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Welcome

The *PNPS Style Guide* is a guide to the preferred style and usage for content in *Punch Needle and Primitive Stitching*® magazine. When we all use the same style and writing conventions, the magazine can communicate more cohesively to our readers, which infuses a sense of trust and increases interest. Readers want to trust that the how-to information we provide will help them successfully complete a project. The PNPS style helps ensure that our readers will want to remain our readers and that they will respect you as a designer.

Sections in this style guide are arranged by general subject and contain guidelines and examples. The style guide is updated periodically. Please check the revision at the top, and then compare it to the most current revision found at www.pnpsmagazine.com

What Is a Style Guide?

A **style guide** is a set of standards for the **writing** and design of documents, either for general use or for a specific publication, organization, or field. A **style guide** establishes and enforces style to improve communication with our readers. The *PNPS Style Guide* is intended to help our editors present articles with consistent, clear, and precise language, layout, and formatting, which helps create an easy-to-read magazine with easy-to-follow project instructions. It's a 'good thing,' as Martha would say.

So What Does That Mean for You?

It simply means we are going to help you make your article or project instructions the best they can be, and editors and designers alike will look brilliant in print! Okay, maybe not brilliant, but our readers will appreciate the consistency, completeness, and concern we show them on every page of the magazine.

The *PNPS Style Guide* is meant to be just that – a guide. You are a great designer; that's why we chose you, but we realize that being a great designer does not make you a good writer. We want to help you present your project in the best light possible. That is what this style guide does. Following these guidelines will help each designer write to the same standards, and make the magazine better for our readers. If you don't provide all the requested information, materials, and sources, your project will be returned to you for completion and could risk not being included for publication.

How to Use the *PNPS Style Guide*

Write a first draft of your project instructions as a Word document, using the designer template we provide. Next, compare the draft to this set of guidelines and make all necessary changes or corrections <u>before</u> you send the project to us. If we find anything minor that needs to be changed, we will make those corrections; if you have not followed the guidelines, we will send the project back to you for correcting.

The guide is divided into four sections: 1. Usage and Punctuation, 2. Grammar and Spelling, 3. Terminology, and 4. Format. Use all four sections as references when writing your project instructions.

Usage relates to the habits of language use, particularly with regard to the meanings of words and phrases.

Grammar relates to the functions of words, the construction of sentences, and how words combine to make sentences.

Terminology specifies the terms or special words used to describe something of a specialized genre – in our case, stitching and punch needle embroidery.

Format gives examples and specifics on such things as fonts, spacing, and presentation of project instructions.

Please adhere to these guidelines as closely as possible and use the designer template to construct the pages of your project; it will save an inordinate amount of editing and correcting time while putting the pages together for each issue.

We think this is enough at this point; if we find additional problems consistently presenting themselves, we will add to the guide and refer you to new revisions, when necessary

If you have questions, feel free to email us   *Copy Editor, Sally Van Nuys*   *Editor, Deb Jochim*

SECTION 1 -- USAGE AND PUNCTUATION

1. **Numbers:** In general instructions, spell out numbers one through nine. When referring to something marked with a specific number, such as the depth gauge or loop height on a punch needle, use the ordinal number, but do not use the pound sign (#) before the number.

    Example: *Stitch the flower using two strands of floss over two linen threads.*

    Example: *Set the loop height to 2.*

2. **Fractions:** When a fraction is used as part of an adjective, hyphenate the fraction (see example a), or reword the sentence to use a prepositional phrase (see example b.)

    Examples: **a)** *Leave a ½-inch margin all the way around the stitching.*

    b) *Allow a margin of ½ inches around the project.*

3. **Dashes:** The dash is a powerful punctuation mark. Overuse dilutes its strength. Let a colon, semicolon, comma, period, or a new sentence do its usual work and save the dash for its specialty: an abrupt change in the continuity of a sentence. When adding measurements as an adjective, use a dash after each number (see example c.)

    a. **Em Dash:** Use an em dash (shift-CTRL-hyphen-hyphen) to define an element added to a sentence

    Example: *Each type—floss, pearl cotton, and silk—has a specific use.*

    b. Do not use dashes or hyphens as a substitute for the word "to" between figures, including fractions.

