

DO IT WITH STYLES

Styles are a huge help in keeping your design consistent. Don't just set a subhead and move on—create a Subhead style for it. You'll never have to worry about subhead consistency again. You'll just apply your style whenever you need a subhead.

This technique is especially nice if you haven't yet decided what you want your subheads to look like. Define a Subhead style, and don't even bother with the font settings. You can just use the program defaults. Set all of your subheads in this style, *then* go back and tweak the style's font settings. Your subheads will be updated automatically, and you'll be able to choose the right font for the job based on the actual layout. Pretty sweet, huh?

Newsletters

Newsletters are major beneficiaries of the desktop publishing revolution. Highly specialized newsletters that once were impractical because of high typesetting and paste-up costs can now be produced using the most basic desktop publishing and word processing software. They've become a very cost-effective advertising medium for businesses and organizations.

One of the most difficult aspects of newsletter layout is devising a design that will work well repeatedly. You don't want to change the layout of each issue to fit the content, for a number of reasons. First of all, it's usually impractical. Good design takes time, which is why you should spend a great deal of time designing your first issue. Once it has been published, you're on a schedule. Coming up with a brand-new design for each successive issue will probably throw you off schedule, and you'll lose your readership. (As you might expect, readers don't think much of periodicals that habitually appear three weeks late or skip the occasional month.)

Besides, if your newsletter looks different every issue, will your readers even recognize it? A consistent design establishes a strong identity for your publication; readers will automatically associate new issues with previous ones they've seen. Some high-profile periodicals—magazines, in particular—are so confident about the strength of their identity, they'll frequently cover up part of their nameplate with artwork or a blurb. Now *that's* recognizability!

Nameplate

Your nameplate provides immediate visual identification and communicates your newsletter's purpose.

Devote some time and thought to the design of your nameplate. It's the most noticeable feature of a newsletter and is essential for promoting identification and continuity. Successful nameplates are simple in design and easily recognized.

Secure Living



Turn Your House Into a Fortress

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Invest in a Chain Bolt

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Nameplates are generally centered at the top of the first page and sometimes extend across the full width of the page. However, equally effective nameplates can be placed flush left or flush right.

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You can also place nameplates approximately one-third of the way down from the top of the page. This location leaves room for a feature headline and article to appear above it.

Turn Your House Into a Fortress

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Secure Living

Bar the Windows

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Nail the Doors Shut

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There are, of course, other possibilities. Sometimes the logo is incorporated into the nameplate itself. Or, if your logo reproduces well at small sizes, try placing it in the header or footer of each page. You might even choose not to include your logo at all—but at the very least, put the name of your organization in a prominent place.

Secure Living

Published by Ajax Security Systems, Milwaukee, WI

Turn Your House Into a Fortress

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Invest in a Chain Bolt

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Volume numbers, issue numbers, and the date should also be prominently featured. This allows both you and your readers to refer easily to back issues.

Secure Living

Volume II, Issue 9

September 1996



Turn Your House Into a Fortress

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Vertical orientation can draw more attention to an important headline.

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Put Bars on the Windows

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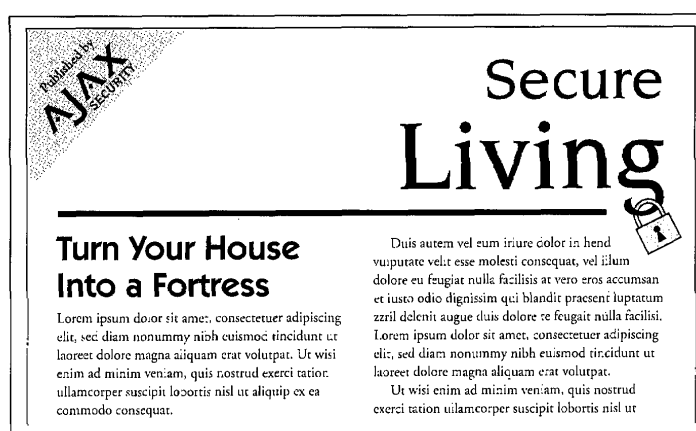
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Publication Information

Your readers should be able to identify the source of the newsletter quickly and easily.

Be sure to tell your readers who you are by leaving space for your organization's logo or name, as well as your address and phone number.

