CERES style guide

November 2019

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Language

The European Commission has its own style guide. Since we both are an EU project and will submit reports to the EU, we should have this as our basis for consistency.

(Although the University of Hamburg has an English-language style guide for its publications, this project is a product of several institutions and partners, not just UHH).

Spelling and numbers

English spelling

Follow the standard usage of the United Kingdom and Ireland. As a rule, the first spelling given on the Oxford Dictionaries website should be followed. For example, use the -is- spelling instead of the -iz- spelling, e.g. *stabilisation, analyse.*

Exceptions to this rule include the names of bodies in other English-speaking countries that may use US spelling.

US spelling - The Australian Labor Party, the World Health Organization

Letters

Use the native accents and diacritics in personal names, e.g. the Øresund strait, the Thünen Institute.

Names and titles

Mention the full title and name once per page, and then use the contraction.

Professor John Smith organised the stakeholder meeting. Prof Smith then collected the information for his report.

Geographical names

Use capitals when the geographical name is part of the noun.

The species are found in the North Sea during the summer months.

In other cases, when describing an area, use the lower case.

The western coast of France hosts several aquaculture sites.

These rules also apply for compound geographical points.

South-eastern Europe is overfished. The North-West Passage is open for longer in the year due to climate change.

Species names

Written in italics and in backets if after the common (English) name of the species. Genus is capitalised. Afterwards the genus can be shortened and is followed by the species name, still in italics..

Sole (*Solea solea*) and plaice (*Pleuronectes platessa*) are the two main target species of the North Sea flatfish fishery. Of these two fish *S. solea* has a preference for relatively shallow water with sand or mud covering the bottom.

Numbers

Spell out the numbers one to nine, use digits thereafter; however, where numbers in a range fall above and below this limit use figures for both: '9 to 11', not 'nine to 11'.

Note also that the numbers 1 to 9 are not spelt out in the following cases: seconds, minutes, hours, days, weeks, months, years.

Always use figures for statistics (percentages, temperatures, units of measurement, etc).

Currencies

Write currency and associated values using the currency symbol, number, and the amount – without spaces. Use up to two decimal places. The amount (million, billion) should never be abbreviated in outreach material.

The equipment cost €1.2 million The cost to the taxpayer is around €7.32 billion

Ordinal numbers

First, second, third, fourth, fifth, sixth, seventh, eighth, ninth (one to nine inclusive written in full) but write as numerals the 10th, 11th, ... 21st, 22nd, 23rd, 24th, etc.

Dates

In general, write out the month, with dates and years as full numbers (2019, not '19). Timespans also use full years, especially if they cross centuries.

11 February 2019 The fifth EU research framework programme ran from 1998 to 2002 The CERES project runs from 2016-2020

Note that 1990–91 is two years and 1990/91 is 12 months or fewer.

Century descriptions

In CERES literature we are using three terms to describe different time slices:

- 'Present day' refers to 2000-2019
- 'Mid-century' refers to 2040-2059
- 'End century' refers to 2080-2099

(You can refer to the time slices either as the years or the descriptions).

Citations

Use numbered citations in the text, with full citations in the bibliography. In EndNote and Mendeley, select the 'Vancouver' citation style.

As seen in other studies[12] jellyfish larvae have…
[12]Gambill M, McNaughton SL, Kreus M, Peck MA (2018) Temperature-dependent settlement of planula larvae of two scyphozoan jellyfish from the North Sea. Estuarine, Coastal and Shelf Science 201:64-71

Punctuation

Full stops, commas, exclamation and question marks

Do not use a full stop at the end of a heading. No further full stop is required if a sentence ends with an ellipsis (…), with an abbreviation that takes a point (e.g. 'etc.') or with a quotation complete that ends in a full stop, question mark or exclamation mark before the closing quote.

Acronyms

Use the full form of the abbreviation when it is first mentioned, followed by its acronym in brackets. After its first mention you can use only the acronym.

The European Fisheries Control Agency (EFCA) makes sure the EU's common fisheries policy is applied properly. The EFCA was set up in 2005 and is based in Spain.

After the first mention, you can also just refer to a word in the term, if it is still clear what you are referring to.

