Department of Agriculture
PHILIPPINE RURAL DEVELOPMENT PROJECT
National Project Coordination Office
4th Floor New DA-PCAF Building, Elliptical Road, Diliman
Quezon City, Philippines 1100

PRDP Style Guide | December 2016 Edition

Introduction

This style guide serves as the official reference of the Information, Advocacy, Communication and Education (InfoACE) Units of the Philippine Rural Development Project (PRDP) for formatting, style, grammar and usage consistency in all its information, education and communication (IEC), and advocacy materials. Other components and units are also encouraged to use this guide.

This is a working document and the NPCO-InfoACE Unit shall lead in its updating and recirculation. All InfoACE Units in cluster Project Support Offices (PSOs) and Regional Project Coordination Offices (RPCOs) will be required to use this edition and succeeding editions of this style guide.

PSO and RPCO InfoACE Units are encouraged to coordinate with the NPCO-InfoACE Unit for clarifications or suggestions as these will be documented and may be integrated in the updating of this guide.

The NPCO-InfoACE Unit expects that this style guide will help PRDP staff working on IEC and advocacy to produce quality outputs that are grammatical, clutter-free and consistent.

The style guide has three parts: (1) the General Guidelines, (2) the Formatting Style and (3) the Grammar, Usage and Writing Style.

A. General Guidelines

The PRDP produces IEC and advocacy materials for its stakeholders to understand and appreciate the Project and its good practices. These materials are essential to motivate participation of and support from its stakeholders for greater project impact and sustainability. The Project has a wide diversity of stakeholders—from farmers and fishers, to the academe and civil society, and to local government units and the World Bank.

It is then vital that PRDP personnel who produce IEC and advocacy materials be mindful not only of the objectives, intended audience and key messages of materials, but of the quality of these materials in terms of style consistency.

In close coordination with other units and components, the InfoACE Units then are expected to craft materials that project high standards on content and style, consistent with the reputation of the Project as a hub of innovations and a platform for modern agri-fisheries development and rural development in general.

This style guide contains instructions that broadly aim to achieve the *ABCs* of producing quality materials—accuracy, brevity and clarity. It encourages personnel to check outputs if these are consistent with the standards set in this guide.

Hence, with reference to this guide and working as teams, it entails that writers, editors, graphic artists and every personnel involved in the production of IEC materials consistently practice the *3 R's* in ensuring quality of outputs—rewriting, revising and reshaping.

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Likewise, as general reference, the NPCO InfoACE Unit recommends the following ten keys to a clear and graceful style by Joseph M. Williams[1]:

1. **The key to a thoughtful style:** Write from the point of view of your readers; they probably know less than you do about what you are asking them to read, so you must be clearer than you think you have to be.
2. **The key to correct style:** Write not as the grammarians say you must, but as writers you admire actually do.
3. **The first key to a clear style:** Put your important characters in subjects, and to the degree you can, make those subjects short, specific and concrete.
4. **The second key to a clear style:** Join those subjects to verbs that express specific actions.
5. **The keys to a cohesive and coherent style:** Begin sentences with information familiar to your readers, end them with information that is new and unpredictable. In a series of several sentences, focus on their subjects on a consistent set of concepts.
6. **The key to an emphatic style:** End your sentences on your rhetorically most salient, most powerful, most grammatically heavy words.
7. **The key to a pointed style:** Cut, cut again, then cut once more.
8. **They key to a shapely style:** Get to the verb in the main clause quickly by keeping introductory phrases and subjects short, by avoiding interrupting elements between the subject and verb. Extend the sentence by tacking one subordinate clause on to another, but with running modifiers and coordinated constructions.
9. **The key to elegant style:** Write clearly, create balanced and parallel phrases and clauses after the subject; make those phrases and clauses echo one another's sounds, structures and ideas.
10. **They key to an ethical style:** Write to others as you would have others write to you.

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[1] Joseph M. Williams, *Style: Ten Lessons in Clarity and Grace*, 6th ed. (New York: Addison Wesley Longman, 2000).

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B. Formatting Style

Logo	The logo should be included in all IEC and advocacy materials. Use only the image with highest resolution. Ensure that the logo is proportionally scaled to original dimensions when enlarged or reduced. The logo should not appear stretched or shrunk. For shirts, the logo may be printed/embroidered on the upper left front part, on the right sleeve, or below the nape/collar area. For tarpaulin posters, the logo should be placed on the upper left portion, or on the upper right portion if PRDP is only a supporting entity. Use the CMYK color for printed materials and RGB for digital/online materials.
Bulleted and Numbered Lists	Generally, in running text, an introductory clause (punctuated with a colon) should precede a bulleted list, where the list will be the clause to complete the sentence. An item in a bulleted list should start in small letter, unless it is a proper noun or a capitalized abbreviation. Place semicolon after a bullet entry, except for the last entry, which should be punctuated by a period. Add *and* after the semicolon for the item preceding the last entry. *The PRDP has the following components:* • *Investments in AFMP Planning at the Local and National Levels (I-PLAN);* • *Intensified Building-Up of Infrastructure and Logistics for Development (I-BUILD);* • *Investments for Rural Enterprises and Agricultural and Fisheries Productivity (I-REAP);* **and** • *Project Implementation Support (I-SUPPORT).* For IEC materials that require text to be abridged, the abovementioned rules may be disregarded.

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	PRDP Components • *I-PLAN (local and national level planning)* • *I-BUILD (infrastructure development)* • *I-REAP (enterprise development)* • *I-SUPPORT (project implementation support)*
Photo Captions	Photo captions should follow this structure: • Title – Two to four words that provide a brief, relevant and catchy description of the photo; Use title case and bold font • First clause – Who/what is in the photograph and what is happening (use present tense) • Second clause – Location and/or date of the scene • Second sentence – Context of the scene (use past tense, if applicable) As much as possible, limit captions to two concise sentences. Identify persons from the most to the least important (in the context of the scene, i.e., who does the highlighted action). If the actors are of equal importance, then identify them from left to right. Add a short title before the main caption to catch the attention of readers. Limit title to four words, including articles and conjunctions. Indicate name of photographer after the caption following the rules on bylines in Part C of this guide. *See **Bylines** in Part C.*
Fonts	The default body typeface is ***Proxima Nova***. The default header typeface is ***Futura Book***. The default PRDP header typeface is ***Gill Sans MT***. Use a maximum of three typefaces if additional typefaces are to be used. Avoid numerous typefaces as this creates jarring effect. All typefaces should be easily readable. Do not use cartoonish typefaces. For formal documents, use font size 12 as much as possible. If font size has to be adjusted for the content to fit into page, the smallest size allowable is 11.

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	Verify that fonts are not too small to be read.
	Verify that fonts are presented in a typographic hierarchy (style, size, color, case, placement, spacing and alignment) that effectively gives the reader visual cues where to look and read, and in what sequence, thereby increasing comprehension and retention.
	Verify that the text is visible against any background colors or shaded areas.
	If the document is too heavy on text, use numbered or bulleted lists instead, as lists are easier to scan and digest.
	Use bold, italic, and other font effects sparingly, if use them at all. For example, italic text is often quite difficult to read on the screen, especially when it is used with certain fonts. Similarly, too much bold text detracts from the overall message of the text.
	Avoid using all-uppercase letters in titles. Use title case.
Tables and Figures	Tables refer to numerical values or text displayed in orderly columns and rows. Figures refer to graphs, flow charts, maps, drawings, photos and images used to complement text. Use only one theme/design for tables in a particular document. Always indicate number (Arabic) and title of figure or table following this format: *Figure X. Title of Figure* *Figure 1. Distribution of Portfolio Budget under I-BUILD Component* *Table X. Title of Table* *Table 1. Number of Approved VCAs per Cluster in 2014* *Italics for emphasis only. Do not italicize table/figure titles.*
Page Layout	Use A4 size of paper for all official correspondences. Follow standard margin measurements for formal documents such as letters and memoranda. If the text is still too long to fit into a single page even if the smallest allowable font is already used, use additional pages and retain the ideal font size (for formal documents).

