

Ilinois Country Living

STYLE GUIDE

Prepared by AURAS Design 301-587-4300 • www.auras.com November 2018

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- Picas and points are used for measurements instead of inches because it cuts down on numbers with long decimals.
- Type style names all start with an alternate character. Paragraph Styles begin with a bullet (•) and Character Styles start with a tilde (~). This way, it's easy to determine which styles are imported from Word and to delete them.
- Type styles are color coded.

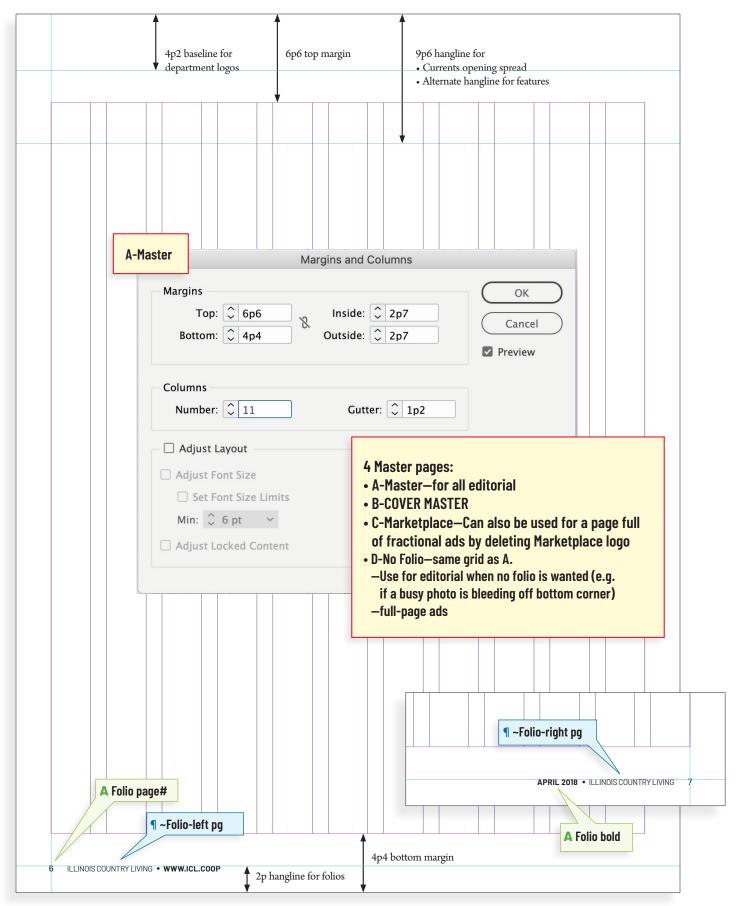
¶ •Text
A ~Semibold
! Description Typeface and size
tab before and after page number
A •Wingdings directional arrows

Endbug is a vector piece of art. Copy and paste as an anchored object at end of each story.

3 DOCUMENT SETUP

Document Setup	Document Setup Picas and points
Intent: Print ~ umber of Pages: 40 Facing Pages Start Page #: 1 Primary Text Frame	Intent: Print ~ Number of Pages: 40
Page Size: [Custom] ~ Width: \$\$ 8.125 in Orientation: 10.75 in	Page Size: [Custom] Width: \$\$\$\$\$\$\$\$\$48p9 Height: \$\$\$\$\$\$\$\$\$\$\$64p6
Margins Top: 1.0833 in Bottom: 0.7222 in N Inside: 0.4306 in Outside: 0.4306 in	Margins Top: \$\$6p6 Bottom: \$\$4p4 Margins Inside: \$\$2p7 Outside: \$\$2p7
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Preview Cancel OK	Preview Cancel OK
6 ILLINOIS COUNTRY LIVING • WWW.ICL.COOP	

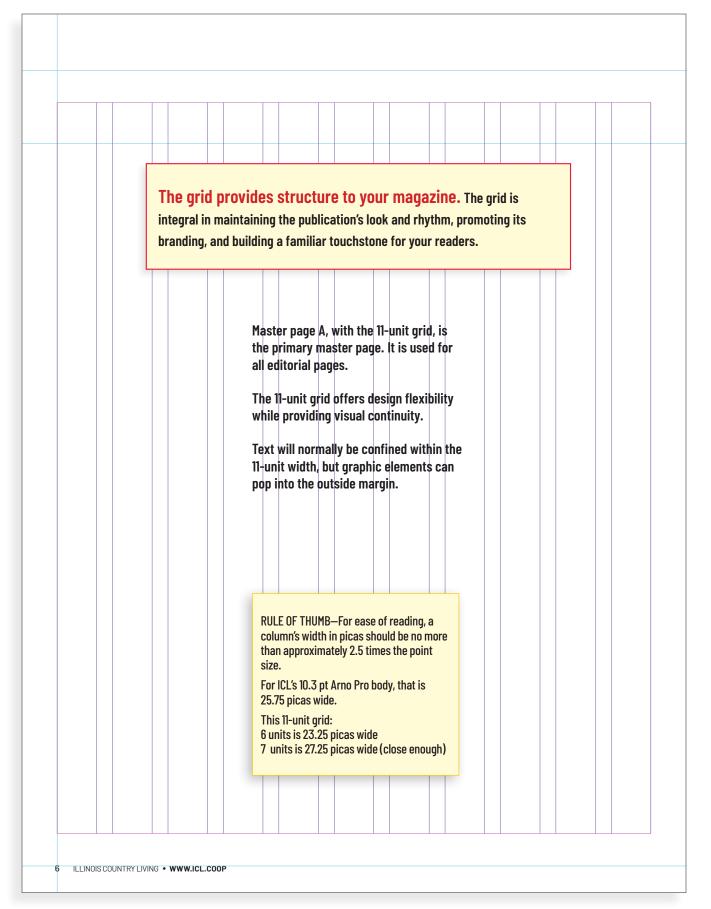
4 MASTER PAGE A & FOLIO • MARGINS & COLUMNS



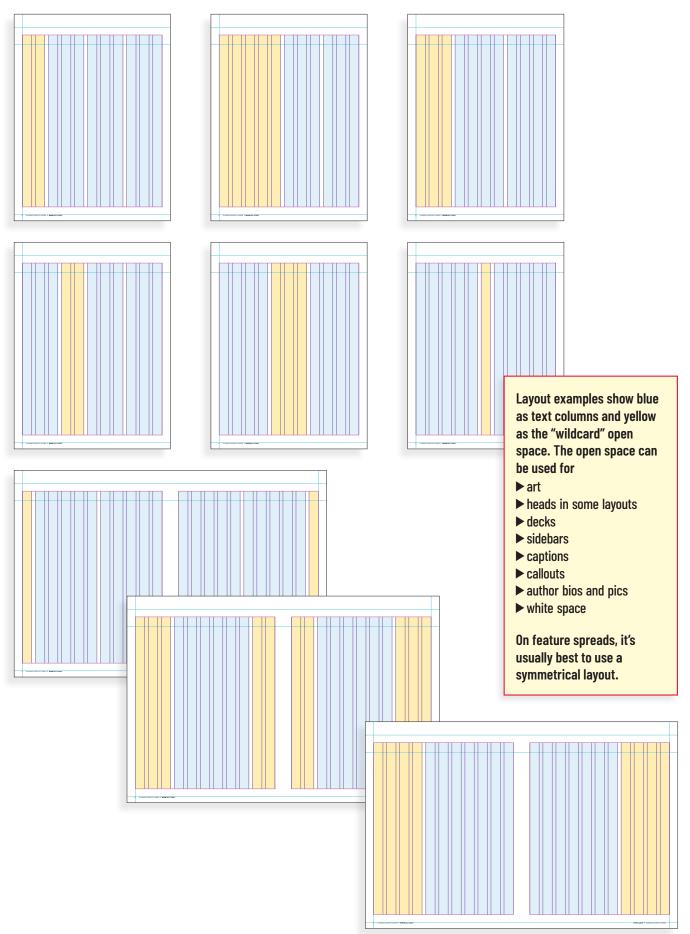
5 MASTER PAGES B & C • MARGINS & COLUMNS

