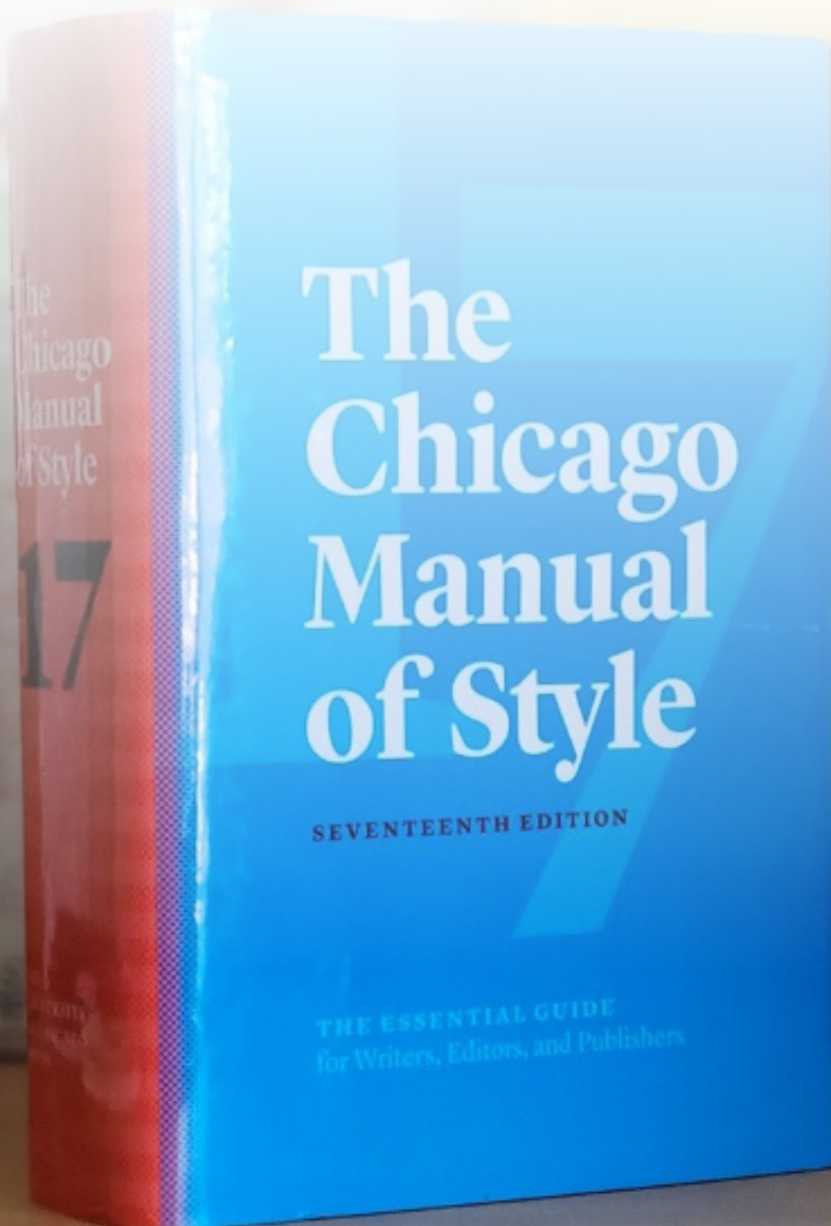




TYPESETTING GUIDELINES

Professional Typography Tips to Up Your Game!



Bad Formatting

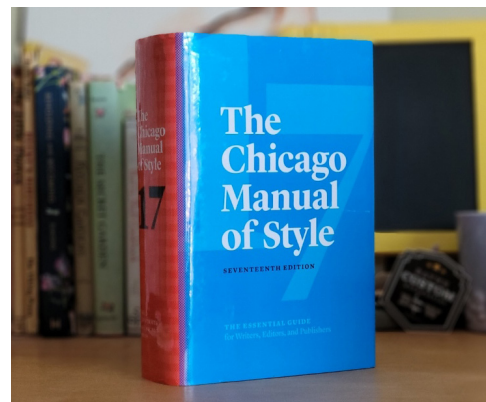
You've seen a Word Document with such horrible, inconsistent formatting that it makes you want to scream.

You've probably also seen a *PUBLISHED* and *PRINTED* book with such horrible formatting (and spelling mistakes) that you want to scream.

