

Style Guide For “The Spellbook”-Type Content

Astrological Content:

- All lists need to be ordered by zodiac sign, beginning with Aries and ending with Pisces, unless specifically mandated by said list
- Please include the date ranges in all nodes unless explicitly told otherwise; if the items are each system nodes for the zodiac then the date will appear automatically but if it is an authored node or non celestial objects system node then please be sure to include the dates either in the node title or blather.
 - Date Ranges (hyperlinked to each sign’s node page - use these nodes on all lists, the class is “Celestial Objects”):
 - [Aries: March 21 - April 19](#) (node ID: 489637)
 - [Taurus: April 20 - May 20](#) (node ID: 2463487)
 - [Gemini: May 21 - June 20](#) (node ID: 1050704)
 - [Cancer: June 21 - July 22](#) (node ID: 2501379)
 - [Leo: July 23 - August 22](#) (node ID: 1432900)
 - [Virgo: August 23 - September 22](#) (node ID: 2464860)
 - [Libra: September 23 - October 22](#) (node ID: 2456527)
 - [Scorpio: October 23 - November 21](#) (node ID: 1989382)
 - [Sagittarius: November 22 - December 21](#) (node ID: 1959335)
 - [Capricorn: December 22 - January 19](#) (node ID: 668935)
 - [Aquarius: January 20 - February 18](#) (node ID: 482373)
 - [Pisces: February 19 - March 20](#) (node ID: 2459610)
- When dealing w/ celebrities/historical figures whose birthday is either on the “cusp” or older than 200 years, please double **check their chart on Astrotheme.com** (cusps don’t really exist and makes all the difference between knowing whether Hitler was an Aries or a Taurus, and likewise da Vinci was born 4/15, but back then that was Taurus, not Aries) In general you should **always link to a natal chart for historical figures and celebrities** as found on Astrotheme.com when discussing them in blather.
- See this doc for Chinese zodiac nodes:
<https://docs.google.com/spreadsheets/d/1Y7Awh7iwAOa-Gi-fxdmwMv8wfZXB5PP1az-d9RmOKAw/edit#gid=1420060416>
- When discussing zodiac signs generally use “they” language as opposed to “you” language (Aries does x vs As an Aries, you do x) unless the list specifically calls for it, and definitely make sure it is uniform style throughout the list. No flip-flopping!
- As a rule **avoid discussing the signs in “the” language**, i.e. “The Taurus is reliable,” or “The Gemini is curious,” etc.
- Avoid “I” language/first-person narrative unless explicitly told otherwise.

Capitalize:

All astrological signs, all planets/asteroids, chinese zodiac signs (year of the Dog, not year of the dog) moons (Full Moon, Black Moon, etc), specific astrological houses (use numerals also: 5th House, not fifth house), elemental attributes (Fire sign, Air sign, etc), Mutable, Fixed, Cardinal, sign symbols (the Twins, the Scales, the Bull, etc)

Not Capitalized:

astrological aspects (sextile, square, trine, opposition, etc) , “zodiac”

Plural Zodiac signs:

Aries/Ariens

Tauruses/Taureans

Geminis

Cancers

Leos

Virgos

Libras

Scorpios

Sagittarii/Sagittarians

Capricorns

Aquarians/Aquariuses

Pisceans

Images:

<https://commons.wikimedia.org/wiki/Zodiac>

The above is a good source for fair use images, but be careful of overuse. If a user hits two lists in a row that use the exact same photos (like going from [here](#) to [here](#) for example), that’s not ideal.

Vary it up - use memes / Instagram embeds from zodiac pages that fit the nuance of the list. Use stills from film, television, pop culture that help illustrate the point. DeviantArt also has an endless amount of astrological-inspired art to work with. Never choose cheesy or trashy images, but feel free to think outside the realm of straight Wikimedia Commons zodiac art.

(https://commons.wikimedia.org/wiki/Category:Planets_in_astrolgy is a good example of trying a different search in Wiki that gets you way more options than the basic above link)

Useful Reference Websites:

<http://Astrostyle.com>

<http://Cafeastrology.com>

<https://www.horoscope.com/us/index.aspx>

<https://www.astrology.com/astrology-101>

<https://www.tarot.com/astrology>

<https://www.astrologyzone.com/learn-astrology/>

<http://Astrotheme.com>

<http://ells-library.blogspot.com/2007/11/astrology-lexicon.html> (handy astrological lexicon)