

## Newsletters/Pamphlets



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## Commercial Web Offset, Sheet Fed & Flexographic Printing Services

**Newsletters and pamphlets are branding tools that make a statement about your business. Normally, newsletters and pamphlets are printed starting at 4 pages or higher and printed on newsprint, gloss or matte paper stock.**

### Newsletter/pamphlet design tips

The first thing to remember when creating your newsletter/pamphlet is to keep the design consistent. Keeping the margins and headers the same throughout creates a professional image which will ultimately help deliver your message. This type of consistency can best be achieved through a template. Try to keep your fonts to a minimum. Arbitrarily using several font sizes and types will only lessen the appeal of your publication. Also, avoid italicized typefaces. This will often slow down the reader. The body of your publication should be sized between 9 and 11 points. A good rule of thumb is to set leading text two or three points higher than the body text size. Most people read from left to right. So try not to make it difficult for them. Avoid introducing irregular shaped blocks of type. Use headlines and sub-headings to help the reader navigate your newsletter/pamphlet easier. Finally, ask your printer for other great insights on newsletter and pamphlet design.

### Newsletter/pamphlet printing

Most printers have the expertise and production capabilities to create beautiful, full color works. They also have creative ideas that will bring out the best in your work. Remember, all of these production and design ideas are great. However, the best way to distinguish yourself from the pack is through great content. A high priority should be to make sure your writing creates the best impression on your audience.

### Newsletter/pamphlet graphics

The graphics and pictures in your newsletter/pamphlet are very important. But remember to try not get too carried away with their use. Your artwork does not have to be overly extravagant. It has to be just enough to get your message across and give the reader some visual idea of what you are trying to express. The cover of your newsletter/pamphlet is probably the most important. It sets the tone and makes people want to get inside to read its content. Be sure to include important information. Let the reader know what the newsletter/pamphlet is about and who publishes it. Make the title unique so readers can identify with it at a glance.

### Using coated and uncoated paper stock in newsletter/pamphlet printing

Uncoated stock is a rough porous type of paper. It is normally used in newspapers and tends to be less expensive. Coated stock has a smooth glossy finish. Printing on this type of paper will sharpen your text and graphic layouts. However, coated stock can be a bit more expensive.

#### Newsletter/pamphlet FYI key points

- Determine page size
- Determine your color needs on the cover and for the inside pages: 1-Color, 2-Color or 4-Color
- Determine your page count beginning at 4 pages & increasing in increments of two pages
  - Determine paper stock: gloss or matte (text or cover) or newsprint or offset
- Coatings available if desired on gloss or matte paper stock: varnish or aqueous
  - Determine folding options (half-fold or ¼ fold)

**SCP&G is ready to serve you with the expertise and equipment required to get your job done right!**



### Building Partnerships in Printing

