

# English Style Guide for hbs Hong Kong

**1 Sep 2021**

## Overall style

British English throughout.

## Headings

Upper case for first letter of all main words. E.g. In Memory of **Heinrich Böll**.

## References

Academic bibliography should be kept to a minimum (see last section of Editorial Guidelines for Perspectives Asia in separate file). If such items have to be used, use Chicago author-date citation style.

[https://www.chicagomanualofstyle.org/tools\\_citationguide/citation-guide-2.html](https://www.chicagomanualofstyle.org/tools_citationguide/citation-guide-2.html)

## Ampersand

No use of ampersand (&) except in an official company name or title.

## Currencies

USD or EUR, not US\$ or €.

Use 10 cents when only cents involved but USD 1.20 for larger sums.

Convert the currency amount for readers in each instance, using slightly rounded figures i.e. THB 4,800 (USD 150).

For currencies other than USD, EUR or GBP, spell out the currency name on first reference followed by the symbol in parentheses. Then use the symbol on subsequent references.

E.g. Chinese yuan (CNY) 10,000 ... CNY 4,500 [Use CNY instead of RMB]

E.g. Myanmar kyat (MMK) 10,000 ... MMK 4,500

See this list for currency acronyms and abbreviations used in the global financial

system: <https://www.easymarkets.com/int/learn-centre/discover-trading/currency-acronyms-and-abbreviations/>

## Dashes

En dash separated by one white space on both sides ( – ).

## Dates

Use day, month written out and year in that order without punctuation. E.g. 2 January 1898

Avoid superscripts for 19<sup>th</sup> century, 20<sup>th</sup> century, etc, use instead 19th and 20th

Use 1950s, 1960s for decades without punctuation and in full. Not 60s or 1960's.

For timespan, use 1950 to 1970 but on timeline section labels use 1940-1945.

## Events

Use 1988 Seoul Summer Olympics, 2010 Pakistan Floods with upper case first letters for main words.

## Heinrich Böll Stiftung

For initials, use hbs in small letters. No capitals, no full-stops, no quotations.

### Honorifics

No use of punctuation for titles such as Mr, Ms, Dr, Prof, etc

### Initials in names

No full-stops between letters but one white space e.g. Chandrasekhara Venkata Raman → C V Raman, unless full-stops are used in official names of foundations and companies.

### Languages other than English

Leave one English blank before and after the text string. E.g. Word word word 亞洲文字 word word word.

### Locations

*China*: Use mainland China, not Chinese mainland or Mainland China.

*Hong Kong / Macau*: Use "territory" or "city" depending on the context.

*Taiwan*: Use "territory", not "country".

*UK*: Early historical context i.e. 19th century, use Britain. Contemporary context, use United Kingdom for first mention and UK for subsequent references on the same panel.

### Person's Names in East Asian languages (e.g. Chinese, Japanese, Korean)

Family name first, followed by first name. e.g. Abe Shinzo, Sun Yat-sen, Shin Kyung-sook.

### Newspaper, film, book and report titles

Italicise newspaper, journal, magazine, film and book titles but not official reports. Upper case for first letter of each main word of title. Same for reports.

### Numbers

Write out numbers one to nine and use numerals for 10 upwards, except for quoted extracts from an official document that originally uses a different style, e.g. "Blk 3", "eleven o'clock", or when numbers appear at the start of the sentence, e.g. "Twenty-one people were awarded medals for bravery..."

### Pandemic

Use Coronacrisis for the social episode; Covid-19 for the disease; coronavirus for the virus; and allow other flexible forms depending on the context.

### Percentages

Use the symbol %, not per cent or percent, to save space.

### Plurals/singular

For buildings in the plural form e.g. Philippine Military Academy barracks, use singular verb.

### Quotations

Introduce direct quotations using colon not comma.

Finish full sentence quotation with full stop inside close quote marks if no subsequent attribution (i.e. he said, she said). If there is attribution, then use comma ahead of close quote marks e.g. "... to finish the sentence," he said.

For partial quotes, punctuation should be outside the close quote marks. e.g. He said that his first job had been an “unforgettable experience filled with exciting moments”.

Use quotation marks around newspaper headlines.

#### Site names

No quotation marks around individual buildings or site names.

#### Tenses

Can be varied rather than a uniform consistency in areas where this will improve the viewer/visitor experience e.g. the use present tense for timelines, which brings immediacy to past events and is a well-accepted convention, the use of present or past tense for picture captions depending on the context.