CCD Collaborative
Cash Delivery
Network

CCD STYLE GUIDE
FOR PUBLICATIONS AND PRESENTATIONS

- *New Hart's Rules* is the primary style guide with the *Harvard Referencing Style* for citations, references, and footnotes.
- CCD brand guidelines

WORDS, PHRASES, AND GRAMMAR

➤ about/approximately/around

- Use about, approximately, and around only with estimated or rounded figures. Don't use "some" in place of these words.

➤ Acronyms and abbreviations

- Try to avoid using acronyms (NGO, FSP, CVA). Some people may not be familiar with the terms and it makes it clunky to read.

- However, if you need to use them due to space restrictions, repetitiveness, etc. all acronyms/abbreviations should be spelled out in full the first time you use it. Include the acronym in parentheses immediately after the spelled-out term, and then refer to terms by their acronym/abbreviation thereafter. Do not use full stops between letters in acronyms.

➤ Global north/south or Third World

Use "developed countries/world", "developing countries", or "emerging economies" instead.

➤ Impact

Do not use "impact" as a verb. Use "have an impact on" or an alternate verb.

➤ Numbers

- Ages: Always use figures for people and animals. For inanimates, spell out numbers between 1 and 9, and use figures for 10 and up.

Example of how to express age ranges:

The cash programming will benefit dozens of students ages 6 to 18.

- Million: Always use numerals with million or billion, unless the number begins a sentence. Do not use abbreviations for million (e.g. Mio). If you must use an abbreviation, use a capital M or B following the number.

Example:

We received US$12M in funding from ECHO.

- Measurements: Use figures for all dimensions, distances of 10 and above, measures of 10 and above, proportions, recipes, sizes, temperatures, and weights.

- Use commas without spaces to separate numbers greater than 999 (e.g. 3,400,000).

VOICE

CCD's verbal identity is how we use language to express our network's brand. It is more than what we look like. It's also what we say and how we say it. Our words should be as distinctive and consistent as our logo, colours, typography, and photography. All of our communications, both written and oral, should bear a likeness.

➤ Brand messaging

- Our spirit of collaboration comes from the belief that we can achieve more together than we can alone. We need to reflect our transparency by being forthcoming about not only our achievements and goals, but also our challenges.

- Use CCD not "The CCD" or "the CCD's" (e.g. CCD Ethiopia is working on …), unless, for example, you're referring to "the" [CCD] in-country network or "the [CCD] approach".

- CCD should be referred to in the singular.

- Always use "CCD Network" or "the network", not platform.

- Use "Response Builder", not "the Response Builder" or "ResponseBuilder". Refer to it as a "tool" or a "product" developed by CCD.

➢ Clarity

- Remember you are writing for an international audience and not everyone is a native English speaker.

- Don't be vague. Say exactly what you mean with direct, everyday language. Use short sentences and avoid complex or technical terms/jargon that people might not understand. (Resource).

- Don't use idioms.

- Don't use verbs that end with prepositions (i.e. "phrasal verbs") if there is an alternative verb that can be used instead as the meaning doesn't always translate.

- ❏ meet, not "meet up" or "catch up"
- ❏ tolerate, not "to put up with"
- ❏ stand, not "get up"
- ❏ review or examine, not "look over"
- ❏ survive, not "get by"
- ❏ malfunction, not "break down"
- ❏ explode, not "blow up"
- ❏ other examples: "look up", "look out", "break in", "check out", "check up on", "run over", "run down", "shake up", "shake down", "blow over", "blow out", "blow off", "blow away"

- Be dynamic. Avoid using the passive voice; use active voice when at all possible.

Example of passive voice:

CCD Network's members *have established* norms of collaboration across the CVA value chain and *have been looking for ways to increase* opportunities to work together.

Example of active voice:

CCD partners *work together to establish* collaboration norms across their local CVA value chain and *increase* opportunities for partnering.

- Show impact rather than simply listing the features of our work; highlight its benefits – for those who donate and those who receive.

- Avoid the use of second person pronouns 'you' and first person pronouns 'I' and 'we' in formal reports (i.e. refer to CCD in the third person). In presentations, the more informal first and second person can be used.

