



HOUSE STYLE GUIDE

GENERAL STYLE

- ALL ARTICLES SHOULD BE **NO MORE THAN 615 WORDS**. THOUGH YOU MAY HAVE THE URGE TO WRITE MORE, THIS STANDARD MUST BE FOLLOWED FROM NOW ON, FULL STOP. STUDIES HAVE SHOWN THAT DIGITAL (ONLINE) ARTICLES DO BETTER AT 550 WORDS OR LESS. **DO NOT FILE AN ARTICLE THAT'S OVER 615 WORDS, NOTING TO THE EDITOR TO "EDIT DOWN AS YOU SEE FIT."** ANY ARTICLE OVER 615 WORDS WILL NOT BE PUBLISHED. ONLY FRIDAY POST ARTICLES (FOR THOSE THAT MAY BE GUEST WRITING THE FRIDAY POST ARTICLES) CAN THOSE BE OVER 615 WORDS.
- SEELE's copy (text) is done in American English. However, Guest Posts may be published in British English if the writer uses British English.
- Spacing: single.
- When referring to a person, always use their full name but then use their first name throughout the article. (EX: If you mention Harriett Tubman, she should be referred to as "Harriet" throughout the rest of the article after mentioning her full name the first time. When referencing someone from the Bible be sure to include "The Apostle Paul" or "Lydia of Thyatira" first, but in the rest of the article, Paul or Lydia is fine.
- All titles (book, movie, and songs) should be in italics.
- Capitalize: God, Lord, Jesus, any name, Bible... **When referring to God as he or him, capitalize the H. So, it should always be "He" or "Him."**
- Job titles should be capitalized. (EX: Sylvester Stallone, is a movie Actor; Justin Trudeau, is the Prime Minister of Canada; Joe Smith is the President of XYZ company; Jesus is the Savior).
- All articles should be emailed to the Editor-In-Chief in either a Word document or the body of an email, **never in PDF format.**

CULTURAL MINDEDNESS

- SEELE is welcoming to cultures, so it's never ok to criticize another culture for any cultural practices that may seem odd or different for you.
- Don't use cultural idioms. People in other countries will not understand. Write as clearly as possible.

WRITING STYLE

- Avoid clichés so that whatever you're writing is not misinterpreted.
- Cities and countries should NOT include periods. Should be: LA, USA, UK, USSR.
- Never abbreviate cities. BKLN should never be used, write out Brooklyn.
- **Write out numbers, DO NOT write 1 book, write one book.**
- Should be 100 percent (not 100%)
- Cite all mentioned statistics, ideas, or views that are not originally yours, by hyperlinking or stating that whatever you're writing about comes from XYZ person's name.

QUOTES

- Use double quotation marks for direct quotes (i.e. directly quoting someone).
 - EX: Martin Luther King, Jr. said on the steps of the Lincoln Memorial, "I have a dream."
 - When I sat down with Martha she said, "I have always enjoyed basking in the warm African sun."
 - Jesus said, "Love your neighbor as yourself."
- Use single quotation marks for names and phrases like: I needed some 'me time.'

WEBSITES

- All websites are italicized.
- Don't include www with websites, use for example: yahoo.com
- Don't put a full stop (also known as a period) after a website that's at the end of a sentence.

PHONE NUMBERS

- Phone numbers should include the country code, so like this: +1-212-xxx-xxxx.

DATES

Should be:

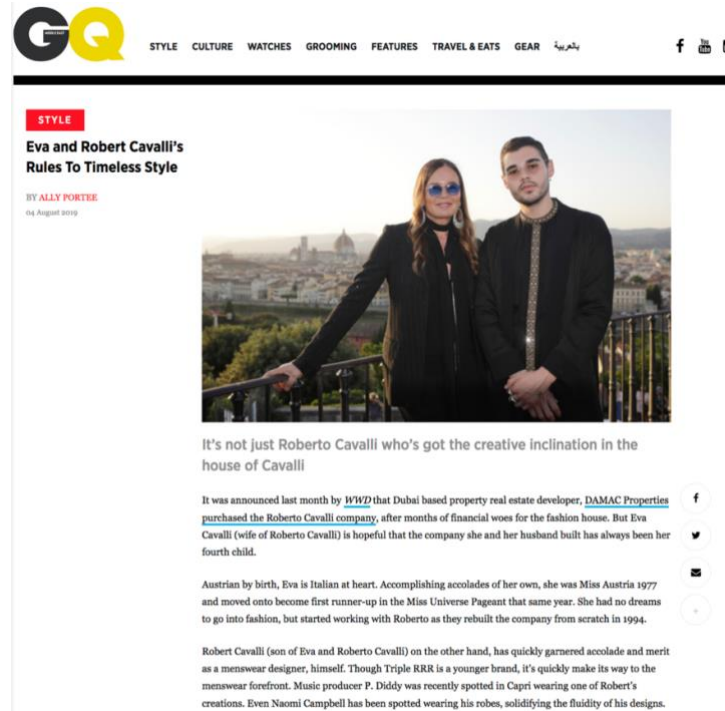
- When referring to an era, it should be- the 1980s, not the 80s.
- December 25th or December 20-25th
- 4am, 5:30pm

TITLE (HEADER) and SELLS

In the editorial world, a **title is called a header** and a **sell is your lead text**, which is the text before the article that is sell the article.

