

# CROHN'S & COLITIS UK

---

## NETWORK NEWSLETTER STYLE GUIDE

### MS WORD

## SIMPLIFIED TEMPLATE

*A simplified newsletter template is also available - this is provided for less experienced editors who wish to make a simple newsletter. This template includes only the masthead, predefined styles, fonts and colours, and editors can add their own content in any way they like.*

*All newsletters have to contain certain information which we have also provided in the pack - please make sure this information is always included.*

## GENERAL GUIDANCE OUR STYLE

This style guide will help make sure your newsletter is instantly recognizable as coming from Crohn's & Colitis UK and by following the brand style guide you'll create a professional and attractive newsletter.

To help further with this your newsletter template is available in three different formats: MS Word, MS Publisher and Adobe InDesign. Depending on your skills and software availability, you can choose to use any of these. Each comes with its own guide but you can always contact us for more information and if you require any further help.

## NETWORK NEWSLETTER TEMPLATE MS WORD

The MS Word newsletter comes in three variations: a .docx file, a .doc file and a template file (.doct). The .doc version is to be used with older versions of MS Word that don't support the .docx format.

### COMPATIBILITY MODE

*Some featured might be disabled when you open the .doc file - to enable these, click File > Info > Convert. This may cause some layout issues and you might need to move some text boxes etc.*

The .docx file can be used with a newer version of MS Word, from Office 2007 up to the most current version.

The .doct template file is an MS Word template which will open a new file based on the template.

## BEFORE YOU START PREPARE YOUR CONTENT

Before you begin designing your newsletter, prepare all content you want to include in the newsletter. This includes not only your articles, but also photographs, graphics, logos or dates of events you want to advertise.

- Decide on the content of each page.
- Choose a nice clear photograph to use on the front page to attract your readers' attention. Select an interesting article to go on your front page
- Plan your page layout. Decide if you have enough text or photos to fill each page.

*If you find that there's some empty space on your page, try adding a little box with general information, or highlight a particular event or detail. For example, Crohn's & Colitis UK's phone lines, or an upcoming national event*

Use a variety of content - long articles, short articles, fillers. A text heavy newsletter might put your readers off. Try and use a lot of photos to illustrate your articles.

*You don't have to use the layout from the template exactly as provided - feel free to move columns, text boxes or images*

Make sure you take good quality photographs to use in your newsletter. Most printers require photos to be around 300 dpi in resolution. Photos taken from websites will generally be around 72 dpi and might look blurry when printed.

Make sure you own copyright to the images you're going to use, or have permission to use them. Don't download photos from the Internet unless the photo is of very good quality (also, generally, the bigger the image the better). You can use public domain images without permission.

When you are inserting your articles and images into the template, make sure you delete any dummy text and placeholders.

## NEWSLETTER DESIGN

Word isn't a page layout program, so it's more difficult and time consuming to get graphics to "stay put" on a page, wrap text around them, and control them. The template uses Page Breaks to force the document to be 4 pages (but you can add more or delete some if your newsletter is longer or shorter).

.....  
Use contrast and hierarchy to make your newsletter visually interesting.



(a) Use a colour sidebar to separate a short article from the main article



(b) Highlight a piece of text within a longer article

*To check where page breaks are, click the pilcrow sign ¶ on the Home tab - you'll see the words 'Page Break' between dotted lines. You'll also see a range of other hidden characters, for example, paragraphs breaks.*



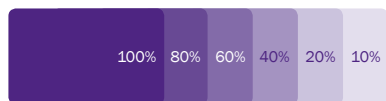
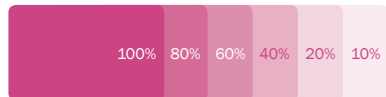
## HIERARCHY

Use headings, subheadings and smaller text boxes to create a visual hierarchy in your newsletter. Divide longer articles into smaller chunks and add a subheading for each. White (or negative) space can help you achieve a professional look - don't clutter your pages and leave plenty of room around your text and images.

