

ELECTRONIC LITERATURE ORGANIZATION

**THE NEXT**

# Brand Book

Produced by the  
CMDC Program Students  
at WSU Vancouver  
Spring 2021

# Team Information

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# Global Guidelines

## 1. Referring to The NEXT

- a. The title of the repository is “The NEXT”. “The” should always be capitalized and “NEXT” should always be fully uppercase.
- b. In text, The NEXT should be referred to as “The NEXT”, “The Electronic Literature Organization’s The NEXT”, or “ELO’s The NEXT”.
- c. The NEXT should not be referred to as a library, museum, repository, or preservation site in text. Because The NEXT includes aspects from ALL of these traditional institutions, it is best practice to refer to The NEXT by name in all copy.

## 2. Project Specific Language

- a. When describing something in The NEXT, always use the preposition “in”.
  - i. E.g. “This can be found in The NEXT” not “on The NEXT”, “within The NEXT”, etc.
- b. Single digit numbers should always be written out. Numbers with two or more digits should be represented numerically. Commas should not be included for numbers with four digits but should be included for numbers with five or more digits.
  - i. E.g. one, two, three, 10, 100, 1000, 10,000
- c. Individual works within The NEXT should be referred to as “born-digital media” and not as “born digital media” or “digital born media”.
- d. Net art is a large category of born-digital work specifically distributed on the web that can include visual art, video games, and electronic literature. Net art is always more visual than literary, but some works of net art that include literary aspects can be classified as both net art and electronic literature. Interactive Fiction is never considered net art.



# Global Guidelines

## 2. Project Specific Language

- e. Electronic Literature can be abbreviated as “e-lit”. Alternate abbreviations including “elit”, “eLit”, “e-Lit”, and “e lit” are not acceptable or interchangeable alternatives. The abbreviation should only be used after the full term is introduced in text unless referring to a work of electronic literature that uses “E-lit” in its title.
  - i. E.g “These works of electronic literature, also known as e-lit, are early examples of hyper-text fiction. E-lit has a unique ability to tell non-linear narratives that print-based works do not.”
- f. Interactive Fiction can be abbreviated as “IF”. The abbreviation should only be used after the full term is introduced in text unless referring to a work of electronic literature that specifically uses the abbreviation “IF” in its title.
- g. Hypertext is always written as one word and should not be hyphenated as “hyper-text” unless referring to a work of electronic literature that specifically uses “hyper-text” in its title.



# Global Guidelines

## 3. Styling Common Elements

- a. All copy should follow the same shape and spacing constraints established in The NEXT's design prototype and adhere to word counts established in the original copy for each element of The NEXT.
- b. Main headings should always use an ampersand (&), not the word "and".
- c. Main headings and sub-headings should not use periods (.) or commas (,), but may use a question mark (?) or exclamation point (!). This rule does not apply if appropriately referencing an individual work that includes punctuation in its original title.
- d. In main body text, the word "and" should be used and not an ampersand (&). Ampersands should never be used in copy unless referencing an individual work with an ampersand in its original title.
- e. Buttons should always be capitalized using title case unless the button's copy contains The NEXT's name. (The NEXT 's title conventions will always supersede this rule.)
  - i. Example 1: "Search The NEXT" not "Search the Next", "Search the NEXT", etc.
  - ii. Example 2: "See More Visualizations" not "See more visualizations" or "see more visualizations".



# Welcome Space

## 1. Welcome Space Carousel

- a. The carousel should only feature one exhibit and one new work at a time to prevent internal competition.
  - i. The featured exhibit can be a current ELO affiliated exhibition, traveling showcase of electronic literature and/or net art, or a featured exhibition from The NEXT's archives.
  - ii. Most featured new work will stem from the most recent completed project by the Electronic Literature Lab (ELL) team at WSU Vancouver.
- b. In the carousel, the first header should always be all uppercase.
  - i. E.g. "NEW EXHIBIT" not "New Exhibit"
- c. In the carousel, all words in the secondary heading should be capitalized using title case.
  - i. E.g. Contribute to Our Cultural History
- d. In the carousel, the tertiary heading should be a short statement that begins with an action verb, uses sentence case capitalization, and creates a strong, cohesive call to action. This should not exceed two lines of text; one line is preferred.
  - i. E.g. Find out how you can support The NEXT
- e. In the carousel, the final link at the bottom of the copy box will always be all uppercase and followed by the same white arrow seen in the prototype.
  - i. For exhibitions and new work, the copy will read "VIEW NOW"
  - ii. For the donate space, the copy will read "LEARN MORE"



# Welcome Space

## 2. Welcome Space Copy

- a. All Welcome Space copy that precedes a grey button must be exactly the right length to maintain the grey button's alignment with the accompanying visual element.
  - i. Example 1: The "Welcome to The NEXT" section should be approximately two separate, short paragraphs, containing three lines of text so the "Search The NEXT" button is aligned with the bottom of the Welcome Space trailer.
  - ii. Example 2: The "Visualize the Repository" section should be approximately two separate, short paragraphs, containing three lines of text so the "See More Visualizations" button is aligned with the bottom of the interactive model or visualization placeholder.
- b. The "BROWSE COLLECTIONS BY CATEGORY" and "VISUALIZE THE REPOSITORY" headers should be all uppercase.

