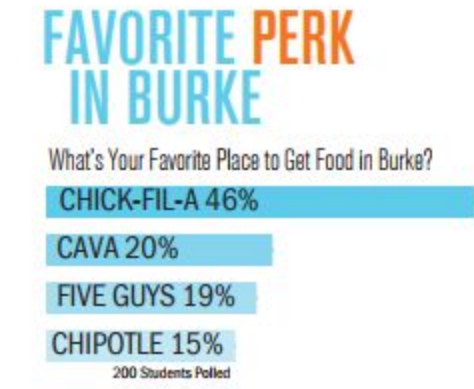



# THIS MATTERS Style Guide

Category	Requirements	Adjust Text Size??	Example
Mod Headline	ALL CAPS	May adjust text size	
Mod Sub-Head	Black	May adjust text size	
Mod Copy	8		<p>I played tennis and multi-sports at Ram Sports Camp. I had fun soaking little kids with my giant water gun. <b>Kellen Allman (8)</b></p> <p>I went to Cancun on vacation and swam with dolphins. I was scared at first, but I was also thinking this dolphin is trusting me. <b>Ronald Woods (7)</b></p>
Mod Names	Bold, colored, 8		
Headline	All caps, use two styles of text/color	May adjust text size	
Subheadline	Navy ALL CAPS Past tense	May adjust text size	
Line under headline	20pt Use line tool		
Captions	7		<p><b>(1) SWEET SOUND OF SILENCE</b> On a fall day in October, <b>Abigail Ford (8)</b> reads <i>Etiquette</i> by Emily Post on a porch swing with her dog Shirley. She was looking up rules for a Home Ec project when her fourteen month old dog jumped up to help her with her homework. "I try to go out there when the weather's nice so I can have some peace and quiet away from the buzz of everything, but I don't go out everyday," said Abigail. <b>(2) MY MAIN MANE</b> Horse lover <b>Ella</b> (8) reads <i>PS</i> books in the barn with her</p>
Caption Headlines	ALL CAPS, color		
Caption names	7, color names Do NOT color commas, periods or "and"		
Quote format	Name said	"This is my quote," Name said.	

<b>Poll names</b>	All caps	May adjust text size	
<b>Poll Bars</b>	20pt line Use line tool		
<b>Poll Question</b>	Be sure to include this as a mod subhead	May adjust text size	
<b># of students polled</b>	Size 6 Must be 200+ polled		
<b>Spacing</b>	Column plus two white spaces (picas) in between each layer of coverage- ACD, Mods, main photo layer		<p>type or graphics outside of Dashed Line</p> 