The agency has 63 staff members and is led by Pascal Savouret.

Some acronyms are common enough that you can use them without writing the full term - for example the EU, UN, BBC, etc.

Structure and formatting

Captions

Captions should describe and add to the information shown in pictures. Add credits at the end with italics.

Figure 1 Example of rainbow trout in a traditional pond production site. Pond production is a common technique for smaller operations. *Credit*: *Cornelia Kreiß, Thünen-Institut*

Capitalisation

In general do not 'over-capitalise' – it can make text look self-important and difficult to read. Capitals should only be used for proper nouns (i.e. things with a specific name).

Groups, organisations	The European Union funded this project
Institutes and colleges	Hamburg University coordinates the project
Titles	Send your questions to Professor John Smith
Buildings	Find us at the Oceanography Building
Place names	The society is based in Bordeaux, France

Citations

Use numbers for references. Sources are then cited in the following style.

Gambill M, McNaughton SL, Kreus M, Peck MA (2018) Temperature-dependent settlement of planula larvae of two scyphozoan jellyfish from the North Sea. Estuarine, Coastal and Shelf Science 201:64-71

Writing style

Your writing should fit the audience to whom you're writing. Some audiences may have quite a lot of experience in the topic which you are discussing, some may have a little, and others may be completely new to it.

When you begin to write, think about:

- Who's the audience?
- What do they want to know?
- How will they use the information?

Below are some general writing tips when writing for a non-expert audience.

Active voice

Use the active voice, rather than the passive. The active voice usually places the person doing the action at the beginning of the sentence.

Write…	**Rather than…**
The sailors repaired the ship.	The ship was repaired by the sailors.

The active voice shows more clearly who is doing the action.

Concise and clear

People don't mind reading short sentences and shorter words if it lets them better understand what the author wants to say.

After writing some text, look over it and see if you can:

- Leave out 'wasteful' words and phrases (e.g. 'it is often the case that,' 'remember that,' 'in general,' etc.)
- Rephrase something in more tangible terms (e.g. instead of 'economic operators' it's more understandable to write 'businesses')
- Split a long sentence (more than 25 words) into two shorter sentences.
- Split a long paragraph into shorter ones. Each paragraph should hold one 'idea.'

Informal

You can usually write in an informal tone outside of administrative/scientific communications. If you feel something you are writing needs more scientific clarification, try putting the scientific term in brackets, or link to an explainer.

Double meanings

Be aware that non-experts may misinterpret some scientific terms.

Common scientific term	Alternative for non-expert audience
'Theory'	'Explanation of' of 'our best understanding'
'Significant' (in statistics)	'We're confident this isn't by chance'
'Risk'	'Chance' / 'possibility' / 'potential'
'Determine' (if not the sole factor)	'Influence' / 'affect'
'Predict' (if talking about a correlation)	Try saying the first thing 'tells us about' the other / 'suggests' / 'implies'

Colour recommendations

We already have two colour schemes that we have been using for a while – those on the CERES logo, which are made up of blue and yellow (excluding B&W)

You can see a list of the recommended colours in the appendix.

To make sure that we have accessibility for those with colour-blindness, we should also use scales of these colours when possible.

Colour combinations to avoid	
Red and green	Blue and purple
Green and brown	Green and grey
Green and blue	Green and black
Blue and grey	

You can generate a colour scale by putting any of the colour codes above into an online generator. You can also check how an image looks to a colour blind person via the colour-blindness simulator.

For graphs and maps, you can adjust for colour blindness by:

1. Using different patterns alongside different colours to distinguish information.
2. Working with different shades of a single colour – this will avoid using colour combinations that are difficult to see.
3. Using highly contrasting colours.

Maps and diagrams

Diagrams vary in size, theme, and graphics.

