



# Style Guide

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Have a question or can't find what you're looking for? Contact Jay Croft, *InSide Cox* editor, at 678-645-4509 or [jay.croft@coxinc.com](mailto:jay.croft@coxinc.com).

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## ● Strategy

This style guide offers a road map for supporting strategy. Visual and verbal guidelines ensure the overall design is maintained while needless decision-making is avoided. By adhering to the guide, Cox Enterprises Corporate Communications has the opportunity to build brand recognition and presence with each issue of *InSide Cox*.

Cox Enterprises, Inc. (CEI) launched its new employee magazine, *InSide Cox*, in March 2006, replacing *Xchange*. The look and feel of the revamped publication were inspired by the opinions, preferences, ideas and suggestions of Cox employees from all divisions gathered through an intensive survey process.

This process identified key objectives for the magazine:

- Engage the interest and imagination of Cox employees
- Help all employees see themselves as part of the Cox family of businesses
- Create a distinctive and dynamic publication that employees will notice, read and remember
- Present relevant stories and information employees care about
- Exemplify Cox Values through employee-focused stories
- Create an interactive publication by encouraging communication and welcoming feedback
- Point readers to the Cox intranet and other online resources for more information and interactive opportunities

*InSide Cox* incorporates a range of design and editorial elements to accomplish these key goals:

- Larger format for greater visual impact and a more “magazine-like” experience
- Bright, rich colors
- Judicious use of white space
- Intriguing full-page photography
- More photography in general, with a concentration on high-quality images
- Images and other items of visual interest on every page
- Illustration used when and where appropriate
- Stories written in a conversational, less formal tone
- Stories from all divisions across the country, incorporating international stories as Cox grows globally
- References to related information on the Cox intranet and other online resources
- Multilevel readability—headlines, sidebars, callouts, pull quotes and bullet points for a quick read, well-developed stories for a full read

A balance of these elements—none by itself can do the whole job—creates an engaging, informative point of connection for employees across Cox divisions, job categories and operating regions.

The design of each issue of *InSide Cox* is driven by editorial content as well as graphic and photographic impact. Stories and photos change with each issue, and therefore so will design.

This style guide should be used as a toolbox and idea bank for good design, but it isn't all-inclusive. Designers will find that a great photo or headline will often lead the way in determining design. However, for consistency of presentation from issue to issue, some design and typographic rules have been established. Following this short list of logical rules will provide a solid foundation for the more creative tasks as well.

### **In This Guide**

This guide provides information on approved typography, page design, use of color and images, editorial style and more. Refer to this guide when setting up each issue; a good beginning makes the entire process much easier and more accurate. Remember also that while good rules are helpful, sometimes they have to be broken in favor of great design.

### **Design Elements**

These design elements appear in every issue and embody *InSide Cox's* overall brand.

Nameplate	Logo and tagline combo on cover
Coverlines	On cover
Stories	Feature stories and short stories
Sidebars	At side or bottom of page in a white or colored box
Departments	Magazine sections
Ending dots	At end of feature and short stories but not sidebars
Callouts and pull quotes	In outlined box
Captions	Near photo or image; typically not in box
Bylines	Near story headline
Photos and images	Placement varies by story
Photo/image credits	Near photo or image
Folios and running heads	At top of page
Color bars	At side of page, outlined box, photo box
Outlined/colored or white boxes	For photo, sidebar, callout, pull quote
Continued circles	For story that continues to the next spread
InSite logo	Included as needed to direct readers to the Cox intranet
Other logos	Cox Cares logo appears in every issue; other Cox logos appear as needed

## ● Design

### Issue Size and Paper Selection

*InSide Cox* is published quarterly; there are two regular issues and two special issues per year. While content will ultimately determine page count, regular issues are typically 32 pages plus cover in length and special issues are typically 72 pages plus cover.

Page size is 8.125" x 10.75". Spreads for regular issues measure 16.25" x 10.75". Regular issues are saddle-stitched. Because of their higher page count, special issues are perfect-bound. See page 18 for grid measurements.

#### **Paper Selection**

Sappy Opus is the preferred paper stock for *InSide Cox*. This paper's smooth surface is ideal for photo reproduction and crisp text. However, when price is the major factor in selecting a paper, Finesse gloss for the text (web press) and Porcelain gloss for the cover (sheet-fed) can be used.

*InSide Cox* uses two type families: Minion for body copy and Trade Gothic for most other applications, including headlines, subheads, callouts, pull quotes, coverlines and captions, and for body copy in sidebars. Avoid using bold (bold 2 is acceptable), condensed or extended Trade Gothic.

**Trade Gothic Light**  
Book, bold 2 and  
oblique weights may  
also be used.

ABCabc

“Twenty years from now you will be more disappointed by the things that you didn’t do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.”

– Mark Twain

**Minion Regular**  
Many other Minion  
weights may be used.

ABCabc

“Twenty years from now you will be more disappointed by the things that you didn’t do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.”

– Mark Twain

# *Kudzu.com* Takes Root in Atlanta

## Where do you go when you're looking for a good plumber or vet?

Consumers now do more local searches online than they do in printed “yellow pages” — nearly 50 million a day. And there’s big money at stake. More than \$16 billion annually is spent in the United States on print yellow-page advertising, and local search advertising is projected to top \$4 billion by 2009.

