



Katherine de Guia <katherine.deguia@snc.edu>

ENGL 306: Stylesheet Questions for BCCG

8 messages

Katherine de Guia <katherine.deguia@snc.edu>

Mon, Oct 9, 2017 at 12:35 PM

To: beth.thier@gmail.com

Cc: cabw333@aol.com

Hello!

I'm Katherine and I'm part of the Visioning and Editing Team with Drew Scheler's English 306 class at St. Norbert College.

We are currently working on putting together a Stylesheet for our class. This is our first time creating one and had two main for you before we finalized anything.

When putting together a stylesheet, is there a specific format you use?

Do you prefer English 306 match your style or would a unique style that is compatible with yours work?

Please let me know at your earliest convenience.

Thank you!

Katherine de Guia

St. Norbert College | Class of 2018

English and Theatre Studies | Communication

Dance Marathon | Sponsorship Committee

Office of Admission | Student Representative and Coordinator

Sigma Tau Delta | Active Member

Theta Phi Alpha Fraternity | Ugly Pageant, Parliamentarian

Bethany Thier <beth.thier@gmail.com>

Mon, Oct 9, 2017 at 2:35 PM

To: Katherine de Guia <katherine.deguia@snc.edu>

Cc: Cheryl Williams <cabw333@aol.com>, Drew Scheler <drew.scheler@snc.edu>

Hi Katherine,

Thank you for the email. Great questions, as always!

I'm going to answer the last question first. I think that it would be prudent that your style for all formal documents should match "our style" (that is the endowment's style). Since some of the documents and writing that you will create will live and be used beyond the class, it will be helpful that anything produced is already in a format that matches. Another question lingers, however. What about the items that are used only for St. Norbert College? Here I think that you should also use the same style. Aside from the fact that it will just be easier to stay in one formatting, having a cohesive style will allow you to flow between documents that are used internally at SNC and the ones that will be used at both SNC and in the greater community. Do you have any thoughts here?

Now! What is a style guide (sheet) and how is it formatted? A manual of style (often called a style guide) is a set of standards for the writing and design of documents, either for general use or for a specific publication/organization. Although it is often called a style sheet, that term has been co-opted by the HTML industry to mean how a CSS web page is put together. I only include this for you as part of your education for when you and your classmates head out into the world to find that the words you are learning here are used slightly differently in various job markets.

To that end, let's get to work on our style guide. It's often a single page produced in the formatting. I have created a draft of the guide for you (because I'm a graphic designer) but let's look at those details together. To date, our publications have used a variety of texts. I'd like to prune that down a bit to the following:

Helvetica Neue Thin: 10, 11, 12 point font for most text documents

Helvetica Neue Ultra Light: 14, 18, 20, 30, 35 for headings

Helvetica Neue Regular: 6, 8 for footnotes, endnotes and all other subtexts (like captions)

Notes:

- Anyone creating a document should not use more than three font sizes from the choices given
- Bolding of specific text should not use the Bold function but should be Helvetica Neue Regular
- Underline and Italic functions are for proper title, citation formatting and not for text stylization
- Should the program used to create text documents (word processing program) not have the choices above, the document should be written in Helvetica Neue Regular or Helvetica Regular with the same size constraints. This will help keep things standardized.

Contrast serif font: Garamond with the above size constraints.

I'll list the colors that we are currently using. This will be important for any team creating documents because we want to stay on brand with our color usage. (COLOR like text means things!)

Let me know your thoughts after you look over the attached guide. Please feel free to make any suggestions!

Thanks again for the email! I'm looking forward to working more with you.

All my best,

Bethany

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 **Endowment Style Guide for Print Text.pdf**
52K

Drew Scheler <drew.scheler@snc.edu>

Tue, Oct 10, 2017 at 10:15 AM

To: Bethany Thier <beth.thier@gmail.com>

Cc: Katherine de Guia <katherine.deguia@snc.edu>, Cheryl Williams <cabw333@aol.com>

Hi All:

Thanks for moving forward on this really helpful conversation. I'm happy to let it run as you all negotiate the look of the fundraiser and the attendant style sheet.

