



ACC Guide Editorial Guidelines For Authors and Sponsors

Thank you for sponsoring and authoring an ACC Guide (formerly known as an InfoPAK) We ask that you please adhere to the following editorial guidelines on content, structure/format, and style. If you have any questions, please contact the ACC's Legal Resources Department at +1.202.293.4103 x456, email: legalresources@acc.com.

I. CONTENT GUIDELINES

ACC Guides provide in-depth, practical information for in-house counsel. While ACC does not require general counsel to author ACC Guides, we will ensure that the Guides adequately reflect the in-house counsel perspective and the issues most relevant to their practice. As such, we encourage you to include in-house counsel in your Guide drafting process; however, ACC will, when deemed necessary, also involve the relevant in-house practice groups (Networks) for review and feedback during various stages of the Guide's development in order to ensure that the content is adequately tailored to their specific needs.

Again, please keep in mind that your audience is in-house counsel, so providing relevant content for this profession is imperative. Guides are unlike traditional legal journal articles in that its focus is to provide comprehensive, and highly practical information on a particular subject. Please consider the following as you begin developing content:

- Always emphasize the practical and highlight the novel;
- Use simple, clear, concise, and assertive language;
- List key practical takeaways along with your comprehensive research: according to the subject matter
- Try to provide tips about regulatory, administrative or business processes;
- State the jurisdictions the Guide refers to in the title and throughout the body of content; and
- Define next steps to succeed once relevant information is explained

We also highly encourage you to consider increasing the practical nature of the content by using charts, graphs, and other pictorial additions/graphics, and the inclusion of sample forms, checklists, company policies, term glossaries, memorandum, and other documents in the Appendix/Sample Forms section of the Guide. Authors may redact identifying information on graphics and documents to retain anonymity or you may request ACC to redact this information. Please note that ACC will insert alt text into graphs/pictorial charts for readers with visual disabilities.

To the extent possible, please cite content to either external sources or ACC legal resources (see Section V for citation formats). Please use endnotes. Non-use of citations, especially where the content addresses controversial subject matter or asserts non-established claims, may undermine the credibility of the material, the author, or ACC.

Please note that although the Guides are a deep-dive into specific subject matter, the focus should be to provide digestible practical use information for the reader. Subsequently, sections within the Guide need to have clear, concise titles and 2-3 bullet points (an executive summary) that clearly state the major points of each following section.

Selling or promoting a particular product or service, particularly the sponsor's own product/service, is prohibited.

II. GUIDELINES ON MACRO-STRUCTURE

All ACC Guides must contain the following elements, and these elements should always be placed in the below order:

1. Cover Page
2. Title Page/Overview (please include jurisdiction)
3. Table of Contents
4. Body (including executive summaries/bullet points for each section)
5. About the Author(s)
6. Additional Resources
7. Sample Forms, required Glossary of terms
8. Endnotes

Note: We will email you a complete sample Guide upon request.

A. Cover Page

The cover page will contain your logo (preferably in color). Please submit this graphic as a jpeg file.

B. Title Page/Overview

The title page contains a 1–2 paragraph “overview” of the Guide, along with a paragraph that identifies the sponsor and the sponsor's URL. This overview is typically used by ACC as the Guide description on the ACC website and is used to promote the Guide across various media, so we encourage you to consider the overview's future uses when drafting it.

C. Table of Contents

Please include a table of contents page. As you edit/add to your Guide, please continuously update the ToC with its corresponding pages. Please do not add your own jump links as ACC staff will review for accuracy (and update if need be) and add the jump links in the final stages of publishing.

D. Body

The body of the Guide should be in block paragraphs. There should not be any indents at the beginning of the paragraphs, and each paragraph should be separated by two full spaces. Please DO NOT justify any of the text.

The body should be organized following the outline form with appropriate headers, as detailed in Section III(A) of this document.

E. Author Attribution

Credit to the author(s) will be provided as follows: The cover page contains the sponsor's color logo. The title page contains a sentence that acknowledges the firm as the creator of the Guide and will also list the firm's website and reference the "About the Author" page for additional information. All other information about the firm and the individual author(s) should appear only in the "About the Author" section.

