

NEWSLETTER & EMAIL DESIGN



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NEWSLETTERS

#1 RULE: Consistency is key

Use the same colors, fonts, logos/branding throughout the entire piece



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NEWSLETTERS

Design using the grid system. 3-column grid is often used by newsletters.



3-column grid: Often used by newsletters. Note how limited the options are for photo and text widths.



4 columns: A common grid for tabloids. More flexible than a 3-column grid, and the text is comfortably wide.



5 columns: Probably the most popular tabloid grid. It's also commonly used on broadsheet section fronts.



6 columns: The standard grid for broadsheets, since most ads are sold in these standard column widths.

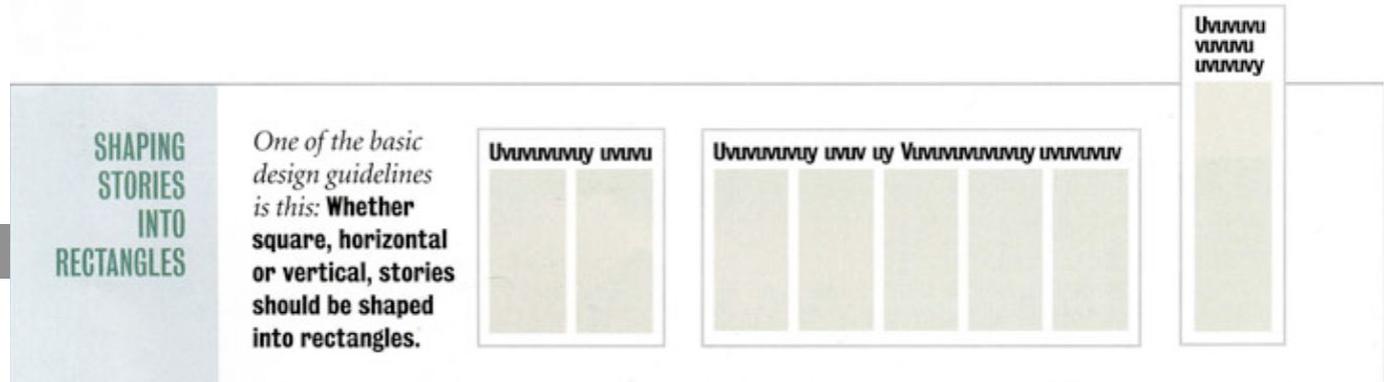


7 columns: An intriguing tabloid grid. Note how that thin column is suited for sidebars, cutlines, etc.

NEWSLETTERS

Organize the stories using the grid

- Remember all the story elements: Headlines, sub-headlines, bylines, text, photos, captions, infographics
- All stories should be shaped like rectangles.
- Stack the rectangles
- Emphasize what is important.



NEWSLETTERS

Add interest to your layout with these techniques:

- Vary the shape and size of your rectangles (*horizontal, vertical, square, mix it up*)
- Boxing stories.
- Using sidebars and skyscrapers.

NEWSLETTERS

Every page should have a dominant piece of art.

- A well designed page is usually at least one-third art.
- Give each page a dominant image.
- Balance and scatter your art.

NEWSLETTERS

Every story must have a headline.

- Headlines should get smaller as you move down the page.
- 5-10 words is optimum.
- Don't place art between headlines and text.

NEWSLETTERS

With body copy, strive for readability.

- 8-12 point type and consider leading.
- Create consistency.
- Use bolds, italics, etc, but in small doses.
- Jump a story only once and have significant content (4-6 in) on either side.



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YOUR DESTINATION
IS JUST THE BEGINNING



RANGE ROVER EVOQUE



RANGE ROVER
ONELIFENEWS

**RANGE ROVER
START DOWN
THE PATH TO
OWNERSHIP**

Long before there were crossovers or SUVs, Land Rover began incorporating all the capabilities of purpose-built off-road vehicles with sophisticated interior and exterior refinements to create what many consider the first true luxury SUV. Introduced in 1971, the Range Rover Classic is still heralded for its robust and sophisticated as a single after luxury SUV. Many of the permanent design cues can still be seen in the fourth incarnation of the brand's top luxury SUV, the Next Generation Range Rover.