CAPITALISATION, SPELLING, PUNCTUATION, AND FORMATTING

➢ Capitalisation

- Capitalisation should only be used for proper nouns.

- CCD's preferred style is sentence capitalisation (only capitalise the first letter of the first word). Title caps should not be used for emphasis.

- When using a colon within a title, always use a capital following the colon.

Example:

Stage 1: Identification

- Please see the separate section on capitalisation for specific examples.

- As per CCD branding guidelines, all caps should be used for headings and subheadings (see the title of this document as an example).

- ❏ Create and use styles for levels of headings that are clear and consistent.
- ❏ Do not use colons at the end of headings.
- ❏ If needed, identify levels of heading by inserting '[LX]' after each heading, where 'X' is the level (1, 2, etc.).

➢ Spelling

- Use global (British) English:

- ❏ -ize → -ise (organize → organise)
- ❏ -ization → -isation (organization → organisation)
- ❏ -or → -our (color → colour)
- ❏ -er → -re (center → centre)
- ❏ -am → -amme (program → programme)

- Use the '%' sign, even in running text (rather than per cent or percent).

- See *New Hart's Rules* for additional UK spelling differences.

- Please see the separate section on spelling for specific examples.

➢ Formatting

- Per branding guidelines, in documents (e.g. reports, Word docs, etc.), headlines and subheadings should be left aligned - not centred.

- Do not indent the first line of paragraphs; instead use paragraph breaks/line spaces.

> ➢ Periods

After the first mention of a person's full name, use Mr/Mrs/Ms (with no period) and their last name for subsequent mentions.

> ➢ Ampersand

Avoid using an "&" in a sentence or headline to replace the conjunction "and", unless it is part of a proper name.

> ➢ Bullet lists

- Use capital letters to start each bullet and full terminal punctuation at the end of each bullet if they are complete sentences.

Example:

Stage 1: Identification

- Humanitarian actors working in the cash value chain can explore whether there is an interest by other organisations and agencies in the country to set up a CCD.
- The global CCD network or its members raise an interest in establishing a network between their national offices and other actors and agencies.
- A donor requests a collaborative operational model between organisations in a country via a member of the global CCD network or by connecting directly with CCD.

- If the bullet points are not complete sentences, don't use a period at the end of the bullets except for the final bullet point. Don't use "and" or "or" at the end of the preceding bullet points. Do not capitalise the sentence fragments for these bullet points (unless they are proper nouns).

Example:

CCD is committed to:

- localising aid and dramatically scaling up the use of cash programming in humanitarian operations
- prioritising digital payments and access to financial services to promote financial inclusion
- fundamentally changing the way CVA is delivered
- helping build a humanitarian system ready for the ever-changing challenges.

> ➢ Currency

All monetary figures should have their currency identified (e.g. US$100, €2.5, £8).

> ➢ Dates

Dates should be styled (DD/MM/YYYY) or 18 May 2019 (no commas), and decades as the nineties or the 2010s without an apostrophe.

> ➢ Dashes

- Use an en dash (–) rather than an em dash (—) or a hyphen (-) in running text. Add a space before and after the en dash.

- Also use the en dash for number and date ranges (e.g. 18 – 22 May 2019).

> ➢ Ranges

In formal reports, do not use dashes to indicate length or amount; use *from/to* or *between/and*.

Example:

The event will be held from 18 to 22 May 2019.

> ➢ Ellipsis

- An ellipsis should be treated as a three-letter word in running text: three periods with a space before and after it.

Example:

[Steering Committee members will be represented by the Country Director or their designee, it will be made up of # members, meetings will take place on a ... basis; and decisions will be made on consensus/majority vote, etc.]

- Punctuation goes before or after the ellipses depending on what is being elided (e.g. if an ellipsis ends a sentence then it should be followed by a period (a four-dot ellipsis).

Example:

"The practice was not abandoned ...."

- Any complete sentence resulting from omissions should be capitalised, whether or not it was capitalised in the original.

- Whenever possible, avoid automatic ellipsis formatting (which collapses the three dots into a single character)

- Do not use an ellipsis after "etc.".

