

# APBP: Style Guide

Use these typefaces, social media parameters, and color choices when you make and update documents for the Appalachian Prison Book Project. Questions? Contact Katy Ryan ([kohearnr@wvu.edu](mailto:kohearnr@wvu.edu)) or Lydia Welker ([lydiawelker@outlook.com](mailto:lydiawelker@outlook.com)).

## Typefaces

### Title

Font: Myriad Pro, 28 pt.  
Alignment: Center  
Spacing: Before 0, After 0  
Color: APBP Blue

### First-Level Heading

Font: Myriad Pro, 18 pt.  
Alignment: Left  
Spacing: Before 12 pt., After 6 pt.

### Second-Level Heading

Font: Myriad Pro, 16 pt.  
Alignment: Left  
Spacing: Before 12 pt., After 0

### Third-Level Heading

Font: Myriad Pro, 13 pt.  
Alignment: Left  
Spacing: Before 6 pt., After 0

### Body Text

Font: Garamond, 12 pt.  
Alignment: Left  
Spacing: Before 0, After 0

## Word Choice

Avoid the word “prisoner.” Use one of the following variations instead:

Person in prison  
Imprisoned/incarcerated person

## Colors

Choose from the following colors to add consistency across APBP documents:

### APBP Blue

RGB (122, 158, 208); #7A9ED0

### APBP Gray

RGB (101, 108, 124), #656C7C

### APBP Green

RGB (56, 62, 58), #383E3A

### APBP Maroon

RGB (100, 62, 61), #5D4042

These colors were chosen to reflect the colors of the Appalachian mountains.

## Lists

Use standard bullet points for lists:

- Level One
  - Level Two
    - Level Three

Use a period at the end of each level if the sentence is complete. If the sentence is not complete, do not use ending punctuation. Capitalize the first letter of each sentence.

## Margins

Use standard margin settings:

- Left: 1.0"
- Right: 1.0"
- Top: 1.0"
- Bottom: 1.0"