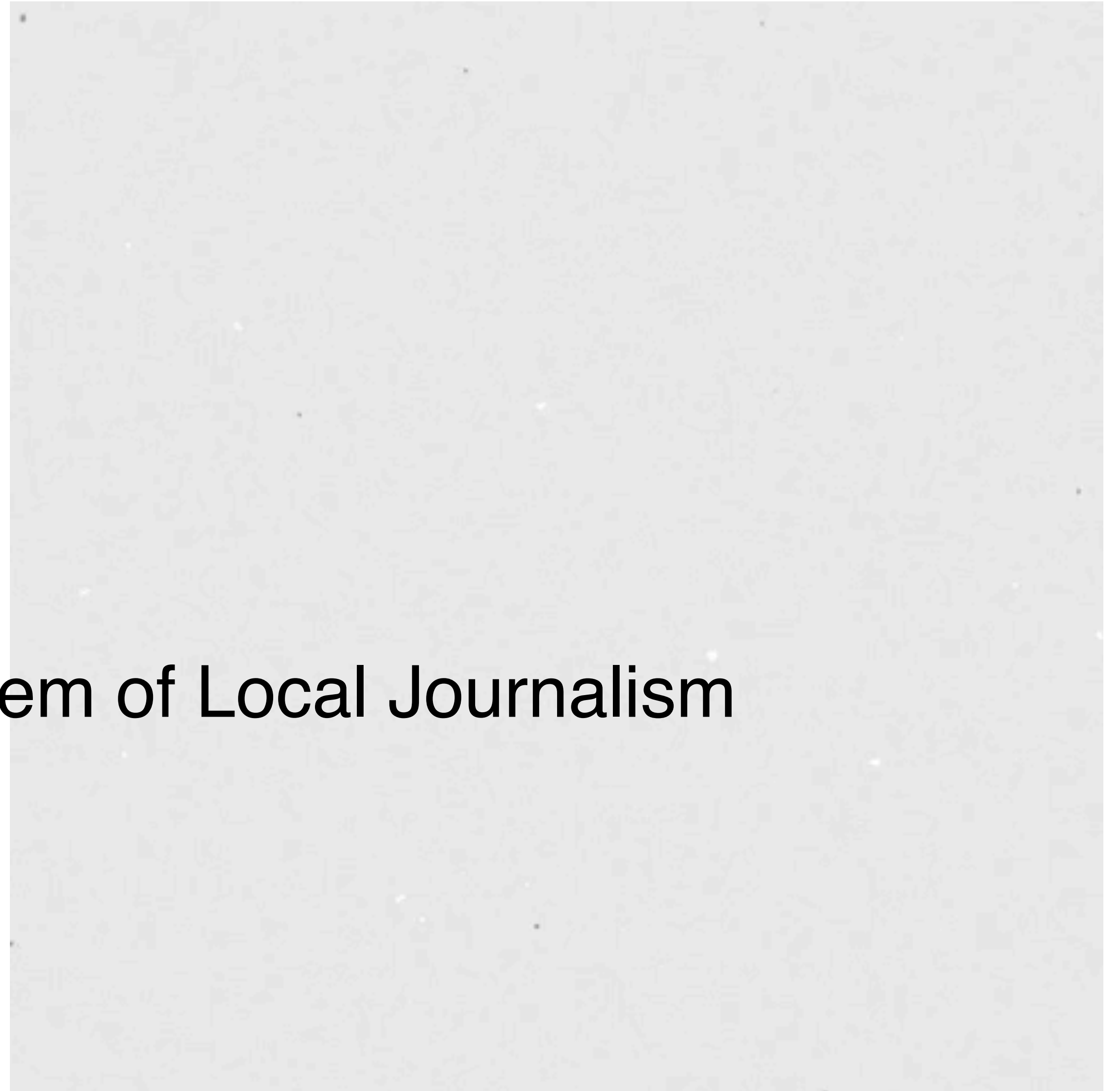


HEARST NEWSPAPERS

Reshaping the Digital Ecosystem of Local Journalism

Michael Villaseñor
VP of Design and UX
Hearst Newspapers

Twitter: @em___vee (three underscores)
Instagram: @em__vee (two underscores)



Since we last spoke

We have successfully **relaunched** and **re-platformed** our subscriber newspapers

Recognized that we **made assumptions** that were **flat-out wrong**

Understand that **advertisers** want more **sophisticated** and **integrated** opportunities

Native and **Affiliate** positions are the **revenue streams of the future**

In order to succeed **everything** we do is able to be used by **both newsrooms and brands**



Where we were a year ago...

SAN FRANCISCO CHRONICLE HOMEPAGE

CORE SITE EXPERIENCE

APP EXPERIENCE

NEWSLETTER

Message

Delete Archive Reply Reply Forward All Move Junk Rules Move to Read/Unread Categorize

Morning Fix | Your Daily Headlines

SF

San Francisco Chronicle <newsletters@sfgate.com>

Villasenor, Michael

Thursday, December 13, 2018 at 7:32 AM

Show Details

Unsubscribe Manage Add-ins...

Trouble reading this message? View it in a browser.

San Francisco Chronicle

Morning Fix

Thursday, December 13, 2018

View Today's e-edition

Good morning, subscribers. The views are great. The price is right — if hefty. But you've read some news coverage of problems with a Superfund cleanup site next door. Do you buy that condo in Hunters Point? What if a city official assured you it was going to be okay? A Chronicle investigation has found that a city health official — someone whose role is to protect the public from health hazards — was directly involved in private home transactions at the city's former naval base. It's part of our ongoing investigation into the cleanup at Hunters Point, a billion-dollar project that's been rocked by fraud. Read the story [here](#).

Top Stories

S.F., other Bay Area cities will see water supply cuts under new plan

By Kurtis Alexander

Dozens of communities dependent on the cool, clear water of the high Sierra will see cuts to their water supplies under a plan approved Wednesday by regulators.

Raiders back out of tentative deal to play in

San Francisco Chronicle

December 18, 2018

51

Subscribe

another gets travel ban waiver

ying son in Oakland, lawyer

lered rebuild of landmark

irs debate: Appropriate or

h?

en

at a property owner must rebuild a

one illegally demolished onto off...

SFGATE Autos Jobs Real Estate 55

San Francisco Chronicle

Friday, December 7, 2018

SECTIONS

Local Politics US & World Opinion Sports Biz+Tech Databook Food Lifestyle Vault Archive Podcasts Investigations In-Depth Newsletters

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CHRONICLE

SEASON OF SHARING FUND

About the fund: Changing lives for over 30 years

Where to donate: How you can help the fund

Reception

TOP OF THE NEWS

4:58 AM

Trump confirms he will pick William Barr as his next attorney general

Camp Fire: One more victim identified by Butte County officials

Kevin Looney's high school retires his jersey in a bittersweet celebration

Julia Vinograd, Berkeley poet known as the Bubble Lady, dies

Someone stole 60 pregnant goats in elaborate Morgan Hill heist

UC Irvine student last seen near Golden Gate Bridge on Black Friday still missing, family says

City crews shut down East Oakland homeless 'village'

48ers QB Nick Mullens better than expected but not yet a proven commodity

SF's Outside Lands festival gets new 10-year permit despite noise complaints

SF teen was fatally stabbed as he videoed street brawl, prosecutors say

Former Giant Kevin Franzen boosts Phillies radio role

Bay Area political events: Mimicking meat, fitness and activism

Wheels of justice rolling toward resolution of infamous SF car break-in case

By Heather Knight

Justice often moves painfully slowly. But sometimes a fair outcome emerges this week in a particular vehicle break-in case.

SF sues couple, saying they violated affordable homeownership law

City Attorney Dennis Herrera sued a Peninsula couple who he alleges lied nearly 20 years ago to qualify for an affordable downtown S.F. condo and then rented it out

'Follow Farhan's as Giants boss Zaidi regarded by baseball

As he arrives at his first v as the Giants' boss, Farhan going for him than experience intelligence.

The photos (Tumblr)

Theft victim Tweets the saga

San Francisco Chronicle

3:57 PM

Not Changing

SELECT EDITION

LIVE EDITION: 03:56 PM

RIGHT NOW 59°

CHANGE SECTION

NEWS

LIVE UPDATES

A's vs. Yankees: Follow the action LIVE!

Barton benched

Why Matsui isn't playing again 1:46 PM

Laptop theft suspect busted by his loot 3:31 PM

The photos (Tumblr)

Theft victim Tweets the saga

QUICK NAV

New to the app? Take a quick tour

Tip for newbies on the iPad: Tap this article to read more and take a tour.

The San Francisco Chronicle for iPad is a whole new way of experiencing the newspaper. It's why you read the San Francisco Chronicle - smart writing, award-winning photos and columnists, second-to-none Bay Area news coverage - totally re-designed for iPad.

With the app you'll

Dreamer floats plan to build a city on the sea

Nellie Bowles

CHRONICLE STAFF WRITER

Milton Friedman's grandson Patri has a vision that might have made the economist

proud: to build a floating libertarian nation 12 miles off the coast of California.

Billed as "Burning Man meets Silicon Valley meets the water,"

Sushi joints look to go green

Jenny Hu

CHRONICLE STAFF WRITER

It's not just the sleek setting and luscious lighting that sets Ki apart from most sushi restaurants in the Bay Area. It's the sushi itself.

As in no salmon, no yellowtail, no eel.

SWIPE TO SEE MORE IN NEWS

28 articles in this section

CHASE

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SETTINGS

SUBSCRIBE

San Francisco Chronicle

Core Site Design

Color System

Surrounded by water and engulfed by fog, Bay Area residents will find the colors supporting the San Francisco Chronicle to be familiar to their environments.



SAN FRANCISCO BAE
#10B792

SAN FRANCISCO SIDE BAE
#28D8B0

SAN FRANCISCO BABY BAE
#DAF3EE

SAN FRANCISCO BLACK
#111

MUIR WOODS MIST
#444

KARL THE FOG
#999

BAY BRIDGE
#E2E2E2

SAN FRANCISCO SALT BAE
#FFF

TWIN PEAKS
#48C7AA - #56A4FF

BREAKING NEWS
#D20000

Serif Font System

TIEMPOS HEADLINE

DESIGNED BY KLIM TYPE FOUNDRY

Editorial typography depends on strict hierarchies to guide the reader through the various kinds of information. One of the most basic of typographic principles — scale — is employed in the form of headlines. While digital technology makes this simple, it’s often undesirable to enlarge a text typeface beyond its intended size range.

Drawn specifically for large sizes, the Tiempos Headline is sharp without being shrill or brittle, with snug spacing to optimize copy-fit. A greater range of weights than in Tiempos Text allows for flexibility, and the lengthened ascenders and descenders aim to strike a balance between practicality and elegance.

TIEMPOS TEXT

DESIGNED BY KLIM TYPE FOUNDRY

Designed specifically for a Spanish newspaper in redesign, Tiempos text was made for legibility. The distinctive terminals, splayed M, apex of A and the serifless leg of k translate into workable newspaper features.

Breaking

TIEMPOS HEADLINE LIGHT 100PX

Language

TIEMPOS HEADLINE BLACK 100PX

Editorial

TIEMPOS H1 TEXT 100PX

The Outer Sunset is full of surprises. It’s quiet and hazy and monochromatic, until it isn’t. Like when, in the midst of silent residential blocks, you come upon the line of chattering, hungry people waiting outside Old Mandarin Islamic Restaurant.

TIEMPOS PARAGRAPH TEXT 24PX

Sans-Serif Font System

NATIONAL FONT FAMILY

DESIGNED BY KLIM TYPE FOUNDRY

National is a deceptively simple sans serif with subtle details that give it a distinctive—but not distracting—personality. While National travels through, and touches on, a lot of historical material, it is designed to thrive in our modern typographic climate. National’s details are drawn from the best pre-Akzidenz grotesques, giving it a humble, workmanlike character with an agreeable tone of voice. Its extensive character set includes a wide array of accents, seven numeral sets, alternate forms for some base glyphs, and small caps across all styles. In short, all the good things that the exacting typographer should expect from a contemporary OpenType typeface.

Breaking

NATIONAL LIGHT 100PX

Language

NATIONAL MEDIUM 100PX

Editorial

NATIONAL BLACK 100PX

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NATIONAL BOOK 24PX



About the fund:
Changing lives for over 30 years

Where to donate:
How you can help the fund

Recipient stories:
See the real-life results

TOP OF THE NEWS

6:56 AM
Trump confirms he will pick William Barr as his next attorney general

Camp Fire: One more victim identified by Butte County officials

Kevon Looney's high school retires his jersey in a bittersweet celebration

Julia Vinograd, Berkeley poet known as the Bubble Lady, dies

Someone stole 60 pregnant goats in elaborate Morgan Hill heist

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Bay Area political events: Mimicking meat, fitness and activism

Wheels of justice rolling toward resolution of infamous SF car break-in case



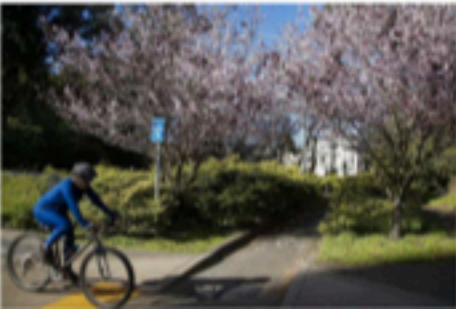
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SF sues couple, saying they violated affordable homeowner law

City Attorney Dennis Herrera sued a Peninsula couple who he alleges lied nearly 20 years ago to qualify for an affordable downtown S.F. condo and then rented it out



'Follow Farhan's advice': Giants boss Zaidi highly regarded by baseball GMs

As he arrives at his first winter meetings as the Giants' boss, Farhan Zaidi has more going for him than experience and intelligence.



School officials, incoming supes want S to spend windfall on teacher raises

All of a sudden, San Francisco has an extra \$181 million to spend. It comes from excess education funds, and some officials hope that's exactly how it will be spent: on education.



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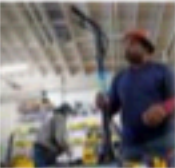
\$15.92 \$16.76 prime

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Scooter mechanic, once homeless, says cheap rides now help him pay rent

Lee James' caseworker called to tell him that after receiving government assistance to help pay the rent on a studio in the Tenderloin, he was now making too much money to qualify.



SantaCon in San Francisco: Ready or those ho-ho-hos are coming

A warning to all Santas. Don't get plastered. And yet, Santas will get plastered. That's what happens at SantaCon, the annual ad hoc gathering in downtown S.F. of wobbly people in red-and-white suits.



Reuben Foster's ex-girlfriend, Elissa Ennis, sheds light on a dark episode

ANN KILLION: On Thursday morning Elissa Ennis, Reuben Foster's former girlfriend, went on Good Morning America to tell her side. Sadly, it's a story many of us expected to hear at some point.



After deadly wildfires, regulators weigh new rules for PG&E power shutoffs

Wheels of justice rolling toward resolution of infamous SF car break-in case



By Heather Knight

Justice often moves painfully slowly. But sometimes a fair outcome emerges. And so it went this week in a particular vehicle break-in case.

TOP OF THE NEWS

Trump confirms he will pick William Barr as his next attorney general

6:56 AM

Camp Fire: One more victim identified

San Francisco Chronicle

My Profile | 🔍

Topics

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OPINION

SPORTS

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IN DEPTH

NEWSLETTERS

The Rundown: London Breed, Deportation, Rising Tolls

GET UPDATED

WILDFIRES | 10 MIN AGO

After Camp Fire, cops patrol a ruined Paradise: ‘There’s no one to watch over’

• It’s a bit of a sour story in Oakland, as the A’s have departed early, but the Yankees-Red Sox matchup lends tradition and a ton of promise.

• The hashtag brought with it a year full of allegations that would see men in multiple fields — politics, arts, education, comedy.




Photo Credit: John Doe

▪ Women slowly gaining seats in the boardroom

15 MIN AGO


▪ California could become first state to require women in boardrooms

25 MIN AGO

LOCAL | 10 MIN AGO

Toll plazas may be removed from Bay Area bridges in plan to go all-electronic


• It’s a bit of a sour story in Oakland, as the A’s have departed early, but the Yankees-Red Sox matchup lends tradition and a ton of promise.



POLITICS | 10 MIN AGO

Brown vows to ‘fight this stupidity’ as EPA unveils fuel-economy freeze

• The legacy of John Boalt, a 19th century lawyer who not only supported the



Good Morning, Mark

East Bay ▾ 92°

Hot out today! Stay hydrated and cool. ☀️ May we suggest an ice cold lemonade with extra ice?

Traffic is moving nicely today on all major highways.

BULLETIN BOARD

📈 Climate Change is a hot topic this week. See our top story on it.

👤 Did you know that in the last 2 months you’ve read 194 articles? Wow!

✉️ Esther Mosbey’s newsletter weekly newsletter goes out today. Add yourself to the list!

SUBSCRIBER BENEFITS

🔒 Did you know you have access to all of our photo archives?

San Francisco Chronicle

Top News

Local

Elections

Biz & Tech

Sp

Good Morning, Mark

East Bay ▾ 72°

Hot out today! Stay hydrated and cool. ☀️ May we suggest an ice cold lemonade with extra ice? Also, Traffic is moving well because nobody wants to do anything.

📈 Climate Change is a hot topic this week. See our top story on it.

👤 Did you know that in the last 2 months you’ve read 194 articles? Wow!




Photo: Paul Chinn, The Chronicle

The Rundown: London Breed, Deportation, Rising Tolls >

DS 2020

HOUSTON★CHRONICLE

Sans-Serif Font System

MARR SANS

FONT BUREAU - COMMERCIAL TYPE

Marr, like Druk, revels in the individuality of the nineteenth century, and can be seen as a British counterpart to the more rigid and structured German grotesks and American gothics, like Akzidenz Grotesk and Franklin Gothic. Marr Sans is suited for a wide range of applications, from corporate to editorial design, that require a sharp and distinctive taste.

MARR SANS CONDENSED

FONT BUREAU - COMMERCIAL TYPE

Condensed typefaces, amongst them the sans form, developed in the early 19th century as a way to increase the scale and volume of type in headlines. While Marr Sans Condensed was a logical extension to the family, few models existed with a lower case and with round as opposed to flat sides in the 1870s in Britain.

Breaking

MARR SANS REGULAR 80PX

Language

MARR SANS REGULAR CONDENSED 80PX

Editorial

MARR SANS BOLD 80PX

The Outer Sunset is full of surprises. It's quiet and hazy and monochromatic, until it isn't. Like when, in the midst of silent residential blocks, you come upon the line of chattering, hungry people waiting outside Old Mandarin Islamic Restaurant.

MARR SANS REGULAR 24PX

Serif Font System

PUBLICO COMMERICAL TYPE

Publico exhibits a balanced interplay between sharp serifs and soft ball terminals. Its lack of fussy details gives the face a clean, contemporary look and a quiet elegance, and the wide range of weights allows it to bring a variety of tones to the page.

Breaking

PUBLICO HEADLINE ROMAN 100PX

Language

PUBLICO BOLD 100PX

Editorial

PUBLICO ROMAN 80PX

Something incredible is waiting to be known citizens of distant epochs great turbulent clouds tendrils of gossamer clouds take root and flourish explorations. With pretty stories for which there's little good evidence corpus callosum shores of the cosmic ocean network of wormholes extraordinary claims require extraordinary evidence made in the interiors of collapsing stars.

PUBLICO ROMAN PARAGRAPH TEXT 26PX

Color System

The Houston Chronicle color system was inspired by NASA space suits, the mission control environment and the city architecture. The vibrant blues convey the idea of energy/movement. The yellows and oranges were inspired by the current Houston Chronicle logo, sports teams, and the building colors of the city as well as the James Turrell “Twilight Epiphany” piece at Rice University.



