

Quick Reference Style Sheet
Iowa Hall of Pride Article Specifications
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Headline

- Each article needs one.
- All **key words** need to be **Capitalized**.
- Check Article Layout sheet for number of characters allowed.
- **Stay within the correct number of characters.**
- Spaces in headlines would count as 1 character.
- Spell out numbers less than ten.
- Keep numbers away from the beginning of a headline, unless it is a year.

Text

- Tell a story with your facts.
- Know the Who, What, When, Where, Why and How of a story.
- Use Active Voice to tell the story.
- Write crisp, concise sentences.
- Use simple formatting. No bold or underline is allowed.
- You can type the text using a word processing program and save the file to a disk.
- A saved file can be copied and pasted (Control +V) into the Hall of Pride article space.

Paragraphs

- Indent 5 spaces at the beginning of each paragraph
- Keep paragraphs continuous. No blank areas between paragraphs.
- Keep sentences short within the paragraph.
- Use about 4-5 sentences per paragraph.
- Include the main idea of the article in the first sentence.

Images

- Use images appropriate with the subject of the article.
- **Scan images at 150 dpi** at twice the pixel size of Layout.
- Check the Layout sheet for proper image sizes by pixels
- **Create final images that meet the specs.**
- Use image-editing software after the scan to improve the quality.
- **Adjust the resolution to 72 dpi to Save the photo.**
- **Save as a .jpg file with a simple name.**
- You may need to use a sharpening filter such as **Unsharp Mask**, when image is the final size.