



DISCOVERY INSTITUTE

Style Guide v. 1.2i



Style Guide

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Version History

Note: "i" stands for "interactive version."

*Previous versions of this document can be accessed on the server:
discovery-fs01/center/style-guide/version-history*

14.08.11

Style Guide v. 1.0i

Initial version

14.08.26

Style Guide v. 1.1i

- Added Version History (p. 3)
- Added *Human News* documentation (p. 33)
- MoveableType documentation edits (p. 32)
- Added "Rotator Graphics" documentation (30)

15.03.06

Style Guide v. 1.2i

- Fixed link to WP & MT login pages
- Instructions for adding captions to article photos
- Changed smart quotes to straight quotes in code
- Added new E-Newsletter template dimensions

Why Create a Style Guide?

- To have documentation to refer to as best practice
- To keep content consistent and professional; we should produce at a high standard
- To be used as a standard; if someone does something outside of this guide they can be referred back to this document
- To force us to define the style and design rather than create everything on the fly
- To increase the value of Discovery Institute's brand

Brand Overview

This general list of guidelines and rules will strengthen the Discovery Institute brand by standardizing our visual and written communications. This will help us provide our users and constituents with a consistent user experience, from websites and emails, to newsletters and flyers, and everything in between.

Of course, a style guide is only as good as the people who adhere to it. Please look over these guidelines and use them as a reference. As with everything, the rules help us maintain a consistent style and provide direction for general issues.

Logos & Colors

Discovery Intitute

Center for Science & Culture

Center on Wealth Poverty & Morality

Discovery Institute



A



B



C

Colors



CMYK | 100-79-0-0
RGB | 0-79-162
HEX | #004fa2



CMYK | 67-60-59-44
RGB | 68-68-68
HEX | #444444



CMYK | 0-0-0-0
RGB | 255-255-255
HEX | #ffffff

Usage Guidelines

	Do	Don't
1		
2		
3		

- When using the logo on a white background, use logos **A** or **B**
- When using the logo on a solid dark background, use logo **C**.
- Avoid using on a non-solid background. (ex. 1)
- Keep the logos flat, avoid using drop shadows or outer glows. These should only be used to separate logo from a complex background to increase legibility. (ex. 2)
- When attempting to center the logo, cheat the “center” a little to the left to account for the visual imbalance of the logo. (ex. #3)

Center for Science & Culture



A



B



C

Colors



CMYK | 100-79-37-25
RGB | 17-61-99
HEX | #113d63



CMYK | 84-46-0-0
RGB | 22-122-191
HEX | #167abf



CMYK | 0-10-100-0
RGB | 255-221-0
HEX | #ffdd00

Usage Guidelines

	Do	Don't
1		
2		

- When using the logo on a white background, use logo **A**.
- When using the logo on a background of “CSC Dark Blue”, use logo **B**.
- When using the logo on a non-white, non “CSC Dark Blue” background, use logo **C**.
- Avoid using on a non-solid background. (ex. 1)
- Keep the logos flat, avoid using drop shadows or outer glows. These should only be used to separate logo from a complex background to increasing legibility when using a complex background is unavoidable (ex. 2)
- Use the version of the logo with the “A program of the Discovery Institute” sub-title when space allows.

Center on Wealth, Poverty & Morality



A



B

Colors



CMYK | 67-60-59-44
RGB | 68-68-68
HEX | #444444



CMYK | 91-45-71-43
RGB | 0-77-65
HEX | #004D41



CMYK | 87-30-65-13
RGB | 0-124-105
HEX | #007c69



Human Exceptionalism



A



B

Colors



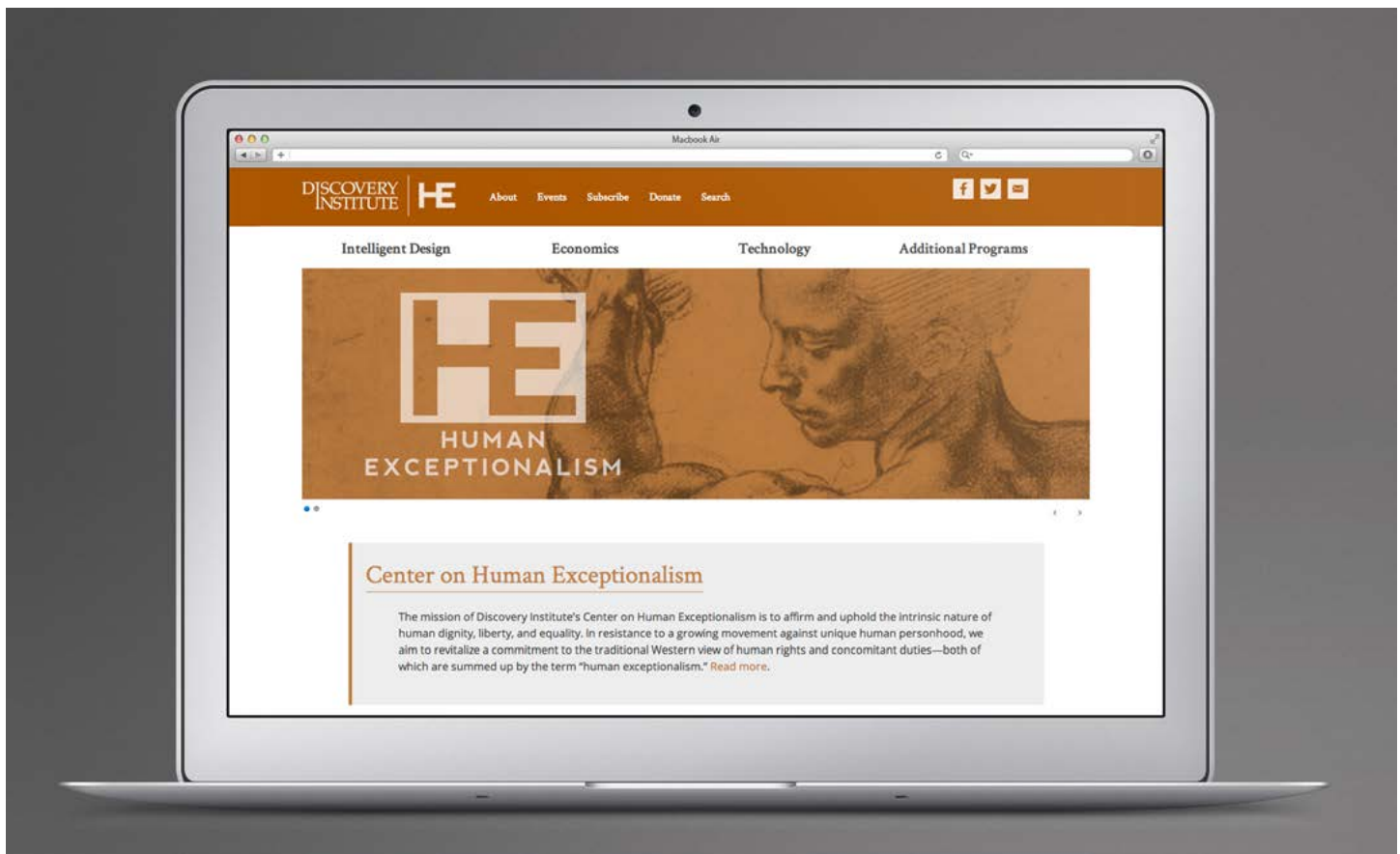
CMYK | 22-54-85-5
RGB | 188-128-70
HEX | #bc8046