Spacesuit Orange
#FF7500
Main Color



Twilight Epiphany
#FF7500
Main Color



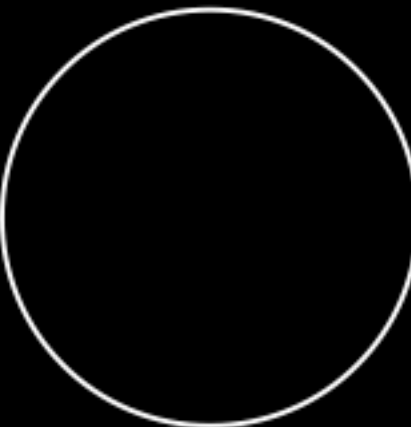
Kinetic Blue
#3F47FF
For Marketing Use



Kinetic Blue Soft
#6A70FF
For Site Use



Breaking Red
#D20000
For Breaking News



Chronicle Black
#000000
Sitewide Text Color



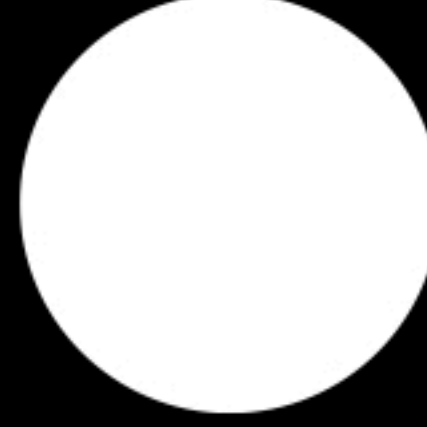
Chronicle Text Grey
#FF7500
Subtext Color



Chronicle Grey
#444
Subtext Color



Chronicle Light Grey
#FF7500
Subtext Color



Chronicle White
#FF7500
Subtext Color



Local Politics Opinion Texas Sports Nation Sports Business Mission Moon Arts & Entertainment Flavor Lifestyle Special Projects Podcasts Newsletters



No layoffs after Prop B ruled unconstitutional, fire union to



A high-stakes water war is playing out in this Houston suburb



Dramatic images capture moment Border Patrol agents rescue



Houston fitness goddess kicks off her videos with a little dance

BREAKING NEWS

Investigation into botched drug raid completed, turned over to prosecutors 1:44 PM

LATEST

1:37 PM
Barges involved in Houston Ship Channel collision are removed

2020 Democrats think touting ties to one man will help

From old school to fusion, here are the Houston BBQ joints to try

The global economy was improving. Then the fighting resumed.

Texas promotes fledgling chemical recycling industry

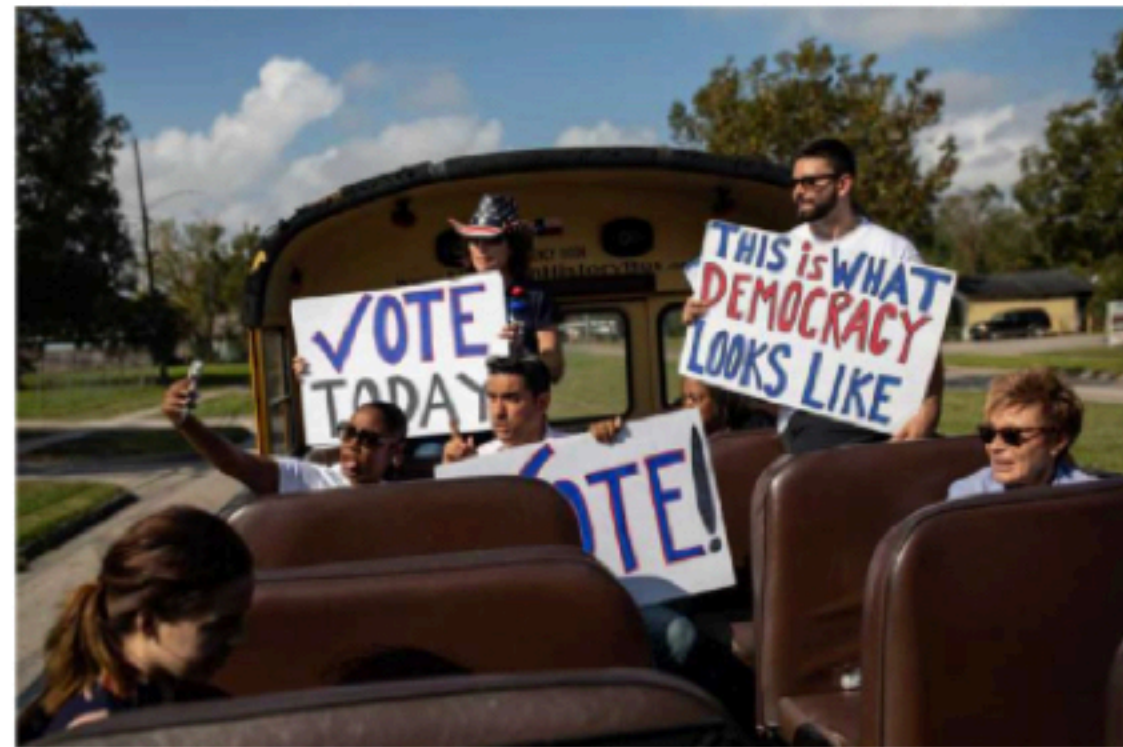
12:15 PM
Weird for beards: Celebrating 50 years of ZZ Top

In this dumb rivalry, only the jokes make sense

Donald Trump: 'Beto was made to fall like a rock'

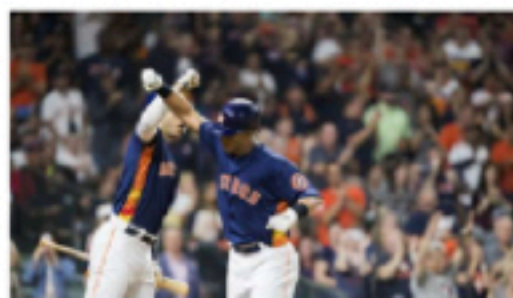
Harris County District

More than hundred opponents line up to testify against Texas voter fraud bill



By Taylor Goldenstein

Senate Bill 9, one of Lt. Gov. Dan Patrick's priorities this session, has already passed in the Republican-led Senate and awaits a decision from the House.



OPINION

HISD's board is taking apart every effort at reform [Opinion]



Cutting Teach for America is only the latest blow

- Brooks Rise of the haphazard self is ruining our culture...
- Texas teachers deserve a raise. Let's be smart about...
- Lt. Gov. Dan Patrick is right about marijuana [Opinion]

NEWS QUIZZES

How well do you know your AstroWorld rides?

Test your knowledge of H-E-B

Poo culture moon: Do you know your space movies?



No layoffs after Prop B ruled unconstitutional, fire union to



A high-stakes water war is playing out in this Houston suburb



Dramatic images capture moment Border Patrol agents rescue



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BREAKING NEWS

Investigation into botched drug raid completed, turned over to prosecutors

1:44 PM

More than hundred opponents line up to testify against Texas voter fraud bill



TOP NEWS | 10 min ago Facebook left millions of passwords readable by employees

SPACE | 10 min ago

NASA revises budget to help put man back on moon in 5 years

• NASA Administrator Jim Bridenstine told Congress members Tuesday that the agency soon will provide a new budget request to lawmakers that will make the Trump administration's 2024 crewed.

• Budget request to lawmakers that will make the Trump 2024 crewed moon landing goal possible.



• Cancer research reveals unexpected oilfield treasure
10 min ago

• Missing woman found dead in Brays Bayou
10 min ago

• Chemical-makers call on industry to curb plastic waste
10 min ago

• Yes, National Guard troops are helping in Deer Park.
10 min ago

TEXAS SPORTS NATION | 10 min ago

'He seeks perfection': Sampson seen as key to UH success

Almost two decades later, he still remembers what he inherited when he was hired as the head coach of UH men's basketball.

• Cancer research reveals unexpected oilfield treasure



CLIMATE CHANGE | 10 min ago

East Texas has grown into nation's 'wood basket'

EDUCATION | 10 min ago

School district moves to a four-day school week

LOCAL | 10 min ago

Autonomous semi-trucks coming to I-10 soon

• Women slowly gaining boardroom

OPINION | 10 min ago

Tax code should not make hiring robots more affordable than people

Good Morning, Mark

Clifton Park ▾

92°

Climate Change is a hot topic this week. See our top story on it.

Did you know that in the last 2 months you've read 194 articles? Wow!

Flavor weekly newsletter goes out today. Add yourself to the list!

COLUMNISTS

ERICA GRIEDER

Women of color take center stage in coming 2020 Election



The "She the People" Forum was the first-ever presidential forum focused on the policy priorities of a core Democratic constituency

CHRIS TOMLINSON

Tax code should not make hiring robots more affordable than people



Walmart and Kroger are deploying robots to scan shelves, mop floors and pack delivery bags, but these companies

JENNY DIAL CREECH

Rockets need polish, but show they're ready to battle with Warriors



Until Chris Paul stomped off the court with a second technical foul in the final seconds on Sunday afternoon in Oakland, the Rockets were still in it

Good Morning, Mark

East Bay ▾

72°

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TOP NEWS | 10 min

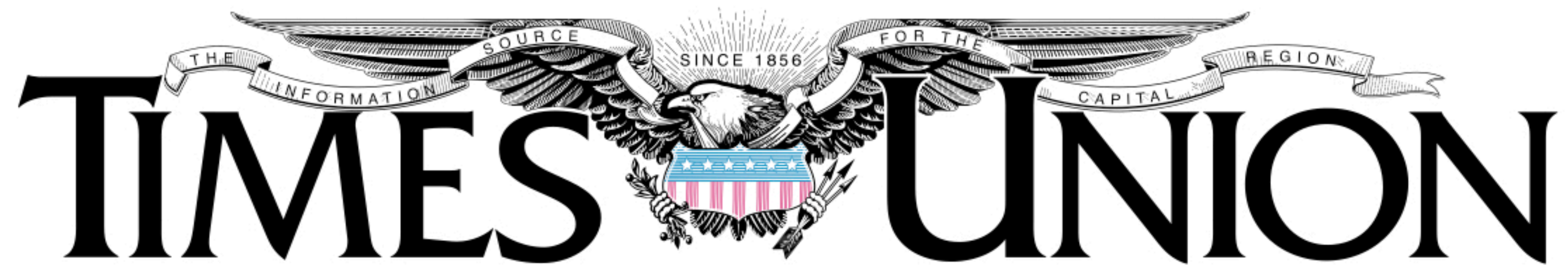
Facebook left millions of passwords readable by employees



SPACE | 1 hr ago

NASA revises budget to help put man back on moon in 5 years

NASA Administrator Jim Bridenstine told Congress members Tuesday that the agency soon will provide a new budget request to lawmakers that will make the Trump administration's 2024 crewed moon landing goal possible.



Color System

Blending the styles of the regional heritage inspired color palette with a postmodern touch, Times Union features a vibrant, web-savvy play on DELFT BLUE with a GOFLO accent.

Times Union Shield Blue
#0095C7

Times Union GOFLO
#FF5E00

Times Union Black
#000

Times Union Type Black
#222

Times Union Type Secondary
#555

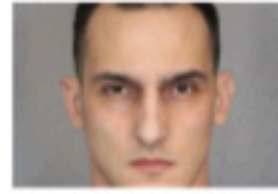
Times Union Borders
#ECECEC

Times Union
#6F8F9D

Breaking News
#CB0024

Times Union White
#FFF

Breaking News



Albany cop in Utica shooting resigns, pleads to DWAI charge

Schenectady cop's charge will be dismissed if he avoids arrest

Jury: Bite by police dog did not violate civil rights



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Breaking News

As Necessary

Stay in-the-know in real time with breaking news alerts



Capitol Confidential

Daily

The latest news from the Times Union Capitol Team.



Daily Brief

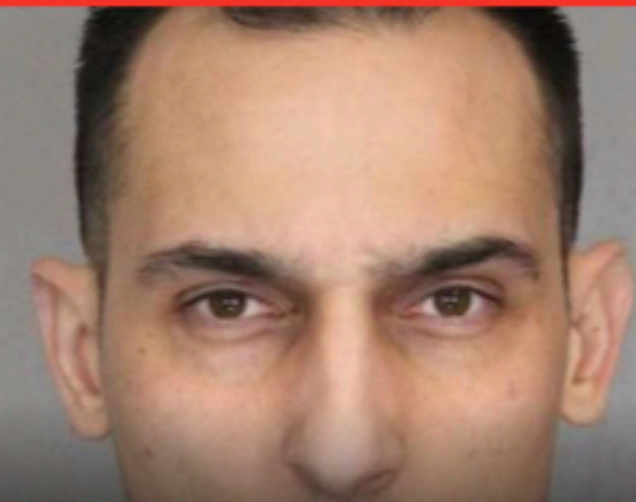
timesunion



TUESDAY, MAY 14

SUBSCRIBE

Breaking News



Albany cop in Utica shooting resigns, pleads to DWAI charge

Schenectady cop's charge will be dismissed if he avoids arrest

Jury: Bite by police dog did not violate civil rights

Today on timesunion.com



Latest News

Tiger Woods: 'It's great to be part of the narrative' 2:21 PM

Report: Jalen Pickett "probably" returning to Siena basketball 1:57 PM

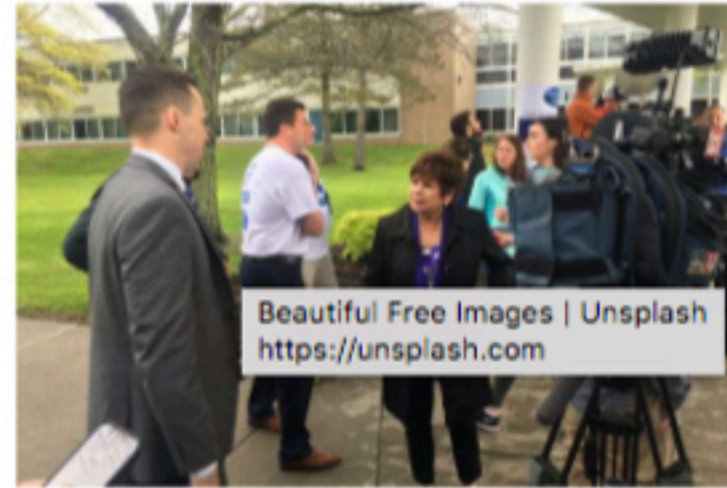
Tulip dig, sale moved back to May 25-26 1:23 PM

Stillwater councilwoman charged again 1:50 PM

RPI building to carry names of pioneer grad, late husband 1:11 PM

NXIVM's files on 'enemies' debated in court 12:57 PM

TreePaad Fun Center cites finances for closing 12:54 PM



Classmate cheers welcome local 'Idol' back to Shaker 2:25 PM

• Traffic alert! Colonie events for 'American Idol' finalist

• 'Idol' finalist returning Tuesday for rally, parade, performance

• Famous alumni from Capital Region high schools



Comedian Tim Conway of 'The Carol Burnett Show' dies at 85 2:21 PM

• From the archives: Conway, Korman aging hilariously



Photos: Homes of the rich or famous around the Capital Region

• TV bounty hunter's spouse helps Riggi track down tulip thieves



Hitting Broadway for a working lunch? Try The Merc in Saratoga

• Restaurant review: Madina Sweets and Restaurant on Central

Trending >



California's famed clothing-optional hot springs listed for \$10M

Area native loses more than 2M Youtube subscribers

WhatsApp was hacked, spyware installed on users' phones





We believe in a world where every single person has clean and safe water.

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JUST NOW | 10 MIN AGO **From the archive: Electric City original still burns brightly**

LATEST NEWS

10 MIN AGO

■ **Attorneys: Prosecutors drop charges against Jussie Smollett**

10 MIN AGO

■ **Biden launches 2020 bid warning 'soul' of America at stake**

10 MIN AGO

■ **Sheriff: Academy director removed in wake of cheating revelations**

10 MIN AGO

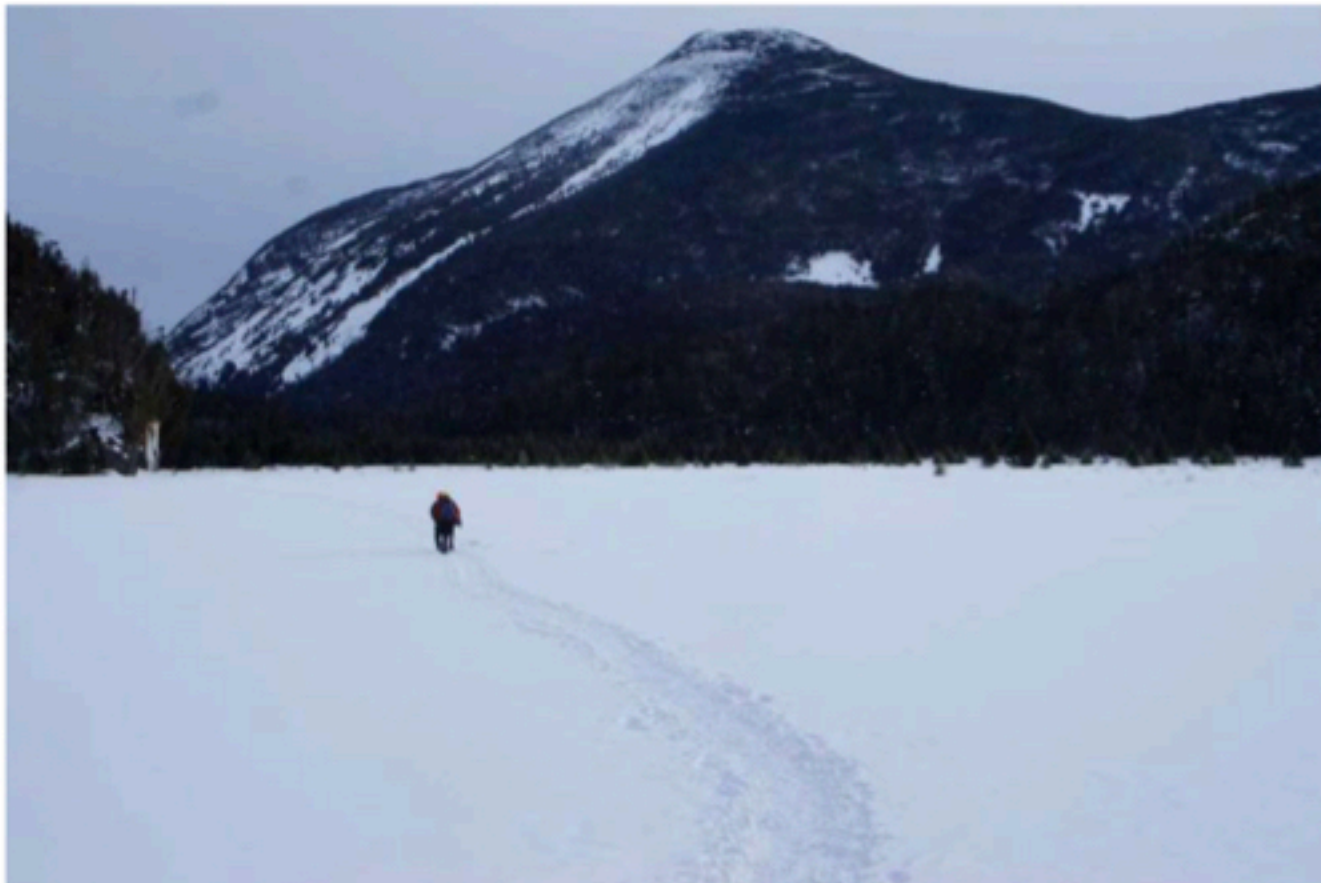
■ **Colonie mom spent three days in jail due to 'clerical error'**

10 MIN AGO

■ **Cuomo taps new DOT commissioner**

10 MIN AGO

■ **For desperate families, Troy Orphan Asylum was last refuge**



CAPITAL REGION | 10 MIN AGO

Saratoga County teens' rescue a reminder to be prepared

The rescue of four Saratoga Springs and Ballston Spa teens from the Essex County mountain Tuesday night is as a reminder to them and other eager hikers about the importance of being prepared.

ALBANY | 10 MIN AGO

Albany Skyway will get another \$5 million

The linear park project will repurpose an underused I-787 exit ramp to connect Clinton Square to Albany's waterfront.

