Quick Reference to produce punctuation and special characters on your computer.

On Windows, hold down the alt key and type the four-digit character code on your numeric keypad (num lock must be activated).

On Mac OS, type the keys simultaneously

NOTE:
Some word processors and design applications will auto generate curly quotes for you.

straight and curly quotes

Curly quotes are the quotation marks used in good typography. There are four curly quote characters: the opening single quote ('), the closing single quote ('), the opening double quote ("), and the closing double quote (").

		Windows	Mac OS	HTML
"	opening double quote	alt 0147	option [	“
"	closing double quote	alt 0148	option shift [	”
'	opening single quote	alt 0145	option]	‘
'	closing single quote	alt 0146	option shift]	’

Straight quotes are a typewriter habit. In traditional printing, all quotation marks were curly.

punctuation & special characters

		Windows	Mac OS	HTML
'	apostophe	alt 0146	option shift]	’
–	En Dash	alt 0150	option -	–
—	Em Dash	alt 0151	option shift -	—
•	Bullet	alt 0149	option 8	“
©	Copyright	alt 0169	option g	©
™	Trademark	ctrl alt t	option 2	™
®	Registered Trademark	ctrl alt r	option r	®
†	Dagger	alt 0134	option t	†
‡	Double dagger	alt 0135	option shift 7	‡
é	Accent mark	alt 0233	option e + e	´

tips for professional documents

• Never leave a *widow*. A single word at the end of a paragraph. Use a soft return to fix this (shift + enter). Avoid *orphans* when using columns.

• Use one space at end of a sentence not two.

• Do not use a underline to emphasize a word.

• Use En and Em Dashes. A hyphen is strickly for hyphenated words and line breaks.

• Turn off auto-hyphenate. Avoid hyphens between lines to fit one word if possible.

• *Kern* headlines and big titles

• Always create white space around headlines and paragraphs for readabilty.