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This style is based on the House Rules of Lund Humphries at The County Press, Bradford, England with their approval.
Layout & typesetting in InDesign by Creative Eye Desktop Publishing

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Text Composition

Spacing between words should be as close and as even as possible. Middle spaces should be used as far as possible. The breaking of words at the ends of lines is preferable to wide spacing (but avoid having more than two word-breaks in succession). All major punctuation marks should be followed by the same spacing as is used throughout the rest of the line.
Measure
A measure which accommodates fifty-five to sixty characters per line is desirable. Avoid running type round blocks: it is better to surround a block with white than with widely spaced and broken words.
Unjustified Setting
Lines should be ranged *left*. Word-spacing should be consistent (middle spaces should be used). The breaking of words at the ends of lines is unnecessary. Excessive variation in the length of lines should be avoided.

4|9

Settings for Posters

Posters are read from a distance. Settings for posters should be thick word-spaced.
Letter-spacing
Words set in even small capitals in text matter should normally be hair (two-unit) letter-spaced. Displayed lines of capitals *above* twelve point should normally be letter-spaced only sufficiently to equalize the optical space between letters. The space between lines of capitals should be greater than between words. Excessive letter-spacing of capitals should be avoided: the space between letters should not exceed the en of the body. The word-spacing of letter-spaced capitals should be thick plus letter-space. Words set in lower case should not be letter-spaced.
The Full Point
In settings for books and magazines the full point should appear after abbreviations but should be omitted after contractions. Where the full point follows the shortened form of a word in singular (fig., No.) this should be retained in the plural (figs., Nos.). Use St. (with a full point) for Street, St (without a full point) for Saint.

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In jobbing work full points should be used sparingly and should generally be omitted after Mr, Mrs, M, Mme, Mlle Dr, Messrs, Co, Ltd, Inc, Esq 4to, 1st, 2nd, 3rd, 4th, per cent, etc, F (Fahrenheit), C (Centigrade), yd, yds, ft, in cwt, qwt, lb, oz (*not* ins, cwts qwts, qrs, lbs, ozs), and after chemical symbols (H₂SO₄, Ca); *s* (shilling), *d* (pence), *gns* (guineas) should be set in italic without full points; times should be printed: 6 am, 6.30 pm. Roman numerals do *not* require a full point. Postal district numbers (WC2, EC4) should be set without full points. The full point should be omitted after headings, sub-headings, titles dates, names, and all displayed matter which occupies a line to itself.

14|18

Where the initials of an organization form a word by which the organization concerned wishes to be known (UNESCO, for example), the full points should be omitted and hair spaces inserted. No. (number), fig., illus. p. (page) should be followed by a full point, but space should *not* be inserted between the full point and the figures which follow: No.234.
The Comma
Where *and* (or *or*) joins two single words or phrases the comma should normally be omitted: *a sincere and gifted artist*. Where more than two words or phrases occur together in a sequence a comma should precede the final *and* (or *or*): *the crimes, absurdities, and calamities of mankind*. The comma should be omitted after street numbers and between the name of a city and a postal district number: 12 Bedford Square, London WC1. The comma should not appear between Co and Ltd.

19|23

The Colon

The colon [:] should be used in preference to the dash [–]. The colon and the dash should *never* be used in conjunction [:–]
The Dash
The en dash [–] should be used with normal word-space either side of it. The practice of using an em dash [—] without spaces should be strictly avoided.
Marks of Omission
Marks of omission should consist of three full points [...] (never more), thin spaced (irrespective of the word-spacing used throughout the rest of the line), preceded and followed by normal word-space.
Parentheses and Brackets
Parentheses () should be used only for interpolations in the original statement. Brackets [] should be used to show editorial notes or explanations. Italic parentheses should be used only when specifically requested by the client.
Quotation Marks
Use single quotes for the first quotation and double quotes only for quotations within quotations.

