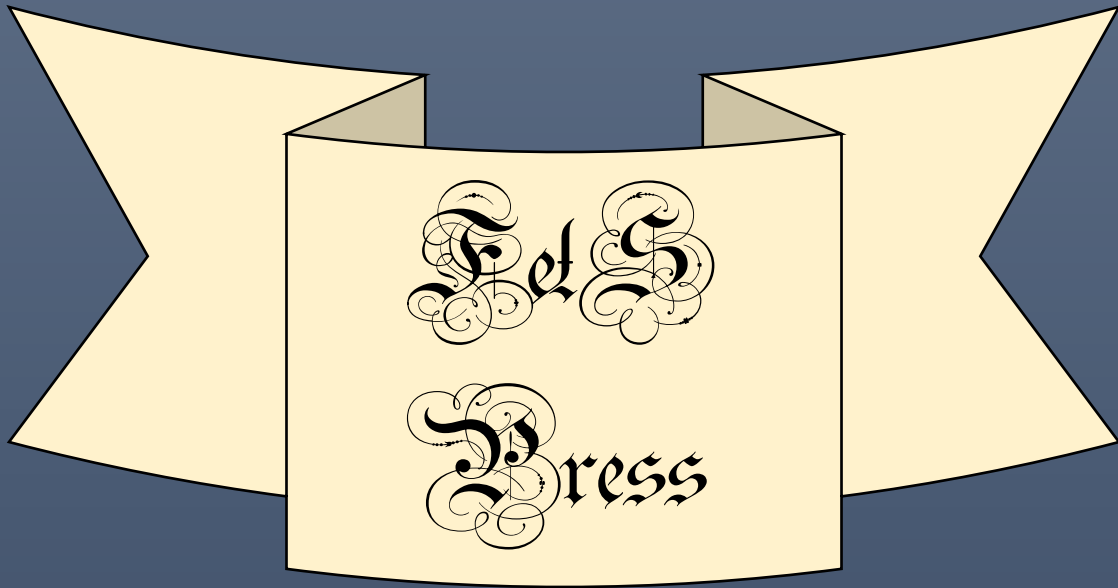


2022



Felix & Sons Press Style Guide

REFERENCE GUIDE
FELIX & SONS

FELIX & SONS PRESS | 51st Felix Ln.

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Page Layout and Size

Page Size

- Page size should follow a strict 8.5” x 11” size format, so that all documents are kept in a cohesive size.

Page Layout

- Page layout must include 1” margins on all four sides of the document.
- Headers will be used in almost all technical document settings and should follow the standard provided here, in this document. They should include a page number located in the top right of the page. The company name will appear abbreviated using “F&S Press” in parchment font style and 36 font size.



- The image above is what your final product should look like.
- Footers will also be used, but will only include a page number in the bottom right-hand corner. This page number, however, will follow the document font rules.
- Paragraph spacing is set at 1.15. After bullets and paragraphs, there needs to be one line space for sufficient white space.

Headings and Document Font

Headings

- Heading color may rotate between three different colors, hex #000000 for heading 1, hex # 777777 for heading 2, and hex # B2B2B2 for heading 3.
- Heading font will be in Times New Roman for all and will be font size 18 for heading 1, 16 for heading 2, and 14 for heading 3.
- Please find examples below:

Heading 1

Heading 2

Heading 3

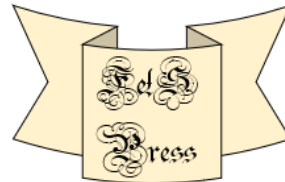
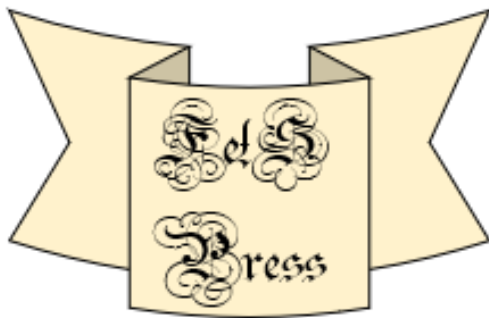
Document Font

- All documents will follow a font style of Times New Roman and a font size of 13 for the main text.
- Use this text as an example.
- The only text that uses a different font style is the company logo, along with the header in the top right corner. Everything else should remain Times New Roman including the headings. The headings however vary in size according to the previous section.