## 3. "Browse Collections By Category"

- a. The names of the six collections under the "BROWSE COLLECTIONS BY CATEGORY" header should be capitalized using title case.
- b. All copy describing the collections should not exceed three lines of text. All six collection descriptions need to be as close to the same length as possible to maintain visual cohesion.

## 4. "Visualize The NEXT"

- a. This section will be one short paragraph about Visualizations in The NEXT.





# Browse Collections

## 1. Individual Artists & Scholars

- a. The opening copy must be two separate, short paragraphs that keep the “View Collections” button aligned with the bottom of the Information box. There is some flexibility in paragraph distribution as long as the overall shape does not change.
- b. The Collection Highlights carousel has some flexibility in length, but all copy must fit within the white box and be visually cohesive across the carousel.
- c. The “COLLECTIONS IN INDIVIDUAL ARTISTS & SCHOLARS” section will be automatically generated from the internal database.
- d. The “Information” box will be automatically generated from the internal database.
- e. On the specific artist collection spaces, the main copy can be as long as needed because of the built-in expansion feature. All artist descriptions should have a minimum length consistent with aligning to the bottom of the accompanying video, or approximately 200 words.
- f. On the specific artist collection spaces, The Media & Collection Highlights carousel has some flexibility in length, but all copy must fit within the white box and be visually cohesive across the carousel.
- g. The list of works within an individual collection and their copy will be automatically generated from the internal database.



# Browse Collections

## 2. Online Journals

- a. The opening copy must be two separate, short paragraphs that keep the “View Collections” button aligned with the bottom of the Information box. There is some flexibility in paragraph distribution as long as the overall shape does not change.
- b. The Featured Collections carousel has some flexibility in length, but all copy must fit within the white box and be visually cohesive across the carousel.
- c. The “COLLECTIONS IN ONLINE JOURNALS” section will be automatically generated from the internal database.
- d. The “Information” box will be automatically generated from the internal database.
- e. On the specific online journal collection spaces, the main copy can be as long as needed because of the built-in expansion feature. All journal descriptions should have a minimum length consistent with aligning to the bottom of the accompanying video, or approximately 200 words.
- f. On the specific online journal collection spaces, The Media & Collection Highlights carousel has some flexibility in length, but all copy must fit within the white box and be visually cohesive across the carousel.
- g. The list of works within an individual collection and their copy will be automatically generated from the internal database.



# Events and Exhibits

## 1. Online Exhibitions

- a. All exhibitions will be hosted at The NEXT. Always use the preposition “at” when referring to an exhibition.
  - i. E.g. “Welcome to the Afterflash exhibition at The NEXT” not “on The NEXT”, “in The NEXT”, “within The NEXT”, etc.
- b. All exhibits featured in The NEXT must be formal, curated, online shows featuring electronic literature or net art.
- c. Traveling showcases will not formally be archived unless the showcase and its works are officially donated to The NEXT.
  - i. If a traveling showcase is donated, then all files associated with the exhibit will be formally archived and permanently exhibited in The NEXT.
  - ii. If a curator does not want to donate their exhibition to The NEXT, then all files will be given back to the appropriate entities and removed from The NEXT after the designated exhibition period ends.



# About Space

## 1. The Header

- a. The primary heading will be: “About The NEXT”.
- b. The secondary heading will be “Visualize What’s Inside” and contain two lines of text describing the About Space visualizations. The margins are flexible but should not interfere with the dynamic visualization model.

## 2. About Space Copy

- a. Each of the photo/text pairing can have up to four lines of copy. The text will be left-justified, but the whole element will be centered within the larger white box.
- b. The “DONATE” section can only have two lines of copy to maintain button alignment.



# Stand-Alone Spaces

## 1. ELMS

- ELMS data and copy will center around pre-existing documentation from the Electronic Literature Lab (ELL) at Washington State University Vancouver (WSU Vancouver).
- Existing field descriptions will be used for the field drop-down menus.
- The accompanying ELMS copy can be as long as desired and will carry a stronger, more explicit academic tone compared to other copy in The NEXT. No ELMS space copy should be modified from its original state without approval from the ELL team.

## 2. Donate

- The Materials, Funds, and Labor columns need to be as close to the same length as possible.

## 3. People

- The People space will contain credits for everyone involved in creating The NEXT. This space will be maintained by the Electronic Literature Lab (ELL) team.

## 4. Contact us

- The Contact space will have a brief paragraph that describes The NEXT and feature links to social media channels for the Electronic Literature Organization and the Electronic Literature Lab.