Now helping to establish the market for the full-size luxury SUV, Land Rover has created a full line of vehicles to complement nearly every lifestyle.



RANGE ROVER SPORT

The Range Rover Sport establishes the line between full-size luxury SUV and midsize luxury SUV, offering exceptional performance that distinguishes it from the competition in the speed and handling found in many top luxury SUVs. Precision design, from its aerodynamic driving position to the steering, thicker steering wheel and the gearshift buttons on the front seats with this model up to one of the best luxury SUVs for both fuel and low-toxicity. There is no need to sacrifice comfort for performance with available 16-way power-adjustable driver and passenger seats, heated seats, cooled 14 speakers and delivered through 21 strategically placed speakers, it makes the premium luxury vehicle an audio industry best.

RANGE ROVER EVOQUE

The Range Rover Evoque entered into new territory for the brand by offering customers a small luxury SUV with uniquely Land Rover capabilities. While praised for its fit in the city with its smaller footprint and nimble handling, the superbly appointed interior provides every passenger to comfort on most any terrain. The Range Rover Evoque also offers those unique between midsize luxury SUV versatility and small luxury SUV space with two models — the five-door and the coupe. A design that makes people stop and stare comes in a seriously refined form of configuration to make this one of the best small luxury SUVs available for personalized luxury adventures.



1811 W. Higgins Rd.
Tulsa, Oklahoma, 74119

Valued Customer
1400 American Lane
Schwarzenburg, IL 60196

NO POSTAGE
NECESSARY
IF MAILED IN
THE UNITED
STATES

©2011 LAND ROVER
2011 VOL 02

LAND ROVER AWARDS

ROAM FREE

At the flick of a switch, the new Terrain Response™ 2 Auto™ reconfigures transmission, suspension and traction settings for maximum drivability in almost all conditions. Proven with confidence knowing this technology was tested in 20 countries around the world at temperatures from -40 to +125 degrees Fahrenheit on nearly every terrain imaginable.

TERRAIN RESPONSE 2 AUTO

TERRAIN RESPONSE™ 2 AUTO has long been a differentiator for Land Rover vehicles. The patented system allows drivers to select one of several modes that optimize performance on a variety of different surfaces. With the recent advent of Terrain Response™ 2 auto™, drivers now have the option of letting their vehicle sense and adjust to the appropriate combination of terrain response settings automatically.

| | | | |
|--|---|---|--|
| GENERAL DRIVING | GRASS/GRAVEL/SNOW | ROCK CRAWL | SAND |
| Available in all Jeep® models. Not available in all countries. | Available in select models. Not available in all countries. Handling by conditions. | Available in select models. Not available in all countries. | Available in all Jeep® models. Not available in all countries. Not available in all countries. |



**THE 2012 RANGE ROVER HONORED
WITH 2012 POLK LOYALTY AWARD**

Land Rover's 2012 Range Rover Wins Luxury SUV Award for the Fifth Consecutive Year in this Category & Eighth Year Overall for the Model.



**LUXURIOUS,
YES, BUT ALSO
MUCH, MUCH
LIGHTER.**

With government regulations dictating that only the best engineers and their teams with low emissions metrics engineers for the most Range Rover faced a Darwinian challenge. The fourth-generation Range Rover, which makes its public debut in September, can now match aluminum that the company sets, giving it a mass of about 3,150 pounds. That's roughly a hundred pounds less than a Porsche Cayenne Turbo, and around 200 pounds less than a Mercedes-Benz GL450.

Other, Now Tell Me About the Besting One. Initially, we'll see two V-6 engines in the U.S. The current 3.0-liter V-6 will carry over with some minor updates, making 272 hp by standard gear and 310 hp when supercharged. A new eight-speed automatic transmission is a standard option of engine. European will see Range Rovers with the company's new supercharged V-6.

