## Religion & Liberty Journal Template Guidelines

**Building a Comprehensive Quarterly Journal** 

ACTON



# Religion & Liberty

Religion & Liberty is a quarterly journal focusing on Religion, Economics, and Culture, intended to enrich our readers views and perspectives.

In light of our readers' expectations for enrichment through our editorials, it is imperative to uphold design cohesion and consistency in every publication. Utilize this document as a guide to develop each journal to the highest design and editorial standards.





## **Journal Vocabulary**

**Journal Category Types** 

There are four types of categories in the Religion & Liberty publication: Stories, Briefs, and Exclusives. The category types can be weaved throughout the publication to create a dynamic flow for each quarterly publication. The subsequent pages in this document will provide a better understanding of how this publication is to be built as a design system.

#### Note:

- · Some category types have unique layouts, which are indicated by an red 'S' (Specials) at the beginning of the acronym code.
- Specials background color are 10% black with a single 100% black bar at the top.

## **Acronyms Codes:**

AD: Advertisements
BR: Book Review
CN: Column

LR: Leader
MR: Music Review
SB: Short Brief

EN: Editor's Note

SEC: Special, Editorial Credits

FB: Front & Back

SLT: Special, In The Liberal Tradition

FR: Film Review SSB: Special, Short Brief IN: Interview TC: Table of Contents

## **Journal Category Types**

**Stories** form the cornerstone articles of Religion & Liberty, offering a compelling narrative that weaves together the values, beliefs, and diverse perspectives crucial to our readers' understanding of the intersection between faith, freedom, and societal issues.

#### 1. Leader - LR:

An opinion piece that expresses our journals stance, along with Acton Institutes opinion on a particular issue or topic.

· Word Count: 1000 to 3000

#### 2. Interview - IN:

A one-on-one question and answer session on a particular issue or topic.

· Word Count: 1200 to 2000

#### 3. Column - CN:

A recurring piece that expresses an opinion in a few columns on a particular issue or topic.

· Word Count: 750 to 800

## 4. In The Liberal Tradition - SLT:

Expanding knowledge of the liberty movement and it's historical and contemporary significance.

· Word Count: 600 to 800

**Reviews & Briefs** can be seamlessly integrated between Stories, serving as effective dividers between Category Types. These articles are to be insightful analyses, summaries, or perspectives that enrich the reader's experience.

#### 1. Reviews:

a. Book Review - BR:

· Word Count: 200 to 1500

b. Film Review - FR:

· Word Count: 200 to 1500

c. Music Review - MR:

· Word Count: 200 to 1500

## 2. Short Briefs:

a. Brief - SSB:

· Word Count: 200 to 500

b. Book Brief - BB:

· Word Count: 200 to 500

c. Film Brief - FB:

· Word Count: 200 to 500

d. Music Brief - MB:

· Word Count: 200 to 500

**Exclusives** can be reconfigured as needed throughout Religion& Liberty. Advertisements can be integrated through our Stories, Reviews, or Briefs, either as dividers or as complementary content aligned with the subject matter of the Story, Review or Brief.

- 1. Front & Back Cover FB
- 2. Editorial Credits SEC
- 3. Table of Contents
- 4. Editor's Note EN:
- · Word Count: 200 to 500
- 5. Advertisements AD:
- · Acton Institute Ad Space
- · Paid Ad Space

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# Journal System Design Components

Grid Variations, Word Counts, Specials, and Advertisments Guide





## **Column Grid Variations**

Grids: 1/4, 1/3, 1/2, 2/3

The skeleton of the publication lies in it's grid structure, which can be adapted from spread to spread. This will create unique layouts to fit different types of categories of content. The skeletons can also be used within each other to change the flow of content and break up the monotony of utilizing the same grid. There are five different types of page grid sizes: quarter, third, half, two thirds, and single.

#### Note:

- · Quarter page grids can only be placed into half page grids, but can be paired with third and quarter page grids, and a single page.
- ·Third page girds can only placed into two third page grids, but can be paired with a single page.
- · Quarter page girds can not be placed inside third or vise-versa.
- · See additional grid variations under each main grid.

Spread

1/3 1/3 1/3 2/3 1/3

1/3

1/3

1/3

## **Color Codes:**

Specials

	—— Page	e	Spre	au -	—— Page		
1/4	1/4	1/4	1/4	1/4	1/4	1/4	1/2

							_							_					
1/4	1/4	1/2	1/4	1/4	1/4	1/4		1/4	1/4	1/4	1/4	2/3	1/3		1	1/4	1/4	1/4	1/4

