



CLASP House Style

CLASP House Style should be used for ALL printed material, and for ALL screen-based material intended for public use, such as PowerPoint presentations.

The House Style serves three important functions:

- To make all our material look consistent and show that it comes from the same source.
- To give a positive and professional look to our material, and help to ensure that our skills and professionalism are recognised by others.
- To distinguish and authenticate the material that we produce, and show that it has our official stamp of approval (Quality Assurance).

1. Selection of Fonts

There are two main types of fonts – serif and sans-serif. You can easily tell them apart – in serif fonts, the letters stand on little “feet” or “platforms”; in sans-serif fonts, the letters do not have these little “feet”.

Sans-serif fonts:

Sans-serif fonts (like this one) are always used for general publicity brochures, display panels, headings and advertisement text, because they look eye-catching, positive and "modern".

Serif fonts:

Serif fonts (**like this one, Times New Roman**) are usually used for the body text of academic and technical publications, and are always used for the body text of novels and newspapers, because they are easier to read where there is a great deal of text.

Leading:

Slightly increasing the spacing between lines (aka the "leading") improves legibility.

1.1 Popular sans-serif fonts

The 4 fonts most often used in publicity material by top international organisations are:

- Calibri (11pt)
abcdefghijklmnopqrstuvwxyz, ABCDEFGHIJKLMNOPQRSTUVWXYZ, 0123456789
- Futura (10pt)
abcdefghijklmnopqrstuvwxyz, ABCDEFGHIJKLMNOPQRSTUVWXYZ, 0123456789
- Lucida Sans (10pt)
abcdefghijklmnopqrstuvwxyz, ABCDEFGHIJKLMNOPQRSTUVWXYZ, 0123456789
- Verdana (10pt)
abcdefghijklmnopqrstuvwxyz, ABCDEFGHIJKLMNOPQRSTUVWXYZ, 0123456789

Calibri, Futura and Verdana are often used on websites, because they are particularly easy to read on a computer screen; for the same reason, they are good choices for use in PowerPoint slides, since they are easy to decipher at first glance.

Calibri, Futura and Lucida Sans tend to be used for printed material. They look business-like and modern on the page; and on printed documents that contain a lot of text, they are easier on the eye than Verdana.

CLASP requires a mixture of printed and screen-based material, therefore **Calibri** is a good overall choice.



1.2 Popular serif fonts

The 3 fonts most often used in academic and technical material are:

- Book Antiqua (10pt)
abcdefghijklmnopqrstuvwxy, ABCDEFGHIJKLMNOPQRSTUVWXYZ, 0123456789
- Caxton (10pt)
abcdefghijklmnopqrstuvwxy, ABCDEFGHIJKLMNOPQRSTUVWXYZ, 0123456789
- Times New Roman (10pt)
abcdefghijklmnopqrstuvwxy, ABCDEFGHIJKLMNOPQRSTUVWXYZ, 0123456789

The best choice is **Times New Roman**, since it is a basic default font installed on all computers.

2. Paragraph Styles

Paragraph styles used in this document:

- Body text
- Bullet point
- Main central heading
- Numbered headings and sub-headings
- Caption
- Table item

In each case, the style defines:

- Font size
- Alignment (fully justified is preferable)
- First line indent
- Line spacing (leading)
- Paragraph spacing

3. Bullets

The CLASP bullet point uses a simple square icon from the Wingdings font. Use of a coloured bullet (50% grey) keeps it from looking obtrusive against the text, and gives the text a professional appearance.

- Example
- Example
- Example
- Example

This style is equally effective for printed pages, screen displays, websites and PowerPoint slides.

4. Headings and Sub-headings

4.1 Numbering

It is ESSENTIAL to number "technical" documents, eg:

- Reports of all types
- Instructions and procedural notes, training material etc.

It is NOT appropriate to number "marketing" documents, eg:

- Case studies, fliers etc.
- Display material
- Articles for newsletters, press information and the like

Numbering should use Arabic numerals, preferably no more than 3 levels, as in this instruction, ie:



- 1.
- 1.1
- 1.1.1

4.2 Heading styles

Headings in all types of documents should all be in the house style sans-serif font. Headings should be emboldened but not underlined.

Headings and sub-headings should be 3 points larger than the body text; sub-sub-headings should be the same point size as the body text.

5. Page Layout

Procedural Instructions:

- Single column, with the text fully justified.

Publicity and marketing material:

- Case studies and display material: double column, fully justified
- Press releases: single column, line spacing = 1.5

6. Examples

This document itself illustrates the House Style format for Procedural Instructions, Training Material and similar documents.

Examples of the correct formats for Technical Reports, Case Studies, Display Panels, Press Information, and PowerPoint Slides are given in the appendices to this instruction.

Installation kits are available, containing:

- A set of MS Word master templates for each type of document
- A PowerPoint slide master template
- A set of fonts

These items should be installed on any computer that will be used to create CLASP documents.

7. Document Approval and Issue

Document checking, approval and release will be according to the following table:

Document type	Checked by	Approved by	Issued by
Archaeological reports	Archaeological Director or his nominee	Archaeological Director	Organising Committee
Instructions and procedural notes	At least one Trustee other than the author	Trustees Meeting	Organising Committee
Training material	At least one competent person besides the author	Trustees Meeting	Organising Committee
Training certificate	Authorised Trainer	Authorised Trainer	Organising Committee
Marketing material of all types	Marketing Adviser	Organising Committee	Organising Committee

All documents should be issued in PDF format, to ensure faithful reproduction. Re-issued documents must be clearly marked with the issue letter and date.