

## Press release

### SpiekermannPartners redesigns German IT magazine PC Professionell

#### Improved ease and quality of reading; the magazine marks its sixteenth birthday with a new design, logo and focused editorial profile

Berlin, March 8th 2007 - 'PC Professionell- simply different!' That's the advertising slogan which accompanies the relaunch of the German IT magazine. The new design was developed under the direction of Ralf Weißmantel, partner at SpiekermannPartners. 'The layout ought to enable improved ease and quality of reading, in order to do justice to the magazine's quality of text and high density of information,' Weißmantel explains. 'With as much unity as possible and as much differentiation as necessary, the design now takes care of the visible identity of PC Professionell.' The new issue of PC Professionell reveals itself as sleek, precise and puristically concentrated on the important things. The optical effect is reinforced by a new format. The inside section now boasts improved paper quality, is easier to follow and has a noticeably clearer overview. Orientation plays a major role in the design as well as the content. In this way the design supports the editorial guidelines, opinions, arrangement and target-oriented practical information.

The aim of the relaunch was to create a more readily defined company profile. 'The identity of PC Professionell as a test magazine for professionals in the business should be clearly communicated using today's design tools', says publishing director Karen Heidl of the motivation for the relaunch. 'It wasn't about somehow being different' she adds. 'A change of generation is now becoming reality in the media. The web generation consumes information with a different mix of media. Print lives on, but under distinct conditions. Printed publications must now establish themselves along determined identifiable information and consumer lines. That's what this relaunch is about.'

All changes to the new issue – number 833, the first was in March 1991 – are also discussed and documented online. At [www.relauchblog.de](http://www.relauchblog.de) one can put a picture to the relaunch, plus there is an interview with Erik Spiekermann in the podcast.

SpiekermannPartners is the branding and design agency of Erik Spiekermann, Fabian Rottke, Ralf Weißmantel, Oliver Schmidthals, Susanna Dulkyns and Marianne Schuler. The internationally operating agency with offices in Berlin, London and San Francisco works for clients such as Bosch, Birkhäuser Verlag, Deutsche Bahn, Gravis, Lufthansa, n-tv, Nokia, Messe Frankfurt, Pioneer Investments, Scout 24 and DRS (Swiss Radio) on corporate design systems, magazine layouts and exclusive typefaces.

Erik Spiekermann is a designer and typographer, honorary professor at the HfK in Bremen, honorary doctor at the Art Center College of Design in Pasadena (USA) as well as committee member of international design institutions. In 2004 he was given the Gerrit-Noordzij award of the Royal Academy of The Hague. DB Type, the type family he developed for Deutsche Bahn was recently distinguished with the design award of the Federal Republic of Germany for 2006.

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