

Washington State Animal Response Team



[www.washingtonsart.org](http://www.washingtonsart.org)

## **OPERATING PROCEDURE NO. 2 WASART STYLE HANDBOOK**

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**Approved by:**

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**REVISION RECORD**

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### **FOREWORD**

One of WASART's stated values is to maintain a high standard of professionalism, and part of its Vision is to be highly respected by its stakeholders.

One important way that WASART presents itself to the community is through its visual presentations and documents. It is therefore essential that these presentations and documents be consistent and of uniformly high quality.

The purpose of this handbook is to establish standards for creating virtual and actual publications and presentations that consistently meet WASART's values and vision.

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## 1.0 GENERAL REQUIREMENTS

In this Procedure, the term “publications” shall be understood to mean all WASART documents, forms and media presentations, including slide shows and videos.

WASART shall maintain control of its publications by means of control systems that ensure that only current, authorized versions are available for release and use. Authority to revise and release such publications shall be controlled by the Board of Directors.

Documents, forms and presentations shall be classified, numbered, revision controlled and approved in accordance with WASART Policy No. 2.

Requirements of this handbook shall apply to all publications and revisions thereto released after the release date of the handbook. Existing publications need not be revised solely to comply with the requirements of the handbook.

All WASART publications shall use proper grammar, spelling and punctuation. Authors should use Spell Check and Grammar Check.

To ensure the widest compatibility across computer platforms, WASART publications shall utilize .doc, .xls, and .ppt file extensions, as applicable. Additionally, PowerPoint presentations created in .ppt shall be tested on the computer platform on which they will be used, prior to the presentation, to ensure compatibility. If not compatible, other file extensions may be used, but the presentation must be reviewed with care to ensure that it still plays correctly.

## 2.0 WASART DOCUMENTS

### 2.1 Document Format

Documents shall generally be in Portrait layout, with top and bottom margins of at least 0.75 inch, and side margins of at least 0.5 inch. Selected pages, or even complete documents, may be in Landscape layout if necessary to enhance the appearance or effectiveness of the page or document. Text and section headings of all documents shall be left-justified. Figures shall be centered. All documents shall utilize headers and footers, with information as specified in Policy No. 2. Headers and footers shall utilize “Different First Page” convention.

The format of this Operating Procedure is an example of the format to be utilized for WASART documents.

### 2.2 Cover Sheet

All documents shall carry a cover sheet, with the WASART “Swoosh” at the top. The cover sheet shall include the document title, revision level and release date of the current revision,

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and the required approval signatures. Additional information, such as a list of contributors, may be included on the cover sheet if desired.

### **2.3 Table of Contents and List of Figures**

All documents shall include a Table of Contents, showing the titles and page numbers of at least major document sections. If the document includes figures, a List of Figures shall also be included, showing the title and page number of each figure.

### **2.4 Revision Record**

All documents shall include a Revision Record that identifies the specific sections of the document that have been changed for each revision, and briefly summarizes the content of each change.

### **2.5 Font**

Documents shall utilize Helvetica font, with standard font size of 12 points or larger for text. Special situations may necessitate use of a smaller font, but not less than 9 points. Document title font size shall be 20 points, Bold, Upper Case. Section and subsection heading fonts shall be the same size as the text, Bold. The document font shall be the same throughout the document, unless a larger or smaller font is needed for limited, special circumstances.

### **2.6 Section Headings and Numbering**

Major section headings shall be Upper Case, Bold, Underlined. Major subsection headings shall be Title Case, Bold, Underlined. Minor subsection headings shall be Bold, Title Case, not Underlined.

Sections and subsections shall be numbered using a decimal numbering system. Major sections shall be numbered by Arabic numerals, followed by a decimal point and a zero: 1.0, 2.0, etc. Major subsections shall be numbered with the same leading numeral as their major section, followed by a decimal point and sequential Arabic numerals: X.1, X.2, etc. Minor subsections shall be numbered with a second decimal and sequential Arabic numerals: X.Y.1, X.Y.2, etc.

There shall be no "orphan" section or subsection headings; that is, all headings must be followed by at least one line of the text of their section or subsection on the same page. If that is not possible, a page break must be inserted to place the section or subsection heading on the following page with the section or subsection text.

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### **2.7 Indentation**

All text shall be left-justified at the left margin, except bulleted or numbered lists. Bulleted and numbered lists shall use hanging indentation. Initial lines of paragraphs shall not be indented.

### **2.8 Pagination**

Document pages shall be numbered. Preliminary pages, including Cover sheet, Revision Record, Table of Contents, List of Figures and Foreword, if any, shall be numbered with lower case Roman numerals. Body of the document shall be numbered with Arabic numerals, beginning with 1. (Use section break between preliminary pages and the document body.)