It's not a silver or "tinted" window, but a lack of power windows for the Range Rover's interior. Rather, the experience was spent by handling that made drivers feel as if they were driving from a different planet. Adding this, the new SUV has a re-engineered adaptive air suspension, and Land Rover claims the Range Rover's handling will inspire more driver confidence.

More information and images should be available later to the Range Rover's introduction in September. Expect sales to start in 2013 and to begin to show numbers higher than 2012.



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THE CENTRAL IOWA MENTOR

Big Brothers Big Sisters | Issue 4, May 2011

Making Matches, CHANGING LIVES

Complete the matching process today in Story County. The local Big Brothers Big Sisters organization is currently seeking mentors and mentees ages 12-18. Mentors are individuals who are currently employed, have a minimum of 10 years of work experience, and are at least 21 years old. Mentees are individuals who are currently unemployed, have a minimum of 10 years of work experience, and are at least 12 years old. For more information, please contact us at 319-335-1111 or visit our website at www.bigbrothersbig.org.

It makes a DIFFERENCE.

Compared to others, adults who work with us are:

76% more likely to have a 4-year college degree

72% report healthy relationships with friends

52% more likely to volunteer in their community

Issue Contents

- 1 Making Matches, Changing Lives
- 10 Letters of News
- 11 Programs Available
- 12 Community That Counts: Josh Isaiah & Isiah
- 13 2010 Bigs of the Year
- 14 President Obama: Thanks for Mentored Students
- 15 Meet Our Mentors/Students
- 16 Good for Kids Study: 2010 Results
- 17 Bad for the Good: Mentors & Corps
- 18 Good Again for Kids Study
- 19 Supporting Students



Big Brother Big Sister TERMS TO KNOW

Big Sister

Female mentor

Match

Process of matching a Big Sister with a mentee

MCOP

Matchmaking Office of Programs

Big Brother

Male mentor

Big Sister

Female mentor

Little Sister

Female mentee

Little Brother

Male mentee

School Based Program

Mentor goes to school with mentee

Community Based Program

Mentor meets with mentee outside of school

Boys for Hope's Study

Research study on the impact of mentoring on at-risk youth

Match Support Specialist

Staff member who supports mentors and mentees

Mentoring Programs:

Big Brothers Big Sisters has different programs for different mentees and different sites. Each program is flexible and can fit anyone's schedule. Our programs are based on your interests, your time and your location.

Community Based: This Big Sister program is the most popular. The mentor and mentee meet in person at a location of their choice. The mentor and mentee meet in person at a location of their choice. The mentor and mentee meet in person at a location of their choice.

College or Family: This program is for students who are attending college or are in the military. The mentor and mentee meet in person at a location of their choice. The mentor and mentee meet in person at a location of their choice.

Sports Based: This program is for students who are interested in sports. The mentor and mentee meet in person at a location of their choice. The mentor and mentee meet in person at a location of their choice.

School Based: This program is for students who are attending school. The mentor and mentee meet in person at a location of their choice. The mentor and mentee meet in person at a location of their choice.

Breakfast Buddies: This program is for students who are interested in breakfast. The mentor and mentee meet in person at a location of their choice. The mentor and mentee meet in person at a location of their choice.

Out Reach: This program is for students who are interested in outreach. The mentor and mentee meet in person at a location of their choice. The mentor and mentee meet in person at a location of their choice.

BIGS OF THE YEAR

Angela Rodriguez



Angela Rodriguez, an award-winning entrepreneur, has been named Big Sister of the Year. She has been mentoring a young woman who is currently attending college. Angela has been mentoring her for over 10 years and she says she has learned a lot from her. Angela has been mentoring her for over 10 years and she says she has learned a lot from her.

There is a great feeling when you are able to help someone else. Angela has been mentoring her for over 10 years and she says she has learned a lot from her. Angela has been mentoring her for over 10 years and she says she has learned a lot from her.

Art Risher



Art Risher, a former professional athlete, has been named Big Brother of the Year. He has been mentoring a young man who is currently attending college. Art has been mentoring him for over 10 years and he says he has learned a lot from him.