A new Cox business in Atlanta is tapping into this growing audience with **Kudzu.com**—the easy way to find Atlanta’s best services.

...  
“We’ve built the business to scale, but we’re giving the team a chance to experiment and figure things out,” says Sandy Schwartz, Cox Enterprises vice president of business development, who oversees the effort. “Running a local search engine is new ground for us, but it is part of a larger effort to innovate and look for new opportunities.” Visit *kudzu.com* for more information. ●

Set **headlines** in Trade Gothic. Type size, weight and color can vary for keywords to create visual interest.

Set **decks** in Minion Regular. Type size and color can vary. If color is used, it should match one of the main colors in the spread. Use open leading as appropriate, increasing or reducing to accommodate design.

Set **body copy** in Minion Regular at 10.5-pt type and 12.125-pt leading. Set subheads within running text in Minion Bold. Use bold, semibold and italic as needed for emphasis or to establish a hierarchy within body copy. Indents measure 1p2; don’t indent the first paragraph. Each story should include an ending dot in one of the main colors used in the spread.

## ● Design

### Sidebars

Sidebars appear in a colored box to the right, left or bottom of a page. If colored, the box serves to tie the sidebar in with the feature story by matching one of the story's main colors. Because of their brevity, sidebars usually don't include decks, callouts or pull quotes.

## *The Job* According to Mark

### The best parts of my job

- Having a key role in determining how the news is presented
- Writing a column that appears in several newspapers
- Interaction with fellow employees

### The hardest part

The hours. I've already missed too many softball games and dance recitals.

### Why I became a columnist

My father got me started reading Erma Bombeck, Lewis Grizzard and Mike Royko. If I didn't write a column, I'd still be a storyteller. I inherited it from my father and grandfather. Granddaddy would fall asleep in mid-sentence, wake up 15 minutes later and pick right up where he left off. That's a master storyteller.

### On writing

I saw an interview with a writer not long ago who said he reserves three hours for writing every day. Right now, if I reserved three hours a day for writing, I'd be one of those sorry neighbors whose yard never gets mowed, and my kids would run around the neighborhood with dirty faces.

Mark's recent columns can be viewed online at [reflector.com](http://reflector.com) under the Opinion icon.

Set **headlines** in Trade Gothic. Type size, weight and color can vary for keywords to create visual interest.

Set **body copy** in Trade Gothic Light at 9-pt type and 12.125-pt leading. Use book, bold 2 and oblique when needed for emphasis or to establish a hierarchy within a sidebar. Indents measure 1p2; don't indent the first paragraph. Don't use an ending dot.

### **Stories vs. Sidebars**

Departments can have both feature stories and short stories, and feature stories can have sidebars. Short stories and sidebars can be similar in length; the difference between them is relevance. Sidebars refer directly to material in a feature story, while short stories appear with feature stories because they belong in the same department.

## ● Design

### Callouts and Pull Quotes

Callouts and pull quotes appear in an outlined box with a color bar on the bottom or side of a page. Avoid placing callouts and pull quotes in the gutter of a spread.

“It was my ham, stolen  
and taken outside  
to enjoy.”

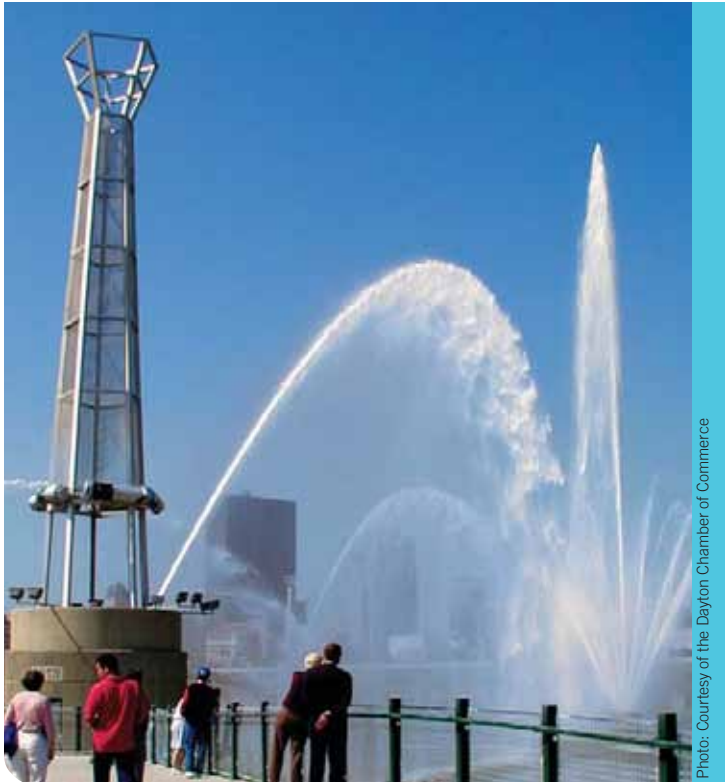
“I’ve come to realize that people all  
over the world, whether they’re black  
or white, rich or poor—everyone  
shares a common humanity.”

Set **callouts and pull quotes** in Trade Gothic Light. When beginning design on an issue, designers should establish a large type size and a small type size for callouts and pull quotes to balance layout flexibility and consistency throughout the issue. Flush all text left; for pull quotes, let quotation marks hang left outside the measure so all words align left.

