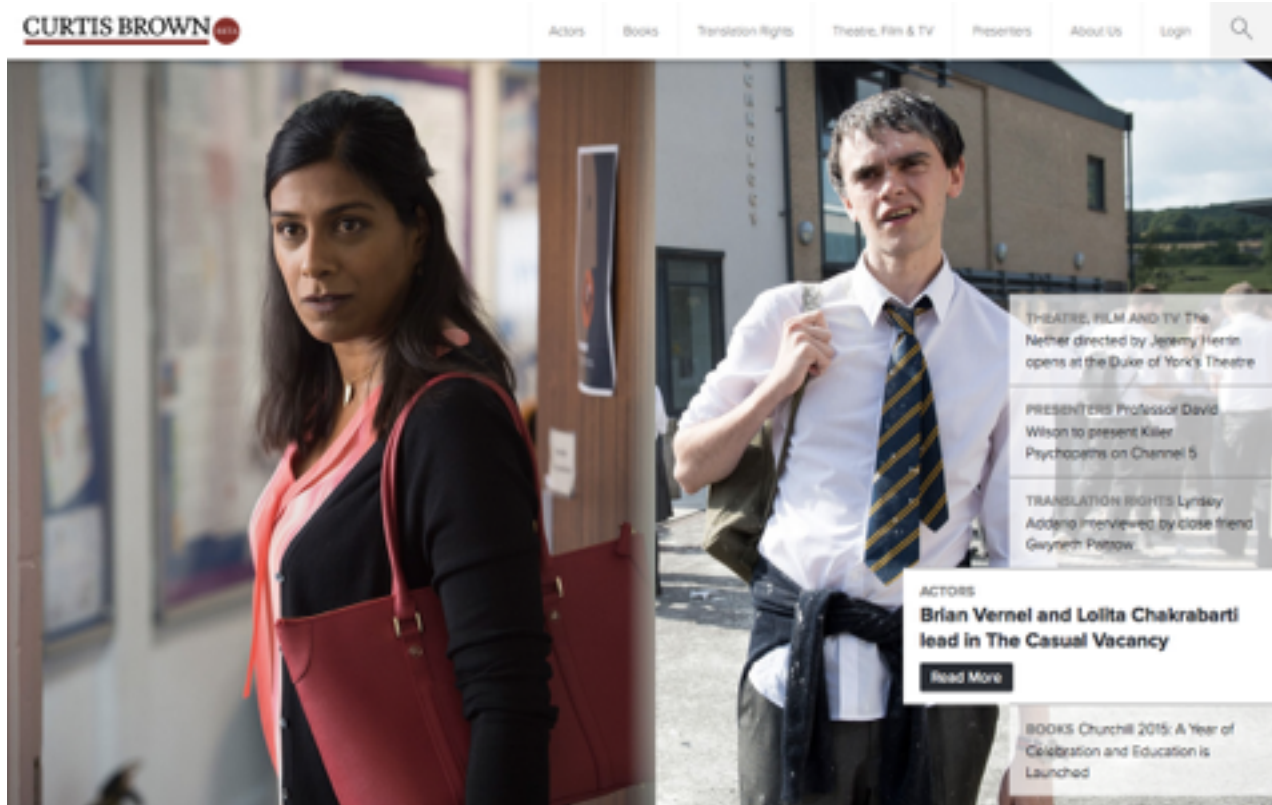CURTIS BROWN

Literary and talent agency

WEBSITE STYLE GUIDE

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WHY USE A STYLE GUIDE?

What is a style guide?

A set of standards to which we all must adhere when creating content for the website.

Why do we need a style guide?

When it come to online content there is an high level expectation of quality in the media and publishing industry. Our content is constantly under scrutiny and we can be punished for any grammatical mistakes, missing or incorrect information.

The style guide will help us to maintain Curtis Brown's high company standards and will offer our website visitors a good experience when they visit the website.

The Style Guide will ensure:

- Quality - high standards are met
- Clarity - no confusion or guess work needed
- Consistency - presentation, tone and quality
- Accuracy - fewer mistakes
- Positive brand experience

PART 1 - CLIENT PAGES

Your client's biography is your first opportunity to get across the essential details of their background and success to date. It is for this reason that you must get the content on this page perfect - think of it as your shop window.

A client's profile will continually evolve as their careers progresses and therefore you will need to constantly monitor and change or add to the profile on a regular basis to make sure they are up-to-date.

BIOGRAPHY

There are three types of biography on the website Summary Biog, Loglines and Full Biography.

SUMMARY BIOG

Used by Books, TFTV and Presenters the Summary Biog should be a simple and short statement/description of the client's job:

- Written in mixed case

- No more than 5 or 6 words in length - one to three is best

- Clear and objective - no descriptive wording or explanation required

- Don't re-write the name of client - it's already on the page

- Don't add genre-based descriptors

- Can be used on the page alongside Full Biog

- No full stops

ACCEPTABLE FORMATS	NOT ACCEPTABLE
Director for theatre	Exceptional child composer and musician.
Writer for Television and Film	Fashion and style presenter for television, and journalist and non-fiction writer
Playwright	[Client name] is a writer for film and television.
Factual documentary presenter for television	Writer of crime/women's commercial/romance fiction.
Sports presenter for television	Exceptional child composer and musician.
Novelist	
Novelist and journalist	

LOGLINES

The Logline is used by the Acting department in place of a Summary Biog.

It should be a one (very occasionally two) sentence description that succinctly sums up the status of the client, what they are working on, what you can currently see them in, best known for etc.

Logline Rules:

- Keep between 40 to 100 words in length

- One to two sentences

- If longer than 100 words - it should be a Full Biog

- Be clear and objective - don't add descriptive wording, opinion or explanation

- If you are also publishing a Full Biog make sure the copy does not repeat what is said in the biog word for word.

- Edit regularly - loglines can date quickly

- Write as a complete and coherent sentence, don't write a list of credits

- Use good grammar and punctuation

FULL BIOGRAPHY

A good biography should be **at least 100-150 words**, but can be **up 300-400 words long for established clients** with a rich career history.

Anything less than 100 words then you shouldn't be publishing the biog on the page until you have added more content and edited. Or look at using alternatives such as Summary Biog or Fast Fact.

Anything longer should ideally be edited down.

To write a good biography, start by telling the reader the most important details about the client, followed by the most essential supporting information, and end by giving further background detail about your client.
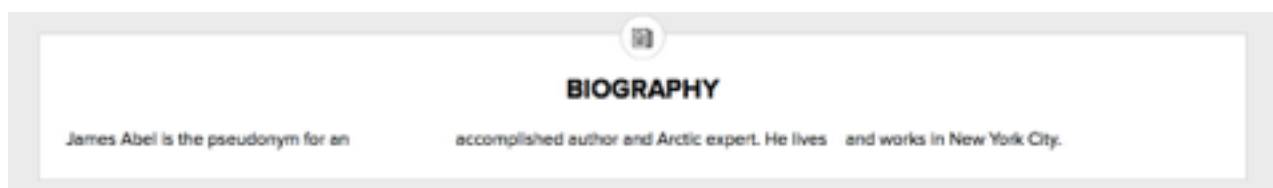
Follow the below structure:

Introduction: State the client's full name. What are they best known for?

