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REFERENCE A. Front and Cover Pages

All CAETS Foundational Publications and many Companion Deliverables will have a Cover Page that graphically reflects the content of the work, prominently features the CAETS Logo, shows the Publication Title and Subtitle (if used), the Publication Date (month/year), and the DOI (if used).

All Foundational Publications, and Companion Deliverables if needed, will include a standardized Publication Page immediately following the cover page. A downloadable template will be available in the Resources section for access by the Publication Lead, who may insert initial information. The Secretariat will complete the form prior to publication and will maintain the content over time (in case of version updates).

Publication Page Information

Publication Title and Subtitle (if used)

Publication Date (month and year)

Version

Identification of CAETS as the publisher with brief "about CAETS" description

Creative Commons License

Copyright Exceptions

Digital Object Identifier (DOI)

Recommended Reference

Disclaimer

List of Endorsing Member Academies

REFERENCE B. Controlled Publication Record

The Secretariat will establish and maintain a Controlled Publication Record for every CAETS Foundational Publication and Companion Deliverable. This record will contain descriptive information for the publication itself, relationship metadata detailing how the publication relates to other CAETS publications, and discovery metadata to help search engines find the publication. The content is summarized in the table below.

Field	Used for
Title and Subtitle (if used)	Publication, website, DOI, search
Publication type	Website, repository, discovery
Publication date	All systems
Authors	Publication, DOI, website
Reviewers	Publication, DOI, website
Contributors	Publication, DOI, website
Publication Lead	Institutional record
Working Group	Institutional record/discovery
Abstract/description	Website, repository, search
Subjects/keywords	Knowledge Platform, repository, search
Primary Audience	CAETS Portfolio management
Priority Audience(s)	CAETS Portfolio/amplification
DOI	Persistent identification/linking
License/Copyright	Publication, repository, website
Related Foundational Publication DOI(s)	Knowledge Traceability
Knowledge Portfolio	CAETS Knowledge Ecosystem relationships
Language	Discovery/translation
Translation relationship	Version/relationship management
Version	Publication management and archival status
Five-year Portfolio Review	Portfolio currency
Institutional Archive	Materials needed to preserve, manage, update, translate
Technical Review Documentation (FP)	Institutional Records
Communications Review Documentation	Institutional Records
Conflict of Interest Documentation	Institutional Records
TI & KT Review Documentation (CD)	Institutional Records
Council Endorsement (if applicable)	Endorsing academies

REFERENCE C. Publication Structures

As noted in Section 3.1, a diverse array of publication types will be used for CAETS publications; each type is structured to align with its purpose and audience, although there are some common elements. The materials in this section describe common structures for the written publication types. These materials were drawn from a variety of sources (referenced) and are intended to be illustrative rather than prescriptive. The specific structure and nomenclature will vary by audience and purpose.

The **Audience First** Core Principle applies across every publication type. The "10 laws of good report writing"[1] were taken from a Guide to Technical Report Writing published by the Institution of Engineering and Technology. The first law is deliberately repeated as the last law. These laws are applicable to virtually every publication type.

10 laws of good report writing

1. Produce the report for your reader(s)
2. Keep the report as short as possible
3. Organize information for the convenience of the reader
4. Include accurate references
5. Ensure your writing is accurate, concise, and straightforward
6. Include diagrams with the right labels in the right place for your reader
7. Make sure your summary gives the whole picture in brief
8. Check the report for technical errors, typing errors, and inconsistency
9. Consider design as well as content
10. Produce the report for your reader(s)

The Reference A cover and front-page requirements apply to all Foundational Publications and, where relevant, Companion Deliverables; they are not repeated in every structure that follows.

Templates are provided for principal CAETS Publication Structures in the Resources section of this Guide.

C.1 Technical Report

Principal Purpose: Provide authoritative technical analysis and synthesis of a complex issue.

Key Characteristics: Evidence-rich; technically substantive; may address multiple dimensions; may include detailed supporting material and appendices.

Typical Page Count (main body): 20 - 100

C.1.1 Publication Page [See Reference A]

Publication information appears at the front so institutional identity, publication status, and citation information are immediately clear. Every Foundational Publication will include a standardized Publication Page containing the full title; CAETS institutional identity as publisher; publication date; DOI; recommended reference; applicable license and third-party copyright statement; version information; and required Council endorsement information.

C.1.2 Front Matter

Preface

A Preface explains why the work was undertaken and provides only the institutional or project context needed to orient the reader. A Preface may be used, for example, to connect this body of work to prior CAETS publications. It does not repeat the summary, findings, or discussion that belongs in the Executive Summary or main text.

[1] The IET, (2019). The Institution of Engineering and Technology's official website. (online) Available at https://www.theiet.org/media/5182/technical-report-writing.pdf [Accessed 20 August 2026]

Acknowledgements

Acknowledgements recognize individuals or organizations that contributed to the work beyond their normal duties, or that provided resources, expertise, or other essential support. Acknowledgements may appear with the Preface or in an appendix or other appropriate back matter.

Authors and Reviewers

Authors and reviewers must be clearly distinguished and may be identified in the Acknowledgements or an Appendix, as appropriate.

