

Publisher: Author
 Job Code: Book Title
Art Style Guide

1/26/98

COLOR 1 COLOR 1 100M/100Y	COLOR 2 COLOR 2 100C/70M	COLOR 3 COLOR 3 10M/60Y	COLOR 4 COLOR 4 60C/20Y	COLOR 5 COLOR 5 100C/100Y/10K	COLOR 6 COLOR 6 5M/20Y	COLOR 7 COLOR 7 50C/100M	COLOR 8 COLOR 8 20C/15Y
COLOR 9 COLOR 9 100C	COLOR 10 COLOR 10 100M	COLOR 11 COLOR 11 100Y	COLOR 12 COLOR 12 25M	COLOR 13 COLOR 13 60M/60Y	COLOR 14 COLOR 14 50C/35M	COLOR 15 COLOR 15 30M100Y	COLOR 16 COLOR 16 50C/60M

Art Size

Photos, line art, architectural renderings may be any variation of width and depth, including the following:

Width: 1 column : 20p10 Depth: will vary; follow dummy
 2 columns : 43p4

Type Size & Font

Art heading: 10/11 Futura Heavy, all cap, black
 Art text: 8/9 Futura Regular, initial cap, black
 flush left or flush right (depending on the art)

Symbol: Mathematical Pi, black
 Graph axis: 8/9 Futura Oblique, black

Line Weights & Arrowheads

General line weight:	.5 pt rule, black		.5 pt rule, 100% magenta
Leader line:	.5 pt rule, black		.5 pt rule, 4 dash/3 gap, 100% magenta
Box line:	.5 pt rule, black		.5 pt rule, 100% magenta, fill white
XY axis line:	.75 pt rule, black		use same throughout
Tics:	.5 pt rule, 6 pt long, black		
Graph line:	2 pt rule, color or black		

Fractions & Superiors/Inferiors

Piece: ¾ Built-up: $\frac{3xy}{4}$
 Case: $\frac{3}{4}$ Shilling: 3/4

$\sqrt{C^2} = \sqrt{A^2 + B^2}$ 14⁶ 14₆ 2" × 2" 7' + 5 ¾"

SCALE: ¼"=1'