CMYK | 17-36-55-0
RGB | 208-166-126
HEX | #d0a67e



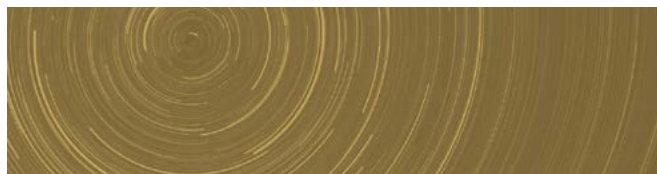
CMYK | 24-73-100-15
RGB | 166-86-8
HEX | #a65608



Technology & Democracy

TECHNOLOGY  DEMOCRACY

A



B

Colors



CMYK | 25-43-76-4
RGB | 184-144-88
HEX | #b89058



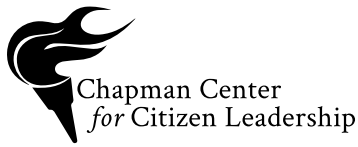
CMYK | 29-58-100-15
RGB | 160-107-32
HEX | #a06b20



CMYK | 19-29-73-1
RGB | 208-174-97
HEX | #d0ae61



Chapman Center for Citizen Leadership



A



B

Colors



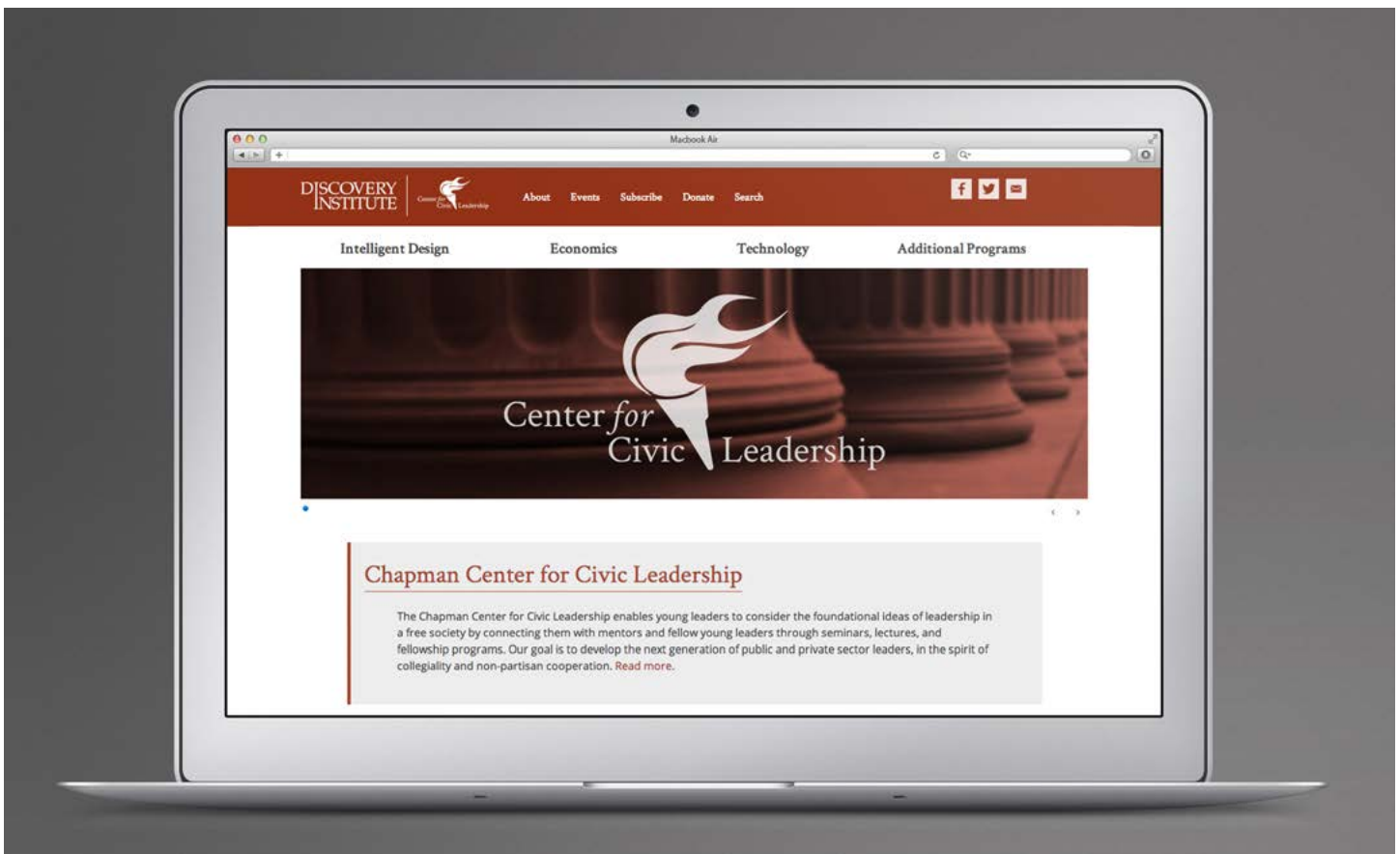
CMYK | 27-90-100-26
RGB | 143-48-26
HEX | #8f301a



CMYK | 24-81-89-16
RGB | 162-71-50
HEX | #a24732



CMYK | 0-0-0-0
RGB | 255-255-255
HEX | #ffffff



Fonts & Typography

Discovery Institute Fonts

Discovery Institute Fonts

Deviation from these fonts is acceptable, but this section outlines the basic Discovery Institute fonts to be used when attempting to maintain the Discovery Institute look and feel. These fonts should be used on our primary website, in Discovery branded presentations (PowerPoints, etc.), and other public documents. These fonts are free to download and use. [Learn how to download these fonts for desktop use.](#)

Crimson Text

Roman (*Italic*)

Semibold (*Italic*)

Bold (*Italic*)

[Download Crimson Text](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec cursus vitae augue a ultricies. Mauris sapien lorem, pharetra in gravida vitae, malesuada ac est. In lacinia purus eget mi placerat tristique. Cras tristique enim leo, nec laoreet dolor feugiat at. Interdum et malesuada fames ac ante ipsum primis in faucibus.

Open Sans

Condensed Light
Light (*Italic*)

Regular (*Italic*)

Semibold (*Italic*)

Bold (*Italic*)

Extrabold (*Italic*)

[Download Open Sans](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec cursus vitae augue a ultricies. Mauris sapien lorem, pharetra in gravida vitae, malesuada ac est. In lacinia purus eget mi placerat tristique. Cras tristique enim leo, nec laoreet dolor feugiat at. Interdum et malesuada fames ac ante ipsum primis in faucibus.

Nevis

Bold

[Download Nevis](#)

Lorem Ipsum Dolor Sit Amet

Note: Nevis is not a web font, and should only be used for titles and small amounts of text.

Font Download Instructions

1. Go to

<https://www.fonts.com/web-fonts/google>



2. Click

"Download SkyFonts"



Mac Users

3. Click

"Download SkyFonts"

Download Mac SkyFonts

4. Click

"Download Mac Skyfonts"

5. Follow install instructions

Windows Users

3. Click

"Download SkyFonts"

Download 32-bit SkyFonts

4. Click

"Download 32-bit SkyFonts"

5. Follow install instructions

6. Go to

<https://www.fonts.com/web-fonts/google>

7. Click "Browse SkyFonts"

Browse Google Fonts

8. Search for desired fonts

Crimson Text
Open Sans

9. Click "SkyFonts" button

10. Check "Add entire family"

11. Click "Add"

*the fonts will
then be accessible
on your machine*



Copy Editing

People

Organizations

Places

Punctuation

Dates

Publications

Blogging

Basic Coding Guidelines

Copy Editing

People



"...the president of
Discovery Institute"

"...President Steve
Buri"



Steve Buri is
the President of
Discovery Institute

Capitalize titles that come immediately after a name or when being used as a form of address; otherwise use lower case. Thus "Today I met the president of Discovery Institute, Steve Buri." Or "I met President Steve Buri of Discovery Institute." Or "Present at the event was Steve Buri, President of Discovery Institute." Exceptions are the President and Vice President of the United States, which are always capitalized. When a title also designates the person as opposed to merely describing him—the Pope, the King—it is capitalized. Thus: "There have been many popes, and many kings of England." "Have you met the Pope?" When in doubt, use lower case.



