

Styles

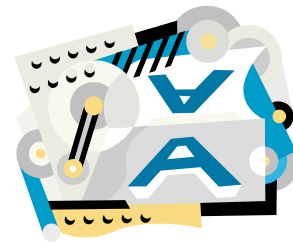
The key to manageable documentation is to do all formatting with styles. This ensures that the document is totally consistent from first page to last.

If you use Microsoft Word, you will find that Word has a set of built-in styles.

In Microsoft Publisher you can create styles to fit you and your newsletter. For Publisher, using your tool bar, click on Format/Text Styles. All you will see is “normal”. The Text Style Box gives you the option to create new styles, such as body, heading(s) bulleted lists, etc. When you “create a new style” a “create new style” box opens up. Name the styles you create what works best for you. There are five arrows that can be clicked on to fine tune the style as to type and size of character, character spacing, line spacing, tabs and indents.

Below are three broad groups of styles:

- Headings
- Body Text
- Lists



It is your option to select space before and after, fonts, justified text, etc. to suit your needs and that of the readers of your newsletter.

Standardize type styles

Space Before versus Space After

Word or Publisher enables styles set to have both Space Before and Space After.

Style manuals tend to recommend space before or after of 50 per cent of the font size.

Professionals “never” use blank lines for spacing. The main reason is that a “paragraph” is not a “blank line”. Use the space before and space after option when using your styles to determine space between paragraphs and headings.

Train yourself never to put a paragraph in a document unless you intend to put something in it (e.g. text!).

Choosing Fonts

Readability studies I have seen show that Helvetica is the most readable font.

Myself, I like Times New Roman. Size depends on space requirements, look of your newsletter and, in some cases, age of readers. Some newsletters that I read have very large font. Their readers are probably a little older and appreciate the larger size.

Serif versus Sans Serif



Back in the days when paper was expensive, publishers searched for ways to make the letters smaller and smaller and pack them closer and closer together, so they could fit more words on each sheet. The end-point of this game was the Times Roman font.

The letters are packed so tightly together (kerned that some letters actually overlap each other. They typical are “oe” “fi” “ffi” etc. If you examine them, the tops of the “f” overhang the dot of the “i”. Times Roman was an extremely elegant, good-looking font that has since become probably the most popular font in the world.

Times New Roman is the same thing slightly less tight. Times New Roman is Word’s default font as well as Microsoft Publisher.

Serifs are the little curlicues on the ends of the lines composing the letters. They are a visual device designed to make the shape of the letter more prominent to the eye. “Sans-Serif” simply means “without serifs”. Arial is an example of such a font.

Justified Type

Justified formatting varies the space between words to produce a square right margin. It is what I have used on this document. It is a personal preference. It looks pretty but in technical documentation it is not primarily used as it can actually slow down reading. (see Example 10)

Heading Styles

You will find that Word has a set of built-in styles named **Heading 1** through **Heading 9**. These styles have special, hidden, “secret” properties, which make it a seriously good idea to use them.

All caps, upper and lower case, bold or not, sizes are all options that you can use to determine your heading styles.

Examples of heading styles:

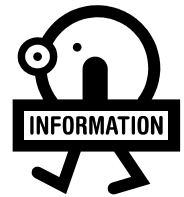
Heading #1

Heading #2

Heading #3

Heading #4

Notice the size of font, space above and below the heading, the line above Heading #2? All these options can work to emphasize titles and headings. Make the information stand out for your readers to find quickly.



Body Text Styles

Body Text is your standard paragraph text font. You can have a Body Text 2 and 3 that are indented one measure and two measures respectively. You can then instantly change the text font in a document just by changing one style.



You can make body #1 and body #2 with different character spacing, line spacing, etc. to fit different areas of your newsletter. Perhaps one body style would be a two-column style...or three? Whatever the design of your newsletter determines.

List Styles

Bulleted Lists

List Bullet styles are designed to be set with various types of bullets.

I use the large bullet on List Bullet and a smaller one on List Bullet 2. (see Example 11)

- This is List Bullet
 - This is List Bullet 2
 - This is List Bullet 3



Numbered Lists

Numbered List styles need only be created if used often. I use them often at my job but never when producing my newsletter. You must first create a number style. Then a number+ style for the numbers following. If you only have a number style, all the numbers would be 1. Number+ needs to be created for all the numbers used after 1. If you get fancy you can have a numbered bulleted style, etc.

What to include in your template

1. A cover page, which may include title, logo and return address etc. Don't make it a challenge to find the name of your chapter, where you are located and the month of publication. (see Examples 12A and 12B)
2. A list of officers including the editor. Include phone numbers and/or e-mail addresses. Don't forget the zip codes with phone numbers.
3. Date, time and location for regular meetings - **in the same place in your newsletter** every month. Having important information in a consistent place allows the reader to know exactly where to look for the information they need. (see Example 13)
4. Summary of chapter meetings (meeting minutes are great).

5. Calendar of chapter events - include regional and national Model A activities. Again, be consistent as to location. When a member wants to check for information regarding an event, they shouldn't have to search for that information.
6. Tour and activity reports with periodic photographs of these events. A summary of the events allows the reader to enjoy the activity again through your words as well as encouraging those that didn't attend to make sure and attend the next event.
7. Technical Information offers members information on maintaining and restoring their Model A. Classified Ads helps readers to find what they need.
8. Era fashions, recipes, something for the younger members all make the newsletter a family publication.
9. Birthday and anniversary notices are great but you risk missing someone. Jokes and antidotes are fine but always remember your audience. Consider if it would offend someone.
10. Member profiles or stories from members are interesting and gets members to know each other better. What got them interested in Model A's, where they found their first A, what they are working on are examples.