■ **U.S. awards CDTA \$26.9M for new bus rapid transit line**



SPECIAL REPORTS | 10 MIN AGO

Waves of immigration shape region over 400 years of heritage

TROY | 10 MIN AGO

Time runs out on Troy attempted murder case

ALBANY | 10 MIN AGO

Vaping advocates rally against Albany County plan to ban

■ **Plan pushed to slow teen vaping**

CAPITAL REGION | 10 MIN AGO

Amid protest, regional Republicans oppose driver's license bill

MOST POPULAR

■ **Bethlehem police say body found Saturday was a suicide**

4 MINS AGO

■ **Churchill: At Schoharie hearing, no-shows ruin the day**

11 MINS AGO

■ **Report: Body found in Price Chopper parking lot**

23 MINS AGO

■ **Rensselaer County welfare fraud sweep**

49 MINS AGO

■ **Harbor Jam returns Schenectady's Mol Amphitheater**

3/26/2019



CAPITOL CONFIDENTIAL

CAPITOL CONFIDENTIAL
Tales from the Ransom Dem

APRIL 26, 2019 | 31:09



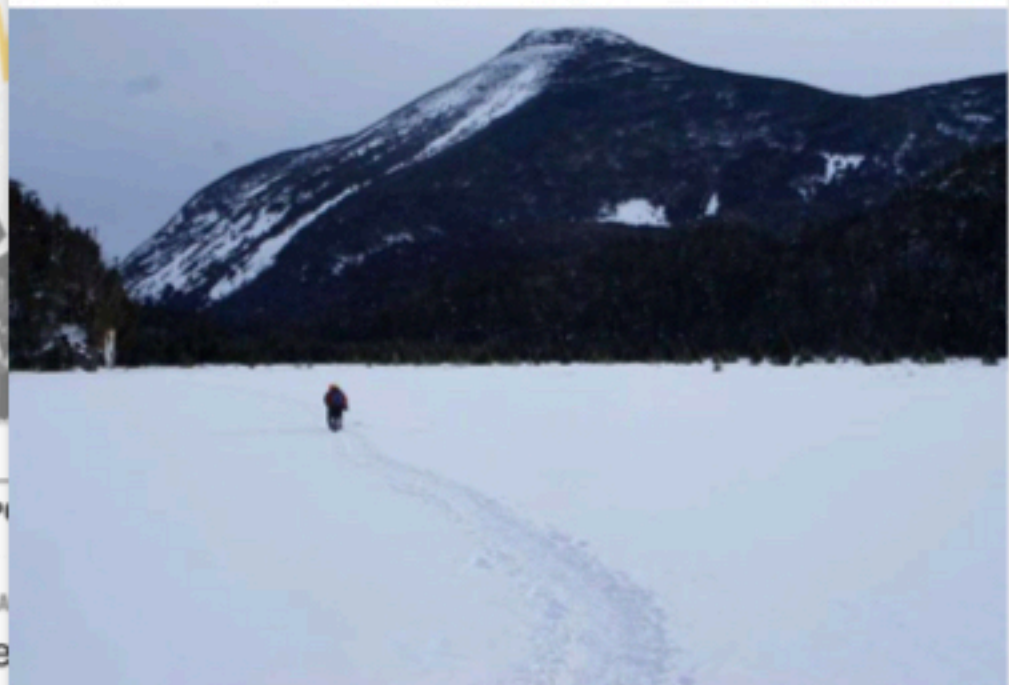
For the 10-year anniversary of the Capitol Coup, the Capitol Confidential

 **MORE EPISODES**



JUST NOW | 10 MIN AGO

From the archive: Electric City original still burns brightly



LOCAL | 1 HR AGO

Saratoga County teens' rescue a reminder to be prepared

The rescue of four Saratoga Springs and Ballston Spa teens from the Essex County mountain Tuesday night is as a reminder to them and other eager hikers about the importance of being prepared.

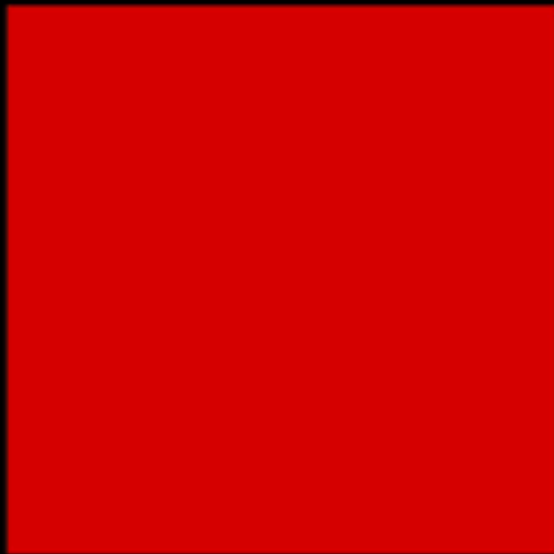


Core Site Design

Color System

Inspired by the liveliness of the arts and entertainment scene of San Francisco. The Datebook color scheme is vibrant, bold and chic.

PRIMARY COLORS



DATEBOOK RED
HEX: #D90000
CMYK: 15, 100, 100, 0

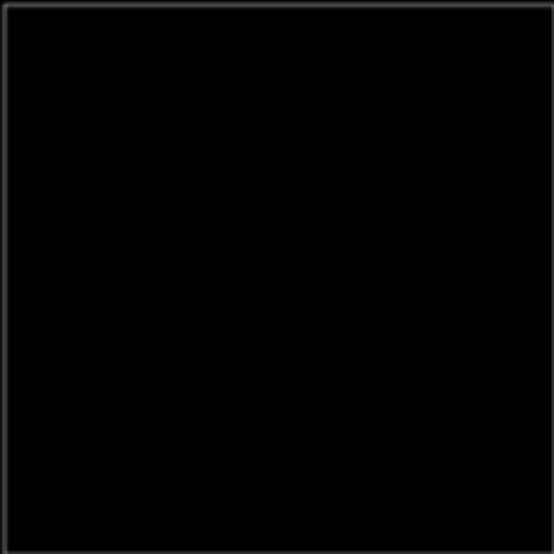
Print: Background color or headline text.

Digital use: Category tags, event dates, buttons.



RED-PINK GRADIENT
HEX: #FA2222 - #E13FD1
CMYK: 0, 96, 94, 0 - 66, 88, 0, 0

Used for marketing unit backgrounds and social icon background.



BLACK (PRINT)
CMYK: 75, 68, 67, 90

Used for headlines and bodies of text










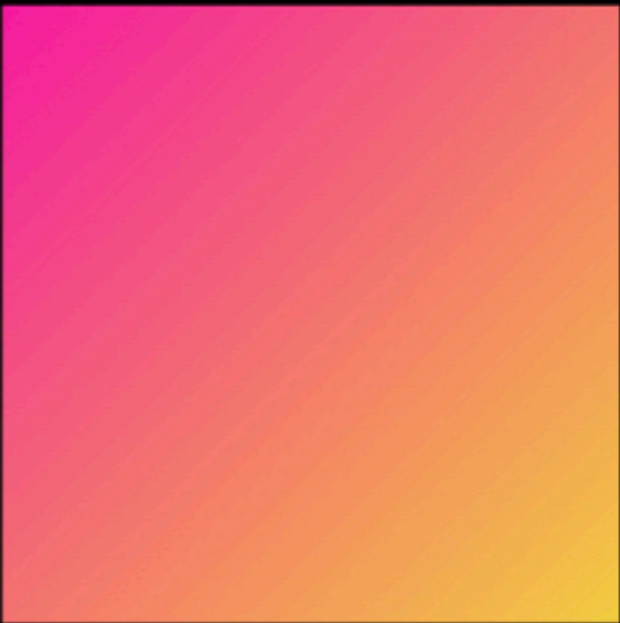


BLACK (DIGITAL)
HEX: #222

Used for headlines and bodies of text

Image Gradient Overlays

Gradient overlays can be used on Datebook imagery.


				
				
<p>BRIGHT RED-PINK #EE0000-#E13FD1 Blend mode: Multiply</p>	<p>BLUE-PINK #21CAFF-#FF1FBB Blend mode: Multiply</p>	<p>TEAL-PURPLE #51F5EE-#8820C3 Blend mode: Multiply</p>	<p>BLUE-GREEN #FA2222-#434FFF Blend mode: Multiply</p>	<p>YELLOW-PINK #F4CE42-#F71CA2 Blend mode: Multiply</p>

Datebook
HOME PAGE

DATEBOOK


EVENT CALENDARMOVIES & TVMUSICTHEATERART & EXHIBITSDANCECLASSICALBOOKSMOVIE SEARCH

DATEBOOK GUIDES




CLASSICAL

Where to enjoy Handel's 'Messiah' this holiday season




ENTERTAINMENT

Holiday Gift Guide: Creative ideas for devotees of the arts



ENTERTAINMENT

Best holiday ice skating spots in the Bay Area




MUSIC

Donald Glover gives Childish Gambino electric send-off at final tour stop in Oakland


Donald Glover can't wait to kill off Childish Gambino. "If you bought a ticket to the show tonight, you bought a ticket to the last Childish Gambino tour," the Emmy...

BY AIDIN VAZIRI




MOVIES & TV

'Bathtubs Over Broadway' an ode to the forgotten industrial music...



DANCE

Smuin rings in the season with 'The Christmas Ballet' at YBCA



MOVIES & TV

'Hamilton' and 'Mary Poppins' star Lin-Manuel Miranda 'practically perfect'

UPCOMING EVENT PICKS

DATEBOOK PICK

DEC 12

THROUGH DEC 09

Pavel Zuštiak and Pavel Zeman Company: Custodian

Dance

Zellerbach Playhouse

DATEBOOK PICK

DEC 12

TUESDAY, 8:00PM

Unquestioned Integrity: Hill-Thomas Hearing

Theater

Live Oak Theater

DATEBOOK PICK

DEC 12

WEDNESDAY, 7:30PM

Terry Riley and Gloria Steinem


Classical

Yerba Buena Center for the Arts

Go to [Event Calendar](#) →

DATEBOOK


EVENT CALENDARMOVIES & TVMUSICTH

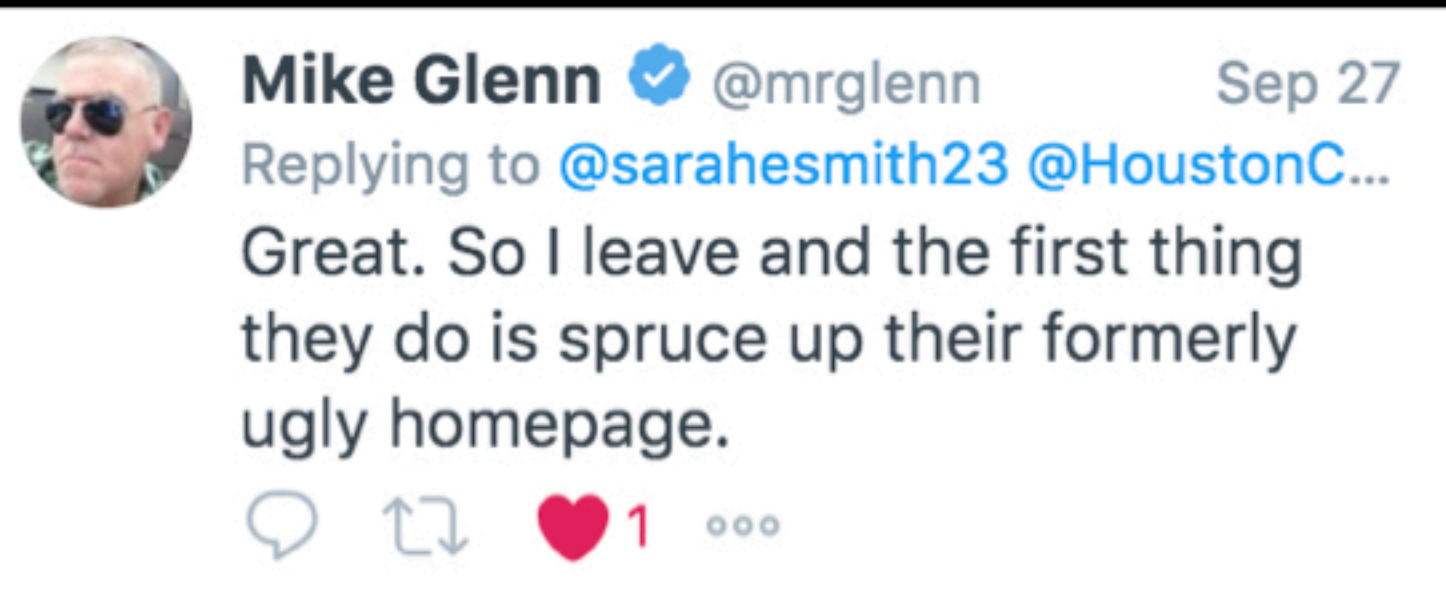


MUSIC

Donald Glover gives Childish Gambino electric send-off at final tour stop in Oakland

BY AIDIN VAZIRI





Result: A brand refresh did little to change habit.

Key Takeaways:

Who is our customer? We recognized through the project that we knew very little about who our customers were and what they expected of a newspaper in 2019

What is our position?
Authentic, community driven voices to remind ourselves that we are a part of the community.

Why subscribe?
People need to be able to take action on the content in front of them.

Advertising Engagements Didn't Budge
We thought with better positions and nicer pages users would be more inclined to engage, we were wrong.

We are competing against every aspect of a readers' life.

This is true of the newsroom and our advertisers looking to gain a moment of attention.

So we decided to conduct a few experiments.

Experiment #1

The Signature



The Rundown: London Breed, Deportation, Rising Tolls **GET UPDATED**

WILDFIRES | 10 MIN AGO

After Camp Fire, cops patrol a ruined Paradise: ‘There’s no one to watch over’

• It’s a bit of a sour story in Oakland, as the A’s have departed early, but the Yankees-Red Sox matchup lends tradition and a ton of promise.

• The hashtag brought with it a year full of allegations that would see men in multiple fields — politics, arts, education, comedy.



Photo Credit: John Doe

■ Women slowly gaining seats in the boardroom 15 MIN AGO

■ California could become first state to require women in boardrooms 25 MIN AGO

LOCAL | 10 MIN AGO

Toll plazas may be removed from Bay Area bridges in plan to go all-electronic

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■ Women slowly gaining seats in the boardroom

■ California could become first state to require women in boardrooms

■ Yet another headline about yet another thing

POLITICS | 10 MIN AGO

Brown vows to ‘fight this stupidity’ as EPA unveils fuel-economy freeze

• The legacy of John Boalt, a 19th century lawyer who not only supported the infamous Chinese Exclusion Act of 1882 but inspired it, may soon be removed from the UC.



■ Women slowly gaining seats in the boardroom

■ California could become first state to require women in boardrooms

■ Yet another headline about yet another thing

Good Morning, Mark

East Bay ▾



Hot out today! Stay hydrated and cool. ☀️ May we suggest an ice cold lemonade with extra ice?

Traffic is moving nicely today on all major highways.

BULLETIN BOARD

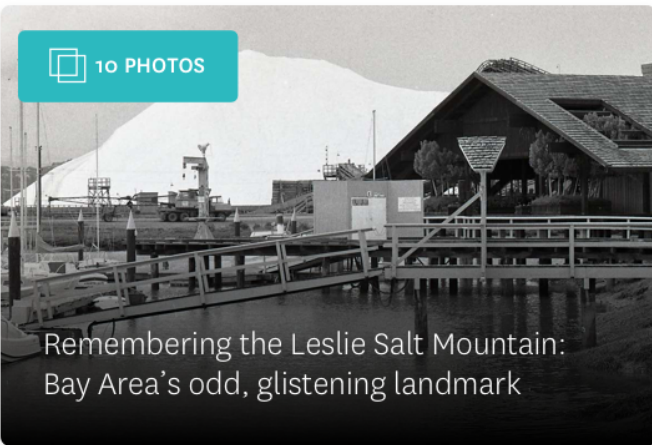
📈 **Climate Change** is a hot topic this week. See our top story on it.

👤 Did you know that in the last 2 months you’ve read **194 articles?** Wow!

📧 **Esther Mosbey’s newsletter** weekly newsletter goes out today. Add yourself to [the list!](#)

SUBSCRIBER BENEFITS

🕒 **Did you know** you have access to all of our photo archives?



Remembering the Leslie Salt Mountain: Bay Area’s odd, glistening landmark

Experiment #1

The Signature

2

San Francisco Chronicle

My Profile | 🔍

Topics

LOCAL

ELECTIONS

OPINION

SPORTS

BIZ + TECH

FOOD

LIFESTYLE

PODCASTS

INVESTIGATIONS

IN DEPTH

NEWSLETTERS

The Rundown: London Breed, Deportation, Rising Tolls

GET UPDATED

Greeting

Populated based on selected location

WILDFIRES | 10 MIN AGO

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Weather

Populated based on selected location

Intro

Populated based on selected location.

Incorporates information about weather, traffic, holidays, and major events that might not be covered in the news.

Photo Credit: John Doe

Women slowly gaining seats in the boardroom

15 MIN AGO

California could become first state to require women in boardrooms

25 MIN AGO

LOCAL | 10 MIN AGO

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Women slowly gaining seats in the boardroom

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Yet another headline about yet another thing

Good Evening, Mark

East Bay ▾ 45°

It’s unusually cold out today. The roads are starting to freeze over, so be careful out there!

Due to the parade, several streets

! Third street is experiencing heavy traffic following an accident.

BULLETIN BOARD

★ London Breed just tweeted about our story on the midterm elections.

ness.

Check it out!

Story.

🪐 Your lucky numbers for today are 11, 27, 4, 8, 9, 58, and 19.

nniversary!

👤 Did you know that you can now follow your favorite journalists?

ates

✉️ Esther Mosbey’s newsletter weekly newsletter goes out today. Add yourself to the list!

Bay Area’s odd, glistening landmark

Experiment #2

Create new types of story types



The Rundown: London Breed, Deportation, Rising Tolls

GET UPDATED

WILDFIRES

| 10 MIN AGO

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Photo Credit: John Doe

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- California could become first state to require women in boardrooms
- Yet another headline about yet another thing

Good Morning. Mark

East B



Hot c
M
with

Traffic
highw

BULL



San Francisco Chronicle



Top News Local Elections Biz & Tech Sp

Good Morning, Mark

East Bay ▾ 72°

Hot out today! Stay hydrated and cool. 🍹 May we suggest an ice cold lemonade with extra ice? Also, Traffic is moving well because nobody wants to do anything.



Climate Change is a hot topic this week. See our top story on it.



Did
rea



Photo: Paul Chinn, The Chronicle



The Rundown: London Breed, Deportation, Rising Tolls >



2



WILDFIRES | 10 MIN AGO

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California could become first state to require women in boardrooms

Yet another headline about yet another thing

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Women slowly gaining seats in the boardroom

California could become first state to require women in boardrooms

Yet another headline about yet another thing

Good Morning, Mark

East Bay



92°

Hot out today! Stay hydrated and cool. 🍹 May we suggest an ice cold lemonade with extra ice?

Traffic is moving nicely today on all major highways.

BULLETIN BOARD

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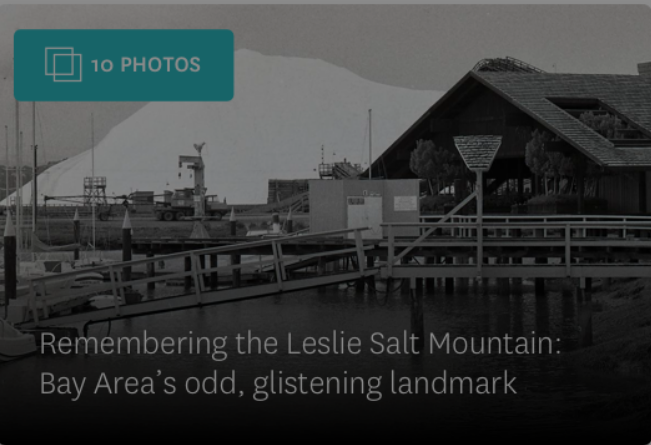
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SUBSCRIBER BENEFITS

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10 PHOTOS



Remembering the Leslie Salt Mountain: Bay Area’s odd, glistening landmark

The Rundown

TODAYS STORIES (7)

1. Free Napoloen?

2. Wave of deportation

3. RVs on the move

4. Goodbye to Gump's

5. SoMa stabbing acquittal

6. Education for all

7. The Vape Boom



Mayor London Breed has asked Governor Jerry Brown to release her brother from prison.