Illino Country Livi	APRIL 2018
CountryLivi	B-COVER MASTER Margins and Columns
Cruisin' for CUISINE keep on truckin'	Margins OK Top: ↓ 1p9 Left: ↓ 2p6 Bottom: ↓ 2p4 Right: ↓ 1p9 ✓ Preview
	Columns Number: 2 1 Gutter: 2 1p0
Sandwich Calabaja Sandwich Calabaja	 Adjust Layout Adjust Font Size Set Font Size Limits
RAVELS Amazing art at Allerton Barter vetex Don't get zapped Pannie ranz Pannie ranz	Min: \bigcirc 6 pt \checkmark Max: \bigcirc 324 pt \checkmark Adjust Locked Content
How sweet it is	

MarketPLACE		
	C-Marketplace Margins and Columns Margins OK Top: 2p6 Inside: 3p0 Bottom: 2p6 Outside: 3p9	
	Columns Number: 🗘 3 Gutter: 🗘 1p6	
	 Adjust Layout Adjust Font Size Set Font Size Limits Min: ⁰ 6 pt ✓ Max: ⁰ 324 pt ✓ Adjust Locked Content 	
36 ELINDISCULNIRY LIVING + WWW.ICL.COOP		



7 THE GRID • LAYOUT EXAMPLES



The magazine uses two font families, Arno Pro and Barlow.

Arno Pro is the serif used for:

- body copy
- bylines

Arno Pro Regular Arno Pro Italic Arno Pro Semibold Arno Pro Semibold Italic Arno Pro Bold Arno Pro Bold Italic

Arno Pro also offers a variety of styles for optimal appearance in specific circumstances.

The serifs are more delicate on styles intended to run large.

Caption style is drawn to be used small.Display is for large use.

These are only a few that are included:

Light Display

- *Light Italic Display*
- Bold Display Semibold Subhead Bold Subhead Bold Italic Subhead Caption Italic Caption Bold Caption

Barlow is the sans serif used for:

- heads
- subheads
- decks
- captions
- sidebars
- boxes
- bios
- folios
- most anything that isn't body copy

Barlow comes in three widths and a variety of weights. All can be used when designing feature headlines.

The three widths are:

Barlow

Barlow Semi Condensed

Barlow Condensed

All three have these weights in both Roman and italic:

Thin

ExtraLight

- Light
- Regular

Medium

SemiBold

Bold

ExtraBold

Black

Type style names

Style names all start with an alternate character. This way, it's easy to determine which styles are imported from Word and to delete them.

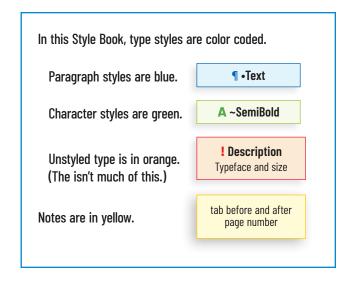
Paragraph Styles begin with a bullet: •Text

Character Styles start with a tilde: ~Semibold Arno

Type style things to know

- The first paragraph of departments uses •Text Opening. It is set up so the first four words automatically appear in the ~CAPS LEAD-IN character style. If more words need to be highlighted, apply that character style.
- To keep the left edge of text columns looking neat, use paragraph styles with no indent at the beginning of each article and after:

 subheads
 bullet lists
 lines of white space
- Paragraph style •Text-NoIndent-Space has a line of space added above the graf.
 - There should not be any reason to have an extra return in copy.
 - Use this style for paragraphs that begin sections or steps, such as in Energy Solutions and Powered Up.
 Use character style ~Semibold Arno to boldface the first sentence.
- Headline styles are specified to span all columns and balance ragged lines.
- Space between the head, deck, and copy is specified so that, in most departments, one text box can be used for the whole page (other than pullquotes, captions, sidebars).
- Arno Pro body copy paragraph styles that begin with •Text align to baseline grid.
 - The exception to this is •Text-BulletList, which has a 2-pt space above and below each graf. This works perfectly with three or six bulleted items, but space will have to be adjusted with any other number, and if the list breaks across columns.



Wingdings is a handy font to have when directional arrows are needed. This shows the letters that correspond to the four main directions, but there are many more styles of arrows in the font.



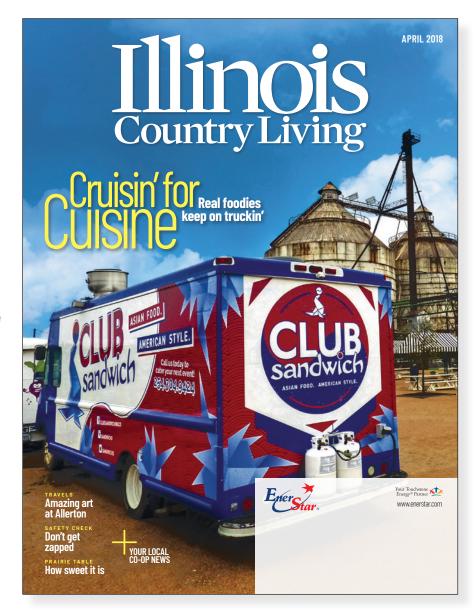
9

The endbug is a vector piece of art. Copy and paste as an anchored object at end of each story. \heartsuit

- Body copy width legibility—For ease of reading, a column's width in picas should be no more than approximately 2.5 times the point size.
 - For ICL's 10.3 pt Arno Pro body, that is 25.75 picas wide.
 - In ICL's 11-unit grid:
 6 units is 23.25 picas wide
 - 7 units is 27.25 picas wide (close enough)

The cover of the magazine is a critical moment for engaging readers and setting the bar for the quality of the design and content. This is not about beauty or art but about impact.

- Images should be simple, well composed and fill the frame. The headline type needs to be provocative and work to enhance the power of the image.
- The nameplate is integral to the composition of the cover. Color-wise, it doesn't need to be the most prominent element on the page, but a consistent size and position is important for the magazine's branding.
- Nameplate color can change, but entire nameplate should be the same color.
- A masked image, like a person's head, popping in front of the nameplate can be a useful treatment as long as it doesn't obliterate the nameplate. (At least, not till ICL is a recognizable as *Time*.)
- Cover lines should have impact and personality and above all, drive readers into the book. Legibility is the goal and prominence is paramount.
- Although this example shows the cover lines on the left, they can be placed anywhere. The best placement for the primary head may not always be stacked above the secondary heads, but *do* keep secondary stories together.



11 COVER • TYPE STYLES





Instead of having its own master page, the TOC follows the A-Master grid loosely.

It deviates from the grid in order to:

- allow for hanging page numbers by the feature titles
- keep a cushion of white space around the photos
- have the departments use a three-column format in a seven-unit space.

Feature photos use the top left space.

- Overall width should be 28p3, but shape and size of the rectangles and overall depth of the block can vary based on photos and feature story entries.
- Aim for a mix of far-away and closeup shots, color variety, and not having busy image edges abut.

