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## Welcome

The *PNPS Style Guide* is a guide to the preferred style and usage for content in *Punch Needle and Primitive Stitching*® magazine. When we all use the same style and writing conventions, the magazine can communicate more cohesively to our readers, which infuses a sense of trust and increases interest. Readers want to trust that the how-to information we provide will help them successfully complete a project. The PNPS style helps ensure that our readers will want to remain our readers and that they will respect you as a designer.

Sections in this style guide are arranged by general subject and contain guidelines and examples. The style guide is updated periodically. Please check the revision at the top, and then compare it to the most current revision found at [www.pnpsmagazine.com](http://www.pnpsmagazine.com)

## What Is a Style Guide?

A **style guide** is a set of standards for the **writing** and design of documents, either for general use or for a specific publication, organization, or field. A **style guide** establishes and enforces style to improve communication with our readers. The *PNPS Style Guide* is intended to help our editors present articles with consistent, clear, and precise language, layout, and formatting, which helps create an easy-to-read magazine with easy-to-follow project instructions. It's a 'good thing,' as Martha would say.

## So What Does That Mean for You?

It simply means we are going to help you make your article or project instructions the best they can be, and editors and designers alike will look brilliant in print! Okay, maybe not brilliant, but our readers will appreciate the consistency, completeness, and concern we show them on every page of the magazine.

The *PNPS Style Guide* is meant to be just that – a guide. You are a great designer; that's why we chose you, but we realize that being a great designer does not make you a good writer. We want to help you present your project in the best light possible. That is what this style guide does. Following these guidelines will help each designer write to the same standards, and make the magazine better for our readers. If you don't provide all the requested information, materials, and sources, your project will be returned to you for completion and could risk not being included for publication.

## How to Use the *PNPS Style Guide*

After you write a first draft of your project instructions as a Word document, compare the draft to this set of guidelines and make all necessary changes or corrections before you send the project to us. If we find anything minor that needs to be changed, we will make those corrections; if you have not followed the guidelines, we will send the project back to you for correcting.

The guide is divided into four sections: 1. Usage and Punctuation, 2. Grammar and Spelling, 3. Terminology, and 4. Format. Use all four sections as reference when writing project instructions.

**Usage** relates to the habits of language use, particularly with regard to the meanings of words and phrases.

**Grammar** relates to the functions of words, the construction of sentences, and how words combine to make sentences.

**Terminology** specifies the terms or special words used to describe something of a specialized genre – in our case, stitching, punch needle embroidery, or rug hooking.

**Format** gives examples and specifics on such things as fonts, spacing, and presentation of project instructions.

Please adhere to these guidelines as closely as possible; it will save an inordinate amount of time while putting the pages together for each issue.

We think this is enough at this point; if we find additional problems consistently presenting themselves, we will add to the guide and refer you to new revisions, when necessary

If you have questions, feel free to email us

[Copy Editor, Sally Van Nuys](#)

[Editor, Deb Jochim](#)

## SECTION 1 -- USAGE AND PUNCTUATION

1. **Numbers:** Spell out numbers one through nine.

**Example:** *Stitch the flower using two strands of floss over two linen threads.*

2. **Fractions:** When a fraction is used as part of an adjective, hyphenate the fraction (see example a), or reword the sentence to use a prepositional phrase (see example b.) When fractions indicate less than a whole inch, use the measurement inch, not inches. (see examples a and b.)

**Examples:** a) *Set your punch needle to 3/8-inch depth.*                      b) *Set your punch needle depth to 3/8 inch.*

3. **Dashes:** The dash is a powerful punctuation mark. Overuse dilutes its strength. Let a colon, semicolon, comma, period, or a new sentence do its usual work and save the dash for its specialty: an abrupt change in the continuity of a sentence.

- a. **Em Dash:** Use an em dash (shift-CTRL-hyphen-hyphen) to define an element added to a sentence

**Example:** *Each type—floss, pearl cotton, and silk—has a specific use.*

- b. Do not use dashes or hyphens as a substitute for the word “to” between figures, including fractions.

**Example:** *correct                      3- to 3½-inch piece of lace*

**Example:** *incorrect                      3--3 ½ inches of lace*

4. **Contractions:** The preferred style is to spell out both words instead of using a contraction. Although, sometimes contractions can add a conversational tone that we like for the magazine, always avoid cumbersome contractions such as they’ll (they will.) Use with discretion and don’t overuse contractions.

