

WhiteBoard Style Guide for contributors

Headings and Tables/Charts

- Article headings may not use colon (:) and should preferably be within 6-8 words.
- Sentence case, with no full stop at end of the sentence
- For author name in byline, do not use “by” (by Gowhar Rizvi) or any honorific
- Figures/charts numbered consecutively, with full stop after the number (Table 1.)
- Use capitals to refer to a table/figure in a text (e.g. see Table 4)
- Use the word ‘Chart’ not ‘Figure’.
- For a source, use as follows (normal, no full stop): Source: UNDP (2012), EU (2018)

Spelling

- UK spelling unless specified otherwise, e.g. organisation, realise, recognised, adviser, programme, colour, favourite, etc.

Acronyms

- Avoid if possible; if used more than once, define the acronym in the first instance and then use the acronym thereafter, e.g. gross domestic product (GDP), mutually assured destruction (MAD) and most favoured nation (MFN)
- Use acronym with ‘the’ only if the organisation is used to this: e.g. the WTO, the OECD; but UNESCO, UNDP, WHO, NATO
- Use small g for government but big G for Government of the United Kingdom

Capitalisation

- Use capitalisation as little as possible
- Organisation names to be capitalised, e.g. the UK Department of Youth Development
- Programme and project titles use capitals, with no quotation marks, e.g. South Asia Food Markets Programme
- Capitalise job titles where the name is there, e.g. Sabbir Bin Shams, Executive Director
- Publication titles (within text) in capitals, no quotation marks (The Bottom Billion)
- North/South/East/West in capitals for named regions or countries, e.g. South Asia (otherwise lower case, e.g. the evaluation was conducted in the south of the country)
- Northwest London, Southeast Asia, etc.

- Key treaties, laws, etc. to be capitalised, e.g. the Maastricht Treaty

Numbering and Signs

- Within text: one to nine in words, 10 upwards in numerals. Do not mix the two in a sentence; if you start in words, write the next in words (e.g. There were five men and nineteen women)
- Commas to separate groups of thousands: 1,000.
- Only single digit after decimal, e.g. 8.6 not 8.64
- 1 million (not 1m or 1,000,000).
- Numerals and % symbol to be used in both text and tables (e.g. 10%, not ten percent). No space before %, for percentages of less than 1 use a dot after the 0 (e.g. 0.58%)
- No superscript, e.g. 11th, not 11th
- Date in UK style, e.g. 1 February 2015
- Ranges to use n line, not hyphen 2010–2015, and to include the full number on either side
- Currencies—acronyms before amount, then space (e.g. EUR 2,000, not €, and USD 2,000, not \$, and BDT 2,000, not ট of Tk./Taka).
- 43 km (with space and in singular unit)
- Fiscal Year should be used as 2017–2018.
- Number system unite should be in western system, i.e. million, billion, etc. Avoid lakh, crore, wherever possible.
- Conversion to US dollars (USD) for monetary numbers is preferred.

Lists

- Use a numbered list (on separate lines and tabbed) when reference is made to the actual number of items (e.g. ‘There are five components in the programme: 1. xxx; 2. xxx etc.)
- Use a bulleted list otherwise
- Start lists with capitals
- Full stops at end of list items that are complete sentences
- Semi-colons at end of list items that are not complete sentences
- ‘Balance’ list items grammatically: if most begin with a gerund or infinitive, for example, the others should follow this
- Numbered lists within text should have bracket: 1) xxx; 2) xxx; and 3) xxx

Punctuation

- Comma and full stop inside of quotation marks
- No comma after e.g./i.e.
- Single quotation marks and double only for quotes within quotes

- When highlighting particular terms or phrases for emphasis, use single quotation marks, e.g. ‘an intervention logic’
- Not serial/Oxford comma (e.g. apples, pear and oranges – no comma before and)
- N lines, not hyphens, to span calendar years or page ranges 95–112 (not 95-112)
- Single space at end of sentences
- Superscript footnote markers should follow punctuation, and preferably be placed at the end of a sentence after the full stop
- No space either side of /
- Tab at the beginning of every paragraph

Style

- Try to be clear, try to avoid passives, keep your sentences shorter if possible, avoid unnecessary words
- Hemmingway style of writing is to be used as reference: short and layman-simple language
- Once an idea is mentioned in any part of the article, it should not be repeated. Mention an issue only once
- Encouraged to use sub-headings
- Use transition words
- Avoid disclaimers and caveats
- When using institution’s name, technical terms or sector-specific words, explain them

Sentences and paras

- Passive voices can be no more the 10% of the writeup
- Each line should be less than 20 words
- Each para should be less than 150 words
- Each subheading should have less than 400 words

References

- No references method is suggested. The editorial has no academic referencing policy.
- In sentence referencing is encouraged like: According to a 2017 UNHCR report titled "Rohingya Settlement Services in the Kutupalong Camp"...
- In exceptional cases, if refencing is needed, please communicate with the Editorial for guidance.

Bios

- Use the in-house bio style and format: simple short sentences, no adjectives, specific information, and avoid transition words. Avoid generalized-descriptive

sentences, like “Joe Stiglitz advices many international organizations on development issues”