1/4	1/2	1/4	1/4	1/4	1/4	1/4	1/4	1/4	1/4	2/3	1/3	1	1/4	1/4	1/4	1,

1/3 Spread Grid Variations

1/3

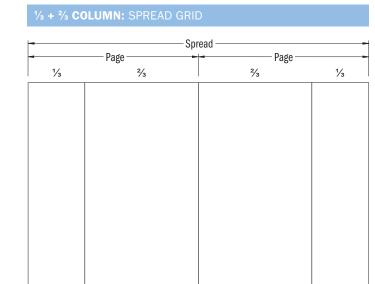
1/3

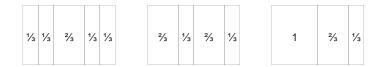
1/3 1/3 1/3

Pa		ead — P	age ———
1/2	1/2	1/2	1/2

1/2	1/2	1/4	1/4	1/4	1/4	1/3	2/3	1/4	1/4	1/4	1/4		1	1/2	1/2	
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	--	---	-----	-----	--

1/2 Spread Grid Variations





 $\frac{1}{3} + \frac{2}{3}$  Spread Grid Variations

1/4 Spread Grid Variations

## **Column Word Counts**

Grids: 1/4, 1/3, 1/2, 2/3

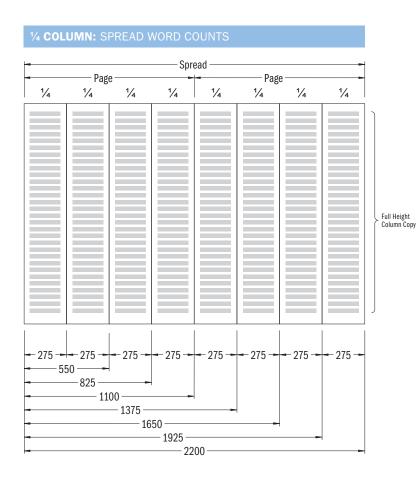
The total word counts within this publication are determined by various column widths, including half, quarter, third, and two-thirds. Full word counts are calculated based on text that spans both the width and height of a column.

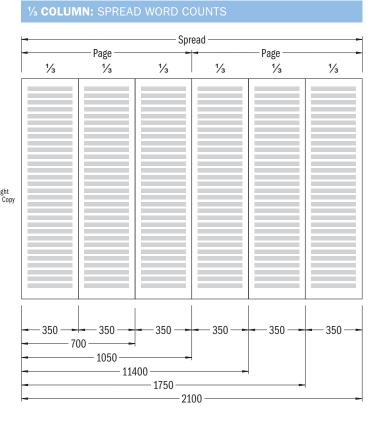
## Note:

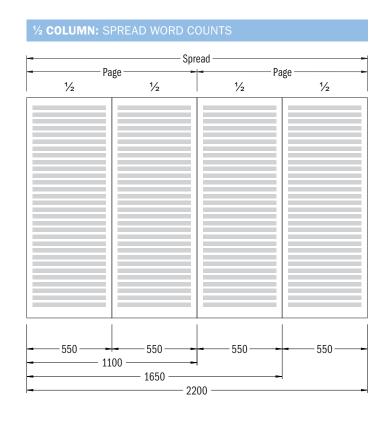
· Word counts are based on approximation, use as a guide for editorial staff and journalists.

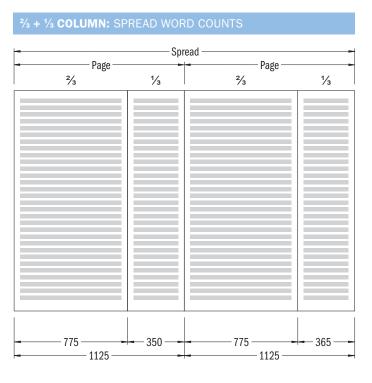
## **Color Codes:**

Сору









Accumulative word counts by half, quarter, third, and two-thirds columns

# **Specials Word Counts** Girds: 1/3, 1/2, 2/3, Single Page

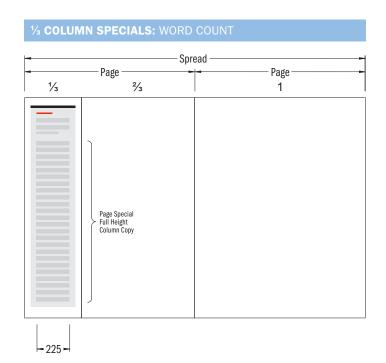
Specials are distinctive articles for Stories, Review, Briefs, and Exclusive Category Types. Specials can only be used within a single, two thirds, half, and quarter grid columns.

## Note:

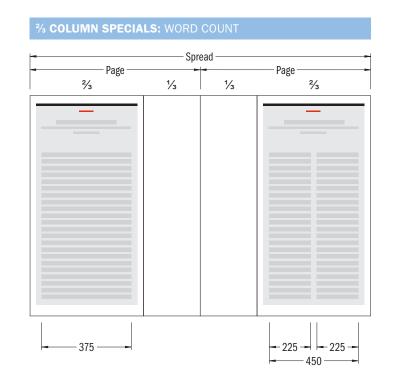
- · Word counts are based on approximation, use as a guide for editorial staff and journalists.
- · Specials (S) have a different grid, leading and tracking uses.
- · Limit one Special(S) article per spread.