5. **Proper names:** When referencing companies that manufacture or provide materials for a project, or very specific materials, spell out the name the first time it is used; thereafter, you may use an abbreviation if it is commonly accepted by the company and our readers. If the name or material carries a trademark (™) or register mark (®) always include it.

**Examples:**    a) *Use Weeks Dye Works floss for this project.*                      b) *Stitch the flower with WDW, Curry.*  
                    c) *Stuff the pillow with Poly-Fil® and then stitch closed.*                      d) *Use an Ultra-Punch® needle.*

6. **Common Names:** When referring to elements of a design, do not use caps or initial caps unless the word begins a sentence.

**Examples:**    a-correct)    *Punch the leaves and stems first.*  
                    b-incorrect) *Stitch the Flower Center last.*

7. **Hyphenating Compound Adjectives** – Compound adjectives are two or more words that together make an adjective. When used directly before a noun, they’re a compound modifier and usually take a hyphen, like *small-tip marker*. This error occurs often, so pay particular attention. Here are some commonly-used compound adjectives that should be hyphenated:

Three-strand punch needle  
Step-by-step instructions

Locking-lip hoop  
Full-size pattern

8. **“and then”** indicates progression of actions and is preferred, as shown in example a, over the incorrect but widely accepted comma splice, as shown in example b.

**Examples:**    a-correct) *Stuff the pillow with fiberfill and then stitch it closed.*  
                    b-incorrect) *Stuff the pillow with fiberfill, then stitch it closed.*

## USAGE AND PUNCTUATION (Cont.)

9. **Measurements/Stitch Counts:** Express all measurements in decimal, not metric measurements (inches, not cm.) When using the letter 'x' to express measurements or stitch counts, always use a lower case 'x' preceded and followed by a space. Spell out the word inches – do not use quotation marks as measurements. In stitch count statements, spell out the words *wide* and *high*.
- Examples:** a) *Finished size is 5 x 7 inches* b) *Stitch count is 90 wide x 110 high*
10. **Spaces:** use only one space between sentences, not two. Two spaces was a convention used for the typewriter. Proportional spacing is built into digital fonts, so the spacing is always correct when using one space after a period. Your spell checker will usually catch double spaces, so be sure to use it and make corrections when needed.
11. If you are not familiar with proper use of punctuation marks, please refer to a general usage guide for added help. We recommend Strunk & White, *Elements of Style*, as a very good general guide for style, punctuation, and grammar questions.

## SECTION 2 -- GRAMMAR and SPELLING

1. **Voice & Tense** -- All instructions for PNPS should be written in active voice and present tense whenever possible. This is sometimes the most difficult part of writing – not the doing of it, but bad habits die hard. If you normally write in past tense, pay particular attention to this. Check your instructions for active verbs – use, remove, stuff, stitch, punch, trim – all active and will therefore keep your writing in the present tense. If you find words ending in *ed*, change them and rewrite to start the sentence or phrase with an active verb. Are you using the words have and had, such as 'after you have sewn the seam' – rewrite the instructions in the active voice and present tense.
- TIP:** *Think of being present with the reader, telling them how to do something; don't write as though you are describing how you already did it. That will help you stay in the active voice and present tense.*
- Examples:** Correct) *Use a six-strand punch needle and six strands of floss to fill the flower.*  
Incorrect) *I used a 6-strand needle and floss, and then filled the flower.*
2. **"and then"** indicates progression of actions (as shown in example a) and is preferred over the incorrect, but widely accepted comma splice, shown in example b.
- Examples:** a-correct) *Stuff the pillow with fiberfill and then stitch it closed.*  
b-incorrect) *Stuff the pillow with fiberfill, then stitch it closed.*
3. **Colors** – Spell the thread color exactly as the manufacturer has spelled it. Note that DMC has not assigned names to their floss colors, only numbers; you may provide a generic color name in addition to the number if you feel it will help your readers (generic colors given with two names should be hyphenated – see example a.) The examples show correct spelling and presentation.
- Examples:** a) *DMC 3021, Brown-Grey* b) *GAST 1010, Slate* c) *WDW, Curry*
4. **Articles** – In almost all cases, articles should be lower case. When writing instructions, omit all articles or include all articles – don't mix the usage. Articles are the words: *a, an, the*
5. **Who/That** – The quick and dirty is this: Use *Who* as a pronoun when referring to a person. Use *That* when referring to an object (a non-living thing.)
- Examples:** a) *Jane is the designer who brought us this beautiful stitching project.*  
b) *Visit our web site for a list of shops that carry our magazine.*
6. **Spelling in General** -- If you are unsure of proper spelling of a word, please consult a dictionary. If there are more than one accepted spellings of a word, use the first listed.