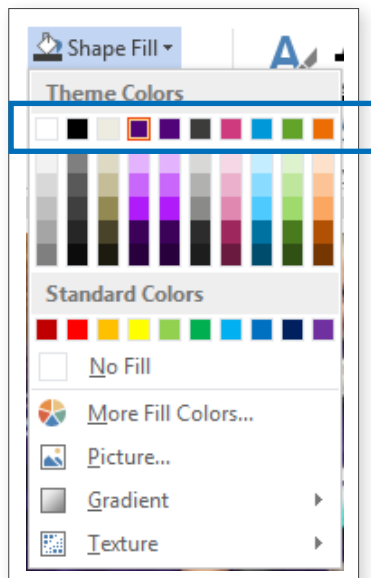
## CONTRAST

Use the predefined colour scheme to create contrast - a bold coloured text box with white text will help emphasise a piece of information. These can be used for full articles, as well as to highlight a small part of a longer article in the middle of it. See example on the left.

Crohn's & Colitis UK colours for the network newsletters



Main Crohn's & Colitis UK theme colours in Word



## CONSISTENCY

It's important to be consistent, not only within one edition of your newsletter, but also with the overall Crohn's & Colitis UK brand.

*When designing your newsletter, keep the Crohn's & Colitis UK Style Guide in mind. It gives valuable information on use of fonts, colours etc. The guide is available online at [crohnsandcolitisuk.org.uk/vr](http://crohnsandcolitisuk.org.uk/vr)*

The template has predefined styles and colour themes - use them throughout the newsletter.

## NEWSLETTER STYLE COLOURS

To have a consistent look, a colour theme has been predefined in the templates. Its main colour is the Crohn's & Colitis UK **purple** with **pink** as an additional accent colour. A range of tints can be used as well. See the left sidebar for the newsletter colours.

### HOW TO SELECT COLOURS

After highlighting the element you want to change the colour of, click the colour box in the menu (these can be for font colour, shape fill, shape outline, etc) and apply the colour.

*If you can't see the Crohn's & Colitis UK colours in the colour panel, you might have to add them manually. To do this, click More Colours in the colour panel and then enter the following values for red, green and blue (other colours are available in the Brand Manual):*

**Purple:** Red - 81, Green - 33, Blue - 120

**Pink:** Red - 206, Green - 58, Blue - 125

## FONTS

**Trebuchet MS** is the corporate typeface for use in MS Office package.

**HEADINGS: TREBUCHET REGULAR, 20PT, PURPLE AND ALL CAPS**  
**SUBHEADINGS: TREBUCHET REGULAR, 16PT, PINK AND ALL CAPS**

Body copy is set in Trebuchet Regular, 11pt, black

You can use bold and italics where appropriate to emphasise parts of the body copy. Several styles are available in the template (see below).

*Do not justify your text! All text must be left aligned and never centred or justified.*

## STYLES

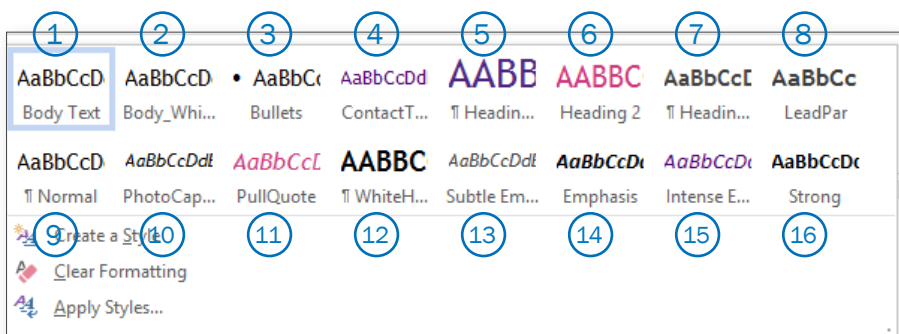
Use predefined styles to ensure all text is the same size or has the same look. This will give your newsletter a professional feel and make it more attractive to your readers. See all styles below.

*MS Word styles available in the newsletter template*

1	Body Text	normal body text
2	Body_White	body text in white (for use in coloured boxes)
3	Bullets	for simple lists of items
4	ContactText	text in the back page contact box
5	Heading 1	main headings

6	Heading 2	subheadings
7	Heading 3	any additional smaller headings
8	LeadPar	leading paragraph or standfirst
9	Normal	default text when no style is selected (matches the body text style)
10	PhotoCaption	photo captions and/or photographer's name

11	PullQuote	highlighted quote within article text
12	WhiteHeading	heading for articles in coloured boxes
13	Subtle Emphasis	italicised type
14	Emphasis	italics and bold
15	Intense Emphasis	italicised purple text
16	Strong	bold text



## NEWSLETTER LAYOUT GRIDS

The template pages are laid out in 3 columns. Use text boxes (with no fill/outline, unless you're styling a coloured box) to create three columns of the same width.

