HTML Elements need class names
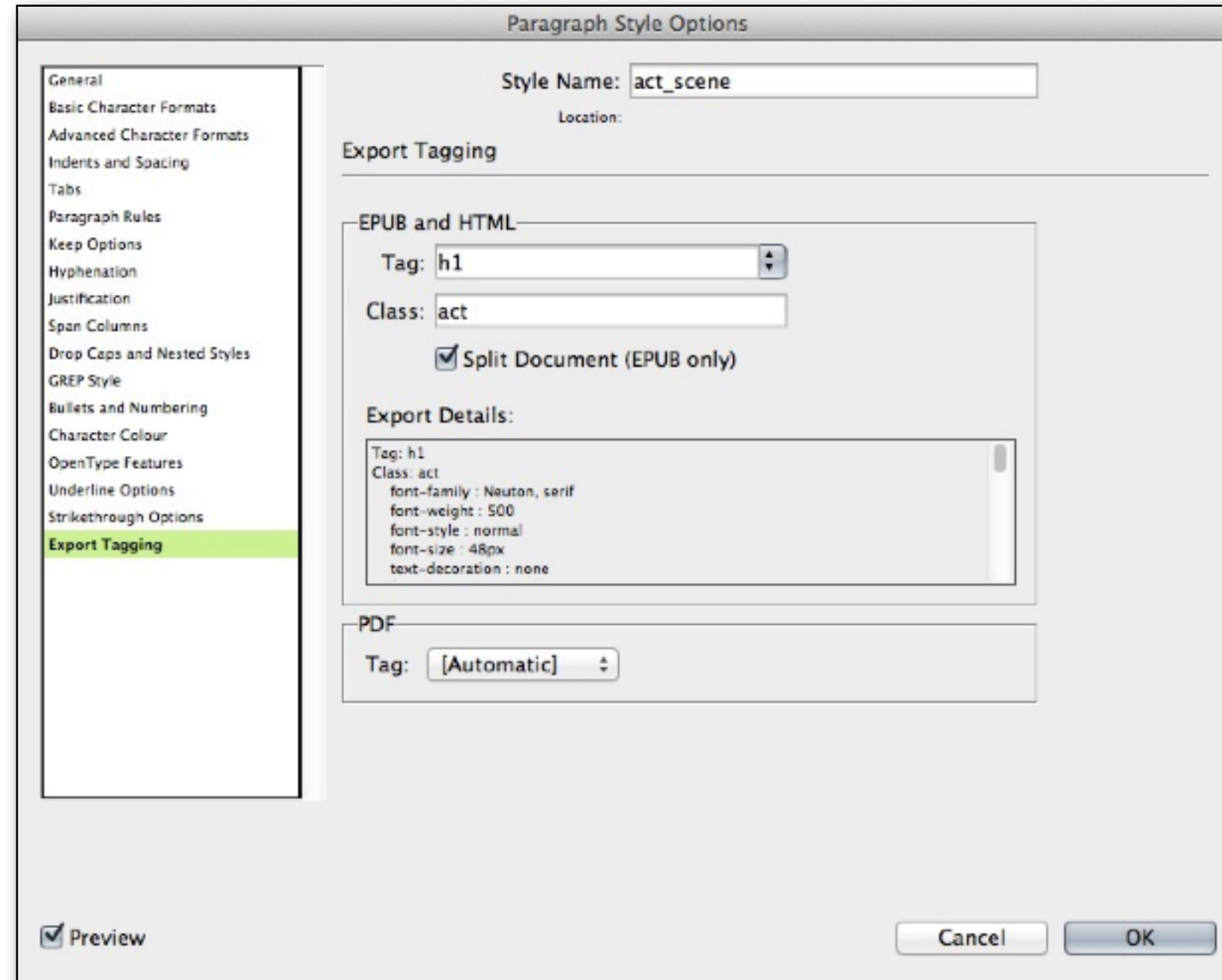
export tagging

InDesign font size becomes

font-size

```
p.verseline {
font-size: 1.2em;
}
```