## ● Design

### Captions and Photo Credits

Most photos have captions. Captions do not usually appear in an outlined box but can if the design warrants. A caption can appear below, above or alongside a photo as long as it is clear which photo it describes. With a few exceptions, photos, including stock images, have photo credits.



Deeds Point Park; the tower at left is a part of the Riverscape park.

Set **captions** in Trade Gothic Light at 9-pt type and 10-pt leading. Caption text can align left or right depending on orientation on the page. Don't indent.

Set **photo credits** in Trade Gothic Light at 6-pt type and 7-pt leading. Photo credits can run vertically, and should be placed at 2 pts from the bottom edge of the photo box. When the photo box has a rounded corner, align the photo credit with the edge of the curve. Photo credits can also appear above or below a photo.



In another of his favorite photos, Janner captures a moment of prayer.

## ● Design Elements

### Cover

Cover design is driven by the choice of photo. Cover photos often include a person or people to evoke a strong personal reaction. Other cover elements—the nameplate and coverlines—are kept simple so the cover photo can create the greatest visual impact. Nameplate and coverline colors should be chosen to complement the cover photo, and coverlines should be kept short for a quick read.

Cover photos are full bleed. The nameplate and coverlines can be any color that complements the cover photo.



## ● Design Elements

### Nameplate

The nameplate consists of the *InSide Cox* logo and tagline. The logo and tagline should not be used separately.

Position the **nameplate** at 1p3 from the top edge and 1p3 from the left edge of the cover. Show the nameplate at 100%.

Season and year should appear inside the logo circle in 11-pt Trade Gothic bold 2.

Correct tagline: “For All Cox Employees, Retirees and Families”; the tagline should not be separated from the logo.

Nameplate color complements the cover photo. The tagline is usually knocked-out white.

The nameplate is spot varnished.



## ● Design Elements

### Coverlines

Coverlines are intended to tease content in the magazine—they serve as a quick advertisement for the stories within. As such, coverlines should be short, intriguing and to the point. Use a maximum of four coverlines.

**Coverlines** usually appear in the lower righthand corner of the cover, stacked, with text aligned right.

Hang colons and apostrophes right outside the measure. Weight, point size and leading will vary according to space.

Coverline colors complement the cover photo.



## ● Design Elements

### Boxes

Boxes are used primarily to contain photos, pull quotes, callouts and sidebars; they can also be used to contain bulleted lists. Boxes are either outlined or not; boxes without outlines are usually used for photos, sidebars and bulleted lists. Outlined boxes work best for pull quotes and callouts.

**Boxes** usually have no more than one rounded corner and appear with a color bar.

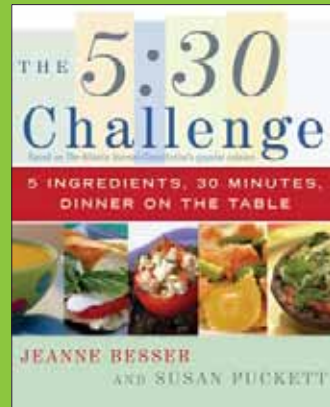
The curve of rounded corners measures 1p3.

The background for sidebar, bulleted list, pull quote and callout boxes can be either a color or white.

### Winner

#### **Virginia Stephens**

Retired from Cox after 33 years, Stephens lives in Tallahassee, Fla. and now cooks a lot more than spaghetti.



### Finalists

#### **Kerry Burian**

AutoTrader.com, Atlanta, Ga., “Southern Style Grits”

#### **Ginnie Daniels**

Cox Communications, El Dorado, Ark., “Cooking with Kitty”

#### **Barbara Schmidt**

Kansas City Auto Auction, Kansas City, Mo., “Wintry Mix”

#### **C.E. Neubauer**, retiree

West Palm Beach, Fla., “Cooking with a Cox Retiree”

The winner and each finalist received a copy of *The 5:30 Challenge* by *The Atlanta Journal-Constitution's* Besser and Puckett.

## ● Design Elements

### Color Bars

Color bars serve as another way to unify page elements in a story or spread and to differentiate departments. Color bars appear in one of the main colors used in the story. They can bleed off the right or left edge of the page as part of a box or as a separate element. Photo credits can appear in color bars in photo boxes.

