THE ARENA

Editorial Guidelines

Our objective: The Arena is a community and platform that aims to support, elevate and inspire young creatives.

Content objectives: Our content falls into three main categories:

- [In The Arena with…](#) - Interviews with inspiring creatives, inspirational businesses and forward-thinking brands

- [How to](#) - Highlighting the things we wish we'd known sooner, jargon-busting and providing industry insight, step by step.

- [Opinion](#) - Discussing industry issues, trends and debating the hot topics

When writing around industry issues, we always try to conclude with a call-to-arms, offering a potential solution. If there are no concrete solutions, then the aim is to open up the conversation to those who might have the answers. Where possible, we provide constructive and practical advice, that's both accessible and trusted.

Our audience:

- Students, recent graduates or young professionals
- Studying or working in the creative industries (art, design, photography, illustration, film, music, communications)
- Based in or from the UK, but ever-expanding through our social platforms
- They come to The Arena for honest and digestible advice, relatable and inspirational stories and a community of supporting and uplifting creatives.

The process:

If you have an idea for an article, please send us a proposal with a theme, title ideas and a few key points to outline the content. From this, we can ensure it fits for our platform.

Once the subject has been approved, we ask that all articles are between 750 - 1,500 words and sent with a short bio (max 100 words), preferred pronouns, headshot and social handles.

Tone of voice: Relatable, honest, personal, chatty, informal and using only essential jargon and role-specific terminology.

Image formats:

If you would like to provide supporting imagery, please provide attribution details for each image and size them following the spec below:

- JPEGs / PNGs: Minimum 2000px wide.
- GIFs (max 1000px wide, no larger than 10MB)
- Background colours: Please avoid white backgrounds as they create awkward spacing between text and image, especially for thumbnail images, other than that, anything goes!