

By 1937, the mountains were back. The word "Mountain" in the paper's name appeared in a new, heavy typeface that seemed to be a cross of Old English and Blackletter letterforms that nearly blotted out the Capitol. By the end of the year, the mountains and the Capitol had disappeared and the name was *Rocky Mountain News* again.

By 1945, the mountains returned.

By 1977, the mountains seemed to disappear for good.

Briefly in the 1990s, when management determined that dominating the Denver metro market and curtailing statewide circulation was the end-game strategy for winning the newspaper war against *The Denver Post*, the paper went back to the name *Denver Rocky Mountain News*. But no mountains.

The model for the drawings of the mountains that historically were used always included the vague image, at least, of Mount Evans, directly west of Denver. In the '90s the *Rocky* printed prototypes of a completely redesigned paper that included a photograph of the mountains in the Page 1 flag. But when the designer mistakenly chose a photo of a horizon with Pikes Peak instead of Mount Evans, the publisher terminated the project.



21st Century

In 2001, following the 911 attacks, a stylized version of the mountains was restored.

The paper's nickname, for as long as anyone can remember, has been *The Rocky*. It was distinctive and a proud part of the *Rocky's* identity for staff and residents, as was the reassuring image of the craggy peaks in the flag.

The last design was launched Jan. 23, 2007, emphasizing the word *Rocky* on a red field followed by "Mountain News" overlaying a larger version of the previous redesign's mountains.