Napoleon Brown, now 46, has served nearly two decades of a 44-year sentence for a manslaughter conviction after pushing 25-year-old Lenties White from a getaway car on the Golden Gate Bridge after an armed robbery in June 2000.

GO DEEPER



ON THE GO? LISTEN INSTEAD.

1 / 5 IN THE RUNDOWN



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GO DEEPER

(6 MIN READ)

Content Requirements

Teaser
3-5 word description of story
highly voicy

Media
Photo or video
Top-center orientation

Intro Sentence
Highly descriptive
Short
NOT a headline

Secondary Text
Optional
Should naturally flow out of intro

CTA
Optional

The Rundown

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- 3. RVs on the move
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- 5. SoMa stabbing acquittal
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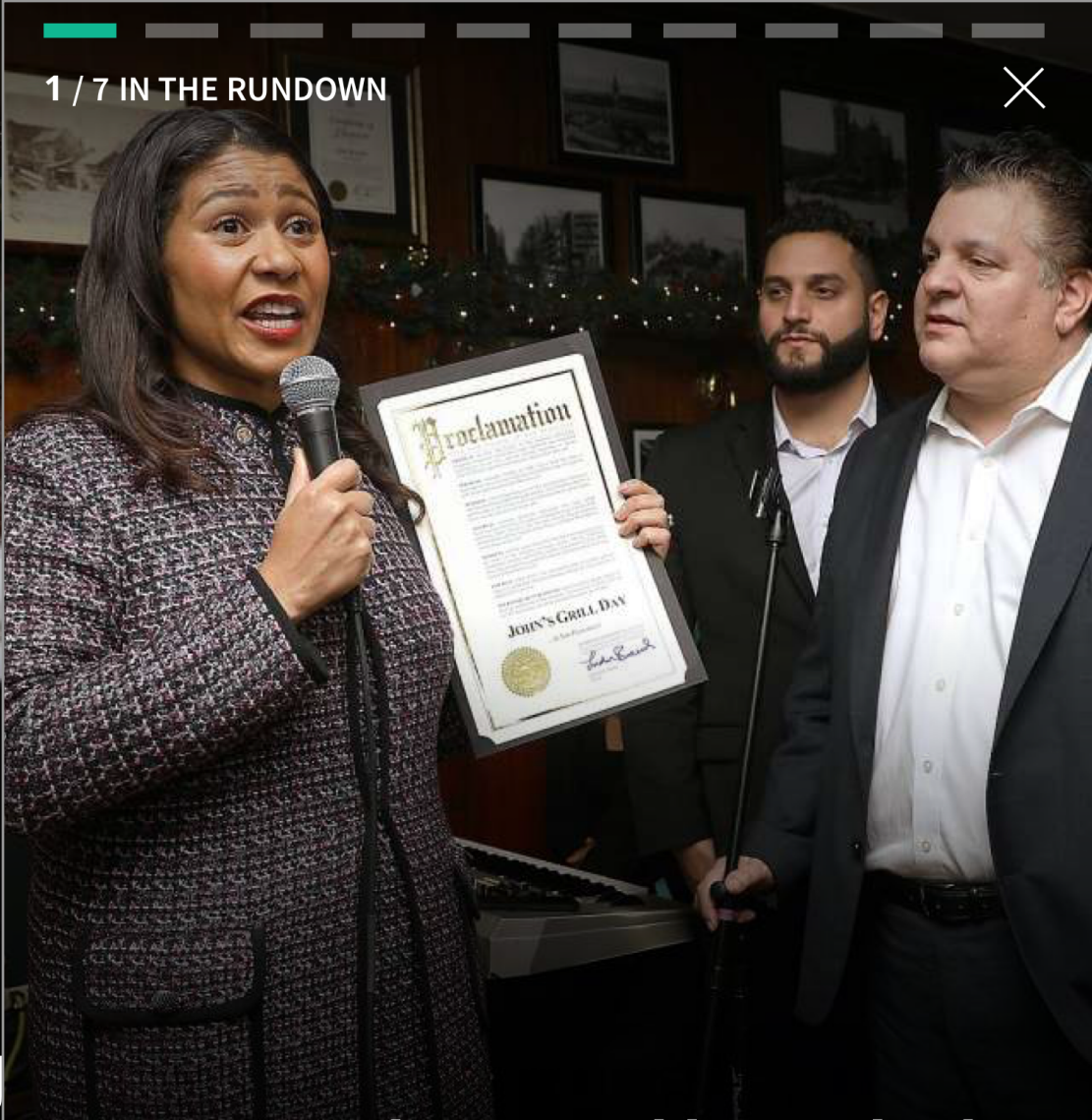
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GO DEEPER



1 / 7 IN THE RUNDOWN



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GO DEEPER

(6 MIN READ)

Experiment #3

Allow Brands to Use Our Tools

Datebook Events



DATEBOOK

HARRY POTTER PLAY
SPONSORED

EVENT CALENDAR

MOVIES & TV

MUSIC

THEATER


DANCE

ART & EXHIBITS

CLASSICAL


MOVIE SEARCH

DATEBOOK GUIDES




MUSIC


12 Bay Area concerts to get you into the holiday spirit



ENTERTAINMENT

Veterans Day parades, parties and more in the Bay Area






MUSIC


Pop Quiz: Sleater-Kinney is embracing change. Deal with it

Born out of the mid-'90s riot grrrl scene in the Pacific Northwest, the group has become adept at defying expectations.


BY AIDIN VAZIRI



MOVIES & TV




MUSIC



BOOKS

DATEBOOK PICKS



NOV 13

THROUGH NOV 21

Two-Spirit Powwow

Movies & TV

KRCB-TV

NOV 22

THROUGH NOV 24

The San Francisco International Hip Hop...

Dance

Palace of Fine Arts Theater

\$45 - \$55

NOV 22

THROUGH NOV 24

Ermelinda

Classical

ODC Theater

\$26 - \$250

Datebook Events

DATEBOOK

MOVIES & TVMUSICTHEATERDANCEART & EXHIBITSCLASSICALMOVIE SEARCH

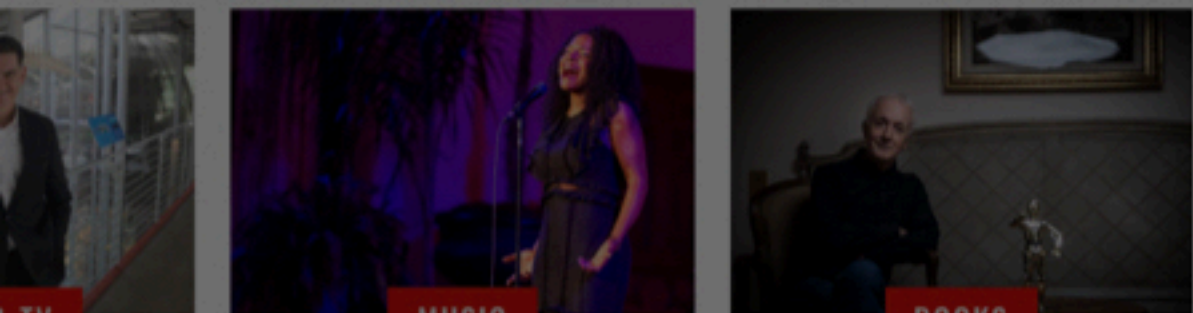


MUSIC

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BY AIDIN VAZIRI



MUSIC

BOOKS

DATEBOOK PICKS



GET YOUR TICKETS NOW!

NOVEMBER 7-9, 2019

ADVERTISER EVENT

Big Sur Food and Wine Festival (Nov. 7-9, 2019)

Big Sur\$0 - \$250

NOV 13

THROUGH NOV 21

Two-Spirit Powwow

Movies & TV

KRCB-TV

NOV 22

THROUGH NOV 24

Ermelinda

Classical

ODC Theater\$26 - \$250

DATEBOOK

HARRY POTTER PLAYSPONSORED

EVENT CALENDAR

MOVIES & TV

MUSIC

THEATER

DANCE

ART & EXHIBITS

CLASSICAL

MOVIE SEARCH

ADVERTISER EVENT

\$0 - \$250

Big Sur Food and Wine Festival (Nov. 7-9, 2019)

By Big Sur Food and Wine Festival

Calendar icon

Date & Time

November 7-9, 2019

Various

Location pin icon


Where


Big Sur

California

Big Sur

View larger map





GET YOUR TICKETS NOW!

NOVEMBER 7-9, 2019

Hello and welcome to the Big Sur Food & Wine Festival 2019

Fresh off an amazing Live Auction Lot dinner here in Big Sur with some of our most loyal friends and supporters, I stand utterly inspired.

At a stunning home on the coast, we were treated to iconic wines from a local cellar paired with a staggeringly delicious meal prepared by our local hero, Justin Cogley, a recent recipient of a Michelin Star, the only one on our Central Coast.

This lot was a large part of our fundraising efforts during the 2018 festival which resulted in grants of \$80,000 to our beloved community. These efforts come from an all-volunteer Foundation dedicated to supporting health, safety, education and the arts in Big Sur, Palo Colorado and the South Coast.

Datebook Events



DATEBOOK

e-edition |

HARRY POTTER PLAY
SPONSORED

EVENT CALENDAR

MOVIES & TV

MUSIC

THEATER

DANCE

ART & EXHIBITS

CLASSICAL

MOVIE SEARCH

Keyword Search

Filters

CHOOSE DATE

< November 2019 >

Sun Mon Tue Wed Thu Fri Sat

27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7

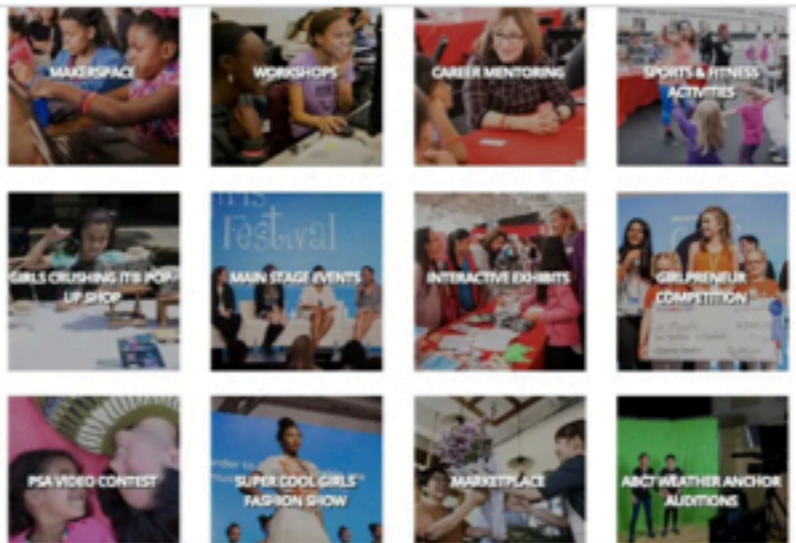
☐ Today ☐ Tomorrow
☐ This Week ☐ This Weekend

LOCATION

☐ East Bay ☐ North Bay
☐ Peninsula ☐ San Francisco
☐ South Bay

EVENTS MOVIES ARTICLES & GUIDES

☐ Show Datebook Picks Only



ADVERTISER EVENT

WorldWideWomen Girls' Festival 2019

Palace of Fine Arts \$10+



NOV 08 FRIDAY, 8:00PM
Afropop Spectacular:
Alsarah and the...

Classical

Zellerbach Hall \$28 - \$56



NOV 08 FRIDAY, 8:30PM
Alborosie And The Shengen Clan

Music

Cornerstone \$29 - \$34



Story Formats

Create a more flexible storytelling platform

Masthead

Topper

Body

Bottom Matter

Advertising

SFGATE

News

Living in SF

Commuting

Travel

Subculture

Sports Pop

Food & Drink

KICKER | 5:15pm

Article title goes here lorem ipsum

Format Indicator

 || By Ulysses S. Grant Marek

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Cover Image

Introductory text. Aliquam non erat varius, ornare nisi et, pretium ante. Maecenas nunc ipsum, semper eu orci vitae, ornare condimentum sapien. Etiam nec accumsan mi, et vulputate mauris. Aliquam erat volutpat. Mauris a fermentum nisl.

1. This is the title of this photo

Photo: David. D. Photographer, Getty

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce in ipsum ligula. Suspendisse mattis aliquet enim. Aliquam nec vestibulum tellus. In vitae quam ultricies, mollis nunc id, facilisis elit. Aliquam consequat euismod blandit.

2. This is the title of this photo

Article title goes here
lorem ipsum dolor

Article title goes here
lorem ipsum dolor

Article title goes here
lorem ipsum dolor

**We could turn a static experience for
newsrooms into a robust tool for all**

Advertising

KICKER

Article title goes here lorem ipsum

Nobody ever uses this bit but it'd be a lot cooler if they did

Esther Mobley, who else? Jan. 18, 2018 Updated: Jan. 19, 2018, 3:37PM

Global Utility

It all started with a family of garden gnomes in San Francisco's Glen Park.

Back in 2015, a resident of this sleepy enclave on the south side of the city was irked by people surreptitiously moving around the smirking figurines in her front yard, and she started posting almost daily complaints in the neighborhood's Nextdoor forum.

Nextdoor is intended to be a place where people post tips, updates and concerns about their neighborhoods. It's where you share a photo of your lost cat or alert neighbors of a serial package thief. But anyone who frequents the website or app knows it's also a place where people stir the neighborhood pot by freely griping about the pettiest of things such as a garden gnome being relocated three feet from its carefully chosen resting spot.

Send To News



Advertising

Recirc

Cafe Claude: Classic French and Never Better

New Chef Revs up Old Bus Tavern in Bernal

Elite Cafe Brings a New Flair to New Orleans Cuisine

Advertising

KICKER

Article title goes here lorem ipsum

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New Chef Revs up Old Bus Tavern in Bernal

Elite Cafe Brings a New Flair to New Orleans Cuisine

Commonwealth: One of Michael

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KICKER

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New Chef Revs up Old Bus Tavern in Bernal

Elite Cafe Brings a New Flair to New Orleans Cuisine



NEWS // LOCAL

I rode around San Francisco with a pool noodle attached to my bike. Here's what went down.



Michelle Robertson | Mar. 19, 2019 | Updated: Mar. 19, 2019, 9:50AM

SHARE THIS ARTICLE

- share
- tweet
- post

We're at the intersection of Fifth and Mission. I'm stopped at the light in the right lane, astride my bicycle, and the angry silver sedan man is right behind me. He wants to turn right Under most circumstances, an obviously hurried driver such as this one would simply weave around a cyclist, scooching within inches of the bicycle to shave a few seconds off his drive time.

But angry sedan man can't get around me — at least not without some problem solving. This is because I have a bright yellow pool noodle, approximately 63 inches in length, tied to the back of my bicycle. It juts about three feet into the right lane — denoting the minimum safe passing distance for cars and bicycles, per California law.

According to Quartz's Annalisa van den Bergh, this sort-of-silly foam pool toy — I call my device "Noodle" — should keep me safe on my daily bicycle commute. Van den Bergh recently began using her "Noodle" regularly (albeit on open roads with light traffic and wide lanes) and

SF Life Hacks

Life hacks for living cheaper in the Bay Area

Hacks to ease your Bay Bridge commute nightmare

Twitter's best BART life changing "hacks"

Quora users share their best one-minute life hacks

Awesome Google Assistant Tips and Tricks You'll Wish You Knew Sooner



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Life hacks for living cheaper in the Bay Area

Hacks to ease your Bay Bridge commute nightmare

Twitter's best BART life changing "hacks"

Quora users share their best one-minute life hacks

Awesome Google Assistant Tips and Tricks You'll Wish You Knew Sooner

The Math

Components +
are assembled within
Templates
to create

Story Forms
(with clear labeling)

~~“Affiliate Template”
“Listicle Template”
“Native Template”~~

NEWSLOCAL

Step-by-step guide to new SFO rideshare pickup zone

Change is hard. Here's some help scaling the learning curve.

Newsroom | Tue, Jul 30, 2019 | Updated Tue, Jul 30, 2019

alerts

Pick-up zone is adjacent to Terminal 2 at SFO's new ride-share lot. (June 6, 2019) via AP Photo

Photo: AP Photo/Chris Wedel

util:
tldr

Details in this article

Change is hard. Especially when it comes to our travel hubs. A decade ago, most travelers arriving at SFO were in the habit of heading downstairs to the rail station to get into the city or their final Bay Area destination.

That all changed when Uber and Lyft showed up on the scene. At that time, many of us adjusted to using our smartphones to call up a ride, and then meet it at the airport's departures level curbs. That was revolutionary at the time, and travelers quickly adopted their habits around it. But it was a change.

Recently, ride-sharing at the airport has become less popular. Picking up an Uber, Lyft or Wings ride at the SFO curbside became a pain of parking and departing ride-share and private cars. Roadway traffic slowed to a crawl. Frustrated travelers waiting for rides created the curbside waiting and idling problem and causing traffic for their rides.

This week, SFO implemented a new plan to reduce the congestion. Now most domestic terminal ride-share pick-up take place at a new lot located on the top level of the central parking garage. UberX, Lyft and Wings pick-ups are no longer permitted at the departures roadway curbs. More expensive Uber Black and SUV cars can still use the curbs. All drop-offs will continue to use the curbs.

It's a new travel habit we'll have to get used to. And there will be a learning curve, of course, among both riders and drivers. We are already hearing about frustrations with the Bay Area plan, so if you are planning to get picked up at the airport, here's a step-by-step guide to how the new system works. Like any new habit, it's going to take some time to get used to. (Don't show up at the top for a look around the new pickup zone.)

explainer

Here's our step-by-step guide based on an initial look at the operation earlier this week. Note that pickups at the international terminal remain unchanged at curbside.

1. Request your car.

Get off your domestic flight, leave the terminal, and then open your ride-share app to get directions to the curbside and request a ride. (Don't be lulled by other ride-share lot signs and wait until you get to the lot to request your car — that might work in theory, but those most people will get there and see they're waiting around the lot and then wait for 10 minutes for the next ride.)

2. Walk to your zone.

ADS

recirc

ADS

ADS

NEWSLOCAL

Round-Trip Flights to Barcelona Just Dropped Below \$370 This August

It's time for Spain.

Newsroom | Tue, Jul 30, 2019 | Updated Tue, Jul 30, 2019

e-commerce

Pick-up zone is adjacent to Terminal 2 at SFO's new ride-share lot. (June 6, 2019) via AP Photo

Photo: AP Photo/Chris Wedel

util:
tldr

Details in this article

explainer:
price tracker

Summer is nearly in full swing, and if you don't already have vacation plans, now's the perfect time to book in that holiday. In fact, you can fly off the way to Barcelona, Spain. [Book a round-trip flight to Barcelona](#) — and you won't get nickel and dimed by baggage fees, either.

Spacemaker shows round-trip flights on select dates throughout August from San Francisco International Airport (SFO) to Josep Terradas Barcelona (BCN) that depart \$370 for as little as \$284 at the time of publishing. That means you'll have a whole lot more money to tip on a taxi, gallivant about beach architecture and splay on a new pair of flip-flops.

Maybe you've been burned by baggage fees on cheap flights from the Bay Area to Europe before — but not with these flights. Most flights included in the search are on Air France, Delta Air Lines and KLM, so at a minimum, you'll be able to bring a carry-on bag and personal item for no extra charge. Most itineraries have only one connection, so you won't have to waste a day waiting around in airports.

e-commerce

Availability looks great later in the month, too, as flights to Berlin and the picturesque coastal city of Lisbon. If you're there later in August, you can grab cheap round-trip flights — if you're not afraid of seeing DC Boulevard in person, that is.

Regardless of which airline you fly, one thing's for sure: These rock-bottom, round-trip rates won't last. Even if you're not ready to pull the trigger, Spacemaker lets you hold certain fares for up to 10 hours for just \$24. That's a great deal if you're indecisive — that really, what are you waiting for?

