



NEWSLETTER TITLE

Brought to you by the Reynolds Community College Office of [insert name]

Month Year

Headline Font

Your body copy for your first story will start here. Consider who will be reading your newsletter (your audience) and what kind of information is important to them. While graphics and design can enhance the look and feel of a newsletter, the most important part is accurate and interesting content! When you get ready to proofread your newsletter (a few sets of eyes are always better than one), be sure the information is accurate and timely. Always double check dates, names, titles and contact information.

Sub headline font

You will notice font and color options throughout this template. You can have fun with these elements, while remaining true to the Reynolds brand. Your newsletter can be several pages long or as few as one or two pages.

Need some help?

This is a general template, designed for Reynolds faculty and staff, that can help you get started. This template uses approved fonts, colors, and imagery identified in the Reynolds Brand Identity Guidelines.

Contact the Reynolds Community College Office of Marketing for help with design and printing before you print or share your newsletter.



Photo Caption

In This Issue

Headline

Headline

Headline

Headline

Headline

Second Story Headline

Place your stories in order of their importance. For example, your most important story should be at the top of the page. Less important stories, or stories that may appeal to a smaller portion of your audience should be lower down on the page.

Use paragraphs often. A wall of white text makes it hard for the reader to skim a story and find a way to quickly drop in and out of your content. White space gives the user an opening into your information. Don't be afraid to leave spaces open.

You might also designate a consistent spot on the page for lighter, or more editorial content. That way the reader always knows where to look for a certain type of content.

Most successful publications include a mix of content types to satisfy a wide range of tastes. Consider putting your most serious content on the front page, and your lighter content inside.

Sidebar Story Headline

Sidebars complement a main article. Use them when you want to keep your main articles direct and information packed, but you still want to share extra or supplementary content.

For example, if your main story is about your new building plans, consider using the sidebar to talk about the history of the land plot, or to tell a story of your first encounter with the property.

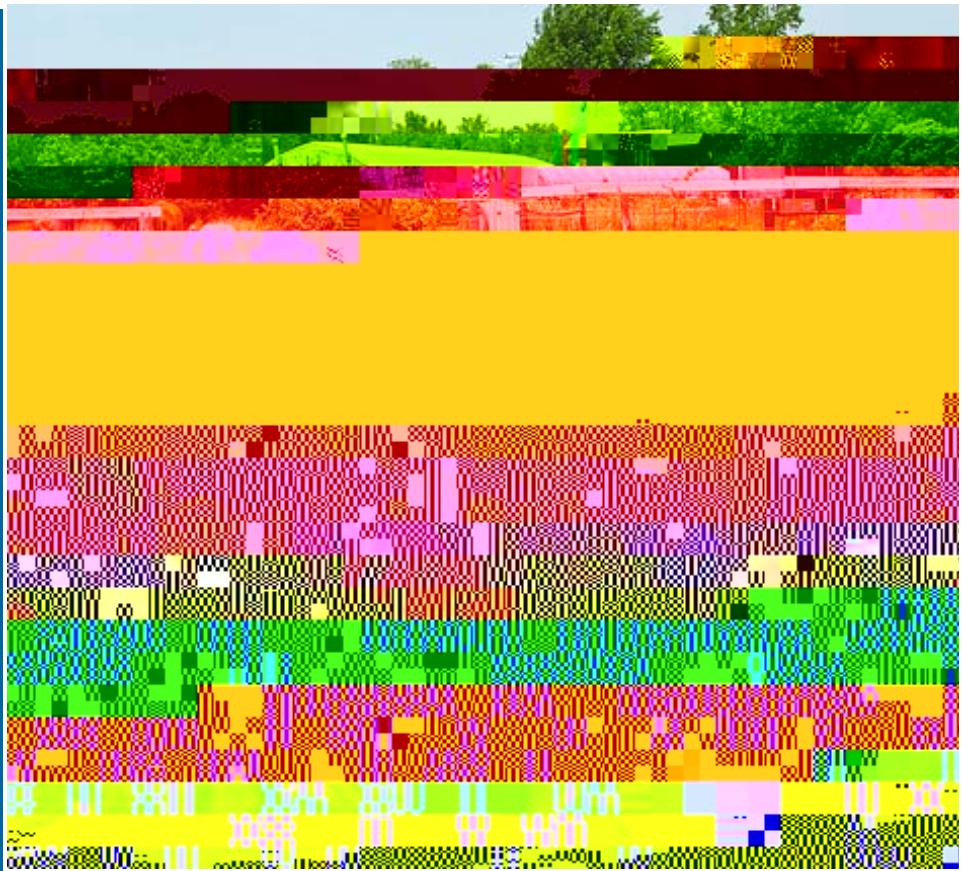


Photo Caption

Another Story Headline

Your headline is an important part of the newsletter and should be considered carefully.

In a few words, it should accurately represent the contents of the story and draw readers into the story. Develop the headline before you write the story. This way, the headline will help you keep the story focused. Examples of possible headlines include Selling Your Home and New Office Opens Near You.

If you have to break a headline into two rows, try to find a natural break in the content. Each line should stand alone so that your readers can easily understand what is in the story even while skimming.

Newspaper editors consider headline writing like poetry. How can you get the reader's attention and draw them into the story in only a few words?

Meanwhile, you don't want to give too much away, or the reader doesn't even have to read the story to understand the content.

Back Cover Story Headline

Use paragraphs often. A wall of white text makes it hard for the reader to skim a story and find a way to quickly drop in and out of your content. White space gives the user an opening into your information. Don't be afraid to leave spaces open.

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Contact Us

**Reynolds
Community College**
P.O. Box 85622
Richmond, VA
23285-5622

(804) 371-3000
VA Relay 711

email@reynolds.edu

www.reynolds.edu

EEO/AA

P.O. Box 85622

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