

Top Tips For Better Newsletters

Newsletters often go out to a wide variety of people and you need to encourage them all to read and respond.

- Pictures are eye-catching – where photographs are not possible, **one** well-chosen graphic or a good border can make the page come alive.
- Don't be afraid to make headlines big and bold.
- About 50% of your page should be white space – it vastly improves the readability of your text.
- Break up text with sub-headings, bullet points and numbered lists
- Stick to one or two typefaces – a good way is to use a sans serif font (like Arial) for headings and a serif font (like Times New Roman) for body text.
- Use Bold for emphasis – avoid underlining or italics, it is harder to read.
- Capitalise only the first word of a heading.
- Make sure there is good contrast between paper colour and print colour.

More detailed information about producing printed materials for maximum clarity and impact is available at NVS.