24|28

If there should be another quotation within the second quotation, revert to single quotes. Long extracts should be set in smaller type without quotes. Punctuation if belonging to a quotation should come within the quotes; otherwise outside. The full point should be omitted after ? or ! (even when the ? or ! precedes the closing quotation mark).
Figures and Dates
In text matter numbers under 100 should be set in words (but print ‘90 to 100’ not ‘ninety to 100’). Figures should be used for any sequence of specific quantities, ages, etc. Print: ‘from 500 to 600’, or ‘500–600’; but *not* ‘from 500–600’. Print: ‘twenty per cent’, or ‘20%’; but *not* ‘20 per cent’. Dates should be shown in the fewest possible figures 1808–9, 1809–12, 1812–20 (1820–1) divided by an en rule. Figures should not be used to indicate months. Dates should be arranged in their logical order (day, month, year): 22 June 1895. No comma after month.

29|33

Print: 500 B.C., but A.D. 500. For postal districts and similar references, capitals should be used with modern figures and small capitals with old style figures: SW3, S.W.3, RBA3602, R.B.A.3602, 500 B.C. 500 B.C. Old style and modern figures should not be mixed in the same book. For price lists and catalogues modern figures are to be preferred. Where available italic figures should be used in italic settings. Numbered paragraphs should begin 1. 2. 3. etc; clauses in paragraphs (a) (b) (c) etc; clauses of clauses (i) (ii) (iii) etc. Prices should be thick spaced: £2 8s 6p.
Decimals
In decimals in English works, a decimal point [·], *not* a full point [.], should be used. In French works, a decimal comma should be used instead of a decimal point: 2,05 (not 2·05). A full point should be used to indicate thousands: 25.075.

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Affixes

When a person's name is set in roman capitals, the affix should also be in capitals; when the name is in roman upper and lower case, the affix should be set in small capitals; when the name is in italic, the affix should be set in italic capitals: A. SMITH, O.B.E. A. Smith O.B.E. *A. Smith O.B.E.*
Spelling
Unless specific instructions are given to the contrary the *Oxford Dictionary* should be followed exactly for spelling. Avoid beginning words with capitals. Today, tomorrow, tonight should be set without the hyphen.
Foreign Words
In English works, foreign words and phrases should be printed in italic, but anglicized words (such as depot, menu, per annum vice versa, versus, etc) should be set in roman. Musical terms (such as *allegretto*, etc) should be set in italic.

39|40

Vowel-Ligatures

Vowel-ligatures (Æ, æ, Œ, œ) should be used only in Old English and in French words (Ælfred, œilet œuvre). In Latin, Greek and English the combinations ae and oe should each be printed as two letters (Aeneid, Caesar formulae).
Make-up
Books should normally be made up in this order: Half-title, Frontispiece, Title, Imprint Dedication, Acknowledgements Contents, List of illustrations List of abbreviations, Preface Introduction, Errata, Text of Book, Appendix, Author's notes Glossary, Bibliography, Index. All the above, with the exception of the frontispiece and the imprint, should when space permits, begin on a right-hand page (half-title, title, and dedication, and first page of preface, introduction, and text must *always* be printed on a right-hand page). Paper-bound booklets should not normally carry a title-page unless this contains information additional to that printed on the front cover. The practice of repeating the front cover design as a title-page is to be avoided.

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Page Numbers

Pagination
 Pagination should begin at the half-title, but normally folios (in Roman numerals) should appear only from the first printed page following the Contents. Folios on text pages should be set in Arabic numerals and should commence at 1 on the first page of text. Folios should be set in figures of the same size as the text. In books with running heads, folios should be set at the head of the page and ranged left and right. In books without running heads, folios should be set at the foot (centred in width in books where chapter headings are centred, ranged left and right in books where chapter headings are asymmetrically disposed).

Running Heads
 Running heads should be set in even small capitals hair (two-unit) letter-spaced of the same typeface and point size as the text. The title of the book should be printed on the left-hand page and the chapter title on the right-hand page. Running heads should not be used in books where the chapters are numbered only.

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Part and Chapter Openings

The parts of a book should begin at the head of a right-hand page. Chapters should normally begin at the head of a new page, but not necessarily a right-hand page.