Paragraph 2: A summary of their best-known works, awards/prizes won, key successes, best sellers, ratings hit, critical acclaim, etc.
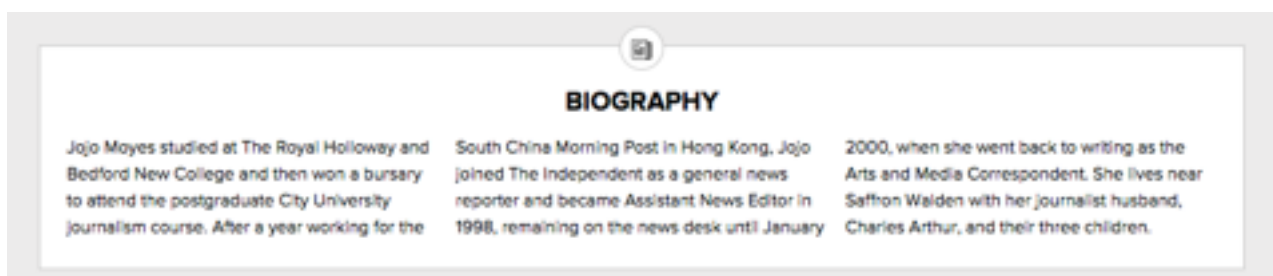
Paragraph 3: Provide related background education, how they launched their career, training, study, education, other skills, areas of work/note.

Conclusion: Other works, works in development, coming soon, projects to look forward to.

For writer clients there is a preference for using the 'About the Author' blurbs from their novels. This format is fine to use as it follows an industry standard, and as long as it is long enough (100-150 words) it is ok to use. However these blogs can be too brief and perfunctory and do not work on our website as you can see from the example below.

BIOGRAPHY

James Abel is the pseudonym for an accomplished author and Arctic expert. He lives and works in New York City.

In which case you should add more detail to it, like the one below, or use alternative modules such as Fast Fact or Summary Biog.

BIOGRAPHY

Jojo Moyes studied at The Royal Holloway and Bedford New College and then won a bursary to attend the postgraduate City University journalism course. After a year working for the South China Morning Post in Hong Kong, Jojo joined The Independent as a general news reporter and became Assistant News Editor in 1998, remaining on the news desk until January 2000, when she went back to writing as the Arts and Media Correspondent. She lives near Saffron Walden with her journalist husband, Charles Arthur, and their three children.

BIOGRAPHY STYLE RULES:

- Biogs should be 100-150 words for a new client

- Up to 300-400 words for established clients with a rich career history

- Anything less - use alternative. Anything longer - edit it

- Check and update the profile on a regular basis to make sure they are current

- Highlight main credits/work - but don't list all works - that's what the CV is for

- There is no need to add text links into the biography copy - access to all works are available via the CV and other content modules - but you can link to other Curtis Brown clients (co-writers, etc) or institutions the client is linked to (Malala Fund, National Theatre etc)

- Use good grammar and punctuation

- Always get someone else to proof read your copy

SHOWCASE PAGES

Showcase Pages are made up of a selection of different content modules which enable the different types of information stored and edited in the Website Admin to be published on the client's web page.

There are **15 different content modules** available and editors have the flexibility to add a variety of modules to each client page depending on the type of client and the content that needs to be displayed.

However there are a few style rules:

Biography

Allows you to add the client's full biography to their showcase page. This is a full width module (i.e. it takes up the full width the profile page) so should always be one of the first modules that appear on a showcase page. To edit a client's Biog you must go to 'Client Info' in Admin. Once saved the changes will publish straight to the showcase page.
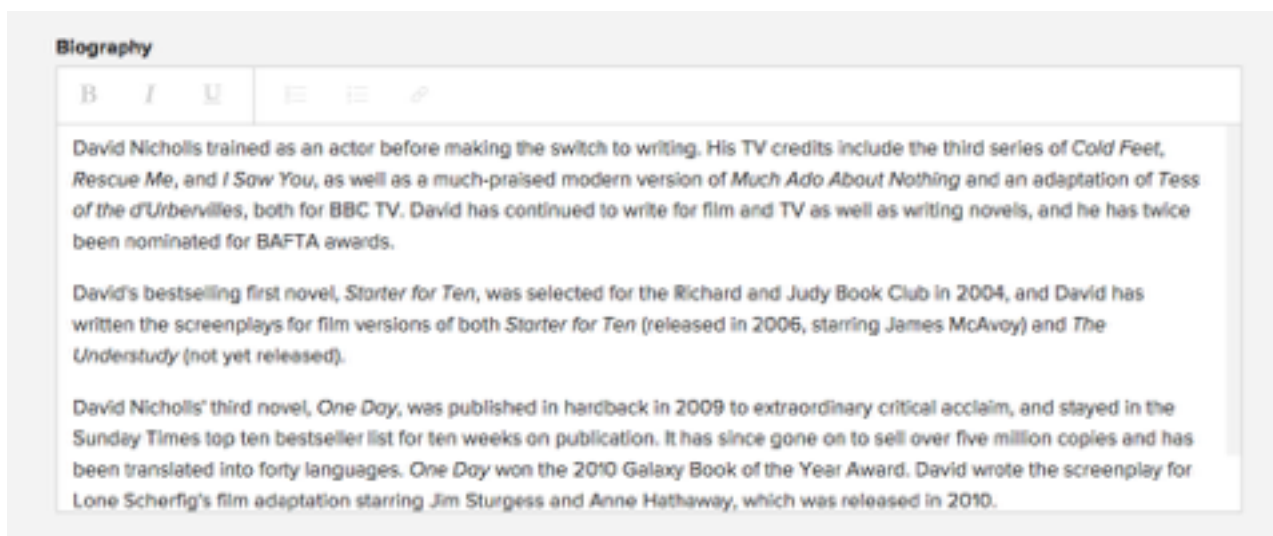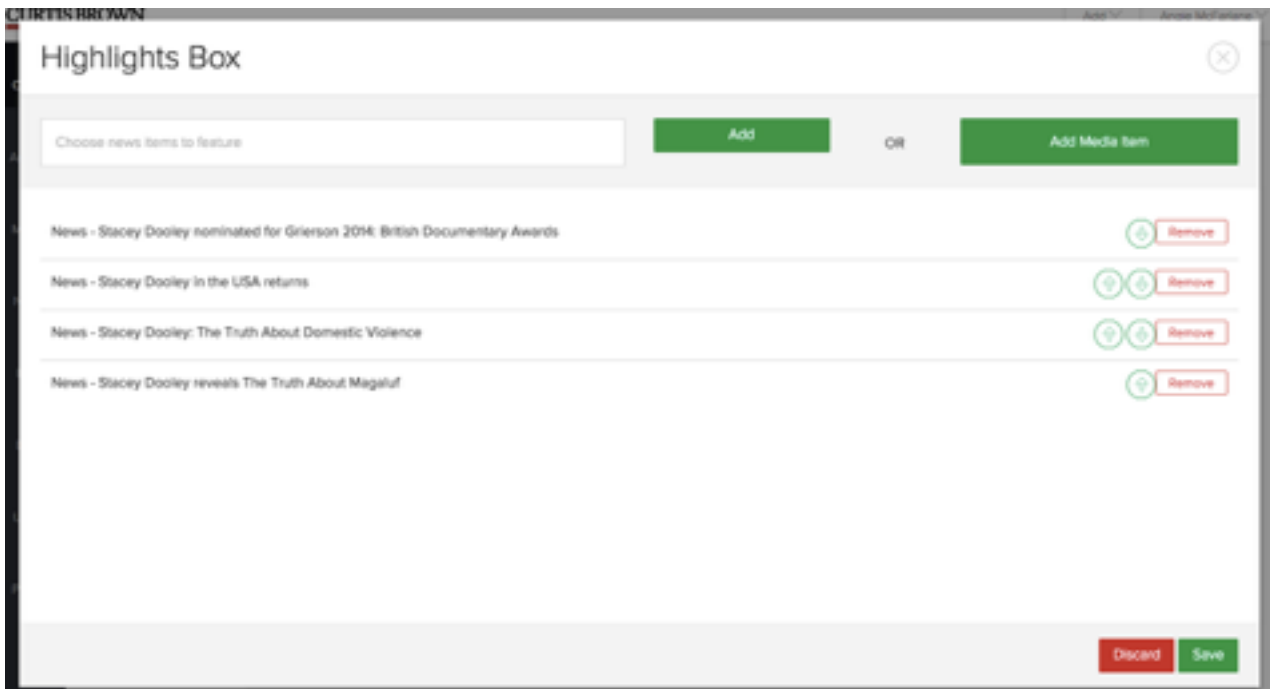

