Art sizes

Box: Cells to Society 14p0 →

Box: Cells to Society 29p6 →

Box: Cells to Society 45p0 →

Notes on sizing:
- Art should be as concise as possible. The figure sizes do not need to adhere to these exact widths (they can be smaller).
- Use margin size or smaller (10p0) when possible so that the margin area can be used for art.

|←— 10p0 —→| 1p6 |←————————— 33p6 —————————→|

|←————————— 33p6 —————————→| 1p6 |←— 10p0 —→|

|←— 6p2 —→| 1p6 |←— 6p2 —→| 1p6 |←— 6p2 —→| 2p0 |←— 6p2 —→| 1p6 |←— 6p2 —→| 1p6 |←— 6p2 —→|

|←— 10p0 —→| 1p6 |←— 10p0 —→| 2p0 |←— 10p0 —→| 1p6 |←— 10p0 —→|

|←— 14p0 —→| 1p6 |←— 14p0 —→| 1p6 |←— 14p0 —→|

|←— 21p6 —→| 2p0 |←— 21p6 —→|

|←———————————— 45p0 ————————————→|

Arrows

→ **Arrow 1**
- Use when Arrow 2 is diminutive compared to art

→ **Arrow 2**
- Most commonly used for art and also used for larger chemical equations (See chemical equations section)

→ **Arrow 3**
- Use for smaller art, graphs, and also use for smaller chemical equations (See chemical equations section)

→ **Arrow 4**
- Pointer arrow (can be used as leader arrow)

⇒ **Arrow 5**
- Arrows 5 can be used to show processes and actions. Default to grey but use color to add interest when possible and it makes sense to improve communication and scientific content.
- Different sizes can be used to create hierarchy.

⇒ **Arrow 6**

Flow of water ⇒ **Arrow 7 (text in arrow)**
Flow of water ⇒

Arrow 8 (measurement arrow)

Lines, brackets and graphics

Label
Label
3 pnt.
Line 1 (leaders)
- .5 black stroke set to overprint
- white leaders on dark backgrounds, use .75 white stroke (no overprint)

- - - - - - - - - -
Line 2 (dashed lines)
- .5 black stroke (4,2 dash pattern) set to overprint
- white dashed lines on dark background, use .75 white stroke (4,2 dash pattern)

———
Line 3
- 1 pnt. black stroke set to overprint

Brackets

- 0.75 pnt black stroke

6 pnt. Regulatory gene

6 pnt. Nucleosome

Label
• *Reverse out bracket over dark areas*
• *1 pnt white stroke for white brackets*

Fonts:

Alright Sans OT family: This is an open type font. "Proportional lining".
Use Alright Sans OT family for "+" symbols. Use "En dash" Alright Sans family for "minus (–)" symbols.
Helvetica Neue LT Std: Used for chemical structures. See pg. 6 of style sheet for specifics.
Universal Greek w. Math Pie: Used for greek letters & math symbols (not "+" & "–" signs)

Labels: All labels are initial cap. Labels in parenthesis are lower case unless in complete sentence.

Alright SansOT Bold 9/10.5 —— **A Labels Bold**

Alright SansOT Medium 9/10.5 — **A Labels Medium**

- *Bold used for special case prominent labels and **prominent** chemical equations*
- *Bold used for naming chemical structures.*
- *Medium used for chemical equations.*

Alright SansOT Bold 8.5/10 —— **B Labels Bold**

Alright SansOT Medium 8.5/10 —— **B Labels Medium**

- *Used in figures to establish label hierarchy. Used for labels more prominent than "C-labels".*
- *Default to Medium. Can use Bold for special cases where hierarchy is required*

Alright SansOT Bold 8/9.5 —— **C Labels Bold**

Alright SansOT Medium 8/9.5 —— **C Labels Medium**

Alright SansOT Light 8/9.5 ——— C Labels Light

- **"C-labels Regular" are the most commonly used for labels. Use as default when labeling objects and for larger blocks of text in figures.**
- *"C-labels Medium" are used to give C-labels special prominence*
- *"C-labels Medium" are used for* colored *C-labels. "C-labels Medium" used to label atoms on the art. "C-labels Medium" also used for white labels on colored backgrounds*
- *"C-labels Bold" are seldom but can be used to establish hierarchy*

Alright SansOT Bold 7/8.5 —— **D Labels Bold**

Alright SansOT Light 7/8.5 ——— D Labels Light

- *Used in graphs and when "C-labels" are to big to fit in special cases. Default to Light.*
- *Bold used for* colored *D-labels and for special prominence when D labels are necessary*

When hydrogen and
fluorine share electrons,
fluorine attracts the
bonding pair more strongly
than hydrogen. ——— E Labels

- *Text specs are same as "C-labels" but with the pointer graphic.*

* Note that all above labels can be set with their italic counterpart when science or art manuscript requires.