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	Avoid tombstoning.
Spacing	Leading (vertical space), kerning (distance between letters) and tracking (spacing throughout a word) should be subtly adjusted so that the appearance of text would not be distracting to the reader.

Follow standard line spacing between elements in official documents, e.g., double space between the date and salutation in a letter.

Always add one space between two paragraphs. If this space has to be omitted, indent the first lines to mark beginning of new paragraph. |
| Indentation | First-line indentation to signal start of new paragraph may be omitted as a space between paragraphs is already required.

Indent and justify long quotations and extracts.

If first-line indentation is to be used to enable visual cue, it should be consistent throughout the material. |
| Drop Cap | Do not use drop caps in technical documents except in preliminary parts such as foreword and executive summary. Use it sparingly in other materials, except when its use would break monotony of a layout. |
| Typographic Alignment | Prefer the fully justified text alignment; however, use flush left alignment when loose lines that result from justification become too distracting.

Always use flush right for numbers in tables so that the decimal points will be aligned. |
| Graphics | Use the highest resolution possible for graphics.

Use the following color swatch:

Blue: #1b1464
Green: #009140
Yellow: #f1b428
Gray: #ebebeb

Other colors may be used as long as these visually complement the above color swatch.

Use the CMYK color for printed materials and RGB for digital/online materials. |

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Videos	Use 1080P resolution and 24 frames per second frame rate.
	Use the above color guide for graphic elements in videos.
	As much as possible, shorten video materials to suit target audience's attention span.
	Always provide English subtitles for international audiences, e.g., World Bank.
	Provide title and short description of videos uploaded on social media similar to captioning photos.

C. Writing Style, Grammar and Usage

A total of	Avoid using this phrase. Get to the point.
	*All right: The DA awarded **a total of P10 million-worth** of subprojects to the LGU.*
	*Better: The DA awarded **P10 million-worth** of subprojects to the LGU.*
a.m., p.m.	Prefer **a.m.** and **p.m.** over **am** and **pm**, **AM** and **PM**, and **A.M.** and **P.M.** There should be a space before **a.m.** and **p.m.**[2]
	*The Secretary arrived at **7:30 a.m.** in time for the press conference.*
Abbreviations: Punctuation and Coordinates	<u>Punctuation</u>
	Do not use periods in abbreviating the Philippine Rural Development Project, i.e., **P.R.D.P.**
	Do not use period in widely known abbreviations, e.g., **DA** (Department of Agriculture).
	Exemptions: **the U.S.; R.A.** *(Republic Act)*
	Punctuate academic degree abbreviations, e.g., **Ph.D., B.Sc.**
	Some contractions (omitted letters replaced by apostrophe) may not be ended with a period, e.g., nat'l (national) and dep't (department).
	<u>Coordinates</u>
	Abbreviate latitude and longitude only in tables and when used in technical papers/contexts. Write out in running text.

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[2] Merriam-Webster, *Manual for Writers and Editors* (Massachusetts: Merriam-Webster, Inc., 1998), 89.

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	In text: from *10°15' north latitude* to *10°20' south latitude* or *lat. 10°15'N* to *lat. 10°20'S*
	In table: *lat. 10°15'N*
	Add comma after *e.g.* and *i.e.* in running text.
	See *e.g. and i.e.*
	Do not add comma before the abbreviations *Jr.* and *Sr.*
	Juan dela Cruz Jr. not *Juan dela Cruz, Jr.*
	See **Acronyms, Initialisms**.
Abbreviations: PRDP Component/Unit Names	Use only the complete names for the components in technical documents and IEC materials introducing the project, not in news, feature and photo releases (non-technical materials). • For the *I-PLAN Component*, use *Local and National Level Planning Component* (instead of *Investments for AFMP Planning at the Local and National Levels*) • For the *I-BUILD Component*, use *Infrastructure Development Component* (instead of *Intensified Building-Up for Infrastructure and Logistics for Development*) • For the *I-REAP Component*, use *Enterprise Development Component* (instead of *Investments for Rural Enterprises and Agricultural and Fisheries Productivity*) For the I-SUPPORT Component, use *Project Implementation Support Component* both in technical and non-technical materials. Enclose abbreviation after the name of the component referred to. *The fisherfolk cooperative is assisted under the **Investments for Rural Enterprises and Agricultural and Fisheries Productivity (I-REAP) Component** of the PRDP. (For technical material)* *The fisherfolk cooperative is assisted under the **Enterprise Development (I-REAP) Component** of the PRDP. (For non-technical material)* *not* *The fisherfolk cooperative is assisted under the **Investments for Rural Enterprises and Agricultural and Fisheries Productivity Component (I-REAP)** of the PRDP.* See **Capitalization: Component/Unit Names**.

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About, Around	Do not use around as substitute for approximately. ✗ *The new irrigation system will benefit **around** 100 hectares of ricefields.* ✓ *The new irrigation system will benefit **about** 100 hectares of ricefields.*
Acronyms, Initialisms	Acronyms are abbreviations that are read as words, e.g., *NASA, PAGASA, PHIVOLCS*, while initialisms are abbreviations that are read by letter, e.g., *U.S., DA.* Generally, do not use **the** with acronyms *e.g.,* **SES (social and environmental safeguards), CAR (Cordillera Administrative Region).** Generally, use **the** before initialisms, *e.g., the* **PRDP, the NPCO, the the PSO, the RPCO, the PCIP.** However, there are instances that the article **the** may not be used with the initialism such as when the initialism is used as modifier. *Secretary Alcala showcased **PRDP innovations** being mainstreamed in the Department. (**PRDP** modifies **innovations.**)* The use of **the** can be worked out by expanding the initialism and checking if it sounds right in a full sentence. Adding or not adding **the** also depends on the context. **The value chain analyses** *are required to prepare Provincial Commodity Investment Plans.* **Value Chain Analyses** *are required to prepare Provincial Commodity Investment Plans.* *Therefore, prefer:* **VCAs** *are required to prepare PCIPs.*
Advance, Advanced	When used as adjective, ***advance*** means supplied beforehand. ***Advanced***, on the other hand, means ahead in development.
Advice, Advise	Advice is noun; advise is verb. *The technical consultants **advised** the Secretary to consider the World Bank's **advice**.*

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Agro, Agri	Generally, use *agro* when combined with other words, e.g., *agro-industry*, *agro-economics*, *agrochemicals*, *agroecology*, *agrotourism*, except *agri-fishery*[3].
	
	Use *agri* when abbreviating *agriculture* and not joined by other words.
	
	    Agri chief inaugurates 28-km Iloilo road project
	
	    World Bank-funded project boosts Bicol agri production

Already, All ready	*Already* means previously while *all ready* means prepared.
	