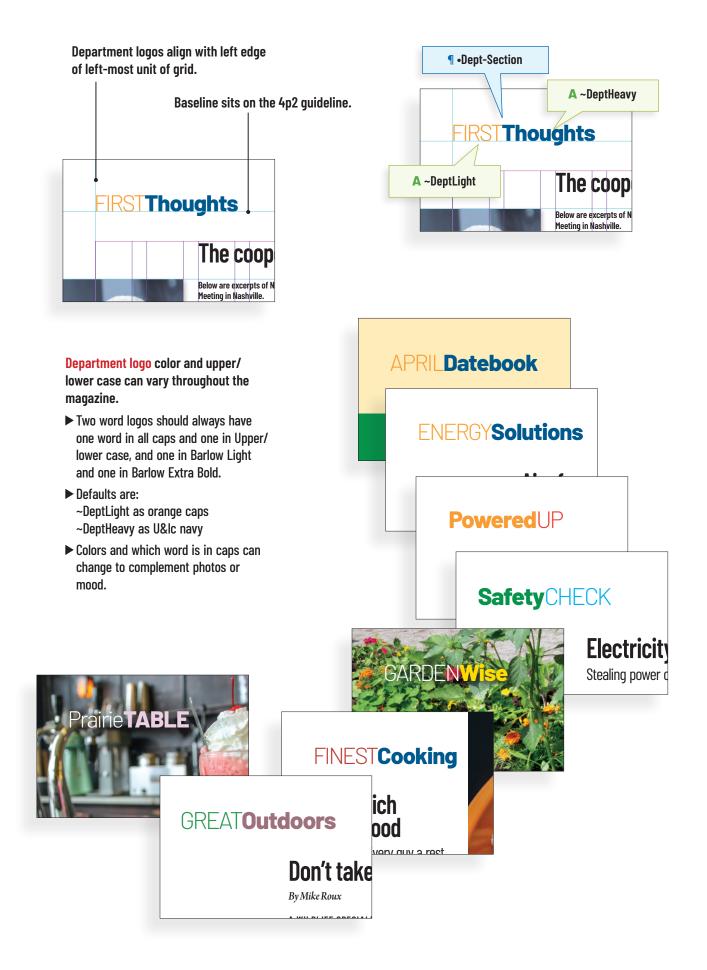
Department photos use the bottom right space.

- Overall width, shape and size of the rectangles, and overall height of the block can vary based on number of department entries, as well as length of feature blurbs.
- Closeups will usually work better in this smaller size space.

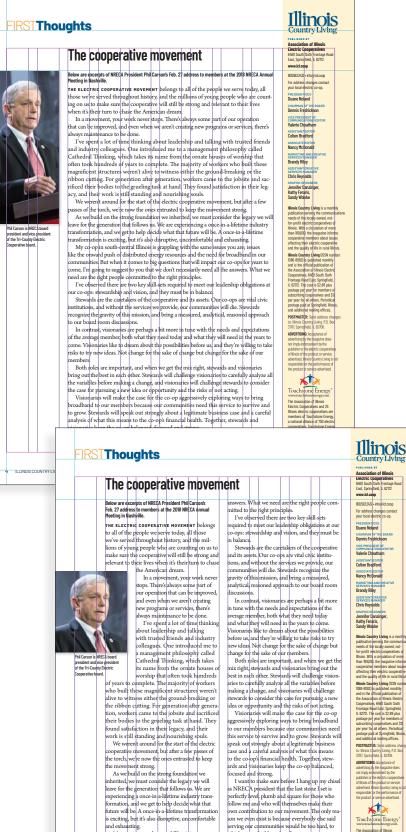
13 TABLE OF CONTENTS • TYPE STYLES



14 DEPARTMENT LOGOS • PLACEMENT & TREATMENT



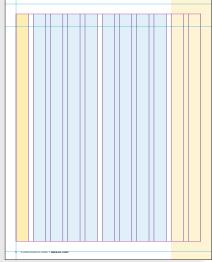
FIRST THOUGHTS / MASTHEAD • LAYOUT 15



follow mg and who will themselves make their own contribution to our mivement. The only rea-ton we even exist is because everyboily else said serving our communities would be too hard, to which we repleted "watch us" We're part of a movement. What makes us special is our mission to ingrove the laws of the people and places we serve, and the morivation to act because it's the right thing to do. I don't foresee either of those things EVER changing as long as there are co-opt. **Q**

ww.touclistonemergy.com he Association of Illinois lectric Cooperatives and 25 inois electric cooperatives an iembers of Touchstone Ener national alliance of 750 elect coperatives. Touchstone Ene

tuture will be A once-in-a-interime transformation is exciting, but it's also disruptive, uncomfortable and exhausting. My cot-op in south-central Illinois is grap-pling with the same issues you are; issued like the onward push of distributed energy resources and the need for broadband in our communities. But when it comes to big questions that will impact our co-ops for years to come, I'm going to sug-gest to you that we don't necessarily need all the



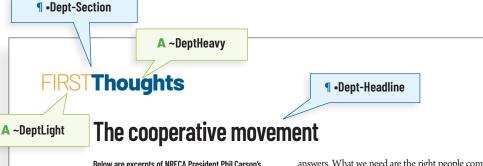
First Thoughts use nine of the eleven units on the outside of the page.

- ► Using wider column widths for First Thoughts is preferable given its essay nature.
- Depending on copy length, text can run four units wide in two columns, or five, six or seven units wide in one column.

The masthead will always use the two units in the gutter on the First Thoughts page.

► It uses the margin area, but keep at least a pica away from page edge on top, right and bottom.

A ~CAPS LEAD-IN



Below are excerpts of NRECA President Phil Carson's Feb. 27 address to members at the 2018 NRECA Annual Meeting in Nashville

THE ELECTRIC COOPERATIVE MOVEMENT belongs to all of the people we serve today, all those we've ser and the mil-

•Text-Opening lions of y unting on us to make sure the cooperative will still be strong and relevant to their lives when it's their turn to chase the American dream.

> In a movement, your work never stops. There's always some part of our operation that can be improved, and even when we aren't creating new programs or services, there's always maintenance to be done.

I've spent a lot of time thinking about leadership and talking with trusted friends and industry colleagues. One introduced me to a management philosophy called Cathedral Thinking, which takes its name from the ornate houses of worship that often took hundreds

character style. If

character style.

of years to complete. The maj who built these magnificent st alive to witness either the grou the ribbon cutting. For genera tion, workers came to the jobs their bodies to the grueling ta found satisfaction in their lega work is still standing and nou

Phil Carson is NRECA board

president and vice president

of the Tri-County Electric

tive hoard

Coon

¶ •Bio

We weren't around for the st cooperative movement, but afte the torch, we're now the ones er the movement strong. As we build on the strong fo

inherited, we must consider the legacy we will leave for the generation that follows us. We are experiencing a once-in-a-lifetime industry transformation, and we get to help decide what that future will be. A once-in-a-lifetime transformation is exciting, but it's also disruptive, uncomfortable and exhausting.

My co-op in south-central Illinois is grappling with the same issues you are; issues like the onward push of distributed energy resources and the need for broadband in our communities. But when it comes to big questions that will impact our co-ops for years to come, I'm going to suggest to you that we don't necessarily need all the

ILLINOIS COUNTRY LIVING . WWW.ICL.COOP 4

answers. What we need are the right people committed to the right principles.

L've observed there are two key skill-sets r leadership obligations at our Source and vision, and they must be in balance.

Stewards are the caretakers of the cooperative and its assets. Our co-ops are vital civic institutions, and without the services we provide, our communities will die. Stewards recognize the gravity of this mission, and bring a measured, analytical, reasoned approach to our board room discussions.

