

The
Elements
of Style

Style Guide

The Elements of Style

Style Guide

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Title Page

1. Book title

Position: 5p6 from top margin

Font Size: 33pt

Leading: 41pt

Weight: “The” and “of” Italic

“Elements” and “Style” Bold

Space After: 2p2

Alignment: Left

*The Elements
of Style*

By William Strunk, Jr.

2. Author Name

Font Size: 18pt

Weight: Bold

Space After: 4p5

Alignment: Left

Section 2

Elementary Principles of Composition

New York 1918

3. Section

Number

Title

Font Size: 15pt

Font Size: 11pt

Weight: Bold Italic

Leading: 20pt

Alignment: Left

Alignment: Left

4. Publication Information

Font Size: 13pt

Alignment: Left

General Specifications

1. Page Margins

Top Margin: 4p0

Bottom Margin: 4p0

Inside Margin: 3p0

Outside Margin: 4p4

Gutter: 1p0

2. Typeface

All text is set in Utopia STD and left aligned.

3. Folio

Positioning

The page number is aligned with the outside margin. The folio text is set 1p2 down from the bottom margin. The character “•” is set between the page number and text with two spaces on each side.

Text & Page Number

Font Size: 8pt

Weight: Italic

Introduction

1. Text Box Positioning

Y Coordinate Positioning: 15p0

2. Header

Font Size: 34pt

Weight: Bold

3. Intro Glyph

Drop Cap Height: 2

Tracking: 50

Introduction.

This book is intended for use in English courses in which the practice of composition is combined with the study of literature. It aims to give in brief space the principal requirements of plain English style. It aims to lighten the task of instructor and student by concentrating attention (in Chapters II and III) on a few essentials, the rules of usage and principles of composition mostcommonly violated. The numbers of the sections may be used as references in correcting manuscript.

The book covers only a small portion of the field of English style, but the experience of its writer has been that once past the essentials, students profit most by individual instruction based on the problems of their own work, and that each instructor has his own body of theory, which he prefers to that offered by any textbook.

The writer's colleagues in the Department of English in Cornell University have greatly helped him in the preparation of his manuscript. Mr. George McLane Wood has kindly consented to the inclusion under Rule 11 of some material from his *Suggestions to Authors*.

Section **Two**

1. Paragraph Rules

Weight: 1pt

Offset: 5p6

Width: Column

2. Section Header

Font Size: 72pt

Leading: 63pt

Weight: “Section” Italic

Section Number (“Two”) Bold

Position: 12p0 from top margin

Alignment: Left

3. Section Number

Font Size: 153pt

Space After: 1p2

Alignment: right

Section Titles

1. Paragraph Rules

Weight: 1pt

Offset: 3p1

Width: Text

2. Section Number

Font Size: 153pt

Space After: 20p0

Alignment: Left

3. Section Name

Font Size: 34pt

Leading: 36pt

Weight: Bold

Alignment: Left

2

Elementary Principles of Composition

Subheader / Body Text Style

1. Main Subhead

Font Size: 15pt

Leading: 17pt

Weight: Bold

Space Before: 2p5

Space After: 1p0

Hyphenation Off

2. If Subhead is Numbered

Text remains the same. The section number added and is followed by a period and altered in the following way:

Font Size: 23pt

Leading: 17pt

Tracking: 25

Weight: Bold Italic

3. Body Text

Font Size: 10pt

Leading: 13pt

Space Between Paragraphs: 0p6

Hyphenation Off

Text that is emphasized within body text is done so in the following:

Weight: Italic

Effect

As noun, means result; as verb, means to bring about, accomplish (not to be confused with affect, which means “to influence”).

As noun, often loosely used in perfunctory writing about fashions, music, painting, and other arts: “an Oriental effect;” “effects in pale green;” “very delicate effects;” “broad effects;” “subtle effects;” “a charming effect was produced by.” The writer who has a definite meaning to express will not take refuge in such vagueness.

08. Divide words at line-ends, in accordance with their formation and pronunciation.

If there is room at the end of a line for one or more syllables of a word, but not for the whole word, divide the word, unless this involves cutting off only a single letter, or cutting off only two letters of a long word. No hard and fast rule for all words can be laid down. The principles most frequently applicable are:

Examples

1. Single Examples

Character Styles

Font Size: 10pt

Leading: 13pt

Spacing

Text Left Indent: 3p0

Space Above: 1p0

Space Below: 1p0

But whichever tense be used in the summary, a past tense in indirect discourse or in indirect question remains unchanged.

The Legate inquires who struck the blow

2. Listed Examples

Paragraph Rule on left side at 0.75pt

Table Left Indent: 3p0

Text Indent: 0p6

Numerals

Do not spell out dates or other serial numbers. Write them in figures or in Roman notation, as may be appropriate.

August 9, 1918

Chapter XII

Rule 3

352d Infantry

3. Lettered List Examples

Style matches Single Example same except for the following details:

Numbering: Alphabetical

Numbering Weight: Bold

Space Inbetween: 0p6

A novel might be discussed under the heads:

A. Setting

B. Plot

C. Characters

D. Purpose

Examples Continued

1. Comparison Examples: Incorrect

Style matches Single Example same expect for the following details:

Bullets

Spacing

Font: Amplitude

Left indent: 2p10

Glyph: 172

Space Above: 0p5

Left Indent: 2p10

Space Below: 0p2

Tab Position: 3p11

Case

The *Concise Oxford Dictionary* begins its definition of this word: “instance of a thing’s occurring; usual state of affairs.” In these two senses, the word is usually unnecessary.

× In many cases, the rooms were poorly ventilated.

✓ **Many of the rooms were poorly ventilated.**

× It has rarely been the case that any mistake has been made.

✓ **Few mistakes have been made.**

2. Comparison Examples: Correct

Style matches Single Example and Comparison Example: Incorrect same expect for the following details:

Bullets

Character Styles

Glyph: 21

Weight: Bold

3. Numbered Lists

All numbered lists are in a table, with numbers in the left column and examples in the right column.

Numbers

Font Size: 23pt

Position: Left Indent 2p0

Weight: Bold

First Line Left Indent -0p9

Examples

All examples are size 10pt font with regular weight, left aligned, and have 0p6 space after. The description of those examples are in bold weight.

1.

It was chiefly in the eighteenth century that a very different conception of history grew up.

Topic sentence.

2

Historians then came to believe that their task was not so much to paint a picture as to solve a problem; to explain or illustrate the successive phases of national growth, prosperity, and adversity.

The meaning of the topic sentence made clearer; the new conception of history defined.

Colophon

1. Text Box Positioning

Y Coordinate Positioning: 15p0

2. Main Text

Header

Font Size: 34pt

Weight: Bold

Space After: 6p0

Subheads

Weight: Italic

2. Primary Designer Name

Font Size: 16pt

Leading: 22pt

Weight: Bold

Space After: 2p0

3. Collaborating Designer Names

Font Size: 12pt

Leading: 15pt

Weight: Bold

Space After: 3p0

Colophon

Designed by

Brandon Schwartz

In collaboration with

Amber Hellman

Kristan Henderson

This book is intended to serve as Section 1 for the Elements of Style book trilogy designed for Art 338: Typography II at California Polytechnic State University during winter quarter 2024.

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