

## Article layout

### Article Title

- Ten words at a maximum
- Font - Calibri 14
- Use uppercase titles

### Article Body

- 800 - 1,000 words maximum
- Font- Calibri 11
- Australian English

### Article subheadings

- Five words at a maximum
- Font - Calibri 12
- Use uppercase titles
- Bold

### By-line

- **Writers Full name**, position, business
- Font - Calibri 11
- Full name in bold
- Position and business in regular

### References

Please include hyperlink's when using references only. Each article will not be published with a reference list.

### Hyperlink

Any videos, images, websites and content referenced must use in-text hyperlinks within the article body. Images- Please do not include any images that breach Copyright. All images will need owner permission before being published if they are not paid images. This includes any infographics, graphs and icons. These articles are not purely for educational use, therefore they do not fall under the same image guidelines. All advertising images will be provided and paid for by the AIB Marketing Team.

### AIB Review Tone of voice

While the articles constitute scholarly reflections and as such must have integrity and be well-informed and serious pieces of writing, remember that the audience is usually not the same as the readers of an academic journal. Our readership will be busy professionals who are looking for unique and interesting perspectives that they can absorb quickly and readily. So:

- Be clear and concise - don't use ten words when three will do.
- Focus on the readers benefit and use language that everyone can understand, no technical jargon.
- Avoid using language that may be perceived as contrived, pretentious or inauthentic.
- When using acronyms, only do after sharing the full word. i.e. Australian Institute of Business (AIB).
- Try to ensure your key messages connect with people in a human way.
- Australian-English only.



## STYLE GUIDE

BY THE AUSTRALIAN INSTITUTE OF BUSINESS



### Example Article Layout

#### Welcome to the AIB Review

**Professor Ingrid Day**, Academic Dean, Australian Institute of Business.

*Title of the article*

*By-line*

#### First Edition COVID-19

*Subheadings are optional  
to include within the body  
of the article.*

In this first edition, we explore the impacts of the COVID-19 pandemic across a broad range of contexts, including Marketing, Human Resources, Finance, Operations Management and Entrepreneurship.

The [AIB Review](#) began as part of our commitment to deliver a truly “Lifetime MBA” to our alumni, numbering over 10,000 across the globe. We have quickly realised that its reach and relevance is far greater and that the deep insights and analysis of our contributors are equally relevant to the business sector more broadly and to key social, economic and political policy makers. I’ve been completely blown away by the enthusiasm of our staff, and the AIB community more broadly to contribute to this publication, ensuring its impact and value. Each article invites readers to comment on the view put forward, and we encourage you to (politely) continue the conversation in this way.

*Body of the paragraph  
includes in-text hyperlink  
when referencing sources  
and supporting material.*