Content Style Guide

This is the style guide and will help maintain clear and consistent content while collaborating on one document. This guide has been categorized based on the types of edits and organization that will be considered. This style guide should be used as a reference when editing “Demystifying Intuition: What it is, What it Does, and How it Does it”.

Capitalization

Titles: Titles should capitalize each word except for articles and prepositions. For example, “it” and “of” would not be capitalized in a title.
Headings: Headings will follow the same capitalization rules as title case, capitalizing each word except for articles and prepositions.
Captions: Captions will only capitalize the first word of the sentence unless other words included must be capitalized, such as a proper noun. Captions should be written as a normal sentence and follow standard capitalization rules.
Following colons: Words following colons should not be capitalized, excluding proper nouns, because it is not starting a new sentence.
Following em-dashes: Like colons, words after em-dashes should not be capitalized as it is in the midst of a sentence.
For special terms: Email addresses and website URLS should be written in all lowercase. For example, John Doe’s email address would be written as: john.doe@email.com
Other: Random words should not be capitalized in the middle of a sentence. Most proper nouns, days, months, names, places, and honorary titles should be capitalized.

Fonts

Coversheet/Document title: 14-point Times New Roman.
Chapter/Sections titles: 12-point Times New Roman.
Body text:11-point Times New Roman.
Text headings: 11-point Times New Roman.
Headers: 11-point Times New Roman.
Footers: 11-point Times New Roman.
Page numbers: 11-point Times New Roman.
Captions: 11-point Times New Roman.
Tables: 11- point Times New Roman.
Table of contents: 11- point Times New Roman.
For emphasis: Italicized 11-point Times New Roman.
For special terms: Italicized 11-point Times New Roman.
Other (Keywords): Italicized 11-point Times New Roman.

Headers and Footers

Header content: Headers should act as titles of each section, informing the reader what will be mentioned and allowing for content to be searched for and found easily. Headers should be concise and do not have to be full sentences.
Header location: Headers should be aligned left on their own line. A space should be left underneath the header before beginning the next paragraph.
Footer content: Footers should contain any material that needs to be included such as the title or name of the document. Footers could also contain footnotes and citation references.
Footer location: Footers should be located at the bottom of the page in the lower margin.
Page numbers: Each page should include the title of the document along with its page number in the upper right hand corner.
Other: Subtitles should be aligned center on their own line.A space should be left underneath the subtitle before beginning the next header or paragraph.

Style

Voice and tone will be addressed more below, but in short: active, third-person voicing, with formal tone, will maintain the professional atmosphere.
Neutrality: As an essay over biological workings, there will be times where gender-specific language cannot be avoided. If there are differences in the functionality of psychology due to gender, it cannot be generalized without causing a possible misunderstanding.
Indents: Primary and nested indents should be used when a goal, or objective for solutions is stated. For objectives specifically, multiple should be denoted in an (a), (b) format. No indent after headings or new paragraphs.
Space Format: Single space after punctuation.
Abbreviation Expansion: Abbreviations will be defined in their expanded form before first use.

Lists

Bulleted Lists: For ideas and lists longer than three items.
Numbered Lists: Number lists with more than four items.
List introductions: The first letter of the item after the numerical number should be capitalized.
List item punctuation: The first letter of the item after the numerical number should be capitalized. For example, (1). Apple.

Lists within lists: The first letter of the item after the numerical number should be capitalized.
Other:

Numbers

Spelled Out Numbers: Numbers less than 10 should be spelled out.
Numerals: Numbers more than 10 should be in numerical form.
Comma in Numbers: Use commas to separate thousands and millions in compound numbers.
Dollar Amounts: Whenever mentioning dollar amounts, one must utilize use the dollar sign ($) and put the amount in numerical form.
Rounding: To round to the next number, the number must be greater or equal to 0.5. For example, 6.6 would be rounded as 7.
Percentages: Percentages should be in numerical form with a percentage sign (%) following behind it.
Other: Numbers should be in the simplest form in order to allow reader usability.

Punctuation

Series commas: When writing a list, the oxford comma (serial comma) should be used. For example the correct way to write the following sentence would be: Joe bought milk, cheese, and bread at the grocery store.
Dashes: An em-dash (—) should be used without a space before or after to offset an aside. Do not use (-) or (--) to signify an em-dash.
Hyphens: Hyphens should be used to link words into a single phrase (long-term effects) or for range (March-May). There should not be a space before or after a hyphen.
Quotation Marks: Quotation marks should be used for titles of short works or for direct quotations. Periods and commas can go inside quotation marks, but question marks only go inside if the direct quote ends with a question mark. If the sentence is asking a question that ends with a direct quote, the question mark stays outside the quotation marks. Single quotation marks should be used when a quote is used inside of another quote.
In Headings: Punctuation such as commas and dashes can be used inside headings, however, periods are not required. Headings, titles, and subtitles do not have to be full sentences so ending punctuation is not needed.
Other: Generally, the sentences should be read aloud while editing and, when you find yourself taking a breath, consider inserting a comma. Try to limit the use of semicolons and consider using an em-dash or starting a new sentence instead. Also, limit the use of exclamation points.

