

The logo for 'lip' is written in a bold, lowercase, sans-serif font. The letters are white and set against a background of faint, sketchy line drawings of human profiles and abstract shapes in a light orange or peach color.

Think about it

LIP ONLINE STYLE GUIDE

- Word count should be 600-1000 words.
- Titles are lowercase, left-aligned, with no spaces before colons.
- Do not indent paragraphs.
- Use single spaces between paragraphs.
- Use the Australian Macquarie Dictionary for spelling.
- Use single quotation marks for all quotes/direct speech; double quotation marks for quotes within quotes or for “emphasis”.
- Spell out numbers one through nine; 10 and up as numerals, except where they begin a sentence* or might be confusing (e.g. four 10 kilogram bags). Use numerals for ages and percentages, including for numbers less than 10. (*The exception is a sentence that begins with a calendar year, e.g. 2012 has been a great year for *lip*.)
- All references to *Lip* are capitalised italics.
- Any references to variants of feminism, feminist etc are not capitalised.
- Use the percentage symbol: %
- Dates: 21 August 2016 (in full, not 21st, no commas); decades appear as 1990s not 1990’s, except where the date is possessive (e.g. The 1990’s style of fashion...); when abbreviating a calendar year, ‘90s is correct, ‘90s is not.
- Every article posted to Wordpress requires at least one image. Images are centred. Writers should source a suitable image for their article. Where possible, the writer should provide an image for which they own the copyright, or a Creative Commons image. Please provide the source URL.
- Use a single space after the period at the end of a sentence.
- Titles of books, magazines, movies, albums, songs, TV shows, etc in an article are *italicised*.
- Articles are submitted to the relevant editor as a Word document (not in the body of an email) or submitted to Wordpress and saved as Pending Review. Writers are to inform relevant editor that they have submitted a new article for review.