



- Build on existing design ideas. Look at other newsletters. You could use a template.
- Keep your design simple.
- The standard size is A4, but it is not compulsory! You could fold it in half to make a 4xA5 leaflet, or fold three ways as a 'gatefold'.

NAMEPLATE

- The nameplate is the newsletter's name, subtitle, publisher and date. It's usually at the top of the page, but could be along the side or at the bottom.
- Use a simple name, eg. *King's Cross RMT News*, or something snappier eg. *Cross Words*, with a subtitle *news from RMT on King's Cross group*.
- The nameplate should be visually distinct, strong enough to get the publication noticed, but 'soft' enough not to overwhelm the page.

ARRANGING ITEMS

- Make important information larger. If you have a main article, make it stand out.
- Put some items in boxes.

MARGINS AND COLUMNS

- Use reasonably wide page margins.
- On an A4 page, use two or three columns, of the same width with the same space between each pair. You could put a line between columns.
- Depending on your software, you can have some articles span more than one column.

HEADLINES

- Use different-sized headlines for different articles, according to the importance of the article.
- Put headlines in a larger, bolder type than text.

- Where you use subheadings, use the same font as your headline, only smaller. Leave more space above subheads than below them.

FONTS

- Use the same font for text throughout.
- Make sure your text is large enough to read.
- Make headlines stand out by using a font that contrasts with the body text's font.

LAYING OUT TEXT

- Left-align your text.
- Don't have a full line break between paragraphs. Instead, have a half-line space and/or indent the first line of each paragraph.
- Avoid excessive or ambiguous hyphenation. Or don't use hyphenation at all!

GRAPHICS

- Use cartoons, photos and other images. They draw attention and make articles more memorable.
- Take photographs; scan newspaper headlines, cartoons, photos, etc.; use clipart; get pictures or cartoons from the internet; use charts and graphs to present information; if you can, find someone to draw cartoons specifically about your workplace.
- Beware of copyrighted images.

COLOUR AND PRINTING

- If you can print in colour, then do. It makes your publication livelier and makes it stand out.
- If you can only print in black-and-white, you could use coloured paper. Use a different colour paper for each new issue of your newsletter.
- If you can only print black on white, that's fine.

Remember that these are guidelines. Break any of them if it really makes your publication look better.