Example: *correct*	*3 to4 inches of lace*
Example*: incorrect*	*3-4 inches of lace*

    c. Measurements as adjectives – use dashes after each number in the measurement.

Example: *correct*	*10- x 12-inch frame*
Example*: incorrect*	*10x12 inch frame*
Example: *incorrect*	*10 x 12-inch frame*

4. **Contractions**: The preferred style is to spell out both words instead of using a contraction. Although, sometimes contractions can add a conversational tone that we like for the magazine, always avoid cumbersome contractions such as they'll (they will.) Use with discretion and don't overuse contractions.

5. **Proper names:** When referencing companies that manufacture or provide materials for a project, or very specific materials, spell out the full name the first time it is used; thereafter, you may use an abbreviation if it is commonly accepted by the company and our readers. If the name or material carries a trademark (™) or register mark (®) always include it.

    Examples: a) *Use Weeks Dye Works floss for this project.*   b) *Stitch the flower with WDW, Curry.*
    c) *Stuff the pillow with Poly-Fil®.*
    d) *Use an Ultra-Punch® needle. (Note the word 'needle' is NOT capitalized.*

6. **Common Names:** When referring to elements of a design, do not use caps or initial caps unless the word begins a sentence.

Example: *correct*	*Punch the leaves and stems first.*
Example*: incorrect*	*Stitch the Flower Center last.*

7. **Hyphenating Compound Adjectives** – Compound adjectives are two or more words that together make an adjective. When used directly before a noun, they are a compound modifier and usually take a hyphen, like *small-tip marker*. This error occurs often, so pay particular attention. Here are some commonly-used compound adjectives that should be hyphenated:

Three-strand punch needle   Locking-lip hoop
Step-by-step instructions   Full-size pattern

8. **"and then"** indicates progression of actions and is preferred, as shown in example a, over the incorrect but widely accepted comma splice, as shown in example b.

> **Examples:**   a-correct) *Stuff the pillow with polyfill, <u>and then</u> stitch it closed.*
> b-incorrect) *Stuff the pillow with polyfill, <u>then</u> stitch it closed.*

9. **Measurements/Stitch Counts:** Express all measurements in inches, not in centimeters. When using the letter 'x' to express measurements or stitch counts, always use a lower case 'x' preceded and followed by a space. Spell out the word inches – do not use abbreviations (in.) or quotation marks to indicate measurements. In stitch count statements, spell out the words *wide* and *high*. If measurements include a fraction of an inch, use the fraction, not the decimal equivalent. Do not put a space between the whole number and the fraction.

> **Examples:**   a) *Finished size 5 inches wide x 7 inches high*   b) *Stitch count is 90 wide x 110 high*
>
> c) correct: *Finished size is 5½ inches wide x 7¾ inches high*   incorrect: *5.5 x 7.75 inches*
>
> d) *Cut a piece of fusible interfacing to 7½ inches x 12 inches.*

10. **Spaces: use only one space between sentences, not two**. Two spaces was a convention used for the typewriter. Proportional spacing is built into digital fonts, so the spacing is always correct when using one space after a period. Your spell checker will usually catch double spaces, so be sure to use it and make corrections when needed.

11. If you are not familiar with proper use of punctuation marks, please refer to a general usage guide for added help. We recommend Strunk & White, *Elements of Style*, as a very good general guide for style, punctuation, and grammar questions.

