

joint effort by the Nolan Moore Memorial Education Foundation and the Graphic Communication Institute at Cal Poly. It's a time-tested, fascinating look at the role of written and printed communication in our world. Available online at tinyurl.com/HarvestOfWisdom.