Highlights

Highlights is a full-width carousel slider where you can publish **3 different types of content: news, images and video.** It is usually placed just above or below the Biography module.

It is a great way to showcase the range of a client's body of work and highlight their top news and credits. You can manage the contents of the highlights box via the the Showcase Admin.

Select News articles from the search drop down and click 'Add. For Images or Video clicking on 'Add Media' allows you to select items from the **Media Library.** You can also add new images or videos directly to the Highlights via the Media Library here.

You can **display up to 10 individual items in the highlights box**.

News

The News module is a one column module which displays up to 5 most recent news articles in which the client is tagged.

The **client tags** are managed in the **News article** itself so there is no need to do any further editing once the module is added.

If a news article is not appearing on the client page after adding, you may need to check that the client is tagged correctly.

Be aware of re-using the same image for a client on their news - try and mix it up by rotating several different images. Otherwise you could end up with the same image being repeated up to 5 times in the News box.
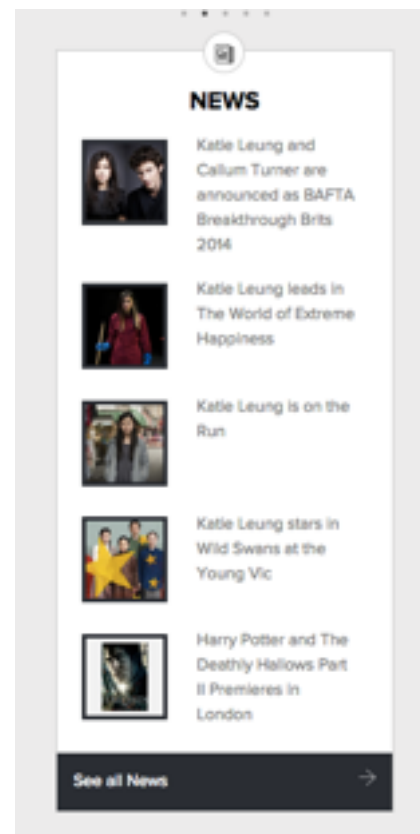
Images

The Image module allows you to select from the Media Library which images you would like to appear in the carousel module on the Showcase page.

The 'See All Images…' link to the **image gallery displays ALL images** added to the client's Media Library.

Therefore, if you do not want an image to appear in the image gallery you will need to remove that image from the client's media library.

The module will show the **horizontal crop** of the image, the gallery shows the **square crop**. If you click on any image it will open as a pop up in it's **full and original version**.

You can also add new images directly to the image module here. See **Editing Images** for full details on how style guidelines for images and labels.
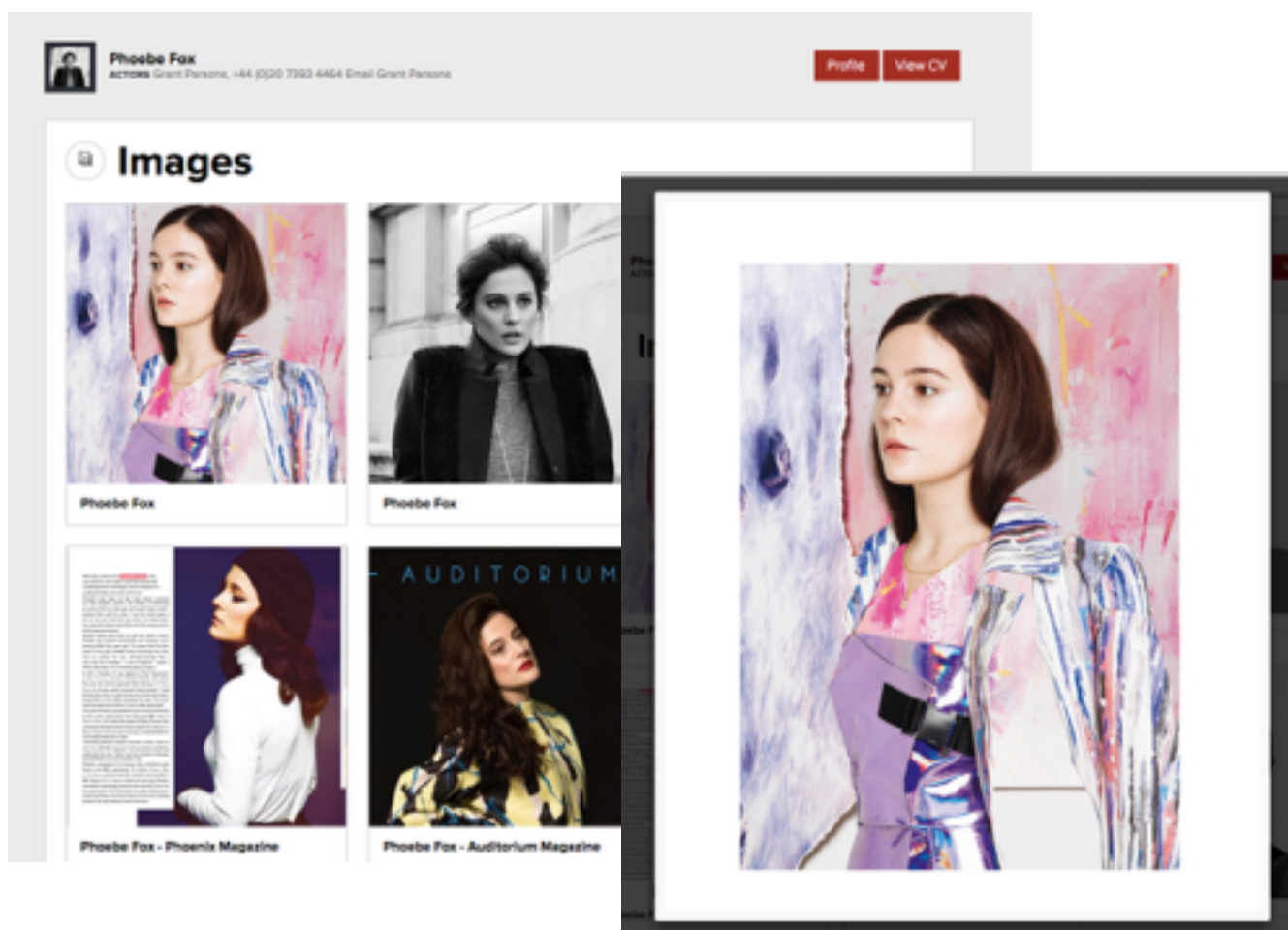
Video