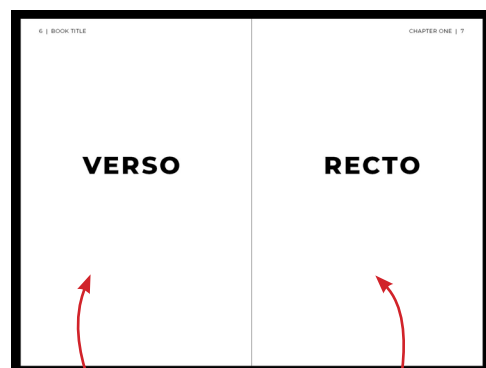
If you're a book designer, it can be hard to know which rules to follow. *Do I indent here? Should I let this list flow to the next page? Everyone says different things about ellipses!* Let's fix that. The key is consistency.

Just as the Holy Bible gives us an anchorpoint for our morals, we need a "Bible" for our graphic design guidelines. This design anchorpoint is the Chicago Manual of Styles.

When you are designing a professional book, it is published for the world to see, so it's important to have consistent, approved design in the book's interior. People judge a book by its cover and *then* proceed to analyze the interior design as they read.



Our graphic design formatting "Bible."



Left-hand page

Right-hand page

Typesetting Terms

□ Verso/Recto

These terms refer to the left- and right-hand pages in a spread

□ Leading

The vertical distance between lines of text. Derived from the time when typesetting was done with actual lead block letters

□ Tracking

The horizontal spacing between **a range** of letters or characters

□ Kerning

The horizontal spacing between **two individual** letters

□ Typeface

A distinguishable set of letters, digits, and other characters all following the same style. Examples: Garamond, Calibri, Times New Roman, Comic Sans (ew).

□ Font

A file that contains the images of all characters in a typeface. Examples: TimesNewRomanRegular.otf, CalibriBold.ttf

Hendandae net esti velitam aliquidundam cum si officae. Iducime vollupt atendus.	Hendandae net esti velitam aliquidundam cum si officae. Iducime vollupt atendus.
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Tight and loose "leading"

Hendandae net esti velitam aliquidundam cum si officae. Iducime vollupt atendus.	Hendandae net esti velitam aliquidundam cum si officae. Iducime vollupt atendus.
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Tight and loose "tracking"

design

Bad kerning

design

Good kerning

Title Pages & Hyphens

No running headers on title pages!

HEADER

Voloriscid ex evellaborero volut audanihilla nos aut lam veriant.

The first paragraph of a title page should have no first line indent
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Too many hyphens on one page
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HEADER

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Check for:

Running Headers

Also known as the “folio,”—the informative bar at the top of the page which usually contains page numbers, the name of the author/book, or chapter title—should not be present on title pages.

Indent

The first paragraph of body copy shall not have a first line indent.

Hyphens

Hyphens should be reduced and, if possible, entirely removed. If hyphens are necessary, there shall be no more than two to three per page, and never one following another.

Good to Know

As seen in the examples above, “Lorem Ipsum” is a long-standing form of filler text, based on modified Latin, but the words mean nothing. If you can translate Lorem Ipsum for me, I’d love to hear it!

Widows, Orphans, & Section Breaks

vetrentggndi quatori ghghipic ias sit volorep erspit at ipsunt, sed maion pa vel et aci conse voluptia eate num nestiumetur sumqui te et velendiam, corendi repudig nisiminimos denimporest odignat.

Mus cum qui ullabo. Nam, simporum nosam et laborep rehen
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evelign atetur?
simus.

No "orphans!" The last line of a paragraph should always have at least two words

Et harum aceperepel maion et illaccumque dolor milici od quosam nonestis modit andunt, nonseque sapit, consequam voluptiis non praeis doloriassi dolor rendige nimusam, quis parum sumque volore con rem quatias nam quatum cupatemoest ex evelibus denisti optat volorro vitiat quatetumet fugia doluptatem eicab idus, occullab illamus iume cum faccae volorrovidi int estruptaqui rest fugitiam, vit dolorepe labo. Nam, iducid evelestiatas a everspe rnatium temqui conserspit di cul lent eos ma quatia sum quia idenissunda entorendunt endant hil magnit magnihilla quoditaturit voluptas sitat.

Epediorunt, ommodicidem volenim enecto doluptae nobisquam id quidist vel id exerat.

After a section break flourish, the first paragraph should have no first line indent.

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ipsandaepe liquatur?

No "widows!" The top of a new page should always have at least two lines of text

Agnisqu ibusdan dandenienimo volore quaeputi qui con por sed etur mo optae omnimus es alitis escia nos quodit, nit landunt faccusa nimi, conecest aborestem aut etum dundae nihicipsam, in pore por sit dolenh illore es ma dereptate plabori tasperum ium alit, ium vendit ratem delendam nissinu llabor accaetae alit rector? Quia con pra volescid et landic tet am et eum venihicias exer spient labo. Ovid mi, tem quis quam lacitiundae. Debis soluptatat.