There is a great feeling when you are able to help someone else. Art has been mentoring him for over 10 years and he says he has learned a lot from him. Art has been mentoring him for over 10 years and he says he has learned a lot from him.

There is a great feeling when you are able to help someone else. Angela has been mentoring her for over 10 years and she says she has learned a lot from her. Angela has been mentoring her for over 10 years and she says she has learned a lot from her.

There is a great feeling when you are able to help someone else. Art has been mentoring him for over 10 years and he says he has learned a lot from him. Art has been mentoring him for over 10 years and he says he has learned a lot from him.

OUTCOMES THAT COUNT: Josh & Isiah

Little Brother Isiah, and Big Brother Josh Smith, have been matched since 2006. Isiah's mom, Cindy, revealed Isiah is a Big Brother Big Sister because it worked so well for Isiah. Isiah has been mentored since 2006. Isiah has been mentored since 2006. Isiah has been mentored since 2006.

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PRESIDENT OBAMA Thanks Mentors for their Service

2010 Bigs of the Year Honored for Improving Kids' Odds for Success



President Obama has named Big Brothers Big Sisters as one of the nation's most effective organizations. He has named Big Brothers Big Sisters as one of the nation's most effective organizations. He has named Big Brothers Big Sisters as one of the nation's most effective organizations.

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Horizons

Volume 6 | Issue 3

Featured Trail: Skyline-to-the-Sea

This is a 34 miles long easy hike pretty following Skyline-to-the-Sea Trail. Highlights are Castle Rock Falls, ocean views from Leavitts Gap Trail along the rocky ridge, hiking through forest growth overhead forest and Sempervivus Point with sweeping views.

1 Castle Rock Trailhead
1.0 mile
From the parking lot at Leavitts Gap, the trail leads to the top of the rocky ridge of Castle Rock. The trail is 1.0 mile long and leads to the top of the rocky ridge of Castle Rock. The trail is 1.0 mile long and leads to the top of the rocky ridge of Castle Rock.

2 Leavitts Gap Trailhead
1.0 mile
From the parking lot at Leavitts Gap, the trail leads to the top of the rocky ridge of Castle Rock. The trail is 1.0 mile long and leads to the top of the rocky ridge of Castle Rock.

3 Skyline-to-the-Sea Trailhead
1.0 mile
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REDWOODS standing tall

There is something about being near a mature forest referred to as *forest therapy*. It is a natural resource, with its own form of self-healing, that can be used to improve mental health. It is also being used in a variety of ways to improve mental health.

1 **CONSERVATION**
The National Park Service is working to protect the redwood forests of California. The National Park Service is working to protect the redwood forests of California.

2 **REDWOODS**
The National Park Service is working to protect the redwood forests of California. The National Park Service is working to protect the redwood forests of California.

3 **NATIONAL PARK**
The National Park Service is working to protect the redwood forests of California. The National Park Service is working to protect the redwood forests of California.

4 **WHERE THE BIG FISH GO**
The National Park Service is working to protect the redwood forests of California. The National Park Service is working to protect the redwood forests of California.

5 **TRAIL HEALTH**
The National Park Service is working to protect the redwood forests of California. The National Park Service is working to protect the redwood forests of California.

National Park Lifetime Pass

There is a lot of information about the National Park Lifetime Pass. The National Park Service is working to protect the redwood forests of California. The National Park Service is working to protect the redwood forests of California.

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Where the BIG FISH GO

The river flows called "a mile wide and an inch deep" has become many changes since the Corps of Discovery pulled beaver up to the shallow waters. It has now transformed into a sanctuary for both fish and fishermen.