The video module allows you to display links to selected client videos. You can select the video items that you wish to display on the showcase page by selecting from the **Media Library** then clicking 'Ok'.
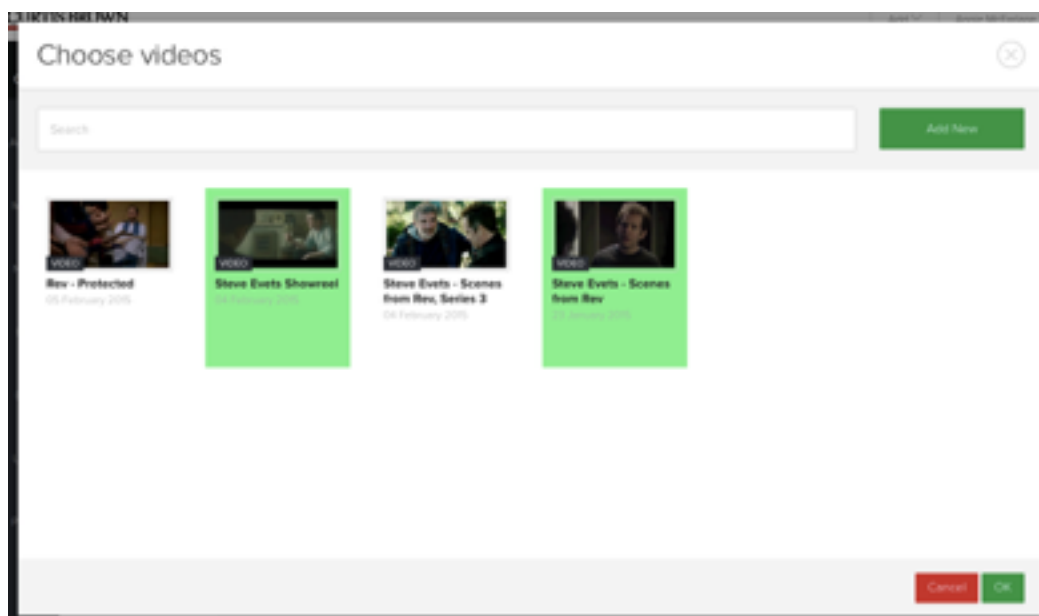
You can add videos from **Brightcove, Vimeo** and **YouTube** directly to a showcase page. You can also 'Protect' individual videos so only logged in users of the site can view them. (See Video Management for details on how to upload and manage video content).

'See all Videos' takes you to the video gallery where all videos related to your client are displayed. If you do not want a video to be publicly visible on the website do not add it to the client media library.

Reviews

The Reviews module is one of the few modules that can be added multiple times to a showcase page. When adding reviews you must add 1 review module per review.

Do not publish several reviews in one module.

Reviews being displayed on the showcase page should also be kept short - preferably no more than 30 words.

The review should be uploaded onto the related client's work page to make them available for selection in the reviews module.

Do not add speech marks to reviews. The site adds them in for you.

