

Realm Works® Content Sharing Guidelines

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Overview

Realm Works allows you to organize your material in a myriad of different ways. This flexibility is wonderful for users, as they can choose whatever approach works best for how they operate. However, it introduces profound complications once users start to share their creations. The way one person models material may be radically different from someone else, and the dissimilar approaches may mix like oil and water.

We want everyone's shared content to work well together. To this end, we've developed a set of guidelines for preparing material that virtually everyone can readily use. All the content we provide will subscribe to these conventions, and all the material officially hosted for users will similarly be required to honor them. This document outlines how everything works and explains a bit of the underlying philosophy. By following these rules, anyone should be able to develop content that can readily be shared or sold through the Realm Works Content Market.

This document probably seems long and imposing. But don't let that scare you off! The majority of items presented here represent basic approaches that will typically be common sense and largely self-evident from simply importing and using the free content that we've made available to everyone. Since these are official guidelines, we need to formally codify all those approaches here. Everything else falls into two general groupings. The first consists of conventions that we've adopted for clarity and consistency in the handling of relatively common situations – generally useful techniques for everyone. The rest are obscure cases that won't arise within most material – in other words, things you probably won't have to worry about.

So grab a cup of your favorite beverage and see for yourself! We're confident you'll deem it a worthwhile investment of your time.

Goals

There are a handful of overriding goals for official Realm Works content, which comprise the following:

1. Content must be presented in a consistent and intuitive manner. To this end, all official material must adhere to a set of conventions relating to both presentation and organization.
2. Content must clearly orient the GM to the material, regardless of its nature. GMs must be provided with a suitable roadmap or overview of the entire content, including suggestions for getting started, pointers to quickly find specific portions, identification of any external dependencies (e.g. rules resources), etc.
3. Content must be ready for immediate use by the GM, with minimal preparation time required. All material must be broken up cleanly into individually revealable snippets, maps must be pinned and associated with topics, storyboards must capture the plot flow, everything must be properly cross-linked, etc.
4. Content must be easy for the GM to integrate into the campaign. Everything must be managed in modular pieces, allowing GMs to cherry pick portions, customize the material readily to suit personal preferences, and quickly weave the content into the GM's existing realm.
5. Appropriate player resources must be in place so that GMs can readily deliver the content to the players during play. This includes the use of Player Synopsis topics, player-focused maps (when available), etc.

NOTE! We're dealing with RPGs here, which are complex stories with a typically high degree of creative license. As such, there is likely an exception that proves every "rule" outlined in these guidelines. That's exactly why we call them **guidelines** here. The golden rule is to do what works. If the material can be readily understood and put to use by GMs, that's what matters most.

Required Reading

Many aspects of content sharing are outlined in a [Designer's Diary article](#), which is formally incorporated into these guidelines by reference here. Please see this article for numerous concrete examples of how content should typically be organized and presented. The article also provides further explanation of how and why various aspects of these guidelines are intended to be handled. The article can be found at the following URL:

<http://www.wolflair.com/realmworks/news/designers-diary/003-making-the-most-of-official-content/>

General Overview

Each body of material to be shared/published is packaged as an independent export file that other users can readily import. From the consumer's perspective, the unit of content distribution is a single import file.

When an import file is distributed through the Content Market, it is always secured to a specific user's account. Each user downloads a unique import file that can only be imported into realms created by that user's account. No special codes need be entered by the user, as the account-level security checks are performed automatically when an import file is opened for use. It also does not matter whether the import file is purchased or shared freely. All files distributed through the Content Market are secured in the same manner.

Import files that don't go through the Content Market can be password-protected. When secured in this manner, an import file can be utilized by anyone entering the correct password. Once imported, the material brought into a realm from a password-secured import file behaves similarly to material brought in from an account-secured import file with regards to subsequent export and access restrictions.

The import file must designate a Story Source or Mechanics Source article as the starting point to present to the user. At least one of the two must always appear within a body of material being shared. If both appear, then the starting point should always be the Story Source topic.

Source Topics and Articles

Every import file must possess one Story Source topic and/or one Mechanics Source article to serve as an entry point. If the material includes story content, it needs a Story Source topic. If it includes game mechanics, it needs a Mechanics Source article. And if it contains both types of content, it needs both entry points.

When a Story Source topic appears, it should typically contain a broad overview of the material, such as a product description used on a publisher's website or the back of a book. It must also introduce and point the user to the GM Synopsis, Player Synopsis, and Various Images topics that should be included as children of the Story Source topic (detailed below).

When a Mechanics Source article is used on its own, it should contain a broad overview of the material, exactly as outlined for the Story Source above. It must also provide a roadmap to the mechanics content included. This should typically take the form of identifying the major groupings of articles and linking to them, which works very similarly to a traditional table of contents in a rulebook. For example, if the rules material includes an assortment of monsters and traps, there should be a container article for all the monsters and another for all the traps. The Mechanics Source articles should link to each of these container articles, allowing the user to jump directly to all the monsters or traps introduced with the material.

When both a Story Source topic and Mechanics Source article appear, there's no point having both contain the same overview, so that can be omitted from the Mechanics Source article. In this case, though, the Story Source topic should point the user to the Mechanics Source article, including an indication of what's to be found there (i.e. new rules unique to the story material). The Mechanics Source article must similarly point the user back to the story content, which can be either the Story Source topic or the GM Synopsis topic.

Story Source topics and Mechanics Source articles should be presented using GM Directions snippets. The entry point to the material that the players will encounter should typically be the provided Player Synopsis topic(s), which would be linked to from the user's Home topic. Consequently, there's really no point in ever revealing the Source topics/articles to the players, although the GM can always change this behavior if he really wants.

GM Synopsis

There should always be at least one GM Synopsis topic included with any story-focused content. For small to nominal-sized story content, such as adventure modules and small settings, there should be a single GM Synopsis topic. When the material includes both an independent setting and adventure, multiple GM Synopsis topics may be appropriate (one for each). An example of this can be seen with the free Isle of Kandril content. Similarly, if the material is extensive, such as a multi-chapter Pathfinder Adventure Path, multiple GM Synopsis topics will also be appropriate (one per chapter).

As implied by the name, each GM Synopsis topic must provide an overall synopsis of the story content within a "Synopsis" section. Key people, places, things, and events should be identified and linked from the synopsis. The goal is to both outline the story and allow the GM to quickly follow the links to learn more about the key elements. For modules, this will typically consist of the adventure summary that appears at the very beginning of the module.

If there are multiple story arcs of importance, it may be preferable to present each of them separately. This can be achieved by using sub-sections beneath the Synopsis section, with one for each major story arc.

The GM Synopsis topic is also responsible for introducing the GM to how things are structured within Realm Works and pointing out how to best get started. This is performed within the "Using the Material" section, where the Player Synopsis should be outlined and any accompanying Mechanics Source article should be identified. Examples of this can be found in the various free content we provide.

