Article template - The Maple Leaf [Based on the Canada.ca Content Style Guide]

Imagery
- Imagery (e.g. a photo, chart or graph) <u>must</u> accompany submissions, along with captions.
- Images can be submitted via email to the +Internal Communications positional mailbox. For large files or multiple files exceeding attachment limits, contact Internal Communications.
- Images must be high-resolution:
  - Must be scanned at no smaller than 300 dpi, sized at 6X4/4X6 inches, and saved as jpegs (.jpg) at quality level 8, baseline optimized; or
  - Must be scanned or digitally shot at 72 dpi, sized at approximately 28×22/22×28 inches, and saved as jpegs (.jpg) at high quality.

Captions
Captions must include a description of the photo and photo credit. Ranks, as well as the first and last names of people in photos, must be provided.

Title has active verb, and 60 characters max*

*A title with an active verb can convey the gist of "what happened". Keeping titles shorter than 60 characters improves the article's (and thereby the site's) performance on search engines.

By Author Name, Unit/OPI

The opening paragraph (also known as lede) **should not exceed approximately 40 words**. It should capture the essence of the article (5 Ws and H – who, what, when, where, why, how). This grabs the attention of the reader, and delivers the essence of the message for the intended audience.

Articles should follow the Canada.ca writing principles for web content. Most people come to a government website to complete a task, and expect us to provide information that will help them. Stylistically, the language should be simple, and avoid jargon, passive voice, and long and juxtaposed sentences to the extent possible. Writing in plain language doesn't mean over-simplifying or leaving out critical information. It actually makes critical information accessible and readable for everyone.

The overall length should not exceed approximately 450 words in English and 500 words in French. The message should be supported with important and interesting details, quotes, anecdotes, etc. Key bits of information should be easily visually identifiable, for example by splitting the text into **short paragraphs** (around 3 sentences).

Where applicable, the article should include an **actionable component** (e.g. web link, email address, phone number, steps to follow, etc.)

Related links

- List any appropriate web links for further information or action