(a) ——————— **Figure part labels
Alright SansOT Bold 8 point**

- *Center under figure part.*

1 An electron —————— **Step numbers**
moves from Na to
Cl, allowing each
atom to obey the
octet rule.

- *Can stand alone or coupled with text block.*

Flush left versus centered text

Flush   Centered
left text   text

- *Default to flush left*
- *Text can be centered if the symmetry of the art requires*

Fractions

$^1/_2$ red-eyed

$^1/_2$ white-eyed

- *Numerator 6 pnt (+2)*
- *Denominator 6pnt (-2)*

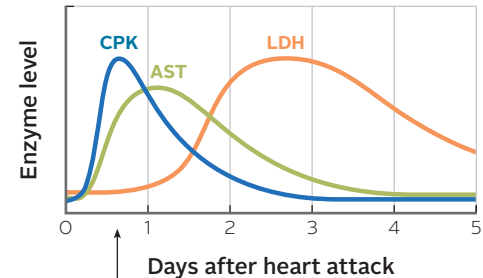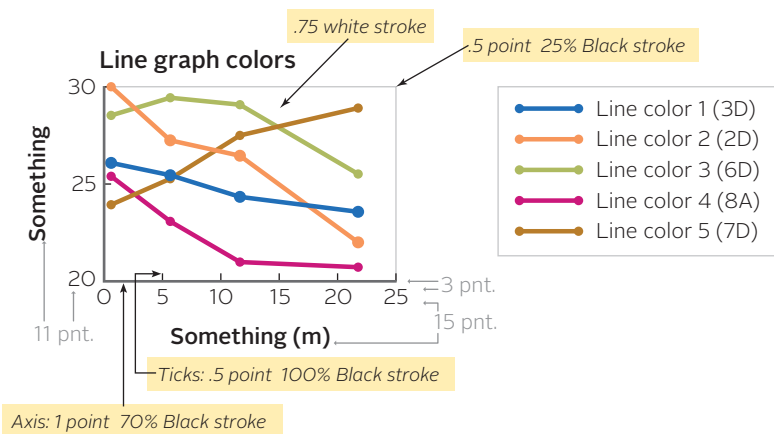## Superscripts and Subscripts

Cl^{2+}

- *Superscripts are 2 points smaller than label (6 points here in the case of an 8 point C-label)*
- *+3 above baseline*
- *Note that "+" & "–" signs are 3.5 points above baseline. This is a special case just for "+" & "–" signs so they appear centered next to numbered supers.*
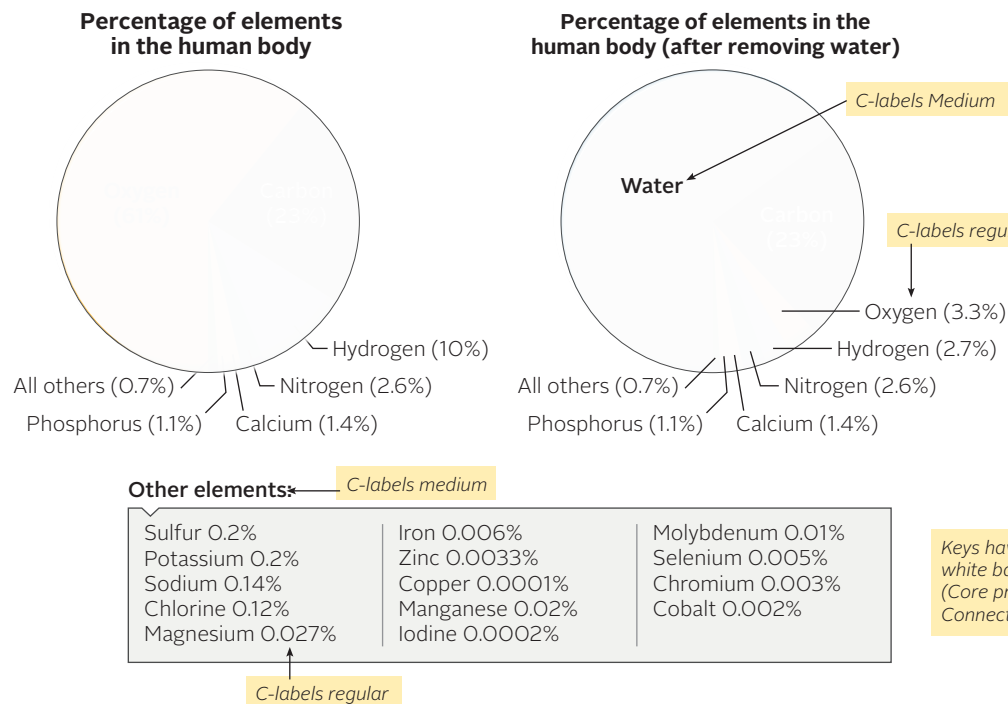
NH_3

