

This style guide aims to standardize certain aspects of writing content to make the contribution process smoother.

Use American English {#american-english}

For words that have multiple spellings, use American English over British English.

For example:

- "decentralized" over "decentralised"
- "color" over "colour"
- "analyze" over "analyse"

Terminology {#Terminology}

Ethereum {#ethereum}

Ethereum is a proper noun and should always be capitalized.

- "Ethereum" not "ethereum"

Ether {#ether}

Ether is a common noun and should not be capitalized unless at the beginning of a sentence. ETH, on the other hand, is a currency abbreviation (and ticker symbol) and should always be capitalized.

- "ether" not "Ether"
- "ETH" not "eth or Eth"

Mainnet {#mainnet}

When referring to the Ethereum Mainnet (i.e. not referring to a testnet) use the proper noun. Proper nouns help avoid confusion and build greater understanding.

Correct usage:

- Mainnet
- Ethereum Mainnet

Incorrect usage:

- main net
- mainnet
- Main net
- Ethereum mainnet

Proof-of-work / Proof-of-stake {#proof-of}

Proof-of-work should be capitalized only when at the beginning of a sentence. In any other instance, all letters should be lower case. In either case, proof-of-work should be hyphenated between each word.

Correct usage:

- Proof-of-work
- proof-of-work

Incorrect usage:

- Proof-of-Work
- Proof of work
- proof of work

The same rules we apply to proof-of-work are applicable to proof-of-stake, proof-of-authority, proof-of-humanity, proof-of-individuality, etc.

Smart contract {#smart-contract}

Smart contract is a common noun and should only be capitalized at the beginning of a sentence. In any other instance, all letters should be lowercase.

Correct usage:

- Smart contract
- smart contract

** Incorrect usage:**

- Smart Contract

The Merge {#the-merge}

When referring to The Merge, treat it as a proper noun. Always capitalize the first letter in each word.

Correct usage:

- The Merge

Incorrect usage:

- The merge
- the Merge

Zero-knowledge {#zero-knowledge}

Zero-knowledge is a common noun and should only be capitalized at the beginning of a sentence. In any other instance, all letters should be lowercase. In either case, zero-knowledge should be hyphenated between each word.

Correct usage:

- Zero-knowledge
- zero-knowledge

Incorrect usage:

- Zero-Knowledge
- Zero knowledge
- zero knowledge

ZK-proof {#ZK-proof}

When using the abbreviated form of zero-knowledge proof you should shorten zero-knowledge to ZK, and hyphenate the abbreviation.

Correct usage:

- ZK-proof

Incorrect usage:

- Zk-proof
- zK-proof
- zk-proof
- Zk proof
- zK proof
- zk proof

ZK-rollup {#ZK-rollup}

When using the abbreviated form of zero-knowledge rollup you should shorten zero-knowledge to ZK, and hyphenate the abbreviation.

Correct usage:

- ZK-rollup

Incorrect usage:

- Zk-rollup
- zK-rollup
- zk-rollup
- Zk rollup
- zK rollup
- zk rollup

Use active voice {#use-active-voice}

Sentences using active voice are more concise and efficient, making your writing more engaging and easier to comprehend.

Active voice sentence: an actor acts on a target

"The man bought a car."

Passive voice sentence: a target acts on an actor

"The car was bought by a man."

[Read more on active voice](#)

This isn't an easy one, especially for non-native English speakers. If you aren't sure, don't worry. We'll help with any of these.

Linking to internal pages {#internal-links}

When linking to another page on Ethereum.org, use the relative path over the absolute path. Do not hard-code the language path (i.e. /en/) in any links. This maintains consistent functionality across different language versions of the site.

```md

Read more about [smart contracts](#)

Read more about [smart contracts](#) Read more about [smart contracts](#) ```

Please also add a trailing slash to all links. This keeps links consistent and avoids redirects, which hurts site performance.

```md

Read more about [smart contracts](#)

Read more about [smart contracts](#) ```

Linking to images {#images}

When adding an image to a page, the image should be downloaded and placed in the same folder as the markdown file. You can reference the image like this:

```
![alt text for image](./image.png)
```

```
```md
```

```
```
```

This helps us ensure the image will be available.

Using emojis {#images}

Everyone loves emojis To standardize the appearance of all Emojis across browsers, ethereum.org uses an `<Emoji />` React component.

```
```md <--- Good --->
```

The London Upgrade is live

The London Upgrade is live

```
<--- Bad --->
```

The London Upgrade is live

## Header casing {#header-casing}

This site uses **sentence casing** for header names as a convention. Only the first word and proper nouns are capitalized. This applies to all markdown files on lines that begin with hashes (#).

```
```md
```

Minting your NFT

Setting up your wallet

Get enough ether

Minting Your NFT

Setting Up Your Wallet

Getting Enough Ether

```
```
```

## Article authors {#authors}

When citing articles from a specific author or organization, use the article's name as a link, followed by a dash, then the author's name italicized.

```
```md <--- Good --->
```

- [A rollup-centric ethereum roadmap](#) — *Vitalik Buterin*
- [The History of Ethereum Testnets](#) — *ConsenSys*

```
<--- Bad--->
```

- [A rollup-centric ethereum roadmap by Vitalik Buterin](#)
- [ConsenSys on The History of Ethereum Testnets](#) – *ConsenSys* ``