Logically, your logo belongs in a high-profile place. The most logical choices are the front cover or the mailing area. If you choose to place your logo on the front cover, make sure it's large enough to be noticed but small enough to avoid competing with the nameplate. The nameplate deserves higher priority.



Mailing Information

If your newsletter is a self-mailer, be sure to provide sufficient space for a mailing label and other mailing information.

A newsletter's mailing area normally appears at the bottom of the back page.

Be sure to include your organization's return address next to the mailing label. Sometimes when fulfillment (mailing list maintenance and addressing) is handled by an outside firm, you'll put that firm's return address in the mailing area.

In the mailing area, clearly indicate whether your newsletter is first- or third-class mail. In either case, to avoid licking stamps, include your firm's postal permit number.

Adding *Address Correction Requested* above the mailing label area helps you keep your customer or prospect mailing list up to date. If you include *Address Correction Requested* in the mailing area of your newsletter, you'll be informed of the new address when a recipient moves.

Stockholder Report, 1990's

Such has been the patient sufferance of these created equal, that they are endowed by their Creator with certain inalienable rights, that among these are Life, Liberty, and the Pursuit of Happiness. That to secure these rights, governments are instituted among Men, deriving their just powers from the consent of the governed. That whenever any form of government becomes destructive of these ends, it is the right of the people to alter or to abolish it, and to institute new government, laying its foundation of such principles, and organizing its powers in such form, as to them shall seem most likely to effect their safety and happiness. Prudence, indeed, will dictate that governments long established should not be changed for light and transient causes; and accordingly experience hath shewn, that mankind are more disposed to suffer, while evils are sufferable, than to right themselves by abolishing the forms to which they are accustomed.

But when a long train of abuses and usurpations, pursuing invariably the same object, evinces a design to reduce them under absolute despotism, it is their former systems of government, and to provide new guards for their future security. Such has been the patient sufferance of these colonies; and such is now the necessity which constrains them to alter their former systems of government. The history of the present King of Great Britain is a history of repeated injuries and usurpations, all having in direct object the establishment of an absolute tyranny over these States.

That whenever any form of government becomes destructive of these ends, it is the right of the people to alter or to abolish it, and to institute new government, laying its

foundation of such principles, and organizing its powers in such form, as to them shall seem most likely to effect their safety and happiness. Prudence, indeed, will dictate that governments long established should not be changed for light and transient causes; and accordingly experience hath shewn, that mankind are more disposed to suffer, while evils are sufferable, than to right themselves by abolishing the forms to which they are accustomed.

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Subhead Two

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ACCOUNTING Perspectives

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U.S. POSTAGE
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PERMIT NO. 1111

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New York City 12345

Credits

If your newsletter is designed to provide employees or members with opportunities to express themselves, identify the authors by name.

If possible, personalize feature articles by including a photograph or drawing of the author. Photos can become organizers for features.

Secure Living

Volume II, Issue 9

September 1996



Turn Your House Into a Fortress

by John Bolt

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So You Want to Install a Portcullis?

by Susan D. Fence

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Headlines

Consider the number of articles included in each issue and the length of each article when designing headlines.

If you plan to feature a single in-depth article plus a few shorter pieces in each issue of your newsletter, you'll use a single, dominant headline.

Secure Living

Volume II, Issue 9September 1996

Turn Your House Into a Fortress

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Invest in a Chain Bolt
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On the other hand, if you feature several short articles, the front page can be designed to accommodate more than one significant headline.

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Volume I, Issue 9September 1996

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So You Want to Install a Portcullis?

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Typically, headlines are placed above the articles they introduce. However, you might consider placing the headline next to the article instead.

Teasers

Use teasers to invite readers inside your newsletter.

A short table of contents on the front cover can draw attention to articles and features inside. The table of contents should be a focal point. Experiment with different locations and typographic treatments to help it stand out on the page.

Secure Living

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Turn Your House Into a Fortress

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Invest in a Chain Bolt

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What's Inside

- 1 Bar the Windows
- 2 Nail Doors Shut
- 3 Activate the Burglar Alarms
- 4 Let Loose the Dogs of War
- 5 Lock Up Your Valuables
- 7 Stop Up the Chimney
- 8 Call the Cops

Many publications, like newsletters and direct mail pieces, appear in the reader's mailbox with the address label up. You may want to place the table of contents next to the mailing label area where it can't be overlooked.

