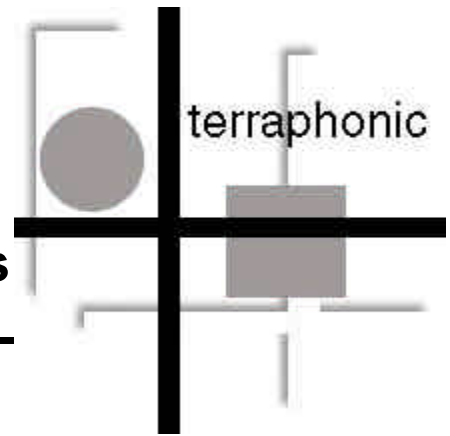


Company Design Specifications



File saving

1. Files should be saved in the appropriate folder in the CLE space for our team (i.e. templates in the *template* folder, etc.).
2. Files should be named such that it is easy to tell what the files are without actually opening them.
3. Don't save over the template, always rename the document appropriately.
4. Save your work often and if possible, back up on disk or in your user space.

General document info

1. Unless otherwise specified, all documents should use "Arial" for the default font.
2. Individual templates will specify font sizes, but body text will be 12 point by default.
3. Images within documents should be no smaller than 2 by 2 inches, and no larger than a normal screen minus a 2-inch border on all sides.
4. Line spacing will be "single" unless otherwise noted.
5. Colour usage will be restricted.
 - a) All text will be black unless otherwise noted.
 - b) All images will be colour but should be equally legible in grayscale.
6. Proper grammar and spelling should be used at all times, unless otherwise noted.
 - a) If information is in an outline format, grammar may be neglected.

7. Obscenities and vulgarity should not be used in company documents of any kind.

Logo usage specifications

1. The “letterhead” logo will be used for all external documents and will be placed either along the top or bottom edge of the document.
2. The “small” logo will be used for all internal documents.
 - a) Logo should be placed so that there is a .50” border on all sides of the image, from other objects. Lines are the only exception. They can touch but must not be “over” the logo
3. WebPages may use either logo where appropriate.

Policy document design specs

1. Use “Arial” font for all text.
 - a) 20 point for main title, 14 point for headings, and 12 point for topics and subheadings
 - b) “Arial Narrow” will be used for “lettered” subheadings, still in 12 point.
 - c) Main title, and headings will be in “Bold” text; all other will be normal text.
2. Use logo on the first page, located in the upper right hand corner.
 - a) Set image properties such that the logo is “behind text.”
3. Title of document should appear beside the logo, but should be lower such that the logo is the topmost image on the page.
4. Pages in document will have a 1” margin on the top and bottom and a 1.25” margin on either side of the page.
 - a) All text will be aligned left
 - b) Main title should have no indent
 - c) .5” indent on headings and numbered topics, .75” on lettered subheadings

5. Place a line, colour black, weight 2.5 points, and under the main title, to act as a page break (on the first page only).
 - a) Set properties so that it is “in front of text.”
 - b) Line should be solid and not dashed
6. If images are used, they should be aligned so that they obey the margin guidelines for the pages.
 - a) Alignment of the image should be to the center and images should get their own line.

Web page design specs

1. Design of web page will depend on whether or not it goes on the “public” page or the “private” page.
2. Private page will contain links to all company documents and templates.
3. Html on “private” pages will be as basic as possible (basically a table of links).
4. Html on “public” pages will contain company logo images and more design elements to be visually more appealing than private pages.
5. “Arial” font will be used for text.
 - a) Use 20 point for titles, and 12 point for body text on both pages.
 - b) Normal text and link text will be black. Active link text will be red, and visited link text will be gray.
6. Background will be white, with no image unless otherwise noted.
7. Images will be no larger than a full screen with a 2” border on all sides and no smaller than 2” square.
8. Each page will contain a link back to the respective homepage for both the “public” and “private” areas
9. Html, images, and other documents will be stored in the appropriate folders in the CLE space.

10. No extraneous items such as “counters” or random links will be used. The web space will be reserved solely for company related items.

Report Instructions

1. Title Page

- a) All reports will include a title page.
- b) The format will follow that of the pre designed template.
- c) All text will be Arial font.
- d) The Terraphonic letterhead should be located at the top of the page.
- e) The title of the report should be located approximately 5 inches from the top of the page, centered, and in 24-point font.
- f) Any sub titles required should directly follow, centered, in 16-point font.
- g) The name of the client or company should be found at the bottom of the page in 12-point bold and preceded by the phrase “prepared for:” in 8 point font.
- h) The date the report was prepared should be found under the clients name in 12-point font.
- i) The date should be written as follows: September 27, 2001.

2. Letter of Transmittal

- a) A letter of transmittal should be included with every report.
- b) It should follow the standard letter format.
- c) It should address the person that requested the report or for whom the report was written.
- d) It should briefly describe the process used to compile the information and explain any progress since the last report or meeting with the client.

3. Contents

- a) A table of contents should be included with every report.
- b) It should be numbered as the third page using lower case Roman numerals. (The title page and letter of transmittal are pages one and two respectively.)
- c) The list should begin with the letter of transmittal. An abstract or summary of the report should follow.
- d) The contents of the report proper should be broken down as follows:

Introduction

Data

Project Description

Objectives for Project

Requirements

Etc.

Proposal

Program

Feasibility Study

Plan

Etc.