If the material relies upon any other resources that are not included within the import file, an "Additional Material" section should be included. These external resources must be identified so the GM is aware of them. A common situation where this occurs is when the story content relies upon the material from select rulebooks, which have been used to create the various creatures and/or NPCs that appear.

Occasionally, story content will present non-product-related material at the beginning, which can be incorporated into the GM Synopsis topic in a custom section (typically appended). Examples include an opening letter from the author, background on how the author got into gaming, or the classic "10 Things About Goblins" piece at the start of Paizo's "Rise of the Runelords" AP.

Player Synopsis

The role of the Player Synopsis is to provide the GM with a topic that can be instantly linked into his realm and then used to incrementally reveal the key elements of the imported material to the players. As elements are revealed to the players, the topic essentially becomes an evolving "table of contents" for the revealed aspects of the story. Players can view the key elements and click on any name to directly view it (assuming they have player account access to the GM's realm).

The "Overview" section should inform the GM about how the Player Synopsis is intended to be used and otherwise contain a simple summary that can be revealed to the players. Beneath that, there should be separate sections where the important people, places, and plots of the story are identified. Each of these sections typically contains just a list of names of the key elements, with each name serving as a link to the corresponding topic within the material.

There should always be a single Player Synopsis topic corresponding to each GM Synopsis topic. They function as a matched pair, with one being focused on the GM and the other for the players. Consequently, if the material contains multiple GM Synopsis topics, there will be a similar number of Player Synopsis topics. A concrete example of this can be seen within the free "Isle of Kandril" content, where there is one pair for the setting material and another pair for the

adventure material. In something like a Pathfinder Adventure Path, there would be six pairs of synopses, one per chapter.

Various Images

The vast majority of artwork used in books and PDFs is clearly associated with a specific NPC, monster, item, location, or scene. However, there are sometimes images that are ambiguous in this regard, and they need to be included somewhere appropriate within Realm Works. The Various Images topic serves exactly this purpose. Whenever an image is identifiable to a particular topic, it should appear within that topic. When no association can be identified, the image should appear within the Various Images topic.

The following general rules apply to the Various Images topic and the images assigned to it:

- **Cover Art** – Unless the cover art image is specifically assigned to a topic, or it's a duplicate of artwork presented elsewhere within the material, it should be placed in the Various Images topic.
- **Page Numbers** – If the material comes from a book or PDF, each image snippet should identify the page number where it originated from in the original work. This allows the GM to quickly locate the image to assess what topic/article to associate it with.
- **Thumbnails** – The goal of the Various Images topic is to present the GM with images that he can assign to topics as he chooses. As such, the sole focus for the user is viewing the images, so utilizing a larger thumbnail size is recommended, such as 288x288.
- **Practical Limit** – If the number of images on the Various Images topic is more than 15, it's appropriate to create multiple such topics (e.g. "Various Images #1", "Various Images #2", etc.) and evenly distribute the images among those topics. The recommended maximum number of images per topic is 15 to ensure reasonable loading speeds for users with typical equipment.

NOTE! If you're preparing content that is specifically created within Realm Works, all your artwork will probably be associated with a specific topic or article. Even the image you use as cover art will reflect a particular scene or other key aspect of the material. Consequently, inclusion of the Various Images topic should only occur when needed. If there are no independent images to identify, there is no reason to include an empty topic.

Credits, Legal Text, etc.

When sharing and publishing material, properly protecting the intellectual property rights of the work is of paramount importance. A close second is detailing all the other key aspects of the material for potential consumers to review, both before acquisition and after import. Consequently, all material distributed through the Content Market is required to properly specify an assortment of properties in conjunction with the export definition. The following is a review of these properties and the rules pertaining to them for shared content:

- **Name** – This is the published name of your material. You'll probably want to make it distinctive in some way.
- **Abbreviation** – A shortened version of the name that fits within 10 characters can be specified. If omitted, the name is simply truncated after 10 characters. The abbreviation is utilized both for the Export tag assigned to all content included in the export and the Import tag assigned to all content once imported into a realm.
- **Version** – The version number you assign can take a variety of forms, ranging from a simple monotonically increasing numeric value (e.g. "1", "2", "3", etc.) to something that incorporates major and minor revisions and beyond (e.g. "V3.2a"). The specific format and convention you adopt is up to you, provided you utilize it in a consistent manner. Every time you distribute a new revision of the material, the version number must be appropriately incremented.
- **Cover Art Image** – The image specified here is the visual hook that all prospective users of your material will see in the Content Market, so this is an opportunity to make a lasting impression.

- Designated Starting Point – This is where you specify the Story Source Topic or Mechanics Source Article that is used as the entry point to your material when someone imports it. For more details, see the “Source Topics and Articles” section earlier in this document.
- Summary – This is a capsule-summary of your material, which should be limited to approximately 25 words in length. If omitted, the full description is simply truncated after the initial portion.
- Description – The full description of your work should outline what it is, both creatively and mechanically (e.g. game system, character power, etc.). This is the “marketing text” that prospective users will base their decisions upon.
- Requirements – If your work has any external requirements that aren’t included in the import file, those should be disclosed here. Common external requirements include the reliance upon various supplemental rulebooks for a game system.
- Credits – This is where all authors, artists and other contributors should be properly credited in accordance with any contractual obligations you have with them. There are no specific requirements imposed by these guidelines regarding who and/or what must be credited – those are up to you. However, the credits will be publicly visible to prospective users via the Content Market, and many GMs seek out material from their favorite authors, artists, cartographers, and more. Just something to keep in mind.
- Legal Text – As indicated above, this section is critically important. In fact, it’s important enough that we’ve detailed it separately below.
- Additional Notes – If there is anything that should be mentioned or disclosed about the material that isn’t covered by one of the preceding sections, include it here.

There are a variety of potential considerations pertaining to the “Legal Text” section that may apply to your work, and it’s imperative they are all properly addressed. These possible factors consist of the following:

- Copyright the Work – Properly assert any copyright on the material you’re distributing, accurately attributing it to the appropriate parties.
- Trademark Assertion – If the material includes any original intellectual property that is protectable under trademark, properly assert those marks with attribution to the appropriate parties.
- Copyright and Trademark Acknowledgements – If the material references the intellectual property of another party that is protected by copyright and/or trademark, properly acknowledge those rights. Using the intellectual property of another party always requires appropriate permission – make sure you have permission or don’t use the protected material.
- License Under Which Material is Utilized – If the material references the intellectual property of other parties under a commonly held license, such as the Open Gaming License or Creative Commons, detail the entire license as needed. This is in addition to any accompanying intellectual property acknowledgements outlined above.
- License Under Which the Work is Published – If the work is made available to others for subsequent use and/or adaptation under a commonly held license, such as the Open Gaming License or Creative Commons, detail the entire license and specify what material is and isn’t available for re-use. If the same license is used to both incorporate the work of others and make new content available, the license itself need only be specified a single time.
- Anything Else – The items above are the most common ones, but there are other considerations that may arise.