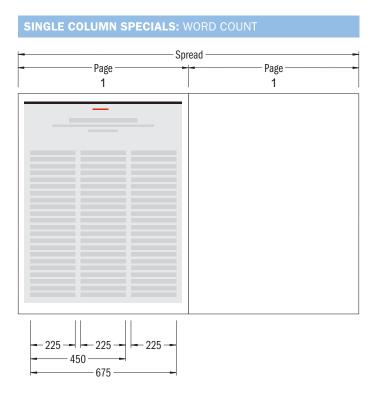
## **Color Codes:**

Specials









Accumulative word counts by half, quarter, third, and two-thirds columns

## **Advertisement Locations & Sizes**

Grids: 1/3, 1/2

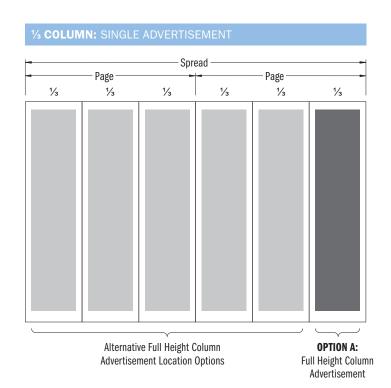
These advertisements are the approved locations and sizes within the Religion & Liberty publication. Advertisements can be placed anywhere in the publication and be used as a divider between Category Types

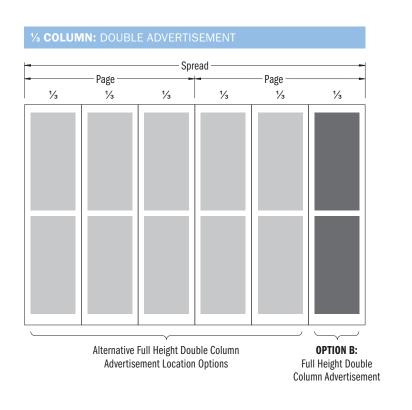
#### Note:

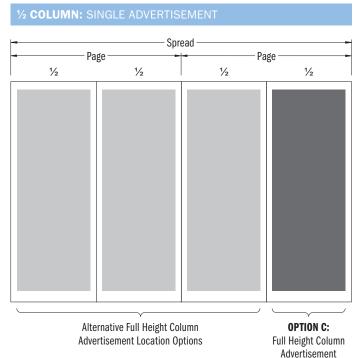
- · Never place two vertical or horizontal ads on the same page or spread, unless they are stacked.
- · Advertisements may never be placed within quarter grids.

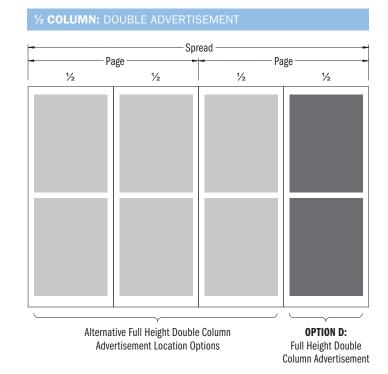
## **Color Codes:**

Advertisements









## **Advertisement Locations & Sizes**

Grids: <sup>2</sup>/<sub>3</sub>, Single Page

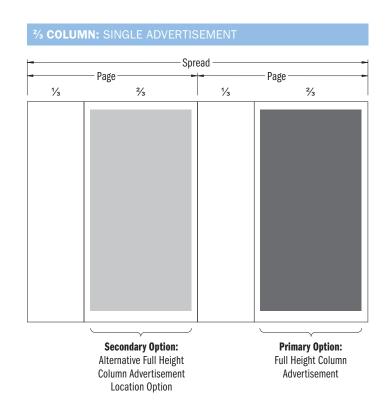
These advertisements are the approved locations and sizes within the Religion & Liberty publication. Advertisements can be placed anywhere in the publication and be used as a divider between content.

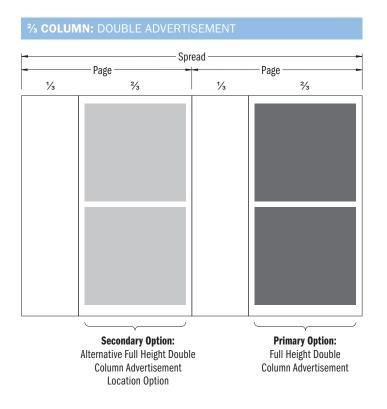
## Note:

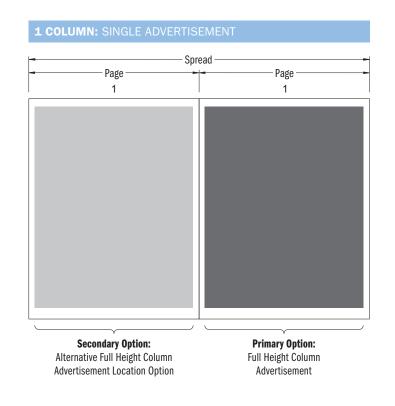
- · Never place two vertical or horizontal ads on the same page or spread, unless they are stacked.
- · Advertisements may never be placed within quarter grids.

