

CEIAS Style Guide

1. Use of American English, not British English
2. Use Oxford comma (so “this, that, and they.”)
3. For shorter analysis pieces, hyperlink citations. For longer policy papers and similar output, provide endnotes in Chicago style.
4. For short analysis, provide 1-2 sentence “lead” that provides synopsis of the article.
5. Include a short bio and photograph of yourself if a guest contributor.
6. Use the percent symbol (10%, not 10 percent)
7. Dates are with “rd” or “th”. (“October 12th” or “October 3rd”.)
8. Currency preferred in euros (€10, not EUR10). If value in Euros isn’t available, write as “\$” for US dollars or three-digit symbol for unusual currencies (“LAK10”, for Laotian kip).
9. Currency in millions or billions written as “€10 million” or “€10 billion”. Lesser values in full (“€500,000”)
10. Spell out numbers below ten and use numerals for 10 and above. Exception in ages standing alone after a name (“Tom, 5, has two siblings”)
11. Use metric, not imperial (hectares, not acres; meters, not feet; kilometers, not miles)
12. Quotations in double marks not single (“xx”, not ‘xx’). Do not italicize quotations.
13. Capital letters for organizations and institutions, but not people’s positions. (“David Hutt, research fellow at the Central European Institute of Asian Studies”)
14. Positions change whether written before or after name, and in context of whether “the” is used. (“the Chinese president, Xi Jinping, arrived in...” or “Chinese President Xi Jinping arrived in...” or “Xi Jinping, the Chinese president, arrived in...”)
15. Do not use “Mr” for surnames, but “Dr” if necessary. Military positions to be shortened (“Lt Gen” for lieutenant general).
16. A person was in a “former” position if time is not specified or unrelated to action taking place. If the former position is related to time of action then use “then-” position.
17. Acronyms and abbreviations. Unless an abbreviation is so familiar that it is used more often than the full form (“EU” or “IMF”), write the words in full on first appearance. After the first mention, use abbreviation. For acronyms, spell them in capitals (“ASEAN” not “Asean”). Use semi-regular acronyms without full form only after

context is established (“the PRC” if the article is obviously about China.) Political parties always need to be written out in full and then abbreviated (“the Chinese Communist Party (CCP)”)

18. Use brackets “()” when making an aside or to break up sentence, rather than dashes “-”
19. For Westerners, use last names after they have been identified in full. For people of other nationalities, use the singular name as usual in the country. For Chinese, “Xi” for “Xi Jinping”, or for Vietnamese, “Trong” for “Nguyen Phu Trong”. Spell out the entire name after first use if unsure.
20. Always provide a name if a position is given.
21. No full stops for titles (“Dr Jones”)
22. Italicize non-English words, unless foreign words are in common usage in English (such as chateau, cafe).
23. Timing are not comma-ed at the beginning of sentences, but asides are (“Last year there was a...” and “Furthermore, there was a...”).
24. Apostrophe for omissions are acceptable (“it’s” for “it is”)
25. When using commas, make sure the sentence would make sense without the words in between them. (eg. “he went to Prague and, then, to Brno”, not “he went to Prague, and then, to Brno”).
26. Use commas for introducing quotations. (As Deng Xiaoping said, “Bide your time...”).
27. Quotations longer than four sentences should be indented and italicized.
28. Hyphenated words are down to editors choice (“nongovernmental organization” and “sub-national”).