

# Add typographic “polish” to your documents

Consistent use of the following typographic details will add clarity and professionalism to your documents.

**En dashes**, longer than standard hyphens, are used to indicate a range or duration, as in pages 7–9 or May 18–22.

**Em dashes**, twice as long as En dashes, are used to indicate a break in thought—like this. Use Em dashes instead of typing two hyphens.

Use the **Ellipse character** (...) instead of typing 3 periods. This will ensure that your ellipse doesn't wrap at the end of a line, and has optimal spacing between the periods.

“Real” **curled quotation and apostrophe marks** are much nicer than the inch (") or foot (') mark. Some software programs replace these automatically when you type the " or ' marks. Make sure that

you face the quotes the right way on words such as '98, rock 'n' roll, or kettle o' fish.

Most of these typographic characters can be entered in Microsoft Office applications by choosing *Insert > Symbol > Special character*. Most other Windows and Macintosh software programs have keyboard shortcuts for entering these characters. Consult the help system of your software for further information.

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