➢ Hyphenation

- Compound modifiers that follow a noun do not need hyphens: *the story is well known*

- A compound expression preceding the noun is hyphenated when it forms a unit modifying the noun: *a well-known story*

- See *New Hart's* for further instruction.

➢ Colon

Colons should directly follow the term they are preceding and be followed by a space.

Example:

the noun: *a well-known story*

➢ Italics

- Use italics for titles of published works and for foreign words or phrases that are not immediately recognisable to the average English speaker.

- Avoid using italics for emphasis or quoted text.

➢ Latin phrases

- Write "e.g." (for example) and "i.e." (that is) in lowercase roman with two points and no spaces. Do not use a comma following these abbreviations; a comma, colon or dash should normally precede them.

- "etc." written in lowercase roman with a full point; it is preceded by a comma if it follows more than one listed item. Do not use an ellipsis after "etc.".

- See *New Hart's* for further information.

➢ Quotation marks

- Use double quotation marks with single quotes for quotes within quotes and double again for quotes within quotes within quotes.

- Quotes of more than 40 words should be "displayed" (i.e. presented as indented text). Displayed (block) quotations do not have quotation marks, unless there is a quotation within the displayed quote.

- Final punctuation should be within quotation marks if a complete sentence is quoted. Final punctuation will be outside quotation marks if the quotation forms only part of a sentence in your running text.

- Do not use italics to indicate quotations.

➢ Sentence spacing

Only use one space (not two) between sentences.

➢ Serial (Oxford) comma

Use the serial comma always.

Examples:

CCD is more of a commitment to a horizontal way of working and works in three dimensions (strategic, technical, and operational) globally and nationally

This material will be useful for senior leaders, international headquarters, national and regional staff, and technical experts.

➢ Underlining

Avoid using underlining, unless it is a link to a document or website or you need it to denote a subheading.

DOCUMENTS (REPORTS, PPTS, ETC.)

➢ Font

- Running text should be no smaller than 11pt.

- Use an inclusive, readable font (sans serifs), the following are preferred:

❏ Lato
❏ Tahoma
❏ Verdana
❏ Palatino Linotype
❏ Helvetica Neue

- Don't use more than 3 different fonts in any given document or design (preferably just one for headings and one for body copy).

➢ Layout

- Preferred margin size is "narrow" (i.e. .5 all around).

- Use A4 paper size (8.27" x 11.69").

- Use the black and white CCD logo (for non-colour printed docs).

- CCD logo (if not a co-branded document) should be top and centred.

➢ Safeguarding

- Use a child's first name only. Do not disclose any personal information or specific locations.

- If a child can be identified by a parent's full name, only use the adult's first name.

REFERENCES

➢ Hyperlinks

- If it is an informal report, rather than using citations, footnotes, or endnotes, you can hyperlink words to website URLs. But avoid using the URL itself in the text as it can be quite long.

➢ Citations

- If an author is named in the text, cite a reference in the body of your text by enclosing the year of publication of the relevant work in parentheses after the author's last name.

Example:

According to OCHA (2019), approximately 100M people received humanitarian aid in 2018.

If you are using more than one resource by the same author that was published within the same year, then differentiate between the two in your footnotes/endnotes and note the same in your citation.

Example:

According to OCHA (2019a), approximately 100M people received humanitarian aid in 2018.

If it is a quote, idea, principle, etc. which is included in the text, but you haven't named the author(s), use parentheses to enclose the last name and year beside the relevant piece of text. If you are referring to a particular part of a work, give the associated page number(s).

Examples:

Shorter quotations do not need to be indented but "are denoted by the use of double quotation marks" (Russell, 1993, p11).

Two or three authors: (Gerndt and Kranzlmuller, 2006) (Smith, Lee and Brown, 2007)

More than three authors: (Hein et al., 2005)

Unknown author: (Anon, 2007)

No author: (use part of the title, date)

Using some work as representative: (e.g. Dreyfus, 1991; Schmid and Henningson, 2001)

➢ Footnotes

- Footnotes are preferred to endnotes, but endnotes may be used in certain cases (particularly long research reports with many citations).

- All footnotes should begin with a capital letter and end with a period.

