

FOLHA DE S. PAULO

Um jornal a serviço do Brasil ★★★

São Paulo, 19 de fevereiro de 1993

FOLHA DE S. PAULO PHILOSOPHY

Folha is a newspaper produced in São Paulo that reaches the whole of Brazil, and that is oriented towards critical, non-partisan and pluralist journalism.

From the political viewpoint Folha supports representative democracy, market economy, human rights and the discussion of the social problems posed by underdevelopment.

The newspaper as a business is rooted in the market forces and adopts an independent attitude towards power groups. Folha does its best to improve the quality of its services and in this its guideline is a policy of commercial competition, technological modernization and the valorization of professional competence.

Folha considers news and ideas as merchandises which must be treated with a high standard of technical precision. It believes democracy is based on the free, diversified and efficient satisfaction of the collective demand for information.

Folha seeks an open and honest relation with public opinion. It stimulates dialogue, the dissemination of new tendencies and the development of journalism.

Folha was the first newspaper in Brazil to use pré-modulated texts on a fixed grid (1988).

It was also the first newspaper to computerize its Art Department, using Macintosh Computers (1989) and Harris electronic pagemakers (1990), and the first one to be printed in off-set.

It was also the first one to introduce colors, a division by separate

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Its front page design is composed with a view to offering the largest possible amount of information, both services and news items. Photographs are an extremely important element and for this reason are highlighted and used as a means to focus attention on various subjects. Intensive use is also made of infographics and maps.

The design, agile and mobile, has evolved following its reader's new needs and the latest technological advances.