

Capital Current Production Style Guide

Headlines

Headlines must follow CP Style (sentence case).

Excerpts

Excerpts display on the home page and category pages (in some instances) along with the story thumbnail and headline. Each post must contain a 1-2 sentence excerpt, or teaser.

Bylines

Multi-author support is included in the WordPress setup for Capital Current. Add the story authors in the 'Authors' panel in the appropriate order as determined by the group or Instructors if the story was produced by a pair or larger team.

Subheads

Longer story packages should include some subheads to help break up the text. Subheads are formatted using the "Heading 3" or "H3" setting in the 'Heading' block.

Pull-Quotes

Pull-quotes are used to grab a reader's attention. Pull-quotes are formatted using the 'Quote' block.

Pull-quotes of actual quotes must be formatted using double quotes in bold, followed by proper attribution in normal typeface:

"We will not intervene in Ontario's use of the Notwithstanding clause." – Prime Minister Justin Trudeau

Pull quotes using the written prose of the author must be formatted using single quotes in bold typeface, without attribution:

'The van driver tried to escape on foot after mowing several pedestrians down.'

The pull-quotes must not appear next to the actual quote or prose in the story.

Photos: Optimization

All photos must be properly sized, optimized and saved for the Web. The correct settings are 72dpi, optimized at 70 percent, and saved in JPG format. ***Please strictly adhere to this rule!***

Note: Photos that are not properly optimized and saved for the web will be deleted from the site. Why? Uploading raw, unedited photos to the site uses too much file space and bandwidth, can slow down site loading time and use up a mobile user's data plan.

Photos: Sizing & Naming

Featured (banner) photos and ***full-screen photos*** must be cropped in the 16:9 ratio for proper display. The correct sizing is 1200px x 675px.

Photos to be included within the story copy as ***full-width photos*** must be cropped in the 16:9 ratio for proper display. The correct sizing is 1200px x 675px.

Photos to be included within the story copy as ***floating photos*** (allowing text to wrap on the left or right) must be cropped in the 4:3 ratio for proper display. The correct sizing is 600px x 450px.

A note about Vertical Photos: You may display vertical photos. It's best to display vertical photos within the copy with text wrapping to the left (float right) or the right (float left). The proper sizing is 600px width by whatever the height happens to be. The important part is the width.

All photos should be named with a meaningful name that helps identify the content of the photo.

For example, we do not want to see images named as follows:
Screen-Shot-2020-11-11-at-3:30.08-PM.png or IMG_7059.jpg

Photos: Cutlines and Credits

Each photo must have a corresponding cutline (1-2 sentence description) followed by a photo credit in square brackets [] and should be formatted as follows:

This year's festival runs from Aug. 18-25. [File Photo © Aaron Hemens/Capital Current]

Photo Credit Formats

If the photographer is known, use [Photo © Firstname Lastname]

If the photo is provided, with written permission, use [Photo courtesy of Firstname Lastname/Org Name]

If the photo is a CC file photo, use [File Photo © Firstname Lastname/Capital Current]

Cutlines and Photo Credits for Featured Images

Cutlines and photo credits (see above for formatting information) must be entered into the 'Caption' field in the Media Library.

Alt Text for Photos/Graphics

Every photo must include Alt Text for audience members who have visual disabilities. This will help ensure our site is AODA compliant (AODA: *Accessibility for Ontarians with Disabilities Act*)

Infographics

Infographics should follow the same general standards as photos, as follows:

Infographics to be included within the story copy as **full-width infographics** must be sized 1200px in width. The value for height is not as important, but you should consider not making it so long as to have to scroll over multiple screens to view the graphic. A good rule of thumb is not to make it longer than 1800px - 2000px in length.

Full-width infographics should be highly considered for text-heavy infographics to improve readability.

Infographics to be included within the story copy as **floating infographics** should be sized 600px in width. Again, the value for height is not as important, but you should consider not making it so long as to have to scroll over multiple screens to view the graphic. A good rule of thumb is not to make it longer than 1800px - 2000px in length.

Floating infographics must appear on the right to improve the readability of the story copy (we read left to right and floating images or infographics on the left breaks up the flow of reading, which makes reading on a screen that much more difficult).

Don't forget to put a cutline (if applicable) and a credit on the infographic in the same format as images above.

Sidebars

Sidebars are used to display additional information or content that should not be part of the main narrative. It could be a list of definitions, a bulleted list, a top 5, etc.

Sidebars must have a subhead formatted as “Heading 3” or “H3”.

To add a sidebar in the Gutenberg editor, add a Custom HTML block and use the following HTML code as a framework to build off:

```
<div class="ccSidebarDkBlue">  
  <h3>Sidebar subhead</h3>  
  <p>Sidebar copy.</p>  
</div>
```

The available classes for sidebars are:

```
ccSidebarGray  
ccSidebarLtBlue  
ccSidebarDkGray  
ccSidebarDkBlue
```

If you would like to include a more elaborate sidebar, see the Senior Producer.

Embedding Multimedia/Interactive Content

Tableau dashboards must be sized 1200px x 675px (this will fill the screen without having to scroll to see it).

All other embedded elements should have a maximum width of 1200px and not stray too far from the 675px height.

Content can be embedded using the ‘Custom HTML’ block.

Hyperlinks

Linking to primary sources or related content helps improve the SEO score of the story and also helps with search engine placement.

If you are linking to an external site or primary document, make the link open in a new window.

SEO (Search Engine Optimization)

Each story must include at least one SEO keyword. This keyword should appear at minimum in the headline, in a subhead within the story, and in the opening paragraph (lead).

Each story must include a Meta description for the snippet that includes the SEO keyword. The length of the Meta description should be around 155 characters.

Categories

Each story must be categorized under a primary category. Additional relevant categories can be checked if applicable, but do not choose more than three categories in total. Please ensure the “uncategorized” category is unchecked. Please choose from the existing categories. **DO NOT create a category.** If there is a need for a new category, please request it from the instructors or Senior Producer.

Tags

Each story can have tags. Please use single keywords unless you are tagging something using a place name or proper nouns.