	    *The PRDP components **already** finished preparing the documents needed for the World Bank Mission.*
	
	    *The PRDP components are **all ready** for the World Bank Mission. (All the PRDP components are ready for the World Bank Mission.)*

Alright, All Right	Prefer *all right*. Alright is regarded as *informal*. All right is preferred by publications with high editorial standards.[4]

Altogether, All Together	Altogether means entirely while all together means collectively.
	
	    *The monitoring and evaluation team members were **altogether** tired after the ocular inspection.*
	
	    *The InfoACE unit staff prepared the report **all together**. (The InfoACE unit staff all prepared the report together.)*

Ampersand (&)	Do not use *&* in place of *and* in formal writing. *Exception: M&E; Santos, Cruz & Singson, Attorneys at Law* [5]
Appraise	*Appraise* means to assess the value or quality of something. It is interchangeably used with *apprise*, which means to inform someone. *The economics team **appraised** the monetary value of the forested land that will be affected by the project.*
ARMM	Use *Autonomous Region in Muslim Mindanao*, not *Autonomous Region of Muslim Mindanao*.

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[3] The World Bank's Project Appraisal Document for the PRDP uses *agri-fishery*.
[4] "All right vs. alright," Grammarist, accessed February 14, 2016, http://grammarist.com/usage/all-right-alright/.
[5] Merriam-Webster, *Manual for Writers and Editors* (Massachusetts: Merriam-Webster, Inc., 1998), 84.

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At	As preposition of time, use for specific designation of time. *The meeting was held **at** 3:00 p.m.* As preposition of place, use for specific addresses. *The meeting was held **at** the office of the deputy project director.* See **On, In**.
Audiovisual	Do not hyphenate, *i.e., **audio-visual***. Prefer ***audiovisual***.[6]
Avail	***Avail*** is always a reflexive verb; hence, it always takes the preposition ***of***. *Farmers could **avail** themselves **of** the services provided by the I-REAP subproject.* *The new facility offers opportunities for value-adding that rural women could **avail of**.*
Awareness	Always use ***of***, not ***on*** or ***about***. *The IP residents were given an overview of the project to increase their **awareness of** the benefits it would bring to their community.*
Between	Do not use ***in between*** to illustrate location of something. ✗ *An old bridge is located **in between** the two road segments connecting the two barangays.* ✓*An old bridge is located **between** the two road segments connecting the two barangays.*
Biannual, Biennial	*Biannual* and *biennial*, which are not hyphenated, mean happening every two years, or continuing or lasting for two years. However, *biannual* also means happening twice a year. Prefer the latter then to avoid confusion. See *Semiannual*.
Bicol or Bicol Region	Use alternatively/alternately with ***Region 5*** for variety. See ***Regional Names***.

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[6] Both Merriam-Webster (© 2016) and and Apple (© 2005–2 014) dictionaries list *audiovisual*.

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Borrowed English Words and Phrases	Italicize borrowed English words and phrases, especially if these may not familiar to most readers, e.g., *aere perennius*. Widely used loanwords may not be italicized, e.g., *ad hoc*.[7]
Boys and girls	Prefer children or schoolchildren if applicable. For variety, use girls and boys (take note: *girls* before *boys*). *Before, **schoolchildren** could not wear shoes going to school because of the muddy road.*

Brief, Briefer	If referring to a summary or synopsis (noun), use *brief*.
	
	    ✗ *The InfoACE unit provided a subproject **briefer** for the Secretary the day before he visited the site.*
	    ✓ *The InfoACE unit provided a subproject **brief** for the Secretary the day before he visited the site.*
	
	Brief is also used as verb, i.e., when someone has to give information or instructions to another person/s.
	
	    *The directors **brief** the Secretary on the proposed subproject.*
	
	Briefer is a person giving a brief. It is also the comparative degree of the adjective *brief* (superlative: *briefest*).

Buildup, Build-up	Prefer *build-up*.

Bylines	Put bylines at the end of the story with the following format (italics):
	
	(<First Name and Last Name of Author>, <DA-PRDP> <Office Level [+ name/number if applicable]> <Unit/Component>)
	
	For photo captions, use the following format: (<Photo by> <First Name and Last Name of Author>, <DA-PRDP> <Office Level [+ name/number if applicable]> <Unit/Component>)
	
	    For NPCO: *(Alladin Diega, DA-PRDP NPCO InfoACE Unit); (Photo by Kathrino Resurreccion, DA-PRDP NPCO InfoACE Unit)*
	
	    For PSO: *(September Macahilo, DA-PRDP PSO Visayas InfoACE Unit)*
	
	    For RPCO: *(Lawrence Bariring, DA-PRDP RPCO 4A InfoACE Unit)*
	
	Indicate middle initials if middle initials of all authors can be provided. Otherwise, omit middle initials for consistency.

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[7] Merriam-Webster, *Manual for Writers and Editors* (Massachusetts: Merriam-Webster, Inc., 1998), 54.

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	Omit *DA-PRDP* when used in internal materials such as newsletters.
	Use *DA-PRDP* only in external story releases.
	For rehashed stories, use the following format:
	(<First Name and Last Name of Original Author>, <Office Level [+ name/number if applicable]> <Unit/Component>) and <First Name and Last Name of Second Author*>, <DA-PRDP> <Office Level [+ name/number if applicable]> <Unit/Component>)
	For NPCO: (Annielyn Baleza, RPCO 5 InfoACE Unit and Alladin Diega, DA-PRDP NPCO InfoACE Unit)
	For PSO: (John Paul Cadiz, RPCO 6 InfoACE Unit and September Macahilo, DA-PRDP PSO Visayas InfoACE Unit)
	When names of authors are not provided, use the region or cluster name, e.g., *RPCO 2 InfoACE Unit or PSO Mindanao InfoACE Unit.*
	The second author is the person who rehashed the original article.
Cagayan Valley	Use alternatively/alternately with *Region 2* for variety.
	This should not be confused with *Cagayan*, which is a component province of the Cagayan Valley region and *Cagayan de Oro*, which is a city in the Region 10.
CALABARZON	Use alternatively/alternately with *Region 4A* for variety.
Can, Could	*Can*, a modal verb, is used to express ability or non-ability, and what is possible or impossible, i.e., *cannot*. *Could* (*could not*) is the past tense of can. These two, therefore, are not interchangeable.
	Permissions, instructions and requests expressed using *could* are also more polite than expressed using *can*.[8]
Cannot	Use *cannot*, not *can not*.
Capitalization: Academic Degrees	Do not capitalize specializations in academic degrees.
	He has a Ph.D. in *environmental management*.
	She is taking up her master's degree in *rural development*.
Capitalization: Component/Unit Names	Generally, capitalize component or unit names.

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[8] "can or could," British Council, accessed February 14, 2016, http://learnenglish.britishcouncil.org/en/english-grammar/verbs/modal-verbs/can-or-could.

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	The **Social and Environmental Safeguards (SES) Unit** of the Philippine Rural Development Project (PRDP) has assured that the IP community in the subproject site has been extensively consulted. Do not capitalize unit name when used as a general term. In strict observance of **social and environmental safeguards**, contractors have to abide by the standards set under the PRDP. The NPCO spearheaded the training on results-based **monitoring and evaluation**. The PRDP has encouraged municipal LGUs to submit proposals for **enterprise development** subprojects. See **Abbreviations: PRDP Component/Unit Names.**
Capitalization: Job Titles	Capitalize job titles that immediately come before a name. Generally, do not capitalize a title that comes after a name, when the title is used as mere part of descriptive phrase to identify a person rather than as part of the name itself[9], and especially in news stories released to the media. In internal communications and when referring to people working in the PRDP, job titles should be capitalized. **Governor** Alfredo Marañon led the inauguration of the new processing center. The **mayor** of Alicia town, Yashier Musa, assisted the monitoring team. Always capitalize high governmental titles even when used in place of the officials' names. **Secretary** Proceso Alcala attended the forum with fisherfolk associations. The **Secretary** endorsed the approval of the proposed fish landing facility.
Capitalization: Government and Political Bodies	Capitalize names of executive, legislative and judiciary bodies, except when these are used as adjectives. The **Senate** approved the bill.