- A superscript number denoting the footnote goes *outside* of any punctuation.

Example:

Social protection is increasingly entering the humanitarian conversation as a potentially faster, more efficient way to deliver assistance in certain contexts.[1]

- Include the following information in a consistent order (N.B. Please use Harvard Style for footnote/reference/citation information. However, as long as the following information is presented in a format that is consistent throughout the document, any style is fine):

❏ the author's complete last name and first name or first initial
❏ the year of publication
❏ the name of the book or magazine/journal (in italics); the article name in single quotes
❏ the name of the publisher and the city of publication, if available. Don't include country of publication unless it isn't obvious to general reader. (For example, New York: Random House not New York, United States: Random House; however, Palo Alto, United States: Space Age Publishing)
❏ the page numbers (if applicable)
❏ the date accessed (if an online source).
❏ the URL, if available. The URL should enable readers to find the source material easily. A reference to a website's home or search page is often sufficient. When the source cannot easily be located from that page, a complete URL directing readers to the specific page or document on the website should be given.
❏ Other information as necessary (e.g. journal's volume and issue number).

- Please refer to *Harvard Referencing Style* for further guidance.

➢ **Book**

Author's last name, First initial(s). (year of publication) *Title of Book*, City of publication: Publisher.

Examples:

Silyn-Roberts, H. (2000) *Writing for science and engineering: Papers, presentations and reports*, Oxford: Butterworth-Heinemann.

McRoberts, K. (1997) *Misconceiving Canada*, Toronto: OUP.·

➢ **Book chapter or section from edited book**

Chapter author's last name, First initial(s). (year of publication) Title of Chapter. IN: Editor's last name, First initial(s). (Ed(s)) *Title of book*, City of publication: Publisher. ppPage numbers as appropriate.

Example:

Hancock, W.T. (2003) The principles of cell signalling. IN: Kumar, S. & Bentley, P.J. (Eds.) *On growth, form and computer*, London: Elsevier Academic Press, pp64-81.

➢ **Conference proceedings**

Editor's last name, First initial(s) (Ed(s)) (year of publication) *Title of Conference (to include conference's date and/or location)*. Place of publication: Publisher.

Example:

Gerndt, M. & Kranzlmuller, D. (Eds) (2006) *High Performance Computing and Communications. Second International Conference, HPCC 2006. 13-15 Sept. 2006. Munich, Germany. Proceedings (Lecture Notes in Computer Science Vol.4208).* Berlin: Springer.

➢ **Conference paper**

Author's last name, First initial(s). (year of publication) Title of Paper. IN: Editor's last name, First initial(s) (Ed(s)) *Title of Conference (to include conference's date and/or location),* ppPage(s) of contribution, Place of publication: Publisher.

Example:

Raghavan, P. (2004) Advanced algorithms and software components for scientific computing: an introduction. IN: Dongarra, J., Madsen, K. & Wasniewski, J. (Eds.) *Applied Parallel Computing. State of the Art in Scientific Computing. 7th International Workshop, PARA 2004. 20-23 June 2004. Lyngby, Denmark. Revised Selected Papers (Lecture Notes in Computer Science Vol. 3732),* pp590-592, Berlin: Germany, Springer-Verlag.

➢ **Journal article**

Author's last name, First initial(s). (year of publication) Article title. *Title of journal*. Volume (issue), ppPage numbers of article.

Example:

Hein, J., Reid, F., Smith, L., Bush, I., Guest, M. & Sherwood, P. (2005) On the performance of molecular dynamics applications on current high-end systems. *Philosophical Transactions of the Royal Society London, Series A (Mathematical, Physical and Engineering Sciences),* 363, pp1987-1998.

N.B. journal abbreviations – if you need to find a full journal title from its standard abbreviation or vice versa, try one of the journal abbreviation tools in a relevant bibliographic database, see http://www.ed.ac.uk/is/databases-subjects

➢ **Report**

Author's last name, First initial(s). (year of publication) *Title of the report*. Name of organisation publishing the report. Report number: number of report.

Examples:

Amnesty International (1995) *Prisoners Without a Voice: Asylum Seekers in the United Kingdom.*

Cuevas-Parra, P. & Tisdall, E.K.M. (2019) *Child-led research: From participating in research to leading it.* World Vision International.

