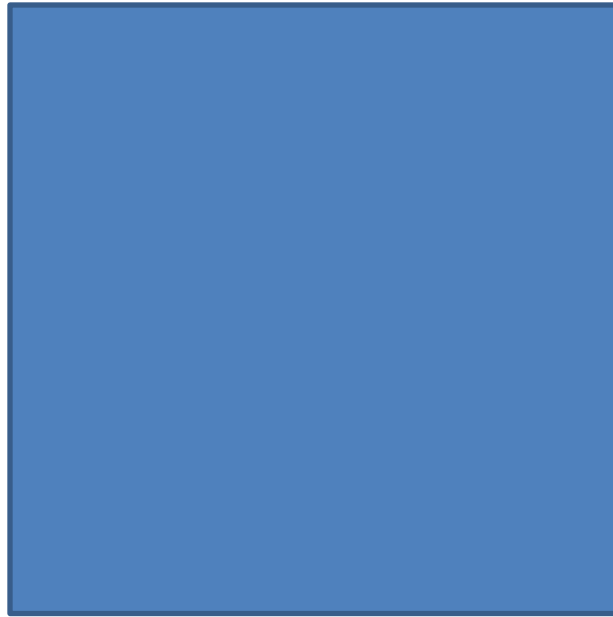
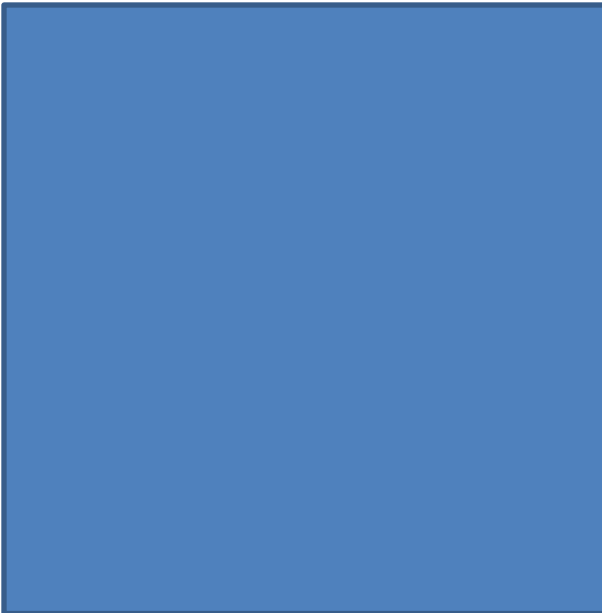


This is the Reveal Panel. This panel should discuss when your neighborhood council meetings are. If you have a neighborhood logo, this would be a good place to use that. Don't provide a calendar or any information set to a fixed date and time. Talk about when and where your meetings take place, how long they last and why someone should attend. Remember that your audience for this brochure is primarily individuals who have never attended a neighborhood meeting. This is a call to action to engage new people into the process.



The back panel of the brochure is for basic contact information. It should prominently present your website as well as any other online forums or social media used by your neighborhood. If you have a preferred way to allow people to contact the Council (by email or a phone number) list that as well. You could also show a map of the neighborhood or describe its boundaries.



NEIGHBORHOOD NAME

NEIGHBORHOOD COUNCIL

The front cover of your brochure should prominently display your neighborhood's name and use photography that represents your neighborhood and that you have taken yourself or that you know you have full permission to use.

The cover can include other information, but try to keep it short.

The inside panels can be one connected thought as these panels open into a single document. This panel is the first to be seen.

About fonts and type: A good design goal for any brochure is that it is easy to read. So, use an easy to read font such as Calibri or Georgia.

Use of decorative fonts should be reserved for headlines (for example, the name of your neighborhood on the cover).

Using bold type or italics can help clarify ideas. For example, in a list of question and answers, bold the questions.

Don't use fonts smaller than 10pt. Remember: the goal is for a brochure that is easy to read. Smaller text can be difficult for some people.

While your brochure may be printed in color, think about how it would look in black and white. Make sure there is plenty of contrast between the text and the background.

For content on these panels, use more or larger photography, provide your neighborhood's mission statement, discuss your neighborhood philosophies or goals, and/or provide Q&A messaging based on frequently asked questions.

About photography and graphics: Only use photography that you have taken yourself or that you know you have full permission to use. Do not grab photography or graphics from the internet. Word has a large library of graphics that you can use.

You can use Creative Commons licensed photography only if you credit the photographer. Photography credits should be no smaller than 8pt and be listed next to or below the photo.

Don't put anything within .25 inches of the outside edge of the page.

