

La Voz de Galicia

THE FRONT PAGE OF LA VOZ DE GALICIA

On the front page of **La Voz de Galicia** (*La Coruña, more than 100,000 copies daily*) three main characteristics stand out.

- 1st. The use of a typographic scale in harmony with the informative value of the news.
- 2nd. The utilization of color.
- 3rd. The inclusion of Information Graphics as an important journalistic element.

1. Since its redesign in July, 1992, the typography of La Voz de Galicia has been developing two principal fonts: one in bold print without silk screen for the headlines (Bold Headline) and another fine and legible for the sub-headline and texts (Times), both condensed and *personalized* in distinct proportions from the original ones. In the texts, a size 10 interlined to 11 is used to avoid the sensation of density and to facilitate its reading. The headline sizes correspond to a fixed hierarchical scale depending on the column. The scale begins in size 16 (one column) and ends in size 42 (five columns). The only exception is the headline of the *photonews*.

Another typical element of the newspaper's design is the use of the frame, of which we utilize to the full its two principal characteristics: it emphasizes the most important information and clearly separates one news item from another.

On the front page, the principal information, the one that accompanies the photo, and the news item of the edition appears in frames. (La Voz de Galicia has 15 daily editions, and each one contains local news and photos on the front page).

In the lower part of the front page, you can also find columns of news briefs. Each quote starts with a symbol which refers the reader to the section in which the item is published (international, national, etc.)

2) The use of color is common on the front page. It always appears on the flag, the edition reference, *the weather* window, and other graphic elements. Frequently—as in this case—we also include a color photo. The *range of colors* is not limited nor predetermined. However, there is a tendency to use soft and attractive variations with live color spots, being careful not to upset the clear overall layout.

3) La Voz de Galicia makes the best use of graphics as informative elements. As well as *the weather* section, the Information Graphics section contributes daily to the front page with two graphics that develop current affairs news.

In this example, two basic types of graphics, indicated in the newspaper's Manual of Style, can be observed:

—That of the news item about unemployment completes the information to which it corresponds. Its heading is indicative and it summarizes the essential data needed to either follow or understand the text.

—That which appears on the lower left part of the page constitutes the news item itself and therefore has an independent development with informative headline and lead. In this particular case, it details what occurred from the description of the witnesses.