 **IMPORTANT! It is the responsibility of every content distributor to properly determine what legal considerations do and don’t apply, then to incorporate and effect the appropriate legal attributions and/or protections.** Failure to properly attribute and/or legally protect material that is distributed through the Content Market may have wide-ranging ramifications. At one end of the spectrum, your original material could enter the public domain. At the other, the material could be subject to legal challenge and summarily removed from the Content Market. Take the time to get this detail right!

WARNING! If, in the sole discretion of Lone Wolf Development, the content distributor is deemed to have not made a best faith effort to recognize and protect the intellectual property rights of another party, account termination may also result.

Storyboards

Storyboards are an invaluable tool within Realm Works for visualizing the overall flow of a plot, especially when the plot is intricate and/or has multiple paths the PCs can pursue. For this reason, storyboards are required for each significant story arc in all officially shared content. They are not necessary when a plot is extremely simple and/or linear in nature – in such cases, a storyboard doesn’t contribute any meaningful value and can be omitted. However, any such omission should be clearly pointed out in the appropriate Storyline topic (see below).

All plot points within storyboards must be either associated with a corresponding topic (typically a Scene) or detailed appropriately with a name and description. Connections between plot points only require descriptions in the rare cases when there is something important and non-obvious about the flow from one plot point to the other.

The layout of a storyboard is generated with a heuristic algorithm that is based on a random seed value. Sometimes, the layout yields undesirable results, so it’s possible to force a new layout to be generated. If you don’t like the generated layout, or if connection arrows cross over plot points in the diagram, the layout should be generated anew. This is achieved via the “Set New Random Seed” option. Depending on the complexity of the storyboard, you may need to select a new random seed a few times before you end up with something that looks good. Once you have something you like, saving the storyboard also saves the current seed, so the layout will remain the same henceforth.

Storyline Topics

The Storyline topic is essentially a non-visual equivalent of a storyboard, where each one outlines a particular plot line within the material. Whenever there is a storyboard, there should be a corresponding Storyline topic. However, the reverse is not necessarily true. There will be times when a Storyline topic exists and a storyboard does not, such as when a plot is extremely simple and/or largely linear (i.e. where a storyboard doesn’t provide much benefit). If a given Storyline topic does not have a corresponding Storyboard, that fact should be indicated to the user.

Each Storyline topic starts with an overview of the corresponding plot. This is followed by a summary of the key people, places, and events involved within the arc (with links to each). The assorted major plot points and other story elements that comprise the storyline must be similarly identified in the “Storyline Elements” section, again including links to each. Details should also be provided for how to conclude the arc, as well as any necessary background information or additional context that GMs will find useful.

A critical component of every Storyline topic is identifying where everything starts for the plot. Usually, there will be one or two scenes that introduce the major elements and jumpstart everything. The initial Scene topic(s) must be clearly pointed out to the GM, along with any important details regarding how all the elements tie together.

In situations where there are numerous minor plot lines, all of them should typically be captured within a single Storyline topic instead of having a bunch of small topics for each. These minor arcs can be presented as sub-sections beneath the “Storyline Elements” section. In general, the name of each minor arc should also be assigned as an alternate name for the topic, ensuring that automatic link detection properly hooks up links to the Storyline topic when those arcs are referenced throughout the material.

Many Storylines are comprised of Scene topics that are anchored to locations within the world (e.g. rooms in a dungeon), so the Scenes simply appear at those locations. When the Scenes are more story-focused, even if geographically anchored, they should instead be organized as children of the Storyline topic. For example, multiple interactions with the Duke may take place in his audience chamber, each playing out different Scenes that span various plotlines. These Scenes belong beneath the appropriate Storyline topics and not all within the audience chamber. To identify them, these Scenes should be given suitable prefixes to both differentiate them and convey an approximate

order (similar to location codes on maps). The prefix should typically be of the form “Sc.#”, where “#” is a unique numeric value among the Scenes of a given Storyline.

Sometimes, a particular arc grants the PCs the opportunity to pursue various avenues in arbitrary order. When this occurs, it’s helpful to make this fact clear to the GM. All of the unordered Scenes should be visually grouped together. This can be accomplished by assigning them a prefix that conveys this “parallelism”, such as using a shared numeric value and adding a secondary code to differentiate them (e.g. “Sc.4a”, “Sc.4b”, etc.).

Category Selection and Structure

All topics and articles in official content are expected to utilize the same, consistent set of underlying categories – those pre-defined within Realm Works. This is critically important to ensure that content from a diverse range of sources all weaves together seamlessly for users. In general, the specific category to be utilized for a purpose can be determined from the description of the various categories. For a more nuanced discussion of the subject, significantly more detail can be found in the “Realm Works Tips & Tricks” guide, which is installed with the product document.

Before going into the details for various categories and when to use them, there is one overriding rule that should be adhered to with shared content. ***Finalize the categories you use before you share anything, and don’t change them once you’ve shared. If you share a topic based on one category, then change it to another category and re-share, those changes cannot be cleanly detected and auto-converted for users who have already imported your material.*** For example, if you start out making “Ferdi’s Mortuary” a Location topic, share it, change it to a Scene topic, and then share again, anyone who imports both the original material and the updated changes will experience complications. Realm Works is extremely forgiving about adapting your content, but critical context is lost after you change a topic’s category. Consequently, that information is not available during the export/import process and cannot be used to intelligently adapt the material on import. If you must change a topic to a new category, no snippets will be lost with subsequent sharing. However, there will likely be issues with snippet sequencing and section assignment that all importing users will need to manually fixup in the imported material, which they will find very annoying. So it’s very important to settle on the appropriate categories for all topics/articles prior to sharing your content the first time.

When should one category be used over another? Official content basically subscribes to the conventions outlined in the “Tips & Tricks” guide, with the following additional notes and exceptions applying:

- **Adventure Area** – Use an Adventure Area topic for all dungeons and other regions that contain various room and locations that the PCs are intended to explore. When an Adventure Area has multiple levels or floors, each such level should similarly be its own Adventure Area. Examples of this practice can be seen throughout other official content, including the free “Isle of Kandril”.
- **Scene** – Any specific place or situation where the PCs are intended to encounter some form of challenge or interact with an NPC to advance the story should typically be modeled as a Scene topic. A scene can be tied to a specific area, such as a room in a dungeon, or it can be tied to a situation, such as an audience with a duke.
- **Merchant** – Places should be modeled as Merchant topics when a primary function for how the PCs interact with the place is the purchase, sale, barter, or exchange of goods and/or services. A place where goods and/or services happen to be available, but where that function is a secondary role in the eyes of the PCs, is typically best handled as a Location instead.
- **Location** – When a place doesn’t qualify as an Adventure Area, Scene, Merchant, Community, or Region (of some type), it should typically be modeled as a Location topic. In general, Location is the fallback choice if nothing else applies. However, a Location should rarely, if ever, have any child places beneath it (non-place children like NPCs are fine). If you find that a place needs to have other places nested beneath it, that place is not likely a Location – it’s probably an Adventure Area, Community, or Region (of some type).
- **Region: Geographical** – A Geographical Region should be used for any expanse that is not intended specifically as an Adventure Area. For example, the “Fire Swamp” could be either a Geographical Region or an Adventure Area, depending on how it is portrayed within the content. As a Geographical Region, it can be explored and include

assorted encounters, but it should not simply represent a collection of Scenes. If the “Fire Swamp” does consist of a collection of Scenes, then it’s really a story-focused Adventure Area and not merely a Geographical Region.