You can fill coloured boxes with a lighter shade of purple or pink. Set your text in these in 100% purple, pink or black.

## UNEDITABLE CONTENT MASTHEAD

The top of the front page - the newsletter masthead - must not be changed. However, you must edit the issue date (month or season)/number and the name of your network!



**1. Edit the name of your network**  
 Replace 'XXXXX' with the full name of your network; e.g 'North London' or 'Edinburgh'

**2. Edit the date and number of issue**  
 Replace 'MONTH YEAR' with either the month of issue, or the season, e.g. Summer 2015, etc

**3. Edit the issue number**  
 Replace the 'X' with the issue number. If you don't use issue numbers, please delete the whole line, or use this line for any other identifier

## BACK PAGE INFORMATION

The purple panel on the right side of the back page contains information required to be included in every newsletter. Please don't delete it or remove any part of it, only edit your network's name and contact information where appropriate.

Insert your social media usernames next to the icons in the box. If you don't use social media, delete the icons. If you use other social media apart from Twitter and Facebook, contact the office for the branded icons, or just insert the URLs as plain text.

## ELEMENTS OF THE NEWSLETTER

.....  
Article typesetting example

**THE SECRETS OF SNACKING SAFELY** ①

Learn how to top up your energy levels ②

*By John Smith* ③

The key to a healthy balanced diet is to eat the right amount of food. While snacking can be part of a healthy diet, it can also lead to exceeding your body's energy needs. ④

**FOOD** ⑤

Some people with Crohn's or Colitis find certain food aggravate their symptoms. The main triggers...

1. Main article headline
2. Standfirst or a lead paragraph
3. Byline
4. Main body of your article
5. Subheading within your article

## PAGE HEADERS

Pages 2 and onwards have a smaller header with the name of the network. Don't forget to edit the header before printing your newsletter! Double click on it to open the header section and insert the name of your network in place of the xxxxx in the template.

*Make sure you replace all instances of the placeholder xxxxxx in the whole template. To help you find any you may have missed, press Ctrl+F and search for a number of x's (e.g. 'xxx') in the whole document. The function should then find any instances of the placeholder which need to be edited.*

## TABLE OF CONTENTS

You can have a table of contents on the front page of the newsletter to help your readers see what's inside. Use a 2-column table to list a selection of interesting articles and page numbers. Resize the box as required.

## HEADINGS

Headings are an important part of any newsletter. Use short, succinct and descriptive headlines for your articles. A longer headline can span several columns: use text boxes to extend headlines over 2 or more columns. If your article takes up just one column, the headline can be a part of the main article text box.

## LEAD PARAGRAPH OR STANDFIRST

Use a short standfirst to sum up your article or provide more information. The first paragraph of your article should draw your readers in and offer a quick summary of what your article is about. Use the predefined style and span it across 2 or more columns if appropriate. See example on the left.

## BYLINE

If you'd like to give credit to the writer of your article, use a byline. Type the name below the headline but above the body text of your article and set the appropriate style (you can add a small line below the name). You can also add the name to the end of the article.

.....  
 Example of styled list to jazz up your newsletter.

.....

**1 EAT WELL**  
 Plan what and when you will eat during your trip.  
 Take a packed lunch and suitable snacks....

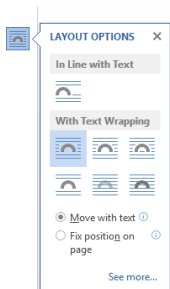
.....

**2 REST UP**  
 If you feel tired, take a break and rest for a few minutes. Don't feel under pressure to...

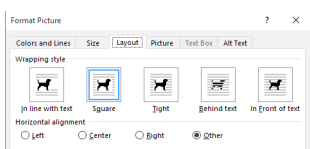
.....

**3 MAKE A PLAN**  
 Work with your IBD team to plan your activities and get advice on your medication....

.....  
 Image layout options in newer versions of MS Word



.....  
 Image layout options in older versions of MS Word



## PULL QUOTES

These are interesting quotes extracted from the article and emphasised in larger coloured type in the middle of the text. These can provide a natural break in long texts and can highlight important information.

## PHOTO CAPTIONS

To give your photo a caption, or to credit the photo, use the predefined style called 'PhotoCaption'. Place the text over the photo in a place close to the edge on a simple background. If the photo is too dark, use a lighter colour (white or light grey). If the photo is too busy, you can place the caption below or above the image.