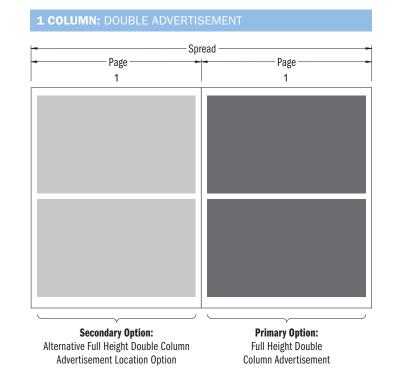
## **Color Codes:**

Advertisements









# Publication System Design Template Layouts

**Comprehensive Templete Variations** 





## A. Cover & Back Cover

Design Templates 1, 2, 3, 4

The cover and back cover of Religion & Liberty magazine should consistently uphold a layout that is simple, dynamic, and uniform. Maintaining consistency is crucial for building brand familiarity and ensuring that readers easily recognize the magazine. Updates can only be made for each quarterly publication to main image, main story, and sub-stories copy. These must not deviate from the four established templates.

#### Note:

- · InDesign A templates are found on the R&L server: R&L Publication Documents > Templates > A
- $\cdot$  Retain Upper  $\frac{2}{3}$  of the cover header without altering.
- · Cover Header Area Components:
- Dateline: Quarter, Volume Number, Issue Number
- Masthead: R&L Logo
- Tagline
- Maintain consistent placement of components on cover and Back Cover in each quarterly publication to ensure continuity.
- · Back cover consists of either one or two advertisements

## **Color Codes:**

Illustration/Photo
Copy
Advertisement



CATEGORY SUB-TYPES	WORD COU	NT	COMPONEN	NTS
	TEMPLATE	FULL	PHOTO/ILLO	QUOTE
Cover	-	-	1	-
Advertisement	-	-	1	-



CATEGORY SUB-TYPES	WORD COL			
	TEMPLATE	FULL	PHOTO/ILLO	
Cover	_	-	1	-
Advertisements	_	-	2	_



CATEGORY SUB-TYPES	WORD COL	JNT	COMPONEN	
	TEMPLATE	FULL	PHOTO/ILLO	
Cover	-	-	1	-
Advertisements	_	-	2	-

A: FCBC-AD-4	
- Cover	Ad
1	1

CATEGORY SUB-TYPES	WORD COU	INT		
	TEMPLATE	FULL		
Cover	-	-	1	-
Advertisement	-	_	1	-

Word counts on cover based on Leader title, Column title and journalist's first, middle, and last name



# **B. Opening Spreads**Design Templates 1, 2, 3, 4

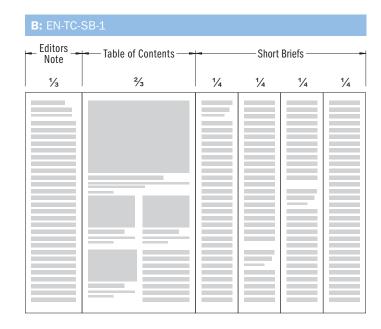
Choose between six pre-built design templates for opening spreads. These templates are modular and can be modified or moved to accommodate variations in category content.

## Note:

- · InDesign B templates are found on the R&L server: **R&L Publication Documents > Templates > B**
- · Utilize the InDesign templates as they are or adjust as necessary to fulfill the requirements outlined in this document.
- · Maintain consistent placement of components for Editor's Note and Table of Contents in each quarterly publication to ensure continuity.
- · Word counts are based on approximation, use as a guide for editorial staff and journalists.
- · Briefs can be swapped out for a review or short essay if needed.

## **Color Codes:**

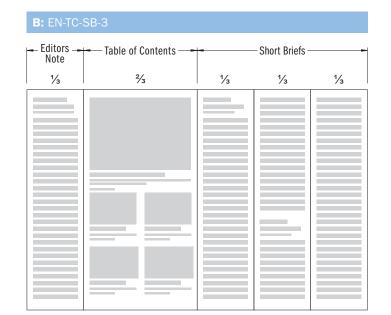
Illustration/Photo Copy



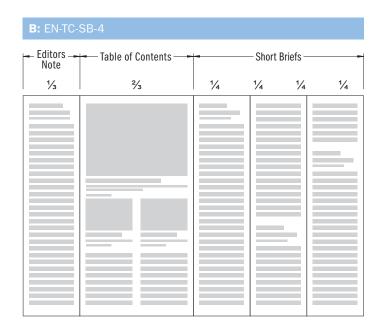
CATEGORY SUB-TYPES	WORD COU	NT			
	TEMPLATE	FULL	PHOTO/ILLO		
Editors Note	275	350	-	-	
Table of Contents	-	-	4	-	
Short Briefs (copy flowed in)	175-425 each	Varied	-	-	

