CONTENT PUBLISHING GUIDELINES

A United Brand Architecture

For Editorial Use

Social Media Editorial Press Internal Comms

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It is of paramount importance to safeguard the reputation and brand of the Asfalto Ascari group.

Hence therefore, we created this framework for all web content related assets and design in response.

Overview

What you will find:

Language and Text Standardization

Abbreviations

Referencing and Dialogue

Numeracy and Mathematics

Correct Post Formatting

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Effective Communication

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What you will NOT find:

Graphical Design Objects or Criteria

Target Audience Research

Usage of the Asfalto Ascari™ Brand

ISO US English

Editorial Style
The Chicago Manual of Style

Citations
Oxford Referencing w/ Footnotes

Title and Headline Capitalization

Capitalize the first and the last word.
Capitalize nouns, pronouns, adjectives, verbs, adverbs, and subordinate conjunctions.
Lowercase articles (a, an, the), coordinating conjunctions, and prepositions.
Lowercase the 'to' in an infinitive (I want to play guitar).

Example
Exchanging a Formula 1™ Ticket

Headlines should not have a finishing punctuation mark.

Numeric Use

Use numerical symbols wherever possible.
Do not use numerics for arithmetic.
Do not use numerics in context of statistics.

Example
Formula 1
An audience of thousands
Speeds up to 200 mph

Units

Display units in lowercase.
Use a space between the value and unit.
Format 'p' as 'per' to represent proportion
Use a space per magnitude of 1,000.
Prefixes should be attached to the value.
Punctuation is grammatically preserved.

Example
9 000 kph
200 mph
100k distance

Acronyms

If an acronym is used, always spell the abbreviation the first time they are used - put the abbreviation in brackets, defined.

Asfalto Ascari (AA) has always had an extensive cooperation with the Formula 1™ culture.

Except when abbreviations are already widely known, e.g. 'The FIA'.

Dialogue and Speech

The Syntax **[...]** is used to escape a reference or to give clear context.
Double quotation marks are used to reference dialogue.
Single quotes can be used to reference external text.
Single quotes can be used when someone is referencing another person.

Example
"Kevin told me, 'I have no idea what [had] just happened'", the FIA director said.

Dating

Dating should be in these permitted formats:

MM DD	03 23
MM DD YYYY	03 23 2020
Month DD YYYY	March 23 2020

Or in any alternative format where the month is the prime value.

Source Referencing

Our source referencing follows the Oxford Referencing system:

All information should be referenced inline with the content using either numbers or symbols (ideally in subscript form).

Then defined by a footnote or document meeting the Oxford Reference prerequisites.

Contractions

Contractions are permitted in media.

The use of contractions in a formal environment is advised against.

It is ideal to use contractions to allow the smooth flow of your content.

Hyphenation

Hyphenation should be avoided unless mandatory.

Communication

Social Media **Editorial** Press Internal Comms

1 : Clear & Concise

Do not over-complicate your writing with lots of unconnected ideas. Decide what the main point is and be consistent with it. With one clear idea the target audience will understand it.

Pseudo-Abstract
Put your main point first. Putting content up-front means that the audience will not miss it.

Revision
Write the article as a draft, then re-read it and reduce the reading time of the article through cutting down words. Aim for editorial efficiency but avoid destroying the personality of the post.

Be precise
The machines, technologies and products in motorsports are precise pieces of engineering. Our language should be equally similar. Accurate, tidy and expert.

Clear and concise is not
Generic, terse, blunt or simple.

Do not sacrifice meaning in attempt to be concise. For a random example: 'Only print double-sided', instead try 'Help achieve sustainability goals by printing documents double-sided'.

2 : Dynamic

Reinforce
Reinforce your point of view by providing a purpose or opinion that helps your target audience align with to reinforce the brand's point of view.

Verbs & Nouns
Using verbs to create imagery. Go. Do. Look. See. Have. Use. Using too many nouns over verbs means your article will lose its energy. For example the verb 'Use' is shorter and energetic than the noun 'Utilisation'.

Expression & Interpretation
Offer a different perspective on subjects that have become stale and familiar. Offering new ways to describe something well-known will make an article interesting to read.

Bold and Dynamic is not
Offensive, forceful, aggressive, melodramatic or shocking.

Do not use language that may offend a certain target audience.

3 : Purpose

When creating a post in Asfalto Ascari, there are several factors the publisher / editor must consider :

Repetition of topic on the site
- Does this enlarge the diversity of the content category of Asfalto Ascari?
- How many times has this topic been mentioned?
- Is there a similar article on Asfalto Ascari?

Target audience
- In which the language used is suitable for the target audience,
- Does it offend or distress audiences outside of your target, and if so - to what extent is the - consequence?

Information and Analysis
- Is this information valid? Is there research to your posts?
- What is the integrity of your information, have you considered the source?
- Is the information obtained ethically? such that the information is processed consensual between both parties.

3rd Party Competition
- Your content must not be plagiarized from a third party under any circumstances.
- How does your article compare with other 3rd party articles?
- What makes your article different?

Relevance of submission
- Does your article address a current issue / occurrence?
- How significant is the matter of your article?

For Editorial Use

Post Formatting

Markdown / Kramdown

There are two main sections of your post

1a: Filename

The syntax of post filenames follows:

YYYY-MM-DD-P###-Name.md

i.e.

2019-10-13-P001-Flag.md

1b: Metadata

The metadata of the post must be defined accurately and correctly using the correct post syntax. These are the common variables used:

```
---
layout: post                                    - This parameter should be unchanged
title: "My Title"                               - Your title surrounded by quotation marks
date:  2020-01-22 01:00:00 +0100                - Date  YYYY-MM-DD created in 24 Hour UTC
image: '/images/Media/MyImage.jpg'              - Hyperlink to image
tags:
- Headlines                          Tags formatted with 'Headlines' are front page, else should be
- Investigation                                      kept short.
---
```

Failure to use the correct syntax will result in your page not displaying properly

2: Content

Your editorial content should follow the guidelines of this document, the content area of the post is formatted in the Kramdown syntax (the mixture of Markdown and HTML elements).

You should avoid having to use HTML if you do not know how to use HTML to format your content.

#Title

Header

Sub-Heading

Emphasis

Organizing Web Content

Content Ownership

Where possible, it is recommended to take ownership of web content instead of referencing assets from another site (i.e. via hyperlink).

This is because if the other side fails to display this content (either because the site is down or for other reasons), the referenced asset will not display correctly on your post.

Taking ownership of a content is cloning that content into the Asfalto Ascari web servers.

Ownership Prerequisites

- Ensure the use of this content is legal / of fair-use.
- Ensure the use of this content is referenced to the original provider.
- Ensure the stored content follows the correct filename syntax.
- Ensure the stored content is of low filesize. (JPEG)

Images

- Ensure you have the legal right to use an image. If the image is external then it should be referenced as a footnote under the image or at the footer of the post.

- Images should be low in filesize for storage optimization.

Defining Alt Text

When using the syntax to add an image to your post, make sure that this AltText is defined for users with accessibility requirements.

Adding alt-text provides better search engine optimization results.

Alt Text

Your AltText should be a title that represents the content of the image and should not be used as identifier.

Correct usage of AltText:
![Red F1inSchools Car Accelerating](/images/Media/00#F1CaAr.jpg)
![Blue F1inSchools Car Crashing](/images/Media/00#F1CarB.jpg)

Bad usage of AltText:
![Car1](/images/Media/00#F1CarA.jpg)
![Car2](/images/Media/00#F1CarB.jpg)

Editorial Access Scopes:

Images & Animations
../images/Media/

Posts
.../_posts/