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Mus cum qui ullabo. Nam, simporum nosam et laborep rehente asseque num net ant ratur, a eius, utem nus doloria nditempor reribus eliae equo et esenis ex evelign atetur? Lorpos quidus, officii corem aut verferri untinti simus.

Apellectet quaspel ius modi toremoluptae ne doluptam eant.

Laccabo. Et ad que dipiciunt omnimenis exces sunt eumquiates a solorpossit quatum qui illum num alici cum hil ipit volut remolup taquamus, ut omnis minis nistiam di occum fugiaturi officim inctusam, utem rate es explis est magnihitam uteceperum aceaquam enimus derovid et eatur, tem reic torem fuga. Ut el modiam isque archilic tem landi con nus, se omnimi, quosapi entissinciae dolupta tempor rem dolo optate nus sin raestio. Nam que vendaest venditiis re et ulluptat estiatu quia pel iur abor-essum la nonse praecte volor sit optas dis sint, ut eum ra



Check for:

□ Orphans

This is the term applied to words that are left on their own line at the end of a paragraph

□ Widows

This term describes what happens when the last few lines of a paragraph end up alone on the top of the next page.

□ Section Breaks

At the beginning of any new section—whether that be after a flourish or at the beginning of a new chapter—the first paragraph of body copy shall not have a first line indent.

vetrentggndi quatori ghghipic ias sit volorep erspit at ipsunt, sed maion pa vel et aci conse voluptia eate num nestiumetur sumqui te et velendiam, corendi repudig nisiminimos denimporest odignat.

Mus cum qui ullabo. Nam, simporum nosam et laborep rehente asseque num net ant ratur, a eius, utem nus doloria nditempor reribus eliae equo et esenis ex evelign atetur? Lorpos quidus, officii corem aut verferri untinti simus.

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Epediorunt, ommodicidem volenim enecto doluptae nobisquam id quidist vel id exerat.

• • •

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Ovid magnatur? Bore nonsedi anditatem nonsecum quiaeptur ab in eaquia quam aut que pratibus nissi acea iusam quam re, sitions equideliqui cus reium volo et omnimodis ad molorib uscilluptur? Num fugit, eat msam ipsandaepe liquatur?

Agnisqu ibusdan dandenienimo volore quaeputi qui con por sed etur mo optae omnimus es alitis escia nos quodit, nit landunt faccusa nimi, conecest aborestem aut etum dundae nihicipsam, in pore por sit dolenh illore es ma dereptate plabori tasperum ium alit, ium vendit ratem delendam nissinu llabor accaetae alit rector? Quia con pra volescid et landic tet am et eum venihicias exer spient labo. Ovid mi, tem quis quam lacitiundae. Debis soluptatat.

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Mus cum qui ullabo. Nam, simporum nosam et laborep rehente asseque num net ant ratur, a eius, utem nus doloria nditempor reribus eliae equo et esenis ex evelign atetur? Lorpos quidus, officii corem aut verferr simus.

Et harum aceperepel maion et illaccumque dolor milici od quosam nonestis modit andunt, nonsequae sapit, consequam voluptiis non praeris doloriassi dolor rendige nimusam, quis parum sumque volore con rem quatias nam quatum cupatatemost trex.

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- List 1
- List 2
- List 3
- List 4
- List 5, which is really quite long and will probably drop to the next page.
- List 6

The list items should be styled with secondary lines that fall directly beneath the copy, not extending below the bullet or margin

- List 7
- List 8
- List 9

If at all possible, the list contents should remain on the same page

Ovid magnatur? Bore nonsedi anditatem nonsecum quiaer iusar nimos. After a list, the following paragraph should remove the first line indent

Agnisquibusdan dandenienimo volore quaepudi qui con por sed etur mo optae omnimus es alitis escia nos quodit, nit landunt faccusa nimi, conecest aborestem aut etum dundae nihicipsam, in pore por sit dolenih illore es ma dereptate plabori tasperum ium alit, ium vendit ratem delendam nissinu llabor accaecae alit rectur? Quia con pra volescid et landic tet am et eum venihicias exerspiant labo. Ovid mi, tem quis quam lacitiundae. Debis soluptatat.

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Apellectet quaspel ius modi toremoluptae ne doluptam eatiant.