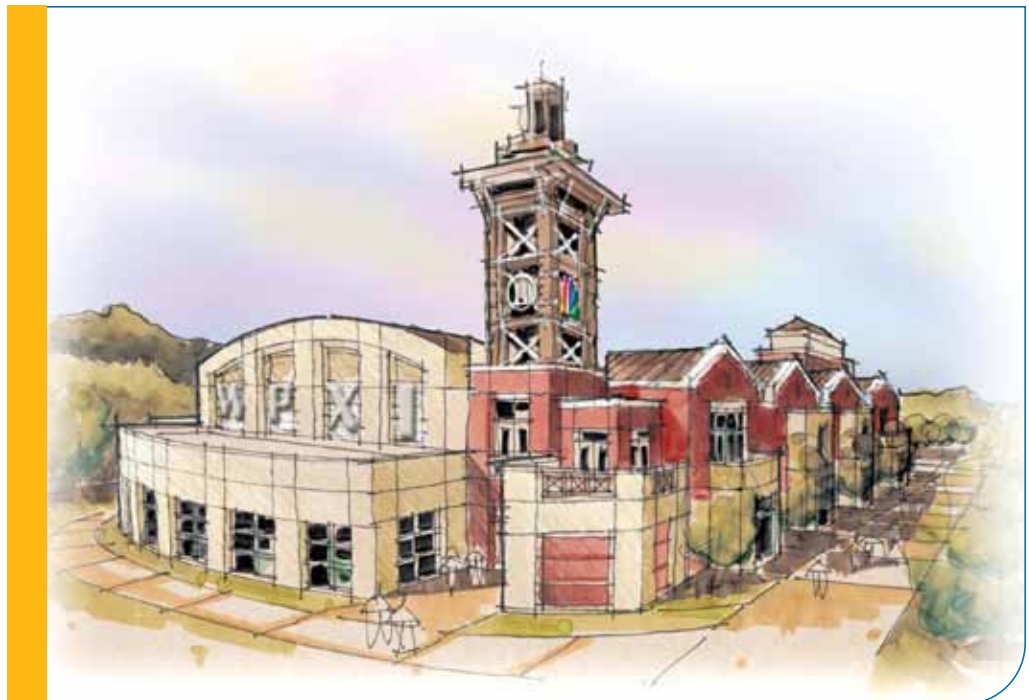
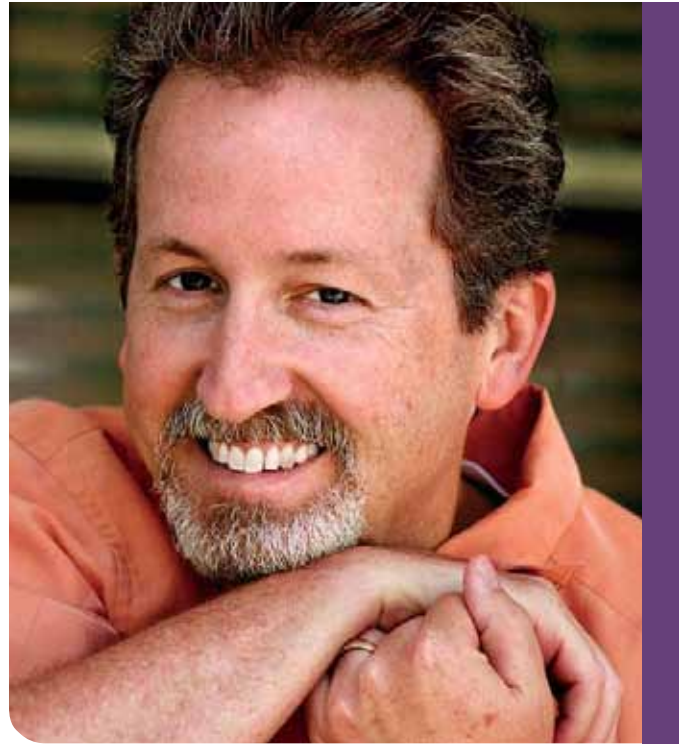
**Color bars** use one of the story's main colors.

Flush top and bottom with an outlined box.

Color bars can bleed off the right or left edge of the spread. They can extend the full height of the page and bleed top and bottom as well.

Color bars at the outer edge of a page measure 1p3 in width. Color bars in the gutter of a spread measure 1p9 in width.

*Examples not to scale.*



## ● Design Elements

InSite Logo; Other Logos

The InSite logo is used to alert readers that additional content can be found online on Cox's intranet site. The logo consists of an image and wording. The logo often appears with Cox's intranet address (<http://insite.coxenterprises.com>) as well as the web address of *InSide Cox* magazine (<http://insite.coxenterprises.com/insidecox>). The Cox Cares department includes the Cox Cares logo in every issue; other logos can be included throughout the issue as needed.

The **InSite logo's** correct colors:

- Light green—PMS 578 (process)
- Dark green—PMS 576 (process)

The logo can be shown at any percentage as long as the tagline is readable.

Text that accompanies the InSite logo will vary according to need; however, Cox's <http://insite.coxenterprises.com> intranet address should always appear with the InSite logo.

Don't separate the InSite image from the wording.

The **Cox Cares logo's** correct colors.

- Blue—C:100, M:30, Y:0, K:6
- Orange—C:0, M:50, Y:90, K:0

The logo should be shown no smaller than 7p in length and no larger than 11p6.

The **Diversity logo** is four-color process.

The logo should be shown no smaller than 12p in length and no larger than 22p.

From time to time, *InSide Cox* will include other logos that accompany specific stories.



<http://insite.coxenterprises.com>

<http://insite.coxenterprises.com/insidecox>



For more healthy kid quotes, visit <http://insite.coxenterprises.com> on Cox-networked computers.



● **Color**  
Primary Color Palette

*InSide Cox* uses a broad primary color palette that emphasizes brightness and energy. These lively colors help communicate the magazine’s people-focused, upbeat and personal approach. Color is also used as a structural element throughout the publication—the contents and departments are organized by color, and two or three colors are selected per story to deliver eye appeal without clutter. Color helps to harmonize the various page elements, like boxes, rules, type and photography, and to differentiate departments.



