

## STYLE GUIDE FOR CONTRIBUTORS

REVOLVE is committed to communicating sustainability.

Follow our 10 tips to ensure your submission meets our REVOLVE STYLE.

### 10 TIPS TO REVOLVE STYLE

1. REVOLVE uses **US spelling**.
2. Contribution format meets specifications in **CHECKLIST FOR CONTRIBUTORS**.
3. Write with an **ACTIVE voice**, not a passive voice.
4. **Bold key words and concepts**; use quotes and italicized text sparingly (see ‘Things to watch out for’).
5. **Embed hyperlinks to sources** or for further reading within the text.
6. **Do not underline texts** (appears like an embedded link)
7. Tips for being clear, catchy, and informative:
  - ✓ Use simple, action-oriented language
  - ✓ Vary sentence length
  - ✓ Be specific
  - ✓ Avoid jargon
  - ✓ Provide context
  - ✓ Support positions with facts
  - ✓ Use fit-for-purpose punctuation to let the reader breathe
  - ✓ Have a clear/strong/purposive ending
8. **Keep tone light** but not too informal. Do not be clichéd or try too hard!
9. Your piece should flow, be comprehensible and **develop ideas in a logical way**.
10. Reference to **numbers, dates, currencies, and percentages are in accordance with REVOLVE Style** (see ‘Things to watch out for’).

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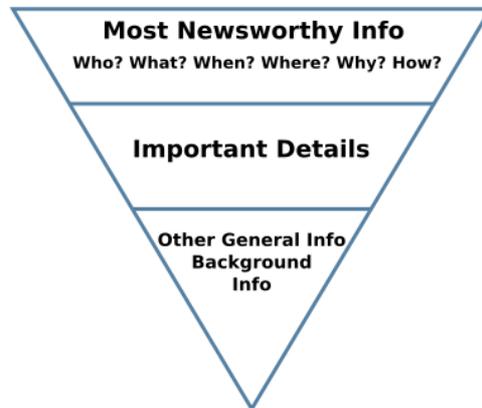
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## Inverted pyramid in journalism



## THINGS TO WATCH OUT FOR

Element	Approach
<u>Hyperlinks</u>	<b>Embed hyperlinks as a resource for further reading</b> (reference to a particular organization, directive, publication, etc.)
<i>Italics</i> vs. <b>Bold</b>	Use <i>italics</i> for non-English translations, words, and publications; <b>bold</b> can be used to emphasize terms and key words. Ex: The <i>leitmotiv</i> is ... The 'eco-blocks' ( <i>manzanas verdes</i> ) were designed locally.
CAPITALIZATION	<b>Do not capitalize entire words</b> and use sparingly for technical terms. Do capitalize company names and places. Exceptions: Member States, EU/national programs (Horizon 2020) and legislation (Water Framework Directive); people's job titles within text are not capitalized.
Compass points and regions	<b>Use lower case except for proper names</b> (North Korea) or a political description (The South); vaguer areas are not capitalized (American north-east / western Europe).  Use upper case for definite geographical places, regions, areas and countries.
Political and EU terms	<b>Capitalize institutions/political parties</b> (European Commission/ Republican party) but not ideas (liberal, conservative, right, left, etc.)
Rank and title handling	<b>Capitalize titles with a proper name</b> (President Obama) but lower case when on their own (the president).  Use lower case for describing the office (the foreign secretary; the president of the United States; the prime minister; the speaker, etc).  Some exceptions exist for exalted figures like Lord Chancellor, God.
Punctuation / Bullets	<b>Apply standard rules of grammar.</b> Do not punctuate short lists. Example: The goals were simple:

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	<ul style="list-style-type: none"> <li>• Start a culture of change</li> <li>• Save money</li> <li>• Save the environment</li> </ul> <p><b>Use en-dashes (–) to separate clauses</b> (see hyphens and dashes).</p>
Quotation marks	<p><b>Use double quotes for quotation</b> and single marks for emphasis.  <b>Commas/end punctuation go in front of the closing quote mark.</b>          Use past tense <b>said</b> for referred speech after an event or the fact, but present tense <b>says</b> for interview-style articles to create a livelier text.          Use single quotes to refer to a specific thing someone said or notion:          The ‘promise’ of getting a peace deal/ Kant talks of ‘perpetual peace.’</p>
Symbols (e.g., %, €, \$, i.e., CO <sub>2</sub> )	<p>Use the € symbol (no space between numeral) for amounts. For other currencies, either convert to euro or add euro equivalent in brackets.          Add periods between <b>i.e.</b> and <b>e.g.</b>; use sub-scripts for chemical formulas (e.g. CO<sub>2</sub>)  <b>Never write out percent – use %</b> unless it is the first word of a sentence.          E.g. Fifty-percent of all respondents...</p>
Dates	<p><b>Date order is day/month/year</b> (31/05/2017); written in texts as <b>8 May 2017</b>. For a century, use the superscript: 21<sup>st</sup> century</p>
Numbers and dates	<p>Never begin a sentence with a numeral – write out ‘Fifty’.          Use commas e.g. <b>5,000 or 50,000 but write out 5 million</b>; numbers from one to ten (inclusive) are spelled out as words, thereafter as numerals (but if the number is connected to a measurement, use only numerals (e.g. 9 kilometers or <b>9 km</b>). Other measurements: Celsius (20°C); kilograms (80 kg); time (11:30 am); prices in euros (€78.50); percentages (10%) - use the % symbol, never spell out ‘percentage’.</p>
Hyphen and dashes	<p><b>REVOLVE uses the en-dash (–), NOT the longer em-dash (—), including a space either side of the previous and last word separating the clause.</b></p> <p>Hyphens and compounds for long words are commonly used together, such as cross-reference and when describing a noun. (Long-term project, a high-tech solution).</p> <p>BUT no hyphen when describing it after the fact (poorly paid position). Hyphens also connect titles (director-general, vice-president, policy-maker) except homeowner, lawmaker, landowner.</p> <p>Nouns formed from prepositional verbs use a hyphen (bail-out, lay-off, stand-off, get-together set-up); exceptions are commonly joined words (handout, payout). Hyphens are typically used for nouns such as get-together, while it does not carry a hyphen when it is a verb (I want to get together vs let’s have a get-together.)</p> <p>REVOLVE does not use hyphens for bioeconomy, biowaste, bioenergy, etc.</p> <p>Use a dash for sea-level.</p>

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