Initial Letters
 The chapter heading or number is usually sufficient to indicate a new chapter and initial letters should be used in bookwork only when specifically requested by the client. When used, initial letters should be of such a size as to range with the lines of type adjoining, and the remaining letters of the first word should be set in capitals (or small capitals). After an initial A or I the next word should be set in capitals (or small capitals). Where a chapter opens with a proper name (Robert Owen, London County Council, for example) the whole name should be set in capitals (or small capitals). Paragraphs beginning with initial letters should be set full out, *never* indented. Initial letters should not be used in display or catalogue composition.

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Paragraphs

The first line of each paragraph should normally be indented one em, but the first paragraph following a heading, subheading, or line space, should be set full out. In certain cases (for example, in catalogue work or in books where the paragraphs are numbered) paragraphs may be set full out and separated by space. In such cases the space between paragraphs should be consistent throughout the whole book: it should not vary from paragraph to paragraph or from page to page. Under no circumstances should the two methods be combined. An indented paragraph should never be preceded by a heading or space.

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Footnotes

References in the text to footnotes should be made by superior figures [¹²³]. Where these might conflict with formulae or equations, asterisks, etc. should be used (in this order * † ‡ § || ¶). Footnotes should be set at least two points smaller than the text (ranged left, no indent) and separated from the text by space, *not* a rule. Notes to a short page should be brought down to the foot.

Prose Quotations
 Set in same style as text with single quotes; no indentation; no extra leading above or below quotation. Long extracts should be set in smaller type without quotes.

Verse Quotations
 Set with one-half line space above and below quotation. Lines that rhyme with one another should have the same indentation. Name of poet in even small caps hair (two-unit) letter-spaced, at end of poem.

50|52

Letters Quoted in Text

Set in same style as text; no quotes; no indentation; addresses and dates in upper and lower-case italic; signatures in even small caps, hair (two-unit) letter-spaced; one-half line space above and below letter. The spelling and punctuation of the original should be followed exactly.

Titles of Books, Plays, etc
 Titles of books, periodicals plays, operas, works of art and the names of ships should be set in upper and lower-case italic; no quotes. Where a publication is mentioned between its own covers it should be set in even small capitals, hair (two-unit) letter-spaced.

References to an Article
 References to an article should be set as follows:
 (a) Author's name in even small capitals.
 (b) Title of the article in roman upper and lower-case.
 (c) Name of the journal in which the article is published, in italic, with number, date of publication (in parentheses) and pages in roman.
 For example:
 JOHN C. TARR The Use of Space in Typography. *Typographica*, No.1 (Summer 1949), page 19.

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References to a Book

References to a book should be set as follows:
 (a) Author's name in even small capitals.
 (b) Title of the book in italic.
 (c) Publisher and, in parentheses, place and date of publication in roman upper and lower-case.
 For example:
 HENRY JACOB *Printed English*. Sylvan Press (London 1950).

Errata
 Errata should be set as follows: Page 47, line 3, *for* useless *read* useful.
 The affected words should *not* be enclosed in quotes.
 Note: Where only a single error is mentioned 'Erratum' is correct.

Author's Notes
 Author's notes should be set as follows:
 Chapter 6, page 52, line 8.

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Tables

Tables in text should be set a size smaller than the text. Side rules should be omitted. Never use rules if space will serve the purpose. The following style is recommended:

	Printing Industry		Cabinet and Chairmaking Upholstery		All Industry	
	1946	1947	1946	1947	1946	1947
Bursting of revolving wheel	2	–	–	–	97	123
Failure of crane, etc	–	1	–	1	149	227
Fire due to ignition of dust vapour, etc	10	17	–	1	78	83
Electrical short circuit with explosion or fire	–	6	–	1	46	84
Fire involving suspension of work for 24 hours	9	14	4	12	190	220
Explosion of receiver used for storage of gas, etc	–	3	4	–	35	50

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Captions

Captions should usually be set in roman upper and lower-case, two points smaller than the text type. In certain cases captions may be set in italic of the text size. Captions should be followed by a full point.

Rules
 Rules should not be used between columns or to divide display lines and paragraphs if space will serve the purpose. Rules should *never* be used to underline words.

Spine
 The title should run *down* or across the spine.

Oxford Rules
 For points of style not covered by these rules consult *Rules for Compositors and Readers at the University Press, Oxford*.

House Style

A guide to the setting of text matter within the Kent School of Printing, with hot metal techniques from 1970