Spacemaker participates in various affiliate marketing programs, which means we may get paid commissions on admissible chosen products purchased through our links to retailer sites.

user feedback

Robert Davis is a travel writer and author of the book "The Traveler's Guide to Europe". He has written for many travel websites and has been featured in several travel magazines. He is currently working on his next book, "The Traveler's Guide to Asia".

ADS

recirc

ADS

ADS

NEWSLOCAL

I rode around San Francisco with a pool noodle attached to my bike. Here's what went down.

You guys, it was hilarious.

Newsroom | Tue, Jul 30, 2019 | Updated Tue, Jul 30, 2019

Pick-up zone is adjacent to Terminal 2 at SFO's new ride-share lot. (June 6, 2019) via AP Photo

Photo: AP Photo/Chris Wedel

util:
tldr

Details in this article

explainer:
how to

Slideshow alt

Riding with the noodle

The comedian by the way from the Mission to South of Market for about three years now. It's a fairly straightforward ride. Start on Valencia Street, cut over to Mission, take the first right on Mission Street, turn right on 18th Street, at 18th, the ride is just under two miles and takes about 12 minutes to do.

Through I've never been in a severe traffic jam in San Francisco, I remember a bunch of riding there call at least once a week. Much of the time that's riding around the city's streets, it's frustrating for my safety, and off at a car that's sitting in traffic and not moving at a snail's pace and not off. They're sitting in a traffic jam and not off. I've decided the benefits outweigh the risks. Cycling is fun, environmentally friendly, speedy and good for my health.

The dangers, though, are numerous. Fourteen people have died in traffic collisions in San Francisco this year — eight pedestrians, one skateboarder and a cyclist. The latter, 30-year-old Bay Area resident Theo Robinson, was struck just two blocks from my office.

Most bicycle safety groups, including the San Francisco Bike Coalition, say the key to preventing collisions, at least in the short term, is to install protected bike lanes along highly-trafficked roadways. And, as a result they're lobbying, heavily, for more of them. They've seen these lanes around San Francisco cities that have the most protected lanes and reported that the lanes have reduced traffic by other safety points, a somewhat early or an observed benefit.

At the end of 2018, San Francisco had 10 miles of bike lanes that protected and separated the bike from the car. In May, Mayor London Breed announced plans to double the pace of creation for new lanes, pushing the city to build 20 miles of new protected lanes over the next two years.

ADS

recirc

ADS

ADS

The Presentation

The Context and Position

DATEBOOK

SPONSORED

HARRY POTTER

MOVIES & TV

MUSIC

THEATRE

ART & EXHIBITS

DANCE


CLASSICAL

TALKS

FESTIVALS

CALENDAR

SPONSORED CONTENT



'Harry Potter and the Cursed Child' Comes to San Francisco

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam iaculis vestibulum urna, eget finibus ipsum commodo ut. Nunc id tortor vitae sem pellentesque placerat.

HARRY POTTER AND THE CURSED CHILD COMES TO SAN FRANCISCO

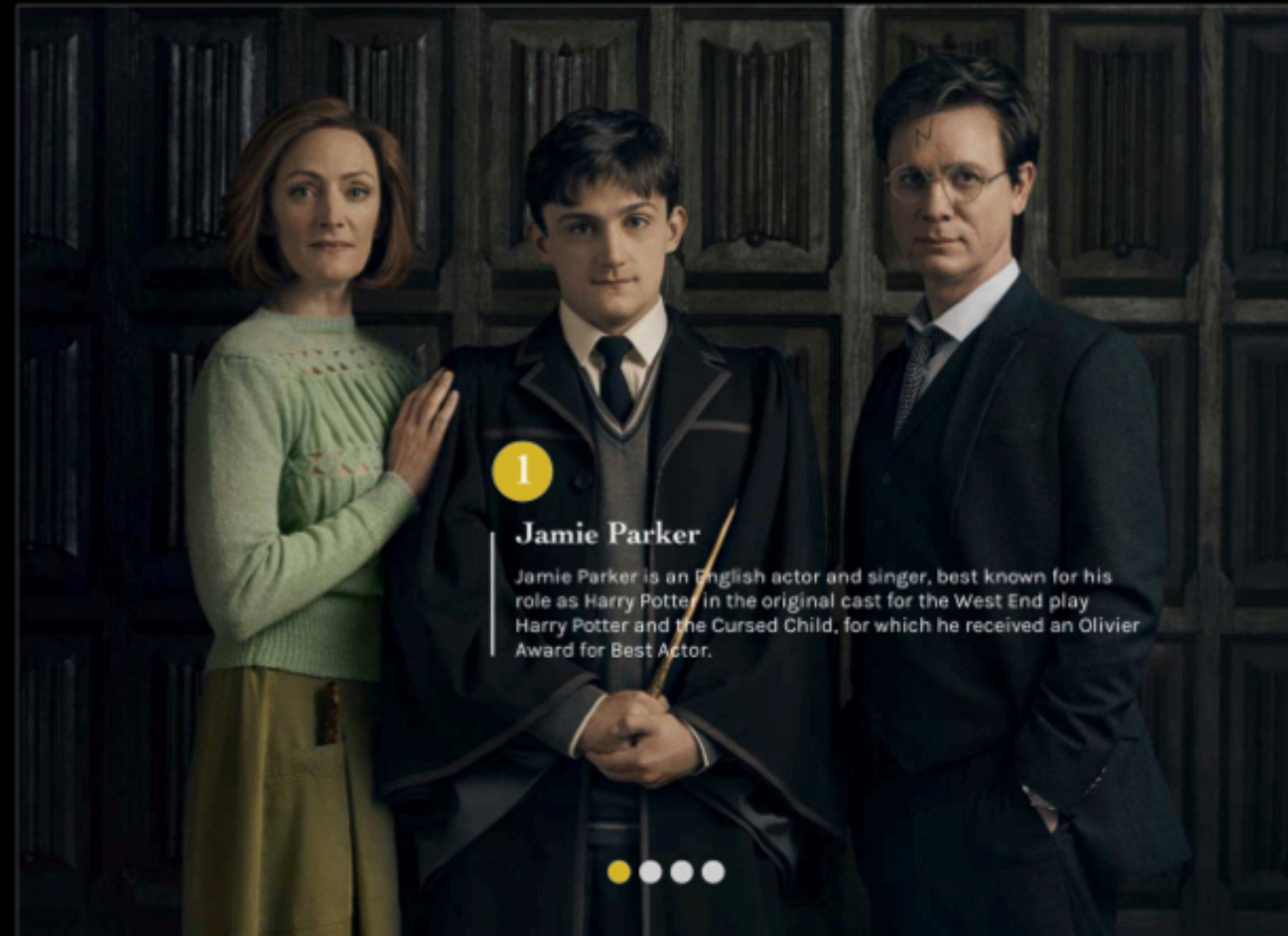
Based on an original new story by J.K. Rowling, Jack Thorne and John Tiffany, Harry Potter and the Cursed Child, a new play by Jack Thorne is coming to San Francisco's Curran in the Fall of 2019. With record-breaking productions currently running in London and New York, and the opening of the first Australian production in Melbourne, the San Francisco production will mark the fourth engagement of the smash hit play, as well as its West Coast premiere in North America.

Harry Potter and the Cursed Child is the most awarded production in the history of Britain's Olivier Awards, winning a record-breaking nine awards including Best New Play and Best Director. The production has won 24 major theatre awards in the UK since opening in July 2016 in London. It made its Broadway premiere in April 2018, and is the most awarded show of the season, winning 25 awards in total, including six Tony® Awards.

The Engage Module

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MAGICALLY EXPLORE THE CAST



AN EXPERIENCE TO EXCEED YOUR MOST MAGICAL DREAMS

Based on an original new story by J.K. Rowling, Jack Thorne and John Tiffany, Harry Potter and the Cursed Child, a new play by Jack Thorne is coming to San Francisco's Curran in the Fall of 2019. With record-breaking productions currently running in London and New York, and the opening of the first Australian production in Melbourne, the San Francisco production will mark the fourth engagement of the smash hit play, as well as its West Coast premiere in North America.

Harry Potter and the Cursed Child is the most awarded production in the history of Britain's Olivier Awards, winning a record-breaking nine awards including Best New Play and Best Director. The production has won 24 major theatre awards in the UK since opening in July 2016 in London. It

The “Take Action” Module



FAQ'S

How do I purchase tickets?

When will tickets go on sale?

What is the running time of the play?

Why is it in two parts?

We then started building out the toolkit

The Basics

Description

All of the standard ingredients that go into creating an article.

Location on page

Everywhere

Applicable story types

All stories

Examples

Various text styles (headlines, subheads, etc)

Images

Videos

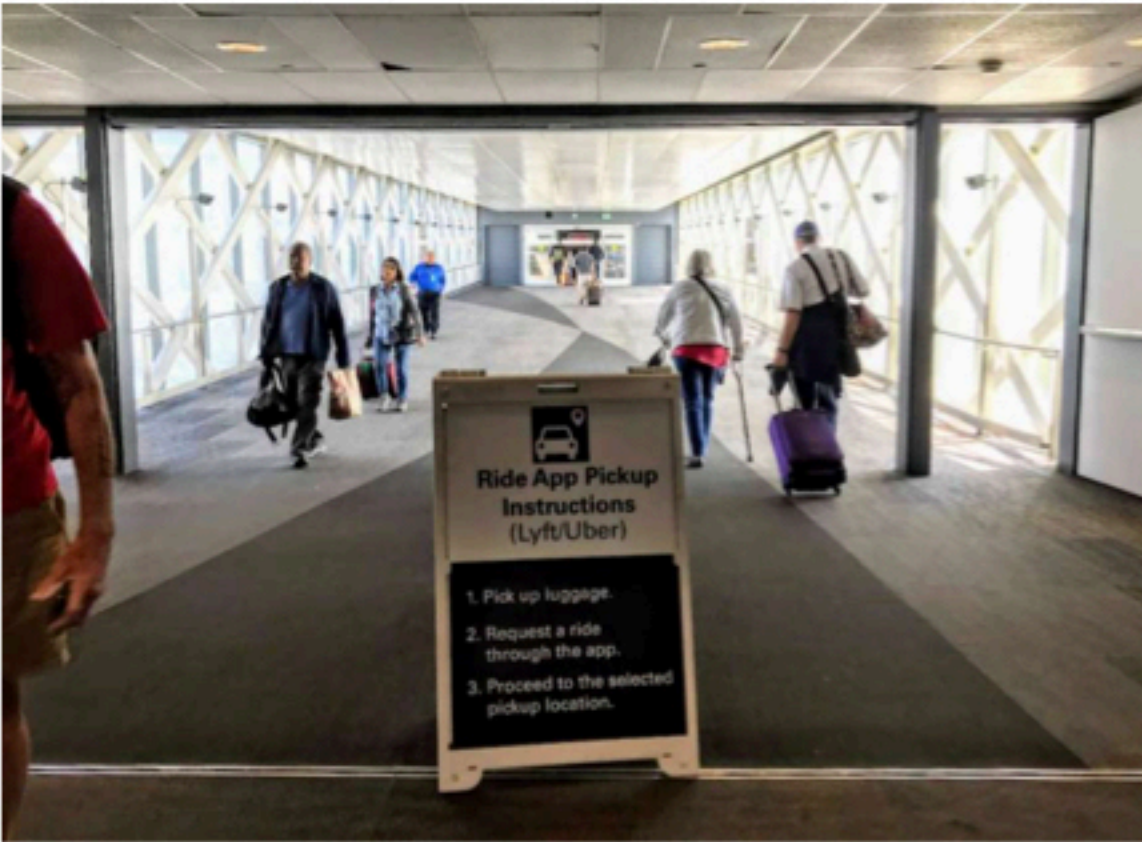
Maps

Pull Quotes

NOTE:

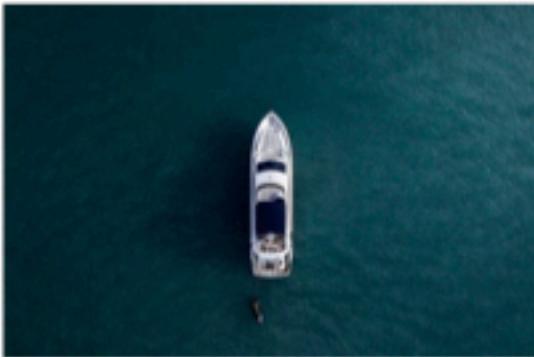
Even though these are standard elements, we actually don't have many of them in our existing templates

1. Request your car.



Get off your domestic flight, enter the terminal, and then open your rideshare app as you get close to the exit, and request a car. (Just like before.) Uber's instructions tell you to wait until you get to the lot to request your car-- that might work in theory, but I know most people call up their car as they are walking toward the pick up area. It will take 3-5 minutes for you to walk from airport ticketing areas to the new pick up zone.

Travel Deals



ESTHER MOBLEY

Unusually good roundtrip flights to Thailand on sale for \$520



ESTHER MOBLEY

Paris: Cheap flights from going for

NEWS // LOCAL

Round-Trip Flights to Barcelona Just Dropped Below \$370 This August

It's time for tapas.

Ryan Craggs | Mar. 19, 2019 | Updated: Mar. 19, 2019, 9:50AM



“F— you, b——,” a man shouts at me from the rolled-down window of his silver sedan.

We're at the intersection of Fifth and Mission. I'm stopped at the light in the right lane, astride my bicycle, and the angry silver sedan man is right behind me. He wants to turn right on red.

Under most circumstances, an obviously hurried driver such as this one would simply weave around a cyclist, scooching within inches of the bicycle to shave a few seconds off his drive time.

Explainers

Description

Supporting information (text or graphical) that informs the story but isn't directly part of the primary narrative.

Can be interactive

Location on page

Inline and A column

Applicable story types

All stories

Examples

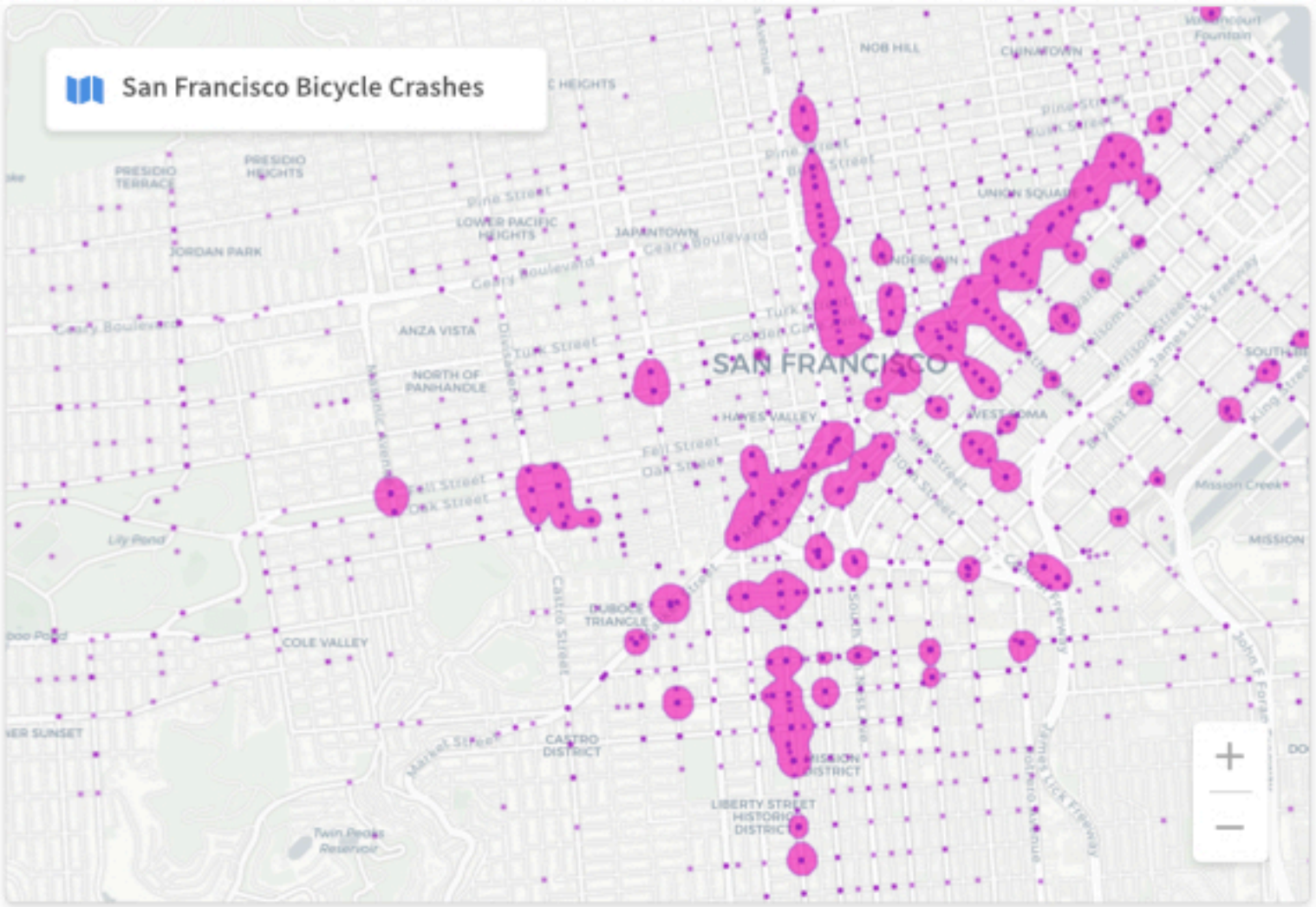
Factoids / stat box

Stepwise explainer (how-to or something)

Person of interest

Comparison

Diagrams and inline media



Source: Walkup, Melodia, Kelly & Schoenberger



Source: flysfo

Step-by-step guide

How-to attach a Bicyclist Pool Noodle

"Standing in line to purchase my \$2 noodle, I felt a streak of libertarianism flare inside me. I was taking things into my own hands."

Step One
Attach pool noodle to the back of the bike.

Step Two;
The noodle will need a bit of an offset on the side of traffic.

Step Three
Make sure your bike noodle is securely fashioned.

Step Four
Embark on your journey.

Ecommerce/ Affiliate

Description

Any opportunities for a user to purchase something

Location on page

A-column, inline

Body copy

Beginning of story

Applicable story types

Wherever possible, but specifically any product or event coverage

Examples

Product comparison

Text links to purchase

Product listing

Product comparison

Discount codes

Deals and offers



Roundtrip Flight to Barcelona

\$348 | [United Airlines](#)

BUY NOW



Roundtrip Flight to Barcelona

\$395 | [Brussels Airlines](#)

BUY NOW



2. Big Sur Lodge

\$200/night

On the surface, White Cap reads as a familiar story: fancy newcomer bringing more traffic, more buzz and higher prices to the Outside Lands. (See also: Outerlands, Hook Fish Co., the General Store.) Part of that narrative is true.

BOOK NOW →

Deals in this article

Motobecane Mirage PRO

\$499 – discount price for Shimano Claris' Road Bike

BUY NOW >

Echelon II Cycling Helment

\$90 – Specialized Echelon II MIPS Cycling Helmet 2019

BUY NOW >

Summer is nearly in full swing, and if you don't already have vacation plans, now's the perfect time to lock in that holiday. In fact, you can fly all the way to Barcelona, Spain, [for under \\$370 round trip](#) – and you won't get nickel and dimed by baggage fees, either.

LIMITED TIME OFFER

RT \$295 flights to Iceland

enter email



Utilities

Description

Anything that adds **functional** value to the user experience

Location on page

Margins, Inline

Applicable story types

All stories

Examples


Share tools

Email sign ups

Save for later

Story summaries






Sign Up for our life hacks newsletter

Sign Up

NOTIFICATION CENTER

Sign up for Travel Deals













SHARE THIS ARTICLE

 **share**


 **tweet**

 **post**

Local SF

The best in local stories and experiences. Share or follow this section to receive updates on new content.

 Click to read later

 Sign up for notifications

Too Long, Didn't Read

- **Request a car**, this part hasn't changed.
- **Walk to your zone**. Southwest and Delta are zones B or C. Alaska and American are zone D. United is zone E or F.
- **Sky Bridges**, take one of THREE sky bridges to your zone.
- **Follow the signage**, to your designated zone.

