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Word Style Import Tester

**In the last couple years everything we know about getting from point A to point B has changed. Less than a decade ago you either had to have your own car.**

# Chapter 1: Word Styling

## Links and Strikethrough:

In the last couple years everything we know about getting from point A to point B has changed. Less than a decade ago you either had to have your own car, use public transportation, or try to flag down a cab – too tall an order during rush hour. This system is becoming more and more familiar but with that familiarity comes a [paradigm shift](https://en.wikipedia.org/wiki/Paradigm_shift) where users rethink how they’re traveling. ~~For Lyft’s latest campaign that teaches us “Riding is the New Driving,” they linked up with [Jeremyville](http://www.ba-reps.com/illustrators/jeremyville" \t "_blank) to help them spread the message, along with creative agency Made.~~

## Super and Subscripts:

This is what superscripts look like inChaucer

This is what subscripts look like inChaucer

## Basic Styling:

This font is orange, **this is bold,** this is underlined, and all of it is 18 point in Word

## Bullets:

* First level
  + Second level
    - Third level
      * Fourth level
        + Fifth level

## Inline Image (centered):



## Paragraph Indentation:

Jeremyville’s illustrations are based off real life with cars, drivers, and pedestrians all on their way to their next destination, but he reinterprets that reality into a cartoon aesthetic.

It’s like a window into a new world, a change of scenery while still immediately familiar. That distance allows us to give over to a new way of thinking. “Together, we have the freedom to go where we want, when we want,” says Lyft.

With cars and drivers available at the touch of a few buttons, you never have to wait on another train, or hope for a free taxi ever again. The world is open as far as the road is.

## Highlighting:

This is what a background highlight should look like. The highlight color being used is yellow. If this does not appear yellow in Chaucer, then that is a problem.



Right now, you can find these ads all over New York City. In a subversive twist, most of them are on traditional forms of transportation. From city buses to subway stops, anywhere you’d normally find yourself looking for a ride, Jeremyville and Lyft are there to remind you: we live in the future. It’s time to make your commute work for you. Go where you want, when you want. And you can start right now.

# Chapter 2: Kiehl’s and Radio Love Everyone

You skin is your largest organ and you’ve got to take care of it. Skincare is more than just soaps and creams, maintaining a healthy dermis means understanding how your skin reacts to the world around it and how it’s different from everyone else’s. Kiehl’s has made it their crusade to solve local problems with local assets, making products that are as natural as possible tuned to the people who are using them. They’ve created bundles of products based on localities in their “Kiehl’s Loves…” series, and they’ve asked [Radio](http://www.ba-reps.com/illustrators/radio) to help them spread the word for them. These illustrations are about a brand loving a place, but also about how the residents can trust Kiehl’s to understand their needs. It was up to Radio to prove it visually.



Kiehl’s is very much a New York City brand, starting in the East Village at an apothecary in 1851, and that part of their DNA will never go away. Radio brought that deep New York City identity into each of the illustrations.  In the illustration for “Kiehl’s Loves Tokyo” Radio combined imagery of the Tokyo Tower, Mount Fuji, cherry blossoms, and chopsticks with pizza and the Brooklyn Bridge. “Kiehl’s Loves Madrid” shows off the Monument to Alfonso XII at BuenRetiro Park, a bull, and a bottle of Spanish Rioja with a NYC pretzel and the Chrysler Building. In both drawings the Statue of Liberty stands holding her book that now has a Kiehl’s logo, reminding us where the brand found its provenance.

Kiehl's initiative is hitting cities all over the world. Look out for them when they come to you.

# Chapter 3:We Are TheRhoads Go Cross-Cultural With Levis

Photography is communication. Imagery transcends language and speaks to an audience beyond words, bringing forth emotion without description. Capturing a moments distills it, and no matter who is viewing it the essence translates. [*We Are The Rhoads*](http://www.ba-reps.com/photographers/we-are-the-rhoads) headed into Shanghai to shoot Levi’s latest campaign for the Asian market, a celebration of Chinese culture but with an awareness of the other regions the photographs would be posted in. Whether they were being shown in China or Europe, they had to be fun, exciting, and culturally relevant. “It was recreating the Chinese New Year, that night, that day, that kind of thing,” says Sarah Rhoads, half of the photography duo with her husband Chris. “The whole thing was trying to follow around this over-the-top day-in-the-life of Shawn Yue as he meets up with friends, goes to a bar, has crazy dance party break out, and they end up having to leave and run and jump over a fence and escape in a car,” says Chris.



Shawn Yue is a mega star over in China, something of a Ryan Gosling equivalent, and his New Year’s celebrations were going to be crazy. Chris and Sarah just had to set it up to invite us to the party. Because of Shawn’s status, as well as the fame of his costar in this campaign (Ai Fei, a pop star), the Rhoads could have been faced with celebrity ego. But none of that came onto their sets. “He ended up being super chill,” said Chris. “It was really nice to have that kind of rapport with him almost instantly,” adds Sarah. It allowed them to get to work immediately and focus on achieving awesome results.

Less experienced photographers would expect to get to China and confront communication issues. But not the Rhoads. They’ve been doing this long enough that they know communication isn’t about language. They were working with artists and craftsmen and their way of working has nothing to do with grammar of speech. “Honestly, that was our third time working in Shanghai, and every time it’s just gotten easier,” says Sarah. “I think the biggest misunderstanding is that it’s hard to communicate with someone what you want if you don’t speak their language, but actually so much of what we do is non-verbal. We had a translator there, but we very rarely used them.” They’re making beautiful work, and that’s a language everyone speaks.

# Chapter 4: **TheSunday Times ExploresScentWith Jessica May Underwood**

Scent is the sense that’s most tied to memory. One whiff of a smell from childhood is transporting, bringing up memories long buried. It’s immediate and visceral, and often inexplicable. So when Sunday Times Style invited[Jessica May Underwood](http://www.ba-reps.com/illustrators/jessica-may-underwood) to create a series of illustrations on a feature about fragrance, she knew she was stepping into deep waters. “It is always interesting to work with the narrative of scent,” says Jessica. “Endless opportunities for visual interpretation - and the written article provided a good base note for embellishment by my work.” Her aesthetic offers an exploration of substance and survey towards the intangible, exactly the modality that scent lives in. Her work is interpretive and prioritizes familiarity above photographic reality, offering a richer experience.

Eagle-eyed flower enthusiasts will be able to pick out exactly which flora Jessica was drawing, but her way of creating these images brings through interpretation, building off reality and diving into understanding. “I was directed very specifically on the floral subjects, each of them a specific ingredient addressed in the article,” Jessica explains. “The bouquets on each page are drawn from tuberose, lily, jasmine, Tahitian rose and white amaryllis. The challenge was to convey the beauty of each flower when arranged in a cluster on the page, whilst giving equal weight to each.” In the real world, the physical forms of these flowers have huge variety, and more powerful smells may mask subtlety. When balanced for smell they can each play different parts that they would naturally, like they do in the fragrances featured. Jessica’s composition allows for the playing field to be leveled for our experience. Where a rose may fall away when placed next to a massive lily, Jessica gives them the same footing and we can take them together in a balanced bouquet.

The Sunday Times has become required reading for anyone with an extra pot of tea on the weekend, a fact that wasn’t lost on Jessica. “It’s always such a pleasure to work with the Sunday Times,” says Jessica. “It made my weekend!” That is what Sundays smell like after all, fresh ink on paper of a magazine or newspaper, a fresh pot of Earl Grey, and a bright spring breeze sneaking in through a cracked window.

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