This is an example of how Reviews modules should be displayed on a Showcase page:
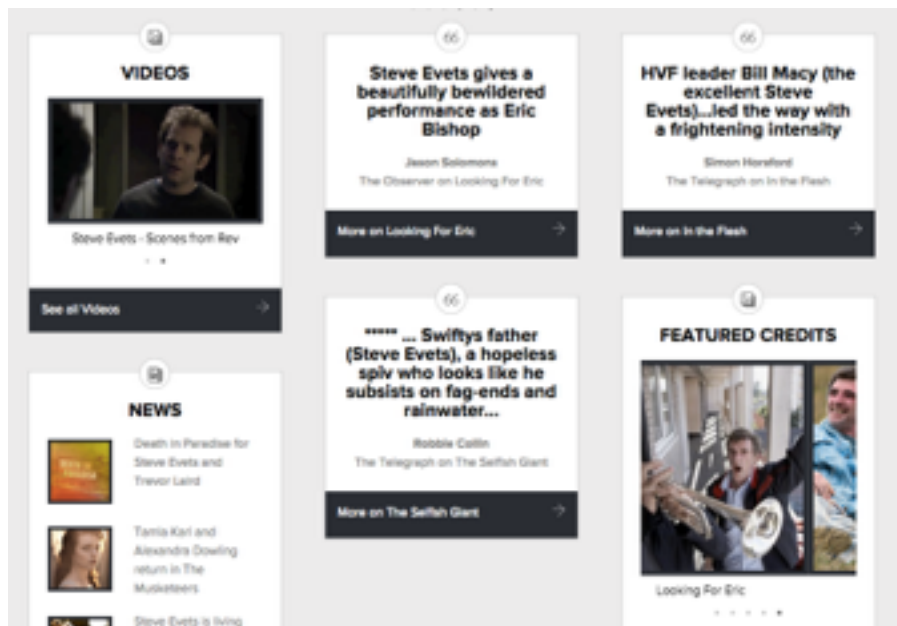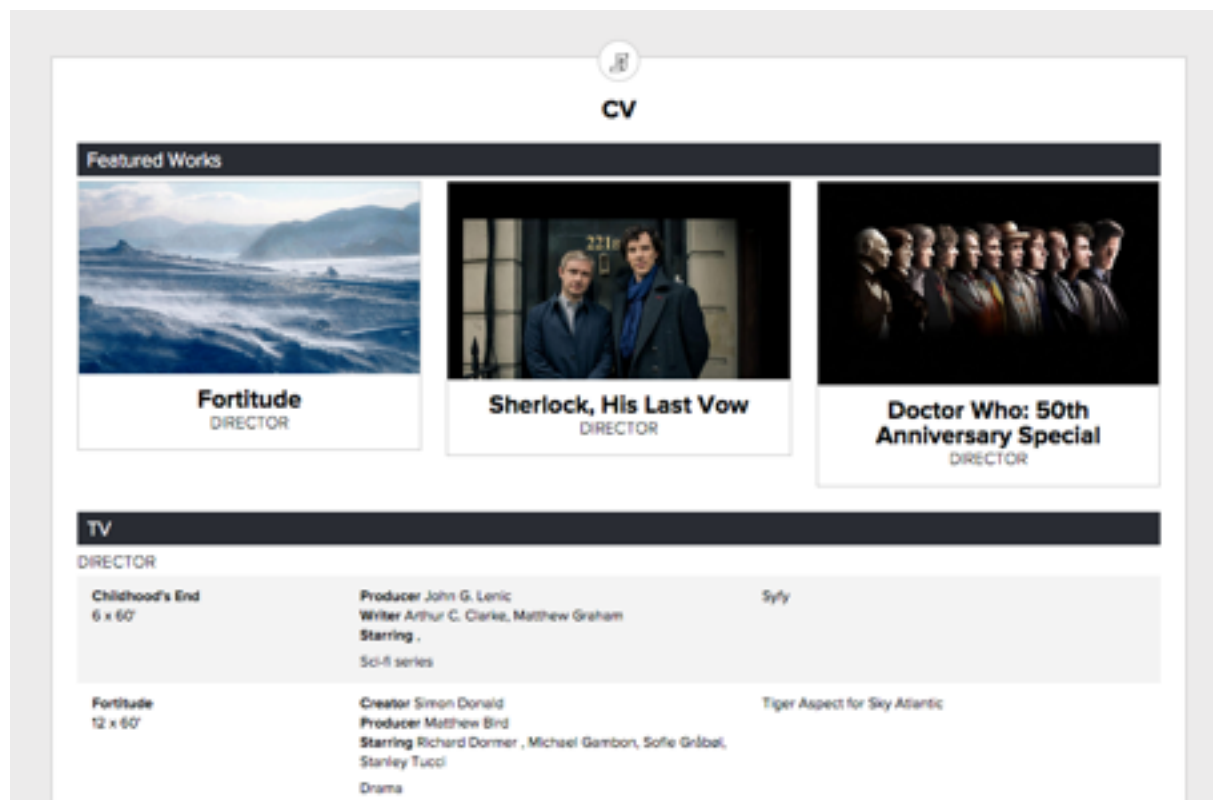

This is wrong:

CV

The client CV is permanently available via the red **'View CV'** button under the profile header or ad a PDF.

However if you wish to publish the full CV as part of the Showcase page you can do this using the CV Module.

As part of the CV you may select **up to 3 Highlighted Works** to display as below…

The CV highlights work best with TFTV/Actor/Presenter clients as a way to brighten up a plain text CV and draw the visitors attention to the client's big works.

As Author CVs already display the book covers as opposed to a text list this can look repetitive and generally should only be used for Author clients who have a large body of work.

You should not add a highlighted work if your client has less than 3 credits on their page as this only draws attention to the fact that your client hasn't done much in their career (to date - this will probably change!)…

And never add more than 3 highlighted works.

Featured Credits

This module can be used to highlight a selection of the clients big works without displaying the CV on the showcase page and links to each work page. 'See All Credits' links to the full CV.

You can select any works listed from the client's CV to add to the module, however if you do add a work as a Featured Credit you must make sure that the credit/work page has been updated fully with a profile image, details, rights, publisher and a synopsis/blurb/description. Even better if you can add video or lots of glowing reviews.
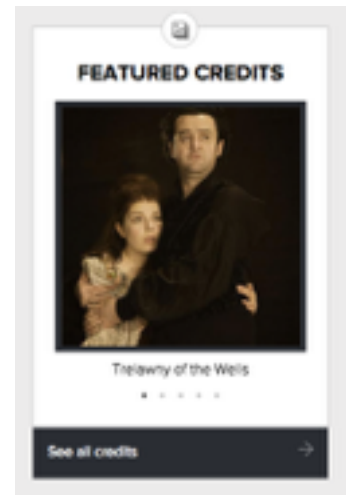
Featured Books
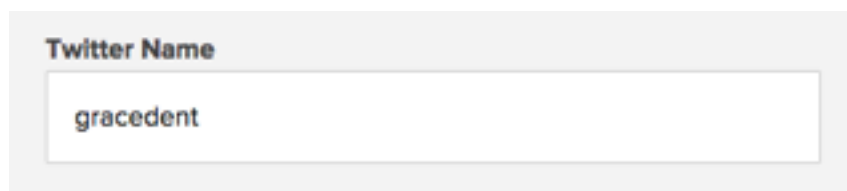
Like Featured Credits - but for books. This modules allows you to add up to 4 featured books to an Author client page without having to add the full CV. Useful for clients who are also represented by other departments as it allows their work to be displayed nicely alongside their other credits e.g. Sam Stern, Jay Rayner.
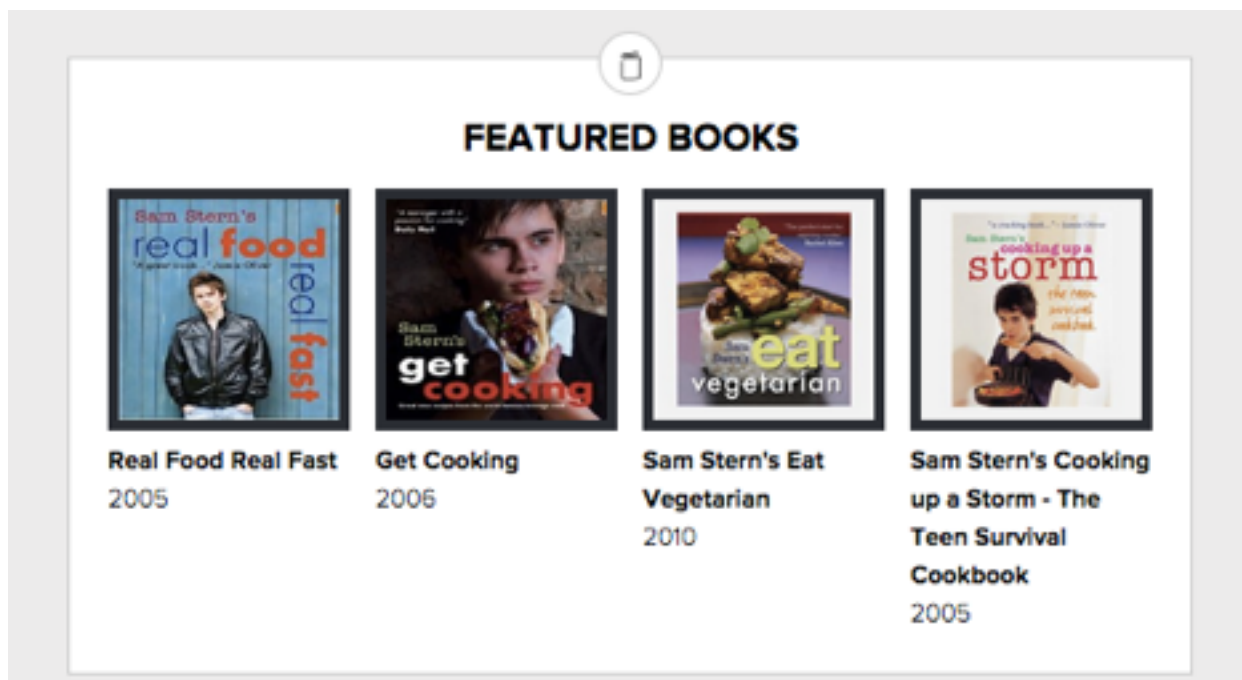
Twitter

