

## **Website Submission Style Guide**

Originally approved by the NCA Board of Directors 4/29/06

Amended 11/6/09

Purpose: The user experience of reading on a website is vastly different from that of

reading the written word in printed format. This is defined in part by user expectations

for a web experience, and in part by the parameters of the medium. In many ways this

allows for more freedom in sharing information (i.e. no up charge for color graphics, etc.) In other ways it limits how information is presented. This style guide has been designed to help define the parameters for submissions to the Newfoundland Club of America Website.

### **Basic Structure:**

Text files may be submitted in the following formats:

- Microsoft Word
- Adobe InDesign
- AppleWorks
- Adobe PDF

Graphic files may be submitted in the following formats:

- JPEG
- GIF
- TIFF

Naming files: all file names should be kept as short as possible, and contain clearly identifying information, and not contain any spaces

Example: 06DTpremNCNC.pdf (good)

The final version of the 2006 draft test premium for our club.pdf (not good)

## **Defining Characteristics:**

Fonts: Arial, Verdana, Times, Times New Roman

Font Sizes: Paragraph (body) 12 point

Headlines (top line only) 18-20 point

Sub Headings (between subject breaks) 14 point

Please use only plain text – conventions such as bold, italics, etc. do not translate well from word processing to html files. Headline and subheadings will be made bold or bold/italic online.

Left align all submissions

Do not use colored text.

## **Writing Conventions:**

Keep in mind that material posted on the NCA website is available to a worldwide audience. Every effort should be made to minimize the use of acronyms, or to define the acronym during the first usage in articles. (WRD, NCNE, BOD, etc.)

Most web users are not expecting an in-depth text experience on a website. Any article longer than 2 pages (8 1/2 x 11) should be submitted as a printable stand-alone article, along with a short, 1 paragraph summary for linkage.

Any article that will be posted in its entirety should be broken down into 1-2 paragraph subsections, with clearly defined headings.

The web lends itself to the use of lists. Take advantage of this in submissions by utilizing lists whenever possible to convey information. This is especially important when using outside links, it is preferable to have a lists of links than to imbed a number of links within a paragraph.

**DO NOT SUBMIT TEXT IN ALL CAPS**

Do not use carriage returns in typing the body of text

Web visitors are used to the convention that underlined text is a link, therefore; titles, etc. should be identified through quotation marks or italics (exception to above note on characteristics).

## **Photo/Graphic Submissions:**

Please send .jpg files, with a resolution of 72 dpi. If you have photos that need to be modified and you need assistance, please contact the Web Developer for instructions.

It is preferable to have photos too large that are edited down, than to have images too small to be useful.

Please include the following information:

Photographer first name:

Photographer last name:

Caption: Dog's name and a little information about the dog and activity. (A short paragraph is preferable. Two or three sentences are perfect.) This information may appear in a caption and may be edited as needed; it may be used to determine an appropriate placement for the photo.

Please insert this phrase:

I certify that I am the author or sole owner of the material I am submitting to the NCA Website. The NCA may reproduce, display, edit, modify, create derivative works and otherwise use the material on the NCA website. I agree to indemnify the NCA for all damages and expenses that may be incurred in connection with the material.

\*\* Please note- if you are submitting a picture of your dog taken by someone else- you need the permission of the photographer.

## **Privacy and Copyright Policies:**

In order to protect the privacy of those members listed on the NCA website, the default listing of any individual will be email addresses only. Those members who wish to have additional contact information listed will need to request an expanded posting in writing to the Web Developer (email is acceptable).

Links to non-NCA websites do not imply endorsement of any particular product, service, organization, company, information provider, or content.

All information displayed on the website will be copyright clear. Submissions should all include the following statement: "I certify that I am the author or sole owner of the material I am submitting to the NCA Website. The NCA may reproduce, display, edit, modify, create derivative works and otherwise use the material on the NCA website. I agree to indemnify the NCA for all damages and expenses that may be incurred in connection with the material."

Amendments 11/6/09:

- Defining Characteristics - changed left justify to left align
- Full document – changed Internet Committee to Web Developer