

Revivalist

2021 Style Guide

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.

What is Revivalist?

At Revivalist, we believe that advocating for your own lifestyle is the key to living a bold and fulfilling life.

With a focus on adventurous living, self exploration, style and celebration, we aim to empower and inspire you to live the lifestyle you have always envisioned.

We aren't preachy and never judge - Revivalist is a place to explore and enrich your lifestyle into one that feels as natural and authentic to you. Think of us as a breath of fresh air, devoted to always using our passion for life to offer ways for you to freshen up and revive your own.

At Revivalist we believe that a lifestyle is a way of life. It is meant to be sustained and lived with ease.

Writing Principles

In order to create the most effective copy, writers should become familiar with Revivalist's three writing principles. With every piece of web published content, we aim to be:

Uplifting

Our content should uplift others. Uplift others when writing for Revivalist by providing readers with useful information that helps them be their very best while keeping away from judgemental tones and predispositions.

Adventurous

At Revivalist, you should never be afraid to stray from the path! Writing for Revivalist should be a fun way to explore familiar topics further or dive into new ones. Be adventurous in your topic decisions as it may help open new ways of thinking for yourself and others.

Bold

Writing for Revivalist means being authentically yourself and encouraging others to do the same. Be bold by making bold writing decisions. We encourage edgy content here at Revivalist but, you should never rely on shock value for your pieces.

Grammar and Mechanics

At Revivalist, we use the Associated Press (AP) Stylebook as guidance for our grammatical and syntactic guidelines. Following the AP Stylebook will keep content clear and consistent.

Abbreviations, Acronyms, and Slang

In order to remain an inclusive source for readers of all backgrounds, abbreviations and acronyms should always be spelled out the first time they are mentioned in copy. Include the abbreviation or acronym in parentheses next to the spelled out version. For all other references, the shortened version can be used.

First use: DM (direct message)
Second use: DM

First use: FOMO (fear of missing out)
Second use: FOMO

If the abbreviation is well-known, it does not need to be spelled out. An example of this is the acronym HTML.

Please keep in mind that abbreviations and acronyms should be used very sparingly. Slang can be used in content if it is a well-known term and is defined or explained the first time it appears.

Capitalization

When writing for Revivalist, please keep in mind that title case is used for any heading or subheading. This means that every first letter of a word except articles, prepositions, and conjunctions should be capitalized.

Sentence case should be used throughout any other content copy.

Contractions

Contractions are a great way to create an approachable tone in your content. Always feel free to use contractions. We think they're great!

Numbers

Numbers that begin a sentence should always be spelled out. When a number is mentioned in a sentence, numbers between one to ten should be spelled out. Numerals should be used in all other cases.

- Fifty people loved this new method of upcycling.
- I heard that 50 people tried a new upcycling method.

For expressions that include spelled-out numbers, include them in copy as they are traditionally written.

- They're adopting a zero waste lifestyle.

Numbers over three digits long should include a comma.

- 100
- 1,000

Dates

Dates should be reflected by writing out the day of the week and month.

Money

Content written for Revivalist may include currency. As Revivalist's audience is US based, the dollar sign should be used to denote monetary value. Use the dollar sign before the numeral amount. Use a decimal point when exact change is used.

- \$25
- \$50.99

This same format should be used when writing copy that includes other currencies.

Time

Time should be referred to using numerals and "am" or "pm". Include a space between the numeral and am/pm. Do not include minutes for on-the-hour time.

- 8 am
- 8:30 pm

Hyphens can be used between times to show a time period.

- 8 - 8:30 pm

Punctuation

Apostrophes

Apostrophes are used to show a word is possessive. Add an 's if the word you are making possessive is singular. If the word you are making possessive is plural, just add an apostrophe.

- The article suggested making positive changes to readers' lifestyles.
- She borrowed her sister's yoga mat.

Colons

Offset lists with colons rather than ellipses, em dashes, or commas.

- You'll need the right beginner equipment for your yoga practice: a yoga mat, water bottle, small towel, and yoga blocks.

Hyphens

Hyphens can be used to link words together into a single phrase. They can also be used to denote a span or range in copy.

- It doesn't have to be hard to find eco-friendly transportation.
- There are a few fast-acting solutions available.

Ellipses

Ellipses should not be used in copy unless they are representing omitted words from a quote.

- "Live with intention. Walk to the edge. Listen hard. Practice wellness..." - Mary Anne Roadacher-Hershey

Periods, Question Marks and Exclamation Points

Periods should go inside quotation marks and parentheses.