- **Region: Urban** – Within a Community, an Urban Region should be used for any section of the Community that is not intended specifically as an Adventure Area. The situation here closely parallels the distinction between a Geographical Region and an Adventure Area (see above), with the key difference being simply that an Urban Region is used instead of a Geographical Region within the context of a Community.
- **Further Information** – The Further Information category has a very specific use that can come in quite handy with lengthy, story-focused content, such as campaign settings. When a Further Information topic is shown beneath its container, it does not observe the standard behaviors for sorting child topics. All Further Information topics are always sorted first, prior to all other child topics. Consequently, the Further Information topic is an invaluable means of breaking up an otherwise very long topic into smaller, focused pieces while ensuring that all those pieces remain tightly grouped immediately beneath the primary topic. Numerous examples of this can be seen within the free “Isle of Kandril” content, with a common usage being to partition lengthy backgrounds of cities into a collection of smaller child topics that each focus on different aspects of the city’s background.

With regards to the category structures that are employed by official content, the following rules apply:

- No changes to the underlying category structure are allowed that will change the usage or meaning of any aspect of the default structure.
- Augmenting the underlying structure is usually acceptable, provided the focus is on adding new material in a clear and consistent manner that enhances the content and/or its utility. If the changes don’t convey a meaningful improvement, they are not allowed.

Smart Images

Maps are a fundamental component of most story-focused content, and intelligent support is a key aspect of Realm Works. This is achieved through Smart Images. There are a variety of guidelines that are specific to the use of smart images for maps in official content, and they consist of the following:

- **Naming** – Every smart image should be clearly named. This is accomplished via the snippet within the containing topic.
- **Pin Placement** – Map pins must be placed for all appropriate locations on each map.
- **Pin Associations** – When a map pin identifies a location where something substantive takes place, the pin must be properly associated with the corresponding topic for that place. In general, the topic will be a Scene if the maps is for an Adventure Area, or it will be a Place of some type if the map is for a Community or Region (of some type).
- **Independent Pins** – When a map pin identifies a location where something minor takes place, the pin must be given an appropriate name and description that explains it. Common examples include secret doors and traps, where the pin identifies the nature of the door/trap, how to detect it, and any additional details about it. Where appropriate, distinct information for the players and GM should be specified for map pins.
- **GM Overlay** – Whenever possible, maps should provide two separate image layers. The player layer should be a bare map that shows only what the players will see as they explore the region. The GM overlay layer should include all pertinent identifiers for the GM’s reference, including markers, traps, secret doors, location codes, etc.
- **Image Resolution** – Map images can quickly become extremely large, so it’s imperative that a suitable balance is struck between size and image quality. In general, maps intended for on-screen display (like within Realm Works) should be at a resolution of no more than about 100dpi. Furthermore, Realm Works recommends a maximum image size of 4096x3072, but map images should ideally be kept a good bit smaller than this size whenever possible. For large maps, it may be best to break the map up into two (or more) separate maps. You can then have an additional map for the larger area that is of lower resolution and that contains pins to the separate “sector” maps.

- Search Text – Various maps contain text that identifies specific locations on the map. Overland maps are the most common case, as they show the names of important places, geographical regions, waterways, etc. The text from these maps should be culled out and assigned as search text to the governing snippet. This ensures that the containing topic will be properly reported when the user enters one or more of those names as part of text search. It will also allow the individual map to be located with a text search in the future.
- Thumbnails – There will rarely be more than a single map on a given topic, and most users will want to see a larger thumbnail, so maps in official content should typically utilize a thumbnail size of 288x288.

External Objects

An integral part of any Realm Works content is the assortment of pictures, Hero Lab portfolios, and statblocks that accompany that material. As such, officially distributed content is expected to leverage these resources to liberally augment the textual elements. Each type of external object has its own rules and conventions within official content, and those are outlined here.

The following guidelines apply to **Picture** snippets:

- Naming – Every picture should be clearly named to reflect what it presents.
- Image Resolution – As with maps, but to a lesser extent with Pictures, a suitable balance must be struck between size and image quality. In general, pictures intended for on-screen display should typically be at a resolution of no more than about 100dpi.
- Thumbnails – Pictures will not be prevalent on a given topic, and most users will want to see a moderately large thumbnail, so Pictures in official content should typically utilize a thumbnail size of either 192x192 or 288x288, with Creature articles always using a thumbnail size of 288x288.

Hero Lab portfolios are governed by their own set of guidelines, which only apply if the game system utilized by the official content is supported by Hero Lab:

- Naming – Every Hero Lab portfolio should be appropriately named. If the portfolio is for a Scene, there should only be one, so the name should simply reflect the name of the topic. The same applies for Individuals and Creatures.
- Always Provided – Whenever official content is based on a game system that is also supported by Hero Lab, every effort should be made to include complete Hero Lab portfolios for NPCs, creatures, and encounters.
- Encounters – All encounters (typically Scenes) should provide a single Hero Lab portfolio that contains all participants in the encounter, allowing the GM to readily run the encounter with Hero Lab via use of the Integrate button.
- Creatures – All Creature articles should provide a Hero Lab portfolio with a single instance of the creature fully defined, allowing the GM to readily import any number of the creature into Hero Lab.
- NPCs – All NPCs of note (typically Individuals) should provide a Hero Lab portfolio that fully details that NPC. This only applies to significant NPCs that are featured in the story and intended for the PCs to interact with in a way that necessitates a full statblock (e.g. combat, negotiation, etc.).

Statblocks similarly have a variety of applicable guidelines:

- Always Provided – Full statblocks must be included for NPCs, creatures, and encounters. This requirement applies even when Hero Lab portfolios are also provided, since not all GMs will choose to use Hero Lab. In addition, statblocks allow users to fully cross-link the statblock contents to the rest of the realm, if desired.
- Use GM Directions – All statblocks must be modeled as a GM Directions snippet that contains the statblock as appropriately formatted text. Statblock external object snippets are **not** utilized with this model.
- Encounters – All encounters (typically Scenes) must provide a suitable statblock for each participant in the encounter.
- Creatures – All Creature articles must provide a suitable statblock.