[9] Merriam-Webster, *Manual for Writers and Editors* (Massachusetts: Merriam-Webster, Inc., 1998), 49.

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	*The geotagging expert attended the **senate** committee hearings.* *The **Department of Agriculture** has issued a memorandum incorporating geotagging in its regular programs.* *But:* *The **agriculture department** said in a statement that the agency has already issued the memorandum.* Capitalize ***department*** used in place of a full name only when it refers to itself. *This **Department** commits itself to rural development that is inclusive and sustainable.* *The **department** is committed to rural development that is inclusive and sustainable.* When used to describe more than one bodies, capitalize ***department*** only when it precedes the names of such bodies. Add comma after each body to avoid confusion. *The project promotes the convergence of the **Departments of Agriculture, Agrarian Reform, and Environment and Natural Resources**.* *The farmers lauded the joint statement from the **agriculture and agrarian reform departments**.*[10]
Capitalization: Law/Act	Do not capitalize when it is not used in the complete name of the law. *The **country's agriculture and fisheries modernization law** was passed in 2007.* *The project is implemented in support of the **Philippine Agriculture and Fisheries Modernization Act of 1997**.*
Capitalization: Technical terms/PRDP jargon	Capitalize technical terms or jargons only when used in titles, e.g., in figures or tables, or in a list of abbreviations. Do not capitalize in running text. *The **applied geotagging tool** (AGT) is now introduced to civil society organizations as a way for them to participate in subproject monitoring.*

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[10] Merriam-Webster, *Manual for Writers and Editors* (Massachusetts: Merriam-Webster, Inc., 1998), 41–43.

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	*The **grievance point person** gathered local concerns on the subproject implementation.*
Capitalization: Titles of subprojects	Capitalize name of a subproject only when referred to as a title (as what appears on the proposal). *The RPAB has approved the proposed **Blue Swimming Crab Production and Marketing** subproject in Tortosa, Manapla, Negros Occidental.* Do not capitalize name of a subproject when referred to as the nature of subproject. *The residents of Tortosa, Manapla, Negros Occidenta received the news that their proposed **blue swimming crab production and marketing** subproject has been approved by the RPAB.*
CAR, Cordillera Region, the Cordilleras	Use alternatively/alternately with ***Cordillera Administrative Region*** for variety.
Caraga	Use alternatively/alternately with ***Region 13*** for variety. Do not set in block uppercase, i.e., ***CARAGA***, as it is not an abbreviation. Also, do not confuse the ***Caraga Region*** with the municipality named ***Caraga*** in Davao Oriental.
Celsius, Fahrenheit	See ***Temperature***.
Central Luzon	Use alternatively/alternately with ***Region 3*** for variety.
Central Visayas	Use alternatively/alternately with ***Region 7*** for variety.
Chairman	Use ***chairperson*** or ***chair*** to be gender neutral.
Citation, Footnotes and Bibliography (or References List)	Prefer Chicago Manual of Style, 16th ed. in citing references. Prefer footnotes over endnotes for long technical manuscripts. Use ***Bibliography*** instead of ***References*** if the entries will contain reference materials not specifically cited in-text but only used for background reading of the author. Bibliographic information of a source already contained in the footnotes should no longer be included (duplicated) in the references list.

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Citizen's Monitoring, Citizens' Monitoring,	Use *Citizens' Monitoring* when referring to the tool, i.e., *Citizens' Monitoring Tool (CMT)*.[11]
Coop, Co-op	In headlines, prefer *co-op* so that it would not be confused with *coop* (cage for fowl). However, when not abbreviated, use *cooperative*, not *co-operative*.
Colloquialism	Avoid colloquialism, except when originally present in quoted material.
Commas (Serial/Oxford/Harvard)	Do not use serial/Oxford/Harvard comma in simple enumeration. *administration, finance and procurement* Use it in more complex enumeration. *social and environmental safeguards, and monitoring and evaluation* To avoid confusion in very long enumeration or series, prefer semicolon. *The Project seeks to increase by at least 5% per year real household annual incomes of farmer and fisherfolk beneficiaries; increase by 30% incomes of targeted beneficiaries involved in enterprise development; increase by 7% the value of annual marketed output; and by 20% the number of farmers and fisherfolk with improved access to DA services.*
Communication, Communications	*Communication* and *communications* should not be used interchangeably. The singular form, *communication*, usually refers to the process of communication, emphasizing its dialogical and analytical functions rather than its informative nature and media products. The plural form, *communications*, on the other hand, refers mainly to activities and products, including information technologies, media products, and services (the Internet, satellites, broadcasts, and so forth). The broader field of communication (spelled without an s) does not describe a single product, but a process and its related methods, techniques, and media.[12]
Compass Directions	Do not capitalize compass directions such as *northern*, *northeastern*, etc. [+ *Philippines* or name of island region] unless these are recognized as regions, e.g., *Western Visayas*.

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[11] "Citizens' Monitoring to Achieve Results," *The World Bank* video, 4:00, August 3, 2012, http://www.worldbank.org/en/news/video/2012/08/03/bangladesh-citizens-monitoring-achieve-results.
[12] Paolo Mefalopulos, *Development Communication Sourcebook* (Washington, DC: The World Bank, 2008), 1.

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	Exemption: *South Luzon* and *North Luzon* clusters as used in the PRDP *See **North Luzon, Northern Luzon (Cluster)**.*

Comprise, Compose	Use *comprise* when presenting the components of a whole. Use *compose* when presenting what components make up a whole.
	
	    *The PRDP's North Luzon Cluster **comprises** the regions of Ilocos, Cagayan Valley, Central Luzon and Cordillera.*
	
	    *The regions of MIMAROPA, CALABARZON and Bicol **compose** the PRDP's South Luzon Cluster.*

Congressman, Representative	Prefer *Representative*. Use *Rep.* as abbreviation.

Connote, Denote	*Connote* means to imply a meaning, idea or association in addition to explicit meaning.
	
	    *Participation of small farmers **connotes** empowerment.*
	
	Denote means literal notion of a word, or an indication or mark of something.
	
	    *The attached IPDP **denotes** the presence of IPs in the subproject site.*

Continual, Continuous	*Continual* means happening again and again or recurring in rapid succession; *continuous* means happening or existing without break or interruption.
	
	    *The engineer expects the **continual** monitoring of the road construction will force the contractor to comply with the PRDP standards.*
	
	    *The LGU wants the road to project to be finished in time for their anniversary; so the laborers have been assigned to perform **continuous** work—in four-hour shifts—for the last five days.*

Cooperative	*See **Co-op, Coop**.*
Coordinate Ideas	Express coordinate ideas in parallel forms.[13] ✗ *Before, rural development projects were identified by local chief executives themselves; now criteria-based, scientific tools such as value chain analyses are used.*

[13] William Strunk Jr. and E.B. White, *The Elements of Style*, 4th ed. (Massachusetts: Allyn and Bacon, 2000), 26.

