STYLE GUIDE
Example

A Strawbridge Studios Yearbook Resource

About This Style Guide

This publication is an example of a yearbook theme style guide.

It should be assumed that at this stage your yearbook theme has already been collaboratively brainstormed, evolved and solidified. A theme phrase has been decided, the vibe of the theme has been decided, the writing tone and style has been decided, the graphic elements of the theme - fonts, colors, photo treatment, layout, modules, etc. have already been decided. What is needed now is a comprehensive set of rules for the staff to follow to keep the theme and the details of the theme present and consistent as they build the yearbook over the course of the next months.

This is the definition and purpose of the style guide.

There is no standard methodology for making a style guide. As such, this publication does not provide instructions for making a style guide, but attempts to show an example which addresses how many aspects of a theme there are to control, how to organize those aspects, and the importance of clarity and specificity in the presentation of the rule set.

Copy the format of this style guide or just the parts that work for your particular style guide. Finding and referencing other style guides can also provide what may be more useful ways to convey your rule sets.

Regardless of what form your style guide takes, remember that the most important aspect of a style guide is that it creates one clear set of rules that every staff member is aware of and has access to.

Style Guide for Theme: You Can't Make This Up

Our theme phrase: *"You Can't Make This Up"*

Theme Graphics:

Why Is This Our Theme?

We are depicting ourselves as Creative, Chaotic, Unashamed, Genuine and Extraordinary.

Our theme is based in the idea of showing a genuine picture of our true selves and in doing so, exposing flaws AND, in seeing the flaws, we see extraordinary and unique aspects of ourselves that no one could invent in their minds if they tried.

A secondary aspect of our theme refers lightly to the current era in which real life can be crazier than fiction.

Theme Related Words and Phrases

Direct Relation

Story
Narrative
Extraordinary
Unique
Unbelievable
Claim
Truth
Honest
Accurate
Founded
Allegation
Reality
Certified
Credible
Incredible
Plausible
Revealing
Exposing
Fact
Genuine
Undeniable
Incredulous
Inconcieveable
Unimaginable
Impossible
Contrive
Tale
Anecdote
Evidence
Evidently
Acceptance
Preposterous

Related

Fiction
Unabashed
Unashamed
Dishonesty
Skeptical
False
Untrue
Embellish
Half-truth
Question
Interrogation
Fact Check
Dubious
Doubt
Faith
Believe
Fallacy
Hoodwink
Mislead
Exaggeration
Trick
Construe
Misconstrue
Frame
Spin
Disingenuous
Scrutiny
Reporting
Journalism
Balderdash
Knowing
Explanation
Unfounded
Lie
Inquisitive
Account

Related Words and Phrases

Occam's razor
Hard to believe
Outside the realms of possibility
Hard pill to swallow
Beyond all expectations
Seeing is believing
Nothing to hide
True colors
What you see is what you get
Why would I lie
Truth is stranger than fiction
The truth is out there
All will be revealed
Evidence to the contrary
You can't handle the truth
As plain as the nose on your face
Hook, line and sinker
Web of deception
Nothing is certain
Tall tale
By all accounts
Common knowledge
Believe it or not
News Flash

Word Play

Make em' ups
Makeup
Make up
Made up
Makies
Muck up
Mock up
Make over

Theme Related Ideas for Content

Evidence to the Contrary	*Seniors debunk Sophomore Claims*
Freshman Fact Check	*Freshman Spotlight*
You Can Make This Up, Actually	*Improv Club*
Honest Accessments	*Meet your Guidance Councilors*
Pulling the Wool	*Strawbridge HS Knitting Enthusiasts*
A Tall Tale	*Swim team goes to Nepal*
Incredible and Edible	*Students are serious about culinary careers*
Accepting Who We Are	*Abandoning Toxic Homecoming Culture*
See, We Told You	*Confirming predictions about school year*
The Spin on Basketball	*Celebrating a Team with an awful record*

The Tone of "You Can't Make This Up"

The tone or writing voice should be: *honest, earnest and mildly amazed.*

Language should be intelligent but not overly intellectual. Tasteful vernacular when applicable. The owner of the voice has a love for the school and wants to convey its story.