Professor Michael
Smith

Michael Smith is
a professor of
English.



Michael Smith is
a Professor of
Geology.

Capitalize (and spell out) the title "professor" directly before a name. Otherwise use lower case. Also, don't capitalize field of study unless it is a proper noun (English).



Ben Johnson is a
Senior Fellow at
Discovery Institute



Ben Johnson is a
senior fellow at
Discovery Institue

To avoid confusion, a "Fellow" or "Senior Fellow" at Discovery Institute is capitalized.



John Smith Jr.
Peter Jones III



John Smith, Jr.
Peter Jones, III

After a name, a generational suffix (Jr., Sr., etc.) is not preceded by a comma. Thus "John Smith Jr." or "Peter Jones III."



Dr.
Mrs.
Ms.

Try to refer to a woman with an honorific (Dr., Mrs., Ms.) rather than simply by her surname, but don't be rigid about it. Avoid using Miss unless she has explicitly requested its use. When in doubt about marital status, use Ms. (Mrs. = married only; Ms. = unmarried, unknown, or married who prefers it)



Dr. Stephen Meyer
released his new...
Stephen Meyer
debated...

Be sparing with the use of "Dr." for PhDs, as opposed to medical doctors or dentists. For example, use it once or twice in an article about Stephen Meyer.



PhD
MD



Ph.D.
M.D.

In abbreviations, avoid using periods unless it's to avoid confusion. Thus PhD and MD, UN, NATO, USA, but U.S.



C.S. Lewis
J.R.R. Tolkien



C._S._Lewis
J._R._R. Tolkien

There is no space between initials used in place of a first name. Thus C.S. Lewis, J.R.R. Tolkien, not C. S. Lewis.

Organizations



Discovery Institute



The Discovery
Institute

We work at Discovery Institute, without a definite article, not the Discovery Institute.

Places



the Earth
the Moon

many planets have
their own moon



the earth
the moon

miners dig up the
Earth for metals

Capitalize the name of our planet, its satellite, and our Universe (Earth, Moon, Universe); but miners dig precious metals from the earth & Some planets have several moons.



WA
CA



wa
C.A.

Use the two-letter abbreviation for states' names, in caps: Seattle, WA. Los Angeles, CA.



...summer time is hot.

The Winter Olympics



...Summer time is hot.

The winter Olympics

Capitalize seasons only when they are a proper noun, or in a title.

Punctuation



"Hello," she said.



"Hello", she said.

A comma or period goes inside quotation marks not out. "Hello," she said. Not: "Hello", she said.



I like apples,
pears, and bananas.



I like apples,
pears and bananas.

Use a serial comma: "I like apples, pears, and bananas," not "I like apples, pears and bananas."



One man's outlook...
Lois's book
both diplomats' dogs



the girls' book
Socrates's student
Jesus's disciple

Add -'s if the noun does not end in -s or if the noun is singular and ends in -s of an s sound (*except if pronunciation would be awkward*). If the noun is plural and ends in -s, add only apostrophe.



a ten-dollar bill
ten dollar bills



a ten dollar bill

Hyphen:

- word break between two lines
- multipart words: *cost-effective*
- phrasal adjectives: *ten-dollar bill*

En dash:

- indicates range: *1920–1930*
- indicates contrast on a spectrum: *conservative–liberal split*

Em dash:

- breaks apart parts of a sentence; stronger than a comma
- **FOR WEB ONLY:** Use " -- " for an em dash: *space-hyphen-hyphen-space*. Avoid using a lot of em dashes.

		Windows	Mac	HTML
-	hyphen	-	-	-
—	En dash	alt 0150	option+hyphen	–
—	Em dash	alt 0151	option+shift+hyphen	—

Examples and info from practicaltypography.com.
[View the blog post for more information](#)



intelligent design
Young Earth Creation



Intelligent Design
young earth creation

The phrase "intelligent design" is not capitalized. However, Young Earth Creationism is capitalized.



et al.
Tu quoque



et al.
Tu quoque

Italicize foreign words that have not entered into general use in English. For example, "*et al.*"



...day._I just
saw...



...day.__I just
saw...

Use one space between sentences, not two.

Dates & Times



February 14, 2014



February 14th, 2014

Don't put "th" after the day of the month: February 14, 2014, not February 14th.



7:00 am–8:30 pm



7am–8:30pm

Use one space between time and am/pm. Also, keep portrayal of time consistent: 7:00 am–8:30 pm

Publications



Evolution News & Views
Wikipedia



Evolution News &...
Wikipedia

Italicize the following: books, magazines, newspapers, plays, films, television shows, radio programs, works of visual art, comic strips, websites and blogs (*if they are updated regularly*)



the *Seattle Times*
The Stranger



The Seattle Times
the Stranger

Italicize print publications, but with daily newspapers the definite article is lower case and in roman. "I like to read the *Seattle Times* but I can't stand *The Stranger*."



E-Newsletter



eNewsletter
e-newsletter

Our email newsletters should be referred to as E-Newsletters.

Blogging



`<blockquote>`

Use block quotes (`<blockquote>`) for quotations longer than four lines. But sometimes for effect, you may want to do so even for a short quote.



Last night's episode
highlighted ...



`
`
Last nights episode...

At the top of an ENV post, there should be no line break, `
`. Our blogging platform will persistently try to put one in. Watch for this.



UPDATE
Last night's episode

To update a post, put "**UPDATE:**" in bold at the top or bottom as appropriate.



`¹...`
References Cited:

Avoid using footnotes. Use a hyperlink instead. If you must use footnotes, use the simple form: `¹`. References at the bottom are preceded by "References Cited:".



...end of a paragraph
This Is the Subhead
Next paragraph...

Subheads in a blog post are bold, title case, and both preceded and followed by a line space.

Basic Coding Guidelines



Please download the [Discovery Institute pamphlet](#).



[Click Here to download](#)

Please [download the Discovery Institute pamphlet](#).

Hyperlinks

Hyperlinks are used by Google to optimize searches and are also helpful to users as they stand out from the rest of the text. Follow this example as best as possible:

- **Very bad:** [Click here](#) to download the Discovery Institute pamphlet.
- **Wrong:** [Please download the Discovery Institute pamphlet](#).
- **Correct:** Please download the [Discovery Institute pamphlet](#).

IMPORTANT: Never use “Click Here” it is bad for Google and it gives users no description of what they are clicking on.

Text Editor

Use some sort of code/text editor like Dreamweaver, Notepad++, or WordPad to make any changes. This allows you to work without any added formatting by Word (or other word processor) as well as keep a local copy on your computer to immediately undo any changes that went awry.

Testing

Be sure every time changes are made to a webpage that the page looks as expected on the live webpage. Test all the links that are on the page as well to make sure they are all linked to the appropriate location.

Coding Guidelines

For more specific coding guidelines be sure to refer to the style guide of the area you are working on or use the HTML Cheat Sheet.

