

WRITING GUIDE



1. PURPOSE

This guide establishes the criteria and regulations applicable to the writing of articles for **Ellysium International Consulting**, in order to ensure the quality, consistency, and professionalism of the published content.

2. SCOPE

This guide is **mandatory** for all collaborators, writers, and third parties who produce content on behalf of Ellysium International Consulting.

3. ARTICLE INFORMATION

Each article must include the following **information** before the main text, to be completed in the **Writing Template**:

- **Title** of the article in the main language (with an initial capital letter)
- **First name and last name(s)** of the author
- **Degree / Qualification**
- **Institutional email address**
- 3 **keywords** or terms separated by commas related to the topic to be addressed
- **Main text** (from 800 to 1500 words)

4. ARTICLE STRUCTURE

Each article must follow the following **structure**:

- **Introduction:** Should provide general **context** and a clear idea of the **content** to be developed.
- **Development:** Organized into **sections**, with **subheadings** when necessary. It must be based on **verifiable data** and **reliable sources**.
- **Conclusion:** Summary of the **key points** and, if applicable, a **call to action**.
- **References (Bibliography):** All information based on external **sources** must be properly cited.

5. GUIDELINES

This document must be sent to the **Marketing and Communication Department** of **Ellysium International Consulting** (marketing@ellysium.es), in **Word format**, along with an **image** to illustrate the text, in a **separate file** (See image guidelines below).

- The language used should follow the **generic masculine** form.
- Only **original works** that have **not been previously published** and have **not been submitted** to other media outlets will be accepted.
- Articles with a clear **political bias** will **not be published**.

6. IMAGES, FIGURES, AND TABLES

- At least one **image** must be provided in **PNG, TIFF, or JPG** format and must be **royalty-free**.
- The image should be between **1200 and 1600 pixels** in size and in **horizontal (landscape)** format.
- The image is subject to **approval** by the **Marketing and Communication Department** of **Ellysium**.
- Additional **tables, graphs, or figures** that contribute to the understanding of the work may be included. These must be **numbered consecutively** and **referenced** within the **main text** of the article. An **explanatory title** and a **figure caption** indicating the **source** or "own elaboration," if applicable, must be included.
- The **font size** for these elements should be **10 points**, avoiding **shadows** and **thick lines**.

7. BIBLIOGRAPHIC REFERENCES

- Any **information** taken from other **sources** must be **properly cited**.
- As this is a **popular science** text, a **bibliographic references section** will not be included.
- Sources must be inserted as **superscript numbers**, referring to the **links** at the end.
- At the very end of the document, under the **bibliography** section, the relevant **links** used in the research should be included: **news websites, economic reports, UAM Library, Dialnet**, or the **original publication's website**.

8. PROHIBITION OF ARTIFICIAL INTELLIGENCE (AI) USAGE

The use of **artificial intelligence tools** for **content generation** is strictly **prohibited**.

- All content must be **original** and created by the **assigned writer**.
- **Audits** will be conducted to detect the use of AI in the texts.
- In case of **non-compliance**, appropriate **disciplinary actions** will be taken, which may result in the **non-publication** of the article or a **request for revision**.

9. COPYRIGHT AND CONFIDENTIALITY

- All **content** generated is the **exclusive property** of **Ellysium International Consulting**, even if **authorship credits** belong to the writer.
- The **total or partial reproduction** of the content is **prohibited** without the **express authorization** of the company.
- The disclosure of **confidential information** is subject to **sanctions** in accordance with **applicable legislation** and **contractual agreements**.

10. REVIEW AND APPROVAL

Todos los artículos deberán ser **revisados y aprobados** por el equipo editorial antes de su publicación. Se pueden solicitar modificaciones en caso de no cumplir con los criterios establecidos.

11. FINAL PROVISIONS

Failure to comply with this guide may result in **disciplinary actions**, including the **suspension of collaborations** and/or **termination of contracts**. The company reserves the **right to update** these **regulations** at any time



A handwritten signature in black ink, appearing to read "Daniel", with a long, sweeping underline.

Daniel Saldaña Ocaña

Director de Comunicación y Marketing en Ellysium International Consulting