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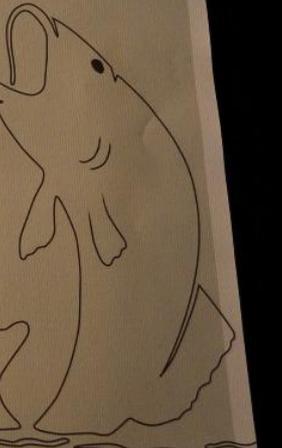
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neue // moderne

MoMA // Spring 2011 content

- pg. 1 exhibits
- pg. 3 upcoming exhibits
- pg. 4 featured exhibit
- pg. 5 film/movies
- pg. 6 courses
- pg. 7 lectures and events

MUSEUM of MODERN ART

exhibits //

Shaping Identity: Design 1900-1910

February 2- August 1, 2011

Designers of the early 20th century were exploring the boundaries of a new visual language. From the Bauhaus to the De Stijl, designers were experimenting with form, color, and composition. This exhibition explores the work of these pioneers and their impact on the modernist movement.

Looking at Music: 1910-1915

February 2- June 6, 2011

Music was a central part of the modernist movement. Composers like Schoenberg and Stravinsky were pushing the boundaries of traditional music. This exhibition explores their work and the impact of music on the visual arts.

Seeing Red: Hungarian Populists/Designers, 1918-1919

February 2- August 1, 2011

The Hungarian Populists were a group of designers who were inspired by the social and political changes in Hungary. They were exploring the boundaries of design and its role in society.

Shaping Action: Performance Photography since 1960

January 16- May 1, 2011

Performance photography has been a central part of the modernist movement. Artists like Orlan and Marina Abramovic were exploring the boundaries of performance and its role in society.

Abstract Expressionism

November 16- April 25, 2011

Abstract expressionism was a movement that emerged in the mid-20th century. Artists like Pollock and Rothko were exploring the boundaries of abstract art and its role in society.

Experiments from South Africa

1980-1990

South African artists were exploring the boundaries of art and its role in society during the apartheid era. Artists like Zwi Nkomo and J. M. Coetzee were exploring the boundaries of art and its role in society.

upcoming exhibits //

André Malraux: Our History

May 6- November 1, 2011

André Malraux was a French philosopher, writer, and politician. He was exploring the boundaries of art and its role in society. This exhibition explores his work and the impact of art on society.

Richard Diebenkorn: Venice

February 2- August 1, 2011

Richard Diebenkorn was an American painter and printmaker. He was exploring the boundaries of abstract art and its role in society. This exhibition explores his work and the impact of art on society.

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German Expressionism: the graphic impulse

March 27 - July 11, 2011

The exhibition explores the graphic impulse of German Expressionism, featuring works by artists like Dieckmann, Nolde, and Pechstein. It highlights the use of bold colors, strong lines, and geometric forms in their art.

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Use styles from printed newsletter as a base for your email.



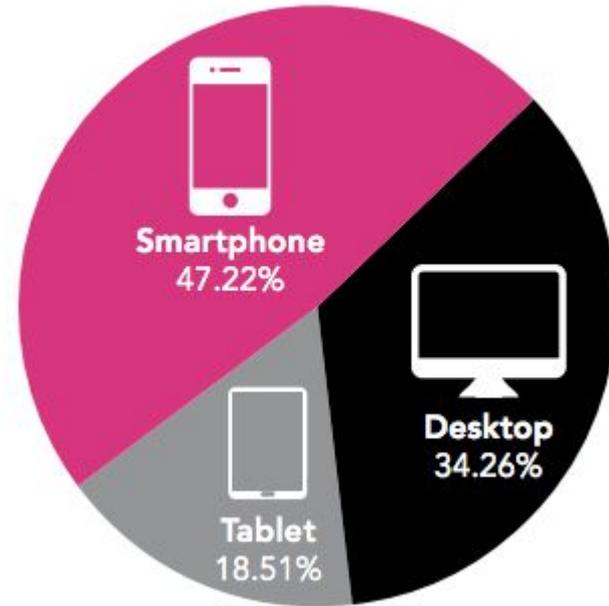
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66%

of email is now opened
on a mobile device



415

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EMAILS

2%

of people will open the
email on another device

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EMAILS

Design with a mobile in mind.

Responsive: Uses media queries to detect screen size and alter content accordingly. Works well with flexible, modular elements.