Though for all CERES material all maps, pictures and diagrams should be framed using:

- A thin blue/gold line at the top, at the same width of the picture.
- A pale (80% transparency) text box with the figure number in bold, followed by the caption in the regular format

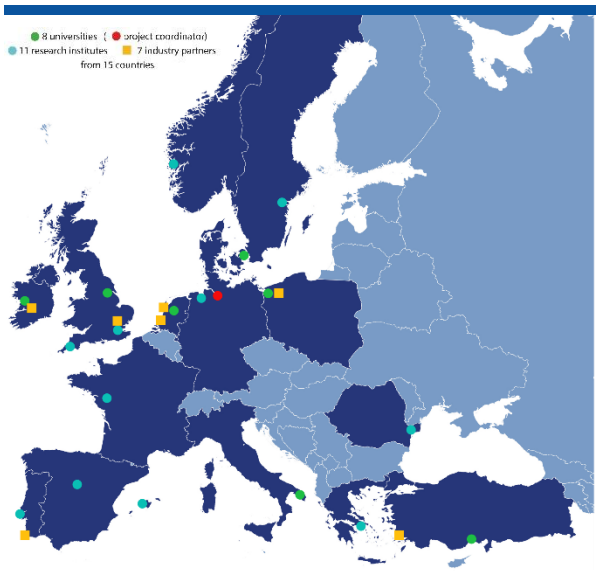


Figure 1 Location of CERES project partners

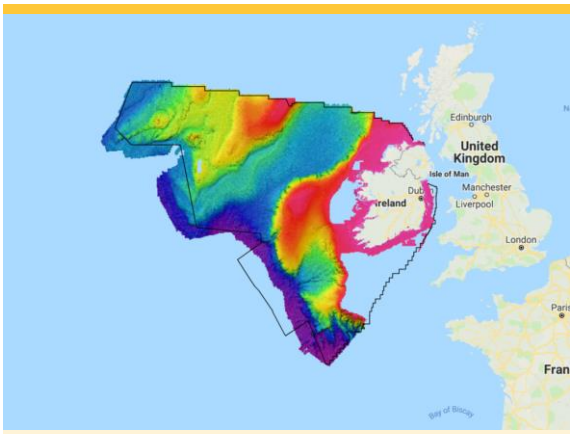


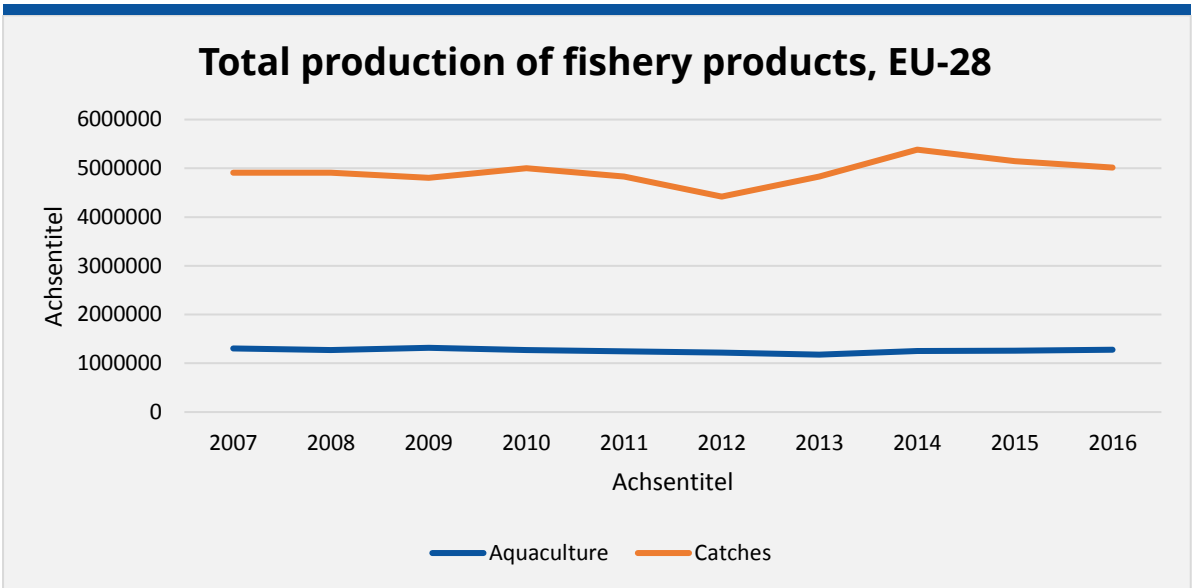
Figure 15 Sea floor depth in surveyed area

