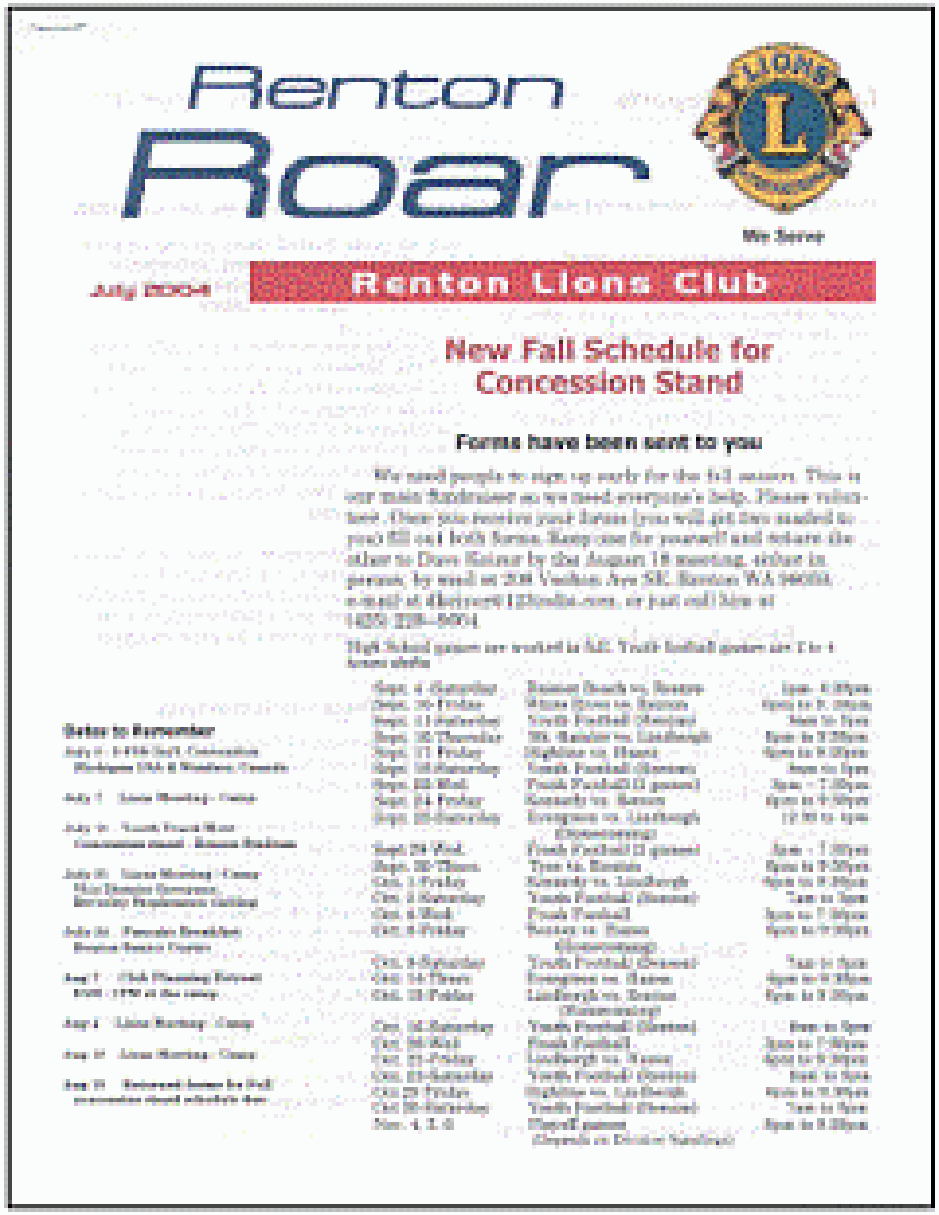
Before

After



Dramatic change to the masthead design. Increased the font size in the headlines, subheads and body copy to increase readability. Used white space as a bordering tool and set up an underlying column system so that the layout would help eyeflow.