B: EN-TC-	SB-2			
Editors Note	Table of Contents ——		- Short Briefs -	-
1/3	2/3	1/3	1/3	1/3

CATEGORY SUB-TYPES	WORD COUNT		COMPONENTS	
	TEMPLATE FULL		PHOTO/ILLO	
Editors Note	275	350	1	-
Table of Contents		-	5	-
Short Briefs (copy flowed in)	450-550 each	Varied	-	-



CATEGORY SUB-TYPES	WORD COUNT			
	TEMPLATE FULL		PHOTO/ILLO	
Editors Note	275	363505	-	-
Table of Contents	-	-	5	-
Short Briefs (copy flowed in)	450-550 each	Varied	-	-



CONTENT TYPE	WORD COU	NT	COMPONENTS	
	TEMPLATE	FULL	PHOTO/ILLO	
Editors Note	275	350	-	-
Table of Contents (SP)		-	3	-
Short Briefs (copy flowed in)	275-475 each	Varied	-	-

## **B.** Opening Spreads

Design Templates 5, 6

Choose between six pre-built design templates for opening spreads. These templates are modular and can be modified or moved to accommodate variations in category content.

B: EN-TC-				
Editors Note	Table of Contents —	-	— Short Briefs –	-
1/3	2/3	1/3	1/3	1/3

CATEGORY SUB-TYPES	WORD COUNT		COMPONENTS	
	TEMPLATE FULL		PHOTO/ILLO	
Editors Note	330	350	-	-
Table of Contents		_	4	-
Short Briefs	500	550	-	-

## Note:

- InDesign B templates are found on the R&L server:
   R&L Publication Documents > Templates > B
- Utilize the InDesign templates as they are or adjust as necessary to fulfill the requirements outlined in this document.
- · Maintain consistent placement of components for Editor's Note and Table of Contents in each quarterly publication to ensure continuity.
- · Word counts are based on approximation, use as a guide for editorial staff and journalists.
- $\cdot$  Briefs can be swapped out for a review or short essay if needed.

B: EN-TC-	SB-6			
Editors Note	Table of Contents —		- Short Briefs -	
1/3	2/3	1/3	1/3	1/3

CATEGORY SUB-TYPES	WORD COUNT			
	TEMPLATE FULL		PHOTO/ILLO	QUOTE
Editors Note	275	350	-	-
Table of Content	_	_	5	-
Short Briefs	275	365	-	-

## **Color Codes:**

Illustration/Photo Copy

Design Templates 1, 2, 3

Choose between twenty pre-built design templates for opening spreads. These templates are modular and can be modified or moved to accommodate variations in category content.

## Note:

- InDesign C templates are found on the R&L server:
   R&L Publication Documents > Templates > C
- Utilize the InDesign templates as they are or adjust as necessary to fulfill the requirements outlined in this document.
- · Word counts are based on approximation, use as a guide for editorial staff and journalists.
- $\cdot$  Limit one Special (§) per spread. Specials have a different grid, leading and tracking uses.

## **Color Codes:**

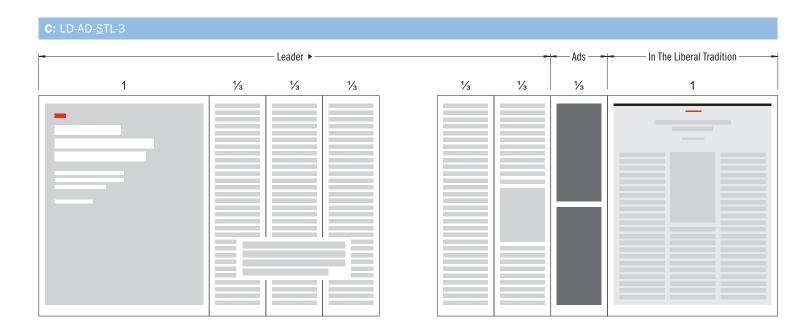
Illustration/Photo
Copy
Advertisement
Specials



CATEGORY SUB-TYPES	WORD COU	NTS	COMPONENTS	
	TEMPLATE	FULL	PHOTO/ILLO	
Column	1000	1300	1	1
Advertisement	-	-	-	-



CATEGORY SUB-TYPES	WORD COL	INTS	COMPONEN		
	TEMPLATE	FULL	PHOTO/ILLO		
Column	975	1500	1	-	
Short Brief (S)	375	450	1	_	



CATEGORY SUB-TYPES	WORD COUNTS				
	TEMPLATE	FULL	PHOTO/ILLO	QUOTE	
Column	1500	1825	2	1	
Advertisements		-	-	-	
In The Liberal Tradition ( <u>S</u> )	575	675	1	-	
	·				

Design Templates 4, 5

Choose between twenty pre-built design templates for opening spreads. These templates are modular and can be modified or moved to accommodate variations in category content.