C:60 M:0 Y:10 K:0



C:80 M:20 Y:10 K:0



C:100 M:50 Y:10 K:0



C:100 M:90 Y:10 K:0



C:25 M:8 Y:100 K:0



C:50 M:0 Y:100 K:0



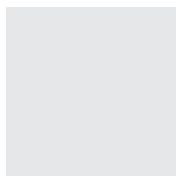
C:90 M:0 Y:100 K:0



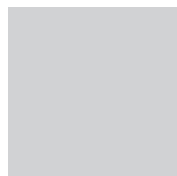
C:100 M:40 Y:100 K:0



C:100 M:10 Y:50 K:0



C:0 M:0 Y:0 K:10



C:0 M:0 Y:0 K:20



C:0 M:0 Y:0 K:50



C:0 M:30 Y:100 K:0



C:0 M:50 Y:100 K:0



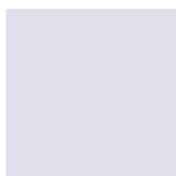
C:0 M:70 Y:100 K:0



C:0 M:100 Y:100 K:0



C:30 M:100 Y:10 K:0



C:11 M:9 Y:2 K:0



C:11 M:17 Y:2 K:0



C:0 M:90 Y:30 K:0



C:25 M:70 Y:10 K:0



C:30 M:90 Y:30 K:0



C:75 M:90 Y:30 K:0

**Special Colors**

Design isn’t limited by the primary color palette. Designers are free to select colors outside the primary color palette when the design warrants.

● **Photography**  
Photographic Style

High-quality photography should be the primary visual element in the design whenever possible—great photos begin to tell the story before the headline and body copy are read. Designers should include photos of people as much as possible, especially where photo subjects are looking directly at the camera. Each issue typically includes a combination of stock photos, Cox-supplied photos and photos from professional shoots.

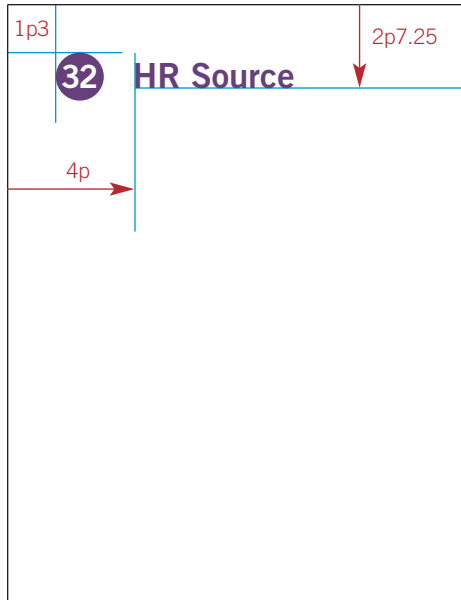


● **Layout Structure**  
Folios and Running Heads

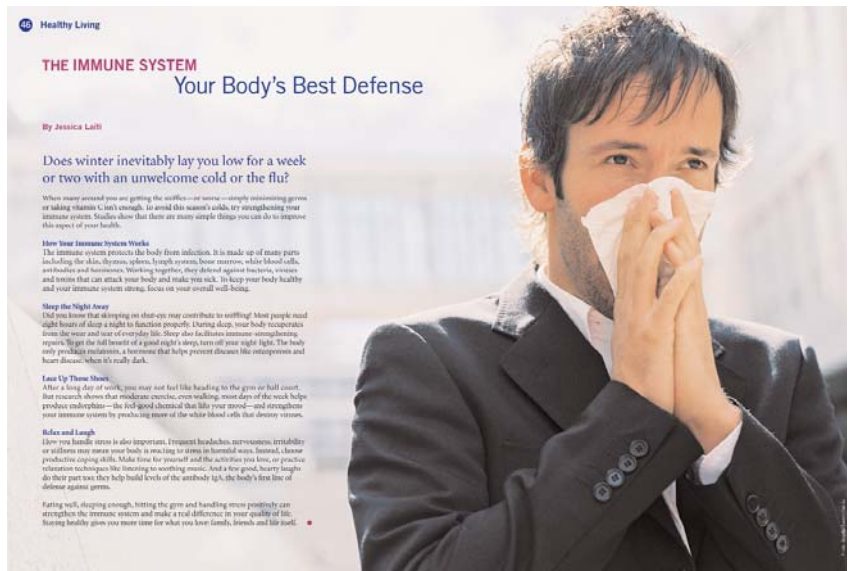
Running heads consist of the department name (e.g., Healthy Living, Cox Cares) and appear in the department color. Department colors change from issue to issue; for example, Cox Cares can be blue one issue and red the next as long as all running heads and folios for the department are the same color. The color of each department name/folio in Contents matches the color of that department's running heads/folios in the body of the magazine.

Set **folios** in 12-pt Trade Gothic bold 2. Center the folio in a circle 1p6 in diameter. Place the circle 1p3 vertically and horizontally from the upper outside corner of the page.

Set **running heads** in 13-pt Trade Gothic bold 2. Page titles begin 4p from the page edge and base align 2p7.25 from the top of the page.



If both pages of a double truck (full spread) are within the same story and include a full-bleed photo on the righthand page, do not include a folio or running head on the righthand page.



