REVOLUTIONIZED

This style guide offers guidance on grammar, tone, voice and content writing strategies for contributors submitting articles to the magazine as well as writing social media posts for the brand's accounts.
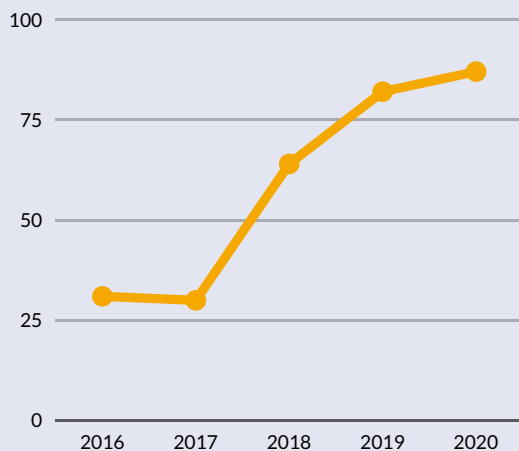
REV**O**LUTIONIZED

OUR GOALS

Our world is driven by innovation. Science and technology are rapidly changing our lives. Everything from the industrial sector to the cities we live in are transforming before our eyes. At Revolutionized, we want to connect curious minds to the ideas and processes disrupting our world.

Our readers want to know what will revolutionize their industry next. Explore different niches within the technology, industry and science sectors. Revolutionized is for industry veterans and knowledgeable newcomers looking to discuss the evolution of these sectors.

Our goal to create an ever-evolving thought leadership hub filled with in-depth insights into the latest research and development, as well as look back at the journey we took to get where we are today so we can continue creating a better tomorrow.

ARTICLES PUBLISHED PER YEAR

Revolutionized has grown signficantly in the last three years and we want you along for the journey!

We currently publish articles twice a week, but we have plans to publish 3x a week in 2021 & 2022.

Our long term goal is to provide daily content for our readers.

CONTENT & SOURCING

We seek to create content that expands on various topics within the science and engineering industries. Topics that should be covered are pictured to the right.

Since we are curently heavy on content in The Sciences, keep an eye on trends in our innovation, industrialization and technology categories. We are looking to publish more articles on these subjects in the coming years to bring more news to our readers.

At this time we are not looking for guests posts for our features category.

Features
0.7%

Technology
13.7%

Industrialization
20.7%

The Sciences
49.8%
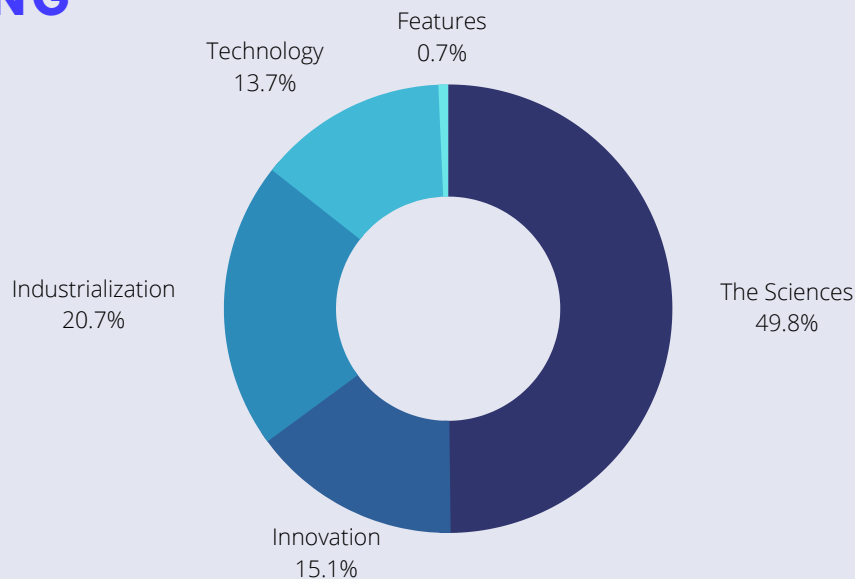
Innovation
15.1%

SPECS FOR SCIENCE, TECH & INNOVATION

- **Word Count:** 1300-1500
- **Audience**: Active members in the science and technology community
- **Publication Note:** When the subniche is space, chemistry, the environment, physics or medicine use this formatting for temperatures - 73°F (22.78°C). For all other Tech and Innovation subniches, use 73°F
  - **For more info, reference Grammar and Mechanics > Temperature**
- **Reader Level:** Advanced knowledge of science and technology topics.
  - Don't explain the basics of a topic. It is possible that they may take overly explained subjects as a sign of lack of knowledge or expertise.
  - Looking for in-depth coverage on a specific topic
- **Person (1st, 2nd, 3rd):** 3rd person used mostly often; use 2nd person, if necessary
- **Include 1 focus keyword under the title**
- **Include an article teaser, 2 sentences long, under the keyword.**

SPECS FOR INDUSTRIALIZATION

- **Word Count:** 1300-1500
- **Audience**: Managers and seasoned veterans in the industrial sector
- **Reader Level:** Advanced knowledge of the industrial sector
  - Don't explain the basics of a topic. It is possible that they may take overly explained subjects as a sign of lack of knowledge or expertise.
  - Looking for in-depth coverage on a specific topic
- **Person (1st, 2nd, 3rd):** 3rd person used mostly often; use 2nd person, if necessary
- **Include 1 focus keyword under the title**
- **Include an article teaser, 2 sentences long, under the keyword.**

VOICE, TONE & GRAMMAR

Strengthen your copy by becoming aware of the differences between voice and tone. An easy way to think of this is that your voice for the brand will be consistent whereas the tone will change.

VOICE

At Revolutionized, we want to connect curious minds to the ideas and processes disrupting our world. Although the technology and ideas behind these changes can be extensive, our writing doesn't have to be.

We want to provide readers with concise and educational information to help expand their existing industry knowledge with content focused on the sciences, innovation, industrialization, technology. This should be done in an approachable, informative, sophisticated and professional voice. Revolutionized content should be written in a more formal voice. This will help establish credibility and trustworthiness.

TONE

Unlike voice, the tone of the copy will change depending on the content. Factors that determine tone include the subject, the audience, the audience's perceived emotional state, etc.

For example, when discussing medicine, the tone should be more serious. On the other hand, trends in artificial intelligence can be discussed in a lighter tone with more excitement.

GRAMMAR

At Revolutionized, we use the Associated Press (AP) Stylebook as guidance for our grammatical and syntactic guidelines.