- NPCs – All NPCs of note (typically Individuals) must provide a suitable statblock. As with Hero Lab portfolios above, this only applies to NPCs that are intended for the PCs to interact with in a way that necessitates a statblock (e.g. combat, negotiation, etc.).
- Placement at Bottom – Since statblocks are lengthy, they are placed at the bottom of a topic or article, within the “Additional Details” section. Furthermore, each statblock should be placed within its own sub-section, where the sub-section is named for the specific statblock and designated as collapsed by default.

 **IMPORTANT! One final rule applies across all official content regarding external objects. Absolutely NO executable programs are allowed to be included anywhere as foreign object snippets.** Yes, there may occasionally be a justifiable reason to do so, but the rule still applies. It’s simply too easy for a virus or other type of malware to be inadvertently distributed in this manner. If it’s critical to include an executable program with your content, contact Lone Wolf Development to present your case. If approved, the program will be vetted and hosted for download outside of the official content by Lone Wolf Development, and you’ll be able to provide a link to it from within your published content.

Content Ready for Use

A hallmark of official Realm Works content is that it’s ready for the GM to immediately put into use. This includes being ready for immediate delivery to players, whether through the Player View mechanism or independent viewing via accounts with player access.

The single most important aspect of having the content ready for use is to avoid forcing the GM to edit the content in order to reveal something during play. This means the content must be carved up appropriately into individually revealable snippets, with logically distinct and independently revealable details being placed into separate snippets. If that sounds complex or confusing, you can simplify this determination to two basic rules. If a snippet contains details that the PCs will typically learn at separate times or via separate methods, then it needs to be broken up into multiple snippets, one for each distinct set of details. Similarly, if two different snippets will typically be learned at the same time, regardless of what the PCs do, they should be merged into a single snippet. A convenient trick here is to assess the material from the perspective of what the PCs will have learned by the time they leave the area/scene.

It’s easy to take the above rules to extremes, so it’s critical to find a balance and avoid going overboard. For example, there will always be circumstances wherein details can be learned by the PCs in small increments, and it may be tempting to break everything up into lots of distinct snippets with tiny little bits of information apiece, just in case that happens during play. The problem is that this approach usually results in numerous snippets that become less useful than a single snippet that collects all the details in one place. So the goal here is to assess how the PCs will **most likely** learn the information through play, then split or combine the details accordingly. It’s impossible to optimize the content for every possible situation – or GMing style – so we instead optimize for the most likely scenario. Some GMs will inevitably have to edit the content, but the vast majority will not.

There are a few different situations where entire snippets should be visually differentiated to indicate they have a special purpose within the content. In these situations, the snippet should be assigned the appropriate Snippet Style in accordance with the following conventions:

- Normal – This is the default style that applies to all snippets unless one of the other styles below is applicable.
- Read Aloud – This style applies to any snippet that is intended to be read aloud to the players, exactly as written.
- Message – This style applies to any snippet that presents content the PCs would find in a written form, such as handwritten notes, letters, emails, etc.
- Flavor – This style applies to snippets that contribute colorful, thematic flavor to the material, such as evocative descriptions, stories involving NPCs, etc. A common example is narrative text on a magic item entry.

- Callout – This style applies to snippets that are typically presented as sidebars or other types of callouts within traditional, printed material. If callout text is placed into a separate topic, or into a separate section of a topic that is specifically for the callout, this style should not be used, as there’s no longer a need to distinguish it specially.

Beyond the above, there are a variety of additional guidelines that apply to having topics and articles ready to use:

- Fully Cross-Linked – This one may be self-evident, but it absolutely warrants pointing out. All official content must be fully linked, with every topic and article scanned for automatic links and hooked up appropriately. See the “Naming Rules” section for details regarding the use of names and their role in linking.
- Fully Tagged – Also self-evident, official content must similarly be fully tagged so that users can readily use tag-based filters to find desired material. See the “Tagging Rules” section for specific conventions applicable to tagging content.
- Geographical Containment Hierarchy – Set up appropriate containment for all geographical story elements, starting with geographical regions like continents and working all the way down to the rooms within buildings. This includes placing regions within other regions, communities and adventure areas within regions, urban regions within communities, buildings within communities and urban regions, etc.
- Celestial Containment Hierarchy – Just like geographical elements, nest celestial regions within other regions, planetary bodies within celestial regions, etc.
- Split Off GM Directions – Snippets will frequently contain both revealable information for the PCs to learn and details for the GM alone. For example, a piece of discoverable knowledge might require a particular action or roll by the PCs. In situations like this, the knowledge should be conveyed within a text-based snippet, while the required action should be outlined in GM Directions attached to that snippet. Only the portion that PCs can learn should be revealable, and the notes for them are attached so that the two halves are always paired together, even if the user moves them elsewhere in the topic/article.
- GM Directions Alone – Large portions of adventure material are comprised of staging directions for the GM, detailing important context about how, why, and when various things occur as the story unfolds. All of this information is for the GM’s eyes only, so it should be implemented as standalone GM Directions snippets.
- Truth Levels – Occasionally, information is intentionally given to the PCs that is false or only partially true (e.g. rumors). In these cases, the GM should be visually reminded of this fact by denoting the snippet’s Truth Level. Any snippet that is not entire true should include a GM Directions component that explains what about it is untrue.

NOTE! It’s often a good idea for GMs to pre-reveal some topics, and especially pre-reveal selected snippets in assorted topics, prior to running an adventure. However, the specific choice of what to pre-reveal is the sole decision of each GM, and different GMs will do things differently to suit their personal style. Consequently, **official content is never pre-revealed**. The lone exception to this rule is for material presented as an explicit Player’s Guide that all PCs are intended to know at the outset of a campaign, in which case all the material is pre-revealed.

Avoid Unnecessary Topics

A common temptation with Realm Works is to create a topic for everything. The problem with this approach is that it leads to a whole bunch of topics that have very little in them. These nearly empty topics aren’t all that useful, plus they introduce extra clutter within the navigation pane. Therefore, official content should avoid the unnecessary creation of additional topics and handle things in various alternative manners.

The first common situation where this arises is with rooms in buildings (and dungeons, caverns, etc.). There is no need for every room to be a topic. If a room is inconsequential and contains nothing of note to the story (e.g. a storage room, closet, staircase, etc.), there is nothing gained by creating a topic for it. Instead, allow the map pin for the location to convey all the necessary details. Assign an appropriate name and description directly on the pin. If there are special notes for the GM, those can also be associated directly with the pin.

In a similar vein, plot points don't always need to be associated with topics. While most plot points will be directly tied to a Scene or Storyline topic, there are some that are extremely minor and can be readily modeled without the topic. Just like with map pins, the plot point itself can be assigned an appropriate name and description that details what occurs. Any special notes to the GM can also be assigned directly to the plot point.

Probably the most common situation where unnecessary topics can be avoided is when two or more story elements can be cleanly encapsulated into a single topic. The very idea of this approach may seem wrong at first, but it's extremely effective – and even intuitive once you try it. The classic example occurs with minor NPCs and the locations where they are found within the story, so we'll use that to illustrate the concept, although the principle can be applied to a variety of different combinations of topics.

