



A few days later, posters were plastered in the area again, this time featuring the redesigned newspaper with the slogan, “Today with new look.” The paper was strapped for cash, hemmed in by old technology, and losing readers to full-color newspapers. Ilić adopted crisper fonts from Hoefler Typeface Foundry and switched the color scheme from red and black to red and blue. “There was no black in the newspaper at all. I think that was a bigger shock to people than seeing the posters everywhere,” Ilić notes. “It caused a lot of controversy, but the campaign and the design made them react and made them think, which is most important.” *Jude Stewart*

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