

# Newsletter covers – international

International newsletters have a plain coloured masthead. The colour can change as long as it is one of the three HelpAge brand colours (red, dark red or orange). The masthead remains in the same position in every issue.

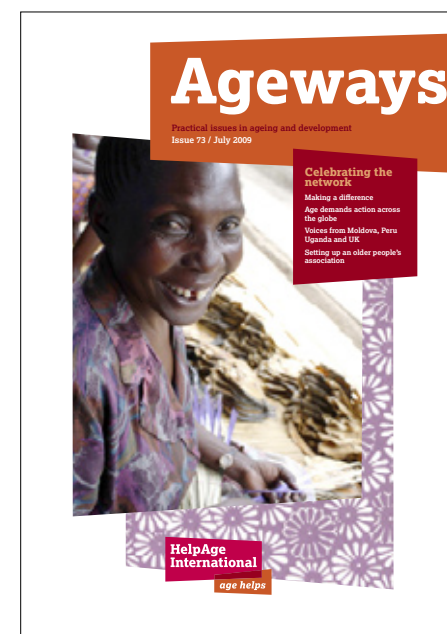
The examples below show two subsequent issues of *Ageing and Development* and *Ageways*.



Pictures and article on front cover



Picture only on front cover



# Newsletter covers – regional and country

Regional and country newsletters have a patterned masthead. The pattern can change, to provide variety and to complement the picture.

The title of the newsletter is reversed out of the pattern. No other text should sit inside this pattern, as it may be difficult to read.

The masthead remains in the same position in every issue. The sub-title (if there is one), issue number and date, contents box and main picture should also remain in the same position in every issue. Other elements, such as a message pair and logos, can move.

The newsletter may have articles on the front page, or it may be more like a magazine, with a large picture on the front and very little text. Keep to one of these two styles – do not switch between them from one issue to another. The examples below show these two different styles.

Layer the elements as follows: the patterned masthead at the back, the picture in front of it, the contents box in front of the picture, and the message panels and logo always in front.

For more information see [www.helpage.org/brand/basicelements/combining](http://www.helpage.org/brand/basicelements/combining)



Pictures and article on front cover

Picture only on front cover

## Newsletter inside spreads

Newsletter layouts use a six-column grid. The grid is flexible and can be used in different ways.

The examples below (which are from *Ageing and Development*) use three columns of text. However, you can use two or four columns if these suit the content better. You can use different numbers of columns on different pages if necessary – but do not vary the number too much or it will look messy.

Patterned boxes containing reversed-out text can be used for regular sections, such as Comment and In brief, as shown in the examples below.

[illegible][illegible]

Spread showing a collection of articles

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