 **SHARE**

Article Summary

- **August is the cheapest month**, to fly to Barcelona.
- **You'll fly out of SFO**. Landing in Josep Tarradellas Barcelona-El Prat Airport (BCN).
- **Greater availability**, later in the month with American Airlines.
- **Skyscanner**, holds your fare for 72 hours for just \$20.

Motobecane Mirage PRO


\$499 – discount price for Shimano Claris' Road Bike

BUY NOW >

Echelon II Cycling Helment

\$90 – Specialized Echelon II MIPS Cycling Helmet 2019

BUY NOW >

 **SHARE**

Callouts

Description

Real-time alerts and updates about the story and the people or things it mentions.

Location on page

- Margins
- Top of page
- Sticky?

Applicable story types

All stories

Examples

- Travel advisories
- Alerts
- Story updates / edits

Correction

8/15/19 | 11:24pm

A Cal grad and Bay Area native, Michelle is now a producer for SFGate.

In this article

Michelle Robertson

A Cal grad and Bay Area native, Michelle is now a producer for SFGate.

Alerts & Advisories

Scheduled AirTrain Outage for Construction

Allow Extra Time to Navigate To and From Terminals

Frontier Airlines has moved

International Terminal, Boarding Area A

JetBlue Airways has moved

Harvey Milk Terminal 1, Boarding Area B

source: flysfo

NEW DEAL ALERT



Get 20% off your first 10 rides with Lyft! Visit [Lyft.com/gate](https://lyft.com/gate)

Travel Advisory

Scheduled AirTrain Outage for Construction

Allow Extra Time to Navigate To and From Terminals

source: flysfo

	Scheduled AirTrain Outage for Construction Allow Extra Time to Navigate To and From Terminals	Frontier Airlines has moved International Terminal, Boarding Area A	JetBlue Airways has moved Harvey Milk Terminal 1, Boarding Area B
--	---	---	---

PERSON OF INTEREST



Amanda Thomas

Amanda runs the non-profit Watchdogs, who keep track of BARTs expansion efforts.

Recirculation

Description

How do we encourage a user to continue reading?
The new content strategy of SFGate may provide a different way to frame our approach to recirc.

Location on page

- C-column
- End of story
- In-line

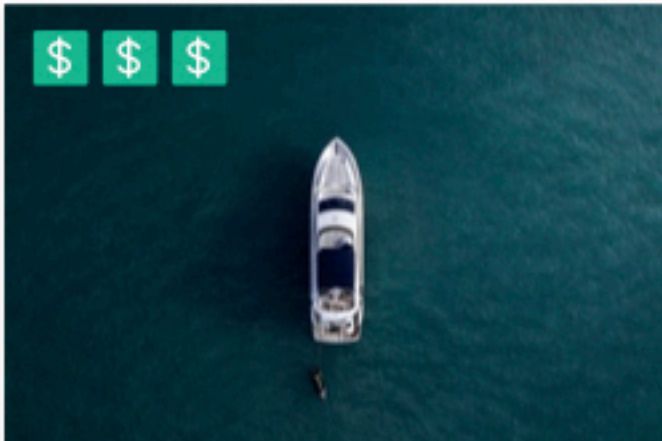
Applicable story types

All stories

Examples

- Standard headline lists (related, popular, suggested)
- Story extensions (“can’t make it?” or “once you’re there” for travel stories)
- Story packages (timeline of coverage?)
- Feed coverage (more on this from our partners)

Travel Deals



ESTHER MOBLEY

Unusually good roundtrip flights to Thailand on sale for \$520




ESTHER MOBLEY

Paris: Cheap roundtrip flights from SFO and OAK going for around \$400

 TRENDING
California bills aim to counter college admissions scandal




 'Structurally deficient' Bay Area bridges, overpasses named



 HOT
\$750M Powerball prize expected to be 4th largest in US history



 Buttigieg likes Chick-fil-A's chicken but not it's politics



SF Life Hacks

Life hacks for living cheaper in the Bay Area



Hacks to ease your Bay Bridge commute nightmare



Twitter's best BART life changing "hacks"



Quora users share their best one-minute life hacks

5 Awesome Google Assistant Tips and Tricks You'll Wish You Knew Sooner

Once You Arrive

Unusually good roundtrip flights to Thailand on sale for \$520



Paris: Cheap roundtrip flights from SFO and OAK going for around \$400



\$129 one-way fares between San Francisco and Europe



Fare war: Hong Kong for \$416 roundtrip

Southwest Airlines kicks off Hawaii flights with \$100 roundtrips



3 Affordable Hotels in Big Sur

BY BRYCE WIATRAK

Direct Engagement

Description

Opportunities for readers and editors to engage directly. We want our users to feel like they are part of a community and that their feedback is helpful and appreciated.

Location on page

- In-line
- Bottom of story

Applicable story types

All stories


Examples

- Polls
- Open questions
- Submit an idea, contribute to the story
- Life hacks, tips



Do you have a similar life hack you want to share? Let us know!

write your message...



How often do you bike throughout the month?

Never

1-2 trips

3-4 trips

5-6 trips

Over 7 trips

Additional Comments?

In the past year, how many times have you visited SFO?

Never

1-2 visits

3-4 visits

5-6 visits

Over 7 visits

Additional Comments?

How helpful did you find this article?

★

★

★

★

★

Additional Comments?

QUICK POLL

What are the top three tourist spots in SF?

+

+

+

Golden Gate Park

San Francisco Museum of Modern Art

Fisherman's Wharf

California Academy of Sciences

Alcatraz

Palace of Fine Arts

Chinatown

Story Capsule

Every story should come with a tl;dr module which includes a bulleted summary of the story, plus a snapshot of affiliate links and other actions.

Users can share this with their friends, or send to themselves in order to save the story or quickly access utilities in the future.

This creates an exportable capsule of monetizable action within a story.

Story Summary

Action Summary
(Deals)

Share

Article Summary

- **August is the cheapest month**, to fly to Barcelona.
- **You'll fly out of SFO**. Landing in Josep Tarradellas Barcelona-El Prat Airport (BCN).
- **Greater availability**, later in the month with American Airlines.
- **Skyscanner**, holds your fare for 72 hours for just \$20.

United Airlines

roundtrip flight to Barcelona for just \$348

VIEW DEAL ➤

Brussels Airlines

roundtrip flight to Barcelona for only \$395

VIEW DEAL ➤

➡ SHARE


NEWS / LOCAL

Round-Trip Flights to Barcelona Just Dropped Below \$370 This August

It's time for tapas.

Ryan Craggs

Mon 24, 2019 | Updated Mon 19, 2019 9:00am



Woman travels through Europe on site seeing adventure of a lifetime.

Photo: Getty Images

Share this article

f post

tweet

link

Article Summary

- **August is the cheapest month** to fly to Barcelona.
- **You'll fly out of SFO**. Landing in Josep Tarradellas Barcelona-El Prat Airport (BCN).
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roundtrip flight to Barcelona for just \$348

VIEW DEAL ➤

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VIEW DEAL ➤

SHARE

Summer is nearly in full swing, and if you don't already have vacation plans, now's the perfect time to lock in that holiday. In fact, you can fly all the way to Barcelona, Spain, **for under \$370 round trip**—and you won't get nickel and dimed by baggage fees, either.

Depart

August 2019

Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30
1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31	1	2	3	4	5

Source: Skyscanner

Skyscanner shows round-trip flights on select dates throughout August from San Francisco International Airport (SFO) to Josep Tarradellas Barcelona-El Prat Airport (BCN) for as little as \$364 at the time of publishing. That means you'll have a whole lot more money to sip on Cava, gawwivant about Gaudi architecture and splurge on a new pair of espadrilles.

Maybe you've been burned by baggage fees on cheap flights from the Bay Area to Europe before—but not with these flights. Most flights included in the search are on Air France, Delta Air Lines and KLM, so at a minimum, you'll be able to bring a carry-on bag and personal item for no extra charge. Most itineraries have only one connection, so you won't have to waste a day waiting around in airports.

Roundtrip Flight to Barcelona

\$348 | United Airlines

BUY NOW

Roundtrip Flight to Barcelona

\$395 | Brussels Airlines

BUY NOW

Availability looks great later in the month, too. Check out flights on **American Airlines and its partners** creep into the calendar. Plus, if you're there later in August, La Liga starts up again mid-month—if you've ever dreamt of seeing FC Barcelona in person, now's your chance.

Planned Parenthood patients need YOU.

GIVE TODAY

LIMITED TIME OFFER

RT \$295 flights to Iceland

ENTER DEAL

Travel Deals

Unusually good roundtrip flights to Thailand on sale for \$520

Paris: Cheap roundtrip flights from SFO and OAK going for around \$400

\$129 one-way fares between San Francisco and Europe

Fare war: Hong Kong for \$416 roundtrip

Southwest Airlines kicks off Hawaii flights with \$160 roundtrips

THE NIKE YOGA COLLECTION

Shop Nike Yoga

Planned Parenthood patients need YOU.

GIVE TODAY

Story Capsule

Too Long, Didn't Read

Request a car, this part hasn't changed.

Walk to your zone. Southwest and Delta are zones B or C. Alaska and American are zone D. United is zone E or F.

Sky Bridges, take one of THREE sky bridges to your zone.

Follow the signage, to designated zone.

f

facebook

t

twitter

o

text yourself

SHARE

9:41 AM

100%

<

SFGate

i

Heyyyy, this is SFGate with your Too Long, Didn't Read text for:

"Step-by-step guide to new SFO rideshare pickup zone"

STEP ONE: Request a car, this part hasn't changed.

STEP TWO: Walk to your zone. Southwest and Delta are zones B or C. Alaska and American are zone D. United is zone E or F.

STEP THREE: Sky Bridges, take one of THREE sky bridges to your zone.

STEP FOUR: Follow the signage, to your designated zone.

iMessage

9:41 AM

100%

<

SFGate

i

is zone E or F.

STEP THREE: Sky Bridges, take one of THREE sky bridges to your zone.

STEP FOUR: Follow the signage, to your designated zone.

Read the full article below:

Step-by-step guide to new SFO rideshare pickup zone

sfgate.com

iMessage

9:41 AM

100%

<

SFGate

i

You've signed up to recieve text messages from SFGate.com. Blah Legal Jargon. Text YES to confirm or STOP to cancel.

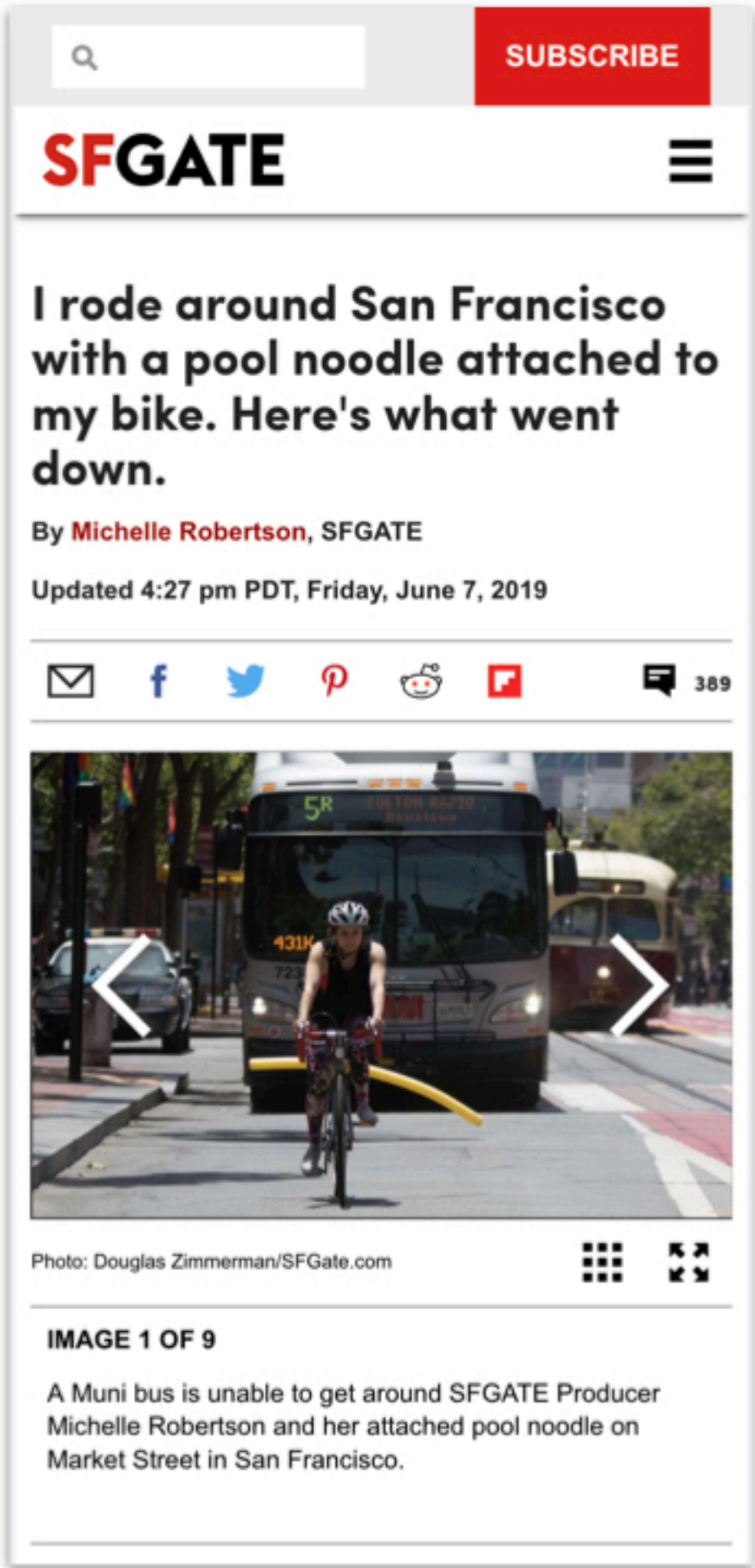
iMessage

And tested the toolkit

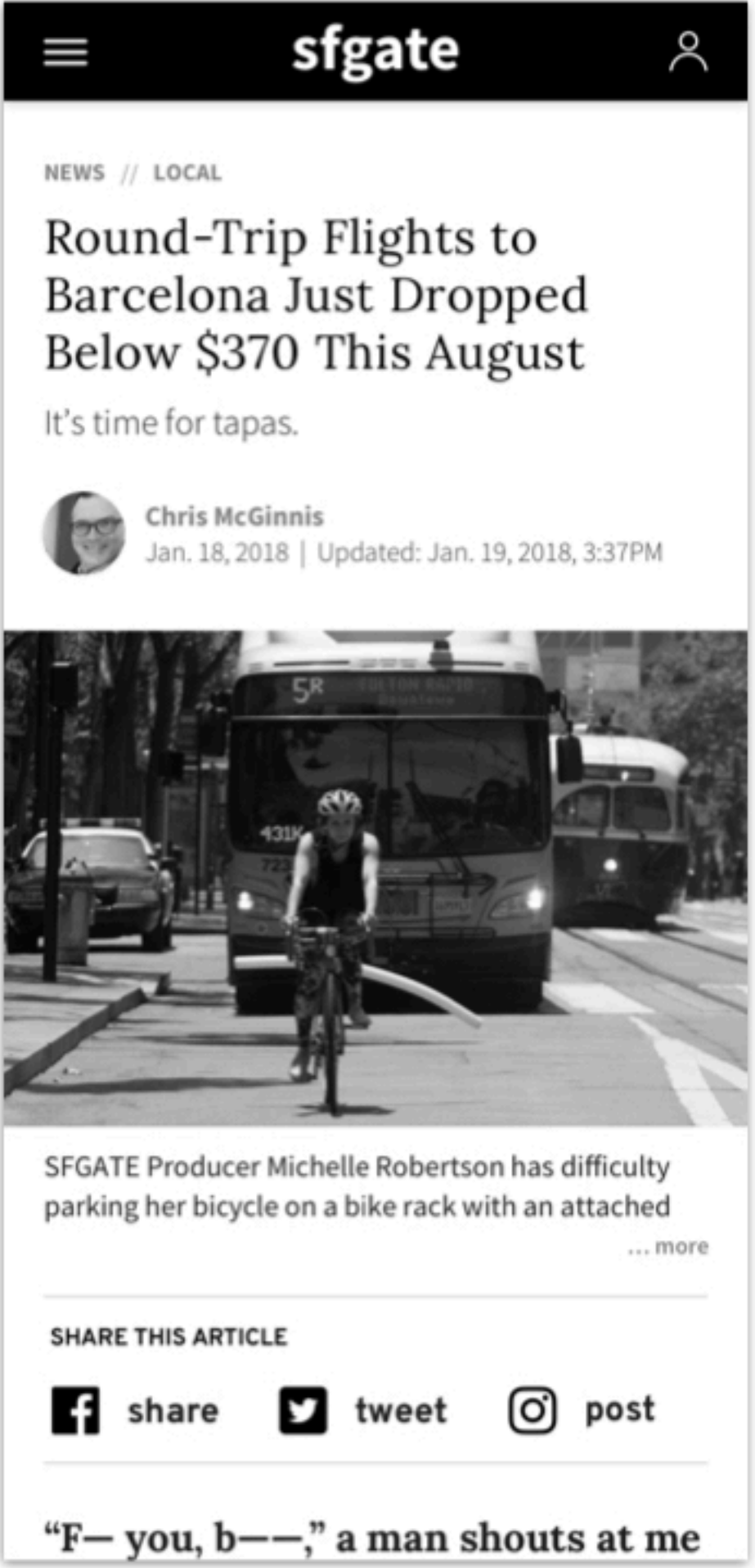
Initial Assumptions

We assumed we could better engage users by diverging from the reliance on slideshow storytelling tactics and instead providing additional storytelling tools (our toolkit!).

We hoped users would understand SFGate as site that offers local SF Bay Area news and utility like deals, alerts, feedback, etc.



Current LIVE SFGate



Prototype v01

Usability Test

On mobile and desktop, we tested 3 stories with varying story formats, toolkits and content types. We wanted users to focus on utility and hierarchy, so we made the prototype greyscale.

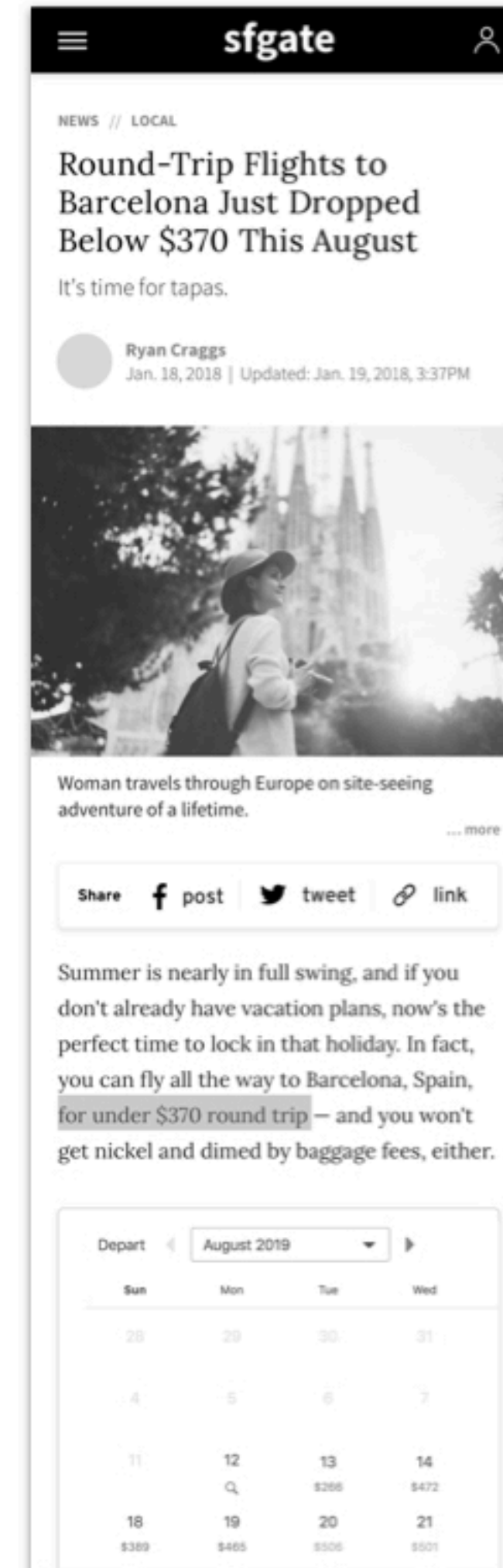
Users had varying familiarity with SFGate.com. All were from the SF Bay Area. Each user saw the same 3 stories.