- *Subscripts are 2 points smaller than label (6 points here in the case of an 8 point E-label)*
- *-2 below baseline*

Bar graph colors

B label medium

A label medium

Bars have .35 point 70% Black stroke

Legend:
- color 1 (3D)
- color 2 (2D)
- color 3 (6D)
- color 4 (24A)
- color 5 (7D)

Graph Background: 20% color 10

Y-axis: **Something** (100, 75, 50, 25)

X-axis: **Something (m)** — Thing 1, Thing 2

C label regular

C label light

B label medium

Arrow 3

Energy (High, Low)

Reactants

Activation energy without catalyst (36 kcal)

Activation energy without catalyst (14 kcal)

Heat of reaction (57 kcal)

Products

Start of reaction → End of reaction

12 pnt.

Line graph colors

.75 white stroke

.5 point 25% Black stroke

Legend:
- Line color 1 (3D)
- Line color 2 (2D)
- Line color 3 (6D)
- Line color 4 (8A)
- Line color 5 (7D)

Y-axis: **Something** (30, 25, 20)

X-axis: **Something (m)** (0, 5, 10, 15, 20, 25)

11 pnt.

3 pnt.

15 pnt.

Ticks: .5 point 100% Black stroke

Axis: 1 point 70% Black stroke

Enzyme level

CPK

AST

LDH

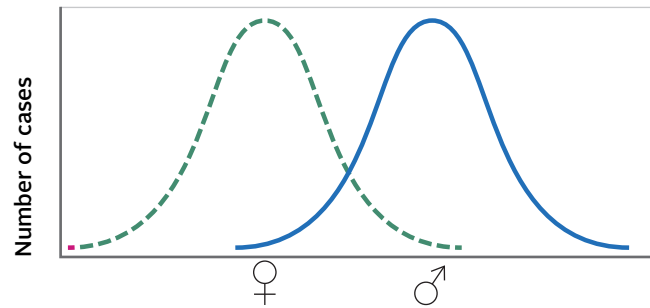**Days after heart attack** (0, 1, 2, 3, 4, 5)

When graphs are on a colored screen (Core problems, Table, Sample Problem, Connections):
- White background for graphs
- Internal line (white for regular figures) is .5 point 25% Black line
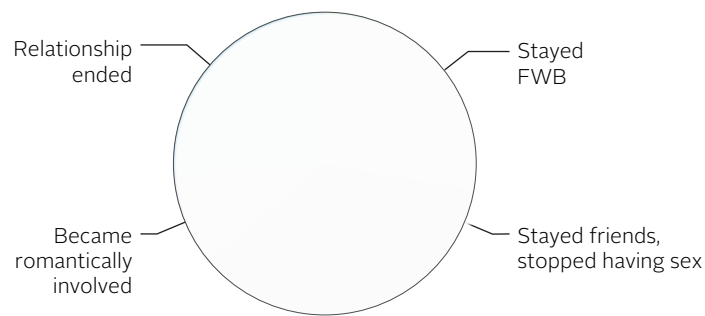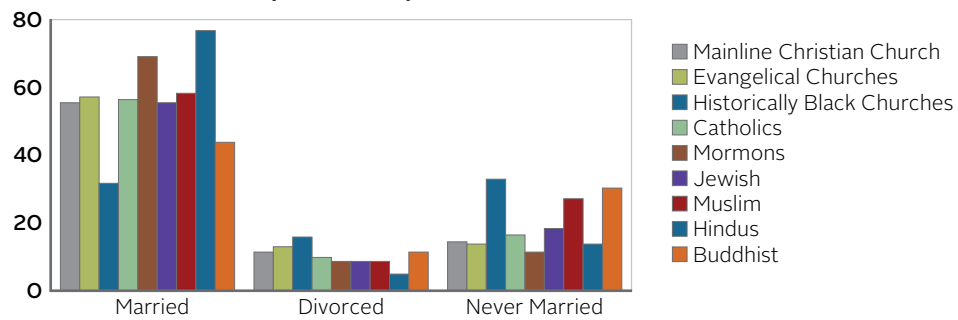*- All other specs remain the same*

Pie graphs & keys

Percentage of elements in the human body

Carbon

Hydrogen (10%)

Nitrogen (2.6%)

Calcium (1.4%)

Phosphorus (1.1%)

All others (0.7%)

Percentage of elements in the human body (after removing water)

C-labels Medium

Water

Carbon

C-labels regular

Oxygen (3.3%)

Hydrogen (2.7%)

