Inside the original
One of the strong points of the newsletter was its liberal use of employee photos. The pictures helped to break up the text and prompted employees to at least page through every issue. But, design-wise, the photos always appeared to have been added as an afterthought. They seemed to be placed randomly on the page, and little attention was given to how each was sized and cropped.

The makeover
A revised design, photo layouts are given much more thought and care. The designer doesn't try anything fancy—photos are simply grouped in orderly arrangements and consistently within each grouping. And, to keep the design simple and clean, the photos are no longer framed or shadowed. They stand well enough on their own. You might also notice that there's much more white space on the front page. That's because the cover story is now continuing elsewhere. There's no rule that every inch of space on every page has to be used; the empty space here looks great and makes the feature story extra prominence.