EMAILS

Responsive Design

PROS

- Restyle, resize or reorder elements
- Ability to hide/show desktop or mobile specific content
- Seamless experience

CONS

- Coding learning curve
- Forces tough decisions
- Increased production time

EMAILS

GOOD NEWS: Most companies use an email marketing service.



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EMAILS

Email Marketing Services - *the good and bad*

- Decrease production time with built-in responsive code
- Can be highly templated
- Most have “create-your-own” template options

EMAILS

Design tips

- Use large, legible font sizes
 - Body copy: 16px +
 - Headlines 22 px +
- Embrace white space



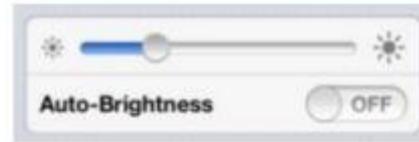
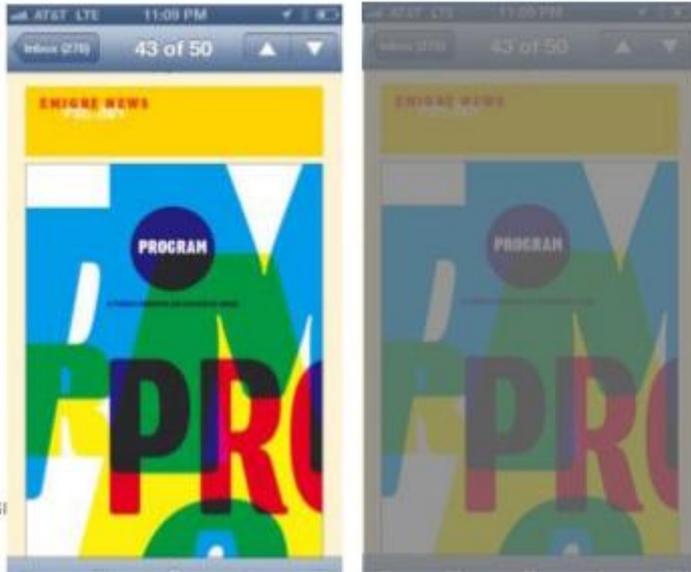
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Design tips