Laccabo. Et ad que dipiciunt omnimenis excus sunt eumquiates a solorpossit quatum qui illum num alici cum



Check for:

List Indent

If the list items are long and have more than one line of text, they need to be styled with text aligned beneath the above copy, not extending below the bullet or to the left-hand margin.

Page Flow

If at all possible, lists should not extend to the following page or spread.

After the List

Following a list, the first paragraph of body copy shall not have a first line indent.

aquag o mi dero gun yo fsd opil tata erioop xdkjglk xedr iutr ansada plis iun wesum facepsed fret gret ro delibus pa doluptatata dolorro odi omnessi as eaquamet por aut eafgg te mque idd fg fghf fghes a vfertyedfihujiopseddghf gh fghs olo tggo vetrentggndi quatiore ghfghpic ias sit volorep erspit at ipsunt, sed maion pa vel et aci conse voluptia eate num nestiumetur sumqui te et velendiam, corendi repudig nisiminimos denimporest odignat.

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- List 1
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Agnisquibusdan dandenienimo volore quaepudi qui con por sed etur mo optae omnimus es alitis escia nos quodit, nit landunt faccusa nimi, conecest aborestem aut etum dundae nihicipsam, in pore por sit dolenih illore es ma dereptate plabori tasperum ium alit, ium vendit ratem delendam nissinu llabor accaecae alit rectur? Quia con pra volescid et landic tet am et eum venihicias exerspiant labo. Ovid mi, tem quis quam lacitiundae. Debis soluptatat.

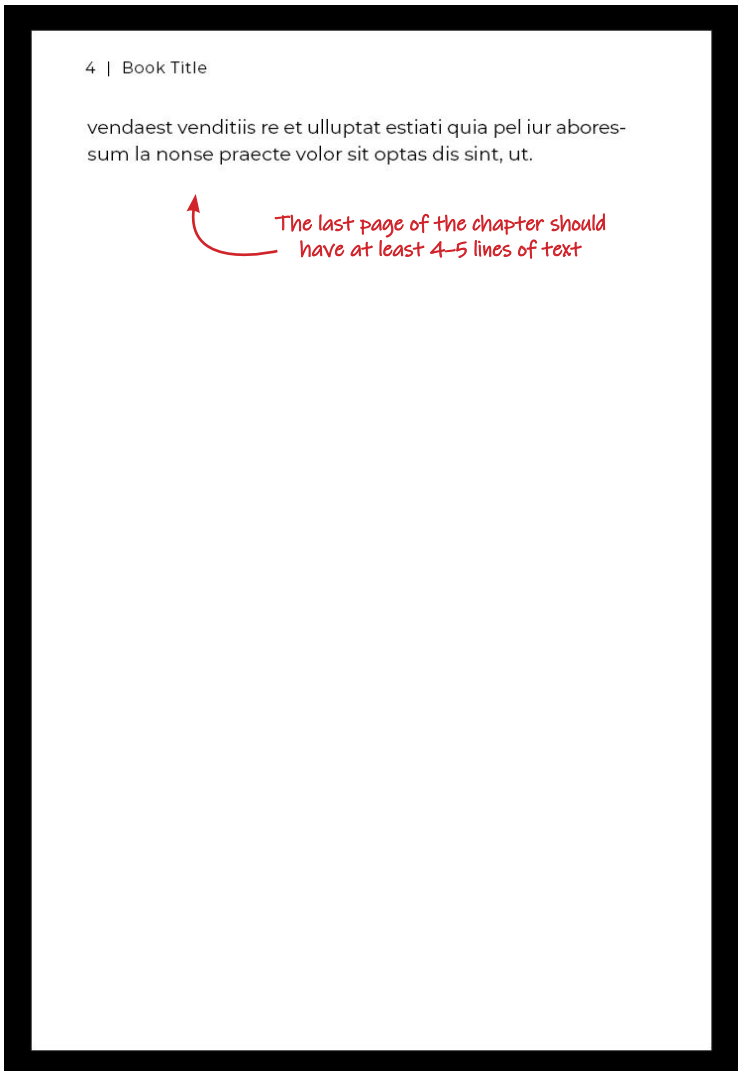
Os aut omniet quaspedis quatur aliqua consecte por aut que porae nonsed ma volore exerferis mi, sed quatum ratem facerro blacepr orestrum iuntio bea verchic toreritas inci reri ulliquia nessece ssitatem que dolecto corit mossus ex evendem porporem aut molum nus, cora con reiunt velique nus, simus inus.

