

VCV Newsletter – Style Guide (May 2018)

The following are some general principles concerned with the content and layout of the Newsletter. The Committee has asked the Editor to work within these guidelines so as to ensure that our Newsletter has a consistency of style and content. The Newsletter is the public face of VCV and we want it to do us credit. It will be really help us to achieve this if you can make sure that your contributions take account of the following:

General Principles

1. Articles need to be short, normally around 200 words and with a maximum word count of 300.
2. As a general rule, there will only be space for one photo per article.
3. Contributions should be sent as an attachment, under a covering email to newsletter@ver-colnevalleyu3a.org.uk
4. The Editor will edit the article and reduce the word count as necessary.
5. The Editor/Proof Reader will also check contributions and correct spellings, punctuation and grammar if required.
6. The Editor will amend the layout to ensure consistency across the articles

Format

1. The Font to use throughout is Arial
2. Font size: Use **bold 12** for headings and 10 (no bold) for text.
3. Titles should have capitals at the beginning of each word and should be set to the left of the page.
4. Only enter returns if you want a new paragraph, Word will save you the trouble and generate them automatically when it reaches the end of a line.
5. Only use capital letters if they are needed grammatically.
6. ***Emphasis should be in bold and italics, not in red*** as red print interferes with the proof-reading process.