In contrast, visionaries are perhaps a bit more in tune with the needs and expectations of the average member both what they need today

come.

ssibilities

and what •Text Visionari

before us, and they re willing to take risks to try new ideas. Not change for the sake of change but change for the sake of our members.

Both roles are important, and when we get the mix right, stewards and visionaries bring out the best in each other. Stewards will challenge vision-

yze all the variables before l visionaries will challenge •Text Opening paragraph the case for pursuing a new style is set up so first four nd the risks of not acting. hake the case for the co-op words automatically appear g ways to bring broadband in the ~CAPS LEAD-IN ause our communities need e and to grow. Stewards will out a legitimate business more words need to be alysis of what this means highlighted, apply that al health. Together, stewkeep the co-op balanced,

> I want to make sure before I hang up my chisel as NRECA president that the last stone I set is perfectly level, plumb and square for those who follow me and who will themselves make their own contribution to our movement. The only reason we even exist is because everybody else said serving our communities would be too hard, to which we replied "watch us."

We're part of a movement. What makes us special is our mission to improve the lives of the people and places we serve, and the motivation to act because it's the right thing to do. I don't foresee either of those things EVER changing as long as there are co-ops.



Association of Illinois **Electric Cooperatives** 6460 South Sixth Frontage Road East, Springfield, IL 62712 www.icl.coop

800.593.2432 • info@icl.coop For address changes contact

your local electric co-op. PRESIDENT/CEO **Duane Noland**

N OF THE BOARD Dennis Fredrickson

VICE PRESIDENT OF Valerie Cheatham ASSISTANT EDITO Colten Bradford

ASSOCIATE EDITOR Nancy McDonald

MARKETING AND CREATIVE **Brandy Riley** ASSISTANT CREATIVE SERVICES MANAGER Chris Reynolds

GRAPHIC DESIGNER Jennifer Danzinger, Kathy Feraris Sandy Wolske

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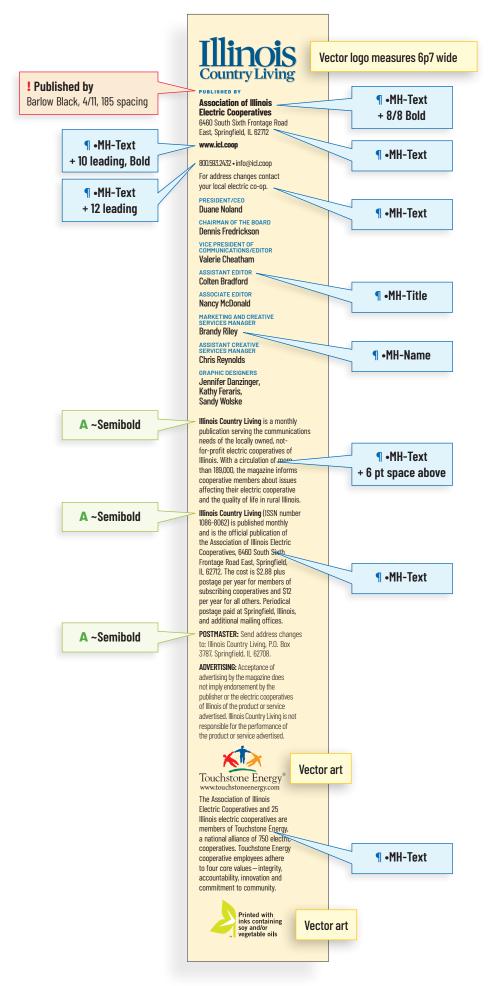
ADVERTISING: Acceptance of advertising by the magazine does not imply endorsement by the publisher or the electric cooperatives of Illinois of the product or service advertised. Illinois Country Living is not responsible for the performance of the product or service advertised



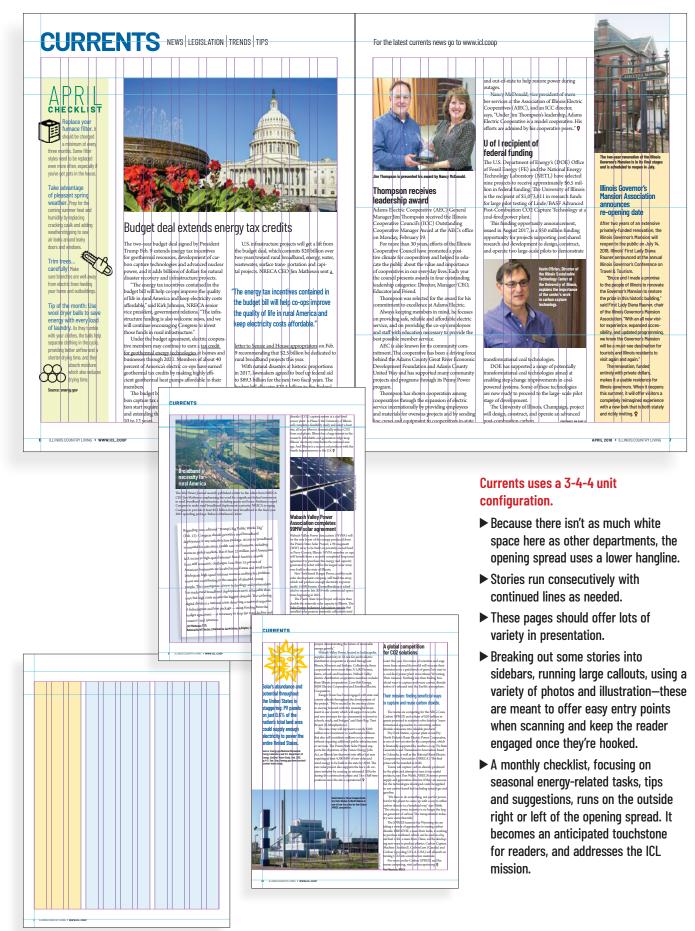
Touchstone Energy® uchstoneenergy.c The Association of Illinois Electric Cooperatives and 25 Illinois electric cooperatives ar members of Touchstone Energy, a national alliance of 750 electric cooperatives. Touchstone Energy cooperative employees adhere to four core values – integrity, accountability, innovation and commitment to community.