SECTION 2 -- GRAMMAR and SPELLING

1. **Voice & Tense –** Write all instructions for PNPS magazine in active voice and present tense whenever possible. Avoid personal pronouns (*I, me, my.*) This is sometimes the most difficult part of writing. If you normally write in past tense, pay particular attention to this. Check your instructions for active verbs – use, remove, stuff, stitch, punch, trim – all active, and will therefore keep your writing in the present tense. If you find words ending in *ed*, change them and rewrite to start the sentence or phrase with an active verb. If you use the words *have* and *had*, such as *'after you have sewn the seam*,' rewrite the instructions in the active voice and present tense.

> *TIP: Think of being present with the reader, telling them how to do something; don't write as though you are describing how you already did it. That will help you stay in the active voice and present tense.*

> **Examples:**   correct) *Use a three-strand punch needle and three strands of floss to fill the flower.*
> incorrect) *I used a 3-strand needle and floss, then filled the flower.*

2. **"and then"** indicates progression of actions (as shown in example a) and is preferred over the incorrect, but widely accepted comma splice, shown in example b.

> **Examples**:   a-correct) *Stuff the pillow with fiberfill, <u>and then</u> stitch it closed.*
> b-incorrect) *Stuff the pillow with fiberfill, <u>then</u> stitch it closed.*

3. **Colors –**Spell the thread color exactly as the manufacturer has spelled it. The examples show correct spelling and presentation.

> **Examples**: a) *DMC 3021, Brown-Grey*   b) *GAST 1010, Slate*   c) *WDW, Curry*

4. **Articles** – Articles are the words: *a, an, the.* In most cases, articles should be written lower case. When writing instructions, try to omit articles as much as possible. Articles in instructional writing bloat the writing and the pages.

5. **Spelling in General --** If you are unsure of proper spelling of a word, please consult a dictionary. If there are more than one accepted spellings of a word, use the first one listed.

SECTION 3 -- TERMINOLOGY

The following list gives the preferred terms to use when writing instructions and articles for PNPS magazine. When the term is often misspelled, there will be a notation beneath the term—double check that you are spelling it correctly.

**TERM** (note spellings, please.)	_**EXPLANATION**_
Equivalent (not Alternate or Comparison)	When choosing a term to express a comparable color of thread to use for a project, such as Weeks Dye Works or DMC, please use the term _equivalent_. **Example**_: The color key provides equivalent colors for DMC floss._
Chart	_Chart_ refers to the cross-stitch pattern that provides symbols for stitching the design. If you need to reference a table of information, refer to it as a _table_ or _key_, not a chart.
Dyeing (not Dying)	When referring to threads or materials for which you have altered their color (dyed), use the terms: Dye, dyed, dyeing. Terms spelled as die, died, and dying refer to death, not color. **Example**_: When dyeing (or overdyeing) the linen for this project, use commercial dyes._
Instructions (not Directions)	Preferred term in project descriptions is _Instructions_, not _Directions_ (initial caps is correct.)

Marble (not Marbleize)	When referring to the process of creating a marble effect on fabric, use the terms **Marble** (trans.verb,) **Marbling** or **Marbled** (trans. verb; adj.)
	Marbleize is a nominalization of a verb and is the least preferred term.
	   Examples_:_
	   a) _Use commercial dyes to give the linen a marbled appearance_
	   b) _Marble the fabric using commercial dyes._
	   c) _Marbling with commercial dyes adds movement to the fabric._

Materials (not Supplies)	Preferred term in project lists is _Materials_, not _Supplies_ (initial caps is correct.)
Punch needle (not Punchneedle)	Two words, not one.
Weavers (not Weaver's) **cloth**	Use _weavers_ cloth– no apostrophe because it is descriptive, not possessive. The term weavers describes the type of cloth, not the person who owns the cloth. It is an adjective, not a possessive noun. The term is not capitalized.
Perle (not Pearl) **cotton**	Even though both spellings are correct, for consistency we chose to use **perle** cotton. The term is not capitalized. **Example:** _Valdani perle cotton threads_
Project titles	Use the same project title consistently throughout. If you title a design as _Summer Flowers in a Bowl_, call it _Summer Flowers in a Bowl_ at every reference, not just _Summer Flowers_. Use initial caps and lower case articles and prepositions in titles.