Glossary and Acronyms

Technical reports will include a glossary and list of acronyms. Glossaries and acronym lists may appear in front or back matter depending on the publication and reader needs.

Table of Contents and Navigation

Technical Reports will include navigation support appropriate to their length and format, normally including a Table of Contents and, where useful, lists of figures, tables, or other navigation aids. Digital navigation should help readers move readily among major sections and supporting material.

Executive Summary

Foundational Publications will include a concise Executive Summary presenting the purpose and scope of the publication, principal findings and conclusions, and any major recommendations. This enables the Primary Audience to understand the essential substance of the work without reproducing the full analysis. (An Executive Summary may also provide a useful source for a subsequent standalone Companion Deliverable.)

C.1.3 Main Publication

Introduction

The Introduction establishes the subject, scope, context, and organization of the publication and prepares the reader for the analysis that follows. It should make clear what questions the publication addresses and the scope and boundaries necessary to interpret the work.

Main Narrative

The main narrative develops the evidence, analysis, and reasoning needed to address the publication's purpose. Its structure reflects the subject and intended audience rather than a fixed formula. Graphics, tables, diagrams, and other visual elements should be integrated where they improve understanding or communicate important relationships and evidence more effectively than text alone.

Conclusions and Recommendations

Conclusions synthesize what follows from the evidence and analysis, which may be summarized as findings. Recommendations, when included, identify the audience or decision-maker positioned to act and are presented in a form appropriate to that audience. Recommendations concerning further research distinguish between identifying a knowledge gap and recommending action or investment to address it.

References and Citations [See Reference D – Publication Standards]

Publications that draw upon external sources must include references identifying the material cited in the publication. The applicable standard is established in the Publication Standards.

Appendices

Appendices may include supporting material that is important to the work's authority, transparency, or future usefulness but would disrupt the flow or add unnecessary complexity to the main narrative. Examples include detailed technical analyses, data, methodologies, case studies, supporting evidence, acknowledgements or reviewer information, and audience-specific implications.

C.2 White Paper[2]

White Papers serve many purposes, but in general are intended to help an audience decide on or understand a topic. This structure is sometimes used for Case Studies. White Papers often follow a problem-solution structure. In some white papers a specific solution is identified while in others several possibilities are offered without identification of a preferred option.

White Paper
Problem-solution Structure
Objective in tone
Accessible in style
Cited facts support claims
Informative vs. persuasive

Principal Purpose: Examine an emerging or strategically important issue and develop an informed CAETS perspective.

Characteristics: Focused analysis and synthesis; may frame an issue, identify implications, and establish directions.

Typical Page Length: 10 - 40

Common structural elements include:

C.2.1 Title

Concise and descriptive of the problem/solution

C.2.2 Executive Summary

A concise overview that describes the problem, solution(s) and recommendation(s).

C.2.3 Introduction or Background

Provides context for the problem.

C.2.4 Problem Description

Lays out the details of the problem being addressed.

C.2.5 Criteria for Acceptable Solutions

Lists criteria any good solution should satisfy.

C.2.6 Solution(s)

Presents solution(s) in detail.

C.2.7 Recommendation(s)

Describes plan of action with evidence for feasibility and effectiveness.

C.2.8 Conclusion

Restates the most important points overall or restates the case for addressing the problem.

C.2.9 References

Provide a reference for every source used to support claims.

[2] The Writing Center, (2024). White Papers. © The George Mason University Writing Center 2024. https://writingcenter.gmu.edu/writing-resources/different-genres/white-papers. Accessed 21 August 2026

C.3 Position Paper[3]

A position paper typically states an organizational position on a contested question and defends that position through evidence, analysis, and logical reasoning.

Principal Purpose: Establish and explain the CAETS position on a defined issue.

Characteristics: Focused argument supported by evidence and analysis; clearly states the position and rationale.

Typical Page Length: 5-15

Common structural elements include:

Position Paper

- Focused issue
- A debatable position
- A precise thesis
- Credible and relevant evidence
- Analysis of evidence
- Fair engagement with opposing views
- Audience awareness
- A clear implication/outcome

C.3.1 Title

Identify the issue and, if practical, signal the position.

C.3.2 Introduction and Background

A concise explanation of the issue; why it matters; who is affected; what disagreement exists; and what position the paper defends.

C.3.3 Position Statement

This is the thesis of the paper. It should be specific, debatable, evidence-responsive, and consistent with the main body of the paper.

C.3.4 Supporting Arguments

Each argument should include a claim, relevant evidence, reasoning as to how the evidence supports the claim, and a link between the argument and the overall position.

C.3.5 Counter Arguments

State the opposing view fairly; explain why reasonable readers may accept it; acknowledge any part that is valid; respond with evidence or reasoning; and clarify how the objection relates to the thesis.

C.3.6 Recommendations or Implications

Include who should act; what action should be taken; how the action might be implemented; what conditions are needed; what risks or unintended effects should be monitored; and how success could be evaluated.

C.3.7 Conclusion

Restate the position considering the evidence; synthesize the most important reasons; explain the consequence of accepting or rejecting the position; and end with a realistic recommendation, implication, or research need.

C.3.8 References

Provide reference for every source used for facts, evidence, and distinctive interpretations.

