

# Designs on FORTUNE

**W**HEN YOU SET OUT TO REDESIGN what aspires to be the Greatest Magazine in the World That Just Happens to Be About Business—a line we've been using for years around here—you (1) had better have a pretty good reason for doing so, and (2) had better not do it lightly. The point is, there's a whole lot of history behind FORTUNE, and invariably some folks like things just the way they are. And we respect that. But what got us thinking about change was what I call the Jim Collins question: How do we go from good to great? It's with that mindset that I present to you a new look here at FORTUNE magazine.

The reasons we updated the magazine are simple, really. We wanted to make it easier for you to read, use, and enjoy. And we wanted to accommodate new and expanded sections, while enhancing the flow of the magazine and making it simpler to navigate.

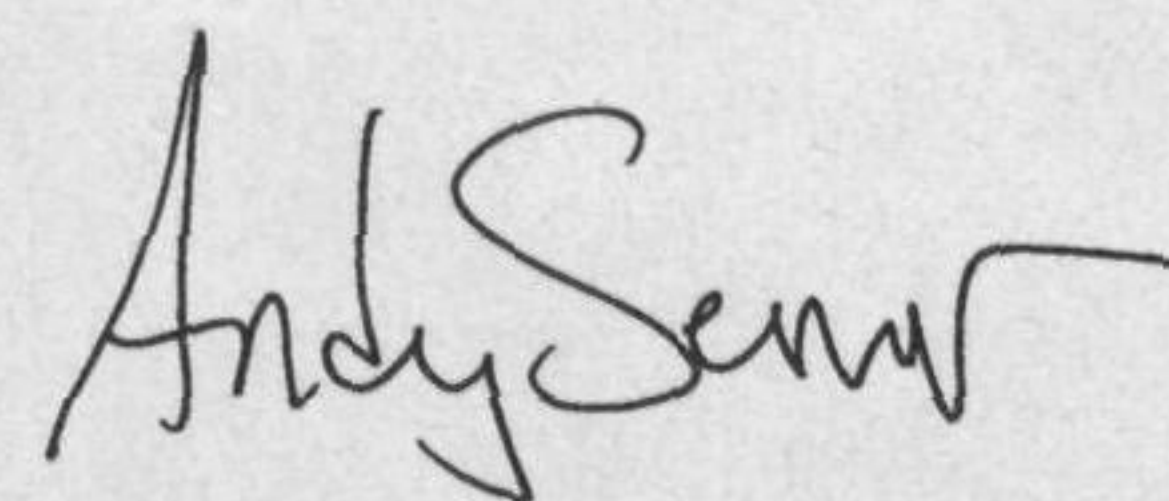
So earlier this year we assigned our design director extraordinaire, Bob Perino, to do just that. The results are quite stunning. Bob, along with art director Deanna Lowe and associate art directors Alice Alves and Tony Mikolajczyk, succeeded beyond our most optimistic expectations. The magazine's new typefaces—Whitman, Benton, and Popular—are elegant, clear, and bold. Pages are less cluttered and the text is more legible.

Our larger array of sections, now gathered in the front of the magazine, are tabbed to help you find your way. We are especially proud of our new Technology section, which includes major contributions from topflight journalists who have come onboard from *Business 2.0*. I really think FORTUNE's new look is a perfect balance of ringing in the new but also reinforcing what we do best.

Speaking of our strengths, it's important to note what is unchanged about our mission. We remain deeply committed to the best long-form journalism, both in terms of the number of features and how comprehensive they are. Our magazine specializes in enterprising stories—and celebrates them. We plan to do both for many years to come.

Meanwhile, at our FORTUNE website on CNNMoney.com, we applied a dose of the same user-friendly thinking. Since we're now offering readers daily (even up-to-the-minute) news coverage, there's much more for you to choose from. I am proud to say we have been on the right path—readership has doubled since we partnered with CNNMoney.com last year—but here, too, we believed that we needed a fresh new look to serve you better. And we realized that we had a unique opportunity to redesign our website in concert with the new look at our magazine. Fortune.com editor Xana Antunes supervised the remodeling effort, which to my mind smartly complements its print sibling, but does so with the immediacy and efficiency that the web requires. (Check out all the cool video now at the site.) Here again, our expanded ranks of Silicon Valley journalists play a major role.

It's quite a bit to crow about, I know, but when you're going from good to great, sometimes you want to sing a little.



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**THE GANG OF FORM**  
FROM TOP: ALICE ALVES,  
BOB PERINO, DEANNA LOWE,  
AND TONY MIKOLAJCZYK