- Dial up the contrast



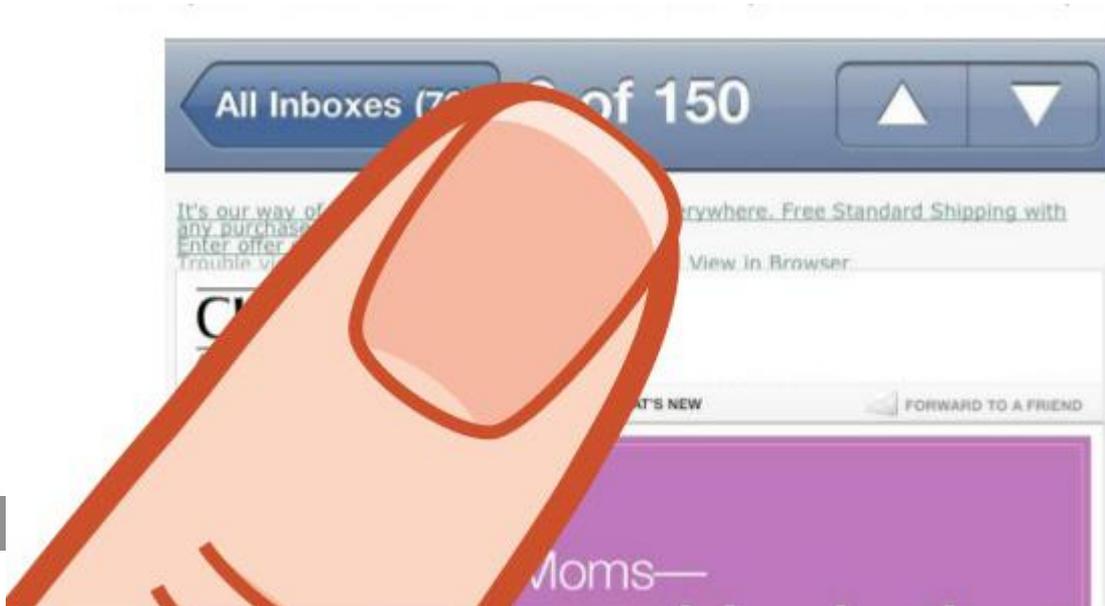
Bright screens
kill batteries

■ 415

EMAILS

Design tips

- Avoid link clusters



■ 415

SONIC **cruisers** club

OH, THE POPPABILITIES.
SNACK SIZE JUMBO POPCORN CHICKEN®

\$1.99 after \$10.00

*Plus Tax.

SWEETEN YOUR WORLD.
UPGRADE YOUR SNACK OR COMBO MEAL WITH SWEET POTATO FRIES.

TOYS JUSTICE LEAGUE
Only in your Wacky Pack® kids' meal!

SONIC Your My SONIC® Card Current Balance Is: \$24.77

VOICE YOUR OPINION
Join the CRUISERS INSIGHT COUNCIL™!

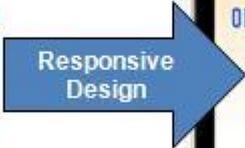
THOSE TWO GUYS ARE BACK!
CHECK OUT THEIR NEW STUFF!

VIEW OUR LATEST TV SPOT

What's your favorite Jumbo Popcorn Chicken® dipping sauce?
A. Ranch
B. Honey Mustard
C. BBQ
TAKE THE POLL

CONNECT WITH US
f t The Club

HOME | MENU & NUTRITION | FIND A SONIC® | KIDS



SONIC **cruisers** club

OH, THE POPPABILITIES.
SNACK SIZE JUMBO POPCORN CHICKEN®

\$1.99 after \$10.00

*Plus Tax.

SWEETEN YOUR WORLD.
UPGRADE YOUR SNACK OR COMBO MEAL WITH SWEET POTATO FRIES.

LEAGUE
Only in your Wacky Pack® kids' meal!

SONIC Your My SONIC® Card Current Balance Is: \$24.77

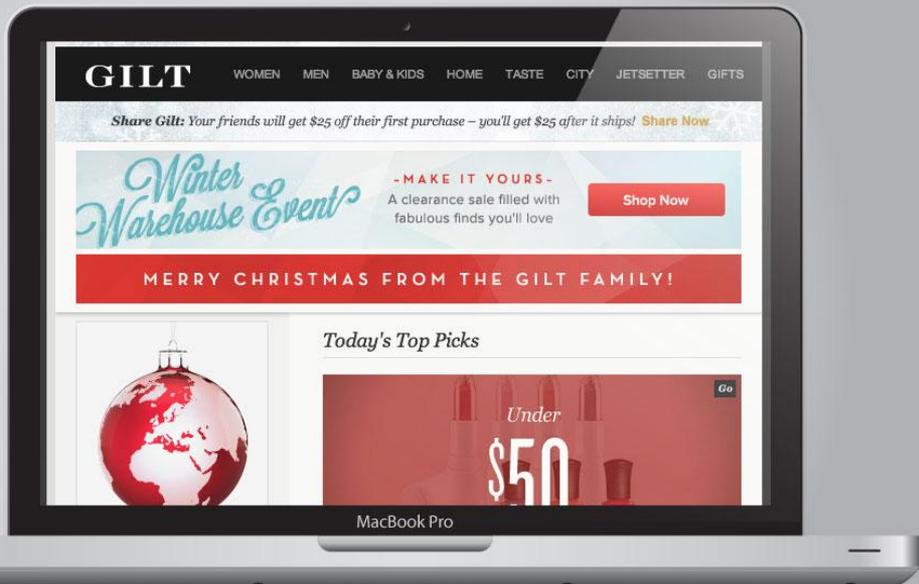
VOICE YOUR OPINION
Join the CRUISERS INSIGHT COUNCIL™!