The tone or writing voice should not be: *hip**, neutral, judgemental, facetious, overly serious, whimsical, haughty, satyrical*

Grammar and Formatting Style

Please follow the AP Stylebook 56th edition.
Photo credit is included at the end of captions - Photo by - Photographers name.
Student Names should be displayed - First Name Last Name, Grade

Font Palette

CRUSHED

Main headline - *20-35 pt, white or rust*
Module - *9-40 pt, white (48%)*
Special feature headline - *12 pt, white*
Folio - *8 pt, rust*

EpoXY histoRy

Main headline - *100-140 pt, rust or gold*
Module - *30-70 pt, white (48%)*
Special feature headline - *$8 pt*

Bolide

Main headline accent - *170-210 pt, rust or gold*
Sub header - *26 pt, rust*

Acumin Variable Concept Condensed Light

Main story body copy - *12 pt, black*

Acumin Variable Concept Condensed Bold

Story by - *12 pt, white*
Caption Headline - *10 pt, white*

Acumin Variable Concept Condensed

Caption - *10 pt, black*
Story by name - *12 pt, white*

Acumin Variable Concept Condensed Semi Bold

Module Student Names - *12 pt, rust*
Section Spread Quote Names - *14 pt, white*

Acumin Variable Concept Condensed Medium Italic

Section spread caption - *14 pt, white*

Acumin Variable Concept Condensed Light Italic

Photo Credit - *10 pt, black*

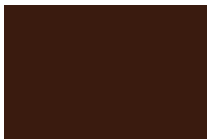# Color Palette

Gold - *C=0, M=17, Y=87, K=0*

Rust - *C=9, M=86, Y=84, K=34*

Taupe - *C=26, M=17, Y=43, K=0*

Burnt Umber - *C=46, M=76, Y=88, K=69*

Approximate proportions of color usage on a 17x11 spread.
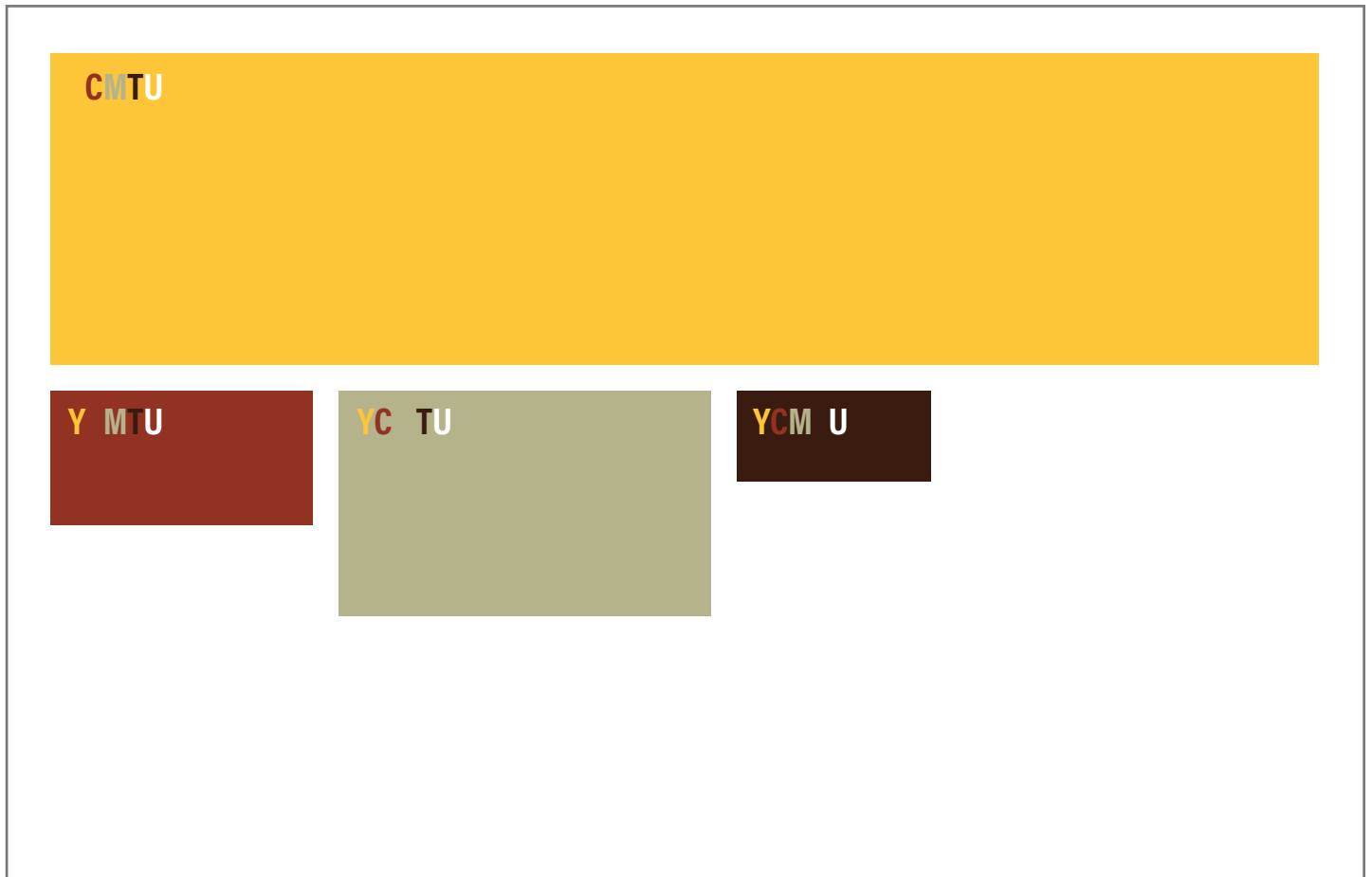
CMTU

Y MTU

YC TU

YCM U

Photo Editing

Photos should be color corrected to enhance darks, lights and saturation.