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	✓ *Before, rural development projects were identified by local chief executives themselves; now these are identified through criteria-based, scientific tools such as value chain analyses.*
Cordillera Administrative Region,	*Administrative* is the modifier for *Region*, not *Autonomous*. Always use *Cordillera Administrative Region*, never *Cordillera Autonomous Region*.
Currency	Do not add space after currency symbol but when using currency code (ISO 4217), add space after the code. *$500 million; USD 500 million* *₱ 27 billion; PHP 27 billion* Use the ISO 4217 currency codes only in technical reports, not in news releases and other related materials. Prefer *PHP* over *Php* or *PhP* when the document also contains USD. Use *P* when ₱ is not available. Whichever is used, be consistent throughout a material. See *Peso(s).*
Dangling Modifiers	Double check for dangling modifiers (words, phrase or clauses that describe), which may confuse readers. Split sentence if necessary. *The PRDP has adopted the AGT developed and initially implemented under the Mindanao Rural Development Program Phase 2 (MRDP-2), which was proven as a reliable and cost-efficient tool for monitoring and supervision of rural infrastructures. (The MRDP-2 is not a reliable and cost efficient tool!)* *The PRDP staff adopted the AGT, which was proven as a reliable and cost-efficient tool for monitoring and supervision of rural infrastructures. The AGT was developed and initially implemented under the Mindanao Rural Development Program Phase 2 (MRDP-2).*
Dates	Use the business dateline, not the military dateline, especially in news releases. *The M&E Unit held its second semester coordination meeting on **October 26, 2015** in Bohol. (not **26 October 2015**)*
Davao Region	Use alternatively/alternately with *Region 11* for variety.

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Decision Making	Hyphenate only when used as modifier. *NPAB is the highest **decision-making** body of the PRDP.* **(Decision-making** *modifies* **body.)** *NPAB is in charge of PRDP's strategic **decision making**. **(Decision making** is used as noun.)*
Demography, Demographics	Prefer **demography** over **demographics**.
Department of Agriculture	Abbreviate as **DA**. In most cases, the article **the** should precede the abbreviation DA (since it is an initialism). *Inclusivity is a major rural development thrust of **the DA**.* See **Aconyms, Initialisms**.
Different	**Different** may be unnecessary in many sentences. **All right:** **Different proponent groups** *from Visayas attended the business planning workshop.* **Better:** **Proponent groups** *from Visayas attended the business planning workshop.*
Due to	Use judiciously as substitute for **because**. Use it only after the verb to be (is, are, was and were). ✗ *The road engineer recommended the removal and replacement of the road portion **due to the cracks** noticed by the community-based monitoring team.* ✓ *The road engineer recommended the removal and replacement of the road portion **because of the cracks** noticed by the community-based monitoring team.* ✓ *The crack **was due to** inappropriate timing on the pouring of concrete.*

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e.g. and i.e.	Use *e.g.* (Latin phrase *exempli gratia* or *for the sake of example*) to indicate an example and *i.e.* (Latin phrase *id est* or *that is*) to specify and explain. Add comma before and after when not enclosed in parentheses.
	*Our work should not be limited to disseminating information about the project**, e.g.,** status of FMR subprojects, but advocate on how we "change the way in doing business in and with the DA."*
	*Mainstreaming innovations (**e.g.,** geotagging, VCA, e-VSA and other tools) used by the PRDP should be given focus.*
	*The institutional development specialist recommended integrating DA planning with local planning process**, i.e.,** commodity-based planning with resource-based planning.*
	*Ensure quality and verify specification of cement used (**i.e.,** Type 1 Portland cement vs. non-Pozzolan type).*
Eastern Visayas	Use alternatively/alternately with **Region 8** for variety.
Ellipsis	There should be a single space between the periods.
	... vs . . .
	Use when omitting part of a paragraph or an entire paragraph in lengthy quotation.
	Use an ellipsis mark after the last punctuation mark in the paragraph that precedes the omission and use ellipses at the beginning of the paragraph following the long omission (only if omitted text comes at the beginning of that paragraph).
Email, E-mail	Prefer **Email (email)**.
Enterprise Development	Use alternately/alternatively when referring to the I-REAP (Investments for Rural Enterprises and Agricultural and Fisheries Productivity) Component or the type of subprojects it implements.
	*The fisherfolk cooperative is assisted under the **Enterprise Development Component** of the PRDP.*
	Do not capitalize when used as general term to describe type of subprojects.
	*It is so far the biggest **enterprise development** subproject proposal received from the SOCCSKSARGEN Region.*
	See *Abbreviations: PRDP Component/Unit Names.*

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Et cetera, etc.	Use *et cetera* or *etc.* sparingly. Prefer among *other [+complement]*, *among others*, *and so on/forth* or *to name a few*.
Existing	Do not use if it is unnecessary. *All right:* Under the I-REAP subproject, the **existing processing center** will be refurbished. *Better:* Under the I-REAP subproject, the **processing center** will be refurbished.
Everyday, Every day	*Every day* means *each day*, i.e., *every* modifies *day*. *Everyday* means *daily* or *ordinary*. These should not be interchanged. *Every day, the farmers harvest milk from the goats.* *Monitoring of fish mortality is done on **everyday** basis.*
E-VSA, e-VSA, eVSA	Prefer eVSA.
Farm	Use *on* the farm, not *in* the farm. *The women work **on the farm** during weekdays.* See *On*.
Farther, Further	*Farther* means physical distance; *further* means figurative or metaphorical distance. *The old bridge is located a hundred meters **farther** from the barangay hall. (Physical distance)* *The director said that geotagging will **further** advance the government's advocacy on transparency. (Figurative distance)* See **Further, Furthermore**.
Few, Less	Use *few* for count nouns. Use *less* for mass nouns. *Very **few** farmers in the region raise chicken organically.* *The coffee producers will exert **less** effort and time with the installation of the new production machinery.*
Fill up, Fill out, Fill in	When referring to form, use *fill in*. When referring to containers, use *fill up*. On the other hand, *fill out* is interchangeable with *fill in* (acceptable) but the former also means gaining weight or growing fatter. The latter also means act as substitute for someone. Carefully consider the context before using *fill out* or *fill in*.

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Finalized	Prefer *completed*, *concluded* and *firmed up*. Use completed and concluded for activities and firmed up for agreements. *All Right:* The team *finalized* the report in time for the World Bank implementation support mission. *Better:* The team *completed* the report in time for the World Bank implementation support mission.
Firstly, Secondly, Thirdly	Prefer *first*, *second* and *third*. Use other terms to show sequence such as *next*, *then*, *following this*, *at this time*, *after*, *subsequently*, *finally*, and so forth and so on.
Fisherfolk, fisherfolks	*Fisherfolk* is plural. Do not use *fisherfolks*.
Follow up	*Follow up*, a transitive verb, should not be confused with follow-up (noun or adjective). ✗ The assistant engineer was instructed to *follow-up* on the status of the blueprint preparation. (improper use as verb) ✓ The assistant engineer was instructed to *follow up* on the status of the blueprint preparation. (proper use as verb) ✓ The assistant was assigned to do the *follow-up* task (used as adjective).
Former, Ex	Prefer *former* over *ex*. *All right:* The subproject was proposed under the administration of the *ex-mayor*. *Better:* The subproject was proposed under the administration of the *former mayor*.
From	Use *from* with *to*. ✗ The advisory board meeting was held *on* December 20 *to* 23, 2016 at the PRDP's new office. ✓ The advisory board meeting was held *from* December 20 *to* 23, 2016 at the PRDP's new office. ✓ The advisory board meeting was held *on* December 20–23, 2016 at the PRDP's new office. The same rule applies to measurements/amounts (e.g., price, weight, length). The cooperative expects an increase in income *from* P10,000 *to* P10,500 per month.

