

Portland Press Herald, Portland, Maine

Take a quick trip through Portland and its countryside and you'll recognize the foundations of our design. The signature red stripe on Page One is the color of old barns in the country and brick buildings in Portland's Old Port. The gray "EST 1862" oval in the red stripe is the same sign displayed with pride on the area's oldest houses.

The Press Herald's pages mirror Maine's architecture: sturdy, simple and dignified. Maps contain the muted colors of Maine's pine trees, beaches and waves. The Berkeley Old Style (serif) headline type, Scotch rules and vertical cutoff rules add a classic feel.

Architectural details on pages — like color use — are functional, not decorative. "Nugget boxes" of extra information, refers, large quotes and summary decks with the trademark oval are designed to lure readers into stories.

Page One is our showcase for local stories. We often use lead art in the middle of the page. This increases the number of local headlines above the fold. A streamer above the nameplate and promo strip at the bottom of the page point readers to our best local stories inside the paper.

Designers of feature fronts use liberal white space, color art and variations of Berkeley type to distinguish their designs from news pages.

The Press Herald's consistency pays off in the newsroom and on the newsstand. Formatted pages let designers write engaging headlines and provide a sophisticated frame for photos and art. Anchored sections and labeled features give readers a familiar newspaper every day.

- *Andrea Philbrick, design editor*