17 MASTHEAD • TYPE STYLES

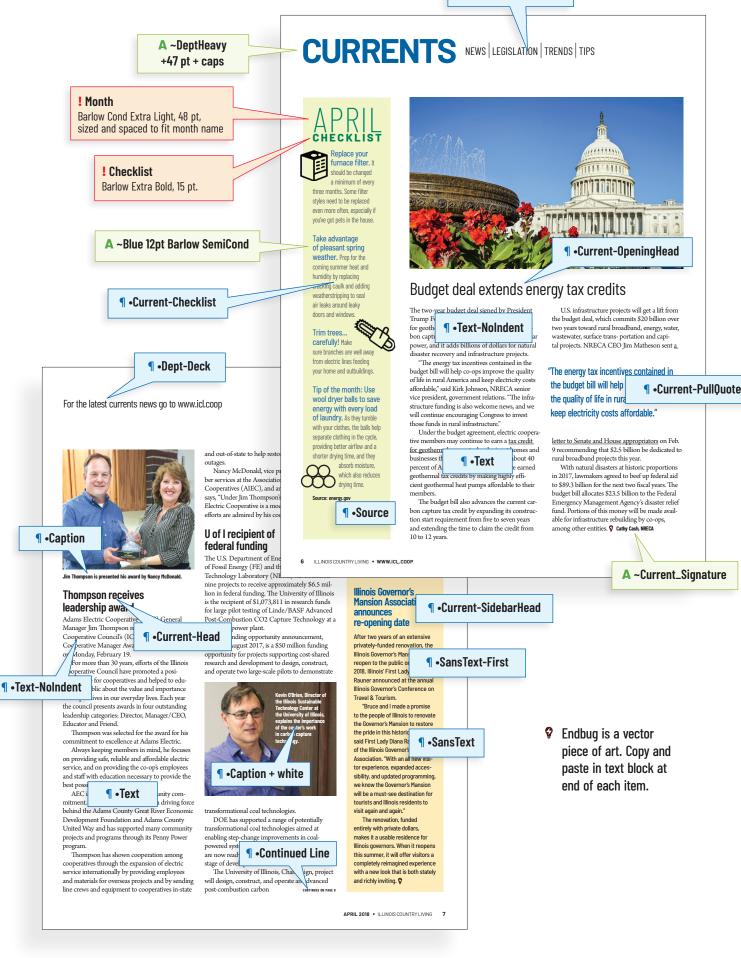


18 CURRENTS • LAYOUT



19 CURRENTS • TYPE STYLES

•Current-Tagline





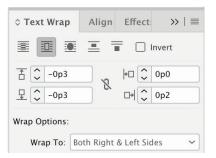
Datebook follows the grid, but there are no set rules on what appears where.

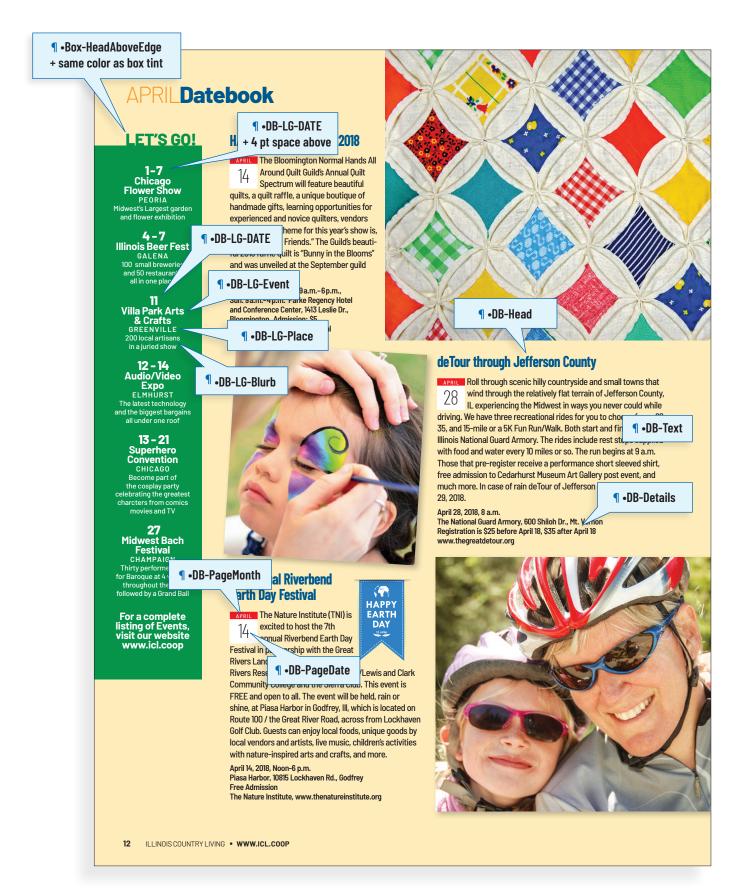
- The Let's Go sidebar can be on the left or right. It can change color month to month, or seasonally, or never. The Let's Go! head should be the same color as sidebar.
- Featured entries will undoubtably vary in width and placement month to month based on the length of copy, and the shape and quality of photographs.
- A light tint should bleed off all four sides of page.
- The calendar page is editable art that is anchored in the text block. Its dimensions are

W: 2p2.404

H: 2p4.08 And has a text wrap as follows:

14



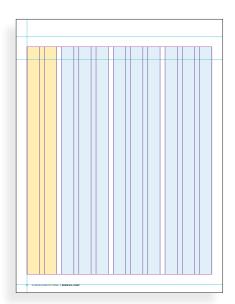


22 MOST DEPARTMENTS • LAYOUT



2-3-3-3 unit layout is the usual default for most one-page departments, with wildcard space on the outside.

- In some instances, a different grid configuration may work better, which is completely acceptable.
- ► There is great leeway in photo placement.
- ► Aim for photos being placed to follow the grid.
- There are times when the best design for the page means breaking free from the rigidity of the grid. That is perfectly acceptable, but have a justifiable reason for it.

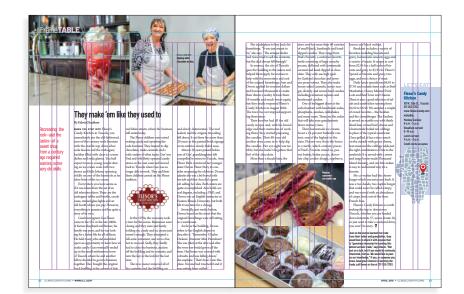








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•ByLine

Intergy Question

A ~Signature

¶ •Dept-Headline

Aim for quality when managing a renovation contractor

By Pat Keegan and Brad Thiessen

Dear Pat: We followed your advice last month and hired a contractor we think will give us an energy efficient renovation. How do we manage the job to make sure the project turns out right? - BRIDGET AND NEIL

> DEAR BRIDGET AND NEIL: Last month, I offered tips on how to

¶ •Text-Opening

realize that after the hiring is complete, contractors need to be managed.

First, you should decide who will be the main contact with your contractor. Clear communication is critical because a renovation that includes energy effi-

ciency improvements comes with extra challenges. A single point of contact with help avoid confusion, conflicts and cost overruns.

Before the work starts, have a discussion with your contractor about quality. You want the contractor to know you'll be carelly overseeing the work and that ther may be others involved in this oversight, such as building inspectors, your electric cooperative or an independent energy auditor. You can discuss the standards of a professional, high-quality job.

Agree on the points at which the contractor will pause so you or someone you designate can review the work. At a minimum, an inspection should take place before you make an

ILLINOIS COUNTRY LIVING • WWA COOP Author names in bio are A ~Semibold interim payment. Here are a few examples of interim review points:

- The building envelope should be propulsed by the function of the propulse of the function of the propulse of
- Replacement windows should be properly flashed and sealed before siding and trim are installed, which prevents moisture problems and air leaks.
- Some insulation measures can be inspected before they are sealed up behind walls or ceilings.

A ~Semibold Arno Inspecuon For Inspection Inspective insulation, and the batts are not are no air ga compressed.

HVAC measures require special attention. Nearly half of all HVAC systems are installed incorrectly, which often causes uneven temperature distribution throughout the home, along with higher energy bills. ENERGYSTAR* has a special program to ensure quality HVAC installation. Forced air systems typically have poorly balanced supply and return air delivery that can often be improved. Air flow can be measured at each register, and a duct blaster test can identify and quantify duct leakage.

When you review the work, it may be helpful to take photos or to bring in an energy auditor. Be sure to have these inspections outlined in the contract and discussed beforehand so the contractor is comfortable. Be clear about changes. It will be tempting to add "just one more thing" along the way, and the contractor may agree a change is simple and possible within the time frames. Contractors and customers often miscommunicate about change orders and end up disagreeing about additional costs when the project is completed. Before you make any changes, be sure to get a written cost quote. If it 's significant, you can then weigh

Paragraph style •Text Opening is set up so first four words automatically appear in the ~CAPS LEAD-IN character style. If more words need to be highlighted, apply that

It's a good idea to maintain good records as the project progresses. These records could be helpful for building inspectors or to qualify for rebates or tax credits.

the cost against the benefit of the

change.