Spread photos should have a taupe photo filter applied at 40% density.

Section spread photos should have a gold photo filter applied at 91%. density.

Design Elements

Corrugated Paint Element

This vector graphic is used to build areas of textured color on spreads for Images and text to be placed over. As a vector object, its fill color can be changed to the desired color. There are several itterations of this element so that a mixture of them may be combined to create uniquely shaped masses of color as needed.

Slant Hash Stroke

This element is created by drawing a line, selecting the right or left slant hash stroke style and then increasing the point size as needed. It is used as a decorative accent in spreads, headlines and titles.

Rectangle

Rectangles with round corners are used for photo frames, caption frames, special features and others. Create a rectangle, select "Rounded" from the corner options pulldown menu, and set the size of the corner to .1875. If needed add a 3pt stroke.

Spread Design

Main Headline
The main headline is designed using the fonts Crushed, Epoxy History, and Bolide. The headline is composed primarily using Crushed, with a central word composed of Epoxy History with one of the letters being Bolide. The central word should be substantially larger than the other words of the headline. The beginning and ending words should nest and align with the shape created by the large central word and may be different point sizes. When placed over gold, the central word should be rust and the periferal words should be white. When placed over white, the central word should be gold and the periferal words should be rust. A taupe, right slant slash line is placed, 25 pt or larger bleeding from the left edge of the page through a portion of the first words of the headline into the central word. A second line, identical but smaller point size, is placed behind the last words of the headline.

Sub Header
The subheader uses the font Bolide, 26 pt, rust. It's placement should be .25 inches below the main headline and aligned either left or right to some portion of the main headline.

Story Credit
The story credit should appear in Acumin Variable Concept Condensed Bold, 12pt text. "Story By" should be in all caps. It should be aligned with the subheader and be positioned some where between the subheader and the main story body copy. The story credit should be white when placed on gold or black if placed on white.

Main Story
The main story body copy uses the font Acumin Variable Concept Condensed Light, 12 pt, justified with the last line aligned left. A rust drop cap starts the first paragraph using Bolide, 21 pt with a baseline shift of -4.

Page Margins
Page margins are .5 inches. Page elements which are in proximity to the margin should either be aligned to the margin or they should bleed.

Corrugated Paint Design Element
Spreads have an arrangement of the gold corrigate design element which roughly extends across the eyeline and sits behind photos and story copy. The corrigated design elements themselves should be roughly 8x5 inches - 12x3 inches, the important thing being that they are all of similar proportions. The elements should be massed in such a way that the main story body copy will sit over a mostly solid gold space.

Funny Question Module

A row of 7 Student portraits which have been masked are placed in clear corrugated design element frames such that the corrugated texture will crop the subject at the thigh. The portraits are placed in a horizontally centered line spaced evenly apart at about .25 inches. A row of top aligned quotes is positioned .125 below the lowest of the portraits, each quote below its respective portrait in Acumin Condensed Light Italic 10 pt centered text. First and last names are positioned in a top aligned row .125 inches below the lowest quote in Acumin Variable Concept Condensed Semi Bold, 12 pt., rust. An appropriately sized strip of taupe corrugated design element is placed behind the heads and shoulders of the student portraits, bleeding to one side. A word cloud headline consisting of the fonts Crushed and Epoxy History of varying point sizes is placed inside the taupe corrugated design element. This headline should be white with the opacity set to 60%.

"Response to question for this module"

"Response to question for this module"

"Response to question for this module"

"Response to question for this module"

"Longest response to question for this module"

"Response to question for this module"

FIRST NAME LAST NAME **FIRST NAME LAST NAME** **FIRST NAME LAST NAME** **FIRST NAME LAST NAME** **FIRST NAME LAST NAME** **FIRST NAME LAST NAME**

CAPTION HEADLINE
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PAGE DESIGN CREDIT
Page Topic 43

Photographs

Photos are contained in a rectangular frame with a 3pt solid taupe stroke. The frame has .1875 inch rounded corners. Photos which are near an edge of the spread may bleed if it adds to the overall design quality of the spread.

Interior Margins

The space between photo frames, text frames, caption frames, and special feature frames should be .125 inches.

