

*Religion*  
*Communicators*  
*Council*

*Dallas - Ft. Worth Chapter*

# *E-NEWSLETTER*

Colleagues,

For those of you who were horrified that IKEA would change the distinctive, identifiable font used in their catalog, or if you're trying to freshen up the look of a logo, or have a print piece that you want to really connect with your audience - have we got a program for you! Keith Yates, Director of Creative Services and Publications at Dallas Theological Seminary and instructor for a course called "Media and Communications", will present a program on Typography. Come hear him discuss items such as:

- What is the difference between "readability" and "legibility?"
- What are the different categories of type?
- It's pronounced "leading" as in a "lead balloon," not as in "you can lead a horse to water," and what does it matter anyway? Or How to "space" your type for best communication.
- Optimum fonts for web are different than the best ones for print.
- Adobe type, True Type, Open Type
- Making sense of fonts on your computer

Join other members and friends of the Dallas-Ft. Worth Chapter of RCC. to have lunch and benefit from this informative topic on Thursday, September 24, 12 noon to 1:30 p.m. at the Dallas Theological Seminary, 3909 Swiss Avenue, Dallas. Cost is \$15 and payable at the meeting. Along with providing our program, Keith has extended the hospitality of the seminary for our lunch/business meeting.

We have a meeting room reserved in the Mitchell Ministries Center (same building as the cafeteria). We'll go through the serving line (just skip the cashier, we'll pay for everyone with a check) and take our food into the private room. Entrée choices that day are Grilled Southwest Chicken OR Spaghetti and meatballs, plus two side dishes, a drink and a cookie.

Campus security has requested that we park in the large parking lot across Live Oak. Gate code is 46387 and the gate is on St. Joseph Street (next to the Jack in the Box). Leave the parking lot and walk down St. Joseph, Apple or Haskell Streets. The Mitchell Ministries Center is between Apple and Haskell on Swiss Avenue.

A campus map is attached for your convenience. Please email or call me to let me know you are attending. [dchristian@umr.org](mailto:dchristian@umr.org), 214.630.6495 x147

Deb Christian, Secretary  
Dallas-Ft. Worth Chapter RCC