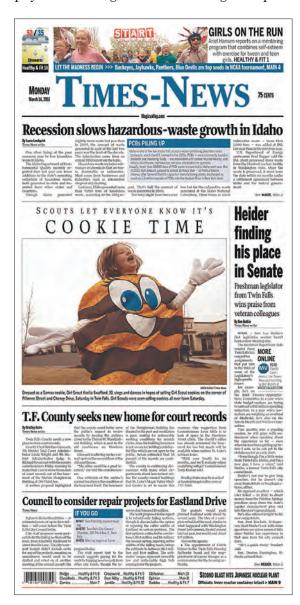
## Redesign gallery

**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.



## 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 Quiosco. The new typeface families: Chronicle Display (serif) and Archer (sans serif).

**Color:** The introduction of a single accent color—a deep reddishorange—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.

