

# Music Crowns Style Guide

## Basics

Do not write in the first person. If necessary, use the royal we (nosism), third-person style, or simply "Music Crowns saw/said/went to..."

Abbreviations like e.g. and i.e. to be written with full stops; cities like New York (NY/C) and Los Angeles (LA) needn't have this punctuation.

When writing dates, it's "the 1970s" not "the 1970's" (i.e. no apostrophe).

Numbers: one to nine as written words; 10 and above as digits. Always use a fully written word for a number starting a sentence.

Double quotation marks and italics for lyrics and speech.

Use British English. Change your Word settings/equivalent if need be. For example, we would say "realisation" and never "realization".

Dates: written as "Monday 31st October 2018" format.

If quoting from a non-direct source - please make this clear.

The Title Of This Album to be written in sentence style, in italics. So it's *Me, Myself And I* rather than "*Me, Myself and I*".

Song titles should also be in italics, inside single speech marks.

Artist name (or event name, i.e. Grammys) to be emboldened the first time it is used. i.e. - **Avril Lavigne**'s track '*Sk8r Boi*' is taken from her most recent album, *Let Go*.

## Genres

All genres to be written in lowercase unless containing proper nouns or recognised.

Adhere to brand standards for genres with multiple "spellings": so it's hip-hop, rock 'n' roll, drum 'n' bass.

## Other

Featured images need to be resized to 625 x 425.

Use images provided in the press pack or **clearly credit the photographer it belongs to with:** Photo credit: **Name** A hyperlink to their website can be included.

You can use [www.befunky.com](http://www.befunky.com) or Photoshop to crop and edit your image. [www.get-youtube-thumbnail.com/](http://www.get-youtube-thumbnail.com/) is

also a useful site for sourcing images for music video-centric pieces.

If you are writing news about a band/artist, use a recent/relevant picture of them as the featured image.

Please ensure you make any links clickable and tick all the necessary categories.

This without saying but please avoid clichés, lazy imagery and metaphors that sound like they've been pulled out of a tabloid newspaper. For example, "Bastard lovechild of" or "like [insert name here] on acid" - you get the idea.

### **Word count**

New music pieces: 150 words

News pieces: Roughly 100 words

Features (including live reviews): 350 words

Interviews: Obviously the main copy is dependent on what the artist has to say for themselves but the intro should be around 150 words.

Any questions, please don't hesitate to contact [maya@musiccrowns.org](mailto:maya@musiccrowns.org).