Abstract

Flipping through a newspaper or skimming through a magazine is often times a mindless task. Readers wait for something to catch their eye. A snappy headline grabs their attention, but so does something else: the way the headline looks.

*News and Notes* is the Honors College's only newsmagazine. It is published twice a year and features stories about the faces, legacy, and news of the Honors College. While *News and Notes* is an award-winning publication, leadership and readership agreed that it was time for a brand refresh. Using my background in journalism graphics, marketing and branding, I have redesigned the style guide for the printed *News and Notes* publication and provided a website mock-up.

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