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Full-blown, Full-scale	Use *full-scale* when referring to completeness. *Full-blown* means fully developed, e.g., *full-blown AIDS*. *The PSO has announced it is now ready for the **full-scale** implementation of the subproject.*
Further, Furthermore	Use *furthermore* to mean *in addition* or *besides*. See *Farther, further*.
Gender	See *He/She*.
Geographic, Geographical	Prefer *geographic*.
Geotagging, Geo-tagging	Prefer *geotagging*.
Gov't., govt.	Abbreviate government as *govt.*, not *gov't*.[14]
Government	Capitalize when used in place of full name, otherwise, set it in lowercase. *The **Government** [of the Republic of the Philippines] has negotiated for the loan since 2013.* *Partner communities in the mountainous town have expressed their appreciation of the coffee enterprise initiated by the **government**.* See *Gov't., govt.*
Grassroots	Do not hyphenate, i.e., *grass-roots*.
Greenhouse, Green house	Prefer *greenhouse*.
Hashtags	Capitalize first letter of hashtags used for social media posts. *#Agriculture* When multiple words are used for a hashtag, capitalize the first letter of each word. *#RuralDevelopment*
Hectare(s)	Use *hectare(s)* in the running text. Use the abbreviation *ha* only in tables or figures or in technical reports. Do not add *s* for the abbreviation *ha*, i.e., *has*, even if the number is more than one.

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[14] Merriam-Webster, *Manual for Writers and Editors* (Massachusetts: Merriam-Webster, Inc., 1998), 80.

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	Prefer *hectares* over *square meters* or *square kilometers*.
However	Check if *however* is used instead of *nevertheless*. Avoid starting a sentence with however. It would mean *in whatever way* or *to whatever extent* (as relative adverb).[15] *However the road was rough and potholed, the farmers managed to bring their products to the town proper.* *Their road used to be rough and potholed. At last, **however**, farmers will now have a good road to transport their produce on.*

Hyphenation: Words in Line Breaks	Do not break a word where only two letters will be on the following line.
	
	  ✗ *careful-*
	  ly
	  ✓*care-*
	  fully
	
	For words ending in *–ing* that have an added consonant, break the word between the double consonants
	
	  run-
	  ning
	
	  bet-
	  ting
	
	If the word already has a hyphen, break only at the hyphen.
	
	  Post-
	  war
	
	Divide words with a prefix after the prefix; divide words with a suffix before the suffix.
	
	  Un-
	  certain
	  happi-
	  ness

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[15] William Strunk Jr. and E.B. White, *The Elements of Style*, 4th ed. (Massachusetts: Allyn and Bacon, 2000), 48–49.

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Hyphenation: *non* Words	Prefer not hyphenate the following *non* words as these are already widely accepted: *Nontraditional* *Nonscientific* *Nonexistent* *Nonprofit* *Nonmember* *Nonrenewable* *Nontechnical* *Nonconventional* *Noncommercial* *Noncompliance* Hyphenate *non* when it is used with a capitalized word or when it appears awkward. *Non-Filipino* *Non-negotiable* Consult a dictionary if not hyphenating a *non* word is acceptable.
Hyphenation: Compound Words	Do not hyphenate when it is widely accepted. *leftmost vs left-most* *ongoing vs on-going* *topmost vs top-most* *midyear vs mid-year*
Hyphenation: Modifier Words[16]	Generally, hyphenate words when jointly used as modifiers. *farm-to-maket road (**farm-to-market** modifies **road**)* *climate-resilient agriculture (**climate-change** modifies **agriculture**)* However, do not hyphenate two words used as modifier when the first word ends with *ly*, e.g., **environmentally** sound.
Hyphen, *En* dash, *Em* dash	Use *en* dash (–) to indicate range and *em* dash (—) to indicate sudden shift of thought or as stronger replacement for commas or colons (to stress a thought). Do not add space around *en* and *em* dashes. *P40–P50 million* *October 20–21, 2017* *A farm-to-market road (FMR) subproject implemented under the Department of Agriculture-Philippine Rural Development Project (DA-PRDP) has brought multiple benefits to the residents—majority of whom are Muslims—of two villages in Buug, Zamboanga Sibugay.* Also, use an **em dash** before the name of a person being quoted. *Through the PRDP, the DA wants to further capacitate communities and provide them opportunities to increase their incomes. —Alcala.*

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[16] For more rules on hyphenation, refer to: http://www.chicagomanualofstyle.org/16/images/ch07_tab01.pdf.

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	Never use hyphen (-) to replace these functions. *P40-50 million* *October 20-21, 2017* *A farm-to-market road (FMR) subproject implemented under the Department of Agriculture-Philippine Rural Development Project (DA-PRDP) has brought multiple benefits to the residents‑majority of whom are Muslims‑of two villages in Buug, Zamboanga Sibugay.*
Ilocos Region	Use alternatively/alternately with **Region 1** for variety.
In	As preposition of time, use for nonspecific times during a day, month and year *The road construction started **in** August.* *The Project started **in** 2014.* As preposition of place, use to designate nonspecific addresses (barangays, municipalities, cities, provinces, regions). *The second communal irrigation system subproject to be approved is located **in** Eastern Visayas.* It also expresses the situation of something that is appears to be surrounded or enclosed by something else. *In the car, in the building; BUT on the bus, on the plane* See **At**, **On**.
In behalf, On behalf	In behalf means **for the benefit of/advantage of**. *The farmers' association held the fundraising activity **in behalf of** the members devastated by the typhoon.* On behalf means **as representing/as a representative of**. ***On behalf of** the governor, the provincial administrator led the inauguration of the new farm-to-market road.*
In charge, In-charge	Use **in charge** to mean **responsible for**, **in control of**, **in command of**, **supervising**, **administering**, **running**, **directing**, or **overseeing**. Never use as verb. ✗ *The barangay captain was **in charged** of the subproject's community-based monitoring mechanism.*

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	✗ The barangay captain was **in-charge** of the subproject's community-based monitoring mechanism. ✓ The barangay captain was **in charge** of the subproject's community-based monitoring mechanism.
In support	Use **in support of**, not **in support to**. ✓ The DA clinched additional funding **in support of** the subprojects proposed by local government units.
In terms of	It is best to omit if it is used as piece of padding. [17] **All right:** The project was considered feasible in terms of its expected impact on the poor. **Better:** The evaluators considered the project feasible with its expected impact on the poor.
Inasmuch as, Insofar as	Prefer **inasmuch as** and **insofar as** over **in as much as** or **in so far as**. However, prefer **since** when applicable. **All right:** We cannot say that the project has no impacts yet **inasmuch as** stakeholders are empowered as they embrace institutional changes. **Better:** We cannot say that the project has no impact yet **since** stakeholders are empowered as they embrace institutional changes.
Income, Incomes	Use **incomes** when referring to more than one source of revenue and if the subject is plural. Otherwise, use **income**. The farmers' **incomes** have increased by 10 percent. Additional **incomes** from coconut production and beekeeping have enabled many of the cooperative members send their children to school.
Incorporated, Inc.,	Add comma after the word preceding **Incorporated** or **Inc.** Maligaya Development Cooperative, Incorporated Maligaya Development Cooperative, Inc.
Indigenous People(s), IP(s)	Use **indigenous people (IP)** when referring to single ethnic group. Use **indigenous peoples (IPs)** when referring to multiple ethnic groups.