### **2.9 Document Revisions**

Changes contained in document revisions shall be made apparent by italicizing and underlining the new or revised text, and shall be documented on the Revision Record. At the next revision, all changes documented in the previous revision shall be returned to non-italicized, non-underlined text, unless the underlining is a part of the basic document content, independent of the previous revision.

## **3.0 WASART PRESENTATIONS**

### **3.1 Format**

WASART presentations shall be created as Microsoft PowerPoint slideshows, using .ppt file extension. See further discussion in Section 1.0, above.

### **3.2 Presentation Template**

Presentations shall be created using the template available from the link: [http://www.washingtonsart.org/documents/WASART\\_Template.ppt](http://www.washingtonsart.org/documents/WASART_Template.ppt). The template will select all the correct theme parameters, and should not be modified, except for font size, as discussed below. Slide background shall be white, slide titles shall be green, slide text shall be black, bullets shall be square, and bullets and numbers in bulleted or numbered lists shall be the same color as the text.

### **3.3 Font**

Presentation font shall be Tahoma Bold, as established by the template. Slide text shall be Lower Case except for initial letters of initial words and proper nouns, which shall be capitalized. Text colors for all pages shall be as established by the template, unless alternate colors are needed for isolated special effects. Font sizes shall be the largest that allow the slide material to not overflow the slide, and will require judgment on the part of the presentation creator.

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### **3.4 Cover Page**

Each WASART presentation shall have a cover page. The cover page shall show the title of the presentation in Green, in Title Case, in the largest font that will fit the page without overcrowding. Subtitles, if any, shall also be in Title Case, in black. The WASART “Swoosh” shall be placed below the presentation title and subtitle. The Swoosh shall fill the width of the page, from margin to margin.

### **3.5 Graphics**

Graphics are an essential part of an effective presentation. Presentation creators are encouraged to make maximum use of graphics relevant to the subject matter. Graphics inserted into slides shall maintain a clear margin between the image and the edge of the slide, and shall not extend into the slide title.

### **3.6 Slide Architecture**

Slides should be constructed for optimum visual appeal. They should not be overcrowded. If the purpose of a slide is to present a list of bulleted points, and the bulleted points crowd the boundaries of the slide, add a new slide and let the bullets continue on it. Do not make long text expositions on a presentation slide. Find a way to highly condense the message on the slide, capturing only its main points, and expand on it in the slide’s verbal presentation. Add notes for the verbal presentation using Notes Master (Windows) or add notes in Slide View (Macintosh). The notes should be written in sufficient detail and clarity that a party other than the author can present the slide and convey its meaning correctly without having to consult the author.

### **3.7 Aspect Ratio**

Slide creators should take care when manipulating images on slides not to distort their aspect ratios.

### **3.8 Headers and Footers**

Do not use headers for slideshow presentations. Each slide shall have a footer that includes the slide number and date the slide was last revised. Use “Different First Page” convention for the footer.

### **3.9 WASART Logo**

Except the cover page, on all slides where it is feasible considering the material on the slide, the WASART logo shall be inserted in either the lower left-hand or lower right-hand corner. Size of the logo image shall be approximately 1/8<sup>th</sup> of the slide’s dimensions, in the correct aspect ratio. Location of the logo shall not overlap information in the footer.

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### 4.0 WASART FORMS

Since forms used by WASART are of a great variety, used for many purposes, it is not possible to establish detailed requirements for their style or format. However, the following general requirements apply:

- All forms shall have a title, shown at the top of the page
- Each form shall carry a number and revision level indicator in accordance with the requirements of Policy No. 2 and Section 1.0 of this procedure. The form number and revision identifier shall be shown on the form.
- Each form originated by WASART shall carry WASART's name. It is permissible to use only the WASART acronym; spelling out the organization's full name is not mandatory.
- Multi-page forms shall be page-numbered.
- It is desirable but not mandatory to place a small WASART logo on a form, if it does not interfere with the effectiveness of the form.

### 5.0 WASART CORRESPONDENCE

#### 5.1 Format

All official WASART correspondence shall be written on the current version of the WASART letterhead. All text shall be left-justified. Business letters shall include an inside address, but no inside address is required for personal messages. All WASART correspondence shall be dated.

#### 5.2 Font

Font shall be Book Antiqua, same as the font on the letterhead masthead. Font size shall be 11 points, preferred, but shall not be smaller than 9 points.

#### 5.3 Salutation and Closing

No salutation is required for business correspondence. However, if used, the salutation may be addressed to a specific individual, or may use "To Whom It May Concern," if appropriate. Salutations for personal messages may use first names only.

Business messages shall use standard closings such as, "Sincerely," "Best regards" or "Yours truly." Closings for official personal letters are left to the discretion of the writer.

#### 5.4 Signature

All official correspondence shall be signed by the writer. The first line after the closing, for signatures for business correspondence, shall be Washington State Animal Response Team,

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followed by space for the signature, then the typed name of the signer, with the signer's WASART position title on the following line. Signatures for official personal messages are left to the writer's discretion.