



The Wolverine



Print Edition Style Guidelines

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September 2013

Cover Page

- *Date and Edition Details*
 - o Font: Helvetica Neue Ultralight (Month is in Light)
 - o Should *not* be changed under normal circumstances
- *Logo*
 - o Logo should not be changed unless necessary
 - o All logo changes must be cleared by the Editorial Board
- *Callout*
 - o Fonts
 - Headline: Antenna Light
 - Page Info: Antenna Extralight
 - o Color
 - Maroon or Gold
 - o Contents
 - Fonts
 - INSIDE: Antenna Light
 - Details: Helvetica Neue Ultralight
 - Page Numbers: Helvetica Neue Light

Snapshot Page

- *Sidebar*
 - o Fonts
 - Welcome to *The Wolverine*: Helvetica Neue Ultralight
 - Headings: Gotham Extralight
 - Roles: Gotham Bold
 - Text: Helvetica Neue Regular
- *Snapshot*
 - o Fonts
 - Heading: Helvetica Neue Ultralight and Light
 - Callout: Antenna Regular (title) → Antenna Light
 - Date Headings: Antenna Thin
 - Text: Gotham Light
- *Lowdown*
 - o Fonts
 - Heading: Antenna Extralight → Regular
 - Body: Gotham Book

Articles

- *Headline*
 - o Font: Antenna Thin
 - o Size: big enough to fill space
- *Reporter Information*
 - o By **Firstname Lastname**
position (Lower case!)
 - o Font: Palatino, size 11
- *Copy*



- Font: Palatino, size 11 (adjust to fit space)
- Paragraphs begin with drop cap
 - Lightning Bolt icon in top right → “Drop Caps and Nested Styles” → Lines: 3 → Characters: 1 → “OK”
- *Pull Quotes*
 - Begin and end with “”
 - Background: Grey
 - Alignment: align with the edge of the page
 - Drop Cap
 - Lines: 5 (adjust to where quotation mark is by itself and there is no text below)
 - Characters: 1
 - Font
 - Antenna Regular, size 12
- *Callouts*
 - Alignment: align with the edge of the page
 - Font
 - Antenna Regular, size 12

Photos

- *Captions*
 - Grey callouts from edge of the page
 - Fonts
 - Description: Gotham Light, size 10
 - Color: White
 - Attribution: Gotham Extralight Italic, size 10
 - Color: Black

Dear Daisy

- *Questions*
 - Font
 - Antenna Thin, size 12
- *Answers*
 - Font
 - Gotham Regular, size 12

Reviews/Mini-Reviews

- *Review*
 - Font
 - Gotham Book, size 10
 - Drop caps at the beginning of each paragraph
- *Mini-Review*
 - Font
 - Gotham Book, size 11
 - Drop caps at the beginning of each review
- *Callouts*
 - Antenna Regular, size 20