Minor NPCs are those that satisfy a few requisite criteria. First of all, minor NPCs don't play a significant role in the story. They might provide the PCs with limited information that advances the story, or they might contribute in some small way to a side-plot, but they aren't directly involved in the story. Second, minor NPCs only have a few snippets of information associated with them, regardless of nature. Lastly, minor NPCs are anchored to a specific location where they are always found.

So Gregor Smit, purveyor of the Rusty Tankard where the PCs can learn a couple clues about the main plot, can be considered a minor NPC. In fact, so can his daughter, Astrid, who helps Gregor run the place. How does this get modeled within Realm Works?

If we're going to collapse all three of these topics into one, we must first determine the type of topic to use. The tavern will typically be the primary thing the players think of first, plus the tavern should appear on the town map and be pinned there. So an appropriate Place topic is created (a Merchant in this case) and named the Rusty Tankard. When merging minor NPCs and places, the place topic is always the primary focus created as the combined topic.

The minor NPCs now need to be folded into the Merchant topic, and the following conventions apply to this process:

- Introduction in Overview – Whenever a minor topic of any type is merged into a different topic, the minor topic must be clearly introduced in the Overview section (typically at the end) so that it can be safely referenced anywhere else in the topic.
- Presentation of Minor NPCs – Minor NPCs are always introduced at the bottom of the Overview section with a single snippet that has a very specific composition. A Labeled Text snippet is used and assigned the label "NPC Extra". The revealable portion presents the NPC's name and a minimal statline in the form "Gregor Smit: Male half-elf expert". A GM Directions component is included on the snippet that includes GM-only details within a simple statline, in the form "NG male half-elf expert 4". Both statlines should be tailored appropriately to the applicable game system.
- Alternate Name(s) – The name of the minor topic is assigned as an alternate name for the created topic. This allows automatic linking to the appropriate topic when the minor topic is referenced elsewhere, plus it ensures the minor topic is visible in the navigation pane. If the minor topic has multiple names that are used elsewhere in the material, each should be assigned as an alternate name, but only one should typically be shown within the navigation pane.
- Placement of Minor Topic Details – All snippets relating to the minor topic – other than the introduction in the Overview section – should be placed wherever is appropriate within the overall topic structure. The snippets of the minor topic are considered snippets of the created topic, so they are governed thusly.
- Special Tag for Minor NPCs – When a minor NPC is merged into another topic, the introduction snippet in the Overview section should be assigned the "NPC Extra" tag from the "Utility" tag domain. This will properly identify the topic as having a merged NPC and enable tag-based filtering on such locations. **Note!** This tag must be assigned directly to the *snippet* and not to the topic itself.

Naming Rules

Content naming manifests in a variety of different ways within Realm Works. It's an important subject for which vastly disparate conventions apply in very different contexts. The guidelines for each of these contexts are broken out separately below.

We'll start with the conventions that are applicable to topic and article names, as well as any alternate names assigned to them:

- Spoilers in Name – Occasionally, a topic name may inadvertently contain spoiler information about a Place or Scene, so a GM that simply reveals the topic's name may grant the players clues they shouldn't know. In situations like this, the name may need to be revised to rectify the problem.
- Generic Terms as Proper Nouns – When a name is a generic term that is used as a proper noun, it will often be prefaced with a word like "The" when used to reference the location/object/whatever from other content. If this is the case, include the "The" within the topic/article name to help avoid false positives when leveraging automatic link detection. For example, a location named "Citadel" will usually be referred to as "The Citadel", so assign it the name "The Citadel", if possible.
- Case-Sensitive Generic Terms – If a name is a generic term and used as a proper noun, regardless of whether it can be reliably prefaced with a word like "The", configure the name to require case-sensitive matching so that instances of the generic term in lowercase are not matched. If the name is "The Citadel" or merely "Citadel", case-sensitive matching will ensure that generic uses like "the citadel" don't match.
- Truly Generic Terms – When a name is a generic term that cannot be prefaced with a word like "The", such as with a skill named "Sneak", it's typically best to simply designate the name as having a priority of "Never" to avoid numerous false positives during automatic link detection.
- Picking the Primary Name – When a topic has multiple names, the primary name used for the topic should typically be the one that is most commonly used when the topic is referenced by other content.
- Auto-Accept Not an Option – No name, whether primary or alternate, should ever be designated as "Auto Accept". That's a determination that can only ever be safely made by the GM after assessing all the names in use within his realm.
- No Prefer Priority – Similarly, no name should ever be designated as having a match priority of "Prefer". That's solely up each GM based on their preferences and the material they have in their realm.
- Judicious Use of Avoid Priority – The "Avoid" match priority is special. In general, it should never be assigned to a name and left up to the GM to decide. However, there is specific, albeit common, exception to this rule. When a location code is assigned as an alternate name (see below), that name should be designated with the "Avoid" match priority. The same location codes will be re-used across different material, and may also be re-used within a GM's own creations. By marking all location codes as "Avoid", a GM that imports material with a "B3" code and has his own "B3" code will have the imported "B3" avoided during automatic link detection. This means that the GM's own "B3" will always be chosen, which is almost certainly what the GM will want when linking up his own creations.

There are also rules that apply specifically to alternate names:

- Plurals – Define a plural form of the topic/article name whenever appropriate, and make sure the plural forms don't appear in the navigation pane.
- Nicknames – Define alternate names for all other name forms that are utilized to reference the topic/article within the rest of the material (e.g. shortened names, titles, etc.).
- Location Codes – Frequently in print/PDF material, Scene topics and other areas/regions are assigned a code to identify them within material, such as "Area 4" or "B2". This location code is indicated on maps and then within the text to reference that location. When adapting print/PDF material to Realm Works, appropriate location codes should be assigned to all topics as alternate names where they apply, enabling automatic link detection to hook up

everything properly. If an area simply has a designation like “4” or “J”, it will typically be referenced in text as “Area J”, so the alternate name should include the full reference term (“Area J”).

- Limit Navigation Pane – In general, if a topic has multiple names, only the most common name (typically a single one) should be shown within the navigation pane.
- No True Names – Don’t introduce a public name and true name pairing unless an explicit public name is formally designated for that purpose within the material. If not dictated by the material, allow the GM to setup the public/true name pairing, as needed.

