

Appendix A.

The following is a compendium of the rules established in this book. You might want to check through them each time you complete a publication.

- ☐ Use only one space between sentences.
- ☐ Use real quotation marks.
- ☐ Check the punctuation used with quote marks.
- ☐ Use real apostrophes.
- ☐ Make sure the apostrophes are where they belong.
- ☐ Use en and em dashes where appropriate.
- ☐ Use the special characters whenever necessary, including super- and subscript.
- ☐ Spend the time to create nice fractions.
- ☐ If a correctly-spelled word needs an accent mark, use it.
- ☐ Don't underline.
- ☐ Never use all caps in body text; rarely use it in heads.
- ☐ Kern all headlines where necessary.
- ☐ If printing to the LaserWriter, never use a city-named font.
- ☐ Never use the space bar to align text.
- ☐ Use a one-em first-line indent on all indented paragraphs.
- ☐ Use a decimal or right-aligned tab for the numbers in numbered paragraphs.
- ☐ Leave no widows or orphans.
- ☐ Never have more than two hyphenations in a row.
- ☐ Avoid too many hyphenations in any paragraph.
- ☐ On every line of text in the document, watch all line breaks carefully. Be sensible.
- ☐ Keep the line spacing consistent.
- ☐ Tighten up the leading in lines with all caps or with few ascenders and descenders.
- ☐ Adjust the spacing between paragraphs; rarely use a full line of space between paragraphs in body text.
- ☐ Either indent the first line of paragraphs or add extra space between them—not both.
- ☐ Never justify the text on a short line.
- ☐ Hang the punctuation off the aligned edge.
- ☐ Use serif type for body text unless you are going to compensate for the lower readability of sans serif.
- ☐ Never combine two serif fonts on one page.
- ☐ Never combine two sans serif fonts on one page.
- ☐ Never combine more than two typefaces on one page (unless you've studied typography). So the gist is: if you're going to use more than one face, use one serif and one sans serif.
- ☐ Don't be a wimp.
- ☐ Use italic and bold sparingly.
- ☐ Use proper punctuation with parentheses.
- ☐ Align the first baselines of juxtaposed columns.
- ☐ Encourage white space.
- ☐ Don't crowd text inside a box—let it breathe.
- ☐ Be consistent.
- ☐ Use some sort of bullet when listing items, not a hyphen.
- ☐ Avoid abbreviations.
- ☐ Use small caps for A.M. and P.M.; space once after the number, and use periods.
- ☐ Reduce the size of the punctuation marks in headlines.
- ☐ Set the space *before* an italic word also in italic.