## ● Layout Structure

### The Grid

*InSide Cox* uses a grid system designed to allow maximum flexibility. While a grid is necessary to ensure an organized, systematic presentation that is internally consistent as well as consistent across multiple issues, great design is the priority. This simple grid gives designers great freedom without having to reinvent structure for each issue.

#### Size

8.125" x 10.75"

#### Top Measure

6p

#### Bottom Measure

2p3

#### Inside Measure

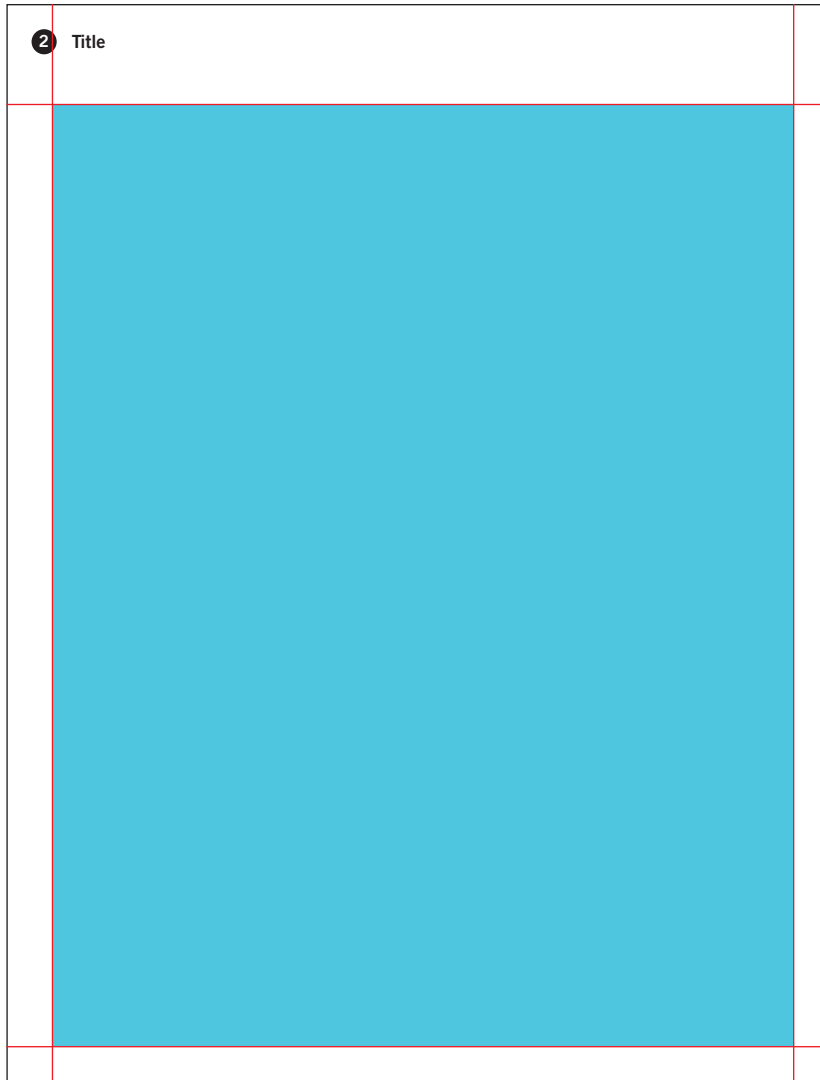
1p9

#### Outside Measure

2p9

*The blue box represents the boundary for text.*

*Example not to scale.*



## ● Layout Structure

### Text Blocks

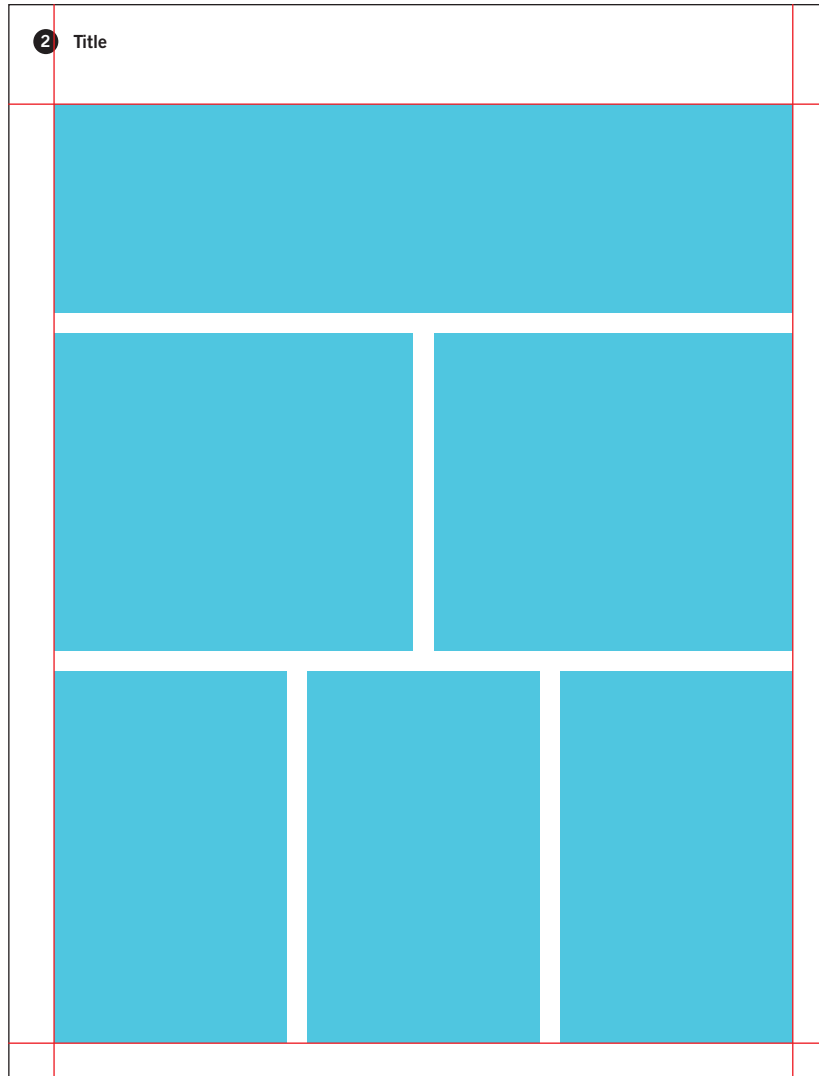
*InSide Cox* uses three different text block widths. This simplifies layout and makes the page structure consistent yet allows plenty of design flexibility.

