

Lima, February 12, 1993

El Comercio

El Comercio is a daily newspaper funded on May 4, 1839. It is the only standard-size newspaper published in Lima, Perú.

According to the polls, our paper is considered by its audience as the most accurate and credible among all the daily publications in the country.

The paper presents a regular (modular, according to Harold Evans) layout. The information occupies the whole canvas of the page, and sometimes appears rigid. Illustrations practically do not exist.

The page has a ten column-grid. For the texts, it is divided in either six, five and sometimes four columns. In one word, the paper responds to a traditional design, that used to be modern, but nowadays needs to be developed in order to catch up with the new design trends.

At present, the paper is going through a redesign process. Both the new design and the Macintosh technology —to be implemented— will be merging with the new presentation of the paper. In April, new sections will also be added.

The new design tries to present a better use of typography and negative space. Informational graphics —that were practically non-existent— and a more appealing use of photography for the different sections of the publication are also being applied.

Two hundred and eleven section logotypes (including icons and advertising symbols) have been totally redesigned. A new typography in accordance to the journalistic genres has been developed. From next month on, the reader will easily identify either an interview, an article, a local story, etc. due to its particular design.

Eleturia

Elio Leturia, MS.

Design & Graphics Editor

El Comercio

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El Comercio
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