## SECTION 3 -- TERMINOLOGY

The following list gives the preferred terms to use when writing instructions and articles for PNPS magazine. When the term is often misspelled, there will be a notation beneath the term—double check that you are spelling it correctly.

<b><u>TERM</u></b> (note spellings, please.)	<b><u>EXPLANATION</u></b>
<b>Equivalent</b> (not Alternate or Comparison)	When choosing a term to express a comparable color of thread to use for a project, such as Weeks Dye Works or DMC, please use the term <i>equivalent</i> .  <b>Example:</b> <i>The color key provides equivalent colors for DMC floss.</i>
<b>Chart</b>	<i>Chart</i> refers to the cross stitch pattern that provides symbols for stitching the design. If you need to reference a table of information, refer to it as a <i>table</i> or <i>list</i> , not chart.
<b>Dyeing</b> (not Dying)	When referring to threads or materials for which you have altered their color (dyed), use the terms: Dye, dyed, dyeing. Terms spelled as die, died, and dying refer to death, not color.  <b>Example:</b> <i>When dyeing (or overdyeing) the linen for this project, use commercial dyes.</i>
<b>Instructions</b> (not Directions)	Preferred term in project descriptions is <i>Instructions</i> , not <i>Directions</i> (initial caps is correct.)
<b>Marble</b> (not Marbleize)	When referring to the process of creating a marble effect on fabric, use the terms <b>Marble</b> (trans.verb,) <b>Marbling</b> or <b>Marbled</b> (trans. verb; adj.) Marbleize is a nominalization of a verb and is the least preferred term.  <b>Examples:</b> a) <i>Use commercial dyes to give the linen a marbled appearance</i> b) <i>Marble the fabric using commercial dyes.</i> c) <i>Marbling with commercial dyes adds movement to the fabric.</i>
<b>Materials</b> (not Supplies)	Preferred term in project lists is <i>Materials</i> , not <i>Supplies</i> (initial caps is correct.)
<b>Punch needle</b> (not Punchneedle)	Two words, not one.
<b>Weavers</b> (not Weaver's) <b>cloth</b>	Use <i>weavers</i> cloth— no apostrophe because it's descriptive, not possessive. The term <i>weavers</i> describes the type of cloth, not the person who owns the cloth. It is an adjective, not a possessive noun. The term is not capitalized.
<b>Perle</b> (not Pearl) <b>cotton</b>	Even though both spellings are correct, for consistency, we chose to use <b>perle</b> cotton. The term is not capitalized.
<b>Project titles</b>	Use the same project title consistently throughout. If you title a design as <i>Summer Flowers in a Bowl</i> , call it <i>Summer Flowers in a Bowl</i> at every reference, not just <i>Summer Flowers</i> . Use initial caps and lower case articles and prepositions in titles.

## SECTION 4 -- FORMATTING

Formatting refers to the mechanics of how an article is presented on the page. Format includes things like page size, margins, tables, fonts, where bits of information are placed on the page, and overall presentation. We want to make this as easy as possible for you, so this section gives examples of our formatting for your reference.

We provide Word templates that you can download and use to help put your project together quicker and with less work. Many of the Style Guidelines for formatting are already included in the templates so you don't have to worry about those.

From the Guidelines page of our web site, download and save the appropriate project template (using *Save As*.) Save as a Word docx with your project title (do not save as a template.) Open the docx in Word and fill in your project information. If you are not familiar with inserting pictures, leave the picture placeholder(s) in the document and send us your images as separate files. Do not change the page size or margins. Do not reformat in any way – e.g. adding spaces inside tables, changing fonts or sizes, adding two spaces after periods, etc.

**Important note:** Even if you insert your project photo/chart/pattern into your instructions, you still need to send your project photo as a separate, high-resolution jpeg file for page makeup.