- **HTML Editing Cheat Sheet**
[\\DISCOVERY-FS01\community\Documentation\MT Blogging\HTML editing Cheat Sheet.docx](#)
- **Discovery Institute Publication Style Guide**
[\\DISCOVERY-FS01\community\Documentation\MT Blogging\Style Guide v 4.5.docx](#)
- **ENV Editors Guide**
[\\DISCOVERY-FS01\community\Documentation\MT Blogging\Editors Guide - ENV.docx](#)
- **Indivisible Review Editors Guide**
[\\DISCOVERY-FS01\community\Documentation\MT Blogging\Editors guide-Indivisible Review.docx](#)
- **Images, Captions, and Pullquotes**
[\\DISCOVERY-FS01\community\Documentation\MT Blogging\Image and Pullquote Placement Guide.docx](#)

Web & E-mail Imagery

Web Imagery General

www.discovery.org

Buttons

www.evolutionnews.org

E-Newsletters

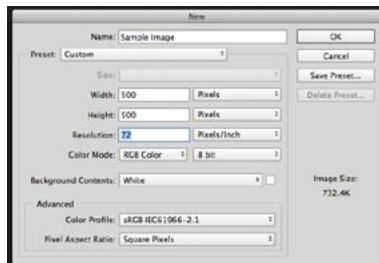
General Event Announcements

Web Imagery General

It is important to be intentional when creating (and saving) graphics for web use, maintaining a balance between image size and resolution quality. Because of the increased use of mobile devices, it is important to keep image size to a minimum (while still retaining image quality) because large images will deter people from accessing our sites over their cellular network.

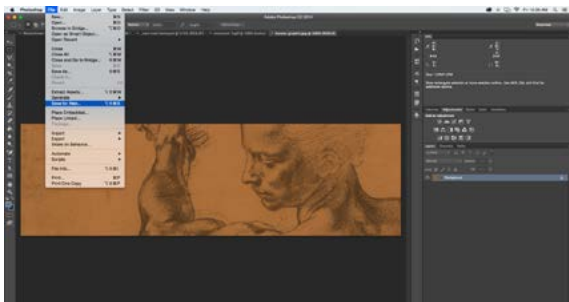
Saving Images for web use

It is important to save every image in the exact pixel dimensions required for the intended use. Even if an image is the same pixel ratio (250x250 & 500x500), saving in the wrong size will have an effect either on image quality or download size. *The following tutorial will walk you through the creation and saving of a graphic for web use in Adobe Photoshop.*



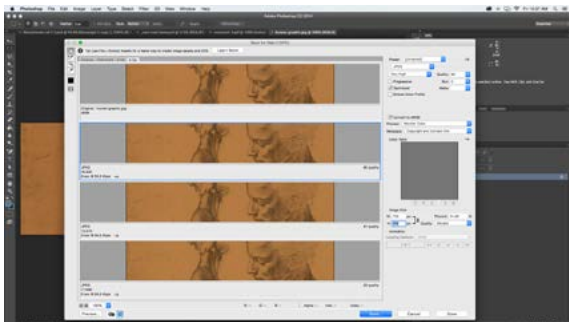
Creating the File:

1. **File > New**
2. Set the width, height, resolution (72 ppi), and color mode (RGB).
3. Design your graphic.



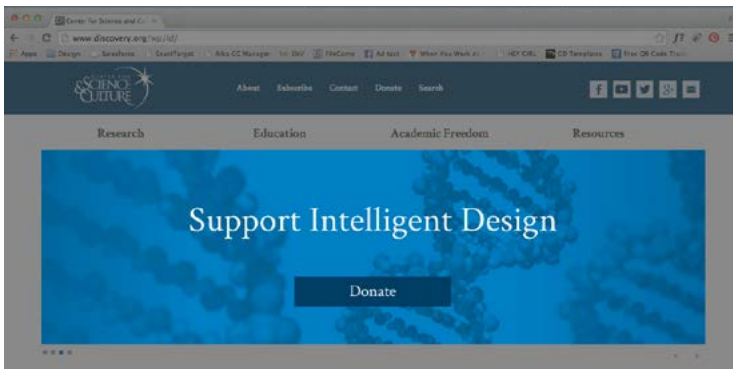
Saving for Web:

1. **File > Save for Web**
2. Test different file types (.gif, .jpg) by changing the upper right hand corner.
3. **GIF:** Adjust the number of colors...
JPEG: Adjust image quality... until you reach a balance between image quality and image size (*size given under preview*).
4. Click **Save** and name the file without any spaces or punctuation.
Ex: darwinsdout.gif, or meyer-2.jpg
NOTE: GIF is generally better for text only images, .jpg is generally better for images with many colors.



www.discovery.org

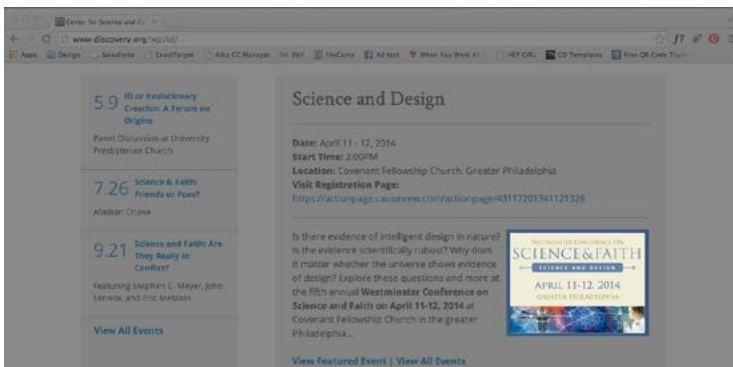
These are the only images that should ever be changed/added to the Discovery Institute website (including individual program pages). Edits to imagery outside of these options must be made by Sr. Web Developer.



Rotator Images

- **1280 x 375 px**

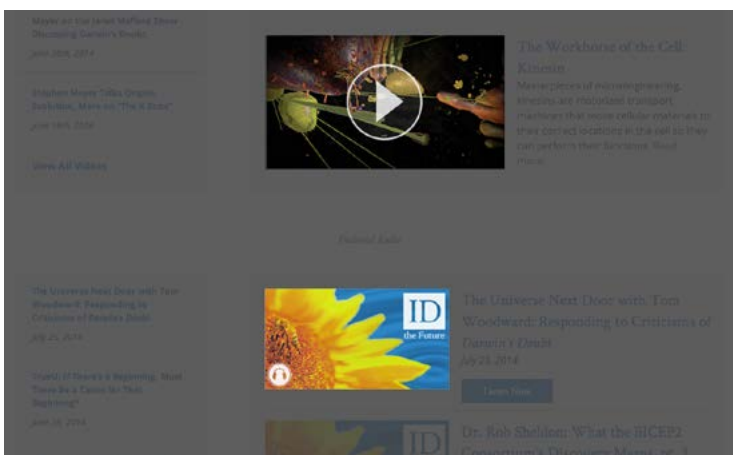
Incorporate a flat button into design when possible. Keep text size large and amount to a minimum.



Featured Image (Events & News Articles)

- **Landscape: 350 x variable height**
- **Portrait: variable width x 350px**

Design should fit the conference promotion design (See the [Documentation](#) to learn how to upload an image for proper placement on the website.)



Multimedia Featured Images

- **Video: 477 x 268px**

use a still from the video and overlay the image with transparent dark and pre-designed play button. Download [Play-Button-overlay.png](#). (See the [Documentation](#) to learn how to upload an image for proper placement on the website.)

- **Audio: 293 x 160px**

Use the default graphic when uploading an *ID the Future* podcast. Other audio clips can have custom graphics.

Buttons

Button design should complement the overall design aesthetic of the Discovery Institute site. When a button is used externally, it should have visual consistency with the page it leads to. When possible, use CSS rather than graphical buttons.

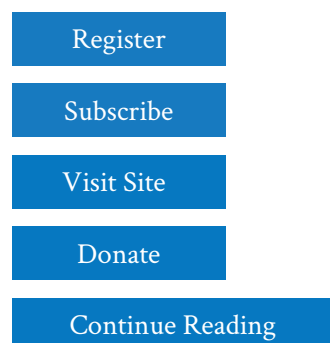
Buttons should be on their own line of text and have at least a 5px border above and below it.