[3] Hassan, M. (2026, June 25). Position Paper – Example, Format and Writing Guide. Research Method. https://researchmethod.net/position-paper/. Accessed 21 August 2026.

C.4 Policy Paper[4]

A policy paper supports decision-making by defining an urgent policy issue, evaluating policy options, and recommending the preferred alternative. For CAETS' purposes, a Policy Paper may be developed to provide a substantive background in support of a Policy Brief Companion Deliverable.

Principal Purpose: Analyze a policy issue in sufficient depth to support policy consideration or action.

Characteristics: Integrates technical evidence with policy context and implications.

Typical Page Length: 10 – 25

Policy Paper
Clear problem definition
Evidence-based analysis
Structured argument and flow
Persuasive and action-oriented
Criteria used to evaluate options
Concise Recommendation

Typical Structural Elements include:

C.4.1 Title

Should give readers a quick overview of the subject and problem addressed.

C.4.2 Table of Contents

Provides a concise overview of the focus and major issues addressed.

C.4.3 Executive Summary

Summarizes the paper's main sections and findings, encouraging readers to read the full paper while also meeting the needs of those primarily interested in the findings and proposed recommendations.

C.4.4 Introduction

Sets the scene by providing context and linking to the specific focus of the paper.

C.4.5 Problem Description

Identifies, defines, and elaborates the nature of the problem being discussed.

C.4.6 Policy Options

Outlines, evaluates, and compares possible policy alternatives, with focus on evaluation of how each option compares in solving the specific problem. Using the basis of this evidence, the paper makes an argument for the preferred policy alternative.

C.4.7 Conclusions and Recommendations

Presents a clear case to decision makers and may include a call to action. Includes a concise synthesis of major findings with clear linkage to the recommendations that follow. The recommendations are practical steps that should be taken to implement the proposed policy option.

C.4.8 Appendices (if needed)

Present additional information to support the main arguments that might otherwise disrupt the flow of the main body.

C.4.9 References

Provides references for sources used to develop the argument.

[4] The EC-FAO Food Security Programme (2008). Writing Policy Papers and Policy Briefs. ©FAI 2008. https://www.fao.org/fileadmin/user_upload/eufao-fsi4dm/docs/policy_paper_guide.pdf. Accessed 18 August 2026.

C.5 Policy Brief[5]

Policy papers and policy briefs both aim to influence policy, but they differ in length, depth, and purpose. A policy paper may be written for policy specialists or subject-matter experts, while a policy brief is intended for informed non-specialists, such as decision-makers. A policy brief may derive from a policy paper. Key structural elements are shown below.

Principal Purpose: Provide concise, actionable knowledge for policymakers or other decision-makers.

Characteristics: Distills relevant evidence, implications, and recommendations.

Typical Page Length: 2 - 6

Policy Brief

Short and to the point
Clear and easy to understand
Focused on a specific issue/problem
Accurate and credible
Relevant to current issues
Focus on findings & recommendations

C.5.1 Title

Short, memorable, and to the point.

C.5.2 Executive Summary

Clearly define the issue, highlight the main policy failures (if applicable), summarize what is known and unknown about the available options, and identify the paper's focus.

C.5.3 Background/Context

Address such as: What is the problem? Why is it important? What is the history of the problem? Who is involved? Causes and effects of current situation (provide examples).

C.5.4 Evidence

Evidence may be drawn from an associated Foundational Publication, relevant external studies and findings, or a summary of available literature. External sources may provide context or support, but **substantive claims and/or recommendations must remain traceable to the Foundational Publication.**

C.5.5 Proposed Policy Options

May contain one or more policy options and should be structured to highlight the status quo option (maintaining current policy); a preferred option (ideal for impact regardless of costs or barriers); and an alternative option (considers the constraints of time and resources).

C.5.6 Research Implications

Convey what has already been done how the suggested policy changes will improve the situation.

C.5.7 Recommendations

Recommended actions may provide a call to action (while remaining nonpolitical): what should happen next; who should act; and where the necessary steps should be taken.

C.5.8 Conclusion (if used)

Highlight the urgency of the situation and/or how important it is to select the recommended policy option.

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[5] Sajedinejad, S., Sansone, G., Fallon, B., Miller, S.P., Gitterman, A., Cohen, E., & Sokolowski, M.B. (2021). From Research to Impact: A Toolkit for Developing Effective Policy Briefs. Toronto, Ontario: Policy Bench, Fraser Mustard Institute of Human Development, University of Toronto. https://socialwork.utoronto.ca/wp-content/uploads/2021/06/Policy-Toolkit-Final-v2-Apr27.pdf. Accessed 18 August 2026.

C.6 Article

The structure for a technical article will typically be shaped by the destination publication, which could be drawn from options including peer-reviewed journals, open-access journals, magazines, and newsletters. An article developed from a CAETS Foundational Publication may adapt the original content as needed for the destination publication while maintaining Technical Integrity and Knowledge Traceability to the original publication.

Principal Purpose: Explain or interpret CAETS knowledge for a defined audience in an accessible narrative form, while retaining demonstrable link to Foundational Publication.

Characteristics: Focused narrative adapted to the intended audience.