SECTION 4 -- FORMATTING

Formatting refers to the mechanics of how we present an article on the page. Format includes things like page size, margins, tables, fonts, where we place bits of information on the page, and overall presentation. We want to make this as easy as possible for you, so this section gives examples of our formatting for your reference.

We provide Word templates that you can download and use to help put your project together quicker and with less work. Many of the Style Guidelines for formatting are already included in the templates so you don't have to worry about them. **Do not change spacing, position, punctuation, fonts, or wording included on the templates.**

From the Guidelines page of our web site, download and save the appropriate project template (select *Save As*.) Save the template as a Word.docx file with your project title (**do not save as a template**.) Open the .docx file in Word and fill in your specific project information. Do not insert your model photo, pattern, chart, or other supporting images into the Word file. Send us your high resolution (300 dpi) images as separate files. Do not change the page size or margins. Do not reformat in any way – e.g. adding spaces inside tables, changing fonts or sizes, adding two spaces after periods, etc.

Required Information: The following is a list of information, and in some cases, it's formatting, that each project must provide the reader: Check the list to make sure you include this information in your project materials that you send us.

- **Chart or line art pattern** of the design – send TWO hi-res (300 dpi) images of punch needle line patterns in jpg, tiff, or PNG format. Do not send bitmap files or low-resolution images. **Mark one image indicating placement of thread colors. Leave one image without ANY annotation.** We will use your annotated image to markup the blank image when we put the issue together. Do not include instructions on your line patterns.
- **Model photo** - high-resolution (300 dpi) photograph of the finished model in jpeg format.
- Any current copyright information (designer or company name, copyright year)
- **Color Key** of thread requirements (use the templates for specific format.) Use the color key templates as they are designed. Do not change the spacing. **Insert ONE thread color per row!**
- **Finished project size** (example: 5 x 7 inches)
- **Stitch count** (example: 90 wide x 110 high) for cross-stitch projects
- **Materials list and Available from list** (see template for format.)
  - ✓ materials needed and the amounts required (fabric yardage, number of floss skeins, etc.) List materials in the order in which you use them in the instructions. Do not change punctuation used in templates.
  - ✓ tools needed (punch needle, size of needle, hoops and sizes, hoops, frames, etc.)
  - ✓ other materials (permanent marking pen, sewing needle and thread, polyfill, any special materials)
  - ✓ list of suppliers where the reader can obtain the materials you used. Include name of company, phone number, and website. Key the suppliers to the materials they provide using asterisks and daggars (see templates.)
- **Instructions** – provide instructions for all steps of the project, from pattern preparation to finishing. Number steps using sequential, ordinal numbers. Numbered steps are set in 12 point Times New Roman, normal, with 1.5 line spacing.

Thread Requirements – when referring to thread requirements, present the manufacturer first, then the thread number, followed by the color name in initial caps. You may use all caps abbreviations of manufacturer's names in the tables provided you spelled out the name in the table column heading. See the examples for correct spelling and presentation.

> **Examples**: a) *DMC 3021, Brown Grey*   b) *GAST 1010, Slate*   c) *WDW, Curry*

Thread Conversions – If you provide solid DMC thread colors as equivalents to use in a project that is presented using overdyed or variegated threads, follow the format above when including DMC colors in the color key table, and leave the equivalency statement beneath the table that refers to Sullivans USA threads – we will add Sullivan numbers to the table.

TEMPLATES –The following pages serve only as examples of the types of information that must be included with your project materials. Download the appropriate template and fill in all required information relevant to your own project <u>before</u> sending your project to us.

Cross Stitch Project Template – download the template from the PNPS web site and then fill in the information specific to your project. These two pages show ***an example*** of a project sheet.

