

# Guidelines for Copywriters

## Guidelines for Copywriters

When submitting copy to Creative Services, please keep in mind the following guidelines:

### Preparing Copy

- All copy should be aligned flush left with a non-justified right margin. Do not manually hyphenate words at the end of lines.
- Double space to indicate paragraphs; do not indent for paragraphs.
- Type only a single space at the end of sentences, after colons, semicolons, numbers, etc.
- With the exception of acronyms, type all text in uppercase and lowercase letters; do not use ALL CAPS for emphasis. To indicate headlines, use boldface or mark headlines, captions and emphasis on the paper copy of the text.
- To indicate titles, use italics; do not underline titles.
- For numbers, use the numeral "1," not the lower case "L."

### Submitting Copy

- Thoroughly proof and edit text before submitting it to Creative Services. Please try to submit all text for a project at the same time.
- Include a nonreturnable paper copy of all text submitted. Submit paper copy on 8 1/2" x 11" paper. Number all pages.
- Each story/article/item/chapter should be saved as a separate file. Please put the file name on the paper copy in the upper right corner.

## Proofing

Please use the following steps when requesting type changes:

- Please use standard proofreading marks when making changes. (Proofreading marks are illustrated on page E30 of this manual.)
- Changes should be made on the paper copy in red. Items deleted should be clearly marked as such, but not obliterated. (They should remain readable).
- Additions should be clearly printed on the text. If an addition cannot be made easily in the space available, it should be submitted as a Word document along with a paper copy of the insertion.