F. About the Author

Information about the firm and/or the individual author(s) should appear only in the "About the Author" section, which you must limit to one (1) full page (one side of a page, not front and back). You can utilize this section to describe the Firm/Company as a whole, describe particular practice areas/groups, list accolades or awards of the firm, and/or provide biographies on individual contributors. You can include logos and/or professional pictures and hyperlinks to additional information, as well. ACC strives to provide our Sponsors with as much leeway as possible in creating/designing this page.

G. Additional Resources

List your resources in a separate section with a space between each resource. Please separate ACC-specific resources from any other resources.

H. Sample Documents

Any sample documents that you can include in the Guide will typically make the Guide much more useful and valuable to readers. Consider including such documents as:

- Sample Forms
- Checklists
- Company Policies
- Term Glossaries
- Memorandum

I. Endnotes

Endnotes must be created automatically (do not enter endnotes manually), should not appear as footnotes (should not appear at the bottom of each page of text) and should follow the BlueBook for citation format.

III. GUIDELINES ON MICROSTRUCTURE

A. Sections and Sub-Sections within the Body

Please structure sections and sub-sections in the body in accordance with the following structure. Before each Section, please insert 2 to 3 bullet points that encapsulates the following content. This allows readers to digest the information faster:

- I. Section
- II. Section
 - A. Sub-section
 - B. Sub-section
 - i. Sub-section
 - ii. Sub-section
 - 1. Sub-section
 - 2. Sub-section

In structuring the body, please do not indent beyond the fourth tier. Within the (1.) Sub-section, information can be further offset using bullet points. If you have a sub-list from a bulleted list, use the open circle bullet for the sub-list (use the closed circle for the primary bulleted lists).

B. Internal Structuring of Content

In order to ensure that the content is accessible to readers, authors are recommended to implement the following structure in each paragraph:

1. A **topic sentence** that summarizes the theme and main arguments/points/ principles of the paragraph;
2. **Discussion** of this content in greater detail; and/or
3. **Detailed examples** relating to the topic, accompanied, if necessary, by a description of how they relate.

The following are examples of paragraphs crafted in accordance with this structure:

*A general counsel can employ several methods to assess the legal needs of the client organization (**Topic Sentence**). One simple and direct way of accomplishing this entails communicating directly with management and to*

*ascertain what tasks it needs to have handled. Alternatively, a general counsel can defer to outside counsel who have previously worked with the client organization and gain an understanding of what they consider to be the legal issues requiring attention (**Detailed Discussion**).*

*Moreover, once a general counsel develops a better understanding of the respective industries his or her client organization is involved in, he or she will be better-equipped to identify legal needs (**Topic Sentence**). For example, having served as general counsel for several companies within the tech industry, Ms. Valentine knows that some of the most pressing tasks to be undertaken by the first general counsel of a tech company include “determining the strength of the company’s patent portfolio, if licenses exist for all third party code, and how strong the financial organization is in terms of its oversight of the sales function” (**Detailed Examples**).*

In addition, adherence to the following writing conventions will ensure that the structure is effective and appealing to readership:

- **Convey your message.** Each section, sub-section and paragraph within a section or sub-section should convey a single, distinct message relating to the overall theme. For example, if the topic sentence of a paragraph addresses the costs and benefits of a particular technology, the ensuing paragraphs should not necessarily address the historical development of the technology or the proportion of users to non-users of the technology.
- **Details over generalities.** General statements such as “There are a lot of challenges,” “There are many ways to do this,” or “This is important” are, in and of themselves, not useful to readers. They are adequate as topic sentences, but require further elaboration.

C. Lists

Lists of bullet-points or checkmarks are appropriate and advisable where the inclusion of multiple clauses within the body of a paragraph would be unwieldy and difficult to follow for the reader. Offsetting such clauses in a bullet-point format enables the reader to quickly understand the content of a particular section, sub-section or paragraph.

When creating such a list, please use the automatic formatting function to create a bulleted list. A list should only be numbered if the text refers to specific numbered provisions. Please use proper punctuation (comma, semicolon, or period) in your lists.

In addition, bullet-points on a single list should be grammatically consistent. The following is an example of a list with grammatically consistent points:

- Designating...
- Appointing...
- Instituting...
- Developing...