Spacing

Number of spaces following colon and between sentences: Number of spaces that can be used after a colon is 1, which is traditional typing, that is encouraged by the University of Chicago Press.
Margins: There should be 1 inch margin spacing set on all sides of the document, if there is any tables accompanied, it should follow the same norm.
Indents: The indents should be used ½ inch toward the paragraph start.This applies to the first line of every paragraph that is being indented.
Body text: The paragraphs should be double spaced and should follow the first line in each entry to align with the left margin
Above/below headings: For Readability, it is helpful to include a line space above and below a heading.
Above/below lists: The lists (if any), will include single line space to make it look continuous instead of using a double space below the list and no spacing above list
Above/below tables: The tables should be near to the text that it relates to and hence should include at least one space above and two spaces below
Above/below captions: For captions, there shouldn't be any spacing above the captions and it should directly be below an illustration but the below spacing should be at least 2 line spacing it a new paragraph begins or
Justification: The text will be left justified text and will have a ragged right edge.
Other: Spacing for the Works Cited page would include a double spaced paragraph.

Symbols

Ampersands: Ampersands should only be used if it is in a company or brand name.
Degree symbols: When writing out temperatures, the degree symbol (°) should be used followed by a capital F for fahrenheit or a capital C for celsius.
Mathematical operators: Mathematical operators could be written out, so instead of inserting a division sign, you could write out “divided by”.
Monetary symbols: The dollar sign ($) should be used before typing out a monetary value. For example, five hundred dollars would be written as $500.00.
Percent signs: Use the % sign instead of writing out “percent”.
Other:

Tables

Content: A header will be set above each column defining it, and a brief caption will be set beneath the table to describe the information being displayed.
Style: Aside from horizontal lines, tables will be free of boxes, arrows, or other devises unless it indicates the structure of data.
Column Widths: As long as the data is set to a width that allows for the best expression of data, without constricting other columns, it is ok to set an uneven width.

Text Spacing: Single spaced in-line and between rows. Vertical spacing can be uneven between rows in order to not allow text or data from one column to overlap onto another column.
Capitalization: Headings and titles should be capitalized save for articles or prepositions. Internal data text should have only the first word capitalized. Abbreviations shall remain lowercase unless specified otherwise.
Abbreviation/Symbols: All units of measurement and symbols will be listed at the head of their respective column(s).
Other: Grey and white line alternation can be used to more easily define rows.

Text Margin

Word Breaks: Full use at the end of lines to maintain horizontal margins with no overstep.
Widows: Best if avoided. Edit the body of the text the widow hangs from to condense text, so as to avoid spilling over to the next line.
Orphans: Best if avoided. Opposite of a widow, expand the body of text above to push the orphan onto the next line to fit with the rest of the body of text.

Voice

The voice that was used in this piece is one of an educator speaking to an audience with an interest in scholarly pursuits. Therefore, the following should be kept in mind when editing the written works for voice.

- Wherever possible, an active, third-person, academic voice should be maintained.
- Aside from vital terminology, the material should be as general as possible to avoid isolating audience members.
- When generalization isn't possible, act as translators to shed further light into what the psychological/biological terminology means, possibly even explaining the context if necessary.
- As a professional piece, there is little to do in the area of inserting voice changes for effects such as humor, or levity. Keep to the genuine voice that was held at the start and do not accidentally insert your own voice by mistake.

Tone

The tone for this essay will fluctuate between its varied portions, but across the board, it can be seen as inquisitive and assertive. Yet, the tone should not stop at that.

- Tone should hold to a formal state.
- When making direct assertions, keep the tone clear to avoid misunderstandings.
- As a piece that isn't a scientific journal publication, it can contain areas of a more personal tone. The friendly tone over anecdotes is appropriate, but if it deviates from appropriate, editing it to become so is advised.

Color Choices: The color chosen for the document is black and would not include any other color for the text.The document is formatted in APA without any images or background and hence, the text color is black on white background.

Artwork Specifications: There isn't any artwork involved, but if we plan to it would be a 300 dpi minimum and would include converted outlines and 3 mm beled for the trim area and should have strokes of at least 0.25 pt.

Grammar reminders: There will be reminders for Grammar, punctuation, usage, spelling problems, parallelism, subject verb agreement, capitalization on the end of each sentence and would be highlighted.

Quotations: All quotations will be cited on the works cited page with a clear description of the author and the source by adhering to the APA format standards. The quotes longer than 40 words will be of APA block quote format and do not use quotation marks and they start on a new line and indent the entire quote ½ inch.

Standard References: There are around 95+ references in the entire document, they will be listed in a separate sheet at the end of the document in alphabetical order.

Units of Measurement:

- Temperature: Fahrenheit
- Time: Seconds
- Distance: Meters

Abbreviations/acronyms:

- (RB): ratio-bias
- (CEST): cognitive-experiential self-theory
- (CTI): Constructive Thinking inventory
- (REI): Rational/Experiential Inventory

Style sheet creator/contact:

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Layout/screen design: The screen design will include tables and charts where necessary to represent data. As a scientific essay over an intangible phenomenon, no photographic or digital designs exist outside of hypotheticals. Likewise, no outside visuals are needed to highlight or draw attention to text.