

FLANELLE

Formatting and Style Guide

Introduction

As a fashion blog with a high standard for sleek designs and captivating photographs, we here at Flanelle Magazine like to take the same approach to the look and styling of our stellar articles. This document will highlight the specific formatting we are looking for in order to streamline our publication process and give your writing definitive guidelines to give each piece that polished, professional tone. Also, being sure to provide proper links to professional websites and Instagram profiles benefits your article's SEO (Search Engine Optimization), which helps get your editorials more traffic by increasing their profile. Feel free to refer to this catalogue when working on your articles to eliminate any doubts or uncertainties you may have about format, grammar, punctuation, and syntax.

Referring to People, Places, and/or Things

All proper nouns are to be capitalized, including very formal titles preceding the individual's name (President Trump, for example, but not Trump the American president). Standard job titles (art director/creative director/editor-in-chief/etc.) are to be written in lower-case.

Any piece, album, series, article, book, collection or body of work is to be capitalized - unless the artist intentionally left them lower-case - and italicized. For SEO purposes, if you can find the link to that collection online then we encourage you to include it beside the named collection in chevrons, i.e. *Flanelle Magazine* <www.flanellemag.com>.

Generally, you should avoid including titles (Dr., Mr., Mrs., etc.) unless you feel it is absolutely necessary.

When referring to the subject of the article, call them by their last name rather than their first name. This is for a few reasons: first, it maintains a professional distance between the subject and the author; second, it helps develop their name in-line with their own digital branding; and third, it suggests gender-neutrality in agrees with our ethos. The main point is that consistency is key here to avoid confusing the reader.

Geographic regions that are well known are to be capitalized, e.g. the Deep South, the Midwest, the Far North, the East Coast. General directions or descriptions not commonly associated with the region should be left lower-case, e.g. southern Quebec, rural South Dakota.

Punctuation

Punctuation rules should be followed closely to ensure that your work is comprehensible and consistent with the other authors' styles. Certain punctuation rules can be used at your own discretion, such as hyphenation and commas, but as always, consistency is key.

Quotation marks should be quotation marks. Please do not place two apostrophes together. With the CMS, each keystroke has its own particular code, and errors in the overall code will quickly reveal the discrepancies in your punctuation. It also makes for undue difficulty in editing and reformatting, so your concordance is very appreciated!

Punctuation should always be contained *inside* quotation marks if it is a legitimate citation. If you are simply using quotations to isolate a particular term, then punctuation can go outside of the quotes.

- o For example: "If this text represents what the interviewee said," I write, "then you should notice where the commas and periods are placed."
*One exception for this rule is with *colons*, where a colon should always fall outside of the quotation mark no matter what. This will rarely (if ever) happen, but in the odd event it does then you can refer to this style guide.
- o If we're not quoting a statement, and our quotation marks are only to distinguish a particular "term", then we can place punctuation outside of the quotation marks.

Syntax

This is probably the simplest and yet most complex portion of the style guide, so we'll keep this short. The goal of digital writing is to keep your work punchy and concise. More often than not, if you can state your point with fewer words, then don't try to stretch out the sentence for the sake of style alone. Longer sentences are of course acceptable, as good writing should always establish varying rhythms to create a more interesting reading experience. Still, shorter sentences get the point across, and lose fewer readers in the process.

For a good example of rhythmic variety, you can check out this short prose by Gary Provost: <http://www.cucocreative.co.uk/wp-content/uploads/2015/07/five-words.gif>

General Article Formatting

Before you begin to type out words, you should begin with a properly formatted layout. This includes the right font, the right font sizes in the right places, and the right text leading to the subject's web domain and social media (if applicable). Below is the key example for standard articles not written in a Q&A interview format.

