

Style Guide for Contributors

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REVOLVE communicates sustainability topics to a broad audience spanning climate professionals, policymakers, industry specialists, enterprise, and research bodies. We use language that is accessible to all, making academic and scientific topics digestible and relatable.

To that end, our editorial tone is **accurate, bold, and clear**.

Be **Accurate**: Back-up your work with sound facts, sources, and research.

Be **Bold**: Find fresh angles on topics of interest, and don't shy away from creativity. Find the human angle where possible.

Be **Clear**: Keep your sentences and vocabulary simple, no need to over-complicate an already complicated topic.

See below our list of dos and don'ts below to ensure your submission meets our REVOLVE STYLE.

DO:

- **Keep sentences simple**: Simplicity is a virtue. Less is more.
- **Make titles pop**: Between 5-8 words – no commas or semi colons). Titles should stand out **without sensationalism**.
- **Include a snappy lead-ins**: The lead-in (12-18 words), sits above the main body of text and should grab the reader's attention and get your main message across.
- **Use clear terms or quickly explain jargon**: E.g. "Implementing the Carbon Border Adjustment Mechanism (CBAM), a system that applies a carbon price to imported goods to match the costs paid by local manufacturers, would..."
- **Add sources**: Adding sources is mandatory for any stats/facts/reference.
- **Add relevant URLs**: Provide links to sources by embedding them in the relevant text (choose 2-6 words).
- **Cite dates**: Day + Month + Year (such as: **18 July 2024**)
- **Add short captions for photos/visuals**: Use 20 words max to describe 'what, where.' Include photo credit.
E.g. A general view of the factory installations in Barcelona, Spain. Photo: Jo Smith / Organisation.

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- **Refer to people using their surnames:** Use full names for first mention, then use only surnames from second mention.
- **Use third person for Features:** The use of first person is generally accepted in Opinions when personal experience is relevant and for Between the Lines. For Features, it will be judged on a case-by-case basis where it should be used sparingly and in cases where it enhances the reading experience, humanises a complex topic, or connects with the reader.

DON'Ts

- **Don't use italics:** Except for book titles and non-English words.
- **Don't use fancy words:** Keep your texts clear and concise.
- **Don't use words like 'recently' or 'currently':** Anchor your content in time (month, year)
- **Don't use split infinitives:** Such as 'to effectively power'
- **Don't use abbreviations in your writing, e.g. "e.g." and "etc.," etc.**

Language

All REVOLVE and AMWAJ content is written in **UK/Irish English** in accordance with the official style guide of [the European Commission](#).

Use a spellchecker, set to UK English, as an aid. Here are some quick examples of commonly occurring spelling rules.

- **-is-/-iz-**. Use the **-is-** spelling.
- However, maintain original spelling of official bodies, e.g., World Health Organization, US Department of Defense.
- When adding **-able** to the end of a word, drop the silent **-e** (debate-debatable), note exceptions: sizeable and saleable.
- Double the final **-l** when adding **-ing** or **-ed** to verbs and **-er** to nouns, e.g., level, levelling, levelled, leveller.
- Similar rules apply other consonants if the last syllable is stressed, e.g. admit, admitting and admitted. However, there are more exceptions, e.g. benefit, benefiting, benefited.
- Gram, kilogram and tonne. Metre for length, meter for the measuring instrument.