Typical Page Length: 2 - 6

REFERENCE D. CAETS Publication Standards

CAETS Publication Standards form the basis for the Communications Review that is a part of every publication cycle. All applicable Publication Standards must be satisfied or explicitly waived by the Secretariat, in consultation with the Communications Committee. The sections that follow define Publication Standards in five categories: Editorial; Visual Identity; Multilingual and Translation Ready; Digital Publication and Accessibility; and Publication Rights, Copyright and Licensing.

D.1 Editorial Standards

CAETS uses clear, accessible International English for all communications. Publications should be understandable to audiences across countries, cultures, languages, and disciplines. If a topic is not specifically addressed in this Guide, prioritize clarity, consistency, accuracy, and ease of translation.

CAETS Editorial Style - Key Principles

Clear: Use direct language and concise sentences

Accurate: Verify names, titles, dates, facts, statistics, and quotations

International: Avoid idioms, slang, wordplay, and country-specific references that may not translate clearly

Collaborative: Reflect CAETS' role as a facilitator of knowledge exchange among member academies

Neutral: Maintain CAETS independent, non-political, and international role

D.1.1 Audience Alignment and Tone

The content, level of technical detail, organization, language, and presentation of each CAETS communication must be appropriate for its intended audience. Any recommendations must clearly identify the audience responsible for, or positioned to act upon, them. The tone of a CAETS publication should be aligned with its intended audience.

Within most audiences, there is a further divide between practitioners and decision-makers. CAETS objectives emphasize impact, signaling an intent to communicate with decision-makers who must evaluate options and make strategic choices. CAETS communications should be strategic, outcome-focused, and decision-ready.

Technical Audiences

For technical audiences, the tone should be precise, technical, and solution oriented. Information should be organized to demonstrate technical rigor and a clear problem-solving process. This audience varies widely; CAETS publications often address technologically curious readers with engineering backgrounds but limited expertise in the specific topic. Authors should therefore emphasize clarity, accuracy, and accessibility while preserving technical integrity.

Policymakers

When policymakers are the intended audience, the tone must be concise, evidence-based, and persuasive, and may include a clear call to action (while remaining nonpolitical). The message should be aligned with their priorities and should frame issues in terms of policy relevance and stakeholder impact.

Educators

When communicating with educators, the tone should be inspirational, accessible, and pedagogically sound. Emphasize learning outcomes, teaching strategies, and interdisciplinary connections.

General Public

For the general public, use a clear, engaging, bottom-line-first tone. Begin with the key takeaway—the *what*—then explain why it matters—the *so what*. Avoid jargon, choose relatable language, and connect the issue to everyday life.

D.1.2 CAETS' Voice

CAETS communicates at the intersection of engineering excellence, international collaboration, and societal benefits. Our voice reflects the organization's role as a global convener of academies, while remaining clear, accessible, and grounded in technical credibility. Our communications should consistently reinforce CAETS' commitment to advancing engineering and technological sciences in service of society through international cooperation and evidence-based dialogue. We communicate complex global engineering challenges clearly and constructively, grounded in shared expertise and evidence.

CAETS emphasizes collaboration, shared expertise, and the collective contributions of its member academies. Our voice reflects CAETS as a facilitator and connector of global engineering knowledge, rather than a single institutional authority.

CAETS' voice must be neutral, respectful, and nonpolitical. We must avoid partisan language, advocacy slogans, emotionally charged claims, and wording that suggests hierarchy among countries, regions, academies, or communities.

D.1.3 Inclusive and Respectful Communication

CAETS' communications must respect the dignity, agency, expertise, and contributions of all people. Language, examples, images, and descriptions should avoid exclusion, stereotyping, misrepresentation, or language that diminishes or patronizes people, groups, institutions, countries, regions, or communities.

Personal characteristics should be identified only when relevant to the subject, using terminology that is specific, accurate, and respectful and, where appropriate, reflects how people or groups identify themselves. Gender-neutral occupational terms should be used when gender is not relevant, and references to persons with disabilities should recognize them as equal participants rather than define them by a disability.

International and Cross-Cultural Communication

CAETS reaches audiences across different linguistic, cultural, political, and institutional contexts. Our communications should avoid unnecessary idioms, slang, humor, country-specific references, and assumptions that one national system or perspective is the default. Be specific and accurate when referring to countries, regions, or communities, and avoid broad terms that obscure important differences. Language should reflect partnership, agency, mutual learning, shared responsibility, and respect for locally led expertise.

D.1.4 International English

International English uses English as a global communication tool that can be understood across countries and cultures. CAETS publications should prioritize clarity and consistency rather than follow a single national variety of English. Usage must remain consistent within each publication, and authors should avoid idioms, culturally specific expressions, and unnecessarily complex sentence structures.

D.1.5 Clear and Accessible Writing

CAETS publications must communicate complex engineering and technological issues as clearly as their subject matter permits. Writing should favor direct sentence structures, define specialized terms, avoid unnecessary jargon, and use organization and explanation appropriate to the intended audience.

Consistent Terminology

Use the same term for the same concept throughout the document to ensure clarity, precision, and professionalism. Define complex terms at first use and include in a Glossary if needed. Terms that are well-understood by individuals with experience or expertise in the subject matter may not be familiar to individuals with different backgrounds, cultures or languages.