If your client has a good Twitter account you can add it as a module on their showcase page. To add this you first need to make sure you have added the correct Twitter handle to their 'Client Info'.

If no Twitter name is added nothing will appear in the module. If added correctly it pulls in the last 3 tweets…

Twitter Name

gracedent

Fast Fact

The fast fact module is to be used for one-line facts about the client which are too important to be buried away in a biog or not a biographical fact e.g. a big award win, a special talent. Select 'Fast Fact' from the module drop down and simply type in your fact…

66

Robert was selected to be one of the Screen Stars of Tomorrow 2011.
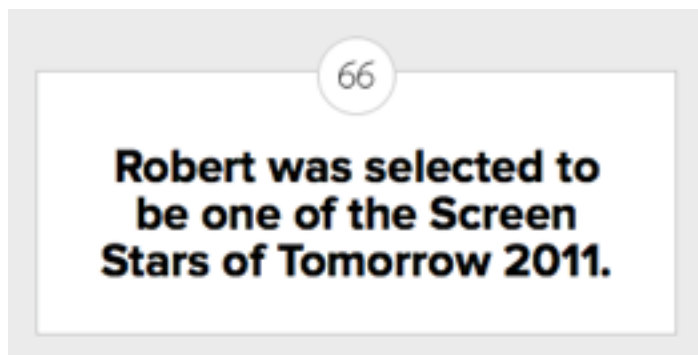
Fast Fact is not to be used for listing awards, commendations or reviews.

Links

The 'Links' module displays all links added to 'Client Info'. If no links are added, nothing will appear in the module.

The type of links you might want to add are personal blogs, official websites, press profiles, wikipedia pages, recent interviews, publications or institutions that the client may be associated with etc.

All links should be given a clear label when added so the visitor knows exactly where the link will take them. Do not add more than 10 words or vague phrases like 'Click here'. 'Blog' or 'Website'.
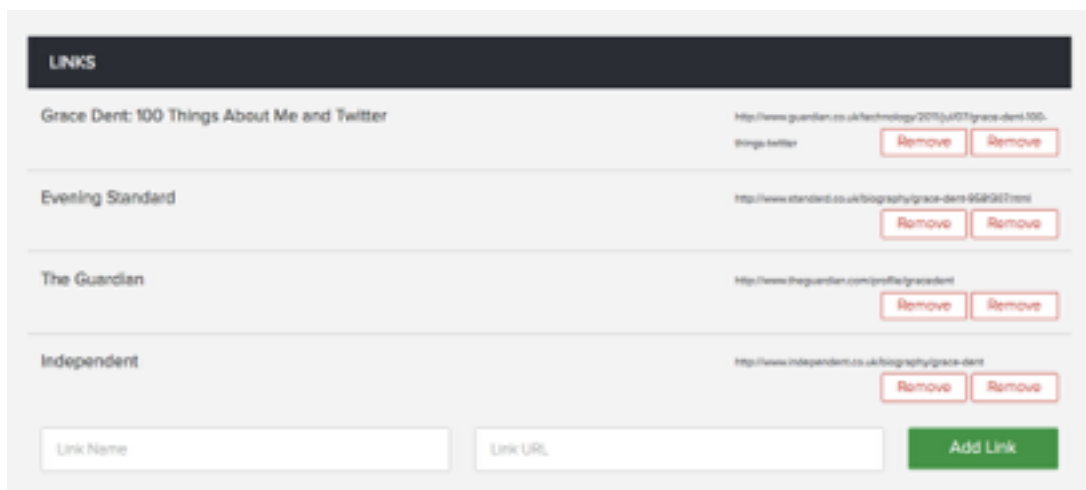
Catalogues

If your client appears in any Lists/Catalogues ie. Book Fair, Book to Film etc and you add the 'Catalogues' Module to their page, this will automatically display all recent catalogues they are included in.

Translation Rights

The Translation Rights module is only relevant to writers. If you select this module it will automatically add up and publish the no. of current publishers worldwide. 'See all publishers' links to the full CV list showing Current Publishers and Languages/Rights sold.

Wildcard

The wildcard module is a spare module which allows you to add content that isn't currently covered in any other module. It is basically an additional web page which allows you to add a title, image and text.

Instances you may want to use this would be for: a page about **permission requests** for that author, **press coverage, branding, corporate work, awards, talks** and **presentation.**

You can use the Wildcard more than once on a Showcase page as long as you use it to add different content.

To create a new page, select 'Wildcard' from drop down:

Add Title - which will appear as the module title on the showcase page e.g: Press Interviews

Add url - this is to create a url/link for the page which you are creating. Add the page title again with hyphens in place of spaces e.g. press-interviews.

Type in Text - adding web links, bold and italics where needed

Upload suitable image

Save!

Video Management

We can stream video on the website via 3 different platforms: **Brightcove, Vimeo** and **YouTube**.

We have a Curtis Brown account with Brightcove and Pro Account with Vimeo. Both are available for uploading your video content.

We use YouTube for publicly available content e.g. film trailers, interviews, TV previews.

BRIGHTCOVE

https://videocloud.brightcove.com/media

There are 6 Brightcove Login Accounts in the Company. These are currently assigned to:

Angie McFarlane, Emma Bailey, Greg Herst, Frances Stevenson, Charlie Weedon, Cynthia Okoye

Please see the account owner/s in your department for your department login details.