Creating graphs

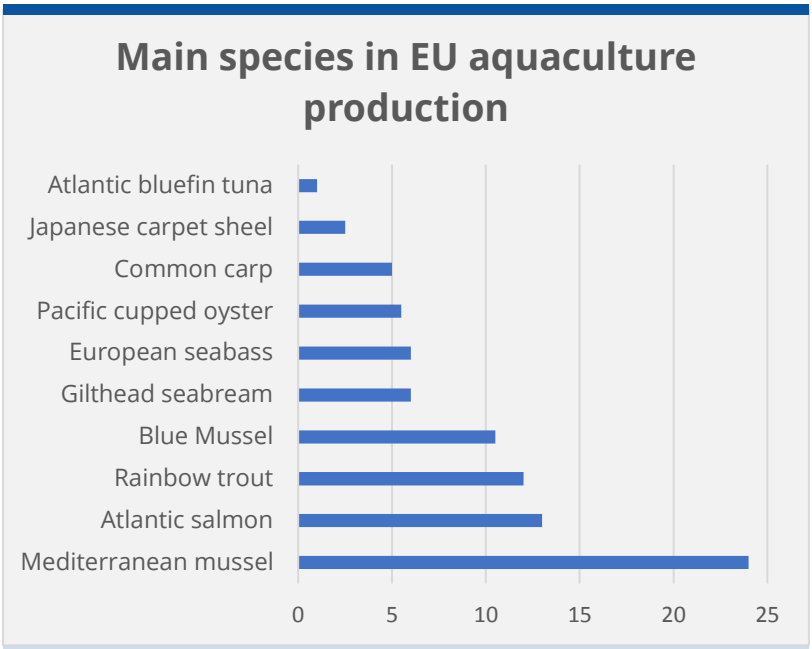
Graphs should use the same frames as the maps and diagrams as above. In general:

1. if there's a group of graphs with the same information, only one legend is needed (i.e. there's no need to repeat the legend for each graph)
2. use ruled lines in the background to indicate values

3. colours on bar charts, etc. can be used to represent the biological and bioeconomic (four scenarios) results
    a. RCP 2.5 (Global sustainability) - Green (colour code #04CC87)
    b. RCP 4.5 (Local stewardship) - Yellow (colour code #F2B138)
    c. RCP 6.0 (National enterprise) - Orange (colour code #FF8B1F)
    d. RCP 8.5 (World markets) - Red (colour code #CC1104)



Graph 1 Fishery production in the EU Member States. Note In 2016, 2015 aquaculture data have been used for France, Italy and Hungary and 2015 catch data for Greece (Mediterranean and Black Sea and Western Indian Ocean only). Source: Eurostat



Graph 1 Main species in EU aquaculture production. Source: Eurostat

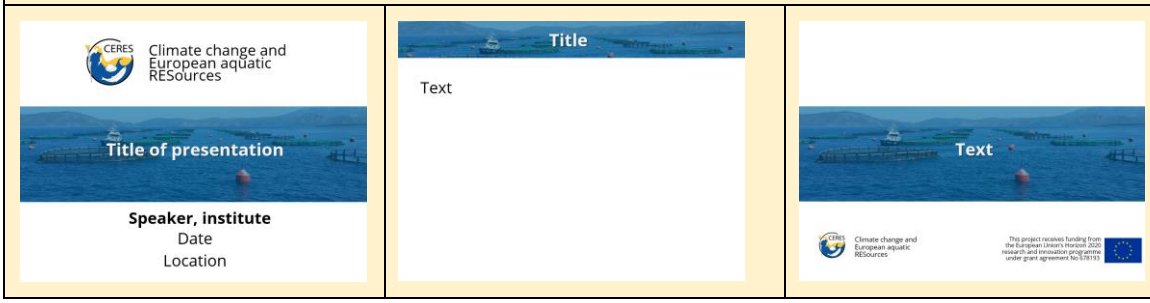
Contrasts and comparisons

1. Do not truncate the scale. It downplays the leading bar, while exaggerating the others. Leave all bars unbroken.
2. Keep the scales consistent to the data. Do not tailor the scales so that a correlation becomes obvious. This creates an awkwardly positioned graph.

