**INCITE style guide**

Some copy setting tips for non-designers, from Wade Lough and Chris Register (Thanks also to Ellen Lupton)

1. One space after a period
2. Use MS Word, set flush left, double spaced with as little formatting as possible
3. Use a common typeface. Times Roman is pretty universal
4. Do not use underlines for emphasis
5. Check and double-check spellings of proper names
6. In instances of deliberately odd sentence structure or spelling, indicate by using [sic]
7. Do not use the space bar to align or separate text
8. Foreign language words should be set in italics
9. Do not use indents. Instead, use a double hard return after each paragraph
10. Do not embedded images inside the document. Instead, submit images separately and in a JPEG format
11. Do not embed audio or video in the files. Instead, upload audio and video to a third party online sharing service, such as "Sound Cloud" for the audio and "YouTube" for the video