Color: Program color

Font: Crimson Roman

Click the buttons below to download the specific button. You can also find these buttons on the server at discovery-fs01/community/Style Guide/Buttons.

ID



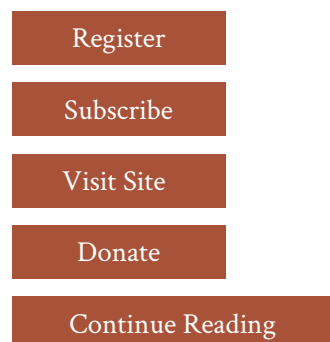
Econ



Human



Leadership



Tech



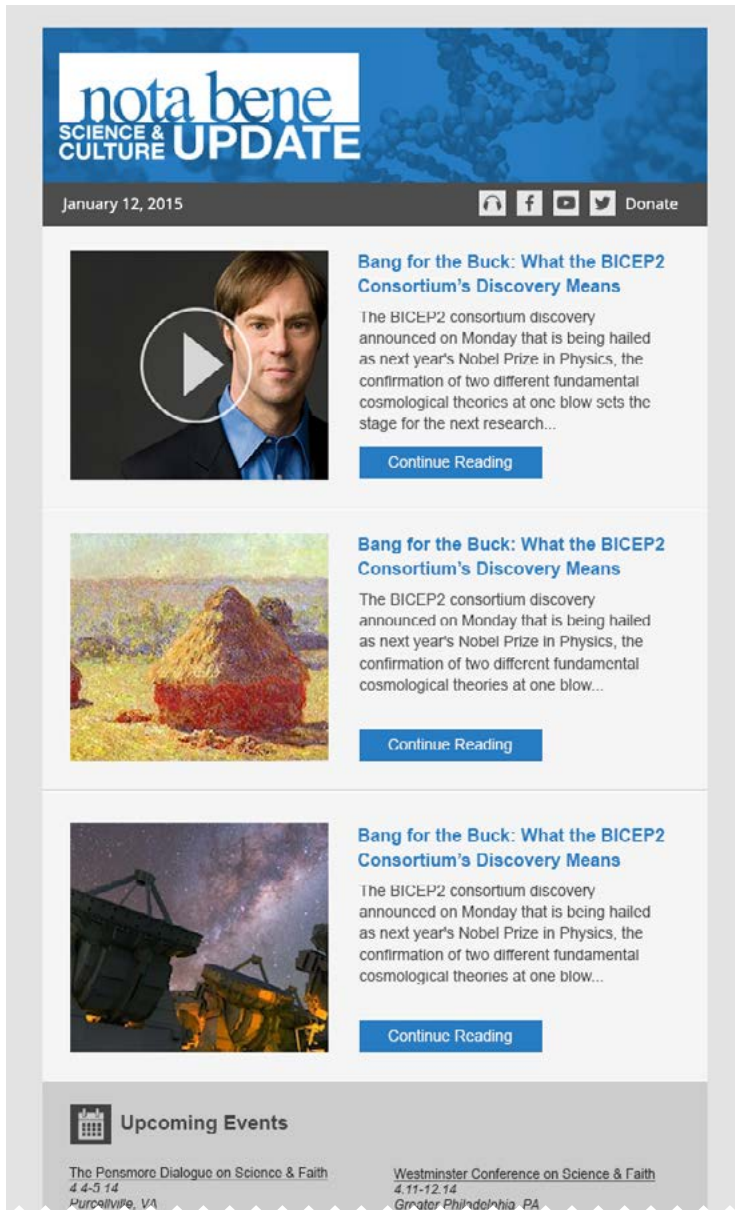
General DI (not available now)



www.evolutionnews.org

This section is under construction.

E-Newsletters



Header Image

- 600x140 px

Article Image

- 280x240 px

Continue Reading Button

- 165x28
- Font: Open Sans

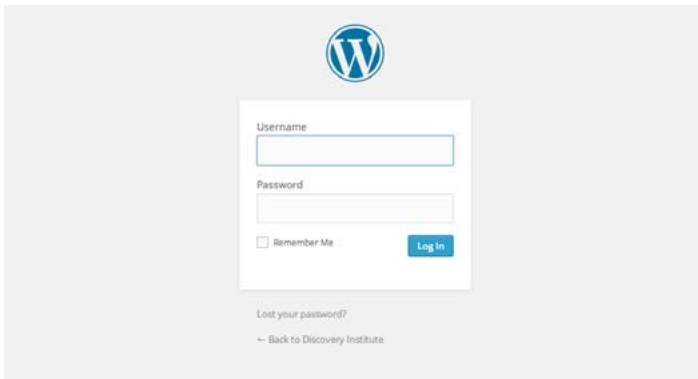
Documentation

News Articles

Media Library Data Entry

News & Rotators

Starting a Wordpress Post



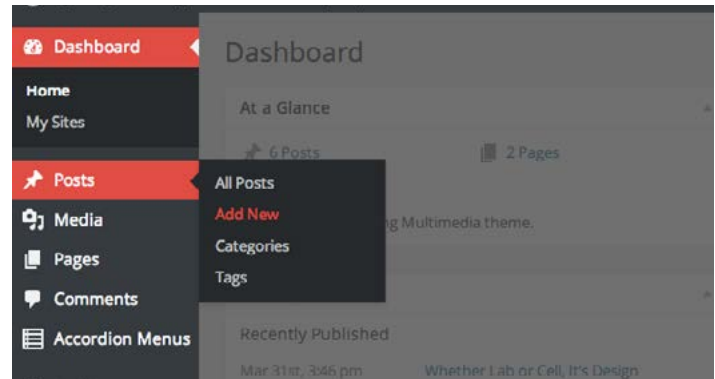
1. Login to the DI Wordpress Account

Go to www.discovery.org/wp/wp-login.php

Enter <<username>>

Enter <<password>>

Login

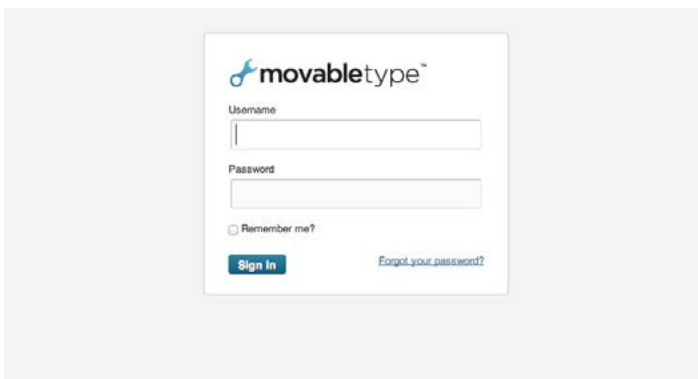


2. Create New Post

Posts

Add New

Starting a MoveableType Post



1. Login to the DI Wordpress Account

Go to <http://www.discovery.org/scripts/mt/>

Enter <<username>>

Enter <<password>>

Sign In



2. Choose Correct platform

3. Create New Post

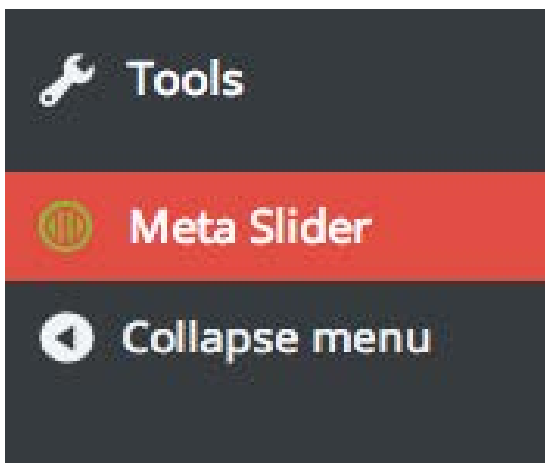
Entries

New

Rotator Images (Wordpress)



