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 re-launched and re-platfomed 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 used by both newsrooms and brands.
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.
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
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.

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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.

SF sees couple, saying they violated affordable homeowner law

City Attorney Dennis Herrera used a Francisco couple who he alleged fled nearly 40 years ago to qualify for an affordable homeownership S.F. condo and then flouted it out.

‘Follow Farzah’s advice’

Giants boss Zaidi highly regarded by baseball GMs

As he arrived at his first winter meetings as the Giants boss, Farzah Zaidi has seen growing for him the best experience and intelligence.

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

All of a sudden, San Francisco has an extra $160 million to spend. It comes from scarce education funds, and some officials say it will be spent on teachers.

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

Leo Ramos’ neighborhood called to tell him that after receiving government assistance to help pay the rent on a mailbox in the Tenderloin, he was now making too much money to qualify.

Santos in San Francisco: Ready or not, those ho-hos are coming

A receipe to all Santos. Don’t get plastered, and yet, happiness will get plastered. That’s what happens at Santostèque, the annual gathering of downtown S.F. of worldly people in red and white suits.

Reuben Foster’s ex-girlfriend, Elisa Eddit, sheds light on a dark episode

ASK KELLOGG: On Thursday morning, Elisa Eddit, Reuben Foster’s former girlfriend, went on Good Morning America to tell her side. Sadly, it’s a story meant of expectation to heartache.

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

Camp Fire: One more victim identified

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

Camp Fire: One more victim identified

Urban Outfitters

30% OFF

Sweaters & Cold Weather Accessories
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.

Women slowly gaining seats in the boardroom

California could become first state to require women in boardrooms

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

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

- The legacy of John Boalt, a 19th century rancher who not only supported the...

Good Morning, Mark

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

Traffic is moving nicely today on all major highways.

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

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

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MARR SANS REGULAR 24PX
Serif Font System

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

By Taylor Gulbrandsen

SecureRB is one of Lt. Gov. Dan Patrick’s priorities this session, but already passed in the Republican-led Senate and awaits a decision from the House.

Dramatic images capture moment Border Patrol agents rescue

Houston fitness goddess kicks off her videos with a little dance

No layoffs after Prop B ruled unconstitutional, fire union to play out in this Houston suburb

Investigation into botched drug raid completed, turned over to prosecutors
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.

Cancer research reveals unexpected oilfield treasure

- Missing woman found dead in Brays Bayou
- Chemical-makers call on industry to curb plastic waste
- Yes, National Guard troops are helping in Deer Park.

The 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

School district moves to a four-day school week

- Autonomous semi-trucks coming to I-10 soon
- Woman的症状给了解放

Tax code should not make hiring robots more affordable than people

N. East Texas has grown into nation’s ‘wood basket’

- Women’s final giving deadline
- Champions

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 104 articles? Wow!

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

Good Morning, Mark

Office Park

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

Good Morning, Mark

East Bay - °F

Good Morning, Mark

Facebook left millions of passwords readable by employees

N. Houston 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.
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.
Albany cop in Utica shooting resigns, pleads to DWAI charge

Classmate cheers welcome local 'idol' back to Shaker

Comedian Tim Conway of 'The Carol Burnett Show' dies at 85

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

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

Restaurant review: Madina Sweets and Restaurant on Central

Stillwater cops again

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

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
Saratoga County teens’ rescue a reminder to be prepared

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

Waves of immigration shape region over 400 years of heritage

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.

- **BRIGHT RED-PINK**
  - Color: #E0000D
  - Blend mode: Multiply

- **BLUE-PINK**
  - Color: #21C9FF-#FFFFFF
  - Blend mode: Multiply

- **TEAL-PURPLE**
  - Color: #51F5EE-#8820C3
  - Blend mode: Multiply

- **BLUE-GREEN**
  - Color: #FA2222-#434FFF
  - Blend mode: Multiply

- **YELLOW-PINK**
  - Color: #FACE42-#F70A2
  - Blend mode: Multiply
Datebook

HOME PAGE

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
Mike Glenn @mrglenn Sep 27
Replying to @sarahesmith23 @HoustonChron
Great. So I leave and the first thing they do is spruce up their formerly ugly homepage.

Robert Downen @RobDownenSep 25
Good afternoon from the @HoustonChron, where we've just launched our newer, cleaner, sleeker, harder, better, faster, stronger homepage.

Check it: houstonchronicle.com

Show this thread

Jessica Domel @JessicaDomel Oct 3
LOVIN' the new @HoustonChron website layout! Well done, y'all.

Mikaela Porter @mikaelaport Sep 25
Replying to @RobDownenChron @HoustonChron v pretty

Katie @kmeyerTO Apr 10
I love @sfchronicle's new homepage—more than just the headlines, a lede with every story. Relying on great copy is a smart #design decision, and I bet it draws in more readers. They could go even further and include short features, like letters to the editor, in full text.

mar-gobble @margaretglin Apr 10
wow @sfchronicle's new homepage is so beautiful but i esp luv this lil' widget and its bb icons 😊❤️ sfchronicle.com/bayarea/articl...

Jeff Rosen @jeff_rosen88 Sep 25
Replying to @JordanLRay @HoustonChron looks really nice! @HoustonChron

Plan your weekend on Datebook: 'Down Here Below' is at Flax Art and Design
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.
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.

