

## October 12, 2017

- All formal documents should match “BCCG style” (Endowment Style included)
  - Documents will live and be used beyond classes
- Documents solely for SNC?
  - Cohesive style that connects us to the community
  - Better flow
- What is a Style Guide (sheet)

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
- Formatting a Style Guide : Single page produced in the formatting
  - 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.

EX: 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)

- What we need in our Style Guide
  - Visual and Textual Parameters
- Fundraising Slogan : “Shortening the Food Chain”

Class Discussion:  
Image of the animal kingdom  
Too vague  
Image of a chain can be problematic  
Desire for more SNC centered slogan  
\*Notion that there is a link between us and our food  
\*Use the word “garden”  
Garden to Table  
Keep It Simple  
[\\*Garden Glow Up \(SNC based\)](#)  
[\\*GB Glow Up](#)  
[\\*Grow Better Together](#)  
Producing Better Produce