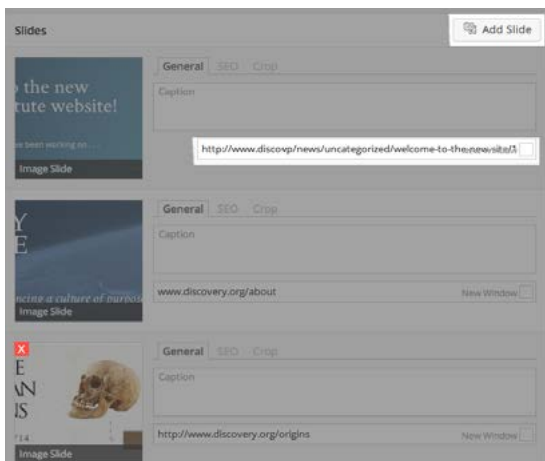
1



2

3

4



1. Meta Slider

After selecting the correct site (program specific or DI Home page), click the "Meta Slider" link On the left sidebar of the Wordpress Dashboard.

2. Add Slide

- Click the "Add Slide" button
- Upload your new slide, file must be

Width: 1280px

Height: 375px

and be [exported for web use](#).

3. URL for Slide Link

- Enter the URL that the slide should link to
- Leave "Caption" section blank

4. Delete Old Slides

Click the red "x" in the left corner of the graphic that appears when upon hover.

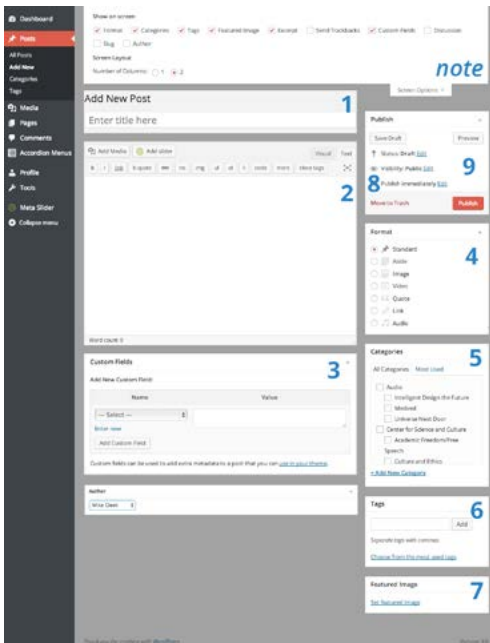
5. Select Slide Order

Click and drag slides to change the display order.

6. Save and Preview

Click "Save" and preview the slides on the specific program page.

Discovery News (Wordpress)



CHECKLIST

- ☐ 1. Article Title
- ☐ 2. Article Content
- ☐ 3. Custom Fields (empty)
- ☐ 4. Format: Standard
- ☐ 5. Select Categories
- ☐ 6. Add Tags
- ☐ 7. Add Featured Image
- ☐ 8. Select Publish Date
- ☐ 9. Choose Author
- ☐ 10. Preview and Publish

1. Article Title

Maximum length of article title is 15 words.

2. Article Content

- a. The final content entered into the article should be put in the body under the Text tab.
- b. Add the `<!--more-->` tag at around 50 characters to the body of the text so that the article knows when to break to read more on the home page. This will add a "Continue reading" link, but will have no effect on the article itself.
- c. Format article using HTML or buttons up top.

3. Leave *Custom Fields* empty

4. Select "Standard" as the format

Unless the post is a video or audio file

5. Select relevant Categories

See [Appendix A: Categories](#) below.

6. Add Tags

- a. See [Appendix B: Tags](#) below.
- b. Add tag "Featured" if you wish the article to be *the* featured article on the DI home page. (*note: most recent article tagged "featured" will appear as main article on home page*)

7. Add a Featured Image

All articles must have a featured image. Image must have dimensions of

Landscape w: 350px; h: variable

Portrait w: variable; h: 350px

and be [exported for web use](#). (*If no featured image, search for programs default image in media library*)

***Note: to add additional images, do so with the "Add Media" button when cursor is in the desired location. Use the "Caption" section if you wish for photo to be captioned.*

8. Select a *Publish* date

Click "edit" by the calendar icon and change it to the desired date and time (*note: if it is scheduled for the future it will not go live until that date*).

9. Choose Author

Unless given explicit instructions by John or Steve, always post DI News articles as *Discovery Institute*.

10. Preview and Publish Post

The post goes live when you click "Publish".

ID/Econ/Tech News (Movable Type)

1. Tags (Cover Stories)

If article is to be the cover story for ENV or W&P blog, enter "cover-story" as a tag. (*Note: This is different from making the article a featured article on the program home pages; see "Select Categories"*).



2. Article Title

Maximum length of article title is 15 words.

3. Article Images

There are three different types of images: *cover story image*, *featured image*, and *body image*.

Cover Story Image

- If article is to be cover story (only on ENV or W&P blogs), enter a *cover story image* (595x182px) in the BODY text area by clicking the insert image icon  and selecting the desired image or uploading a new one.
- Highlight the entire image tag and create a link to the article by clicking the link icon  and entering article URL.

Featured Image

- If article is to be the featured article on the program home page, it is also necessary to add a *featured image* to show up on the program page. Begin by clicking the EXTENDED tab at the top of the text area. Featured images must be within the following size ranges:

Landscape w: 350px; h: *variable*

Portrait w: *variable*; h: 350px

- If the image is **not** to appear in the blog post: copy and paste the following code (replacing red text with image URL) in the top of the EXTENDED tab after the opening <p> tag:

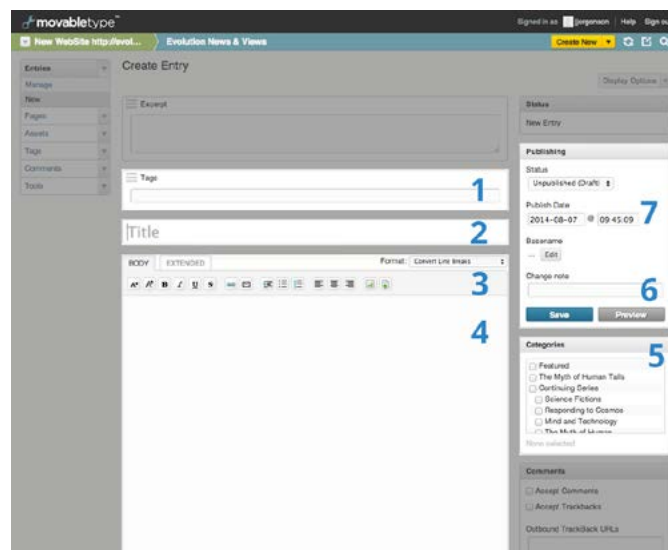
```

```

- If the image **is** to appear in the blog post: copy and paste the following code (replacing red text with image URL) in the top of the EXTENDED tab:

```

```



Body Image

Articles may contain additional graphics within the body text. Be sure to preview the article for formatting issues before publishing.

4. Article Content

Enter the final content of the article below the featured image code in the EXTENDED text area. Format the text using basic HTML (or the buttons up top).

5. Select Categories

If you wish your article to be the featured item on its program page, you must select the *Featured* category.

6. Preview Article

Click "Preview" to make sure your article appears the way you intended it to.

7. Select Publish date

Click *Edit* next to "Publish immediately" and select the article's original date published (if different from today).