Three widths:  
Full page: 44p3  
Two columns: 21p5.902  
Three columns: 13p10.87

Use a 1p3 gutter between columns.

*Blue boxes represent boundaries for text.*

*Example not to scale.*





*InSide Cox* was created to entertain, inform and engage all Cox employees and retirees—and the larger circle of family and friends with whom they share the magazine.

*InSide Cox* specifically emphasizes employee-focused stories to capture and keep readers' attention. Each issue includes relevant information that employees and retirees can use to enhance their day-to-day lives or get more out of their relationship with the greater Cox community. Each issue also includes ample opportunities for readers to give feedback that gets heard and responded to.

To communicate enthusiasm and energy, stories must be succinct—beginning with a punchy, attention-grabbing headline and using fewer words overall for greatest impact. Elements like pull quotes and photo captions help deliver the story's main message and should be held to the same high editorial standards as body copy.

In general, shorter sentences are better than long sentences; bulleted lists work well for technical or numerical data; and quoted remarks in text should be worded similarly to natural speech for a friendly, down-to-earth tone.

All content should be rigorously proofread at every stage of production. Use the editorial style guide beginning on page 22 as a rule book for writing, editing and proofreading *InSide Cox* content.

Follow the rules below to present *InSide Cox* text consistently from issue to issue. While every possible grammatical or style situation could not be included, the items below cover most situations encountered in writing, editing and proofreading material for *InSide Cox*.

#### Commas

1. Do not use a serial comma before a conjunction (for example: 1, 2 and 3).
2. After a date, use a comma only when needed for grammatical accuracy (Since September 1, 1995, our company has grown at an exceptional rate and income since September 1, 2000 has doubled).
3. After a state, use a comma only when needed for grammatical accuracy (He was born in Paducah, Texas, a small town 100 miles south of Austin; he moved from Paducah, Texas to Austin in 1978).
4. In titles, replace dashes with commas (vice president, sales, instead of vice president – sales).

#### Semicolons

1. When there are four or more phrases in a series, separate them with semicolons.
2. When three or fewer phrases in a series are long or themselves contain commas, separate each item in the series with a semicolon.

#### Hyphens

1. Close up prefixes except when it would be confusing or it creates a double vowel (noncash, nonemployee, pretax, redefine, re-emphasize).
2. Hyphenate when the second word is capitalized (pre-Medicare, non-GAAP).
3. Close up words that have become familiar terms (ratepayer, byproduct, online; exception: web site).
4. Add a hyphen between related adjectives when the first adjective modifies the second adjective rather than the noun (fastest-growing area, long-term debt, well-known brands; also larger-than-normal quantities, day-to-day variations).
5. Add a hyphen between an adjective and a noun that together describe another noun when needed for clarity (Georgia-based plants, high-risk patients, fixed-rate loan).
6. Do not hyphenate an -ly adverb and adjective (wholly owned subsidiary).

#### Numerals

1. In general, spell out numbers nine and below; use numerals for 10 and above. However, if two numbers are used within the same sentence or paragraph, make them consistent (5 to 15 years).
2. Always use numerals with percents and measurements (miles, inches).
3. Use a zero before a decimal less than one (\$0.01).
4. Do not use a 1 before toll-free numbers.

#### Capitalization

Exceptions to these capitalization rules can occur when text must match the official name of a document.

1. Minimize the use of capitals for easier reading and when the wording does not refer to the proper name of a plan, item or company (the Southeast [an area], but southeastern [descriptive adjective]).
2. Capitalize titles before names but lowercase after names.
3. Capitalize the first letter of bulleted items.
4. Initial-cap subheads. Exception: For The Job According to [Name] sidebar in the On the Job story, capitalize only the first letter of each subhead.
5. Capitalize the first word after a colon if it begins a complete sentence.
6. When referring to an issue of *InSide Cox*, capitalize the season: Fall 2006.
7. Capitalize names of Cox business entities that resemble web sites (AutoTrader.com) but lowercase and italicize when referring to actual web site address (*autotrader.com*).