If you experiencer any technical issues with Brightcove (videos not loading, playback problems) please report them to the account owner from your department who will liaise with Brightcove Support to get them resolved.

Uploading Videos

Content should only be uploaded to Brightcove if you intend to stream it onto the website. The link below takes you to a video demo on how to upload content:

http://support.brightcove.com/en/video-cloud/training-videos/uploading-videos

Labelling & Tagging Videos

It is compulsory to **label all videos correctly**. Include the client's name and full title. Some examples of correct labels are below:
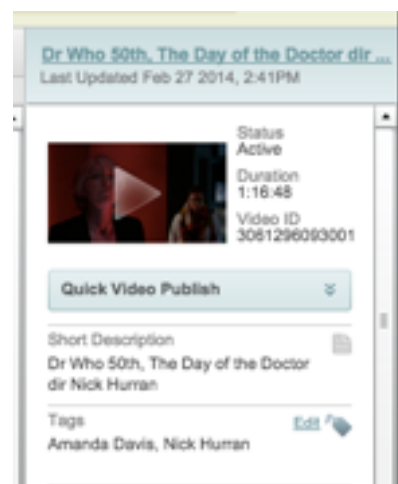
[Client Name] Showreel

[Client Name] - Scenes from [Programme/Feature]

[Programme/Feature] - [Series 1, Episode 1]

[Programme/Feature] - [Episode Title]

[Programme/Feature] [dir. by/written by] [Client Name]

**TAG ALL VIDEOS** with the **Client Name and Agent/s representation**

It is optional, but helpful to add additional details in the Short Description such as date the video was created, version, key scenes, if it is not to be removed until after a certain date.

NOTE: FAILURE TO LABEL YOUR VIDEOS CORRECTLY MAY RESULT IN THEM BEING REMOVED FROM BRIGHTCOVE

Editing the Video Thumbnail

By default, Brightcove selects a random thumbnail for you. These thumbnails are displayed on Showreels so choosing your own thumbnail can make a big difference to the look of your clients page. You can select a different image one of two ways.

1. Select a video title and click on 'Preview & Capture' on the right-hand side panel:
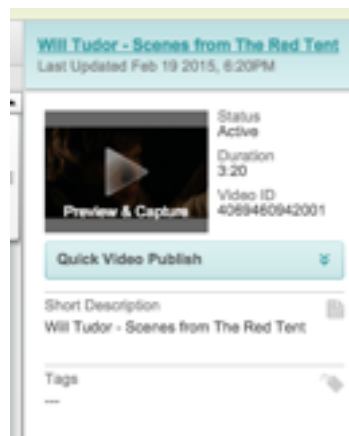
Play the video. When you see the screen shot that you would like to use click on 'Capture':

The thumbnail will automatically update.

2. To upload a new image, for example a photo, film still, logo or film poster, click on the video to open up the editor panel. Click on 'Upload under the 'Video Still' and select the image from your computer files.

Repeat for the 'Thumbnail'.

You will need to make sure the the image is cropped to the recommended sizes suggested above the images before you upload.
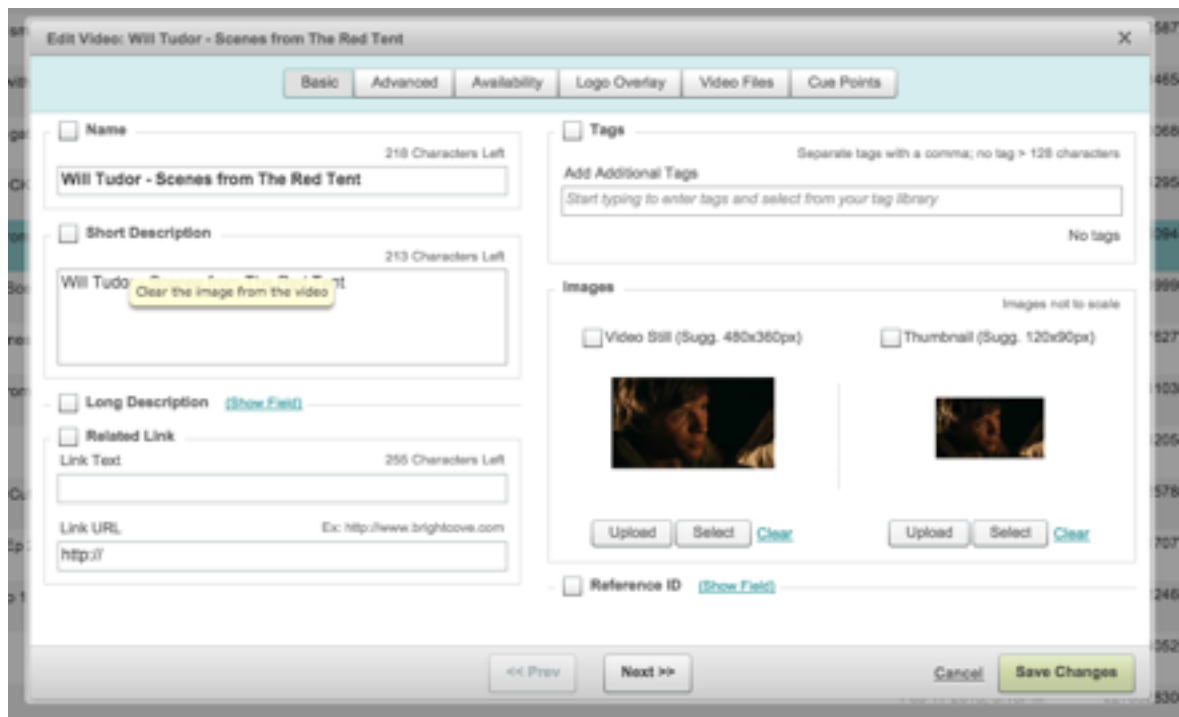
Removing Videos from Brightcove

If a video is no longer being displayed on the website (old showreels or series episodes) but you may need to add it again, click on the title in the Media Library and select'Deactivate'. This saves up valuable storage space and allows you to store the video until you need it again. At which point you click 'Activate'.
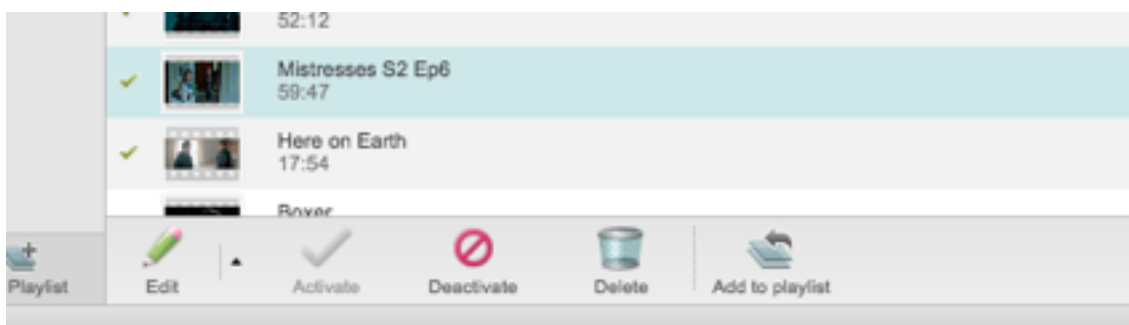
If a video belongs to an ex-client or will never be used on the website again - Delete it!

