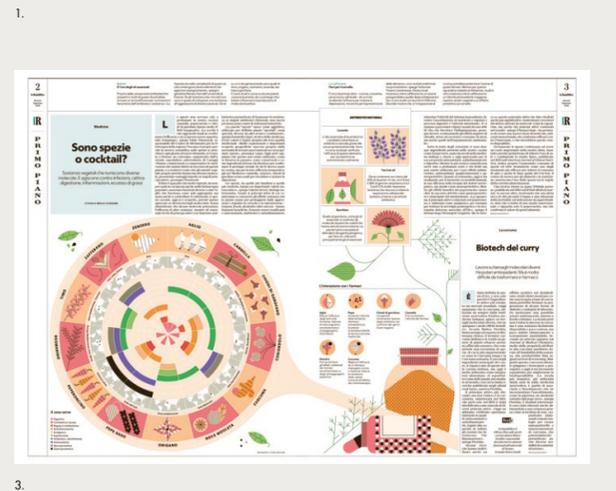


The R Sections

The aim of the new content structure is to help *La Repubblica* better reach a wider and more varied audience, and the thematic supplement *R* plays a leading role in this strategy. The content menu of *R* is as follows: on Monday it's *RSport*; on Tuesday it's *RSalute* with articles on health and quality of life; on Wednesday comes *RLab* on science, technology, innovation, and the environment; on Thursday, *RFood*; and on Saturday, *RClub*

appears with information on travel, lifestyle, and fashion. In addition to *R*, *La Repubblica* also presents *Super 8*, a mono-thematic Friday supplement featuring extended-length texts, and on Sunday, the cultural supplement *Robinson* appears. With some nuances, the design of the various *R* supplements is similar throughout. *R* shares the same grid as the general newspaper, but uses the Eugenio Sans instead of Eugenio Serif.



1. Unlike *Robinson*, the front pages of the weekly *R* sections follow a fairly rigid layout model. In the upper part, next to the large, identifying *R* of the series, there always appears the specific name of the section on that day. Both occupy one-third of the front page. Beneath this, the remaining space can be occupied by a single image and the headline, by a smaller image and the beginning of the text, or even by a second article, as in this example.

2. Each of the *R* sections is identified by a color:

- green for *Salute* (Health), blue for *Guide*, red for *Food*. Just as in the newspaper, the shaded column at the edge of the page is used for navigation and signage.
- 3. Infographics and, in general, data visualization appear to use an illustrative approach—a facet of the visual strategy of the weekly *R* sections, which employ a visual language very similar to that of magazines.
- 5.—6. Unlike the rest of its weekly, sister sections, *RSport*, which comes out on Monday, does not use the subtle system of headlines over blocks of color, but in keeping with its subject matter, has a look that is more similar to the general news section and uses only sports photographs.

