

## *Things to check for all articles:*

### *General:*

- Does the tone of the article fit within the moodboard style/brand concept
- Is the imagery appropriate and memorable for the article contents
- Is the body text comfortable/appropriate to read
- Is there an established hierarchy: 1, 2, 3
- Is there a clear use of grids or could there be better alignments
- Do the number of columns fit well with reading this content
- Can you place your thumb comfortably in the margin spaces
- Are the gutters between columns too big or too small
- Is the footer/navigation distracting you from the text

### *All Body Text:*

- First line of the first paragraph align left
- Use an Em indent for your paragraphs, outdents OR use space after to add space between paragraphs
- Use oldstyle numerals for body text, lining numerals for tabulated data or all cap text
- Create a comfortable line length and comfortable leading (line length is at least 2x the point size. e.g. 10 point typeface for body text, the line length should be ~ 20p)
- Balance ragged lines for non justified text
- Fix widows & orphans
- Fix or adjust hyphenation if needed for justified text
- Fix or adjust typographer's quotes, fractions, superscripts if needed
- Hang punctuation where needed (use "story" or the command + \ key)
- Use em, en dashes correctly  
(em dashes for hesitation in speech, en dash to replace the word "to", like 9 am – 1pm)
- Use proper small caps, fractions, ligatures which are part of your typeface family

### *Justified Body Text — do all the above and then:*

- Use "Story" to push punctuation to the outside of a justified paragraph
- Use Paragraph Composer and Single-Line Composer (letter/word spacing, rivers, widows, orphans)
- Fix or adjust hyphenation if needed in justified text

### *Headlines, Subheads, Drop Caps, Short passages of text:*

- Track, Kern, letter space, word space all headlines, subheads, drop caps
- When appropriate make your headlines visually expressive