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[17] William Strunk Jr. and E.B. White, *The Elements of Style*, 4th ed. (Massachusetts: Allyn and Bacon, 2000), 50.

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	The SES unit identified the Tagbanua tribe as the only **indigenous people (IP)** *occupying the project site.* **Indigenous peoples (IPs)** *in the Cordillera will be the major beneficiaries for the coffee production and marketing subproject. (The Cordillera region has more than one ethnic group.)*
Interest	Use **interest in**, not **interest on** when referring to feeling of wanting (to learn, know or do something). *The association is also* **interested in** *producing pickled seaweed.*
Infrastructure Development	Use alternately/alternatively when referring to the *I-BUILD* **(Intensified Building-Up for Infrastructure and Logistics for Development) Component** or the type of subprojects it implements. *The* **Infrastructure Development Component** *reported that the province now has five approved subprojects.* Do not capitalize when used as general term to describe type of subprojects. *The governor said that* **infrastructure development** *subprojects from the PRDP complements their provincial development plan.* See **Abbreviations: PRDP Component/Unit Names.**
Invest	Use **invest in** not **invest on** when referring to putting money, time effort and other resources into a venture with the expectation of gaining profit. *The proponent group realized they had* **invested** *too much* **in** *trainings.*
Irregardless	Use *regardless*.
Jibe, jive	Use jibe to mean **in accord** or **agree**. Jive, on the other hand, means to dance to swing or rock and roll music. Use **jibe** sparingly as it is an informal term. **All right**: *The M&E data* **jibes** *with the GGU data.* **Better**: *The M&E data is* **consistent** *with the GGU data.*
Journalese	Avoid journalese as much as possible, especially in technical reports and non-press IEC and advocacy materials.

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	Journalese: The SES unit **probed** *the allegations submitted by an anonymous person.* *Better: The SES unit* **investigated** *the allegations submitted by an anonymous person.*
Kind of, Sort of	*Kind of* should not substitute *rather* or *something like*.[18] ✗ *The bridge is* **kind of** *dilapidated.* ✓ *The bridge is* **rather** *dilapidated.*
Knowledge	Use **knowledge of**, not knowledge *on*. ✗ *The IP proponent group's* **knowledge on** *traditional food processing technologies will help them meet the organic certification requirements.* ✓ *The IP proponent group's* **knowledge of** *traditional food processing technologies will help them meet the organic certification requirements.*
Landlocked	*Landlocked* is one word. Do not use *land locked*.
Language: Default	Use US English, not British English. *analyze* not *analyse*　　　　*center* not *center* *traveling* not *travelling*　　*organize* not *organise* *labor* not *labour*　　　　　*color* not *colour*
Language: General vs. Specific	Prefer the specific to the general, the definite to the vague and the concrete to the abstract.[19] *The* **municipal stakeholders expressed their appreciation** *of the new road to be built in their town.* *The* **residents thanked the PRDP, the national government and the World Bank** *for their town's new road.*
Large Scale	Hyphenate only when used as modifier. *The FMR will enable* **large-scale** *production of pineapple. (***Large-scale** *modifies* **production***.)* *But:* *The fishers' group looks forward to an operation that is* **large scale***.*

[18] William Strunk Jr. and E.B. White, *The Elements of Style*, 4th ed. (Massachusetts: Allyn and Bacon, 2000), 51.
[19] Ibid., 21.

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Laws and other policy issuances	Use policy number, e.g., ***R.A. 9003, E.O. 97,*** within text; but use the complete title of a policy when it is stated in the beginning of a sentence, e.g., ***The Organic Agriculture Act of 2010 (R. A. 10068)*** was authored by then Rep. Proceso Alcala.
Lay-out, layout	Use *layout* when referring to the way in which text and images are set out on a page. Its verb form is *lay out.* *The PRDP newsletter **layout** was patterned after the DA newsletter.* *The unit head instructed the graphic artist to **lay out** the briefing document for the Secretary.*
Lead Sentence	Lead sentences should contain no more than 30 words. Shorten it as much as possible. Avoid formulaic, mechanical leads.
Level	Generally, use *at* to refer to local, regional or national level. Use on when referring to scope *Decisions are deliberated **at** the local level.*
LGU, PLGU	See **Local government unit**.
Linear meter	Use linear meter when referring to length of bridges. Use the symbol *lm*.
Lifespan, Life span	Prefer *lifespan*.
Like and such as	Use *like* for comparison and ***such as*** for inclusion. *The I-REAP consultant suggested that since the area is prone to typhoons, the groups should focus on root crops **like** sweet potato and purple yam. (Like tells us crops comparable with sweet potato and purple yam.)* *The Project has started integrating new elements in planning interventions **such as** commodity flow maps, trader maps, processor maps, infrastructure support-based maps and road density analyses.*
Lists within Running Text	Prefer numbers over letters in listing within text (for the list to be more visible). Enclose numbers in parentheses. *Among the topics tackled were: **(1)** World Bank's natural habitat policy; **(2)** PRDP-Global Environment Facility objectives and guidelines and its implications to PRDP's SES work; **(3)** strengthening marine protected areas vis-à-vis conserving marine key biodiversity areas; **(4)** legal framework on tree-cutting and coconut palm-cutting permits; and **(5)** land acquisition, rehabilitation and resettlement.*

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	Boldface is for emphasis only and should not be followed as the formatting standard.
Local Government Unit	Capitalize when used with the name of the municipality, city or province. Use the abbreviation **LGU** or **PLGU** for provinces in succeeding mentions. *Puerto Princesa City Local Government Unit or Puerto Princesa City LGU* *Local Government Unit of Botolan [Zambales] or Botolan LGU* *Provincial Local Government Unit of Romblon or Romblon PLGU* Set in lowercase when not used with the name of the place. *The equity of the **local government unit** was sourced from a DBP loan.* *Or:* *The equity of the **LGU** was sourced from a DBP loan.*
Long Sentences	Avoid using long sentences especially when a long sentence precedes another long sentence. Use long or complex sentences in balance and variation with short or simple sentences. *See **Lead Sentence**.*
Machinery, Machineries	Use the plural **machineries** only when referring to two or more functioning units. *After years of waiting, the farmers in the remote village now have their own rice milling **machinery**.* *The mechanical engineer checked the functionality of the milk sterilization and sealing **machineries**.*
Man, Woman	Prefer **person**, **farmer**, **fisherfolk**, **leader**, and so on. Be specific and gender neutral. *Richard Aquino is the **man** behind the fisherfolk association's outstanding achievements.* *Richard Aquino is the **leader** behind the fisherfolk association's outstanding achievements.*

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Master's Degree	Use *master's degree*, not *masteral degree*
Measurements used as modifier	Hyphenate measurements used as adjectives or modifiers of a noun. *10-kilometer road (ten-kilometer road)*
Metric ton(s)	Use *metric ton(s)* in running text. Use the abbreviation *MT* only in headlines, tables and figures, and technical reports.
Mid-year, Midyear	Prefer *midyear*. See *Hyphenation: Compound Words*.
Middle initials	Omit in news releases. In other materials, middle initials may be included as long as all other names have middle initials.
Million, billion	Do not use *M* in place of *million* or *B* in place of *billion* in running text. Use the spelled-out word, not the abbreviation[20]. For thousands, use *K* in headlines. *The agriculture chief awarded the check worth P230 million to the PLGU representative.* See *Currency, Pesos*.
MIMAROPA	Use alternatively/alternately with *Region 4B* for variety.
More importantly	Avoid using *more importantly* (even more important) or *most importantly*.
Mrs., Ms.	Prefer *Ms.* over *Mrs.*
Multi	Do not hyphenate unless when it is originally hyphenated in a name. *Multipurpose, multinational, multimillion* *San Juan **Multi-purpose** Cooperative, Inc. (if this is the way the cooperative writes its group's name)*
Names of Quoted Persons	Do not use terms like *Aling* and *Mang* (and other vernacular honorifics) for farmers/fisherfok. Use their first and last names on first mention, and their last names on subsequent mentions. If two persons quoted have the same last names, use their first names in subsequent mentions.