## BULLETS

Use the predefined 'Bullets' style for lists in your articles.

*You can also make your lists more interesting, especially if you have plenty of room, by making a numbered list with large and styled numbers and headings. See an example on the left.*

## DOTTED LINES

Use coloured dotted lines to separate sections of your newsletter. Click Insert, select the Line tool under Shapes and draw your line (hold Shift to draw lines at 45° increments). Under Drawing Tools > Format, you can style your line. Select the colour and make sure it has rounded caps (under Shape Styles). Use 2pt lines.

## COLOURED PANELS/BOXES

Short articles or sections can be boxed for interest or emphasis, often with a coloured background. Use these to break up a page with a lot of text. Click on Format Shape in the right-click menu to set text margins.

## IMAGES

In the newer versions of Word, when you click on an image, a fly-out panel appears next to it. You can set the image positioning there - either inline (picture will move with text) or wrapped (text will flow around the photo). Fixing its position on page will prevent the photo moving unexpectedly when you're working on your newsletter.

In older versions of MS Word, right-click on the image, select Format Picture, click the Layout tab and choose your settings.

## EDITING YOUR NEWSLETTER PROOFREADING

When you finish designing your newsletter, always remember to proofread it. Ask a family member or friend to proofread it for you. Check all spelling and punctuation and make sure your sentences make sense. If you have any technical and medical terms in your article, ensure they are used correctly (and provide explanation).



## DUMMY TEXT

There is a lot of dummy text in the templates. Make sure you've replaced all of it, including the placeholders for your network name marked with 'xxxxxx'

## ORGANISATION NAME

Always write out the full name of the organisation, i.e. "Crohn's & Colitis UK". '&' should always be used instead of 'and' when writing our name. Also use Crohn's and Colitis when talking about the conditions in general instead of IBD as it's how most people self-identify and avoids confusion with IBS. Full names of Crohn's Disease and Ulcerative Colitis are only needed when referring to diagnosis.

*Instead of using patients use "People living with Crohn's or Colitis" as using patients can negatively come across that the condition defines someone which is of course not true. Another useful phrase is "People affected by Crohn's or Colitis" as this also captures relatives, carers, guardians, friends etc as we know the conditions have an impact on more than those who are diagnosed with them.*

IBD can of course still be used when talking about IBD Nurses or your IBD Team as this is commonly used and understood.

## GETTING YOUR NEWSLETTER READY FOR PRINTING

There are generally two ways your newsletter will be printed - by a professional printer/shop or by yourself on your own printer (or at your office, etc). A professional printer will require your file to meet certain requirements. Contact your printer before submitting your work if you're not sure about setting your document up the correct way.

## PRINTING AT HOME

Depending on the size of your newsletter, you might choose to select 'booklet printing' and print it on A3 sheets to be folded into standard A4. If your printer doesn't support A3 printing, single or double sided A4s work well too - just staple your pages together before distribution.

*If you're printing on your own or office printer, please keep in mind that there will be a white margin around all pages of your newsletter.*

You can print directly from Word, but exporting to PDF first will allow you to check the layout is correct.



.....  
Document page areas



Artwork extending into the bleed area

Bleed line (green) - usually 3mm beyond document edge

Trim line (black) - the final size of the document

Margins (red) - the area between the red line and black trimline is an area which should not contain any important content

## COMMERCIAL PRINTING

Always speak to your printer before submitting your finished Word document. They will be able to advise on the correct format (most will only accept PDFs, or will convert it for you for a small fee) and other requirements.

### BLEED AND MARGINS

If you're getting your newsletter printed by a commercial printer, you can extend your artwork all the way to the edge of your document (ideally it should be around 3mm beyond the edge of the document but MS Word doesn't support this function - move your artwork all the way to the edge of the work area). They will generally print on a larger sheet of paper and trim to size so there will be no white margin around your page as is the case with home printing. But make sure no essential text or images are too close to the edge, as they might accidentally be trimmed off.

### COLOUR

If you're printing in full colour, just use the colours predefined in the template theme. If you'd like to use 1- or 2- colour offset printing (which might be cheaper), speak to your printer first and they will help you. MS Word doesn't support spot colours for 1- or 2- colour printing.

MS Word doesn't support CMYK colours which are required for commercial printing but your printer should be able to convert your file for you. The final colours might look slightly different.