Heading and subhead font: Papyrus, 18, 12, 11, & 10 pt. Bold.   Body text: Times New Roman, 12. pt. normal & bold

Copyright ©2020 designer's name

Project Title

designed by (designer name) of (company)

Stitch count: __ wide x __ high   Finished size: __ x __ inches

Materials Needed:

- 10 x 10 inches, 32-count, name and color of fabric*
- DMC stranded cotton (*see Stitching/Color Key*)**
- Sullivans USA threads (*see Stitching/Color Key*)***
- Number 28 needle†
- Additional materials needed for project

Available From:

*name of company www.____.com Phone:
** name of company www.____.com Phone:
*** name of company www.____.com
†name of company www.____.com Phone:

Stitching/Color Key

Symbol	Classic Colorworks	DMC	Sullivans	No. Skeins
#	CCT255, Sticks and Twigs	3787, Brown Gray Dk	45395	1
O	CCT170, Colonial Copper	301, Mahogany Med	45049	1
S	CCT243, Wagon Wheel	420, Hazelnut Brown Lt	45092	1

The model uses Classic Colorworks threads.

The key also provides thread color suggestions for DMC and colorfast, tangle-free, six-strand floss from Sullivans USA. Keep in mind that solid thread colors do not give the same finish as hand-dyed or variegated threads.

Instructions: (a sample)

1. Stitch the design using two strands of floss over two linen threads.
2. Next step.
3. Next step.
4. Add more instructions, as required. Hit return at the end of the step (*not at the end of every line*) to add the next step number with correct spacing and punctuation.

.end

Punch Needle Embroidery Project Template – download the template from the PNPS web site, and then fill in the information specific to your project. These pages show an example of a project sheet.

Heading and subhead font: Papyrus, 18, 12, 11, & 10 pt. Bold. Body text: Times New Roman, 12.and 10 pt. normal & bold

Copyright ©2020, designer's name

Project Title

designed by (designer name) of (company name)

www.(company).com

Finished size: __ x __ inches

Materials Needed:

- 10 x 12 inches weavers cloth*
- Valdani size 8 perle cotton (*see Punching/Color Key*)*
- DMC six-strand cotton thread*
- 12-inch, embroidery hoop or gripper frame*
- Sharp, pointed scissors*
- Ultra Punch® needle with medium tip*
- Additional materials required for project†

Available From:

*__name of company__ www._____.com Phone:
** __name of company__ www._____.com Phone:
*** __name of company__ www._____.com Phone:
†__name of company__ www._____.com Phone:

Punching/Color Key

Element to Punch	Valdani (or Brand)	DMC	Sullivans	No. Skeins or Balls
Roof, path, boots	O531, Black Nut	3371, Brown Vy Dk		1
Tree leaves, grass	M19, Olives	731, Olive		1
Background	P4, Aged White, Light	White		3

The color key above gives DMC equivalent colors to use for this project, however, solid DMC threads do not give the same the finished result as hand-dyed or variegated threads; the result will look flatter and have less movement than the model shown.

Instructions: (a sample)

1. Transfer pattern to weavers cloth. Refer to transfer instructions in this issue, if needed.
2. Center and load pattern into locking-lip embroidery hoop and ensure it is drum-tight and centered.
3. Use a three-strand, punch needle with the stitch depth set at 2. Work this project using three strands of floss
4. Next steps.
5. Add more instructions, as required. Hit return at the end of the step (not at the end of every line) to add the next step number with correct spacing and punctuation.

.end

Punch Needle & Primitive Stitcher ® Magazine

Owner/Editor: Deb Jochim

Copy Editor: Sally Van Nuys

Phone: 816-258-0030   P.O. Box 731

Fax: 800-521-1416   Raymore, MO 64083

Email Deb: Editor@PNPSmagazine.com

Email Sally: sallyvannuys@gmail.com

www.pnpsmagazine.com