

## Want to check for color? Run the color—then check it

Want to be certain that new color logo is going to work when you redesign? There's no need to wait for that first press run.

Take the color you're thinking of using and incorporate it into house ads.

Run the ads for a few days, tweaking the color values as you go along.

By the time you're ready to launch your redesign, you'll have the correct color—and readers won't be quite so surprised by that bright new red.



IT'S GONNA BE A

**RED  
LETTER  
DAY**

Watch for your new

**Daily Sun**

COMING SOON