Henty, D. (1995) *Craft Performance Optimisation,* T3D In-Depth Support Team, Edinburgh Parallel Computing Centre, University of Edinburgh. Report number: EPCC-TR95-04.

➢ **Webpage**

Author's last name, First initial(s). (year of publication if available) *Title of webpage* [online]. Place of publication, Publisher (if available). Available from: URL [Accessed date].

Example:

Active Learning Network for Accountability and Performance in Humanitarian Action [online]. Available from: <http://www.alnap.org/about> [Accessed 25/11/2019].

MEMBER ORGANISATIONS

- Avoid abbreviating Mercy Corps - if absolutely necessary, use MC never Mercy.

- Spell out World Vision unless it is part of a country office name (e.g. WV Ethiopia). If you must abbreviate the organisation's name after spelling it out, then use WVI when it stands alone. World Vision is always singular.

TERMS

Some commonly confused terms and phrases include the following:

- complement versus compliment
  - complement (v. and n.) to add something to (in a way that enhances or improves it) – e.g. CCD seeks to complement, not duplicate, ECWG's coordination work.
  - compliment (v. and n.) an expression of praise or admiration – e.g. CCD complimented ECWG on their outstanding work.

CAPITALISATION

- For inclusive, easier reading, use lower case as often as possible and do not capitalise the first letter of words for emphasis.

- Lowercase a person's title that follows the name; capitalise titles that come before names.

- Anchor
- cash working group / working group
- Collaboration Manager
- Collaboration Unit
- coronavirus
- COVID-19
- Gifts-in-Kind (GIK) when capitalised in a heading - lowercase in running text
- Governance Framework
- Internet, intranet
- Member States
- Memorandum of Understanding
- Roadmap
- Secretary-General (UN)
- social protection
- Steering Committee
- social protection
- US$xxx,xxx (no space in between US$ and number)

- network (unless it's part of the formal CCD name, then CCD Network)
- government (unless referring to a specific one, then "the Ethiopian Government")

SPELLING

Use global (British) English. Some specific relevant terms or phrases include:

- afterwards
- amongst
- backwards
- capacity building (n.), capacity-building (adj.) (e.g. capacity-building activities)
- catalogue
- centred
- cooperate/cooperation
- coordinate/coordination
- CVA (cash and voucher assistance)
- database
- data sharing (n.), data-sharing (adj.) (e.g. The teams are working on data sharing. They formalised a data-sharing agreement.)
- decision maker (n.), decision-making (n. & adj.)
- disaster response (adj. – not hyphenated)
- favour
- Food and Agriculture Organization
- fulfil
- focussed
- gifts-in-kind
- health care (n) / health-care (adj)
- interoperability
- labour
- learnings (as the plural of learning)
- micro: (compound forms are generally closed)
- modelling
- multilateral
- multipurpose cash assistance
- non-governmental organisation (if abbreviate, use international NGO, not INGO)
- ongoing
- policymaker
- programme
- psychosocial
- setup not set-up
- s/he not he/she
- start-up
- toolkits
- towards
- well-being
- workstream

WEBSITE

➢ Font

[L1] MONTSERRAT LIGHT 36 PT

[L2] MONTSERRAT LIGHT 24 PT

[L3] **MONTSERRAT REGULAR 18 PT**

[L4] **MONTSERRAT REGULAR 18 PT**

[running text] Montserrat Regular 18 PT

[footnote/caption] Montserrat Regular 12 PT

➢ Layout

- Alternating strips of dark grey and light grey.

- 40 pt between top and bottom of dark grey strip.

- 40 pt between sections in the same strip.

- 10 pt between header and sub-heading or text.

- 20 pt on left or right from page boundary so text does not butt up against the edges on smaller screens' view.

- Light grey strips have multi-coloured lines (from branding documents) at the top left and bottom right of the strip. Header text should align with the line's box. Footer line box should align with the bottom of the textbox. Following dark grey strip should start at the bottom of the footer line box.

- First box on any page should be dark grey.

- Use columns as much as possible (especially in long blocks of text) to make it easier to read.