

# Title style, AP style is sentence case

ITS' generic Microsoft Word template is a resource for styling documents with consistent fonts and color choices. The style shown here is the subtitle style; use shift + return after the title to add a subtitle without extra line breaks.

## Heading 1

### Heading 2

Heading 3

*Heading 4*

HEADING 5

## How to use this template

Use this template to apply font styles to your text using the Styles menu.

- To pass WCAG accessibility guidelines Web Carolina Blue text must be 18pt or 14pt + Bold.
- ITS follows AP style, therefore, titles and headings should be in sentence case.
- [Visit the ITS brand section](#) of the ITS Commons website for information on ITS' writing style.

## Accessibility best practices

### Heading 2: Using styles for titles, headings and paragraph text

Applying styles from the 'Styles' menu in Word allows a screen reader to better organize the page content for reading aloud. Highlight titles, headings and paragraph text and choose the correct style from the 'Styles' menu in the Home tab of the Word ribbon.

### Increasing line spacing

Using hard returns to increase space between lines of type results in a screen reader stating every paragraph break out loud. This is challenging for a person using a screen reader. Therefore, add space between lines or paragraphs of text by adjusting the spacing in the line spacing menu:

1. Highlight the sentence or paragraph.
2. Choose 'Line and Spacing Paragraph Options' from the pop-up menu (or from the Paragraph section in the top ribbon).

3. From this menu, add or remove space between lines of text by using the presets shown, or choose 'line spacing options' from the list to customize spacing.

## Colors, and color contrast

### Web Carolina Blue

To meet color contrast requirements, Web Carolina Blue should only be used for text that is 14pt + bold, or larger than 18pt. The ITS Word theme uses Web Carolina Blue (Hex #4B9CD3) by default as it assumes documents will be shared electronically. If a document or design will only be printed then Carolina Blue (CMYK 60, 19, 1, 4) should be used instead.

### Hyperlink Blue

Hyperlink Blue (Hex #007FAE) is a color provided in the UNC palette for text links and **should be used only on a white background**. In addition, ITS' brand guide states that Hyperlink blue should be used *only* for text links, not for plain text or as a design element in graphics.

If you're unsure whether colors meet accessibility guidelines, check them on the [WebAIM website](#).