

# Layouts -

**Brochures, Letterhead,  
Power Point etc.**

~ guidelines not rules



Start by paying attention  
to how others do it.

~ a clean, professional look tends to mean  
people take you more seriously

# Measurements

- Even borders (never less than 1/8", preferably 1/4")
- Gutters: go with default
- Headings & Sub-Headings: Be consistent - Try to always keep sub/headings the same size
- Leading: Try to always keep leading the same under headings and between paragraphs (Publisher and Power Point have more flexibility with leading)

Example of a gutter is the space between two columns



Example of leading is the space between each line of copy (usually set at auto)

# Colours

- Caution with using a dark background (especially if you use a serif font)
- Keep your target audience in mind when creating your layout (e.g. older individuals may not see very well so don't make the type too small – (especially if you use a serif font)
- Don't mix too many colours into one document – have a colour scheme and stick with it throughout your promotional pieces (e.g. business cards, letterhead, etc.)

Serif Font - example

**Sans Serif Font - example**

Example of what is a bit too nutty  
because my eye doesn't know  
where to look first



# Examples of consistent use of colours (e.g. corporate colours)



**Hub Development Update**  
January 2008  
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## An Update on the Our Kids Network Hub Development

This newsletter represents an overview of the Our Kids Network Hub Development. You have received this newsletter because your email address is part of our distribution list for the Community Forums we have recently hosted. Subsequent issues will provide updates on the work and progress at each of the Hubs. We look forward to sharing the highlights and some photos with you. Please feel free to share our updates with your colleagues.

### The Hub Development Model

Our Kids Network is a partnership of organizations and local community stakeholders who are working together to ensure that all children thrive and reach their full developmental potential! The development of four neighbourhood based Hubs is just one component of the work of the Our Kids Network.

Hubs provide a local, neighbourhood based resource and ensure for families, schools and the community to work together to support children, youth and their parents.

The Hub model provides a framework for integrating services within the local neighbourhood. Several core themes are evident in our work:

The early years from conception to age 8 have the most influence of any time in the life cycle on brain development and subsequent learning, behaviors and health. Children who are ready to learn when they start school are more likely to complete school, find employment and make positive contributions to society.



Illustration and Photo: Progress took place in their lives. Action: Illustration and Photo: Progress took place in their lives.



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April Issue #1

## We Went Snowtubing!



On a cold sunny day, late in February of 2008 some Bigs and Littles boarded a bus, others brought their cars and all made the trek out of Chingauwossee Park (place that is hard to spell)...to brave the cold and challenge some "death spins" on the tubing hill. On a cold sunny day, late in February of 2008 some Bigs and Littles boarded a bus, others brought their cars and all made the trek out of Chingauwossee Park (place that is hard to spell)...to brave the cold and challenge some "death spins" on the tubing hill. On a cold sunny day, late in February of 2008 some Bigs and Littles boarded a bus, others brought their cars and all made the trek out of Chingauwossee Park to brave the cold and challenge some "spins" on the tubing hill. [21]

### Toronto Marlies Game Fun!



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brought their cars and all made the trek out of the beautiful Chingauwossee Park. On a cold sunny day, late in February of 2008 some Bigs and Littles boarded a bus, others brought their cars and all made the trek out of Chingauwossee Park to brave the cold and challenge some "death spins" on the tubing hill. [21]

### Annual Springtime Volunteer Appreciation



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graphic

# Fonts / Typefaces

- Don't mix too many fonts into one document – have a font scheme and stick with it throughout your promotional pieces (e.g. business cards, letterhead, etc.)
- Try to keep the amount of fonts to 3-4 max.
- Once you choose a heading font and body copy fonts, keep with them throughout your promotional pieces

Acton Youth's  
**CHANGE 4 CHANGE**  
The Day After Tomorrow

Everyone welcome!!

**May 24<sup>th</sup>** 2008  
12 noon - 8:00pm  
**Prospect Park**

Featuring . . .

- Bands • Local Comedian Jeff McEnery
- Bouncy Castles for all ages • Giant Ball Soccer • Drum Circle
- Clowns & Face Painting • Food & Drinks and much, much more!!!!

**A fun-filled event  
to promote Acton's youth**

Check out... [www.chance4change.blogspot.com](http://www.chance4change.blogspot.com)  
and search [www.Facebook.com](http://www.Facebook.com) - Acton Youth's Change for Change

For more information contact Jen:

Tel: 905-703-6338 • [chance4change@hotmail.com](mailto:chance4change@hotmail.com)

This event is sponsored by

Acton Youth's Change for Change event represents the efforts of youth in Acton. The support for the youth and this event is provided by the Halton Region, Our Kids! Network, Recreation and Parks - Town of Halton Hills, Link2Learn - Of The Mall and Halton Regional Police Service. Additional support is being provided by POSSE, Acton High School, McKeanes Youth Services and St. Joseph's School.



Example of one project using the same fonts throughout

Acton Youth's  
**CHANGE 4 CHANGE**  
The Day After Tomorrow

**May 24<sup>th</sup>** 2008  
**Prospect Park**

**Thank-you**

for being a great adult role model in my life by supporting me in the pursuit of my passions.

The Chance 4 Change logo represents the strengths and talents of youth and our ability to use these strengths for positive change. It is also a reminder of the supports youth need to be healthy, caring and responsible people.

**You are one of those supports.**

Wear the Chance 4 Change pin with pride and keep up the good work!

# White Space & Visuals

- Is your friend!! – consider the rules in sentence structure and paragraph breaks (run-on sentences are called run-on for a reason – we just stop taking in the information)
- Your eyes and your brain need a break or your message will be lost
- Visuals break up information (e.g. pictures & graphics) - also helps to separate priority messages
- Most layouts use a backwards 'S' form (Since we tend to read from left to right) - design accordingly

# Example of ads using the backwards 'S' form

Coverage you crave. Minerals you need.  
Glowing skin you so rightly deserve.

**NEW mineral sheers foundation**

The only mineral makeup, with exclusive time-released antioxidants and SPF 20, that's clinically shown to improve skin clarity, tone and texture.


One more reason why Neutrogena is recommended most by dermatologists.

And beautiful women like you.



BEAUTIFUL. BENEFICIAL.  
**Neutrogena**  
#1 DERMATOLOGIST RECOMMENDED

NO MATTER WHAT YOU WANT TO DO IN LIFE,  
**LIFE TAKES**  
**VISA**  
lifetakesvisa.com



Enjoy a romantic getaway with fantastic fairways.

For more great vacation ideas and discounts, visit [lifetakesvisa.com/travel](http://lifetakesvisa.com/travel)  
Life Takes Travel. Life Takes Visa.

# Copy (text)

- How much? – Less is more!
- Create curiosity without overwhelming your reader/audience with information
- Depending on what it is, always have contact information so the curious have somewhere to get more information

# Power Point

- Some functions in PowerPoint are cool but don't play too much – if there's not a point to it, don't add it
- If doing a presentation, don't read your entire slide - elaborate on the points in your slide

# Printing Material

- Understand your printers needs and requirements – give them a call (they'd rather answer simple questions than receive a document that takes them time to set up for printing or is something they can't use at all)
- Try not to send them a Word document



Breaking the Rules  
is OK too!

Don't be afraid to be creative