THOSE TWO GUYS ARE BACK!
CHECK OUT THEIR NEW STUFF!

VIEW OUR LATEST TV SPOT

What's your favorite Jumbo Popcorn Chicken®

415



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Free Shipping for the Holidays
BECAUSE ONE GOOD DEED DESERVES ANOTHER. SEE DETAILS.

PICK A CORD.
ANY CORD.

See what's new in corduroy.

SHOP CORDS

AS NEW YORK TIMES BESTSELLER

START SOMETHING THAT MATTERS

THE GIFT OF THANKS

Spend \$80 or more, and we'll give you Blake Mycoskie's book in paperback.

SEE DETAILS

WITH EVERY PAIR YOU PURCHASE,
TOMS WILL GIVE A PAIR OF NEW SHOES
TO A CHILD IN NEED. ONE FOR ONE.



415

2 Medium 2-Topping Handmade Pan Pizzas, 14-Piece Chicken, and a 2-Liter of Coca-Cola(R) \$26.99
[Order Online](#) | [Mobile Ordering](#)

★ Drag this email to your Primary tab so you don't miss any great Domino's deals!

ORDER MENU COUPONS ESPAÑOL  

DELICIOUS DEAL OF THE WEEK



**Domino's
MAKE IT A MEAL**

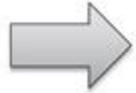
2 Medium 2-Topping Handmade Pan Pizzas, 14-Piece Chicken, and a 2-Liter of Coca-Cola(R)

\$26.99

ORDER THIS DEAL

Use Promo Code: 4332

Learn more at www.dairygood.org

 ORDER MENU COUPONS ESPAÑOL

DELICIOUS DEAL OF THE WEEK



**Domino's
MAKE IT A MEAL**

2 Medium 2-Topping Handmade Pan Pizzas, 14-Piece Chicken, and a 2-Liter of Coca-Cola(R)

\$26.99

ORDER THIS DEAL

Use Promo Code: 4332

"LIKE" US ON FACEBOOK



"Like" us on Facebook for great offers, contests & more.

FOLLOW US ON TWITTER



Follow us on Twitter for offers, contests & early access.

415

Take fitness to the next level with a heart rate strap + MVP

mapmyrun

SYNC. TRACK. IMPROVE.

SALE ENDS FRIDAY

BLUETOOTH® HEART RATE MONITOR
WITH FREE 1-YEAR MVP MEMBERSHIP

BUY NOW

NOW \$43.99
(REG. \$119.99)



Only 3 days left, don't miss out.

Whether your fitness goal is weight loss, maximizing performance or improving your overall health, heart rate training is the most effective way to track your intensity during a workout. Turn your iPhone® 4S or iPhone 5 into the ultimate fitness device with a Bluetooth® Smart heart rate monitor for only \$43.99 and receive a free one-year MVP membership with purchase. Train at the right beat for you, train smart with heart rate!

BUY NOW

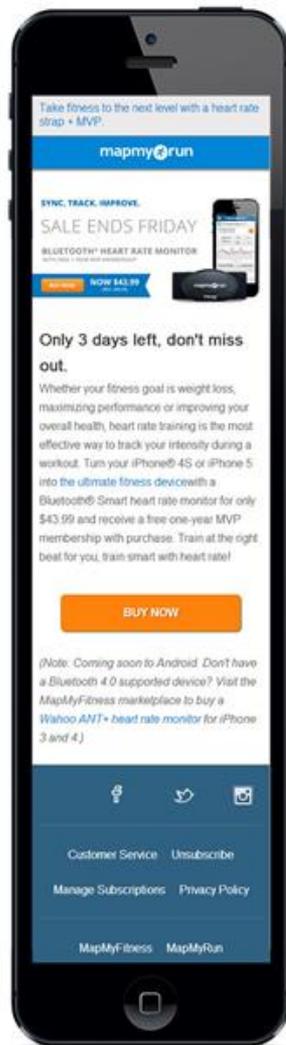
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