



Switched on Design


BASIS lights up its look and feel



In the spirit of TechCon2009, BASIS designed the *BASIS International Advantage* magazine anew.

Last year, BASIS introduced the first European issue of the *BASIS International Advantage* magazine in a new layout and modified design. The format is now slightly narrower than the 8.5" North American/US paper size standards, which allows BASIS Europe to mail the US English edition in their standard international-sized envelopes. BASIS also introduced new visual elements to create a fresh, new viewing experience.

Good design integrates strong elements of color, line, light, space, shape, texture, and form. It is equally as important as content; one supports the other to communicate a message. Titles and headers are critical to effective user-friendly communication in printed collateral layout and Web design. It is human nature to want to know something quickly. Titles and headers help to grasp the major points and ideas of an article, and tell the reader what to expect from the remaining content. Color aids in identifying similar items.

Since "a picture is worth a thousand words," graphic elements and screen shots are excellent resources for enhancing attractive and interesting design and for succinct communication. Images often communicate a message faster, more clearly, and more emphatically than text. Icons, as small graphic elements representing an application, file, or hardware resource, are also very useful images in communicating a message without the need for text. When readers see a familiar icon, such as a floppy disk  that represents [Save File] or a blue underlined word that means a [hyperlink](#) to other pages, they immediately know what the item represents and what to do.

How BASIS Turned on the Light

The BASIS Advantage magazine outside cover now sports a new masthead and graphically calls out our feature articles. Inside the magazine, we introduce articles with large visual representations and align BASIS product component color tabs [Language/Interpreter](#) to the top of the page. Articles are further color-coded to the product component with the **I**nitial capital letter of the lead paragraph, **Subheads**, the continued arrows >>, the square symbol ■ indicating the article end, the outline of the code samples, the 'For More Information' box, and the page numbers **7**.

Finally, by introducing a 2 and 3-column format with a sleek sans serif font, we added visual flexibility and more white space for a lighter, more accessible, easier-to-read publication.



By Patricia Catlett
Art Director

BASIS always strives to enhance their presentations to the reader, so the reader can make the information actionable in the most efficient way. The *BASIS International Advantage* magazine continues to present the very latest in BASIS products, features, sales strategy, support, partnership, news, events, applications, utilities, and much more. We hope that you enjoy the new look and feel. ■