Captions

Captions should be placed next to at least one photo that it pertains to. The caption frames themselves should be taupe with .1875 in rounded corners. Caption headlines are white, all caps, 10pt Acumin Variable Concept Condensed Bold. Caption copy is 10 pt Acumin Variable Concept Condensed. Directives are 8 pt Acumin Variable Concept Condensed Medium. Photo credits should appear at the end of the caption in 10 pt Acumin Variable Concept Condensed Light Italic. Caption frames that are close to page margins may bleed when appropriate. All text in a caption frame should be within a margin of .125 inches on all sides or stopping at the page margin where caption frames bleed. Caption frames which contain multiple captions should have a 12 pt space between captions.

Page Gutter

A margin of .5 inches from the center line of the spread should be kept where the page gutter will occur. Elements which cannot extend into the page gutter should either align to this margin or be kept at least .5 inches from the page gutter.

Gold Stroke Design Element

The top left corner has a gold forward slash hash stroke. It extends to the right from a bleed on the left edge of the page 7 inches into the page and from a bleed at the top of the page .13 inches down into the page.

ANOTHER Great HEADLINE

With a subheadder that explains the topic

STORY BY: First Name Last Name

Feratio ium recuptium et pe platem repedi quesequam fugiant ioriae exeribus, solesequat quam doluptatem. Ut re, im resequodit ea qui autate nonem voluptatur aut ut ped magnatur ad ulparci alia que odicim fugia nonem dolorib uscipsa nate dipsum aut aut que vollect ionsequi int.

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Special FEATURE HEADLINE

Folios

Folios should be located .3 inches from the bottom and respective left or right page edge. Folios use the fonts Crushed and Bolide. The page number, Cushed 17pt, should be kerned apropriately to remove any unnecessary space between the characters. Left page folios display the section title in burnt umber Bolide 11 pt, a single space after the page number and sitting on the same base line. Right page folios display the page topic in burnt umber Bolide 11 pt, a single space before the page number and sitting on the same base line. Page design credit is placed above the page topic in rust Crushed 8 pt. It is aligned with the top of the page number and the right edge of the page topic.

Special Feature

Special features are aranged within a rust frame with rounded corners set to .1875 inches. Body copy should be white Acumin Variable Concept Condensed 10 pt. The first paragraph uses a drop cap of gold Bolide 21 pt with a baseline shift of -4. Create the headline using the fonts Epoxy History and Crushed. The first word of the headline is gold Epoxy History 48 pt and the remaining words white Crushed 12-15 pt. Position the words in Crushed to fit with the larger word in Epoxy History in a pleasing way. Place a burnt umber, 25 pt forward slash hash stroke somewhere behind the headline, having it run through a portion of the headline and out of the special feature box to the left or right. The photo for the special feature is a masked subject which may extend outside of the rust frame.

Section Spread Design

Section Spreads have a pre designed template but will still require that the title be designed and fitted into the spread.

Section Title

The section title uses the fonts Crushed, Epoxy History, and Bolide. The title is composed primarily using Crushed, with a central word composed of Epoxy History with one of the letters being Bolide. The central word should be substantially larger than the other words of the headline. The beginning and ending words should nest and align with the shape created by the large central word and may be different point sizes. If the last words of the title extend through the gutter, the gutter must fall in the space between words. Make the central word rust and the peripheral words white. Place the title over an arrangement of gold corrugated design element. This element may overlap portions of the top photo frame but be below portions of the bottom photo frame. A burnt umber right slant slash line is placed 25 pt or larger bleeding from the left edge of the page through a portion of the first words of the headline into the central word. A second line, identical to but smaller in point size, is placed behind the last words of the headline. It may extend and bleed to the right edge of the page.

Spread Photo

Prepare the spread photo as directed (see photo editing). Drop the image into both the top and bottom frame, positioning them so that the bottom of the image appears in the top frame and the top of the image appears in the bottom frame. The two images must be aligned vertically and they must be the same size.

Spread Quote

Replace the provided placeholder text for the student quote, student's name and photo credit with the appropriate content.

Page Design Credit

Replace the provided placeholder text for the page design credit with the designer's name.

"This is a section spread quote Ovid entia volorpo ribusdam, quodis volupta parum nonsedignati repero tem aut quam qui berrum enem ipid qui ommoluptati omnis sit restio dolupta

TITLE OF SECTION SPREAD

PAGE DESIGN CREDIT

speligendae volupta erumqui serum solorrovid estrum que doloresti dolor as dem endeles ma con non con culliandit aditaqu isciderumque dit as cuptas as dolor sitassum asimili tinciur? Anditi num invel ent ent. Ebis et exerchi temolor eiciunt emperov iduntum harum et ut volupti ad ut aut omnis velent res eos estrum latendanda "

-First Name Last Name

This is a Photo Credit