

Sustainable Catalyst Brand and Editorial Standards

Voice, terminology, visual identity, publishing discipline, and public presentation

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Contents

1. Purpose

2. Positioning

3. Voice

4. Editorial principles

5. Analysis, opinion, and advocacy

6. Terminology

7. Product naming

8. Structure
9. Visual identity

10. Logo and marks

11. Imagery

12. Accessibility

13. AI-assisted content

14. Advisory communications

15. Corrections and updates

16. Editorial guardrail

1. Purpose

These standards create a coherent public identity across institutional pages, publications, software, documentation, social channels, repositories, reports, and advisory materials.

2. Positioning

Sustainable Catalyst is an open knowledge institution and public-interest technology initiative connecting research, evidence, scientific investigation, technical analysis, public intelligence, and auditable decision support. It is stewarded by Content Catalyst LLC and may conduct advisory work through explicit professional boundaries.

3. Voice

- Clear, disciplined, structured, and serious without becoming inaccessible.
 - Confident about purpose and transparent about uncertainty.
 - Technical when necessary, but readable to informed non-specialists.
 - Human-centered without emotional manipulation.
 - Specific about capabilities, status, limitations, and evidence.
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4. Editorial principles

- Clarity over cleverness.
 - Evidence over assertion.
 - Precision over volume.
 - Substance over virality.
 - Durability over trend.
 - Correction over performative certainty.
 - Public understanding over engagement optimization.
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5. Analysis, opinion, and advocacy

Empirical findings, interpretation, normative judgment, scenario, and advocacy should be distinguishable. A publication may take a position, but it should not disguise values as measurements or omit material contrary evidence.

6. Terminology

Use controlled product names and explain technical terms. Prefer traceability to vague transparency; evidence record to proof when certainty is not established; scenario to prediction when outcomes depend on assumptions; AI-assisted to intelligent when the latter would imply unsupported autonomy.

7. Product naming

Core products are Research Librarian, Sustainable Catalyst Lab, Site Intelligence, Workbench, and Decision Studio. Knowledge Library is the institutional knowledge and preservation environment. Platform Core and Feature Suggestions are shared platform layers. Specialized Catalyst modules should be identified as modules, not the entire platform.

8. Structure

Use descriptive headings, short paragraphs, lists only when they improve comprehension, and visible scope boundaries. Long documents should include metadata, a table of contents, section numbering, related records, and revision history.

9. Visual identity

The primary system uses black, white, neutral backgrounds, and a restrained maroon institutional accent. Pure red may be used sparingly for urgent emphasis or specific calls to action. Interfaces should favor whitespace, strong hierarchy, clear borders, and legible typography over gradients, shadows, decorative effects, or dense card walls.

10. Logo and marks

Maintain clear space, aspect ratio, contrast, and minimum legibility. Do not stretch, rotate, outline, decorate, or place the logo on visually noisy backgrounds. Product and institutional marks should not imply a partnership or endorsement that has not been authorized.

11. Imagery

Avoid generic sustainability clichés, decorative futurism, misleading scientific imagery, and visual claims unsupported by the content. Prefer infrastructure, systems, research processes, maps, instruments, architecture, diagrams, evidence, and human work shown with context and dignity.

12. Accessibility

Editorial and visual choices should support semantic headings, descriptive links, keyboard use, readable contrast, reduced motion, responsive layout, captions, alternative text, plain-language explanations, and nonvisual access to data or diagrams.

13. AI-assisted content

AI may assist drafting or editing, but publication requires human review for factual support, tone, originality, rights, accessibility, and consistency with institutional standards. Machine-generated language should not be used to simulate experience, authority, consensus, or certainty.

14. Advisory communications

Advisory pages should be confident but restrained. They should define the problem, service, process, boundaries, and next step without artificial urgency, inflated outcomes, hidden qualification, or pressure tactics.

15. Corrections and updates

Publications should display updated dates when materially revised. Corrections should identify substantive changes. Product pages should distinguish current availability from roadmap plans and historical descriptions.

16. Editorial guardrail

If language feels inflated, trend-driven, manipulative, overly certain, or detached from evidence, revise it. Style is not decoration; it is part of institutional integrity.

Related Foundation Documents

- SC-FND-001
 - SC-FND-002
 - SC-FND-007
 - SC-FND-012
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Revision History

Version	Date	Status	Summary
1.0.0	2026-07-16	Under Review	Institutional Foundations First Edition draft prepared for review and publication.

Authority statement. This living HTML document is the proposed first-edition record within its defined scope. Fixed PDF editions preserve review snapshots. Earlier records remain available for historical reference.