Acronyms

Spell out acronyms on first use, followed by the acronym in parentheses. Do not assume readers know technical, institutional, or international abbreviations. Include a table of acronyms in the front or back of any lengthy publication.

Date and Time Formats

Use clear international date formats, such as 10 July 2026; and avoid numeric-only dates, such as 7/10/2026. For events, include time zones; for example, 14:00 UTC / 10:00 a.m. EDT.

D.1.6 Evidence, Analysis, and Expert Judgment

CAETS publications must clearly distinguish evidence drawn from external sources, analysis developed through the work, and expert judgment used to interpret that evidence or reach conclusions. Where expert judgment contributes materially to a finding or conclusion beyond what is established by referenced evidence, that reliance must be made explicit and its basis described sufficiently for the reader to understand how the judgment was reached.

D.1.7 Graphics, Tables and Visual Evidence

Graphics, tables, diagrams, photographs, and other visual elements must support the purpose and narrative of the publication and should be used where they improve understanding, clarify complex information, reveal relationships or patterns, or reinforce important findings.

Visual elements must be accurate, legible, and understandable at the sizes and on the devices for which they are intended. Designs should be tested at realistic viewing sizes, including the publication page size and, for digitally distributed content, common smaller screen sizes. Titles, labels, legends, units, captions, and source information must be sufficient for the reader to understand and interpret the material correctly.

Graphics and tables derived from external sources must be appropriately referenced, and any adaptation or modification of source material must be clearly identified. Visual presentation must not distort, obscure, or overstate the underlying evidence.

Where practical, graphics and other visual assets should be designed so that they can be reused or adapted for Companion Deliverables, digital communication, translation, and other future applications.

D.1.8 Claims, Attribution, and References

Publications and related communications must avoid claims such as *world-leading*, *first-ever*, *unprecedented*, *revolutionary*, or *transformative* unless they are accurate, relevant, and supported by evidence.

Ideas, data, findings, and quotations must be attributed clearly. Quotations cited from a published source must be accurate. Any quotations obtained directly for a CAETS publication must be approved by the individual being quoted; documentation of that approval is required.

General Reference Formatting Principles

Deterministic output: Each reference must map uniquely back to its source

Consistency: Use the same format throughout a document

CAETS publications will use ISO 690 for all references unless the nature of the publication or an established disciplinary convention provides a compelling reason to use a different standard. References must identify sources sufficiently and precisely to enable readers to locate and verify the source material. See the ISO 690 Quick Reference Guide in Reference E for more information.

D.1.9 Use of Artificial Intelligence (AI)-Enabled Tools

AI-enabled tools may be used to support brainstorming, outlining, drafting, summarizing, translation, review and editing. **All AI-assisted content must be reviewed by a person before use in a CAETS publication.**

Do not use AI tools to invent facts or quotations, fabricate sources, or create final content without review. Do not upload CAETS confidential, sensitive or unpublished materials into public AI-enabled tools.

D.1.10 Publication Identity

Publication Identity and Information

All CAETS publications must clearly identify CAETS as the publishing institution and provide the publication information applicable to their structure (see Reference A). Foundational Publications must include the required Council endorsement information and will be identifiable as part of the authoritative CAETS knowledge record. Companion Deliverables must clearly identify their relationship to the authoritative source publication or publications from which they are derived.

Persistent Identification and Versioning

The Controlled Publication Record (see Reference B), together with use of the DOI and Zenodo repository, support Persistent Identification and Version Control. For a Foundational Publication, the associated repository record will not be published until Council endorsement is complete. A Companion Deliverable will not be released or, where applicable, its repository record published until the required Technical Integrity and Knowledge Traceability review is complete.

Updated, replaced, or archived publications and deliverables must remain identifiable, and relationships among versions must be clearly indicated. Where a publication or deliverable is derived from or directly associated with another CAETS knowledge product, that relationship must be reflected in its metadata, including both the immediate source and the authoritative Foundational Publication or Publications where applicable. This information will be tracked through the Controlled Publication Record as shown in Reference B.

D.2 Visual Identity Standards

A consistent brand is essential to communicating a clear, professional, and recognizable identity. The CAETS brand reflects the organization's commitment to advancing engineering and technological sciences through global collaboration. Consistent use of these standards strengthens recognition, reinforces credibility, and ensures that content published under the CAETS name and logo has a cohesive, approachable, international, and technically accurate look and feel.

All CAETS publications must be readily identifiable through consistent use of approved identity elements, including the CAETS name and logo, color palette, typography, core layout conventions, and other designated visual elements appropriate to the publication or medium. CAETS identity elements, as well as controlled templates must not be modified, distorted, or recreated. The visual identity elements are intended for official CAETS use and may not be used for member academy activities unless expressly authorized by the CAETS Secretariat. Member academies may, however, adapt the broader editorial and communications principles in this guide for their own use.