Note: Original video files are not stored on Brightcove so make sure you SAVE A COPY OF THE ORIGINAL if you expect you will use it again in the future.

Vimeo

Our Curtis Brown Vimeo Pro account login details are available from Angie McFarlane and Emma Bailey.

When uploading a video to Vimeo the same labelling rules as Brightcove apply.

You edit the titles, tags and thumbnails of your videos under the video's Settings > Basic

At the bottom of the page you can set the thumbnail from the video or by uploading directly from your computer. Simply select the option you want to use:
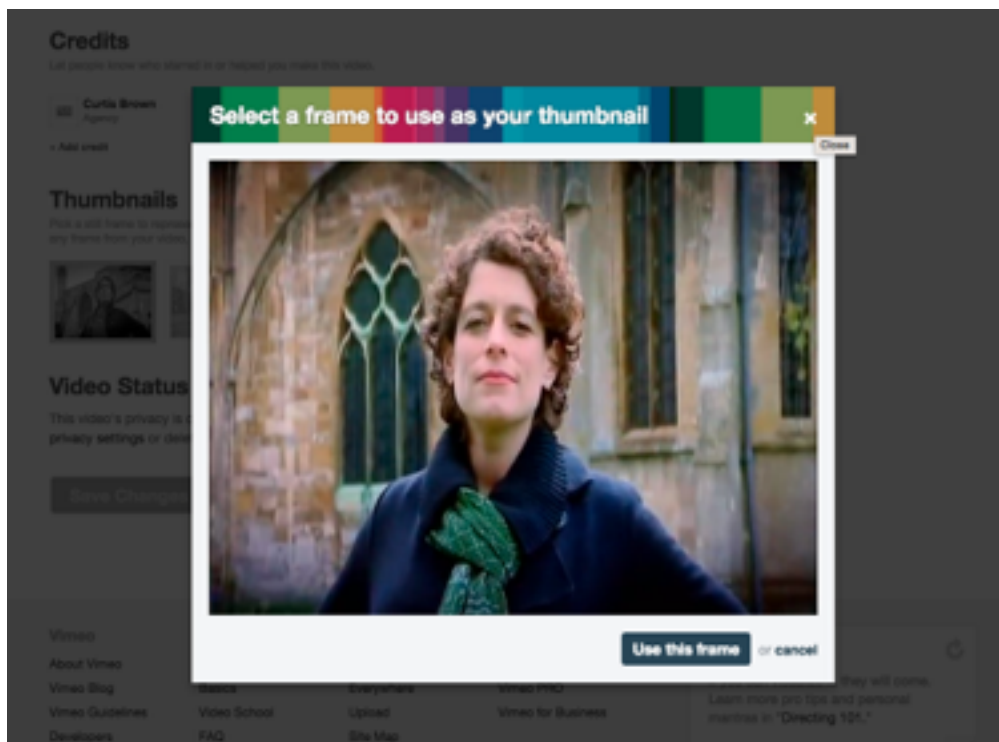

Then select the frame that you want to use as your thumbnail:

Images

There are 3 different types images sizes that are saved when you upload a video to the website. Always try to source the best quality image you can.

Acceptable Image Files: jpeg, jpg, png

Image Size Limit: 10MB

Horizontal Crop - used on News*, CVs, Module Thumbnails, Highlights

Minimum Image Dimensions: 720 x 390 pixels

Square Crop - used on Profile/Headshot, Lists, News Thumbnails and Works

Minimum Dimensions: 300 x 300 pixels

**Book Jacket** - used for all book covers

Minimum Dimensions: 350 x 535 pixels

Original File - used on Front page, full size images in Image Galleries and Highlights

* When a News article is to go on the front page, you must make sure your image is at least 1500 pixels wide and cropped to 16:9 ratio.

Sourcing Images

If you can't source a suitable image from the client, publisher, broadcaster, production co etc. you can use http://search.creativecommons.org/ to search for images on the web which are free to re-use.
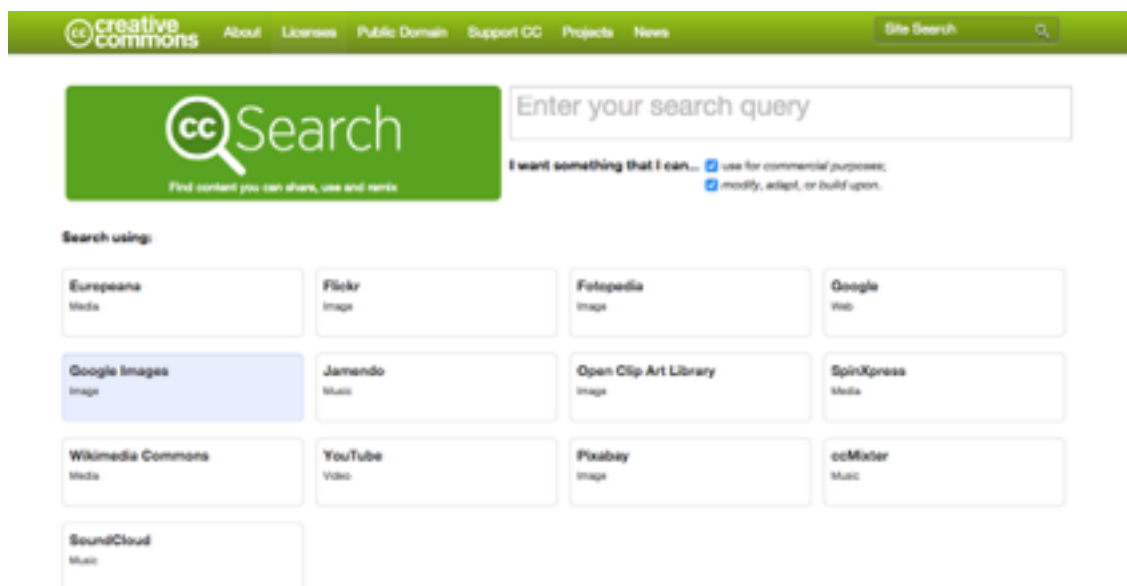
Editing Images

Pixlr Express is free online photo editor which you can use for editing and resizing your images to work on the site, checking image size, cropping, adding text labels (copyright) and creating collage images of multiple clients/works

http://apps.pixlr.com/express/

Below is an example of a 16:9 crop which is the correct dimensions to work as front page image.