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   R&L Publication Documents > Templates > C
- Utilize the InDesign templates as they are or adjust as necessary to fulfill the requirements outlined in this document.
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- $\cdot$  Limit one Special (§) per spread. Specials have a different grid, leading and tracking uses.

## **Color Codes:**







CATEGORY SUB-TYPES	WORD COUNT	WORD COUNT		
	TEMPLATE	FULL	PHOTO/ILLO	
Column	925	1475	1	-
Book Review	1025	1325	1	-
Advertisements	<u>-</u>	-	-	-
Leader	1225	2250	3	-
Editorial Credits ( <u>S</u> )	-	-	1	-
Short Brief	400	775	-	-

CATEGORY SUB-TYPES	WORD COUNT			
	TEMPLATE	FULL	PHOTO/ILLO	
Column	1100	1825	1	-
Advertisement	_	-	-	_





Design Templates 6, 7

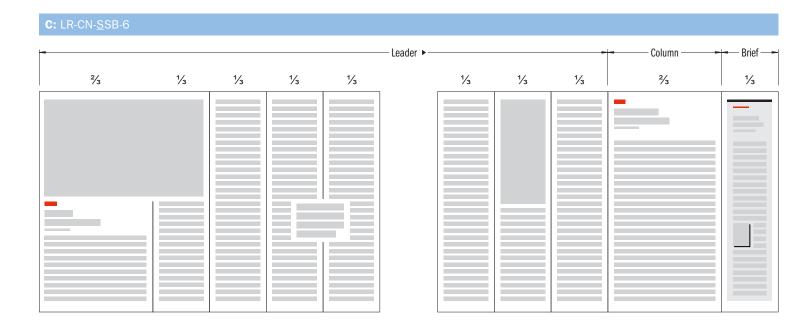
Choose between twenty pre-built design templates for opening spreads. These templates are modular and can be modified or moved to accommodate variations in category content.

## Note:

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   R&L Publication Documents > Templates > C
- Utilize the InDesign templates as they are or adjust as necessary to fulfill the requirements outlined in this document.
- $\cdot$  Word counts are based on approximation, use as a guide for editorial staff and journalists.
- $\cdot$  Limit one Special (§) per spread. Specials have a different grid, leading and tracking uses.

## **Color Codes:**





CATEGORY SUB-TYPES	WORD COUNTS		COMPONENTS	
	TEMPLATE	FULL	PHOTO/ILLO	QUOTE
Leader	2175	3330	2	1
Column	525	775	_	_
Brief (S)	225	250	1	-



CATEGORY SUB-TYPES	WORD COUNTS			
	TEMPLATE	FULL	PHOTO/ILLO	
Interview	3325	4500	2	-

Design Templates 8, 9, 10

Choose between twenty pre-built design templates for opening spreads. These templates are modular and can be modified or moved to accommodate variations in category content.

## Note:

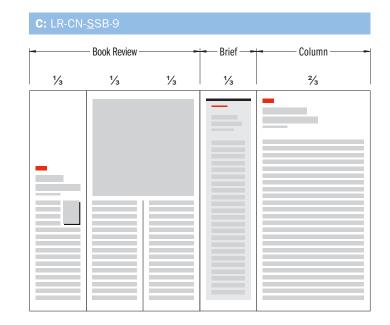
- · InDesign C templates are found on the R&L server: **R&L Publication Documents > Templates > C**
- · Utilize the InDesign templates as they are or adjust as necessary to fulfill the requirements outlined in this document.
- · Word counts are based on approximation, use as a guide for editorial staff and journalists.
- · Limit one Special ( $\underline{S}$ ) per spread. Specials have a different grid, leading and tracking uses.

## **Color Codes:**

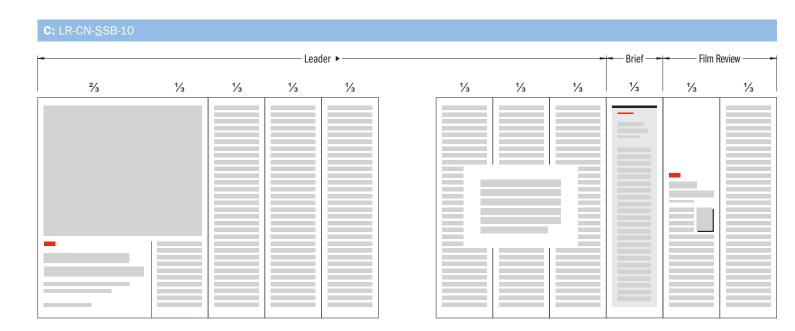
Illustration/Photo Сору Advertisement Advertisements **Specials** 