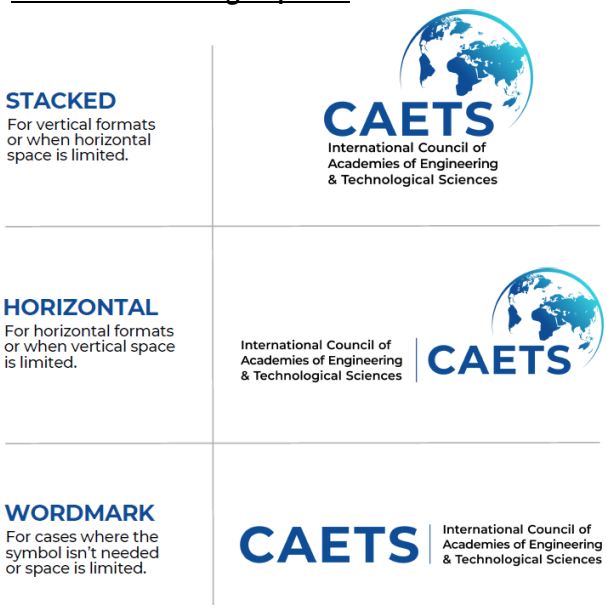
A common CAETS identity does not require every publication type to use identical visual treatment. Format and presentation should reflect the intended audience, purpose, and medium while remaining recognizably CAETS.

REFERENCE D. CAETS Publication Standards

D.2.1 Using CAETS Logos

Two types of CAETS logos are available: the full name logo (shown at right), and the tagline logo (shown below). Each type comes in three orientations: stacked, horizontal, and wordmark. Selection of the type of logo to be used is dictated by the publication; selection of the orientation is dictated by the layout.

Full Name Color Logo Options



Full Name Logos

The CAETS full name logo, shown at right, is the primary organizational logo and should be used as the default in most applications, particularly when introducing or identifying the organization. It is appropriate for both formal and promotional materials, including official statements, report covers, internal policy documents, presentations, and other communications with external audiences.

Tagline Logos

The CAETS tagline logo is a secondary logo and should be used only in contexts where the CAETS identity has already been established or where the full organizational name appears elsewhere in the material. It is intended primarily for promotional applications, including events, social media graphics, banners, websites, and other branded items.

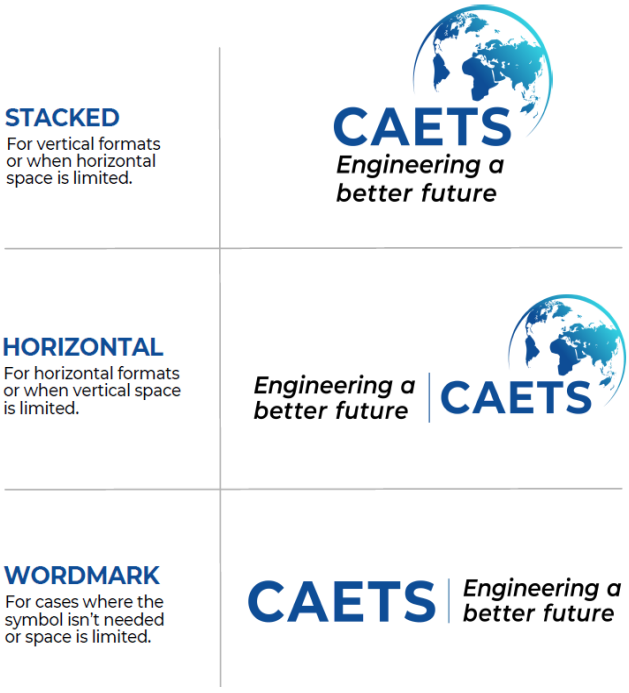
Logo Color Variations

There are three color variations of each CAETS logo. The positive (full color) logo shown here may be used over white or light color backgrounds. A one-color black logo is provided for use when color reproduction is unavailable. A reverse (white) logo may be used over dark or busy backgrounds. Colors of all CAETS logos are to remain unaltered.

Logo File Formats

CAETS logos are provided in multiple formats to support a variety of applications. Use the recommended file type to ensure the best quality and performance. EPS files are ideal for high-resolution print materials and projects that require the logo to be scaled from very small to very large sizes without losing quality. PNG files are best suited for digital applications, presentations, and designs requiring a transparent background. JPG files are recommended for digital documents and web use when a white background is acceptable and file size efficiency is important.

Tagline Color Logo Options



Logo files available for download are shown in the Resources section of this guide.

Logo Usage

The CAETS logos are the primary visual representation of the organization's brand and should be used consistently across all communications. Use only official logo files to ensure correct typography, proportions, and spacing are maintained. Approved logo lockups must remain unaltered; logos must not be skewed, angled, stretched, or otherwise distorted in any way. Maintain a minimum clear space around the CAETS logo to preserve its visual impact.

Co-Branding

If the CAETS logo appears alongside partner or affiliated organization logos, it should be given equal respect and visual clarity. Maintain consistent spacing between logos and ensure all marks are visually balanced and legible.

D.2.2 Related Visual Assets

Additional Visual Assets, also available for download via the Resources section of this guide, include page and profile banners and profile photos as shown below.

