

BHSN Yearbook 2025-26 Style Guide

Typography & Text Style

Headlines

- **Font:** Avant Garde.
- **Style:** Bold and all caps.

Exceptions are allowed but this is the standard.

Subheadlines

- **Font:** New Baskerville
- **Style:** Semibold Italic
- **Size:** Default to 24pt, but adjust as needed based on the length of the text and space.

Body Copy (Stories)

- **Font:** New Baskerville.
- **Size:** 10pt.
- **Drop Caps:** The first letter of every story must be a colored drop cap that spans exactly 2 lines in height.

Captions

- **Font:** Avant Garde.
- **Size:** 7pt.

Writing & Punctuation Rules

- **Point of View:** Always write in the **third person**. Never use "I," "me," "we," or "us."
- **Exclamation Marks:** These should appear almost nowhere in the book. Use periods to maintain a professional tone.
- **The Oxford Comma:** Use it. Always include the final comma in a list of three or more items.
- **Quotation Marks:** Use "straight quotes" only. Double check for curly quotes when pasting from other sources.
- **Ellipses:** Used within quotes to indicate omission of original text or quote. This requires four dots in total (three for the ellipsis marks and one for period) if occurring at the end of a quoted sentence.

Caption Structure & Alignment

Caption Formula

Caption Head: Capitalized like a regular sentence, must be **bold**, black, and end with a period.

First Sentence: Written in the present tense to describe the immediate action in the photo.

Remaining Sentences: Written in the past tense to provide background or additional information.

Alignment Rules

- Captions are left-aligned by default.
- If a caption is placed to the left of its photo, the text must be right-aligned.

Photo Credits

Every photo must be attributed to the photographer using the following specific formatting:

- Start with two forward slashes: //
- The photographer's first and last name follows, set in an **oblique** (italic) font.
- The slashes themselves should remain in the standard (non-oblique) font.
- **Example:** // *Kelton O'Connell*

Folio

Left-Hand Page

- **Content:** Include the page number followed by the week and date range.
- Format: **## // Week X: Date - Date**
- **Style Rule:** Only write the month once (e.g., *October 12 - 18*) unless the week spans across two different months (e.g., *October 28 - November 3*). Always match dates exactly as they appear at the top of the Walsworth spread.
- **Alignment:** Left.

Right-Hand Page

- **Content:** Include the staff credits followed by the page number.
- Format: **Spread Leader, Name Name, Name Name, Name Name // ##**
- **Style Rule:** The Spread Leader is always listed first. All other names must follow in **alphabetical order by last name**.
- **Alignment:** Right.

Editorial Tone

Our voice is objective. We avoid clichés. Instead of telling the reader that an event was "exciting!" (avoiding that exclamation mark), use specific details and strong verbs.

Color Standards & Usage

Spread Palettes

- **Two-Colors** Select exactly **two** main colors per spread. Stick strictly to these two colors for all accents, headlines, and graphics.
- **Matching Elements:** Any lines or boxes used must use the colors selected for that specific spread.

Layering & Contrast

To prevent vibration and poor legibility, certain colors must never be layered directly on top of one another:

- **Light Tones:** Never place Light Blue, Light Green, or Tan on top of each other. They may exist on the same spread, but **never** touching (each other).
- **Dark Tones:** Never place Dark Green or Dark Blue on top of each other. Like the light tones, they can be used on the same spread, but must remain separate.

Text & Typography Color

- **Headlines:** Use only **one color paired with black**, OR use **one dark color** with a lighter version of that same color behind it as a background block.
- **Drop Caps:** Use color for all story drop caps. Do not use Light Blue for drop caps.
- **Mod Titles:** Use color for all mod titles. It is preferred that you use the **darker colors** from your spread's palette for these.
- **Caption Heads:** Strictly **no color**. Caption heads must remain black.

Blocks & Backgrounds

Use light colors (Light Blue, Light Green, or Tan) as background blocks.

- **Prioritize Backgrounds:** Light colors should be used as the background for quote modules and story text to ensure the black type remains easy to read (contrast).