|  |  |
| --- | --- |
| Acronyms | Always define acronyms the first time they are used on a page and again if used in a later section where the first acronym definition is not easily referenced. |
| Active voice | Use active voice whenever possible. Much of the website text is written in passive voice. The hope is to shift toward active voice over time as we update content. |
| Ad Hoc Teams | Capitalized when referring to the CEOS Ad Hoc Teams but not when using ad hoc in general. No hyphen. No italics. |
|  |  |
| Agency Logo Size on the Agencies page of CEOS website | Aspect Ratio: 115 x 100 |
| CEOS Agency/Agencies | When referring to CEOS Agencies, Agencies should be capitalized. When referring to space agencies in general, agencies should be lower-case. Do not use “CEOS Member Agencies” unless referring specifically to Members (excluding Associates). |
| CEOS Chair | Capitalize Chair |
| CEOS possessive | Reword the phrase so that using the possessive is not necessary. Otherwise, the correct format for CEOS possessive is: CEOS’ |
| CEOS at the start of a sentence | CEOS will … Do not refer to CEOS as “the CEOS”. |
| Co-Chairs | Capitalize Co and Chair; Hyphenate with no spaces |
| colour | ocean colour (not ocean color) |
| datasets | one word. not data sets. |
| CEOS Logo | * Color: The closest PMS color is 367, though it is not exact. The RGB color is 166 / 206 / 55. The web color is "a6ce37". * Do not change any of the colors in the logo * Request the reverse version if needed * You may add “Committee on Earth Observation Satellites” underneath the logo in a sans serif font of your choice, in one line or in two lines as “Committee on” & “Earth Observation Satellites”, as long as it is legible and does not run into the “satellite orbit” that encircles the “O” in “CEOS” * It is okay to use the logo without adding the text of the spelled out acronym, as long as the acronym is defined somewhere nearby on the material (same page or same side). |
| Date Format | January 17th, 1970 or  March 12-15, 2014 or  September 29th – October 3rd, 2014 (en dash)  (no abbreviations) |
| favoured |  |
| in situ | do not italicize |
| lessons learned | Not lessons-learned |
| organisation/organised | not organization |
| programme | not program |
| serial comma | plans, progress, and situations. (use the serial comma) |
| standardised |  |
| Vice-Chair | Capitalize Vice and Chair. No spaces around the hyphen. |
| Virtual Constellation Acronyms | AC-VC  OSVW-VC  LSI-VC  OCR-VC  P-VC  LSI-VC  SST-VC  (no other variations – Please make/request the correction if you see them published incorrectly) |
| WGClimate | CEOS/CGMS Working Group on Climate  -or-  Joint CEOS/CGMS Working Group on Climate |

For website content:

|  |  |
| --- | --- |
| Headers | Page Titles appear in H1 format (green).  Use H2 for subheadings of major sections beneath the Page Title.  Use H3 for subsections.  Avoid long blocks of text on one page – use chunking, headers, and/or images to break up the text into logical sections.  Do not follow Headers with a colon. |