CAETS Organization Page Banner - Primary Logo



CAETS Personal Profile Banner



CAETS Organization Profile Photos





D.2.3 Color Palette

PRIMARY		SECONDARY
CAETS BLUE	**BLACK**	**CAETS TURQUOISE**
RGB: 14/77/150	**RGB: 0/0/0**	**RGB: 53/213/228**
HEX: 0E4D96	**HEX: 000000**	**HEX: 35D5E4**
CMYK: 94/49/0/41	**CMYK: 0/0/0/100**	**CMYK: 75/0/15/0**

D.2.4 Typography and Layout

Typography and layout must support clarity, readability, accessibility, visual consistency, and effective use across digital and print formats. Typography must establish a clear visual hierarchy among titles, headings, body text, captions, tables, callouts, and other publication elements. Layout should provide sufficient white space, avoid unnecessary visual complexity, and support comfortable reading on common digital devices as well as in print.

Currently used fonts include Times New Roman, Arial, and Montserrat as standard typefaces. Times New Roman and Arial are the primary typefaces for publications and communications. Montserrat is reserved for the CAETS logo and select brand assets.

Downloadable fonts are provided under Visual Identity Standards in the Resources section of this Guide.

Times New Roman

Regular - Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bold - Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Italic - Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Arial

Regular - Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bold - Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Italic - Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Montserrat

Regular - Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bold - Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Italic - Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

In support of CAETS intent to migrate its publication processes and standards to support multilingual access and translation, CAETS fonts will also migrate as indicated in D.3.2.

D.3 Multilingual and Translation Ready

D.3.1 Writing for Translation Readiness[6]

Writing for translation readiness is consistent with guidance already established in CAETS Editorial Standards. But typography and layout also are critical, particularly if automated tools are used to assist with the translation.

Writing for Translation Readiness

Use clear and simple language
Be consistent with terminology
Avoid ambiguity
Keep sentences short
Be mindful of tone and style
Watch out for cultural references
Use standard date, time, and number formats

D.3.2 Typography & Layout for Translation Readiness

Automated translation tools are increasingly available for a wide array of languages. Such tools are often embedded in websites to make them more accessible to international audiences; CAETS next-generation website will support increasing multilingual access capabilities. Similarly, online translation tools that can be used to translate individual documents are already widely available, although the fidelity varies.

There are, however, steps that CAETS must take to prepare both its website and its publications for better results when translated—whether by a human, or an automated system (with human verification in some cases). Two addressable problem areas are typography and layouts. Fonts may appear to break if the original typeface cannot display the target language, or when the font is unavailable on the system opening the file and not embedded in the file itself. Further, the font may be working correctly but the translation takes up more space than the original text, creating layout issues. Many commonly available fonts do not effectively support the wide array of languages represented by CAETS member academies.

Adobe Source Sans 3 and Source Serif 4 are open source, style-linked fonts that are a part of the Adobe Fonts library and designed for use in Microsoft Word when installed on a system. They are available under an open-source license and support a wide array of languages. **CAETS publications will migrate to Source Sans 3 and Source Serif 4 as its principal typefaces for CAETS publications as part of our ongoing effort to deliver translation-ready communications. Script-appropriate members of the Source family will be used where needed to support multilingual publication.**

D.4 Digital Publication and Accessibility

D.4.1 Digital-First Publication

CAETS publications will be developed for digital use as the primary mode of access while remaining suitable for printing when needed. Digital publications must use appropriate document structure and navigation and preserve text quality, links, graphics, and metadata needed to support effective access, discovery, accessibility, translation, and reuse.

Structured source files and associated publication assets will be retained as part of the CAETS Institutional Archive rather than treating the final PDF as the only enduring form of the work.

D.4.2 Accessibility

CAETS digital publications should support accessibility for users of assistive technologies and alternative modes of access. Document structure, reading order, headings, tables, links, images, and other content

[6] Oluwafemi, Michael (2025). Writing for Translation: 9 Tips for Global-Ready Content. EC Innovations. (online). Accessed 18 August 2026. https://www.ecinnovations.com/blog/writing-for-translation

elements must be prepared so that information is not dependent solely on its visual presentation. The content should support screen reader navigation, text-to-speech, or other nonvisual formats. Headings, lists, and links should be properly structured for assistive technologies. When possible, users should be enabled to make visual adjustments such as font size, typeface, line height, or colors to increase accessibility.

D.5 Publication Rights, Copyright and Licensing



CAETS-authored publications and Companion Deliverables will be published under the Creative Commons Attribution 4.0 International license (CC BY 4.0), unless explicitly waived by the Secretariat. This license enables reusers to distribute, remix, adapt, and build upon the material in any medium or format, so long as attribution is given to CAETS.

Use of third-party copyrighted material will be minimized through CAETS-generated visuals and avoidance of quotations. Where such material is essential, applicable permission, licensing, and attribution requirements must be identified and satisfied before publication. **Third-party material not covered by the CAETS Creative Commons license must be clearly identified as an exception to the license.**

Reference E. Quick Reference Guide to Using ISO 690

ISO 690 was published by the International Organization for Standardization and defines how to structure bibliographic references in professional documents. In English-speaking contexts, this standard is less dominant, but it is gaining recognition in international publications.

An updated standard was released in 2021, which extends the guidelines for citing electronic resources and includes guidelines for using persistent identifiers, permalinks and Web archives.

The information below supports use of this standard in CAETS professional publications.

In-text Citation vs. Reference List

- In-text citation: A short reference placed directly in the body of text which points the reader to a specific source
- Reference List: The full bibliographic description of the source, generally placed at the end of the work

ISO permits two citation systems; either may be used but must be used consistently throughout the publication.

