

Lauren Gregory

April 28, 2012

Jane Doe
YWCA Director
2025 M St. NW
Washington, D.C.
20036

Dear Jane Doe:

I have completed the redesign of the YWCA Aquatic Manual, and I wanted to share some information about the design with you.

In redesigning the document, I kept in mind three main goals:

- Create a design that makes the information more accessible to readers
- Provide a design that could be easily reproduced for future users
- Uphold a YWCA identity

The sections below provide more detailed information on how I worked to achieve each of the three goals. I hope that you agree with the effectiveness of the changes I made, and I would be happy to continue tweaking the document if you have any further questions or concerns.

Accessible Information

I rearranged and modified several areas of the document to make the information easier for users to find and understand. For instance, I combined the sections "General Information," "General Responsibilities," and "General Workers Guidelines" in coherent lists and subsections.

The document also contains an easy-to-follow Table and Contents, which organizes the manual's three levels of headings.

The levels of headings also allow for easier scanning of the document, which will allow employees to quickly access information when necessary.

The size of the document also allows for easier use. The more compact size of the manual will enable employees to carry the document with them to work. It is

also possible to laminate the pages before binding, which will create a waterproof document lifeguards can carry with them.

Though the document is compact, it also includes ample whitespace for employees to take notes and annotate their manuals (so long as they do not have a laminated version).

Document Reproduction/Reprinting

Another of my main considerations with the manual was to create a document that could be easily reprinted for distribution to new employees.

Including the title page and back cover, the document consists of only nine sheets of paper. It would be possible to print copies of this document—or even small sections of it—on an office printer if necessary.

YWCA Identity Standards

One of the key elements of the redesign was to place the document within the brand identity of the YWCA.

The organization has its own rules for the use of logos, colors, typefaces, and illustrations. I chose to research those standards and design a document that would honor those guidelines.

One way I accomplished this task with the redesign was by sticking to a simple color scheme that would keep production costs down while still including identifying YWCA colors. The signature orange color (YWCA Persimmon/PANTONE 172) appears on the title page, and it is the color of the rule that creates part of the running footer throughout the document. The rest of the text is either black or gray.

If you have any further questions about the document redesign, don't hesitate to ask.

Sincerely,

Lauren Gregory