

REDESIGN » THE ELEMENTS

A reader's guide to the new Globe and Mail

New typefaces, a new section and changes throughout the paper and at globeandmail.com

THE NAMEPLATE

We've left the lettering on The Globe and Mail essentially as it was, with a slight tweak at the serifs to blend better with the new page design. We've put back the Maple Leaf (removed in 2000), but a bolder, more confident leaf in Canadian red.

TEXT TYPE

We commissioned our own font, Globe and Mail Text. It's the same size as our previous text type, nine point. But it's more efficient in its use of space, meaning that more words fit onto a page and those words remain easy to read.

HEADLINE TYPE

There are two: Globe and Mail News for the news sections and Globe and Mail Sans for the features sections. These new fonts were designed to have more impact at smaller sizes.

HEADLINE STRUCTURE

We've changed more than fonts. We've changed the way we organize the information in headlines to make it easier for readers to scan and to absorb the essence of a story quickly. Also, the thick rules that are part of these new structures help to frame the stories for ease of navigation.

SETTING OF TEXT

We have adopted a universal ragged-right format so we can use large-text type in narrow columns, which reduces the need to hyphenate words. This makes for smoother reading.

WIDTH

Our pages are now narrower. The full width of two pages measures 24 inches (61 cm) wide as opposed to the previous 27 (68.5 cm). This sleeker format is being adopted by many of the world's leading newspapers. The Wall Street Journal switched earlier this year. The New York Times will do so next year. Our new text type, along with other design changes, means virtually no loss of words per page despite the new width.



THE GLOBE AND MAIL

What's new

GLOBE LIFE
Our new Monday-to-Friday section offers an intelligent look at the news that touches your world. For more information, see the note to readers by Globe Life editor Jill Borra on the front page of today's section. Globe Life also has its own website at globeandmail.com/life.

REPORTONBUSINESS.COM
A new site that brings our business and financial websites under one roof, and adds dozens of functions and features. Reporters will provide up-to-the-minute market news and commen-

tary, including Andrew Willis's groundbreaking Streetwise blog and Leonard Zehr's Markets blog. There's also a new market data centre rich with financial listings. For more information, see the note to readers by Report on Business editor John Stackhouse on page B1.

REPORT ON BUSINESS
We are making changes to the daily newspaper section in tandem with our new website. Today, we introduce a weekly Agenda page as a forum for outside views on the most pressing business issues facing Canada.

Beginning tomorrow, we launch a revolution in markets coverage as we replace our daily stock listings with new value-added pages of financial charts, rankings, stock profiles and interpretive data.

PAGE 2
The page across from you gets a revamp. Roy MacGregor will continue to run there on Mondays but his This Country column will travel elsewhere on other days. Roy will be freed to run long or short, depending on the story to be told. Tomorrow we introduce Double Take, a Tuesday-to-Friday feature that highlights those

offbeat news stories that keep people talking. Phil Jackman, the editor of the page, will also offer a iconoclastic daily guide to what's in the paper Tuesdays through Fridays and a reprise of Collected Wisdom, his popular feature from the 1990s.

COMICS AND PUZZLES
We're adding a daily Poker column that will run next to our popular Bridge feature in Globe Review. We're also restoring From The Archives, a daily look at what The Globe and Mail was reporting 25, 50 and 100 years ago.

- Globe and Mail Sans Thin
- Globe and Mail Sans Thin Italic
- Globe and Mail Sans Extra Light
- Globe and Mail Sans Extra Light Italic
- Globe and Mail Sans Light
- Globe and Mail Sans Light Italic
- Globe and Mail Sans Regular
- Globe and Mail Sans Italic
- Globe and Mail Sans Medium
- Globe and Mail Sans Medium Italic
- Globe and Mail Sans Bold
- Globe and Mail Sans Bold Italic
- Globe and Mail Sans Extra Bold
- Globe and Mail News Extra Bold Italic
- Globe and Mail News Extra Bold
- Globe and Mail News Italic
- Globe and Mail News Regular
- Globe and Mail News Medium Italic
- Globe and Mail News Medium
- Globe and Mail News Italic
- Globe and Mail News Regular
- Globe and Mail News Light
- Globe and Mail News Extra Light Italic
- Globe and Mail News Extra Light
- Globe and Mail News Thin Italic
- Globe and Mail News Thin
- Globe and Mail Text Italic
- Globe and Mail Text Regular
- Globe and Mail Text Bold Italic
- Globe and Mail Text Bold

What's moving

PAGES

FACTS & ARGUMENTS Moves Monday to Friday from the back of the main news section to the back of Globe Life.

THE HEALTH page Moves Tuesday to Friday from the main news section to Globe Life.

WEATHER Moves from Globe Sports to the back of Globe Life Monday to Friday but will continue to be in Globe Sports on Saturdays. In our British Columbia editions, the weather map will continue to run on page 2 of Globe British Columbia.

MORNING SMILE Moves from page A2 to the top of the Facts & Arguments page in Globe Life.

HOROSCOPE Moves from Globe Review to Globe Life Monday to Friday and to Globe Style on Saturdays.

SUDOKU Moves from Globe Review to Globe Life Monday to Friday but will continue to appear in Globe Review on Saturdays.

COLUMNISTS

SARAH HAMPSON Moves from Saturdays in Globe Review to Mondays in Globe Life.

JOHANNA SCHNELLER Moves from Fridays in Globe Review to Saturdays in Globe Review.

ROY MACGREGOR Continues to appear Mondays on page A2. On other days his column will appear in other sections. Please check the columnists' box on page A2 daily to check if and where his column appears.

FEEDBACK

If you have questions or comments about our new look and new content please send an e-mail to readerresponse@globeandmail.com

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- Leather sport seats and multifunction steering wheel
- 17-inch 16-spoke bi-colour alloy wheels and sport suspension
- Roof spoiler, aluminum trim, and trip computer
- Illumination package with front fog lights
- And more

Premium Package includes:

- Leather seating and leather-wrapped steering wheel
- Power driver's seat with lumbar adjustment
- Illumination package with front fog lights
- 17-inch 16-spoke silver alloy wheels
- Aluminum trim
- And more



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