SAE creates several newsletters a year (sample referenced herein). Please download a full version of the sample here.

If you use a different software (ex. Word) to create your newsletter, the guidelines below will help ensure your newsletter is consistent with SAE’s brand policies.

Rollover circled numbers below to reveal areas being referenced.

1. SAE logo top left of title page, download here
2. Use a header for the title page with prominent name of newsletter (can use pertinent image, if room - reference SAE Brand Image guidelines here for types of image use)
3. Title page contains a table of contents with page numbers (can be a narrower column on title page)
4. Color for headlines/ subheads can be used. Please refer to SAE Brand Color guidelines here
5. 2-3 type sizes can be used to create a hierarchy within the stories. (e.g. one larger for headline, one smaller for subheads)
6. Story text can be left-aligned, black, and between 9-11 pts
7. Stories can be separated by a paragraph rule (line)
8. Use sans-serif font such as Arial
9. Suggested two, even-width column, layout design.
10. Use images sparingly where they help to illustrate or reference SAE Brand Image guidelines here for types of image use
11. Set generous margins for good readability (at least .5”)
12. Make sure hyperlinks function