8. Publish and Preview Post

The post is live when "Publish" button is pushed. Be sure to check the program page to make sure the article appears correctly.

Human Exceptionalism News (Article Database)

The screenshot shows a web form titled "Disco web database - Add an Article/News Item". It contains several numbered sections: 3. Title (with sub-title), 4. Author(s) and Editor(s), 5. Publisher/Source and City of Publication, 6. Date, 7. Abstract (with a rich text editor), 8. Content (with a rich text editor), and 9. Available Programs (with a list of programs and an "Add" button). At the bottom, there are fields for Keywords, Link to URL, and Display Priority, followed by a "Submit" button.

CHECKLIST

- ☐ 1. Article Title
- ☐ 2. Author
- ☐ 3. Original Source
- ☐ 4. Original Date Published
- ☐ 5. Abstract
- ☐ 6. Featured Image
- ☐ 7. Article Content
- ☐ 8. Tag program

To begin, go to:

> www.discovery.org/staff

login using the staff credentials.

> Click *Main Database Controller*

> Click *Add Article/News*

1. Article Title

Enter article title here, leave sub-Title empty.

2. Author

Enter author's name (First Last).

3. Publisher/Source

Name of original publication. Put "Discovery Institute" if none.

4. Date Published

Enter date the original article was published.

5. Abstract

Enter text you wish to appear on the home page's "featured" section. *Text should be under 50 words.*

6. Featured Image

At the top of the "Abstract" field, copy and paste the following code with the XXX replaced with the image URL:

```

```

Images must have dimensions of

Landscape w: 350px; h: *variable*

Portrait w: *variable*; h: 350px

and be [exported for web use](#).

7. Content

Enter article's text in its entirety. Copy and paste from a simple text editor and format text in the wysiwyg to ensure you don't pull formatting from original source.

8. Available Programs

Highlight the *Human Exceptionalism* program and click "Add" to properly tag the article.v

9. Publish Post and Preview

Click "submit" to publish the post. Be sure to check both the Human home page and the article page itself for consistent display.

Multimedia Library

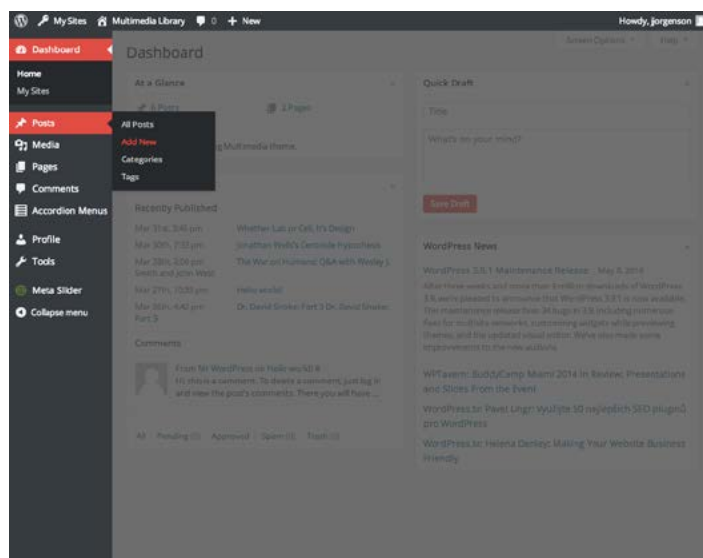
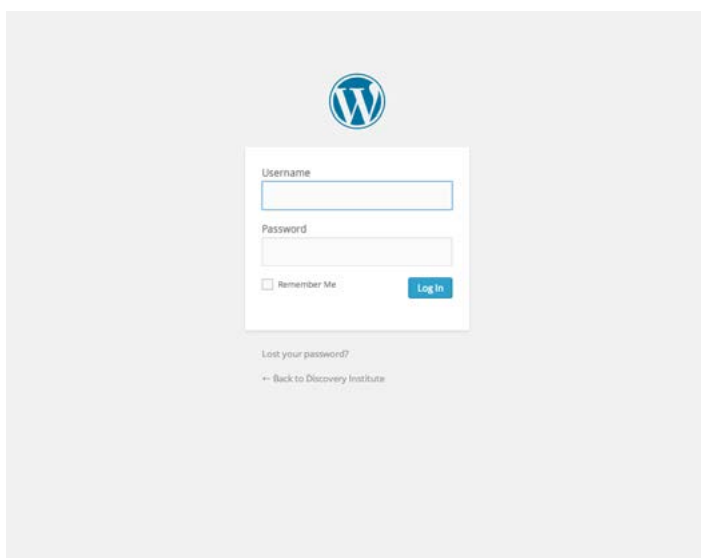
Our Media Library is designed to index our Multimedia content created by and for Discovery Institute. This will make all content searchable for ease of use for our visitors.

This will help us keep all of our content centrally located, instead of sending people to third party vendors such as YouTube and Podomatic.

It is vital that content is uploaded correctly to ensure that it is easy for users to find, and that it displays according to the website design.

Following these directions will help you correctly upload multimedia content to our Media Library.

Starting a New Post



1. Login to the Multimedia Library

Go to www.discovery.org/wp/wp-login.php

Enter <<username>>

Enter <<password>>

Login

2. Create New Post

Posts

Add New

Video Entry

The screenshot shows the WordPress 'Add New Post' interface. Numbered callouts indicate the following steps:

- 1**: Enter title here (Title field)
- 2**: Enter body content (Text area)
- 3**: Add Custom Field (Custom Fields section)
- 4**: Select Format: Video (Format dropdown)
- 5**: Select Categories (Categories section)
- 7**: Add Tags (Tags section)
- 8**: Set featured image (Featured Image section)
- 9**: Publish (Publish button)

CHECKLIST

- ☐ 1. Video Title
- ☐ 2. Video Description
- ☐ 3. Video Preview
- ☐ 4. Format: Video
- ☐ 5. Select Categories
- ☐ 6. Add Tags
- ☐ 7. Select Featured Image
- ☐ 8. Select Publish Date
- ☐ 9. Preview and Publish

Note: Youtube audio clips should be [Audio](#) posts.

1. Video Title

2. Video Description

- Click the "Text" tab above content area.
- Paste (or write) body content of the post.
- If more than 50 words, put a `<!--more-->` tag at a natural break before hitting 50 words from beginning. This will add a "continue reading" link on the home page, allowing users to see the rest of the article.
- Copy the URL of YouTube video and paste it where you would like the video to appear in the text, e.g. middle, end. Put a line break before and after the URL. (*Be sure to put the URL AFTER the `<!--more-->` tag.*)

3. Video preview (*Custom Fields*)

- Select *video-url* in Custom Fields section. (*If you don't see "Custom Fields," select "Screen Options" at the top of the page and check the "Custom Fields" box.*)
- Enter the URL of the YouTube video in the Value section, adding `&autoplay=1` to the end (ex. `http://www.youtube.com/watch?v=1CwL7xXUriE&autoplay=1`)

4. Select Format: *Video*

5. Select Categories

See [Appendix A: Categories](#) below.
(Always include "Video")

6. Add Tags

See [Appendix B: Tags](#) below.

7. Select Featured Image

All video posts must have a featured image selected. Click *Set "featured image"* and search for "default." Then choose the play button image for the related program. (*You may also create and upload a custom thumbnail that is 382x214 px*)

8. Select Publish date

Click *Edit* next to "Publish Immediately" and select a date that is chronologically accurate with the video itself.

9. Preview and Publish Post

The post is live when "Publish" button is pushed.