CATEGORY SUB-TYPES	WORD COUNTS		COMPONENTS	
	TEMPLATE	FULL	PHOTO/ILLO	QUOTE
Column	850	1475	1	-
Brief ( <u>S</u> )	375	450	1	-



CATEGORY SUB-TYPES	WORD COUNTS			
	TEMPLATE	FULL	PHOTO/ILLO	QUOTE
Book Review	475	1095	2	-
Brief (S)	225	250	-	-
Column	525	775	1	-



CATEGORY SUB-TYPES	WORD COUNTS			
	TEMPLATE	FULL	PHOTO/ILLO	
Leader	1500	1825	2	1
Brief ( <u>S</u> )	225	250	1	-
Film Review	575	660	1	-

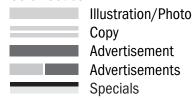
Design Templates 11, 12, 13

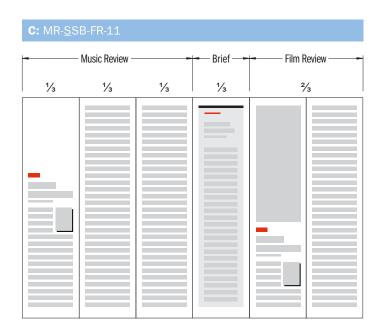
Choose between twenty pre-built design templates for opening spreads. These templates are modular and can be modified or moved to accommodate variations in category content.

## Note:

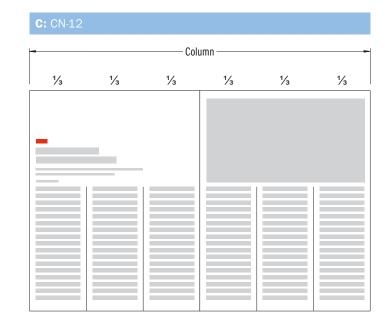
- InDesign C templates are found on the R&L server:
   R&L Publication Documents > Templates > C
- Utilize the InDesign templates as they are or adjust as necessary to fulfill the requirements outlined in this document.
- · Word counts are based on approximation, use as a guide for editorial staff and journalists.
- $\cdot$  Limit one Special (§) per spread. Specials have a different grid, leading and tracking uses.

## **Color Codes:**

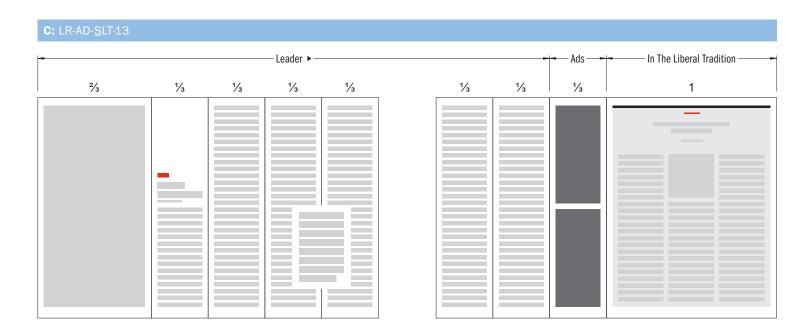




CATEGORY SUB-TYPES	WORD COUNTS		COMPONENTS	
	TEMPLATE	FULL	PHOTO/ILLO	
Music Review	861	1095	2	-
Brief ( <u>S</u> )	250	275	-	-
Film Review	402	730	1	-



CATEGORY SUB-TYPES	WORD COUNTS			
	TEMPLATE	FULL	PHOTO/ILLO	QUOTE
Column	1175	2200	1	_



CATEGORY SUB-TYPES	WORD COUNTS			
	TEMPLATE	FULL	PHOTO/ILLO	
Leader	1800	2200	1	1
Advertisements	-	-	-	-
In The Liberal Tradition ( <u>S</u> )	625	675	1	-

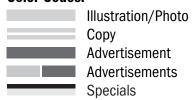
Design Templates 14, 15

Choose between twenty pre-built design templates for opening spreads. These templates are modular and can be modified or moved to accommodate variations in category content.

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- · Word counts are based on approximation, use as a guide for editorial staff and journalists.
- $\cdot$  Limit one Special (§) per spread. Specials have a different grid, leading and tracking uses.

## **Color Codes:**







<b>C:</b> CN- <u>S</u> S	B-15				
-		— Column —		-	Brief
1/3	1/3	1/3	2/	/3	1/3
-					

CATEGORY SUB-TYPES	WORD COUNT		COMPONEN	
	TEMPLATE	FULL	PHOTO/ILLO	
Column	1225	1825	1	-
Brief (SP)	225	250		-

CATEGORY SUB-TYPES	WORD COUNT			
	TEMPLATE	FULL	PHOTO/ILLO	QUOTE
Column	900	1500	1	-
Book Review	850	1825	1	-
Advertisement	-	-	-	-
Column	1225	1825	3	-
Short Brief	325	775	1	-
Brief (S)	225	250	-	-

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Design Templates 16, 17, 18

Choose between twenty pre-built design templates for opening spreads. These templates are modular and can be modified or moved to accommodate variations in category content.