- I. *The font for all submitted articles should be Times New Roman, with the title in bold, 22-point font, and left-aligned.*
 - II. *The subtitle should not be bold, be 14-point font, and also left-aligned.*
 - III. *The author's credits are to be 10-point font and state "By Your Name," with no colon.*
 - IV. *Finally, the body of the text and the featured hyperlinks should also be 12-point font.*
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Your final article should look something like this:

Title

Subtitle

By Your Name

Apud has gentes, quarum exordiens initium ab Assyriis ad Nili cataractas porrigitur et confinia Blemmyarum, omnes pari sorte sunt bellatores seminudi coloratis sagulis pube tenus amicti, equorum adiumento perniciem graciliumque camelorum per diversa se raptantes, in tranquillis vel turbidis rebus: nec eorum quisquam aliquando stivam adprehendit vel arborem colit aut arva subigendo quaeritat victum, sed errant semper per spatia longe lateque distenta sine lare sine sedibus fixis aut legibus: nec idem perferunt diutius caelum aut tractus unius soli illis umquam placet.

Atque, ut Tullius ait, ut etiam ferae fame monitae plerumque ad eum locum ubi aliquando pastae sunt revertuntur, ita homines instar turbinis degressi montibus impeditis et arduis loca petivere mari confinia, per quae viis latebrosis sese convallibusque occultantes cum appeterent noctes luna etiam tum cornuta ideoque nondum solido splendore fulgente nauticos observabant quos cum in somnum sentirent effusos per ancoralia, quadrupedo gradu repentis seseque suspensis passibus iniectantes in scaphas eisdem sensim nihil opinantibus adsistebant et incendente aviditate saevitiam ne cedentium quidem ulli parcendo obtruncatis omnibus merces opimas velut viles nullis repugnantibus avertebant. haecque non diu sunt perpetrata.

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Her instagram @flanellemagazine

Interview Format

The same layout is to be followed for Q&A interviews, although there are some further guidelines to follow. The body of the text should remain 12-point Times New Roman font, but the questions and responses are to subscribe to a particular formatting.

Questions posed by the reporter are to be **bolded**. Title (Flanelle:...) is necessary on the first question and answer. Responses from the interviewed subject should be kept in plain Times New Roman without italicization.

Your final [interview](#) article should look something like this:

Title

Subtitle

By Your Name

Introduction. Apud has gentes, quarum exordiens initium ab Assyriis ad Nili cataractas porrigitur et confinia Blemmyarum, omnes pari sorte sunt bellatores seminudi coloratis sagulis pube tenus amicti, equorum adiumento pernecium graciliumque camelorum per diversa se raptantes, in tranquillis vel turbidis rebus

Flanelle : Atque, ut Tullius ait, ut etiam ferae fame monitae plerumque ad eum locum ubi aliquando pastae sunt revertuntur ?

Artist : Sin autem ad adulescentiam perduxissent, dirimi tamen interdum contentione vel uxoriae condicionis vel commodi alicuius

Atque, ut Tullius ait, ut etiam ferae fame monitae plerumque ad eum locum ubi aliquando pastae sunt revertuntur ?

Sin autem ad adulescentiam perduxissent, dirimi tamen interdum contentione vel uxoriae condicionis vel commodi alicuius

Conclusion. Sin autem ad adulescentiam perduxissent, dirimi tamen interdum contentione vel uxoriae condicionis vel commodi alicuius, quod idem adipisci uterque non posset. Quod si qui longius in amicitia provecti essent, tamen saepe labefactari, si in honoris contentionem incidissent;

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Conclusion

See, that wasn't so bad, was it? We want to give our writers the flexibility to express themselves as uniquely as they can, so feel free to allow your own personal style to overflow into your writing. These guidelines should be held as general formatting standards for you to follow to make sure that your personality stays grounded in the defined bounds of Flanelle's branding and professional image, that's all.

The key points are to remember to begin your written text properly formatted in the correct layout, font, and font sizes, and also to try to remain consistent with our house style for punctuation and syntax. Other than that, have fun and write about what you love!