Nitrogen (2.6%)

Calcium (1.4%)

Phosphorus (1.1%)

All others (0.7%)

Other elements:

C-labels medium

Sulfur 0.2%	Iron 0.006%	Molybdenum 0.01%
Potassium 0.2%	Zinc 0.0033%	Selenium 0.005%
Sodium 0.14%	Copper 0.0001%	Chromium 0.003%
Chlorine 0.12%	Manganese 0.02%	Cobalt 0.002%
Magnesium 0.027%	Iodine 0.0002%	

C-labels regular

Keys have 20% color 1 background. Use white background if key is on colored screen (Core problems, Table, Sample Problem, Connections)

Number of cases
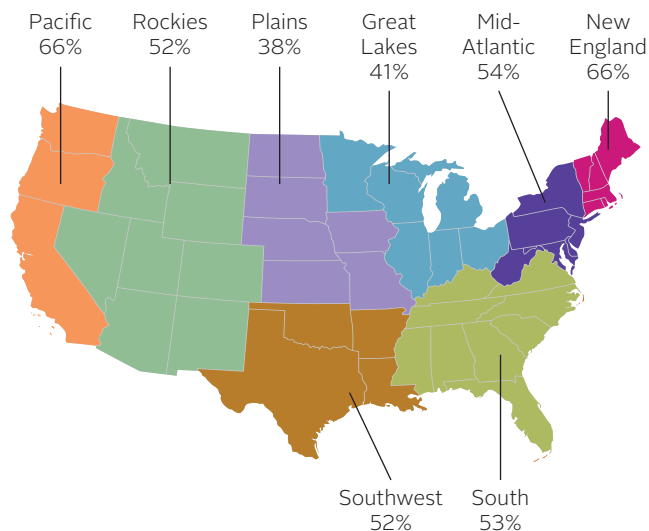
♀   ♂

Outcomes of "Friends with Benefits" Relationship
(Bisson & Levine, 2009)

Relationship
ended

Stayed
FWB

Became
romantically
involved

Stayed friends,
stopped having sex

Marital Status in the U.S., Based on Religious Affiliation
(Pew, 2008)

▢	Mainline Christian Church
▢	Evangelical Churches
▢	Historically Black Churches
▢	Catholics
▢	Mormons
▢	Jewish
▢	Muslim
▢	Hindus
▢	Buddhist

Married   Divorced   Never Married

Pacific 66%   Rockies 52%   Plains 38%   Great Lakes 41%   Mid-Atlantic 54%   New England 66%

Southwest 52%   South 53%

Eros
1. Greek Mythology the god of love, son of Aphrodite. Roman equivalent Cupid .
• sexual love or desire.
• (in Freudian theory) the life instinct. Often contrasted with Thanatos .
• (in Jungian psychology) the principle of personal relatedness in human activities, associated with the anima. Often contrasted with Logos .
2. Astronomy asteroid 433, discovered in 1898, which comes at times nearer to the earth than any celestial body

Mania
noun
mental illness marked by periods of great excitement, euphoria, delusions, and overactivity.
• an excessive enthusiasm or desire; an obsession : he had a mania for automobiles.

ORIGIN late Middle English : via late Latin from Greek, literally 'madness,' from mainesthai 'be mad combining form Psychology denoting a specified type of mental abnormality or obsession : kleptomania.
• denoting extreme enthusiasm or admiration Beatlemania.

Agape
adjective [predic.] (of the mouth) wide open, esp. with surprise or wonder : Downes listened, mouth agape with incredulity.

ORIGIN mid 17th cent.: from a- 2 [on] + gape noun Christian Theology Christian love, esp. as distinct from erotic love or emotional affection.
• a communal meal in token of Christian fellowship, as held by early Christians in commemora tion of the Last Supper.

ORIGIN early 17th cent.: from Greek agapē 'selfless love.'

Storge
is the Greek word for natural affection[1]—such as the love of a parent toward a child, "cherishing one's kindred, especially parents or children".[2] In social psychology, storge is the form of love between friends.[1]

Storge may be used as a general term to describe the love between exceptional friends, and the desire for them to care compassionately for oneb another [citation needed]

Another interpreta-tion is for storge to be used to describe a sexual relationship between two people

Pragma
may refer to:
πράγμα, the Greek word that William James identified to be the root of the word pragmatism In Ada and C/C++ programming languages, a directive communi-cating additional information to the compiler, introduced in Ada in 1983 and in C in 1999. Pragma (love), a model of love

Ludus
was a British post-punk band formed in Manchester in 1978 who featured artist, disc cover designer and singer Linder Sterling. They played jazz, avant-garde and punk oriented songs. The band influenced singer Morrissey, later of The Smiths and solo artist, who remains one of the group's biggest fans.