- Women slowly gaining seats in the boardroom
- California could become first state to require women in boardrooms

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

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- Yet another headline about yet another thing

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 U.C.
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Experiment #2

Create new types of story types
After Camp Fire, cops patrol a ruined Paradise: ‘There’s no one to watch over’

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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.
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Experiment #3

Allow Brands to Use Our Tools
Pop Quiz: Sleater-Kinney is embracing change. Deal with it

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

BY AIDIN YAZIRI
Datebook Events

EVENTS

WorldWideWomen Girls' Festival 2019

Worldwide Women Girls' Festival 2019

AfrOPOP Spectacular: Alsarah and the... Classical

Alborosie And The Shengen Clan

Music

Location

East Bay

North Bay

Peninsula

San Francisco

South Bay

Date

November 2019

Choose Date

Filters

Show Datebook Picks Only

Keyword Search
Create a more flexible storytelling platform
We could turn a static experience for newsrooms into a robust tool for all
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, scooting 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 pool noodle toy — I call my device "Noodle" — should keep me safe on my daily bicycle commute. Van den Bergh recently started using her "Noodle" regularly (albeit on open roads with light traffic and wide lanes) and has noticed considerably less friction from angry drivers.

**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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The Math

Components + are assembled within Templates to create

Story Forms (with clear labeling)

“Affiliate Template”
“Listicle Template”
“Native Template”
‘Harry Potter and the Cursed Child’ Comes to San Francisco

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 North 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 22 awards in total, including six Tony® Awards.
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MAGICALLY EXPLORE THE CAST

Jamie Parker

Jamie Parker is an English actor and singer, best known for his role as Albus Potter in the original cast for the West End play Harry Potter and the Cursed Child, for which he received an Olivier Award for Best Actor.

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 Theatre in the fall of 2020. 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.
The “Take Action” Module

- 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

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

“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, screeching 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

How-to attach a Bicyclist Pool Noodle

“Standing in line to purchase my $2 noodle, I felt a streak of libertarianism run 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 effort on the side of traffic.

Step Three
Make sure your bike noodle is securely fastened.

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

Deal in this article
Motobecane Mirage PRO
$499 — discount price for Shimano Claris’ Road Bike
BUY NOW

Echelon II Cycling Helmet
$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.

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

RT $295 flights to Iceland

enter email
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 Calif. grad and Bay Area native, Michelle is now a producer for SFGate.

In this article
Michelle Robertson
A Calif. 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 Miltr Terminal 1, Boarding Area B

source: flyfor

Travel Advisory
- Scheduled AirTrain Outage for Construction
  Allow Extra Time to Navigate To and From Terminals

source: flyfor

PERSON OF INTEREST
Amanda Thomas
Amanda runs the non-profit Watchdogs, who keep track of BART's 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
Unusually good roundtrip flights to Thailand on sale for $520
Paris: Che Bridge commute nightmare

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 WIAK
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
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

Brussels Airlines
roundtrip flight to Barcelona for only $395
Heyyy, 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.

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.

You've signed up to receive text messages from SFGate.com. Blah Legal Jargon. Text YES to confirm or STOP to cancel.
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.
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😊.
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?
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 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.
There's a lightsaber combat academy in San Francisco. We tried it.

Tap the screen anywhere to view
I love Star Wars. But not that much.
hotspots. Swipe left or right to view all
the screens in the prototype.

Michelle Robertson

TL;DR

- LudoSport SF holds lightsaber combat classes at CANCEL in SF.
- LudoLong ago
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
SF DA's race is crazy close: 50.05% to 49.95%

This corner store has been the heart of an SF 'hood for 52 years

- The only SF corner store where people throw birthday parties
- Why Paul Nolan has served drinks in SF for two-thirds of his life
- San Francisco's underground dice scene, exposed

From bars to homes: Take a look at 25 transformed SF firehouses
- We toured the Presidio's stunning former military homes

Before-and-afters show Camp Fire's lasting devastation
- 'There were no victories': Netflix releases Camp Fire film

351 NFL players who graduated from Bay Area high schools
- Garoppolo looks to build off best game for 49ers
Create a Canvas for Differentiated Revenue Streams
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 BART trains or the Muni train to the city or their final Bay Area destination. That all changed when Uber and Lyft showed up on the scene. At first, there were many ups and downs as we learned how to best embrace these new options. Many still avoid ride-hailing and opt for private cars, taxis, or the airport shuttles.

Recently, ride-hailing at the airport has become one of the main ways travelers are getting around. As traffic and parking regulations have become more restrictive, ride-hailing has become a viable option for travelers. The main operators are Uber and Lyft, and they both offer convenient and cost-effective transportation options.

This week, SFO implemented a new plan to reduce airport congestion and improve the ride-hailing experience. The plan includes a dedicated ride-hailing area at the terminal, which will help to keep traffic moving smoothly and reduce congestion.

It’s a new travel habit we’ll have to get used to. And there will be a learning curve, as we all adjust our habits and routines. But with more options and flexibility, we can all improve our travel experience and make the most out of our trips.
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.

current

first logo sketch

customized logo
Making Headlines

10 things you might not know about Warriors rookie Eric Paschall

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

Secondary information
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.
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.

A lot 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.
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.
Grant Marek on his favorite Bay Area Restaurants, Coffee Shops and Bakeries

COOL AF
Quirky retro photos capture SF subculture of the '70s, '80s

FOOD LISTS
Which big brand names are behind Trader Joe's products?

THE LATEST

These are the best cosplay looks from NorCal's biggest anime convention

How are these gaming live in the Bay Area on a SF budget?

Trending Now

The Editors
So the next time I see you, we would have taken this
To this
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
And solved all of the $$$ inbetween (here’s hoping)