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Grapefruit designs Gândul

Grapefruit created the visual identity and newspaper design for Gândul, Romania's newest and most eagerly awaited daily. Grapefruit will continue to support Gândul in its effort to build a strong and consistent brand identity.

“We have the cleanest, most modern and most professional newspaper layout the Romanian press has seen in the last fifteen years. The way Gândul looks as it launches will probably force other dailies to change their faces and offer their readers a content devoid of the useless bling and dust that have accumulated in so many years of more or less amateurish journalism”, commented Adrian Ursu, editor-in-chief Gândul.

Founded by a prestigious journalist team headed by Cristian Tudor Popescu, Mircea Dinescu, Bogdan Chireac, Adrian Ursu, and Lelia Munteanu, Gândul (www.gandul.info) positions itself as a quality newspaper that spurs readers to think for themselves.

Grapefruit (www.grapefruit.ro) is a Romanian consultancy for branding and interactive. Its client roster includes companies like Connex, HP, Eli Lilly, DDB San Francisco, and the International Corporate and Brand Identity Centre.