Logo and Graphics

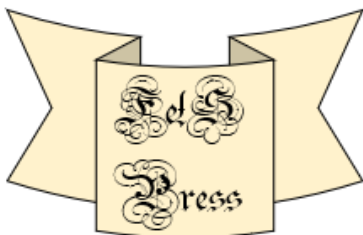
Logo

- Our logo is not to be stretched horizontally or vertically, distorting it in anyway.
- You may increase or decrease the overall size of the logo as long as it is done using the corner points, keeping proportional integrity.
- See example below:



Graphics

- Any graphic is acceptable as long as it follows color scheme, page layout, and font styles of this guide.
- All graphics should be accompanied by necessary citations, using the heading 3 style.
- Please find an example below.



1, Company Logo. Felix & Sons©

Color Usage

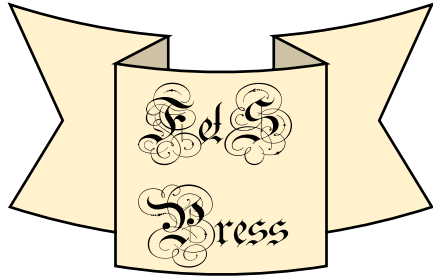
- Color usage should be kept to a minimum when writing technical documents. The only color allowed in these technical documents is hex #FFF2CC
- Please find an example of this color below.



- Text should strictly appear in hex #000000 unless it is a heading.
- Advertising and other creative departments will have a separate style guide to work under, allowing more freedom with color and creativity use.

Company Abbreviations

- You may either write out the whole company name, or use the two abbreviations that are acceptable: F&S Press or FSP.
- Please find acceptable Company names below.
 - F&S Press
 - FSP
 - Felix & Sons Press
 - Felix and Sons Press



Felix & Sons Press Style

Reference Guide

Style	Rules	Examples
Page Size	<ul style="list-style-type: none"> Use standard 8.5" x 11" page size 	This document is your example.
Page Layout	<ul style="list-style-type: none"> Margins should be standard 1" on all four sides. Headers should include a page number on the top right of the page, to the right of the company name. The header font should be Parchment at 36 font size. Footers should only include page number at the bottom right-hand corner. The footer will follow document font rules. Paragraph spacing is set at 1.15. After bullets and paragraphs, there needs to be one line for sufficient white space. 	<p>See top right corner of this document for example of header.</p> <p>See bottom right corner for example of footer.</p>
Headings	<ul style="list-style-type: none"> Heading color may rotate between three different colors, hex #000000 for heading 1, hex # 777777 for heading 2, and hex # B2B2B2 for heading 3. Heading font will be in Times New Roman for all and will be font size 18 for heading 1, 16 for heading 2, and 14 for heading 3. 	<p>Heading 1</p> <p>Heading 2</p> <p>Heading 3</p>

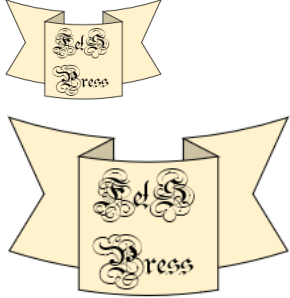
Document Font	<ul style="list-style-type: none"> • All documents will follow a font style of Times New Roman and a font size of 13. • The only text that is different is the company logo, along with the header in the top right corner. 	This document is an example.
Logo & Graphics	<ul style="list-style-type: none"> • Our logo is not to be stretched or distorted in anyway. • You may increase or decrease the overall size of the logo as long as it is done using the corner points in order to keep the logo’s proper proportions. • Any graphic is acceptable as long as it follows color scheme, page layout, and font styles of this guide. 	
Color Usage	<ul style="list-style-type: none"> • Color usage should be kept to a minimum when writing technical documents. The only color allowed in these technical documents is hex #FFF2CC • Text should strictly appear in hex #000000 unless it is a heading. • Advertising and other creative departments will have a separate style guide to work under, allowing more freedom. 	#FFF2CC
Company Abbreviations	<ul style="list-style-type: none"> • Two abbreviations are acceptable when writing the company name. • Otherwise, please write the name out. 	“F&S Press” “FSP”

Table 1: F&S Press Reference Guide