#### Italics

1. Italicize newspaper names except when abbreviated (the AJC) or when they appear in headlines, coverlines or photo credits.
2. Italicize web sites except for names of Cox business entities that resemble web sites (Kudzu.com, AutoTrader.com).
3. Italicize books, TV shows and movies. Don't italicize titles of published articles; use quotation marks instead.

#### Bullets and Numbered Lists

1. Within a set of bullets, make all items sentences or make them all phrases.
2. Always capitalize the first letter of each bulleted item.
3. When bulleted items are full sentences, end each with a period.
4. When bullets are phrases, do not use ending punctuation or the word "and."
5. In numbered lists, use periods after numbers, not parentheses. Exception: When a numbered list is within a text block, use parentheses around each number for readability.

#### Photos

1. Photos credited to a Cox business should read "Photo: Courtesy of [business name]" (e.g., Photo: Courtesy of Manheim). Photos credited to a photographer at a Cox newspaper should read "Photo: Name/Name of Newspaper" (e.g., Photo: Jay Janner/Austin American-Statesman).
2. Photos credited to a stock image company should read "Photo: First and last name /Stock image company name" (e.g., Photo: Jane Jones/Getty Images).
3. Use first and last name attributions in photo captions. Exception: If a person appears in more than one photo in a story, use only his or her last name in second and subsequent captions.

#### Callouts and Pull Quotes

1. If a pull quote is a direct quote from body copy, use quotation marks around the quote unless an attribution is included:
  - "An inconvenience is only an adventure wrongly considered."
  - An inconvenience is only an adventure wrongly considered. G.K. Chesterton
2. If a callout (text in body copy that is not a direct quote) is used, don't use quotation marks.

#### Cox Company Hierarchy

1. Cox Enterprises, Inc. is referred to as the company.
2. Cox Communications, Inc., Cox Newspapers, Cox Radio, Cox Television, Cox Auto Trader and Manheim are referred to as subsidiaries.
3. Specific newspapers, radio stations and television stations (e.g., Dayton Daily News, WRDQ-TV, WHIO-AM); AutoTrader.com; Auto Mart; Auto Trader Publishing; and specific Manheim auctions (e.g., Kansas City Auto Auction) are referred to as businesses.

#### Bolding Cox Business Names

Bold the first reference to a Cox business in text, even if the name appears in the headline and/or the deck. Exceptions: letters from the editor, Jim Kennedy and Jimmy Hayes; and text that introduces a section. Other exceptions may be made on a case-by-case basis.

#### Miscellaneous

1. Avoid breaking delimiters at the end of the line to limit reader confusion. For example, don't break between June and 30 or \$10 and million.
2. Companies should be referred to as "it" rather than "they."
3. "Which" is a nonrestrictive term, which means the phrase it introduces is not essential to or does not limit the meaning of the sentence. In contrast, "that" restricts the meaning of the sentence to the limits imposed by the phrase.

#### Examples

The lawn mower that is broken is in the garage (tells which one; restrictive clause).

The lawn mower, which is broken, is in the garage (adds a fact about the only mower in question).

The report which maligned the president was published Saturday (ambiguous).

The report, which maligned the president, was published Saturday (only one report).

The report that maligned the president was published Saturday (one of several reports).

4. Use United States when it is a noun, U.S. when it is an adjective.
5. Italicize newspaper names except when abbreviated (the AJC) or when they appear in headlines, coverlines or photo credits.
6. Don't use "www" (except in Best of Cox).
7. Don't use "co-worker."
8. TV and radio stations typically appear with "-TV" and "-AM" or "-FM" (WSOC-TV, WHYI-FM), though exceptions occur.
9. If AutoTrader.com and Cox Auto Trader appear together, don't break AutoTrader.com.
10. Stories end with an ending dot, placed 1p from ending punctuation.
11. Sidebars do not end with an ending dot.
12. Quote attributions use present tense ("No," says John Doe.).
13. Bylines should read "Jane Doe" and "Photo: Jim Jacobs" (a photographer byline is used in place of photo credits when all photos in a story were taken by the same photographer and are not stock images).
14. In the People Moves section:
  - Include only promotions for director level and above. In the Retirees sidebar, include all retiring employees regardless of title.
  - Under the Cox Newspapers subhead, use the acronym for *The Atlanta Journal-Constitution* after the first occurrence [e.g., Bob James to managing editor of *The Atlanta Journal-Constitution* (AJC), from editor. Jan Smith to editor of the AJC, from assistant director.]. Note AJC is not italicized.

airtime	internet
<i>Austin American-Statesman</i>	LASIK
automakers	Leadership Fundamentals
copyedit	log onto
copy editor	long-term-care insurance
Cox Values	Manheim DRIVE Center
COXnet	on-air personality
e-commerce	online
email	on-site (adj.)
Exotic Highline®	percent, not %
fundraiser, fundraising	portal
Headquarters (when referring to corporate)	portlet
healthcare	radiothon
homeowner	rollover (noun), roll over (verb)
hometown	Savings Plus 401(k) Plan
<i>http://insite.coxenterprises.com</i>	tax-deductible (adj.)
<i>In Step</i> newsletter	voiceover
<i>InSide Cox</i>	web site
InSite (Cox's intranet)	