Presentations

Presentations of CERES research should follow the template seen here.

CERES PowerPoint template



See the appendix for the editable version of these PowerPoint slides.

Annex: Colours

General colours

Red 10 Green 84 Blue 158 #0A549E	Red 0 Green 100 Blue 148 #006494	Red 80 Green 116 Blue 153 #507499	Red 255 Green 139 Blue 31 #FF8B1F
Red 254 Grn 199 Blue 57 #FEC739	Red 242 Green 177 Blue 56 #F2B138	Red 31 Green 255 Blue 249 #1FFFF9	Red 4 Green 204 Blue 135 #04CC87
Red 255 Grn 128 Blue 94 #FF805E	Red 204 Green 17 Blue 4 #CC1104	Red 153 Green 132 Blue 80 #998450	Red 128 Green 128 Blue 128 #808080

Note: This colour also indicates 'no data' on charts/maps

Temperature scale colours

++ °C			+ °C	+/- 0°C	- °C			- - °C
Red 122 Green 6 Blue 34 #CC1104	Red 200 Grn 67 Blue 64 #C84340	Red 234 Grn 142 Blue 112 #EA8E70	Red 253 Grn 219 Blue 199 #FDDBC7	Red 255 Green 255 Blue 255 #FFFFFF	Red 224 Green 241 Blue 231 #E0F1E7	Red 107 Green 142 Blue 179 #6B8EB3	Red 78 Green 82 Blue 136 #4E5288	Red 66 Green 51 Blue 92 #42335C

Python users can contact Susan Kaye to get CERES temperature map colours

Increase/decrease scale colours

Large increase			Small increase	No change	Small decrease			Large decrease
Red 0 Green 100 Blue 148 #006494	Red 68 Grn 180 Blue 175 #44B4AF	Red 136 Grn 210 Blue 177 #88D2B1	Red 204 Green 237 Blue 208 #CCEDD0	Red 255 Green 255 Blue 255 #FFFFFF	Red 246 Grn 204 Blue 249 #F6CCF9	Red 237 Grn 136 Blue 204 #ED88CC	Red 223 Grn 68 Blue 114 #DF4472	Red 204 Green 17 Blue 4 #CC1104

Positive/negative scale colours

Positive				Neutral				Negative
Red 0 Green 100 Blue 148 #006494	Red 68 Grn 180 Blue 175 #44B4AF	Red 136 Grn 210 Blue 177 #88D2B1	Red 204 Green 237 Blue 208 #CCEDD0	Red 255 Green 255 Blue 255 #FFFFFF	Red 246 Grn 204 Blue 249 #F6CCF9	Red 237 Grn 136 Blue 204 #ED88CC	Red 223 Grn 68 Blue 114 #DF4472	Red 204 Green 17 Blue 4 #CC1104

Harmful Algal Bloom scale colours

Dense							Sparse	No change
Red 0 Green 51 Blue 109 #00336D	Red 0 Grn 94 Blue 134 #005E86	Red 0 Grn 145 Blue 158 #00919E	Red 0 Green 182 Blue 158 #00B69E	Red 4 Green 204 Blue 135 #04CC87	Red 68 Grn 223 Blue 110 #44DF6E	Red 141 Grn 237 Blue 136 #8DED88	Red 223 Grn 249 Blue 204 #DFF9CC	Red 255 Green 255 Blue 255 #FFFFFF

RCP scenario colours			
RCP 2.5	RCP 4.5	RCP 6.0	RCP 8.5
Red 4 Green 204 Blue 135 #04CC87	Red 242 Green 177 Blue 56 #F2B138	Red 255 Green 139 Blue 31 #FF8B1F	Red 204 Green 17 Blue 4 #CC1104

Additional resources

Generate colour scale

Use the colour code to generate lighter and darker shades of one colour

- add the colour code of the most left/right colour
- set 'dark colours amount' to 0
- set 'light colours amount' to the number of colours you need

Test your images for colour blindness

Upload pictures to see how they look through protanomaly, protanopia, and achromatopia colour blindness types