

TIMES-NEWS, TWIN FALLS, IDAHO This 17,500-circulation newspaper underwent a significant redesign, which included changing the flag—a daring move, since the paper's nameplate plays such a strong role in the branding of the publication.

Recession slows hazardous-waste growth in Idaho
Heider finding his place in Senate
T.F. County seeks new home for court records
Council to consider repair projects for Eastland Drive

THE LONG WAIT FOR JUSTICE
Idaho's Surplus Goes to Schools
How Your Property Tax Rates Measure Up
Senate Republicans Throw Obama a Budget Bone

The major changes

This redesign, by Josh Awtry and Colin D. Smith, was created with flexibility in mind. "We reduced the spectrum of choices to what matters: content," says Smith.

The flag: To keep visual clutter to a minimum, black was the choice for the reversed flag (20 percent cyan and 100 percent black).

Typography: The serif display typeface was Quosios. The new typeface families: Chronicle Display (serif) and Archer (sans serif).

Color: The introduction of a single accent color—a deep reddish-orange—adds pop where readers least expect it: in the subheads, labels and some pullouts. Because of reproduction concerns, this accent color was created by using just two color plates.