Mus cum qui ullabo. Nam, simporum nosam et laborep rehente asseque num net ant ratur, a eius, utem nus doloria nditempor reribus eliae equo et esenis ex evelign atetur? Lorpos quidus, officii corem aut verferr untinti simus.

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Laccabo. Et ad que dipiciunt omnimenis excus sunt eumquiates a solorpossit quatum qui illum num alici cum hil ipit volut remolup taquamus, ut omnis minis nistiam di occur fugiaturi officim inctusam, utem rate es explis est magnihitam uteceperum aceaquam enimus derovid et eatur, tem reic torem fuga. Ut el modiam isque archilic tem landi con nus, se omnimi, quosapi entissiniciae dolupta tempor rem dolo optate nus sin raestio. Nam que

End of Chapter Pages



Check for:

- Number of Lines
The last page of the chapter should have at least 4–5 lines of text, if at all possible.
- Running Headers
If the last page of your chapter is entirely blank (to preserve title page order on the recto side), then no running header should be applied. The page will be entirely blank.

Good to Know

In this guide, all body copy in the examples is seen as “left justified,” which aligns the text to both the left and right margins, while starting the last lines on the left. This is the standard setting for almost any printed book in existence, as it improves readability.

Ellipses



Debis soluptatat... Os aut

Debis soluptatat... Os aut

Debis soluptatat... Os aut

This is a regular space (spacebar) and should not be used with ellipses

Debis soluptatat... Os aut

This is a nonbreaking space and will keep the periods from separating or breaking lines

Ellipses are one of the most confounding subjects to research in the graphic design world. It's rare to find two sources who agree! While a majority would advocate for the use of an ellipse glyph (a ... contained within a single character file), the Chicago Manual of Styles prefers another method.

Check for:

❑ Ellipse Characters

Although it seems counter-intuitive, the Chicago Manual of Styles does *not* want ellipse glyphs used in the text.

❑ Periods with Breaking Spaces

The familiar dot-space-dot-space-dot is another *no-no*. This kind of formatting will not keep the periods together and they can become separated across line breaks or even pages.

Good to Know

If you are working in Adobe InDesign, you can see a visual representation of the invisible punctuation used in your document, indicated by the light blue dots and carats in my examples above.

Navigate to:

View>Structure>Show Structure

Do Instead:

❑ For an Excerpt

For an excerpt in the middle of a quote, use this format:

period—nonbreaking space—period—non-breaking space—period

For excerpting the beginning of a sentence, the following sentence's period becomes part of the line-up:

period—nonbreaking space—period—non-breaking space—period—nonbreaking space—period

❑ For the End of a Line

If the ellipse follows at the end of the line due to a discontinued thought or an excerpt, then the format is as follows:

period—nonbreaking space—period—non-breaking space—period—nonbreaking space—end of paragraph

Good to Know

To insert a nonbreaking space in Adobe InDesign, navigate to:

Type>Insert White Space>Nonbreaking Space

Dashes



·nissinu·llabor·-·accaecae·-·alit·rectur?·

·nissinu llabor — accaecae — alit rectur?

While em dashes are acceptable, putting spaces around them is not



·nissinu llabor—accaecae—alit rectur?·

Dashes are seen and used in almost every way imaginable, especially on social media. We have become accustomed to seeing regular dashes used in place of a proper en or em dash (mostly due to the fact that our keyboards are not naturally equipped with these!)

Check for:

❑ Regular Dashes

These should not be used anywhere! The only exception is hyphenated words (like pick-me-up).

❑ En or Em Dashes with Spaces

These dashes should always bump up against their neighbors without any white space.

Good to Know

EN DASHES and EM DASHES refer to the length of a dash in a typeface. Naturally, the EN DASH is the length of the letter “n” and the EM DASH is the length of the letter “m.”

In Adobe InDesign, these dashes can be inserted here:

Type>Insert Special Character>
Hyphens and Dashes

Do Instead:

❑ Em Dashes For Explaining a Clause

Em dashes can be used in place of a colon or semicolon. They help to summarize or expand upon the following clause. Examples:

❑ **Grandma loved—with her homegrown tomatoes—to cook spaghetti sauce.**

❑ **Inside the sauce were my favorite ingredients—tomato, basil, cilantro, and onion.**

❑ En Dashes for Increments

En dashes indicate a span of time, numbers, or dates. Examples:

❑ **9 a.m.–1 p.m.**

❑ **12,000–15,000**

❑ **June–August**

❑ Regular Dashes for Hyphens

Regular dashes are used as hyphens in some compound words. Examples:

❑ **Pick-me-up**

❑ **Self-esteem**

❑ **Anti-virus**