IV. GUIDELINES ON WRITING CONVENTIONS

Compliance with the following writing conventions will ensure a higher degree of accessibility for readers and will reduce the time required for editing.

A. Transition Words

Transitions from one theme to another can throw readers off if they are not accompanied by specific language signaling these transitions. Such signal words include:

- **Words signaling further explanation**—Furthermore, moreover, in addition, also
- **Words signaling contrast**—However, nevertheless, on the other hand, notwithstanding, in contrast
- **Words signaling comparison**—Likewise, similarly
- **Words signaling summarization**—In summary, thus, therefore, accordingly

B. Active Voice

Authors should use the active voice, rather than the passive voice, wherever possible in order to avoid unnecessary convolution.

C. Third Person Perspective

To the extent possible, please create the content using the third person perspective. Because the second person perspective is more colloquial and may not take into account unanticipated readers of the content, the use of the third person is more appropriate. For example, authors should replace “You will encounter many challenges” with “A general counsel will encounter many challenges.”

If authors do decide to write in the second person perspective, they should consistently use this perspective throughout all of the content so as to avoid confusion.

D. Commas

ACC uses serial commas; place a comma between every item in a series of three or more items.

E. Common Mistakes to Avoid

- **Subject/verb Agreement.** Please be aware of the singular or plural nature of the following words.
 - **Company**—singular, *e.g., its* (NOT *their*) employees.
 - **Counsel**—singular and plural, *e.g., the general counsel is; the general counsel are* (not the general counsels are)

- **Gerund Agreement in Series.** As with bullet-points, it is important that word endings in series are consistent, e.g., “A general counsel is responsible for designating..., appointing..., instituting..., developing...” (NOT “A general counsel is responsible for designating..., appointing..., institution of..., development of....”)
- **Capitalization.** Please do not capitalize the word *counsel*, as it is not a proper noun.

V. GUIDELINES ON FORMATTING

A. Citation Style

ACC Guides use *The Blue Book: A Uniform System of Citation* (20th ed.) for citations. Some helpful hints for citations:

- Include information for the reader to verify the substantive statement;
- Avoid string citations;
- Cite directly to the text;
- Use endnotes not footnotes;
- Italicize case names;
- Do not italicize URL addresses in citations;
- Give URL addresses for materials found on the Internet;
- Spell out acronyms for first use, then can abbreviate throughout the Guide
- Always provide a citation for content originating from an external source; and
- Punctuate each citation with a period.

B. Endnotes

Please automatically generate the endnotes.

C. Document Format

Once the draft is finalized, ACC will submit the content to a formatter to input the content into a Template that applies specific, established styles throughout the document. For this reason, please do not use specialized styles or special formatting in the draft, because these will be replaced when we apply our Template and the process is more difficult when you use special styles.

D. Page Length

Guides vary in page length, but are typically between 50 to 80 pages (including both content and sample resources). We ask that it not be shorter than 35 pages and should not exceed 150 pages.

E. Page Numbers

Please do not cross-reference page numbers or citations anywhere in the Guide. Page numbers can change throughout the production process. Instead, refer to the appropriate section (level within the outline) of the document.

F. Titles

Every word should be capitalized in a title except for articles, conjunctions, and prepositions.

G. Reprint Permission

It is the author's responsibility to obtain ACC's permission to reprint the Guide. The author must also provide ACC with any written permission needed to reproduce material used in the Guide.

VI. GUIDELINES ON DRAFT SUBMISSION

Upon submission of a first complete draft to ACC, your project manager should review it for structure, content, and format of the draft. The project manager should then submit the draft to ACC members for their review of the Guide's content, accuracy, organization, and utility. Within a few weeks of submission, ACC will provide feedback on the draft.

Once you submit the final draft to ACC, it will undergo a series of reviews, including editing and formatting, as necessary. It is then converted into ACC's Guide template. In order to streamline this process, we request you provide us with a complete product.

When submitting your final draft, please remember to do the following:

- Send the final draft in Word format;
- Obtain any written permission required to reproduce material in the Guide;
- Submit all graphics as a PDF or jpeg file (300 dpi);
- Provide a color graphic of your logo as an eps, a tiff, or a jpeg file (300 dpi);
- Email all documents electronically

Thank you! We look forward to working with you!