Prefixes on topics and articles have their own set of rules:

- Sequence Scenes in Storylines – Scenes placed beneath a Storyline topic are assigned a prefix that positions the scene in its appropriate sequence within the storyline (e.g. “Sc.3”).
- Use Location Codes – Scenes that appear on a map with a location code should be assigned that location code as their prefix (e.g. “C2” or “5”). Adventure Areas, Locations, Merchants, Communities, and Urban Regions that appear on a map with a location code should similarly be assigned that location code as their prefix (e.g. “C2” or “5”).
- Year in Timelines – Time Periods and Incidents that are presented as part of an historical timeline should be assigned a prefix that denotes the appropriate year of the period/incident. The prefix must also include something to clearly indicate that it’s a year and not just a bare number (e.g. “386 Yr”).
- Sequence Titles – Titled Positions that represent a relative set of ranks, such as the military, should be assigned a prefix that indicates the rank level of the position. The prefix should include something to indicate it’s a relative rank and not just a bare number (e.g. “Rk.4”). In general, the highest possible rank should be assigned a value of “1”, with progressively lower ranks receiving larger values.
- Explicitly Ordered Rules – Any articles for which an explicit display sequence beneath their container is important should be assigned a prefix that positions the article in that appropriate sequence (e.g. “A.4”).

Suffixes on topics and articles are similarly governed by a set of guidelines:

- Storylines Identify Source – All Storyline topics should possess the name of the Story Source as their suffix (e.g. “Isle of Kandril”).
- Rules Entries Identify Source – All articles that detail specific instances of game mechanics should be assigned the name of the Mechanics Source (e.g. “Isle of Kandril”). This includes all non-container articles from the Characters, Equipment, Abilities, and Dangers families (e.g. Skills, Magic Items, Creatures, etc.).
- Differentiate Identical Names – When two or more topics/articles have the identical name and are derived from the identical category, the only way to tell them apart from each other is via their containment. If the containment is not visibly sufficient for differentiation, including something in the suffix of both topics/articles to distinguish them is typically a good idea.
- No Other Suffixes – Aside from the situations above, suffixes should generally not be used on topics/articles within official content.

The naming of plots and plot points have a few important conventions:

- Avoid Spoilers in Plot Names – Plot names must avoid the inadvertent disclosure of spoiler information about the actual plot.
- Plot Point Spoilers – Plot points must similarly avoid disclosure of spoiler information. Plot points are often revealed immediately as the PCs advance to them, so very little is usually known by the players at the time. Since plot points are typically associated with Scenes, and the name of the Scene is inherited by the plot point by default, the Scene’s name may contain spoiler information. The solution is to assign an explicit name to the plot point that is safe to immediately disclose, which is shown instead of inheriting the name of the associated Scene.

Map pins have their own set of conventions:

- Map Pin Spoilers – Map pins experience the same basic risks as plot points with regards to disclosing spoiler information. The issue typically centers on an associated Place or Scene topic containing clues in the name, and the solution is to assign an explicit name to the map pin that is safe to disclose.

Tagging Rules

In most cases, tagging of content will pretty much happen automatically under the covers as the material is entered into Realm Works. As long as the content is developed using the tag-selection behavior for all “Hybrid Text or Tags” snippet types, which is the initial default unless explicitly changed, tags are assigned to content when they are selected – no extra steps are required.

If the realm’s text behavior is configured for “Hybrid Text or Tags” snippet types, then all topics and articles must be fully scanned for tags. The key advantage of using the text behavior is that text from a PDF can be copied and pasted into place within a snippet instead of manually selecting the appropriate tags. The corresponding drawback is that no searchable tags are assigned to the content – they must be scanned for and auto-detected appropriately. Detection of tags can be triggered directly on a specific snippet or initiated for all snippets of a given topic/article. The process works similarly to automatic link detection, except that tags are identified and associated to the individual snippets instead of links. Once tags are assigned to a snippet, the icon changes for the Snippet Options button at the right, and the tooltip for the button reports the assigned tags.

There is one convention for tagging that applies to all story-focused material and must be performed manually. A suitable “Story Scope” or “Setting Scope” tag must be defined and assigned to all content. The work’s creator is responsible for defining the tag and assigning it appropriately. The rules for this are detailed below:

- Story vs. Setting – If the material is an adventure, a “Story Scope” tag should be used. If the material is a setting, a “Setting Scope” tag should be used.
- Tag Name – The tag should be given a name that directly reflects the source material, typically being the same.
- Single or Multiple Tags – Most content will typically have a single Story or Setting Scope tag. However, if the content includes substantive setting and adventure material, or if it’s a mega-adventure with multiple big chunks of story, it may be appropriate to define multiple tags and assign them to the appropriate portions. For example, the “Isle of Kandril” free content has both setting and adventure material, so they are tagged independently.
- Not Applicable to Rules – This convention is only applicable to story-focused content and does not apply to rules content. That said, if rules content is included that supplements story-focused content, such as creatures, traps, and items, then the rules content should be similarly tagged to the story content it supplements. This typically means that the only material that isn’t tagged is proper rulebooks that are in no way story-focused.

Beyond the assignment of Story Scope or Setting Scope tags, the remaining rules for tagging content are the following:

- NPC Extras – Whenever a minor NPC is merged into another topic, the specific snippet that introduces the minor NPC in the Overview section of the topic must be explicitly assigned the “Utility: NPC Extra” tag.
- “Other” Tags – When a tag domain includes an “Other” tag and a topic has a nature that doesn’t correspond to an explicit tag, the appropriate “Other” tag should be assigned to the topic. For example, an NPC that belongs to an obscure race without a “Race” tag should be assigned the “Race: Other” tag.

Keeping Everything Organized

When a GM imports content, it will often comprise a large number of topics and articles, and the GM may already have a complex realm into which all this new material is being added. Therefore, it’s imperative that the newly imported material be well-organized and localized to a few places so that the GM can readily review it all and then determine how best to weave it into his existing campaign. To this end, there are a variety of conventions that should be observed by official content:

- Cast Lists – All NPCs should be organized into one or more Cast List topics. If there are numerous NPCs, multiple Cast Lists may be appropriate, in which case the NPCs should be grouped by their geographical placement and/or significance within the story. Concrete examples of this can be seen in free content like “Isle of Kandril”.
- Group Lists – All Groups should similarly be organized into one or more Group List topics. As with NPCs, if there are numerous Groups, they should be partitioned across various Group Lists based on their geography and/or story significance. Concrete examples can be found in “Isle of Kandril”.
- Thing Lists – Things should be handled the same as NPCs and Groups, being placed into one or more Thing List topics. Concrete examples can be found in “Isle of Kandril”.
- Single Outer Container Per Topic Family – When multiple Cast/Group/Thing List topics exist, a further container should be created for each category family of topics. This topic encapsulates the assorted lists under a single umbrella for the Source, putting everything in one localized place for the GM. If there is only a single Cast/Group/Thing List topic for the source, there is no need for this extra layer of containment.
- One Container Per Article Category – On the mechanics side, there should be a single container article for each category that coalesces all the individual articles of that type. For example, if there are a half-dozen Creature articles, they should all be contained beneath a single article for the Source (e.g. “Creatures for Isle of Kandril”). This simply keeps them all organized cleanly for the GM that imports the material. Examples of this can be found in “Isle of Kandril”.
- Single Outer Container Per Article Family – In addition to having a single container article for each article category, a further container should be created for each category family of articles to encapsulate them cleanly. For example, there should be a single “Dangers for [Source]” article, and beneath this article would be the category-specific articles for Afflictions, Hazards, Creatures, and Traps.