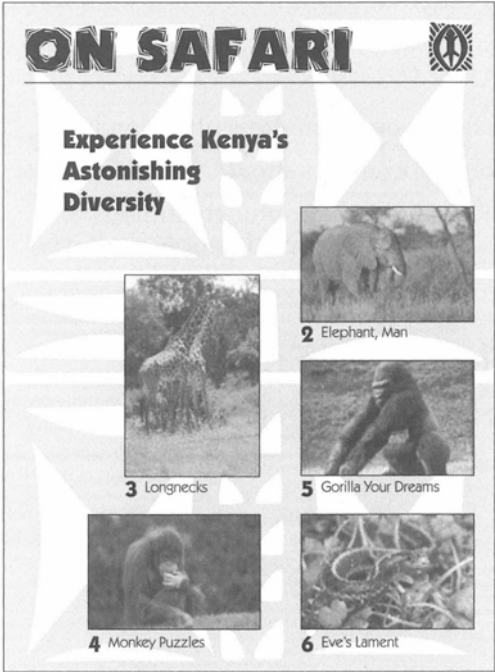
ACCOUNTING
Perspectives

WHAT'S INSIDE!
*We hold these truths
Long train of abuses
The present king
Certain inalienable rights
Experience hath shewn*

Accounting Perspectives
P.O. Box 5432
New York City 12345

BULK RATE
U.S. POSTAGE
PAID
NEW YORK CITY
PERMIT NO. 1111

You can also let the entire front cover serve as your table of contents. Include photographs that relate to the articles inside, with photo captions that tease the reader to find out more.



Lead-ins

Use subheads and short summaries to provide transition between headlines and body copy.

Lead-ins can be placed between the headline and text. Frequently, lead-ins span more than one column.



A lead-in is often placed within the text, set off by horizontal rules or some other device.



Size

A standard newsletter is created by folding an 11×17-inch sheet of paper, called a signature, into four 8½×11-inch pages. Additional sheets increase the page count in increments of four.

Your newsletter can be any size, of course, but printing costs are generally higher for uncommon sizes. The three most common paper sizes are *letter* (8½×11 inches), *legal* (8½×14 inches), and *tabloid* (11×17 inches); all printers will stock these sizes. If your page size doesn't match one of these, you'll have to pay the additional expense of trimming each page. (Of course, if your newsletter contains bleeds, you have to trim the pages anyway.)

Distribution

How you distribute your publication is a design consideration.

There are two important factors to consider:

- Should the newsletter be folded or sent full size?
- Should the newsletter be enclosed in an envelope or sent as a self-mailer?

Decisions about distribution need to be made early in your planning process. Self-mailers avoid the cost of envelopes, but you lose valuable editorial or selling space because you must leave room for the address

area. Additionally, the newsletter's pristine condition off the press might not withstand the rigors of today's automated physical mail delivery system. Often, tears and creases can mar an otherwise good-looking piece. To test the durability of your publication, mail one to yourself.

While a multiple-fold newsletter is easier to mail, the nameplate and headlines aren't visible until the folds are opened. You also lose the advantage of presenting the recipient with the billboard effect of a full-size 8½×11-inch newsletter.

Tabloids

Many of the same principles involved in designing successful newsletters also apply to tabloids, particularly the need to maintain issue-to-issue consistency while accommodating a constantly changing mix of text and visuals. For example, tabloids need high-impact headlines that don't compete with the nameplate or with each other. It's also important to organize photographs of varying size as effectively as possible.



The typical tabloid page is 11×17 inches, although those dimensions vary from newspaper to newspaper and printer to printer. Tabloids are often printed on a web press, which feeds the paper to the press from a large roll. As a result, the actual image area of the tabloid is slightly smaller than the page size of 11×17 inches.

Evaluation Checklist

Each of the chapters in this section will end with a list of questions.

Pose these questions to yourself after you've completed a first draft of your publication. They will help you spot problem areas.

Newsletters

- Is your newsletter's nameplate distinctive? Does it identify subject matter and editorial focus in any way?
- Are volume numbers, issue numbers, and dates clearly identified?
- Do headlines compete with the nameplate or with each other?