Sustainable Catalyst
Style Notes

1. Voice

- Clear, disciplined, structured, and system-oriented.
- Avoid hype language and emotional manipulation.
- Avoid grandiose claims and excessive abstraction.
- Signal seriousness without stiffness.

2. Tone by Context

- Foundations & Policy: Formal, precise, structured.
- Product Briefs: Technical but readable to non-specialists.
- Insights & Articles: Educational, analytical, grounded.
- Consulting Pages: Confident but restrained — no sales language.

3. Writing Standards

- Prefer clarity over cleverness.
- Define terms when used.
- Avoid unsupported claims.
- Separate fact from interpretation.
- Use short paragraphs and logical hierarchy.

4. Structural Discipline

- Use clear headings and bullet points.
- Sequence ideas logically.
- Define scope boundaries explicitly.
- Avoid long unstructured blocks.

5. Visual Standards

- Primary Accent: Red (#FF0000).

- Neutral System: Black (#000000), White (#FFFFFF), Cream (#FFF8E7).

- Use red sparingly for emphasis and dividers.

- Favor whitespace over density.

- Avoid gradients, shadows, and decorative flourishes.

6. Sustainability Imagery

- Avoid stock sustainability clichés (wind turbines at sunset, glowing globes).

- Prefer infrastructure, systems, architecture, and data visualization.

- Reflect structure, not sentiment.

7. Terminology Discipline

- Use precise language (e.g., 'traceability' over vague transparency).

- Avoid undefined buzzwords.

- Clarify technical terms when necessary.

8. Editorial Guardrail

- If content feels trend-driven, inflated, or overly certain — revise.

- Clarity and durability take precedence over engagement metrics.

Closing Principle

Style is structural integrity in communication. If presentation weakens clarity, remove it.