When the renovation is complete, it may be tempting to signification of the tempting to signification of the tempting to signification of the tempting tempting the tempting tempting

Depending on the size and complexity of the project, it may be worth the extra step of having a final audit by a licensed energy auditor. My neighbors were saved from a home renovation disaster when an energy audit discovered the energy efficiency contractor had failed to produce the promised efficiencies. The contractor had to perform thousands of dollars' worth of improvemen^ots before my neighbors made the final payment.

Once you confirm that the work is 100 percent complete, you can write a check for the final payr then sit back and enjoy your reveau ized, more energy-efficient home! **?**

For more information on managing a home renovation contractor, please visit: www.collaborativeefficiency.com/ energy/lips.

•Source + no align to grid





HVAC technicians or energy auditors can use diagnostic equipment to measure air leakage and air flow.

•Text-NoIndent-Space



This column was co-written by Pat Keegan and Brad Thiessen of Collaborative Efficiency.

PoweredUP

•Dept-Deck

I •Dept-Headline

Planning for the future

One of the hardest things for me to think about is what I need to do to prepare for my death.

THERE ARE MANY ITEMS you should have in order for those you leave behind. Today there is something new t •Text-Opening files. ents aren't that important, but some, such as photos, could have sentimental

value. The files I do have are spread



Comment on this column Visit icl.coop and click on Powered Up to respond. Your response might even be included in a future column.



¶ •Bio

Dan Gerard, CISSP, is the Chief Technology Officer for the Association of Illinois En stric Cooperatives in Springfield

ILLINOIS COUNTRY LIVI

all over the internet. I have files on Dropbox, OneDrive, Google Drive, Google photos, in my email, and several other places. Many people would consider the information stored on Facebook very valuable. So how do we pass this data onto our loved ones? Let's look at a few options.

My first instinct would be to make sure all data is backed up on some type of storage media that would be easily accessible to my family. This could be an internal hard drive, a removable USB drive, or even a backup NAS appliance. This would probably be the easiest way, if you're like me and everything is spread all over the place. take advantage of many cloud tions and I could never afford

Bold face in •Bio style is A ~Semibold

enough storage to back it all up at my house. Some people even rely on cloud providers for their backup solutions. Another option would be to give someone you trust all your user names and passwords. This could be done digitally by using a password vault program like LastPass which allows for

passing on your digital assets. With this solution, the person you trust will be notified how to access your data after you pass away. The down side is all your passwords are now in one place and online. Should the company get hacked, all your accounts are compromised.

So, what happens to our accounts when we pass on? It depends on the account. Not all providers have the same policies when it comes to releas-

ing your information to family and loved ones. Some companies don't even have a process or procedure in place to accommodate it. What to do with a dead user's information remains a tricky subject for most online service providers. The problem involves who actually owns the data - the party that sent the data, received the data, or the site that stores the data.

Facebook has added a feature called "Legacy Contact" which allows you to designate somecebook one to m •Text one. Once account : the Facebook profile is memorialized, the legacy contact can look after your account by responding to new friend requests, update your profile picture and photo cover,

- Paragraph style •Text Opening is set up so first four words automatically appear in the ~CAPS LEAD-IN character style. If more words need to be highlighted, apply that character style.
- Highlight steps or questions within Arno text styles with ~Semibold Arno.

and request the removal of your account. However, there are some limitations. The legacy contact cannot login to your account, remove or change past posts, read your messages, remove your friends, or add a new legacy contact to your account. Companies like Amazon and Apple make it clear that you do not own

the data or content that load. What you have pu license to access or use and that license ever safte you die.

A ~Semibold Arno

mem

•Text-NoIndent-Space

Since the is no standard regarding h wan internet company b adles your online account after death, it would be wise to document all accounts for your family and loved ones to access. Keep it in a safe place as a memorandum to your will, and make sure you document in your will who you want to have access to these accounts. Also make sure you have some method of documenting your passwords that is safe and sy to manage. If you use the sam mail account to register all your vices, as long as to that email

account, it is r passwords to o

gain access. This method may also require you to document your answers to security questions for sites that have that security feature

turned on. Planning for our departure isn't always the most pleasant thing to do. Just remember, even though you saved your files in the "cloud," you're not going to have access to them when you get to heaven. Make sure you have a plan to pass those precious pictures, or other important files, on to your family. 💡

¶ •Dept-Headline

Reuse and recycle in the garden this spring

Finding new uses for old objects saves money and is a nice thing to do for the en/ironment

¶ •Dept-Deck

Author names in bio are A ~Semibold



Candice Hart is a Horticulture Educator with University of Illinois Extension serving DeWitt, Macon and Piatt counties. She is also a Certified Floral Designer, Illinois Certified Professional Florist and is an award winning floral designer.

ILLINOIS COUNTRY LIVING • WWW.ICL.COOP

¶•Bio

20

A VARIETY OF ITEMS you likely already have at home may be able to say **¶** •Text-Opening s well as im

your gardening. Get creative this spring and make a difference to the environment.

Seed starting

Jump-start your garden by starting seeds indoors in a bright southernor western-facing window or <u>under supplemental lighting</u>. Many

I •Text-NoIndent ilk jugs, egg carilk jugs, egg carilk cartons, and other reusable and even biodegradable containers) can easily be filled with soilless media for starting seeds. Any container that is clean and safe for growing food can be used.

Weed control

With weed control commonly being a time-consuming maintenance task during the growing season, consider r

newspapers and c as biodegradable Simply place a fev paper or a section over an area of ba with your favorite www.ICL.coop

such as bark mulch, grass clippings or leaves. The newspaper or cardboard will naturally degrade over time and you can simply ad 1 or more mulch as ¶ •Text p the soil covered. arciocarci and newspaper is the only means of weed barrier I use under my bark mulch now and it works great.

Alternative raised beds

Raised garden beds are a great solution when your garden soil is not ideal, or you'd like to create a growing area that is easier to acce

of p **1 •Text-NoIndent** may already nave suntable construction materials, like a w ood pallet, on hand. Simply staple landscape fabric to the sides and open bottom of the pallet and fill with soil. The result is an excellent shallow bed

> , y food in a nsider the tion material, nically treated te for growing

food. Railroad ties are coated with creosote, which is not recommended for growing food. Other candidates for raised beds might be bricks left over from other garden projects and cinder blocks, whose holes you can fill with soil and plant into. Beds can also be lined with a layer of plastic to prevent the soil from contacting the

is in question.

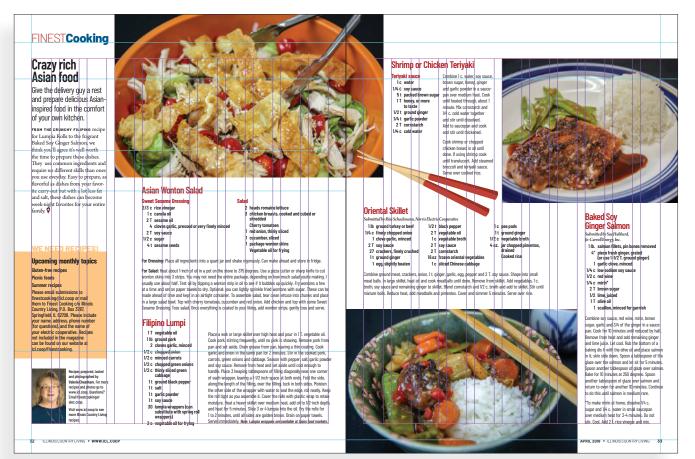
Subhead1

Garden art 🕤

Get the kids involved and start crafting recycled materials into gorgeous works of art for the garden. Glue tea cups and plates together on a pole to make small bird baths for the garden. Glue small plates filled with bird seed onto an old chandelier and hang from your tree to feed the birds as well. The possibilities are endless.