Story elements should be nested in the content hierarchy as close to where they appear within the story as possible. This convention primarily applies to NPCs, so we’ll look at them first. If an NPC appears in a variety of places, it should be put into a Cast List topic. If the NPC only ever appears within a single place, it should typically be put beneath that place as a child topic. And if the NPC appears within a localized area, such as within a specific dungeon or on a particular dungeon level, make it a child of the Adventure Area topic corresponding to that localized area. This situation occasionally applies to other kinds of topics, such as Things and Groups, and the same basic principle should be applied in those cases. A specific exception applies to Communities, which should **not** be used as containers of NPCs or Groups – a separate Cast List topic corresponding to the Community should be used instead. The general exception is to avoid placing any story element beneath topics that will convey extra information to players that can be readily used to “metagame” the story.

Relationships

In general, relationships between story elements should be established anywhere that makes sense and matter to the unfolding plot. Outside of the story-focused connections, there are a few places where specific types of relationships should always be setup within official content. These include:

- Resident – All NPCs should be assigned a Resident/Residence relationship with the communities in which they live and work. If an NPC regularly travels between multiple communities, they should have a separate relationship for each where they can regularly be found.
- Affiliation – All NPCs should be assigned an Affiliation/Member relationship with the groups and organizations to which they belong. Obviously, a given NPC can belong to multiple different groups, and a suitable Affiliation relationship should be established with each of them.

Modeling Rulebooks

There are a variety of conventions used for modeling rulebooks within Realm Works. They will be incorporated here in a future update of these guidelines.

Multi-Part Packages

The vast majority of shared/published content will consist of standalone packages that are completely self-contained. However, there will be cases where the material for a given work is intentionally broken up across multiple packages. For example, a story-focused package with an accompanying Player's Guides has two pieces, and a Pathfinder Adventure Path has six independent chapters that all weave together. Various conventions have been developed – and are still evolving – to cleanly handle these situations. We'll add these guidelines below in a future update to this document.

Miscellaneous Considerations

With material as diverse as role-playing games, there are plenty of situations that fall outside of the functional groupings presented above. And there are conventions in place for handling some of these situations. This section details the assorted guidelines for anything not covered in an earlier section.

The first subject to look at is something we call a "lore table". Many adventures and settings present a collection of lore that can be learned about a region or event. Depending on the questions asked and/or rolls made, different bits of lore can be uncovered. The following rules apply to the way lore tables should be modeled:

- Each lore table should typically go into its own sub-section beneath an appropriate top-level section of the topic.
- A GM Directions snippet should appear at the top of the lore section, providing details on how the lore table is structured and should be leveraged by the GM.
- Each lore entry is presented as an independent snippet within the section.
- Each lore entry has a GM Directions component that specifies the required conditions to learn the information, such as the question that needs to be asked or the die roll that must be made.
- When applicable, lore entries are presented in order of increasing difficulty to learn.

Rumor tables are similar to lore tables, but with their own unique wrinkles. Due to their similarities, rumor tables observe the exact same rules as lore tables, with the following additional rules being applicable:

- The GM Directions for each rumor provides the die roll associated with the rumor (if random) and clarification about the rumor's veracity. For example, if a rumor is partially true, the GM Directions should indicate what part is accurate and what part is incorrect.
- Each rumor that is not 100% accurate must have its truth level designated appropriately so that it is highlighted as such to the GM.
- If both a lore table and rumor table exist for the same topic, they should appear in separate sub-sections to keep them distinct from each other.

There are a few standard text highlight styles that should be consistently utilized throughout shared content to indicate the same meaning. You'll find pre-defined buttons for instantly applying each of these styles within the "Styles" grouping at the right of the "Format" ribbon when editing text. The text highlight styles are in the second column from the left within the ribbon grouping and consist of the following:

- Critical – Used for text that is of maximum priority to users.
- Important – Used for text that needs to be set off as important, but isn't considered critical.
- Informational – Used for text that should be called out to the user but isn't of significant importance.

There are also a number of standard content formatting styles that should be used consistently, such as for bulleted and numbered lists, tables, etc. Pre-defined buttons for applying these styles are also found within the "Styles" grouping at the right of the "Format" ribbon when entering text, and they include of the following:

- Bulleted List – Sets the selected paragraph(s) to use the standard bulleted list style.

- Enumerated List – Sets the selected paragraph(s) to use the standard enumerated (numbered) list style. Note that the actual numbering is not performed here. The appropriate numbers or letters must be manually inserted. This is due to limitations of the underlying framework upon which Realm Works is built when converting to/from HTML.
- Normal Style – Sets the selected paragraphs(s) to the default style of a new snippet, effectively resetting things to the initial default.
- Standard Table – Configures a selected table to use the standard table layout style. You must first either insert a new table or paste one into the snippet so that it can be selected and converted.
- Borderless Row – When editing the text within a table, sets the current row of the table to have no borders.
- Table Footer – When editing the text within a table, sets the current row of the table to behave as a table footer.
- Paragraph Spacing – Sets the selected paragraph(s) to have the designated spacing above them (none, small, or moderate).

Assorted other guidelines apply in different situations, as outlined below:

- If multiple snippets contain a reference to the same topic/article, all of them must possess a link to that content, since each of the snippets can be revealed independently and in any order.
- If a single snippet contains multiple references to the same topic/article, only the first reference must be established as an actual link. The remaining instances within the snippet are optional and don't need to be linked.
- Review all snippets to ensure that the information remains clear after splitting paragraphs up and assigning material to different snippets which are then moved into appropriate sections. If the snippets are re-sequenced and moved around, information can end up out of order and become confusing. When this occurs, either revise the sequence to address the problem, split things up differently, or amend the text to make things clear.
- Review all snippets to ensure each stands on its own as an independently revealable element. The presence of indeterminate pronouns can arise within snippets due to being split apart from within larger blocks of prose descriptions. These pronouns often render a snippet unclear when revealed, since the pronoun reference is in a separate snippet that has not been revealed. Such pronouns simply need to be changed to the appropriate proper noun to rectify the problem.
- When specific attributions are needed for a topic, place them in the “Additional Details” section at the bottom of the topic. For example, an adventure where each dungeon level is designed by a different author may acknowledge each author within the Adventure Area topic for each level.

The following checks should always be performed prior to exporting content for sharing:

- Verify that no “Content Link Fixups” are pending anywhere, resolving any that might exist. This check can be performed via the correspondingly named button on the Share ribbon.
- Locate any topics or articles with Utility tags that still need to be dealt with. Resolve them and then strip them off.
- Review everything for standard typos, spelling errors, and grammatical errors.
- There is no need to worry about pruning empty snippets and sections, as that's done automatically during export.