

Design Guide for Announcements

Objectives:

The reader will read the whole announcement carefully.

The reader will understand what they read.

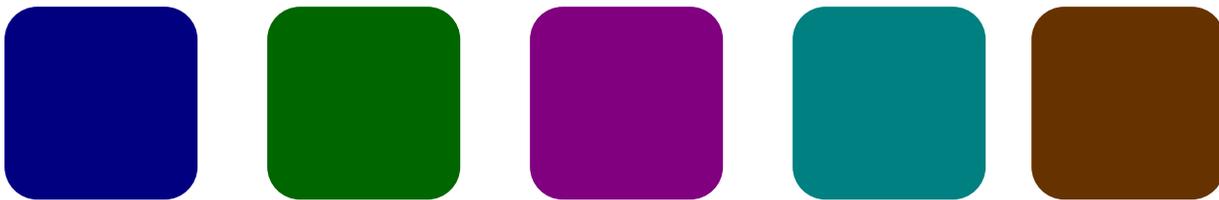
The announcement will have a professional appearance.

Color

Your announcement will look more professional and be easier to read if you use color sparingly.

1. Use a maximum of two colors plus black.
2. Have a plan. Example: Use one color to emphasize single paragraphs and the other color to emphasize important words.
3. The following are hard to read on a computer screen: light colors like Yellow; neon colors like Screaming Lime Green; and Red. Even people who are mildly color blind cannot see red on a computer screen.

Good Web Colors



Type

1. Emphasis
 - a. Use bold, color, or font size for emphasis. Italics are hard to read on the web and underlines can be mistaken for links.
 - b. Use emphasis sparingly; think about which words or phrases really need to be emphasized. Emphasizing too many elements defeats the purpose and distracts the reader.
 - c. A good way to emphasize an element: create extra white space around it.
2. You can use All Caps to emphasize a title or subtitle. Avoid using All Caps in a sentence.
3. Have a plan. Example:

I will use 2 levels of subtitles to organize information

 - a. All caps/Bold/18 pt. (Responsibilities, Minimum Qualifications, How to Apply)
 - b. Bold/14 pt. (Examinations, Special Notice)

Format

1. White space is a good thing. It organizes a page, allows the reader to rest their eyes, and gives the reader time to let the concept sink in.
 - a. Use line spacing liberally
 - b. Use indented paragraphs
 - c. Bullets and numbering are your friends
2. Left justify nearly everything. Exceptions: Main titles and/or a brief phrase
3. Avoid centering whole paragraphs.