Audio Entry

CHECKLIST

- ☐ 1. Audio Clip Title
- ☐ 2. Audio Description
- ☐ 3. Podomatic URL
- ☐ 4. Format: Audio
- ☐ 5. Select Categories
- ☐ 6. Add Tags
- ☐ 7. Select Featured Image
- ☐ 8. Select Publish Date
- ☐ 9. Preview and Publish

1. Audio Title

2. Audio Description

- a. Click the “Text” tab above content area.
- b. Paste (or write) body content of the post.
- c. If more than 50 words, put a `<!--more-->` tag at a natural break within 50 words of beginning. This will add a “continue reading” link on the home page, allowing users to see the rest of the article.
- d. Format text with basic HTML (or by using WYSIWYG under “Visual” tab).

3. Podomatic URL (if Podomatic file)

- a. After the description, enter a line break then the following audio tag:
`[audio id="XXX"]`
- b. Replace the “XXX” with the ending of the specific Podomatic URL, in red below. Example:
http://intelligentdesign.podomatic.com/entry/2014-06-06T17_29_58-07_00
- c. Final should read:
`[audio id="2014-06-06T17_29_58-07_00"]`
- d. If not podomatic, simply link to the audio post

4. Select Format: **Audio**

5. Select Categories

See [Appendix A: Categories](#) below.
 (Always include “Audio”)

6. Add Tags

See [Appendix B: Tags](#) below.

7. Select Featured Image

- a. Click “Set Featured Image;”
- b. Search for “[IDTF-thumbnail.jpg](#)” in media library
- c. Click “Set Featured Image”

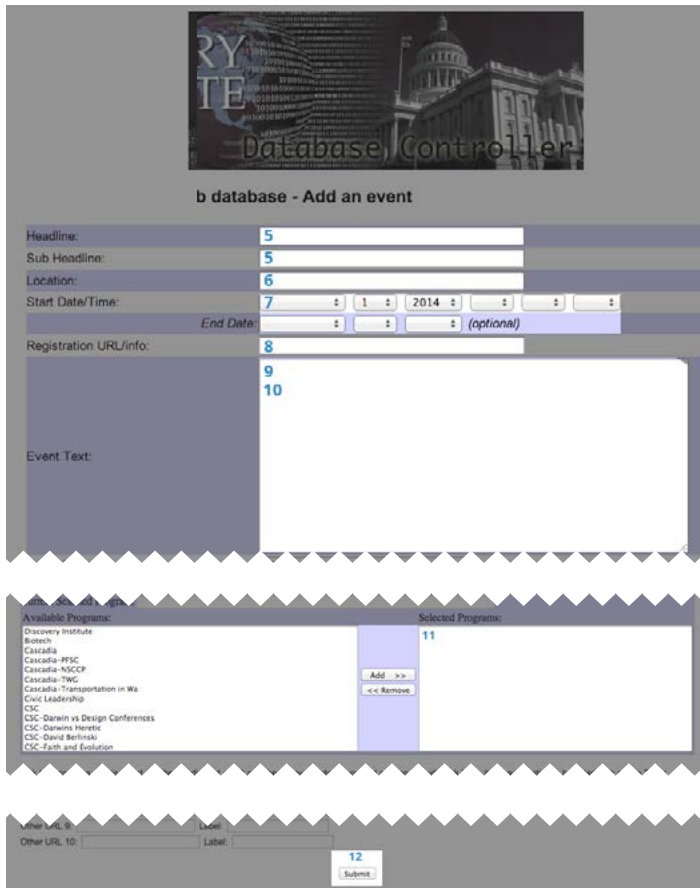
8. Select Publish date

Click Edit next to “Publish immediately” and select a date that is chronologically accurate with the audio posting itself.

9. Preview and Publish Post

The post is live when “Publish” button is pushed.

Event Database Entry



CHECKLIST

- ☐ 1. Event Title
- ☐ 2. Location
- ☐ 3. Date & Time
- ☐ 4. Registration URL
- ☐ 5. Featured Image
- ☐ 6. Event Description
- ☐ 7. Event Tags
- ☐ 8. Submit
- ☐ 9. Preview Event

1. **Go to:**
www.discovery.org/staff; login using staff login.
2. **Click "Main Database Controller"**
3. **Click "Add Event"**
4. **Click "Add New Event"**
5. **Enter Event Title/subtitle**
Enter in "Headline" and "Sub Headline" if needed.
6. **Enter Location**
Necessary for all featured events
7. **Enter Date/Time**
Start date/time (mandatory)
End date (optional)
8. **Registration URL/info**
If there is a registration URL, enter it here;
otherwise enter other registration info
(*ex: Registration opens June 10*).
9. **Add Featured Image**
At the top of the "Event Text" field, copy and paste the following code with the XXX replaced with the image URL:

```

```


Images must have dimensions of
width: 150-300 px
height: 140-225 px
and be [exported for web use](#).
10. **Add Event Description**
In the "Event Text" field, after the image tag, enter a description of the event. Edit the text using simple HTML formatting (*italics, bold, hyperlinks, etc.*)
11. **Tag Event**
Event has to be tagged as **Featured-Event** or **Featured-ID-Event** for it to show as the main event and it has to be tagged as the program name for it to show in the upcoming events for that program (*Discovery Institute, CSC, etc.*)
12. **Click "Submit"**
13. **Preview Post**
Ensure post views correctly on the program page

Appendix A: Categories (Wordpress)

Categories are different from tags. Categories help us by categorizing our posts into pre-existing groups. Please do not add new categories. If you want to classify a post in a different way than what is allowed here, use the tags section.

1. Every post should first be assigned to a primary category according to the program it relates to. Primary Category options are as follows:

Audio**Video****Presentation****Discovery Institute****Center for Science & Culture (CSC)****Economics****Technology****Human Exceptionalism****Civic Leadership**

2. Posts can also be assigned sub categories. These topics are similar to those used in ENV. Subtopics (people, books, places, etc.) should be put as tags, not subcategories.

Audio

- ID the Future
- Medved
- Universe Next Door

Video**Presentation****Discovery Institute****Center for Science & Culture (CSC)**

- Academic Freedom/Free Speech
- Culture and Ethics
- Education
- Evolution
- faith and Science
- Intelligent Design
- Science

Economics**Technology****Human Exceptionalism****Civic Leadership**

Appendix B: Tags (Wordpress)

Tags are where you add anything else that might be useful in indexing a multimedia file. The following tags are illustrative, not exhaustive. Key point to remember: We need to consistently use the same terms for the same things (e.g., always use “Devil’s Delusion” rather than “The Devil’s Delusion”; and always use “John West” rather than “John G. West” and “Michael Behe” rather than “Mike Behe.” If tags aren’t consistent, it will pose problems for those trying to search for the things tagged. Use the autofill option suggested by wordpress when possible. **General Guidelines:** *ignore articles at the beginning of a title (the, a) and subtitles; Names: First Last (James Smith); avoid using assigned category as a tag also.*

EXAMPLES:

Book and Video Titles

- Darwin Day in America
- Darwin’s Black Box
- Darwin’s Doubt
- Design Inference
- Design Revolution
- Devil’s Delusion
- Privileged Planet
- Signature in the Cell

Concepts

- Big Bang
- fine-tuning
- Galactic Habitable Zone
- irreducible complexity
- probability
- Social Darwinism

People (First Last)

- Douglas Axe
- Michael Behe
- David Berlinski
- Ray Bohlin
- William Dembski
- Michael Egnor
- Ann Gauger
- Guillermo Gonzalez
- David Klinghoffer
- Casey Luskin
- Paul Nelson
- Denyse O’Leary
- Stephen Meyer
- Jay Richards
- Richard Sternberg
- Jonathan Wells
- John West

Format Detail

- documentary
- interview

Subtopics

- anthropology
- astronomy
- biochemistry
- biology
- chemistry
- cosmology
- embryology
- human origins
- mathematics
- medicine
- cellular biology
- origin of life