

Our evolving nameplate

Our Page 1 had a number of different looks before the familiar version with the blue background debuted in 1982. (By the way, the cost savings from using less blue ink will be negligible and did not factor into our decision to update it.) The American flag has been a regular feature since 1944, having appeared sporadically on Page 1 beforehand. Here is a sampling of our nameplates through the years.

1840s

CHICAGO DAILY TRIBUNE

1870s

1940s

1970s

1982-2001

2001-2008

Today

Our fonts

While much of our typography remains the same, we have made some changes that improve the legibility of our text. Here is an overview.

TRIBUNE ECLIPSE
TRIBUNE ECLIPSE

Used for section names, like Metro, since 2001.

Nimrod
Nimrod

Used for the text of our stories since 1993. The size of the type and the space between lines has not changed in this design.

Tribune Century
 Tribune Century
Tribune Century
Tribune Century

Used for headlines and special labels in various forms since the 1970s.

Benton Sans

Benton Sans
Benton Sans
Benton Sans
Benton Sans

A new typeface for text in photo captions, maps, graphics, and labels.

Poynter Agate One

A new typeface for small text, like sports statistics and stock market tables.