Header ----->

Sell ----->



The image shows a screenshot of a GQ article. At the top, the GQ logo is on the left, and navigation links for STYLE, CULTURE, WATCHES, GROOMING, FEATURES, TRAVEL & EATS, GEAR, and العربية are in the center. Social media icons for Facebook, YouTube, and Instagram are on the right. Below the navigation is a red 'STYLE' tag. The article title is 'Eva and Robert Cavalli's Rules To Timeless Style' in bold black text. Below the title is the author 'BY ALLY PORTEE' and the date '04 August 2019'. A large photograph of Eva and Robert Cavalli standing on a balcony with a city view is featured. Below the photo is a sub-headline: 'It's not just Roberto Cavalli who's got the creative inclination in the house of Cavalli'. The main text begins with 'It was announced last month by *WWD* that Dubai based property real estate developer, *DAMAC Properties* purchased the *Roberto Cavalli* company, after months of financial woes for the fashion house. But Eva Cavalli (wife of Roberto Cavalli) is hopeful that the company she and her husband built has always been her fourth child.' The text continues with details about Eva's background and Robert's career.

- No punctuation at the end of the header or sell.
- Try to make your title as catchy as possible, but title change is subject to the Editor, who reserves the right to change it.
- No clichés in the header or sell.
- Include quotations in title. (EX: Mark Jones Says That He Will “No Longer” Be President of Macintosh; or, Remember Jesus Said, “Blessed Are The Peacemakers”)

CHRISTIAN ARTICLES

- SEELE is a magazine centered around the Christian faith, it should never put down or defame another religion, person’s race, gender or sexual orientation. However, SEELE adheres to Biblical values and will not compromise on topics, even the sensitive ones like the Biblical view of the sanctity of marriage, life, loving people as ourselves, and righteous living. We realize no one is perfect and we are all sinners, caught in the mercy and grace of God, but the magazine will never condone any sinful lifestyle. However, for those that live a different lifestyle or are not Christian, they should not feel hurt or defamed by your articles, as Jesus never defamed people, He spoke truth. So, all faith-based articles must speak Biblical truth.
- When it comes to faith-based articles (i.e. spiritual faith content), SEELE will ONLY welcome articles pertaining to the Christian faith.

- When mentioning a Bible verse, include the book, chapter, verse, and translation, AND italicize. (Should be- *John 3:16, NIV*)

FRIDAY POST ARTICLES

- These article types are written by the Editor-in-Chief. However, in the event that Friday Post articles are being written by a guest writer, these are the protocol requirements:
 - Any topic must fit into one of these categories: Women in Faith, The Heart and Faith, Character and Faith....
 - Articles cannot exceed 900 words.
 - Articles are rooted and centered on Christian Faith topics ONLY. Friday Posts are rooted in Biblical Christianity and no other spiritual practices will be accepted for Friday Post topics.
 - Be sure to follow and adhere to the procedures laid out in the “General Style” section.
 - Articles may not offend or demean other faiths or people. They are meant to inform, enlighten and encourage readers with thought provoking content, not put others down or condemn them.

FASHION ARTICLES

Should be:

- SS20 for summer/spring 2020 or AW20 for autumn/winter 2020 when mentioning the season.
- Autumn fashion, not fall fashion
- Cruise collection, NOT Resort collection
- Capitalize fashion titles. Should be: Designer, Fashion Editor, Beauty Editor
- When mentioning fashion weeks, mention the “city+fashion week,” so Paris Fashion Week. After that you can write PFW, NYFW, MFW, LFW. If it’s a city that’s not Paris, NY, Milan, or London, write out the city.
- Up-and-coming is written with hyphens.
- Include accent marks in foreign names.
- When mentioning an item, include the price in US dollars.

BUSINESS, SUCCESS, TRAVEL, LIFESTYLE ARTICLES

- For business, success, travel, and lifestyle articles be sure that topics are in line with SEELE’s “general style” and “cultural mindedness.”
- For business, success, travel, and lifestyle articles, topics on any type of yoga will NOT be published.
- For travel articles, make sure to clear it with the Editor-in-Chief if travel articles were provided and paid for as a press trip by a travel company.
- For travel articles, make sure to capitalize cities, countries, states/provinces, tour companies, etc.
- For business/success articles, make sure to always cite ideas that are not originally yours by mentioning and hyperlinking the ideas/source of what you’re mentioning in your article.