- Khaliyah said, "I want to be more sustainable."
- She decided to eat locally (and start her own garden, too.)

Use this same formatting when incorporating question marks into copy. Question marks should go inside quotation marks and parentheses.

Exclamation points are a great way to bring energy to the copy. When using exclamation points, be sure to keep an eye on their frequency in your copy. Too many exclamation points can be overwhelming.

Please keep in mind that exclamation marks should never be used in alerts or error messages.

Ampersands

Ampersands should not be used in branded copy unless they are used as a part of the name of a brand or published work.

- Ben & Jerry's

People, Places, and Things

Pronouns

Branded content should be written in third person. This means you will be handling different pronouns regularly.

If you know your subjects gender, you can use "she/her" and "him/his" pronouns when appropriate.

If you do not know the gender of your subject or are unsure, please use "them/their" pronouns.

Do not use "one" as a pronoun.

Names and Titles

When referring to a particular person for the first time, please refer to them by their first and last name. You may refer to this person by just their first name for all other mentions of them in the copy.

When referring to someone's specific role, please capitalize their individual job title.

States, Cities, and Countries

City and state names should always be spelled out. When referring to a city, please accompany it by its state name.

Cities that do not need to be accompanied by their state are represented below as per the AP Stylebook.

Atlanta	Houston	Philadelphia
Baltimore	Indianapolis	Phoenix
Boston	Las Vegas	Pittsburgh
Chicago	Los Angeles	St. Louis
Cincinnati	Miami	Salt Lake City
Cleveland	Milwaukee	San Antonio
Dallas	Minneapolis	San Diego
Denver	New Orleans	San Francisco
Detroit	New York	Seattle
Honolulu	Oklahoma City	Washington

Always spell out any country referenced to in branded text.

URLs and Websites

The names of websites and web publications should be capitalized. Never italicize these titles.

Writing About Revivalist

When writing about Revivalist, always capitalize the "R."

Remember to refer to Revivalist as "we" and not "it."

Writing About Other Companies

When referring to other companies or products in branded copy, use the spelling that is on the company's official website.

Companies and products should be referred to as "it" and not "they."

Text Formatting

Do not use bolding, underlining, italicizing, or any combination of the three to emphasize branded content.

Text should always be left aligned.

Leave one space between sentences and punctuation - not two.

When possible, high resolution pictures should be included in content.

Voice and Tone

Write empowering content by understanding and making the most out of Revivalist's voice and tone. To differentiate between the two, think of everyday conversations. Your voice will always stay the same where your tone may change depending on the topic you are talking about. This is the same for written content.

Revivalist's voice will remain consistent across all branded content while our tone will change in relation to the topic being covered.

Voice

To remain an accessible resource for readers of all backgrounds and reading levels, we want to use simple and concise language in text. You can use popular slang but, it is important to define slang, abbreviations, and acronyms the first time they are used in copy.

As an empowering and non judgemental lifestyle resource, we want our voice to be personable and conversational. Readers should feel like they are a part of a larger community when exploring our content.

To show our adventurous and empowering side, we want our voice to also be upbeat. Our content should be fun and exciting to read!

Active Voice

Always use active voice when writing for Revivalist. This means that you should structure sentences so that the subject does the action rather than the subject having an action done to it. Structuring sentences like this helps create more dynamic and engaging content.

- Active: Daniel took out the recycling.
- Passive: The recycling was taken out by Daniel.

Pro tip: try scanning copy for words like "was" and "by" as they may indicate that you are writing in a passive voice.

Tone

Although Revivalist's voice will stay consistent across all content, our tone may change. Things that may affect our tone are subject matter, targeted audience, or current events.

For example, content written for our adventure category may be more exciting and high energy.

On the other hand, content written for wellness may need to have a more objective tone.

Content and Sourcing

Blog Categories

Here at Revivalist, we want to use our content to empower and inspire readers to live the lifestyle they have always envisioned. Specific subjects that should be covered in order to achieve this goal are pictured on the right. These subjects should be used as a starting point for writing content for Revivalist.

Our categories include:

- Adventure
- Home
- Wellness
- Life
- Weddings
- Style

All posts must fit into one of the above categories.

Advice Disclaimer

There may be times in Revivalist content where advice-centered copy is written. When writing advice-centered content, remember these key tips:

- Suggest opportunities and leave the final decision to the audience.
- Never guarantee something.
- Determine the most relevant advice to include in copy by putting yourself in the audience's shoes.