The print and electronic publications developed by the official clubs of the Johns Hopkins Carey Business School publicly express the professionalism and talent of our students. Employers, alumni, faculty, staff, donors, and other students perceive the quality of our student clubs – and the students who run them – through the Web sites, event announcements, email, and informational reports they disseminate. For this reason, printed and electronic communications must be submitted to the Student Services Office for approval before they are published or displayed.

Additionally, the school has established the following simple guidelines to help club members produce communications that are compatible with the school’s mission and brand:

- Every communication should include “The Johns Hopkins Carey Business School” and the full name of the club, e.g., “The Johns Hopkins Carey Business School Finance Club.”
- Each club should establish its identity through its name rather than developing a customized club logo.
- The Carey Business School logo is reserved for official school communications and should not appear on club materials.

Here are tips for clean, effective communication:

- Select among the following four recommended fonts for printed and electronic communications, and use selected fonts consistently:
  - Arial (not including Arial Narrow)
  - Calibri
  - Perpetua (not including Perpetua Titling)
  - Times New Roman (to include any version of Times Roman)
- This recommendation includes italic, bold, and bold italic variants of these fonts but not narrow, condensed, or extended versions.
- Limit use to two fonts and two variants per communication.
- Titles and body copy should be produced in upper and lower case because using all capital letters makes reading difficult.
- Use big, bold text to create emphasis, but use bold sparingly. Excessive bolding will weaken, not strengthen the intended emphasis.
- Avoid using italics for general emphasis. Instead, use italics for book titles and, if desired, to set a quotation or exceptional statement apart from the main message.
- Use underlines sparingly, if at all.
• Contrast is the best way to attract attention. Examples:

Big headline with much smaller text
Large graphic with smaller headline
Headline and/or text arranged to allow for white space on the page (centered is the least effective).

Flyer layout examples:

- Limit the use of graphics so as not to detract from the message.
- Use one professional-looking illustration (try Google Images) or photo (try your cell phone or Wikimedia) instead of multiple pieces of clip art.
- Include date, time, location, and contact information for events.
- Additional examples of these techniques can be found at http://www.stocklayout.com/Templates/Flyers/Flyer-Templates-Designs-Library.aspx
- Sample templates for Web pages can be found on the Web at http://www.freewebtemplates.com/ and email templates can be found at http://www.campaignmonitor.com/templates/