**Required Information:** The following is a list of information, and in some cases, its formatting, that each project must provide the reader: Check the list to make sure you include this information in your project materials that you send us.

- Chart or line art pattern of the design – send hi-res jpg, tiff, or PNG format file. Do not send bitmap files or low-resolution images.
- High-resolution photograph of the finished model in jpeg format (at least 200 dpi or higher.)
- Any current copyright information (designer or company name, copyright year)
- Color Key of thread or wool color requirements (see templates for specific format)
- Finished size (example: 5 x 7 inches)
- Stitch count (example: 90 wide x 110 high) for cross-stitch projects
- Materials list (see template for format for appropriate art form (punch needle, cross stitch and rug hooking each have a separate template.)
  - ✓ materials needed and the amounts required (fabric yardage, number of floss skeins, etc.) List materials in the order in which you use them in the instructions.
  - ✓ tools needed (punch needle, size of needle, hoops and sizes, rug hook, cutters or frames, etc.)
  - ✓ other materials, such as permanent marking pen, light box, sewing needle and thread, any special materials
  - ✓ list of suppliers where the materials can be obtained by the reader. Include name of company, phone number, web site or postal address. Key the suppliers to the materials they provide using asterisks (see templates.)
- Instructions – provide instructions for all steps of the project, from pattern preparation to finishing. Number steps using sequential, ordinal numbers. Numbered steps are set in 12 point Times New Roman, normal, with 1.5 line spacing.

**Thread Requirements** – when referring to thread requirements, present the manufacturer first, then the thread number, followed by the color name in initial caps. For DMC threads, you may provide a generic color name in addition to the number if you feel it will help your readers. You may use all caps abbreviations of manufacturer's names in the tables. See the examples for correct spelling and presentation.

**Examples:** a) *DMC 3021, Brown Grey*    b) *GAST 1010, Slate*    c) *WDW, Curry*

**Thread Conversions** – If you provide solid DMC thread colors as equivalents to use in a project that is presented using overdyed or variegated threads, follow the format above when including DMC colors in the color key table, and leave the following statement beneath the table. If you do not provide DMC equivalents, or the project uses only DMC threads, delete the statement and the table column.

*The color key gives DMC equivalent colors to use for this project, however, solid DMC threads do not give the same the finished results as hand-dyed or variegated threads; the result will look flatter and have less movement than the model shown.*

**TEMPLATES** –cross stitch, punch needle and rug hooking each has its own instruction template. The following pages serve only as examples of the types of information that must be included with your project materials. Down load the appropriate template and fill in all required information relevant to your own project before sending your project to us.

**Cross Stitch Project Template –** download the template from the PNPS web site and then fill in the information specific to your project. These two pages show **an example** of a project sheet.

Heading and subhead font: Papyrus, 18, 12, 11, & 10 pt. Bold.

Body text: Times New Roman, 12.and 10 pt. normal & bold

*Copyright © 2017, designer's name*

# Project Title

designed by (designer name) of (company)

Stitch count: \_\_ wide x \_\_ high

Finished size: \_\_ x \_\_ inches

## Materials Needed:

- Type of foundation fabric\*
- threads\*\* (see color key)
- threads\*\*\* (see color key)
- sewing notions†
- other materials

*You can include a short designer's paragraph here, if you wish; we will include it if space allows.*

## Stitching/Color Key:

Symbol	Thread	DMC	No. Skeins
☐	CCW Caramel	370	1
◆	GAST 1140 Oatmeal	Ecru	1
♥	WDW Amber	782	2
☒	Valdani, M19 Olives	731	1

*The color key above gives DMC equivalent colors to use for this project, however, solid DMC threads do not give the same the finished result as hand-dyed or variegated threads; the result will look flatter and have less movement than the model shown.*

## Available from:

*place www.____.com Phone:
**place www.____.com Phone:
***place www.____.com Phone:
†place www.____.com Phone:

## Instructions:

1. Stitch design, referring to the chart and thread color key. Cross stitch the design with two strands of floss over two linen threads.
2. Next step
3. Next step.
4. Add more instructions, as required.

--end

**Punch Needle Embroidery Project Template** – download the template from the PNPS web site and then fill in the information specific to your project. These pages show an example of a project sheet.

Heading and subhead font: Papyrus, 18, 12, 11, & 10 pt. Bold.