This spring, take a look at your garden with a new eye. You may be able to reuse and recycle materials you have on hand to save yourself money and reduce your gardening footprint. **?**

26 CRAZY-QUILT DEPARTMENTS • LAYOUT





Departments with many puzzle pieces are usually the most difficult, and most interesting, to design.

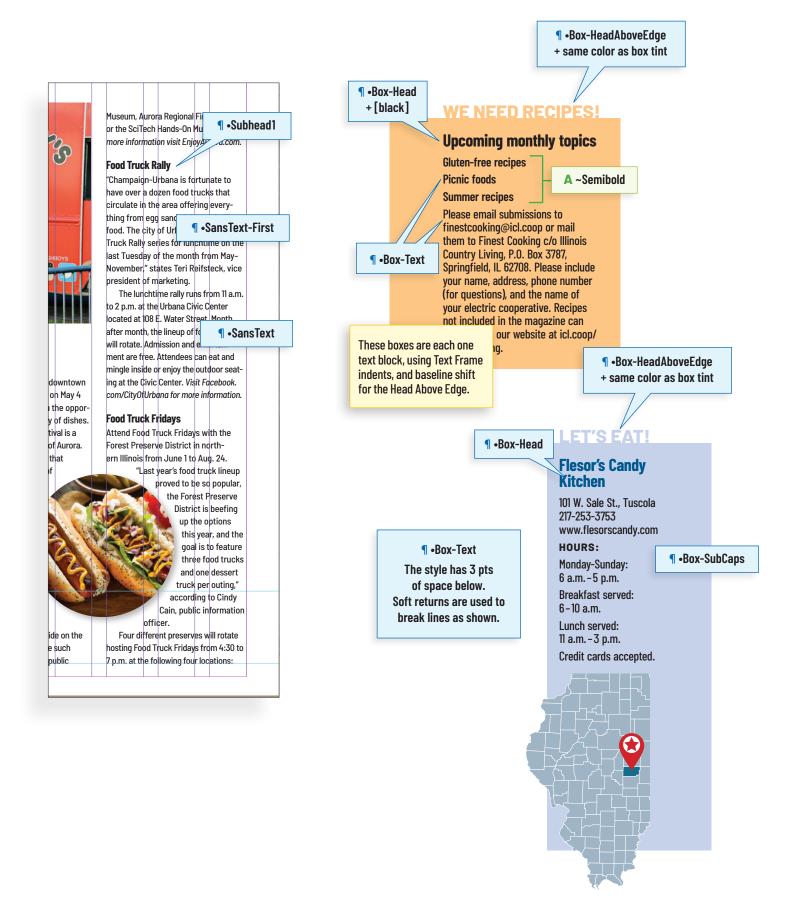
Finest Cooking and Snap Shots follow the grid loosely, but individual items will most certainly deviate.

- Departments that contain multiple photos and bits of text are the hardest to keep consistent with the look of the magazine.
- ► Using the grid for text block and photo placement helps:
 - Placement may appear arbitrary, but-though subtle-visual rhythm is maintained.
 - Following the grid makes the page far easier to design by providing a jumping-off point.
- There are times when the best design for the page means breaking free from the rigidity of the grid. That is perfectly acceptable, but have a justifiable reason for it—such as:
 - the Oriental Skillet recipe above. The overall width of the text block is seven units, but the ingredients have been split into 3 columns.
 - the Filipino Lumpi recipe above left. The overall width of the text block is seven units—plus a bit more to avoid a widow but it's using a 3-column format with the instructions spanning two of those columns.
 - the bird images at left, arranged to best show off the photos and provide an interesting overall shape.

27 FINEST COOKING • TYPE STYLES







30 FEATURES • DESIGN



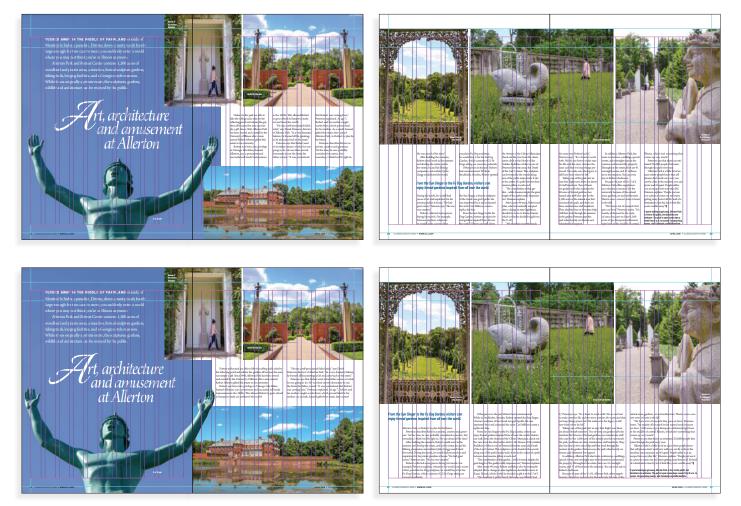




The feature story should look different from the department pages. A more dramatic design involving large images and art provides a welcome break from the rhythm of the departments, but the use of grid and type styles maintains continuity.

- Even though the feature is usually only four or five pages long, it offers the opportunity for a dramatic opener and a feeling of openness in the interior spread(s) that pick up design elements from the initial page.
- ► Typographic choices on these pages are more flexible than in the rest of the book. While text sizes in the departments should not be altered, playing with the headline, adding color or bold or italic to the deck, pumping up the point size for an intro graf, or changing the font style and size for a pull quote are all acceptable.
- For feature headlines, the use of different weights and styles of the magazine's two standard fonts, Arno Pro and Barlow, will provide plenty of interesting options. Alternate fonts are generally discouraged unless they present an illustration-like enhancement to an opening graphic.
- The feature story is a great place to use the grid in creative ways.

31 FEATURES • LAYOUT



There are many column configurations that can be used with this 11-unit grid.

Often, the length of the article will dictate the number of columns needed. Longer stories in few pages will usually work best in two 5-unit columns, because that setup offers the least amount of wildcard space...
Determine the setup of the s

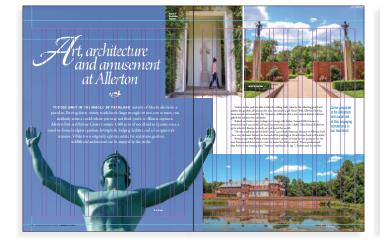
But remember, white space is an important design element, too.

- ► Aim for photo placement to follow the grid.
- There are times when the best design for the page means breaking free from the rigidity of the grid. That is perfectly acceptable, but have a justifiable reason for it.

RULE OF THUMB—For ease of reading, a column's width in picas should be no more than approximately 2.5 times the point size.

For ICL's 10.3 pt Arno Pro body text, that is 25.75 picas wide.

