I kept the color choices a lot simpler than I possibly should have, only adding silver to the mix along with black and white. I chose silver because of the traditional overtones it has had with traditional newspapers. The other major design choice I made was with the breaking news jumbotron. Just like with ABC, CBC, NBC, et al., I wanted breaking news to have that special emphasis, and the Bootstrap jumbotron provides the best way to achieve that goal. I made sure to use the top story to reinforce what the breaking news alert is about; in this case, it would be a hypothetical story of how the Toronto Maple Leafs could possibly respond after the coaching change. Likewise, I made two possible archive navbars: the first is the main eyecatch with the navlinks in the center. However, I also did one for the particular story category. In the demonstration, I ran with a vertical menu of descending interest. Basically, stories involving the Maple Leafs and Raptors are the two most pressing ones (as would the Blue Jays have been if this was spring) in sports, while the Greater Toronto Area and the rest of Ontario would be the top two categories in news.

As far as fonts go, I chose Anton as the jumbotron font because I wanted a font that drove a happy medium between something suitable for a serious news story, and one that would set us apart brandwise. I kept the fonts on the story body itself at sans serif, however. I also made sure to highlight the stories and headlines in silver not only as another possible eyecatch, but I wanted to keep silver in line with the rest of the site. Again, with the logo the way it is, I did not want to stray far from the source material.