Conclusion

Reference

4. Introduction

- a) The introduction should give the reasons for the report as well as what the reader will find in the report.
- b) The topics discussed should be briefly mentioned as well as the sources of information.

5. Data

- a) This is the main body of your report. It will include, in adequate detail, all of your findings and methods of research.
- b) This section may be divided into subtopics if necessary.
- c) Main headings should use 14-point bold font in all capital letters. Minor headings should use 12-point normal font in all capital letters.
- d) Any breakdown within a minor heading should use the following format:

1. Point One

- a. Sub point a.
- b. Sub point b.
 - i. Example i.
 - ii. Example ii.

2. Point two

- a) Sub point a.
- b) Sub point b.

e) All sources should be cited using MLA standards.

6. Proposal

- a) The proposal is the area for the recommendations of our company.
- b) This will include program, cost estimates, feasibility studies, site analysis, case studies, and ultimately plans.
- c) This information should be broken down in the same manner as in the Data section.

7. Graphics

- a) This section will likely include a large number of graphics.
- b) Graphics should be limited to area between the standard margins on the page.
- c) Any image requiring a larger area should be referenced as an appendix to be found after the conclusion of the document.
- d) All images should have a one point black line except for floating images or images with no distinct edge.
- e) All images over four inches in width should be centered horizontally. Any image less than four inches in width should be aligned to the right margin.
- f) Text should be wrapped squarely and wrap points should be adjusted to maintain a half-inch minimum of negative space between any text and the image.
- g) Images should be labeled alphabetically using a text box. A 10-point font should be used.
- h) No fill or line should be used with the text box.

Power Point Instructions

1. Title Slide

- a) It is important to set up the title slide correctly as it sets the format for the remainder of the presentation.

- b) The first step is to apply the Terraphonic design template. This will apply the design to all future slides.
- c) The title should use a white text color at 44-point.
- d) Any subtitles necessary should use a black text color at 32-point.
- e) An image may be used if appropriate and of adequate size.

2. Introduction

- a) State the purpose of the presentation.
- b) The font should be black and between 24 and 32 points. This format should be used through the remainder of the presentation.
- c) If bullets are used, use small points as bullets and use 32-point text.
- d) If text is given in paragraph form, use 24 point or the largest aesthetically appropriate.

3. Topics

- a) List the topics that your presentation will cover.
- b) Include at least three topics for discussion.
- c) Each topic should have a minimum of one slide but may have as many as necessary.
- d) Each topic should have sufficient detail and examples to properly cover the information.

4. Meaning

- a) A summary of information and an explanation of its meaning should be included in the presentation. This will emphasize the relevance to the audience and help in persuading them to accept your proposal.

5. Next Steps

- a) This lists the specific actions that need to be taken in order to implement your plan.

- b) It should include the actions required by both you and the client to give them an idea of the direction and momentum of the project.

6. Graphics

- a) Graphics should be sized appropriately with regards to the individual slide layout.
- b) Key images may use the entire area if necessary.

Specifications for letters

1. Letterhead

- a) All letters should have a letterhead centered at the top of the page.
- b) The letterhead should include the company logo, company address, company phone number, and the company email address.

2. Date

- a) The date that the letter is written should be at top of the page of the letter, positioned under the letterhead.
- b) The date is justified to the left of the page.
- c) The date of the letter should be in Arial font, 12 point.

3. Salutation

- a) The salutation should be two line spaces below the date of the letter. It has left justification.
- b) It should always begin with an appropriate salutation according to the letter type.
- c) The name of the recipient can be used, or either their job title.
- d) The salutation of the letter should be in Arial font. The size of the font should be 12 points.

4. Letter Text

- a) The text of the letter begins two line spaces below the salutation.
- b) The letter should include an introduction that explains who the person writing the letter is and also the purpose of the letter.
- c) The letter also should include two to three body paragraphs that include all of the details of the message.
- d) The letter text should always end with a conclusion paragraph that sums up the importance of the letter.
- e) The entire body of the text should be in Arial font. The size of the font should be 12 points.

5. Closing

- a) The closing of the letter should be positioned two lines below the last line of the text.
- b) The letter should always end with *Sincerely* or another appropriate closing line.
- c) The closing of the letter should be in Arial font. The size of the font should be 12 points.

6. Signature

- a) The person writing the letter should write their full name and job title on the fourth and fifth lines, respectively, under the closing of the letter.
- b) Then, the signature of the person writing the letter should be located between the closing and their full name and job title.

Internal E-mail

1. All internal email will be typed in Arial font, size 12.
2. Capitalization can be disregarded but all other grammar and spelling rules apply.
3. No logos will be used on internal email.

External E-mail

1. All external e-mails should be in Arial font and have a font size of 12.
2. All proper grammar rules should apply when writing external emails.
3. External emails should have the letterhead logo located at the bottom of the message.
4. Emails should also contain specific contact information for the author of the email and not just the company.

Memorandum

1. Document Label
 - a) The document label, "Memorandum," should be typed in Arial Black font. The font size should be 30 points.
2. Message Headers
 - a) The message headers should be typed in Arial Black font. The font size should be 12 points. The text that follows the headers should be in Arial font with a font size of 12 points.

3. Body of the Memo

- a) The body text of the memo should be typed in Arial font with a font size of 12 points.

Company Logo

- a) The logo of the company should always be positioned in the top right corner of the document.
- b) The margins around the logo should be set to one-fourth of an inch.