Two things:

1) Let me know if it makes sense to coordinate a face-to-face meeting, if necessary.

2) [Here is an example of a style sheet](#) that's oriented toward textual publication rather than editorial design. It's from a well known journal in the field of Renaissance studies, and accounts for academic citation and visual representation in a totally different way. I'm not saying that we need to pull from this, which would be inappropriate in a lot of cases. Don't get lost in the details. But the range of guidelines here may spur some ideas about the *textual*, rather than visual, parameters for this fundraiser's documents.

Best,
Drew

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Bethany Thier <beth.thier@gmail.com>

Tue, Oct 10, 2017 at 10:20 AM

To: Drew Scheler <drew.scheler@snc.edu>

Cc: Katherine de Guia <katherine.deguia@snc.edu>, Cheryl Williams <cabw333@aol.com>

Hi Drew,

Those are some great resources! Thank you for passing them along.

I'm assuming that you want our style guide for the endowment to include both the editorial design (graphic design) elements in addition to the textual ones, correct? The most robust guide I believe will include both visual and textual parameters. That's a bit unclear to me in your previous email. Any clarity from your end will be helpful in how you are envisioning this work, and the information that we need to include in the guide.

Thanks for addressing this!

All my best,

Bethany

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Drew Scheler <drew.scheler@snc.edu>

Tue, Oct 10, 2017 at 10:27 AM

To: Bethany Thier <beth.thier@gmail.com>

Cc: Katherine de Guia <katherine.deguia@snc.edu>, Cheryl Williams <cabw333@aol.com>

Hi Beth:

You're absolutely correct; I think a thorough style guide will include both visual and textual parameters. I just wanted to provide an example of a VERY robust style guide when it comes to text-dominant publication, so everyone could see the range of concerns that we might think about on that side of things. Again, don't get lost in the details. Think about the range of things we *could* include in our style guide, and make decisions about what we need to see.

Kathy: This is what professional **research** looks like—finding strong case examples and making informed decisions about our local project based on those case examples. It's also what **participation** looks like--negotiating between your group, Beth and I about what a style sheet needs to be/do.

Best,
Drew

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Bethany Thier <beth.thier@gmail.com>

Tue, Oct 10, 2017 at 10:39 AM

To: Drew Scheler <drew.scheler@snc.edu>

Cc: Katherine de Guia <katherine.deguia@snc.edu>, Cheryl Williams <cabw333@aol.com>

This is great! Thank you again, Drew.

Kathy: as you move forward with the style guide, I want to empower you and your team to dictate to us (the endowment board of directors) your best recommendations on textual style. YOU, your team, the class, and Drew are the experts in this case! I may be the expert in the room on graphic design, but I'm certainly not the expert when it comes to careful crafting of text. Your research and guidance will help us greatly and will set the tone for the work we do as a board. Please, move forward with our permission to educate us on what you see that works best for our situation. Now THAT'S a community service!!!

Very exciting work! Thank you all!

Bethany

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Katherine de Guia <katherine.deguia@snc.edu>

Wed, Oct 11, 2017 at 1:28 PM

To: Bethany Thier <beth.thier@gmail.com>

Hi Beth,

Thank you so much for the response. I will be meeting with my team within the next few days to go over all the information you and Drew have provided us. Once we have, I will be sure to update you on what we've discussed and moved forward with!

Katherine de Guia

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On Mon, Oct 9, 2017 at 2:35 PM, Bethany Thier <beth.thier@gmail.com> wrote:

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Bethany Thier <beth.thier@gmail.com>

Wed, Oct 11, 2017 at 1:30 PM

To: Katherine de Guia <katherine.deguia@snc.edu>

This is great Kathy! I look forward to hearing what your team comes up with. Your collaboration on this project is so helpful. Please pass that along to your team!

All the best,

Bethany

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