

Competency Compass Usability Report
Style Guide
ENGL5181 Spring 2022
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April 2022

Page Format – edit for consistency

size – **8.5 x 11 inches**
orientation (tall or wide) - **tall**
margins - **.5 inches on all sides**
headers (content, page #, rules, etc.) – **Moore**
footers (content, page #, rules, etc.) – **page numbers**
page numbering (location, color, typography) – **bottom right corner**
rules (painted lines that act as section dividers)
columns (number, width of each) – **1 column**
gutter placement and width
graphic placement and width – **width of the page, 7.5 inches**
colors (highlights for screen areas, text, graphic borders, cautions, tips, etc.) –
various purple shades used as accents on headings and behind the script

Typography – edit for consistency

Text – **Arial, Regular, 12 pt, justified**
document title (font, face, size, case, placement, emphasis) – **Arial, Bold, 48 pt, centered, True purple (C=39 M=92 Y=0 K=32) font color with Wisteria (C=19 M=28 Y=0 K=9) background)**
heading 1 (font, face, size, case, placement, emphasis) - **Arial, Bold, 36 pt, centered, True purple (C=39 M=92 Y=0 K=32), no background**
heading 2 (font, face, size, case, placement, emphasis) – **Table of Contents, Arial, Regular, 24 pt, dot leader; Lists of Figures and Tables, Arial, Regular, 18 pt, dot leader**
heading 3 (font, face, size, case, placement, emphasis) - **Individual**

Appendices, Arial, Bold, 18 pt, left-justified

captions for illustrations (font, face, size, case, placement, emphasis) – **For both Tables and Figures: Arial, Bold, 12 pt, left-justified; text frame options .0625 inch**
menu items, as represented in the text (icons, font, face, size, case, placement, emphasis)
key strokes, as represented in the text (icons, font, face, size, case, placement, emphasis)
spacing (leading & kerning- usually normal but may be compressed for copy-fitting) – **single-spaced**
cautions/ warnings (font, face, size, case, placement, emphasis)
hints (font, face, size, case, placement, emphasis)
steps: (numbers, bullets, glyphs or dingbats)
other list items (numbers, bullets, font, face, size, case, placement, emphasis) –
Used a target bullet glyph for lists, but mostly used 1, 2, 3, and a, b, c for the Recommendations and other lists

Mechanics

abbreviations to use after first reference
acronyms to use after first reference

capitalization (any non-standard uses must be specified)
hyphenation (on or off – off is preferred – avoids strange line breaks) - **Off**
in-text definitions (font, face, size, case, placement, emphasis)
quotation marks (straight or smart quotes) - **Straight quotes**
spelling (U.S. English, British English, other?) – **American English**

Usage

imperative voice is normal – **Only in the task list**
second person direct address of reader is optional – often in intro & conclusion -
Yes; used “the researcher” and “Career Services”
parallelisms (consistent noun phrases or verb phrases in list items) – **Verb phrases**
gender references (avoid sexism and decide upon acceptable pronouns including pl. “they” to refer to singular noun) – **Used they to refer to singular noun**
Style Manual – APA 7

Figures & Tables

captions (include figure numbers & titles?) - **For both Tables and Figures: Arial, Bold, 12 pt, left-justified and included Figure and Table**
consistent size, cropping, and placement
in-text references to figures & tables (font, face, size, case, placement, emphasis) - **(See Table X)**
units of measure (inches, centimeters, picas, points, etc.) - **Inches**
decimals aligned vertically (decimal tab setting in a table of contents, for example) – **Right aligned at 7.5 inches in Table of Contents, List of Tables, and List of Figures**
typography & punctuation of elements such as lists, headings, titles (none, final periods, serial commas, font, case) - **Periods**