

North Star STYLE GUIDE

Flag

SECTION

The first page in every section should have a large flag where the color is pulled from the dominant photo on the spread. The fold of the flag should be darker. Section name should be in Bebas Neue.

SECTION

All other pages in section should have smaller grey flag (20% black).

Border

All pages should have a .14 black border

Borders need to bleed off the right page on a spread.

Border should be 1.5 grid boxes above the bottom margin line.

All text should be atleast two grid boxes above the border.

Infographics

Body copy should be in News Gothic. Copy should always be smaller than 8 pt.

TITLE IN BEBAS NEUE

Descriptions should be in New Gothic MT Italic (60% black)

Headlines & Subheads

Headlines in two parts.

BEBAS NEUE

Subheads should be written in News Gothic MT Italic (60% black)

Use cascading headlines

Apple-i

"For there is no greater mistake than someone who does not spell check their page."

-Nick Busnell

Fonts

BEBAS NEUE
News Gothic
Times

Bylines

BY NICK BUSSELL
ndbrox@gmail.com | @nbusnell

Top Line: News Gothic Bold
Second line should have writers email & twitter handle.

Photos



Cutouts



SPORTS TALK: GETTING REAL

No floating cutouts!

All cutouts should have diagonal lines behind them.

Page #s

Evens on left
32 FHNTODAY.COM • 09.12.12
09.12.12 • FHNTODAY.COM 33
Odds on right

News Gothic MT for FHNtoday.com
Page #s and dates should be in Century Gothic

Folios should always be black.
PAGE BY NICK BUSSELL

Page by lowercase name in News Gothic MT 5 pt. If more than one page designer use a "&" symbol.

Page credit should be place on the INSIDE corner of the page lining up with the inner margin.

Folio's should line up with the purple line on the bottom and on the side.

folios should not extend more than 1 pica above the purple line.

Stories

Line up byline with first line of second column of text.

BY NICK BUSSELL
ndbrox@gmail.com | @nbusnell

Drop caps should be in Bebas Neue and extend to the fourth line of text. **Body copy should be in Times size 8.5/9.5 pt.** Text alignment should be justified with the last line of text, aligned to the left.

The first line of a paragraph should be indented 0p6.

Velit in rem sim re nosaesti quaectur apicienet volecus quatis ea culluptamet repelita vellesti occum as perrovi ducimil modio totatur autaqui comnihi liquossunt.

Aliaepel ipsusae sinus es doloratet quae porehen iendelique occus, te poresen ienimus eum solorro videmol uptatius, nest, officto taestio occumqui a id ullatec tionsed icipis magni

Cutlines are written in New Gothic 6 pt. **Names of photo subjects** are bolded. All photos should convert to CMYK in preflight. (Photographers name should be italicized in parentheses with NO CAPS)

Cutlines should be 0p6 from the bottom of the photo.

All cutlines should be three lines long, and follow style. First sentence should be present tense describing what's happening with the subject of the picture, and everything afterward should be in past tense.