

LOVE
MAY

LOVE YOURSELF 'TEAR'

BTS

BTS

The Love Yourself Campaign

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Booklet for BTS series Love Yourself

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Type Note

This booklet is set in Avenir. It is a digital version of Adrian Frutiger released by Linotype GmbH in 1988. This typeface is available for purchase at myfonts.com and contains 6 weights, including book, black, and medium.

Released in 1988, Avenir is a geometric sans-serif typeface designed by legendary type designer Adrian Frutiger, best known for his Univers and Frutiger designs. Although modeled after Futura (Avenir is the French word for future) and classified as a geometric sans, Avenir has some slightly humanist features that add warmth to the face, such as the tail on the t and the o that isn't a perfect circle.

The Love Myself campaign was launched on November 1, 2017, in partnership with the Korean and Japanese committees for UNICEF. With Love Myself, BTS became the first artist in South Korea to raise funds as part of a social fund for global campaigns. BTS later attended the 73rd session of the United Nations General Assembly in New York on September 24, for the launch ceremony of UNICEF's global partnership, Generation Unlimited. On behalf of the group, BTS' leader RM delivered a six-minute speech in English about self-acceptance and the Love Myself campaign.

Image of BTS from Map of the Soul: Persona



LOVE

Artist: BTS Label: Big Hit Entertainment Released: May 18, 2018

Intro

'Cause I'll be in love maze
'Cause I'll be in love maze

Verse I

선택의 미로 속에 갇혀
막다른 혼돈 속에 지쳐
우린 정답을 찾아 헤맸었지만
Lost in the maze, in the darkness
끝없이 길을 달리고 달려봐도
저 수많은 거짓 아우성들이
우릴 갈라놓을 수 있어
정말인 걸, baby

Refrain

우린 우리만 믿어야 해
두 손 놓치면 안 돼
영원히 함께여야해야해

Verse II

남들은 얘기해 이럼 너만 바보 돼, ayy
But I don't wanna use my head, I don't wanna calculate
Love ain't a business, rather like a fitness
머리 쓰며 사랑한 적 없기에
추울 걸 알아 겨울처럼 말야
그래도 난 부딪치고 싶어, ayy
니가 밀면 넘어질게 날 일으켜줘, yeah
내가 당겨도 오지 않아도 돼
Let them be them, let us be us
Love is a maze, damn
But you is amaze, yeah

Chorus

Take my-y-y hand 손을 놓지 마
Lie-ie-ie 미로 속에서
My-y-y 절대 날 놓치면 안돼
In love maze
Take my-y-y hand 손을 놓지 마
My-y-y 더 가까이 와
My-y-y 절대 엇갈리면 안돼
In love maze

MAZE

Verse III

남들이 뭐라던 듣지 말자
Just let 'em talk 누가 뭐라건
그럴 수록 난 더 확신이 생겨
Yeah, yeah, yeah
Yeah, yeah, yeah
[Refrain: Jimin, Jin]
Can't you hear me? 날 믿어야 해
Baby, just don't give a damn
Promise 내게 약속해속해

Verse IV

사방이 막혀있는 미로 속 막다른 길
이 심연 속을 우린 거닐고 있지
저기 가느다란 빛
그 낙원을 향해 헤매고 있기를
명심해 때론 거짓은 우리 사일 가르려 하니
시련은 우릴 속이려 하지 but
그럴 땐 내게 집중해
어둠 속에선 우리면 충분해
덧없는 거짓 속에서
우리가 함께면 끝이 없는 미로조차 낙원

Bridge

뭐 어찌겠어 우린 공식대로 와 있고
그래 어찌겠어 그 법에 맞춰 맞닿아있어
방향하는 이 미로도
미지수의 그 기로도
서로를 위한 섭리 중 하나인걸
난 늘 생각해 영원엔 어렵대도
해보고 싶다고 그래 영원해 보자고
둘만의 산, 둘만의 climb
둘만의 세계의 축, 둘만의 마음
출구를 향한 travel
잡은 두 손이 지도가 되어

Chorus

Take my-y-y hand 손을 놓지 마
Lie-ie-ie 미로 속에서
My-y-y 절대 날 놓치면 안돼
In love maze
Take my-y-y hand 손을 놓지 마
My-y-y 더 가까이 와
My-y-y 절대 엇갈리면 안돼
In love maze



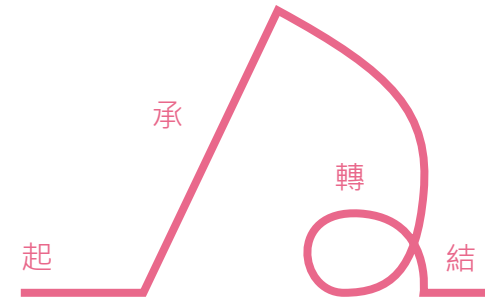
I have many faults and I have many fears, but I am going to **embrace myself** as hard as I can, and I'm starting to **love myself**, little by little.

- Kim Nam Joon (RM)



The Love Yourself Series

Love Yourself is a four part series comprised of three albums and one video.



The series reflects Kishotenketsu, the traditional storytelling of 起 (beginning), 承 (development), 轉 (twist), and 結 (conclusion).

Love Maze is featured on the album Love Yourself: Tear which focuses on the point of the story, 轉 (twist), where love turns to destruction.



Project Description

This project was based on designing a Music Booklet for one of my favourite songs. Through the production process, I designed a typographic cover and interior pages with a consistent design approach.

The project's intent was to practice various design principles (hierarchy and sequence) and elements, using page cues, visual communication (infographic), and to learn publishing standards and process.