- Number System: In the text, you place a number in square brackets: [1] or [1, p. 23]. Entries in the reference list are numbered in the order they first appear in the text.
- Name-Date System (Harvard Style): In the text you place the author's surname and year in parentheses: (Smith, 2024) or (Smith, 2024, p. 23). Entries in the reference list are arranged alphabetically by the first author's surname.

Reference Examples taken from the ISO Online Browsing Platform (ISO 690:2021(en), Information and documentation — Guidelines for bibliographic references and citations to information resources)

[32] International DOI Foundation, DOI Handbook. Online. © 2006 Available from: https://doi.org/10.1000/186 [viewed 2019-08-13].

[33] JONES, S.M., H. Van de SOMPEL, H. SHANKAR, M. KLEIN, R. TOBIN and C. GROVER. *Scholarly Context Adrift: Three out of Four URI References Lead to Changed Content*. Online. PLoS ONE, vol. 11(2016), no. 12. E0167475. Available from: https://doi.org/10.1371/journal.pone.0167475 [viewed 2019-08-13]

[38] WREN, J.D. *URL decay in MEDLINE – a 4-year follow-up study*. Online. Bioinformatics, vol. 24 no. 11, pp. 1381-1385. Available from: https://doi.org/10.1108/10662249810217867 [viewed 2019-08-13].

[39] ZITTRAIN, Jonathan, Kendra ALBERT and Lawrence LESSIG. *Perma: Scoping and Addressing the Problem of Link and Reference Rot in Legal Citations.* Online. Harvard Law Review Forum, Mar 17, 2014. Available from: https://harvardlawreview.org/2014/03/perma-scoping-and-addressing-the-problem-of-link-and-reference-rot-in-legal-citations/ [viewed 2019-08-13].

[40] *ALWD Guide to Legal Citation.* Online. Association of Legal Writing Directors. 2019. Available from: https://www.alwd.org/about-guide [viewed 2019-08-13]

Downloadable Resources

1.	**Planning a Knowledge Initiative**	Foundational Publication Planning Checklist [*Includes requirements for Board Approval*]
1.1	Identify the Global Challenge	
1.2	Establish Leadership & Expertise	
1.3	Check for Conflicts of Interest	Conflict of Interest Disclosure & Disposition
1.4	Establish Scope of Knowledge Initiative	
1.5	Identify Primary Audience & Objectives	Audience Planning Form
1.6	Design the Publication Architecture	
1.7	Prepare the Statement of Task	Statement of Task Template
2.	**Board Approval (Governance Gate)**	
3.	**Build the Foundational Publication**	Publication Standards Checklist Visual Asset Downloads
3.1	Choose the Publication Type	Publication Structure templates (Technical Report, White Paper, Position Paper, Policy Paper, Policy Brief)
3.1.1	Consider Companion Deliverables	
3.2	Write for the Primary Audience	Publication Standards Checklist
3.3	Build a Coherent Narrative	
3.4	Findings, Conclusions & Recommendations	
3.5	Design for Future Amplification	
3.6	Technical Integrity & Knowledge Traceability	
3.7	Pre-Publication Check	Publication Standards Checklist
4.	**Review and Endorsement**	
4.1	Technical Review	Technical Review Checklist
4.1.1	Preparing for Independent Technical Review	
4.1.2	Managing & Documenting Review Comments	Technical Review Disposition Form
4.1.3	Submission to the Secretariat	
4.2	Communications Review	Publication Standards Checklist
4.2.1	Managing and Reviewing Review Comments	Communications Review Disposition Form
4.2.2	Publication Readiness	
4.3	Council Review & Endorsement	Member Academy Review Form
4.3.1	Soliciting Member Academy Reviews	
4.3.2	Responding to Member Academy Reviews	Member Academy Review Disposition Form

Downloadable Resources

4.4	Document Authors, Reviewers, Contributors	
4.5	Submit for Publication & Release	
5.	Develop Companion Deliverables	Companion Deliverable Planning Checklist
5.1	Identify the Foundational Publication	
5.2	Identify Priority Audiences & Objectives	
5.3	Adapt the Authoritative Knowledge	
5.4	Pre-Publication Check	Publication Standards Checklist
5.5	Technical Integrity & Knowledge Traceability Review	Technical Integrity & Knowledge Traceability Checklist
5.6	Communications Review	Publication Standards Checklist
5.7	Submit for Publication & Release	Communications Review Disposition
6.	Publication & Release	Publication Release Checklist (includes DOI)
6.1	Preparing the Final Publication Record	Publication Page Template
6.2	Persistent Identification	
6.3	Controlled Publication Record	Controlled Publication Record Template
6.4	Distribution to Primary & Priority Audiences	
6.5	Dissemination via Knowledge Platform	
6.6	Dissemination via Zenodo	
6.7	Institutional Archive	
7.	Managing and Evolving a Knowledge Portfolio	
7.1	Adding Companion Deliverables after Publication	
7.2	Updating or Replacing Deliverables	
7.3	Five-Year Portfolio Currency Review	5-Year Currency Review template
7.4	Learning and Experimentation	Guide-User Feedback

Not yet completed