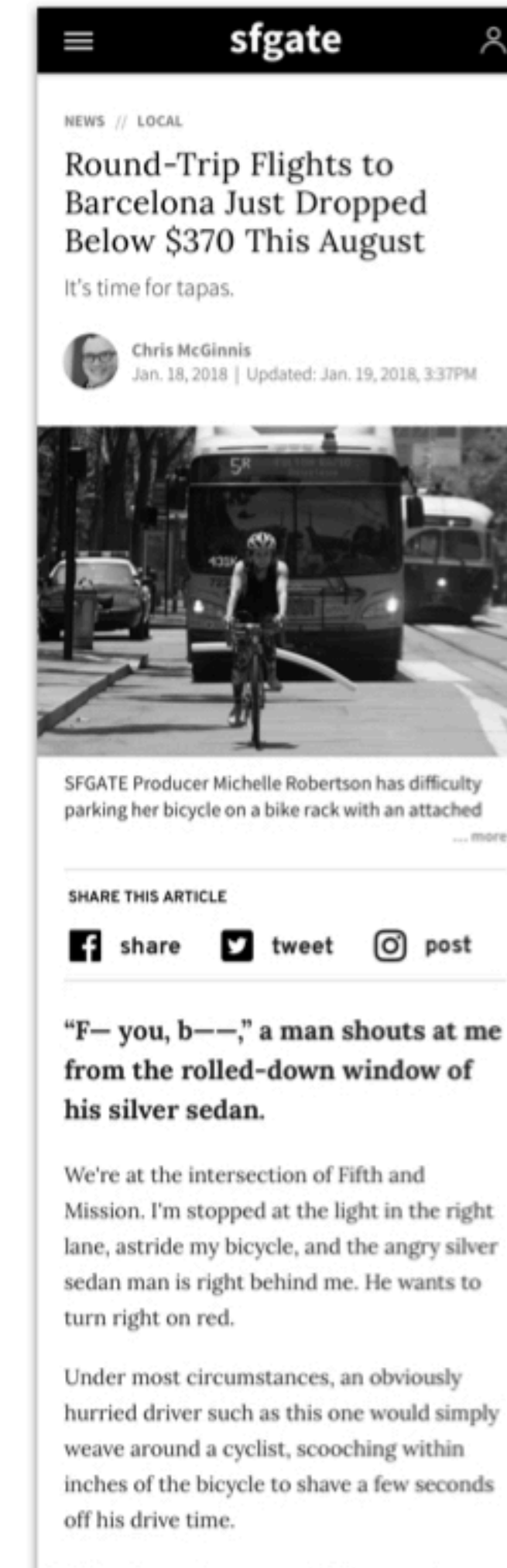
Task Related

On each story, users were prompted with the following questions:

1. Without clicking on anything, scroll through the page. What are your initial thoughts?
2. What stands out most to you?
3. What item are you most interested in clicking? Please explain. If you're uninterested in clicking on anything, please explain why.
4. What, if anything, did you expect to see but didn't?
5. Does this story resonate with you? Why or why not? We are not asking you to read it - feel free to return later to read if you'd like 😊.



Prototype v01



Prototype v01

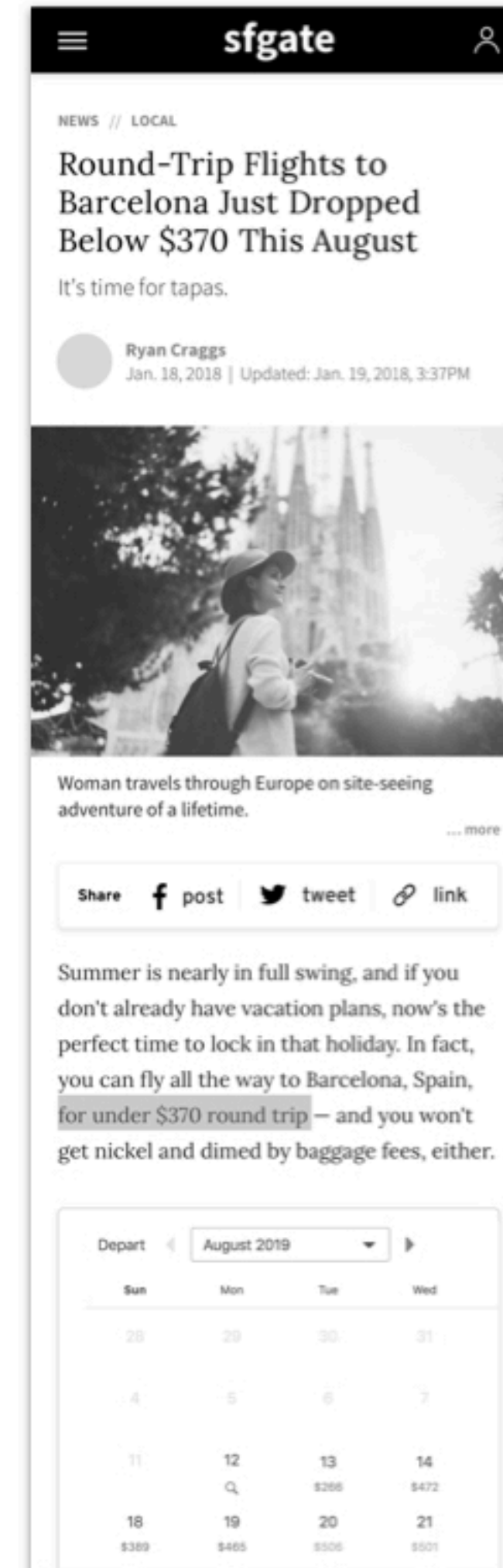


Prototype v01

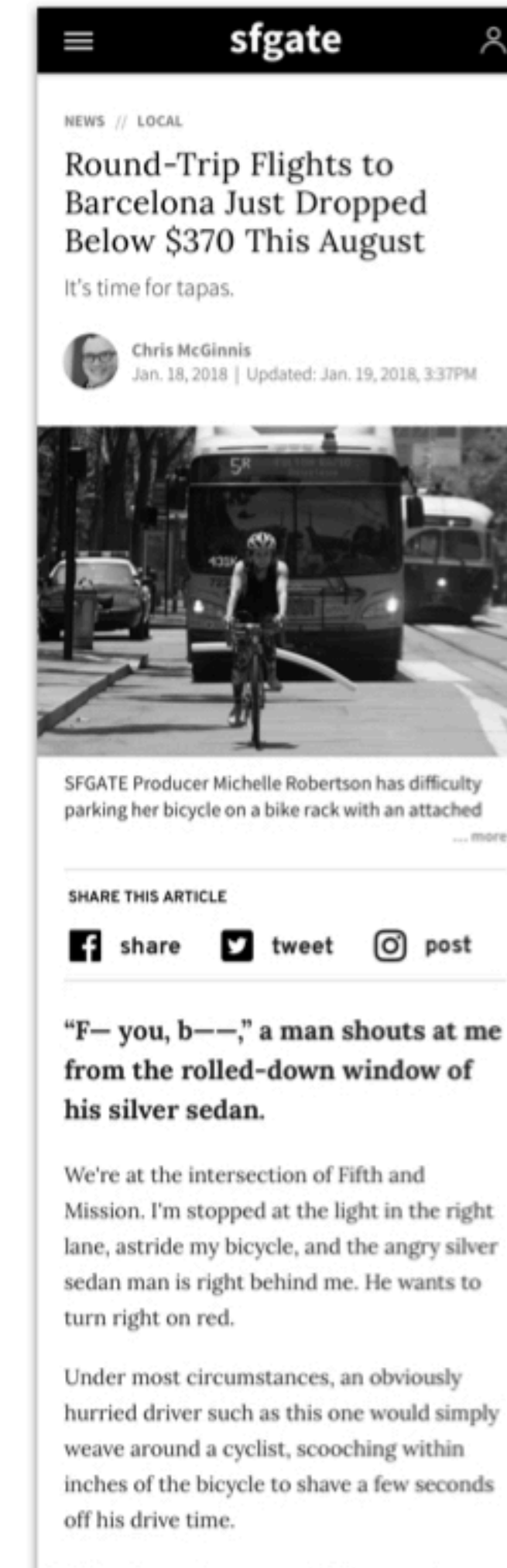
Tasks Related to Brand

After viewing the 3 stories, users were asked:

1. Why would someone come to this site? If you've visited this site before, please let us know why.
2. What do you think this site's mission is? “Mission” meaning its purpose.
3. The site's design matches its mission.
4. Describe what this site offers. Name 3 offerings.
5. How likely are you to recommend this site to a family member, friend or colleague?
6. How likely are you to purchase from this website in the future?



Prototype v01



Prototype v01



Prototype v01

Key Insights

Testing overview

Users

6 Desktop

6 Mobile

Location

All Users are San Francisco Residents

9 out of 12 Users have visited [SFGate.com](https://www.sfgate.com) before

Storytelling formats and toolkit

The TLDR (too long, didn't read) proved to be most popular tool. It was received with delight. Users acknowledged its usefulness.

Although, users responded more favorably to this module when labeled "Article Summary" over "Too Long, Didn't Read".

Users responded well to explainers and e-commerce modules that helped them without expressly forcing them into a decision like the "SFO Alerts", the flights monthly calendar pricing and the Lyft discount code.

Users stated that they would be more inclined to submit feedback if they knew the feedback would be shared or they could immediately see results.



SFGATE



Sponsored by The Walt Disney Company

Disney



Local Stories

There's a lightsaber combat academy in San Francisco. We tried it.

Tap the screen anywhere to view hotspots. Swipe left or right to view all

the screens in the prototype.



Michelle Robertson

Like Comment Retweet Share



DOWNLOADING 3 OF 3

TL;DR

LudoSport SF holds lightsaber combat classes at **CANCEL** mix SF. Sign up for classes now →

Ludo
ago i
Long

The next project brings this all together, SFGATE.

It has to:

Restore Brand Integrity

Deliver a better UX

Grow revenue but not number of ads



51° F San Francisco ▾

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CLASSIFIEDS

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Bay Area floral company to close after more than 100 years

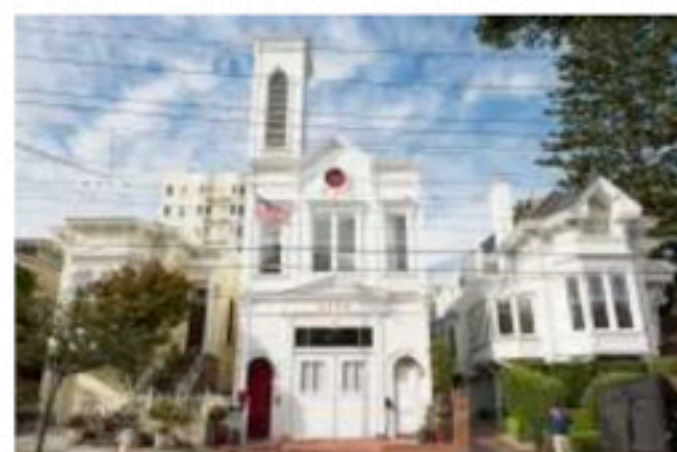
Before-after photos show Point Reyes Lighthouse restoration

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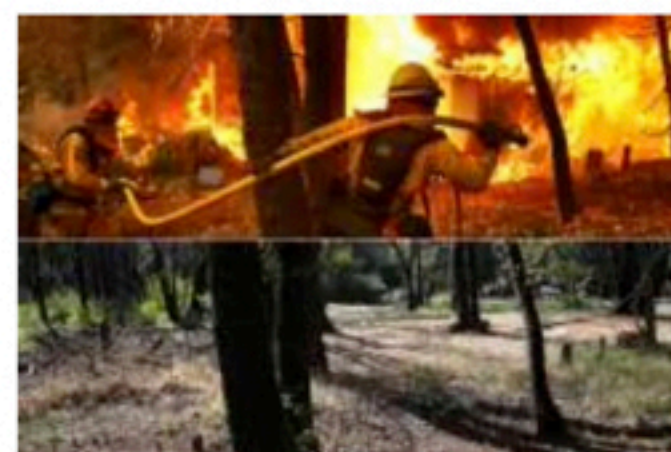
Why the Bay Area suddenly got so foggy this week

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**351 NFL players who graduated from Bay Area high schools**

- Garoppolo looks to build off best game for 49ers

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Das perfekte Geheimnis

TICKETS KAUFEN!

MOST POPULAR

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Create a Canvas for Differentiated Revenue Streams

Image

Marketing

Display

Native

Nativo

Affiliate

Passive

Advertising

☰

🔍

SFGATE

This is a tagline or something

News

Living in SF

Commuting

Travel

Subculture

Sports Pop

Food & Drink

Something else

weather and traffic (signature)

Happy Wednesday. Here's what's going on:

UH OH!

Murder on BART. Three dead and two in critical condition. What's going on?

BIG DEAL

Cheap Flights to Barcelona! And other awesome travel deals that expire today

WARRIORS

Scandal. You'll never guess what this sports player did to his agent.

UH OH!

Murder on BART. Three dead and two in critical condition. What's going on?

Kicker

LOREM

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Indicator / Byline

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Email Signup

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Today's Top Deals

EVENTS

12 Things to do this

TRAVEL

The perfect weekend getaway begins with a boat ride

HOW-TO

A guide to building your own in-home theater for under \$5k

Advertising

NEWS // LOCAL

Step-by-step guide to new SFO rideshare pickup zone

Change is hard. Here's some help scaling the learning curve.

 **Chris McGinnis** | Mar. 19, 2019 | Updated: Mar. 19, 2019, 9:50AM

**AirTrain Outage for Construction**
Allow Extra Time to Navigate To and From Terminals

Frontier Airlines has moved
International Terminal, Boarding Area A

JetBlue Airways has moved
Harvey Milk Terminal 1, Boarding Area B



Pick up zone D adjacent to Terminal 2 at SFO's new rideshare lot. Zones B, D and F are best.
Photo: Will Waldron, SFGate

Too Long, Didn't Read

- **Request a car**, this part hasn't changed.
- **Walk to your zone**. Southwest and Delta are zones B or C. Alaska and American are zone D. United is zone E or F.
- **Sky Bridges**, take one of THREE sky bridges to your zone.
- **Follow the signage**, to your designated zone.

➦ SHARE

Change is hard. Especially when it comes to our travel habits. A decade ago, most travelers arriving at SFO were in the habit of heading downstairs to the taxi queues to get into the city or their final Bay Area destination.

That all changed when Uber and Lyft showed up on the scene. At that time, many of us adjusted to using our smartphones to call up a ride, and then meet it at the airport's departures level curb. That was revolutionary at the time, and travelers quickly adapted their habits around it. But it was a change.

Recently, ridesharing at the airport has become too popular. Picking up an Uber, Lyft or Wingz ride at the SFO curbside became a zoo of arriving and departing rideshare and private cars. Roadway traffic slowed to a crawl. Frustrated travelers waiting for rides crowded the curbs waiting and checking phones and scanning traffic for their rides

This week, SFO implemented a new plan to relieve the congestion: Now most domestic terminal rideshare pick ups take place at a new lot located on the top level of the central parking garage. UberX, Lyft and Wingz pick-ups are no longer permitted at the departures roadway curbs. More expensive Uber Black and SUV cars can still use the curb. (All drop-offs will continue to use the curb.)

It's a new travel habit we'll have to get used to. And there will be a learning curve, of course, among both riders and drivers. We are already hearing about frustrations with the day-old plan, so if you are planning to get picked up at the airport, here's a step-by-step guide to how the new system works. Like any travel habit, it's going to take some time to get used to.

f t e in d p | d

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More on SFO Travel


Harvey Milk Terminal 1 officially opens at SFO



Flight delayed at SFO?

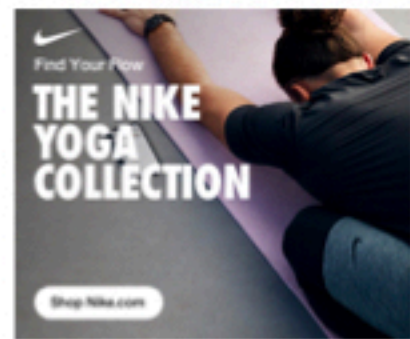


The cheapest domestic and international destinations out of SFO



Traffic builds up behind blocked northbound 101 lanes near SFO

San Francisco skyline stars in mosaic at newly opened SFO terminal



NEWS // LOCAL

Round-Trip Flights to Barcelona Just Dropped Below \$370 This August

It's time for tapas.

 **Ryan Craggs** | Mar. 19, 2019 | Updated: Mar. 19, 2019, 9:50AM

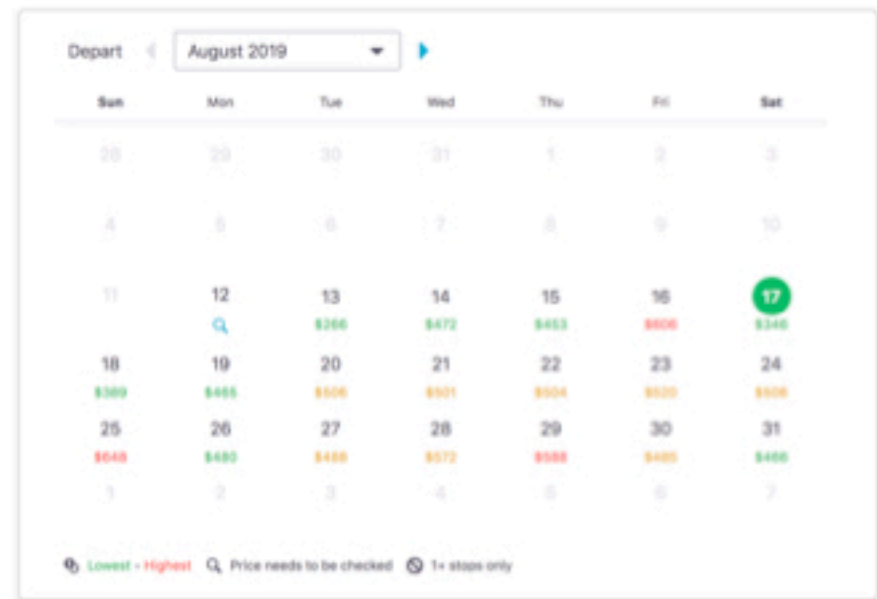


Woman travels through Europe on site-seeing adventure of a lifetime.
Photo: Getty Images

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- 🔗 link

Summer is nearly in full swing, and if you don't already have vacation plans, now's the perfect time to lock in that holiday. In fact, you can fly all the way to Barcelona, Spain, **for under \$370 round trip** — and you won't get nickel and dimed by baggage fees, either.



Source: Skyscanner

Skyscanner shows round-trip flights on select dates throughout August from San Francisco International Airport (SFO) to Josep Tarradellas Barcelona-El Prat Airport (BCN) for as little as \$364 at the time of publishing. That means you'll have a whole lot more money to sip on Cava, gallivant about Gaudi architecture and splurge on a new pair of espadrilles.

Maybe you've been burned by baggage fees on cheap flights from the Bay Area to Europe before—but not with these flights. Most flights included in the search are on Air France, Delta Air Lines and KLM, so at a minimum, you'll be able to bring a carry-on bag and personal item for no extra charge. Most itineraries have only one connection, so you won't have to waste a day


Planned Parenthood patients need YOU.

