

Red Brick Style Guide

About Red Brick:

Red Brick blog was founded in 2010 by Steve Hilditch and Tony Clements, and since 2022 has been officially owned by Labour Housing Group (LHG), a society within the Labour Party. Red Brick's Editor is recruited from members of the LHG Executive Committee, elected on a two-year basis.

Our writers include Members of Parliament, Prospective Parliamentary Candidates, council leaders, and academics across the Labour movement, and we are pleased to be at the forefront of the housing debate within the Labour Party.

While Labour-facing, writing for or reading Red Brick is by no means exclusive to Labour Party members, and a range of policy experts, campaigners, journalists and charity sector leaders have contributed over the years.

About the editorial process:

As of March 2024, we publish one blog piece a week, with the potential for busier period around major events in housing and politics.

Prospective articles are looked over by the Red Brick editor, before being circulated for optional comments by the broader editorial board. The role of the editorial board is to ensure that nothing is published which is factually incorrect, or which might be construed as inflammatory or damaging to the reputation of Red Brick or Labour Housing Group.

We will aim to respond swiftly and give a clear idea of the state of the article in our editorial pipeline, including giving notice for when pieces will be published.

Style guide:

Please note throughout the writing process that we will publish in English (UK), and may edit any text inconsistent with this.

Abbreviations and acronyms: Please bear in mind that Red Brick's audience is diverse in knowledge and interests – some have been in the housing sector for decades and others are just getting started. If there are any acronyms which you would like to use, please spell it out in full first, followed by brackets:

e.g.: Labour Housing Group (LHG)

However, please feel free to use commonly used acronyms, such as 'MP', 'GP', or 'USA' – without spelling them out first.

Attribution: Please aim to attribute any knowledge which is not commonly known, or when reporting statistics. Do this by a hyperlink in your article text, which will be carried into the

main blog. Source from reputable news sources, and when facts are disputable, please refer to your source in the article text.

e.g. 109,000 households are currently in temporary accommodation, according to the [Department for Levelling Up, Housing and Communities \(DLUHC\)](#).

Capitalisation:

Broadly speaking, avoid capitalisation when necessary, if in doubt please apply the rule of using upper case letters for individual titles (such as for job titles, organisations, named buildings) and lower case for more general concepts

e.g. 1 The Prime Minister Keir Starmer

e.g. 2 The record of the last three prime ministers.

Please note as a part of this broader point, that ‘government’ should only be capitalised in relation to specific governments (e.g. ‘the 1997 Labour Government’ or ‘the Conservative Government’), rather than to the machine of state in general.

Hyperlinks: Please submit an article with hyperlinks already embedded in the text. Please do not use footnotes unless absolutely necessary.

Images: As part of the editing process we are happy to provide an image for your article. We have to use images that are both royalty and copyright free. The owner allows them to be used for non-commercial or indeed all purposes in return for an attribution.

If you would like to supply an image, we would be more than happy to use it. This can either be:

- An image which is your intellectual property (e.g. you took it or produced it yourself).
- An image which you have someone else’s permission to use. If so please attach proof of permission with your article.
- An image from a copyright and royalty free website. Please submit this with a URL to the original image, so that we can verify our right to use it.

Images with strong, sharp colours work best and where there is a choice we prefer images of 1024 pixels resolution.

Inclusive language: As a rule of thumb, focus on people. Talk about young people, older/elderly people and people with mental health conditions or disabilities – not e.g. ‘the young’ etc

Avoid terms that ignore the existence of women (e.g. chair not chairman, police officer and firefighter rather than policeman and fireman, staff or people rather than manpower).

Don’t use ‘he or she’, ‘he/she’, ‘(s)he’; or ‘he’ to cover people of all genders) – them is preferable.

Italics and full caps:

Use italics for the titles of publications (you don't need quotation marks), titles of reports, books, newspapers, periodicals, radio programmes and ships.

Don't use italics for the titles of journal articles or chapters within a book – these all need single quotation marks and initial capitals.

Don't use italics for quotations – large chunks of italicised text are hard to read. It's usual practice to italicise foreign words, unless they're very common in English (like *ad hoc* or *café*).

Avoid using italics or full-caps for emphasis, except where absolutely necessary.

Word count:

Any news articles (factual and descriptive pieces detailing current events in housing) should be between 500 and 750 words.

Any opinion pieces should be between 600 and 900 words.

Any interview pieces should be between 600 and 1,000 words.

If your article looks to be longer than the maximum length, please get in contact with the Editor and we can work together to either trim the piece or accept a longer version.