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- Utilize the InDesign templates as they are or adjust as necessary to fulfill the requirements outlined in this document.
- · Word counts are based on approximation, use as a guide for editorial staff and journalists.
- $\cdot$  Limit one Special (§) per spread. Specials have a different grid, leading and tracking uses.

## **Color Codes:**

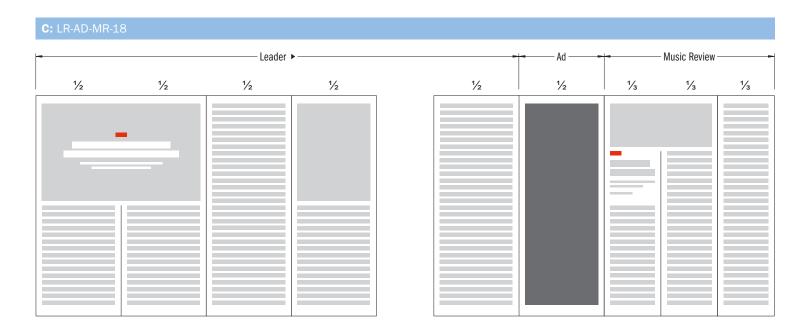
Illustration/Photo
Copy
Advertisement
Advertisements



CATEGORY SUB-TYPES	WORD COUNTS		COMPONENTS	
	TEMPLATE	FULL	PHOTO/ILLO	
Column	1450	2250	1	1
Advertisement	-	-	-	-



CATEGORY SUB-TYPES	WORD COUNTS		COMPONENTS	
	TEMPLATE	FULL	PHOTO/ILLO	
Column	1025	1100	1	-
Advertisement	-	-	-	-



CATEGORY SUB-TYPES	WORD COUNTS		COMPONENTS	
	TEMPLATE	FULL	PHOTO/ILLO	QUOTE
Leader	1600	1675	2	-
Advertisement	-	-	-	-
Music Review	750	1100	1	-



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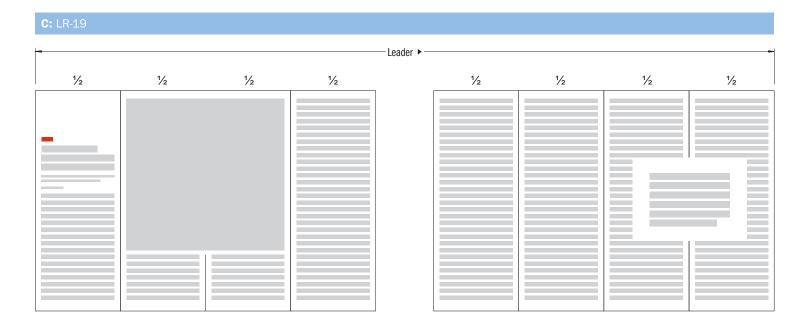
Choose between twenty pre-built design templates for opening spreads. These templates are modular and can be modified or moved to accommodate variations in category content.

## Note:

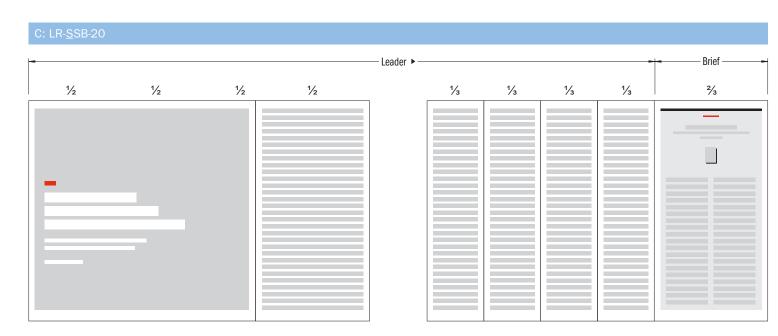
- InDesign C templates are found on the R&L server:
   R&L Publication Documents > Templates > C
- Utilize the InDesign templates as they are or adjust as necessary to fulfill the requirements outlined in this document.
- $\cdot$  Word counts are based on approximation, use as a guide for editorial staff and journalists.
- $\cdot$  Limit one Special (§) per spread. Specials have a different grid, leading and tracking uses.

## **Color Codes:**





CATEGORY SUB-TYPES	WORD COUNTS		COMPONENTS	
	TEMPLATE	FULL	PHOTO/ILLO	QUOTE
Leader	3000	4475	1	1



CATEGORY SUB-TYPES	WORD COUNT			
	TEMPLATE	FULL	PHOTO/ILLO	QUOTE
Leader	2150	2250	1	
Brief (SP)	375	450	1	-
			·	



# Journal Concept Example

Developed from Pre-Built Templates





# Complete Journal Example Selected Templete from System Design



























Religion & Liberty ACTON

**Journal Templates**