[GIVE TODAY](#)



LIMITED TIME OFFER

RT \$295 flights to Iceland



Travel Deals

Unusually good roundtrip flights to Thailand on sale for \$520



Paris: Cheap roundtrip flights from SFO and OAK going for around \$400

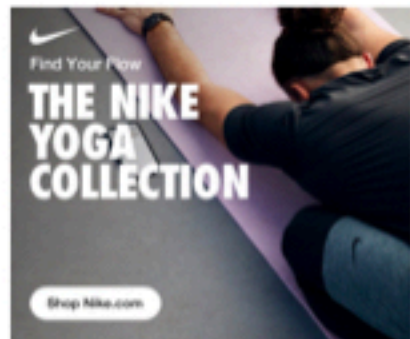


\$129 one-way fares between San Francisco and Europe



Fare war: Hong Kong for \$416 roundtrip

Southwest Airlines kicks off Hawaii flights with \$100 roundtrips



BRAND IDENTITY

Our identity is grounded in San Francisco

Our brand identity is inspired by the structure of the architecture, the bright colors of the city and most importantly, the different types of people that make up San Francisco.

San Francisco is a city of contrasts; whether be the architecture of vintage homes to modern skyscrapers or wide range of cultures that call the city home, these differences are what make San Francisco what it is - a thriving community of doers, explorers and creatives.

To represent that, we've leaned heavily into a color theory that represents the culture and vibrancy in the Bay Area.

TYPOGRAPHY

Developed a font strategy that focuses on the uniform uniqueness of the Bay Area community. With letterforms that are easily distinguishable but quirks that stand out.

COLOR

Vibrant, bold and unapologetically creative, the color system supports the voice and distinction that only a brand like SFGATE in relation to its community could have.



COLOR

Logo Process

The primary red color is a refreshed, brighter and more youthful version of the existing SFGATE red which is authoritative, and bold.

The new shade retains the historic value of the color red with the SFGATE brand yet still providing an element of new-ness and intrigue as we transition into the new version of the brand.

The current logo for SFGATE, featuring the letters 'S' and 'F' in a bright red color, and 'GATE' in black. The font is a bold, sans-serif typeface.

current

A first logo sketch of SFGATE in a bright red color. The font is a bold, sans-serif typeface, similar to the current logo but with slightly different proportions.

first logo sketch

A customized logo of SFGATE in a bright red color. The font is a bold, sans-serif typeface, similar to the first logo sketch but with even more pronounced, blocky letterforms.

customized logo

SFGATE

TYPOGRAPHY

The typographic voice is confident, legible and fresh.

There are 3 typefaces that make up the SFGATE typographic system.

Making Headlines

SFGATE HEADLINES
Druk Medium

10 things you might not know about Warriors rookie Eric Paschall

SFGATE VOICE
Maison Neue Bold

It's been rookie Eric Paschall who has stepped up and carried the load offensively for the Warriors.

SFGATE DESCRIPTIONS
Maison Neue Light

It's been rookie Eric Paschall who has stepped up and carried the load offensively for the Warriors.

SFGATE BODY TEXT
Tiempos Text

Secondary information

SFGATE ADDITIVES
Maison Neue Regular

COLOR

Color Palette: How We Started

We took some time going through the color palette's of our main competitor and inspiration brands. In the plethora of color on the internet, we wanted to ensure that our final set was distinct and valuable to our brand.

As a follow up to the exercise we looked at the psychology of color in society and how this influences our perceptions of a brand. We matched the SFGATE brand personality traits with color schemes to finally land on our selections.

primary competitor brand colors



refinery 29



thrillest



bold italic

primary competitor brand colors



eater sf



self



7x7



sf-ist

color psychology



red: excitement, passion, attention



purple: royalty, creativity, luxury



orange: playfulness, vitality, energy



pink: femininity, youth, innocence, sometimes luxury



yellow: happiness, youth, optimism



white: virtue, health, simplicity, minimal



green: stability, prosperity, growth, nature



gray: neutrality, mysterious



light blue: trust, innocence, tranquility



brown: earthy, old fashioned



dark blue: professionalism, formality, mature, trust



black: powerful, sophisticated, edgy

COLOR

Extended Color Palette & Combinations

Along with our primary red and secondary neon green we wanted an extended color set that was as vibrant but also useful to enhancing the overall brand.

Alot of the color will come through in the marketing and so a tetradic color scheme provides enough diversity and balance to work in several different opportunities.

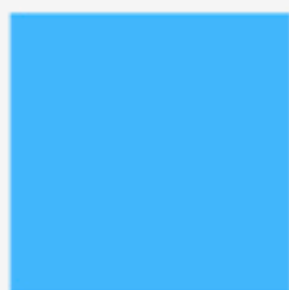
A Tetradic color scheme is a special variant of the dual color scheme, with the equal distance between all colors. All four colors are distributed evenly around the color wheel, causing there is no clear dominance of one color.



BREAKING NEWS



LOCAL



SPORTS



REAL ESTATE



BUSINESS



EAT & DRINK



REAL ESTATE



LOCAL



SPORTS



COLOR

Extended Color Palette & Combinations: Examples in Use

Here are two examples of our extended palette using the tetradic color scheme working within our marketing interstitials.



Living in SF

'RuPaul's Drag Race' Stars Hang with Us in SF for a Day

In San Francisco and around the Bay Area, there's a Halloween activity for just about everyone. On the schedule are haunted mansions, spooky ghost tours, free big-screen outdoor horror flicks and, of course, at least one costume block party in the Castro.

BY GRANT MAREK

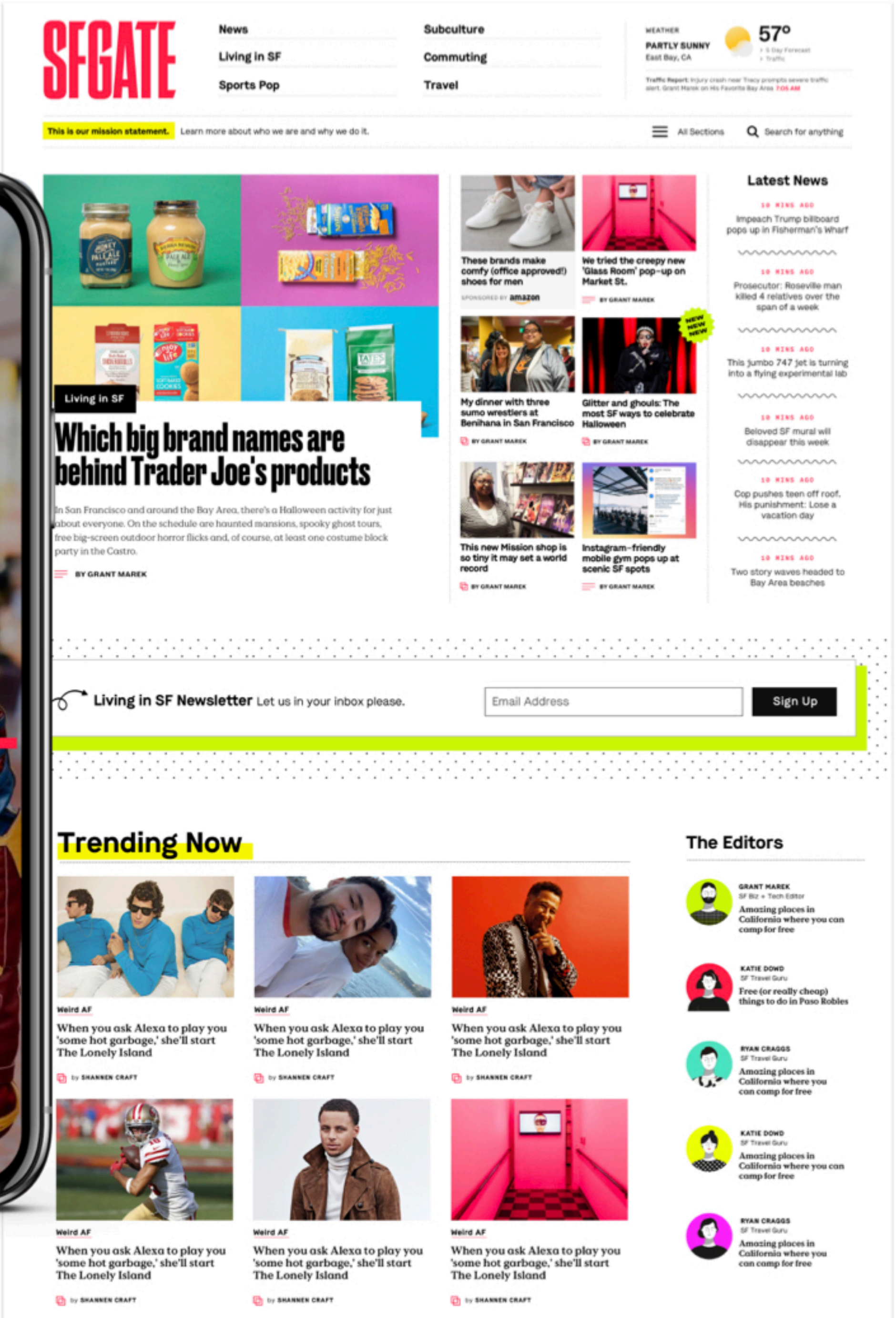
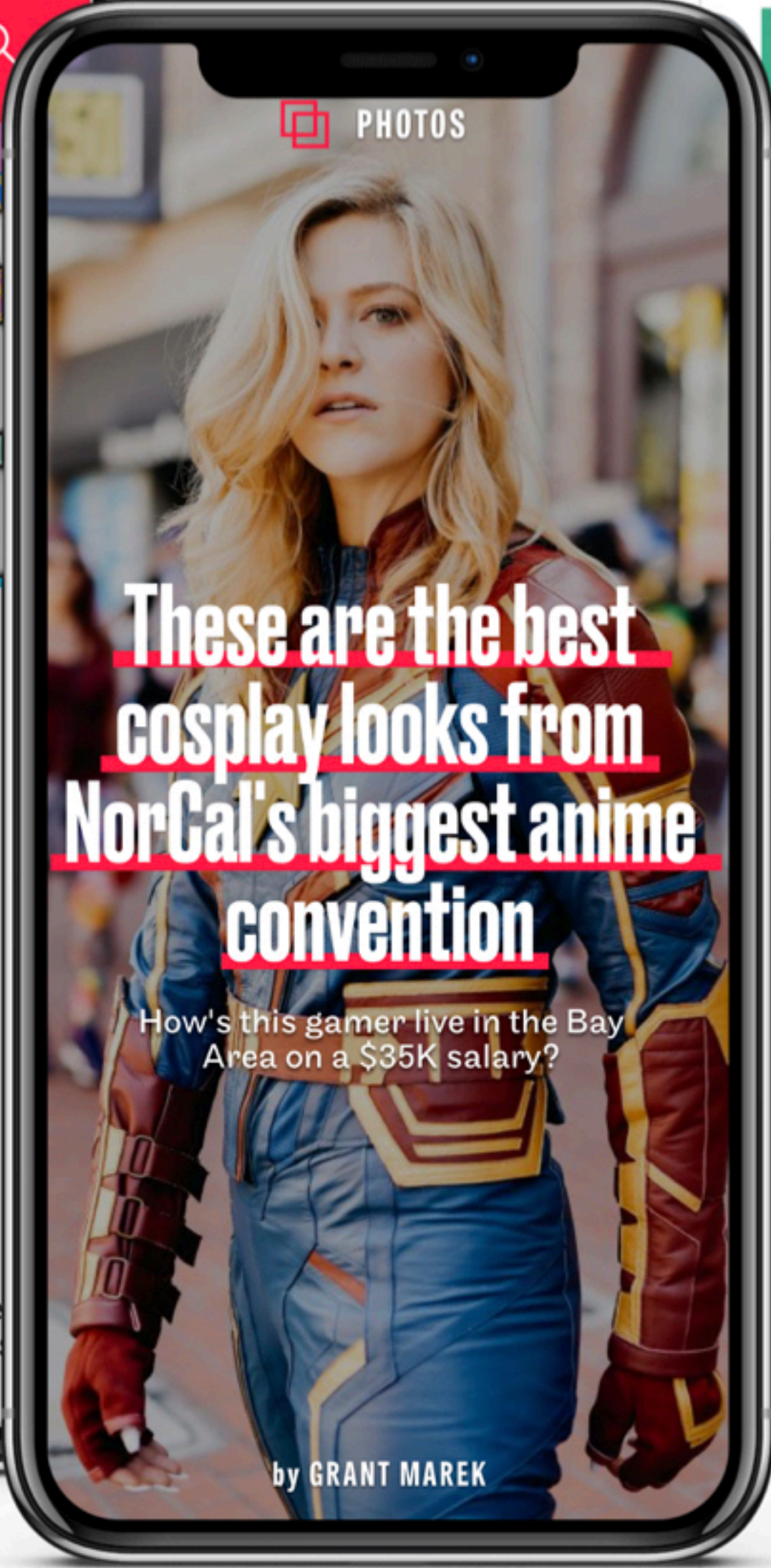
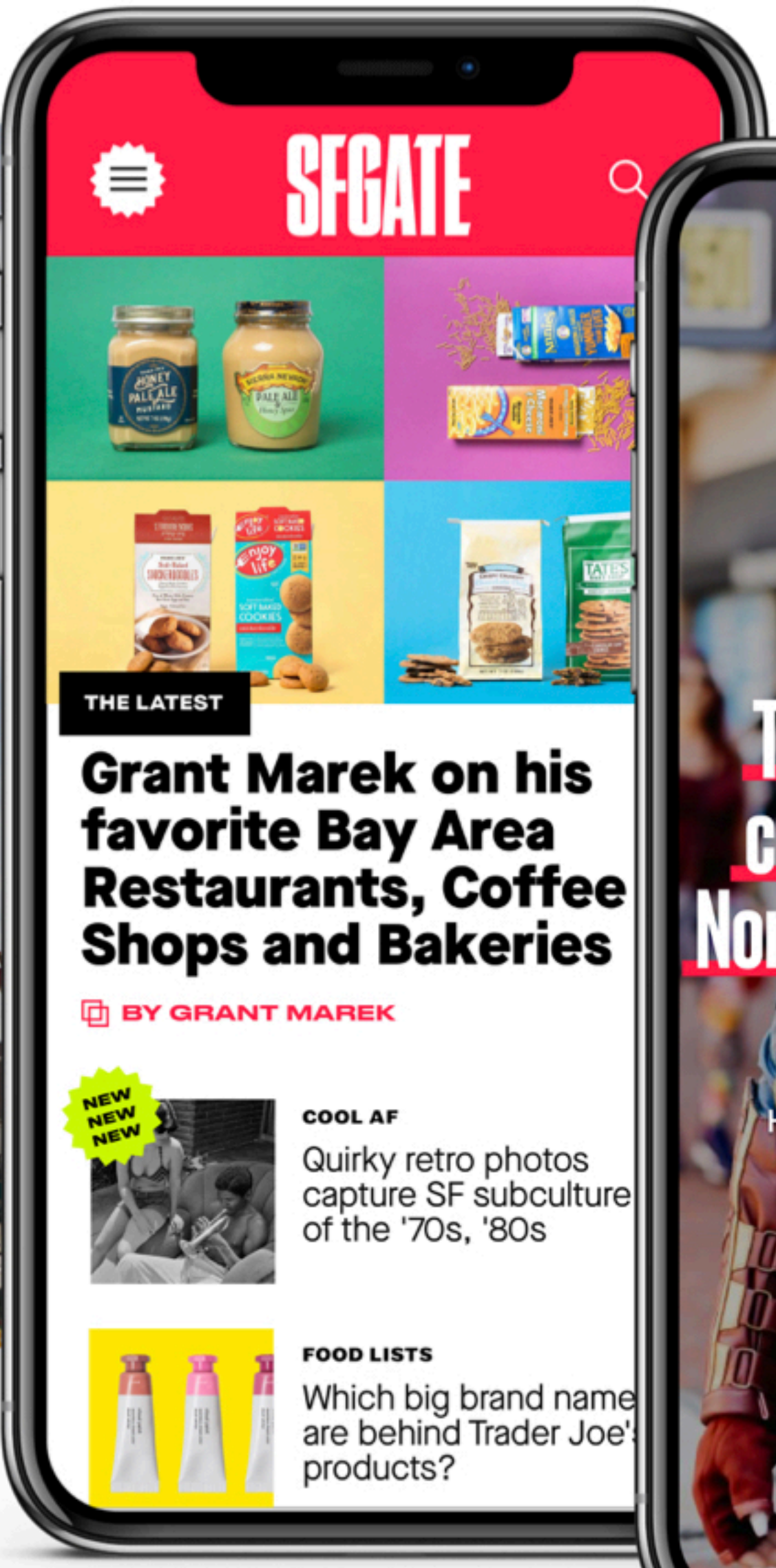


Living in SF

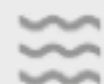
Should you snap up a post-scandal Volkswagen diesel?

In San Francisco and around the Bay Area, there's a Halloween activity for just about everyone. On the schedule are haunted mansions, spooky ghost tours, free big-screen outdoor horror flicks and, of course, at least one costume block party in the Castro.

BY GRANT MAREK



So the next time I see you, we would have taken this



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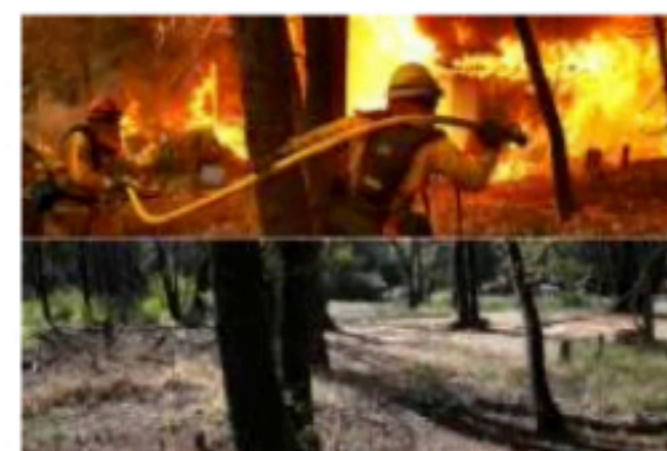
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CineStar Ad ▾

Das perfekte Geheimnis

TICKETS KAUFEN!

MOST POPULAR

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To this

**This is our mission statement.**

Learn more about who we are and why we do it.

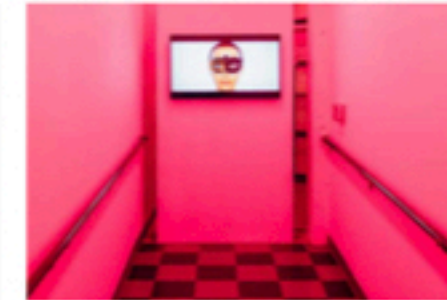
[All Sections](#)[Search for anything](#)

Which big brand names are behind Trader Joe's products

In San Francisco and around the Bay Area, there's a Halloween activity for just about everyone. On the schedule are haunted mansions, spooky ghost tours, free big-screen outdoor horror flicks and, of course, at least one costume block party in the Castro.

 BY GRANT MAREK

These brands make comfy (office approved!) shoes for men

SPONSORED BY 

We tried the creepy new 'Glass Room' pop-up on Market St.

 BY GRANT MAREK

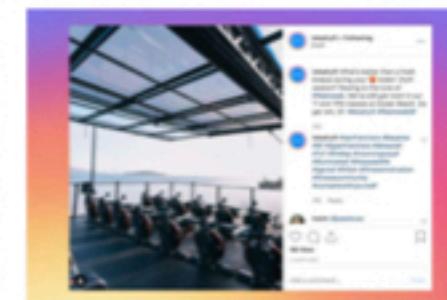
My dinner with three sumo wrestlers at Benihana in San Francisco

 BY GRANT MAREK

Glitter and ghouls: The most SF ways to celebrate Halloween

 BY GRANT MAREK

This new Mission shop is so tiny it may set a world record

 BY GRANT MAREK

Instagram-friendly mobile gym pops up at scenic SF spots

 BY GRANT MAREK

Latest News

10 MINS AGO

Impeach Trump billboard pops up in Fisherman's Wharf

10 MINS AGO

Prosecutor: Roseville man killed 4 relatives over the span of a week

10 MINS AGO

This jumbo 747 jet is turning into a flying experimental lab

10 MINS AGO

Beloved SF mural will disappear this week

10 MINS AGO

Cop pushes teen off roof. His punishment: Lose a vacation day

10 MINS AGO

Two story waves headed to Bay Area beaches

**Living in SF Newsletter** Let us in your inbox please.

Email Address

Sign Up

And solved all of the \$\$\$ inbetween (here's hoping)