This 11-unit grid: 6 units is 23.25 picas wide 7 units is 27.25 picas wide (close enough)





32 FEATURES • TYPE STYLES



- Body copy paragraph styles used in features are the same as departments.
- Other than for the main body copy, typographic choices on these pages are more flexible than in departments.
- Paragraph styles can be used as a jumping off point for
 - headlines
 - decks
 - intro paragraphs
- pull quotes

Playing with the headline, adding color or bold or italic to the deck, pumping up the point size for an intro graf, or changing the font weight, style and size for a pull quote are all encouraged!

beyond your typical street food. Once considered of questionable quality, today's trucks offer all levtdog Army bases •Text-Opening oursuch as gourmet grilled cheese, lobster rolls or crepes. An added benefit is they provide an inexpensive way to try new exotic or ethnic foods, one taste at a time. This definitely

isn't your typical fair food, and they have evolved over time. Previous iterations of the food truck can be traced back to the east coast in 1872 when vendor Walter Scott first sold sandwiches, pie and

ILLINOIS COUNTRY LIVING . WWW.ICL.COOF 22

arose from the need to fee cattle drives, and the U.S. mobile canteens to feed th

to Los Angeles in 2008 wł acks rec •Text The 20 restaura

to start a new business

close, forcing talented chef a job. A food truck was the continue cooking for a frac the cost of a brick and mor tion. These mobile kitcher

Today, the increasing p ity of food trucks can be tr

new entrepreneurs the opp

Rochelle Community Action Network (CAN) Food Truck Festival Created with the intent to support Rochelle CAN's mission, this festival highlights good eats that support a cause. Proceeds support the organization's annual shopping trip in early December, the elementary school backpack

program and their Operation Warm coat drive — all which provide for local children. Attendees are invited to take a seat at a picnic table. grab lunch to go or browse local shops while they listen to lively tunes. The annual fundraiser will be held in the Municipal parking lot, at the corner of 4th Avenue and Main Street, from 11 a.m.

to 3 p.m. on Saturday, April 28. "Come out and support Rochelle CAN while enjoying great food truck fare," states Eva Chu, vice president of Rochelle CAN. To learn more about this vear's event, visit EniovRochelle.com.

urora's 3rd Annu Food Truck Festival

Keep on Truckin Follow the food frenzy ground lling

OUGHEOM

Wood Fired

PIZZA

Charming Benton Street in downtown Aurora will be transformed on May 4 from 5 to 10 p.m. giving you the oppor tunity to munch on a variety of dishes. "Aurora's Food Truck Festival is a great showcase for the City of Aurora We get visitors from all over that come out to enjoy the best of Chicagoland's gourmet food trucks," explains James Cardis, director of marketing. "The Food Truck Festival lines up with our First Fridays art walk, so visitors can also enjoy dozens of popup art galleries and live entertainment throughout downtown Aurora.

Visitors can also take a ride on the free trolley to a nearby venue such as the Grand Army of the Republic

•Subhead1 Museum, Aurora Regional or the SciTech Hands-On M more information visit Enjoy Food Truck Rally

around Illinois

•Feature-Deck

"Champaign-Urbana is fortunate to have over a dozen food trucks that circulate in the

thing from egg SansText-First food. The city of Truck Rally ser

last Tuesday of the month from Mav-November," states Teri Reifsteck, vice president of marketing. The lunchtime rally runs from 11 a.m. to 2 p.m. at the Urbana Civic Center located at 108 E. Water Street. Month

after month, the SansText will rotate. Adm ment are free.

mingle inside or enjoy the outdoor sea ing at the Civic Center. Visit Facebook om/CityOfUrbana for more information

Food Truck Fridays

Attend Food Truck Fridays with the Forest Preserve District in northern Illinois from June 1 to Aug. 24. "Last year's food truck lineup proved to be so popular the Forest Preserve District is beefing up the options this year, and the goal is to feature three food trucks and one dessert

truck per outing," according to Cindy Cain, public information officer.

Four different preserves will rotate hosting Food Truck Fridays from 4:30 to 7 p.m. at the following four locations

► For feature headlines, mixing and matching different weights and styles of the magazine's two standard fonts, Arno Pro and Barlow, will provide many interesting options.

► Alternate fonts are generally discouraged unless they visually and logically enhance the topic and graphics.

33 FEATURES • TYPE STYLES



rt, architecture and amusement at Allerton This headline is Arno Pro Italic Display.



26 ILLINOIS COUNTRY LIVING • WWW.ICL.COOP

The initial cap A is Italianno.



" Petersor make sure the lif we keep things pres here from when he Taking care of th are about 18 staff m naintain the 80-act who care for the 1,5 the park, and there lso hire four or five

summer in the garden. Peterson says the park relies heavily on donors and volunteers for support. In addition, Allerton Park also hosts conferences, weddings pecial events, and overnight stays in the mansion and around weddings, the property. Throughout the estate, there are 41 overnight rooms, and 17 of those are in the mansion. You can even stay in Robert's bedroom

Because it's part of the U of I, Allerton Park offers supple-entary education resources for the university because of the

that cell phones don't work very well, you can fly a kite in the meadow, you can picnic and it's quiet. People utilize it as an escape from everyday life," Peterson explains. "People just use it as a place to come out and enjoy getting away from it all. It's kind of a destination close by, but it feels like you're worlds away." 💡

f you're looking to get away, Allerton Park is free to the public, b fonations are welcome. The park is open seven days a week fro sunset. For upcominy events, vişit Facebook.com/AllertonPark.

APRIL 2018 . ILLINOIS COUNTRY LIVING

If you're looking to get away, Allerton Park is free to the public but donations are welcome. The park is open seven days a week from 8 a.m. to sunset. •Box-Text For upcoming events, visit Facebook.com/AllertonPark This is the same information showing APRIL 2018 . ILLINO different type treatments.

•PullQuote + extra leading caught scarlet fever, which proved fatal for his mother From the Sun Singer estate, later named Allerton Park, to Robert to plan for to the Fu Dog Garden, Peterson describes Robert as private, creative and g bly considered eccentric, but nowadays, I think he'd fit After building the mansion, Robert would work in th visitors can enjoy formal and in the winter, he and his lifelong companion and arc aardens inspired from all over the world.

world. During his travels, he would find pieces of art and at home. "He had great vision," Peterson says. "He was v Robert collected some pieces during his travels. Fo whenever he would come across a blue porcelain Fu his Fu Dog Garden, which consists of 22 Fu Dogs sitti Other pieces in the park Robert had commissioned.

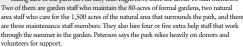
Robert spotted the Sun Singer, a bronze sculpture of the impressed by it and contacted the artist Carl Milles to c From the Sun Singer to the Fu Dog Garden, visitors

from all over the world. Visitors can walk down the Aver out the view from the observation deck in the House of one of Peterson's favorite areas, the Death of the Last Ce he park's major trails. It sits in

> garden...while it seems sim explains. ert and John, who he eve to Kauai. Hawaii. which is v

had it," Peterson says. "It's a beast TIME TO VISIT

d the story remains the same and cy is still here from when he left. King care of the park isn't an easy feat. Kight now, there are about 18 staff members.



In addition, Allerton Park also hosts conferences, weddings, special events, and overnight stays in the mansion and around the property. Throughout the estate, there are 41 overnight rooms, and 17 of those are in the mansion. You can even stay in Robert's bedroom.

Because it's part of the U of I, Allerton Park offers supplementary education resources for the university because of the natural areas, gardens, art and architecture. There's even a concert series it hosts in the fall.

"We have a lot of research that goes on here," Peterson notes. "It's mainly all focused in the natural areas because we have 1,500 acres of pre-European settlement right here in the middle of central Illinois, which isn't something that comes up very much." Peterson says that there's an estimated 225,000 people that come through the park every

year "Allerton Park is a little bit of an oasis where people know that cell phones don't work very well, you can fly a kite in the meadow, you can picnic and it's quiet. People utilize it as an escape from everyday life," Peterson explains, "People just use it as a place to come out and enjoy get ting away from it all. It's kind of a destination close by, but it feels like you're worlds away."

Source