Don't do this!

Don't be a wimp about your flag (the title of your newsletter on the front page). Tell people who you are!

Don't create a flat, gray newsletter. Use contrasting type where appropriate, create pull-quotes, and add other visually interesting elements to pull the reader's eye into the page.

Try this...

Most people skim through newsletter pages picking out headlines—so make the headlines clear and bold.

You can see the underlying structure of the text here. With the solidity of that structure, the graphics can really juice up the pages by being tilted, enlarged, text-wrapped, etc.

On the other hand, don't use a different typeface and arrangement for every article. If you create a strong, consistent, underlying structure throughout the newsletter, then you can call attention to a special article by treating it differently.

If everything is different, nothing is special.

Take a few minutes to verbalize how all four of the basic principles of design appear in a multiple-page publication like this, and notice the effect of each principle.