Body text: Times New Roman, 12 and 10 pt. normal & bold

*Copyright © 2017, designer's name*

# Project Title

designed by (designer name) of (company name)

www.(company).com

Finished size: \_\_ x \_\_ inches

## Materials Needed:

- \_\_ x \_\_ inches of weavers cloth\*
- tThreads (see color key)\*\*
- \_\_-inch, locking lip hoop\*
- Brand punch needle and threader\*\*\*
- Small, sharp scissors\*\*\*
- Add supplies, as required for project†

### Available from:

*place www.____.com Phone:
**place www.____.com Phone:
***place www.____.com Phone:
†place www.____.com Phone:

## Punching/Color Key:

Element to Punch	Valdani (or Brand)	DMC	No. Skeins or Balls
Roof, path, boots	O531 Black Nut	3371, Brown Vy Dk	1
Tree leaves, grass, branches	M19 Olives	731, Olive	1
Background	P4 Aged White, Light	White	3

*The color key above gives DMC equivalent colors to use for this project, however, solid DMC threads do not give the same the finished result as hand-dyed or variegated threads; the result will look flatter and have less movement than the model shown.*

## Instructions (a sample:)

1. Transfer pattern to weavers cloth. Refer to transfer instructions in this issue, if needed.
2. Center and load the weavers cloth pattern into the locking-lip embroidery hoop with the drawn pattern face up; ensure it is drum-tight and centered.
3. Use a three-strand punch needle with the stitch depth set at 3/8 inch. Work this project using three strands of floss in the needle. ===etc. to end of instructions===

**Rug Hooking Project Template –** download the template from the PNPS web site and then fill in the information specific to your project. These three pages show an example of a completed project sheet.

Heading and subhead font: Papyrus, 18, 12, 11, & 10 pt. Bold.

Body text: Times New Roman, 12 and 10 pt. normal & bold

*Copyright © 2017, designer's name*

# Project Title

designed by (designer name) of (company name)

Finished size: \_\_ x \_\_ inches

I love to decorate for fall and Halloween. I think this table runner could take you straight through the fall months and add a little whimsy for your table. This runner features a pair of pumpkins flanking a geometric center and deep, rich autumnal colors.

## Materials Needed:

- \_\_ x \_\_ inches rug foundation\*
- \_\_ x \_\_ inches Red dot tracing fabric\*
- Fray prevention product or sewing machine†
- Wool\*\*
  - \_\_ yd color
  - \_\_ yd color
- Wool strip cutter with #8 (1/4 –inch) cutter head\*\*\*
- Primitive rug hook and hooking frame or hoop\*
- \_\_ yds twill binding tape in coordinating color\*

## Available from:

<p><b>*place</b> www.____.com Phone:</p>
<p><b>**place</b> www.____.com Phone:</p>
<p><b>***place</b> www.____.com Phone:</p>
<p><b>†place</b> www.____.com Phone:</p>

## Instructions: (a sample)

Enlarge pattern by \_\_% to about \_\_ x \_\_ inches

1. Mark \_\_ x \_\_-inch perimeter onto rug foundation by making dots at each corner with a permanent marker. Using a lead pencil, draw straight lines in the ditch of the foundation's weave, marking lines from one dot to the next to create outline.
2. Lay red dot tracer fabric over pattern and trace with marker. Align straight lines of red dot tracing pattern on straight grain of linen rug foundation and then pin or tape to hold in place. Trace over pattern lines slowly, using permanent marker to transfer design lines to rug foundation.
3. Apply fray prevention product to edges of pattern, or zig-zag stitch or serge around edges of linen to prevent foundation from fraying.
4. Use a wool strip cutter, or rotary cutter and mat, to cut wool, parallel to selvedge edge. Cut all wool into #8 strips (1/4 inch wide.)
5. Stretch pattern onto hooking frame. Hooking is much easier you stretch foundation *very* tight.
6. Refer to the hooking/color key and hook the design in the order shown in the table.

## Hooking/Color Key:

With this wool . . .	Hook this design element . . .
Color	Design element
Color	Design element <i>Note: hook horizontal rows</i>
Color	Design element
Color	Design element <i>Note: hook with longer loops</i>
Color	Design element

*(Include any notes in the key or in the instructions that are important to the hooking of the project.)*

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