

# VILLAGE OF YELLOW SPRINGS

## READ ME FIRST

### HELLO

Welcome to our family of do-it-yourself templates for brochures, newsletters, and even a letterhead. We have designed these pieces to encourage businesses and organizations to create their own information sheets.

The templates herein are formatted in Microsoft Word (and contain pre-embedded graphics and our new logo). This software was used because it is (1) relatively easy to use for most people, and (2) it is the most commonly used software on both Windows and Macintosh computers. We wanted a software platform that would be universal in order to expand use of these templates.

All of our templates have been designed carefully to “brand” and promote the Village of Yellow Springs as a caring community of unique creativity and self-expression...among many other delights!

Although some people will know how to use these templates intuitively, most of you will benefit in time saved by reading this brief guide first. We hope it helps you come up with a better piece.

As we encourage maximum use and minimum control over your creativity, there is nothing to prevent you from using any of these templates that you wish. Since we can't envision all the possible applications, we'll leave it to you to adapt our brand identity system in the way that best fits your needs.

## **TEMPLATES**

There are basically three different kinds of templates for your use: Brochures, Newsletters, and a Cover Letter.

### **1. Brochures**

There are only six total template designs, but many variations of those designs. For example, for each template design, there is a 3-panel and 4-panel brochure version. As well, we created versions for both color and black and white.

The 3-panel has 2 folds, and includes 3 panels on each side (total 6 panels) of a standard 8.5" x 11" sheet. A similar 4-panel brochure has 3 folds with 4 panels on each side (total 8 panels) on a legal size sheet (8.5" x 14").

Each of the brochure templates, regardless of the version, includes its own set of recommendations and instructions to make your work easier. Just follow and type over the instructions as you work. The amount of information you need to include in a brochure will determine whether you need to use a 3- or 4-panel version. But a general rule of thumb is that readership decreases as you increase the amount of copy. So keep it simple and to the point.

You will find all of the various brochure templates on this CD/DVD in a folder titled: [4.BROCHURE TEMPLATES](#)

The six main brochures include:

- Arts Brochure** (for arts and entertainment events)
- Business Brochure** (for business and industry promotion)
- Directional Brochure** (for maps, tour guides, etc.)
- Education Brochure** (for promoting educational opportunities)
- Historical Brochure** (for Yellow Springs-related history)
- Organizational Brochure** (for non-profit organizations)

These have been designed to (1) provide a consistent, overall system of identity, (2) allow you and your readers to easily identify and recognize one brochure from another, and (3) give you a vehicle in which you still have room to display your own creativity.

We believe the brochures will be most often used as marketing tools by you and other organizations throughout Yellow Springs. However, we do offer two more types of promotional materials....

## **2. Newsletters**

There are really only two versions (color, black and white) of one newsletter template. So your choices are easier here. You will find each of the newsletter templates on this CD/DVD in a folder titled: [5.NEWSLETTER TEMPLATES](#)

## **3. Cover Letter**

The cover letter is easier still. There is only one template to choose (and it can be used for either color or black and white reproduction). You will find the cover letter template on this CD/DVD in a folder titled: [6.COVER LETTER TEMPLATE](#)

## **SUPPORT MATERIALS**

For your convenience, we've included on this CD/DVD all of the various logo options (folder: [3.LOGOS](#)) and fonts (folder: [7.FONTS](#)) you'll ever need for printing professionally, at home, or electronically (websites, PowerPoint presentations, etc.).

## **HINTS & TIPS**

- When working with the Brochure templates, note that the front panel on some the templates are not fixed in position – nor is the logo. However, they will pop into place when text (or returns) are added.
- Prior to printing, use the “print preview” in MS Word to assess page balance – location of type and graphics, amount of white space, etc.
- You can move and size the boxes by (1) highlighting them, (2) left-clicking on the corner of the resulting box, and (3) following the arrows in the desired direction.
- The back page of each brochure is the same for all. To complete your brochure, just open the appropriate file and follow the same procedure. Keep in mind the order in which the pages are eventually to be folded and be sure to place the parts of your text and graphics so they make sense in reading order when the brochure is opened.
- The Newsletter and Cover Letter templates work much the same way as noted in the hints above.
- Before sending your design to a printer, “test” your design by printing from your home computer/printer. But realize that very few at-home printers can match exactly what you’ll see on your computer screen or in a finished, professionally printed piece.
- Although the template designs are eye-catching, you may not wish to incur the extra expense in printing color pieces. So, with most of these templates, you have the option of printing in fewer colors or simply in black and white. To print black and white (or grayscale) at home, set your printer controls to the highest resolution grayscale option before printing.

## **HELP**

If you run into problems or concerns in using these promotional templates, please call or email us for help.

**Rachel McKinley**  
Project Coordinator  
937.767.2518  
[rachelyso@sbcglobal.net](mailto:rachelyso@sbcglobal.net)

**Jerry Sutton**  
Project Leader  
937.767.1636  
[jpsutton@who.rr.com](mailto:jpsutton@who.rr.com)

You will find many more details about our branding system (and individual promotional materials such as the templates discussed herein) in our Graphic Guidelines document – it is conveniently located on this CD/DVD in a folder titled: **2.GRAPHIC GUIDELINES**

## **A FINAL WORD**

Best of luck! We are genuinely excited to see what you have created with the materials found on this CD/DVD.

So please send us your work via email. We plan to enter all of your submissions in a contest later this year for a prize for best design!

Sincerely,  
Your Community Information Project (CIP)