[20] Major broadsheets spell out million, billion, trillion in running text. Abbreviations of these are only used in headlines.

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	When a person is quoted many times, use other nouns in place of the person's name, e.g., *the farmer, the secretary the official.*
Negros Island Region (NIR)	Use alternatively/alternately with *Region 18* for variety.
Nominalization	Do not "hide" a verb in nouns. *The mission team **made a visit** in the subproject sites.* *The mission team **visited** the subproject sites.*
North Luzon, Northern Luzon (Cluster)	Use *North Luzon* when referring to island cluster covered by the PRDP, i.e., it is only PRDP-specific. Use *northern Luzon* when pertaining to compass direction. The term *northern Luzon* usually refers to Regions 1 and 2, and CAR. It does not include Central Luzon (Region 3). Take note that *Central Luzon* is capitalized since it is an official name used alternatively with Region 3. *The **North Luzon** Cluster of the PRDP completed its first FMR subproject in December 2015.* *The monitoring team visited enterprise development subprojects in **northern Luzon**.* See *Compass Directions*.
Northern Mindanao	Use alternatively/alternately with *Region 10* for variety.
Numbers	General rule: Spell out numbers from *one (1)* to *nine (9)* except when used with an abbreviated unit of measure. *Among the cooperative's counterpart are **five** units of autoclave oven.* *The bottled milk are stored in a chiller at 5°C. (NOT five °C)* Spell out numbers beginning a sentence. ***Five hundred** members of the farmers' association participated in the consultation meeting.* Use comma for figures of four or more digits, *e.g., 5,000.* Do not add space after the comma, *e.g., 10,000,000.* Put zero before of a decimal point, *e.g., 0.10 percent.* Write numerals when used together with a unit of measure, *e.g., 19 kilometers. (NOT nineteen kilometers).*

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	Use en dash or the words from and to, or between to express a range. Inclusive numbers separated by an en dash are not used after **from** and **between**, *e.g., from 2014 to 2015. (NOT from 2014–2015)* Range from figures less than ten to figures that are ten or more than ten should be written in numerals, *e.g., 9–20 years*.
Numbers: Negative Values	Use the en dash to present negative values, *e.g., –10 percent per annum*.
Numbers: Rounding off	For news and feature stories, round off numbers with decimals to the nearest hundredth. *5.8235 ha = 5.82 ha* *18.3572 km = 18.36 km* For four- and five-digit figures, round off to the nearest hundred. The decimal part of the number will then be dropped. *2,936 households = 2,900 households* *10,676.46 kg = 10,700 kg* For six-digit figures, round off to the nearest thousand. 122,638 MT = 123,000 MT For seven-, eight- and nine-digit figures, round off to the nearest hundred thousand. 1,376,218 = 1,400,000 13,762,187 = 13,700,000 137,621,875 = 137,600,000 For ten-digit figures, round off to the nearest hundred million. 1,376,218,750 = 1,376,000,000 For millions/billions of pesos (or other currencies), present these in decimal form by rounding off respectively to the nearest ten thousand and ten million, and add **million** or **billion**. P137,621,875 = P137.62 million P1,376,218,750 = P1.38 billion
Officer in Charge (OIC)	Do not hyphenate. *The deputy project director serves as the project's **officer in charge** as the project director attends a UN event in New York.*

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	*The deputy project director serves as the project's **OIC** as the project director attends a UN event in New York.*
On	As preposition of time, use **on** to designate days or dates. *The Secretary signed the MOA with the province **on** Monday.* *Representatives from the PSOs and RCPOs attended the results-based management training held **on** January 15, 2016.* As a preposition of place, use **on** to designate names of/refer to roads, streets, etc. *The contractor built the workers' quarters **on** the adjacent provincial road.* *The farmers were prohibited to dry corn **on** the road.* See **At, In.**
Ongoing	Prefer **ongoing** over **on-going**. See **Hyphenation: Compound Words**.
Organize	Do not add **themselves** after **organized**. *The cattle raisers **organized themselves** into a dairy cooperative.* *The cattle raisers **organized** into a dairy cooperative.*
Overall	Do not hyphenate, i.e., **over-all**. See **Hyphenation: Compound Words**.
Per, Slash (/)	Use **per** in sentences and use **/** (forward slash) in tables and figures. Use **/** when discussing mathematical equations and formulas. Use **/** when presenting unit to be used (without the figures) and in callouts, boxes and notes.
Per Annum	Use **per annum** instead of **p.a.**, which should only be used in technical reports. Prefer **per year** in news, feature and photo releases.
Per Year	See **Per Annum**.
Percent	**Percent** is one word, i.e., not **per cent**.
Percent vs %	Prefer **percent** in running text. Use **%** only in tables and figures.

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Peso(s)	Prefer *P* as symbol for peso(s) in news, feature and photo releases (and other similar materials).
	Prefer *PHP* (ISO Code) over *Php and PhP* but use only in technical reports.
	Use the symbol before the amount rather than spelling it out after the amount.
	In technical reports, add decimal point and two zeroes after a whole amount except in callouts, *e.g., P65.00 (vs. P65)*.
	Use *centavo(s)* if needed, not *Px.xx, e.g., 50 centavos. (NOT P0.50)*
	See *Currency*.
Philippine Government Electronic Procurement System	Use *PhilGEPS* as abbreviation, not *PHILGEPS* or *Philgeps*.
Philippines	Use *the* when listed alongside other countries. Drop *the* and *s* in *Philippines* when used as modifier.
	The symposium on geotagging as a transparency tool was attended by practitioners from the Philippines, Angola, Mozambique and India.
	The Philippine delegates were applauded for their presentation on the use of geotagging in rural development interventions.
Point of View	Prefer third person point of view (acting as completely objective observer).
Policy-maker, Policymaker, Policy Maker	Use *policymaker*. It is now widely accepted.
	See *Policy-making, Policymaking, Policy making.*
Policy-making, Policymaking, Policy Making	Use *policymaking*. It is now widely accepted.
	See *Policy-maker, Policymaker, Policy maker.*
Post-harvest, Postharvest	Use *postharvest.* It is now widely accepted.
Prefixes	Do not hyphenate *pre*, *sub*, *non*, *un*, and *post* unless the resulting word might be confusing or it is its dictionary form.
	Subcategory Nontraditional Postdated
	See *non words*.

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Planted with, planted to	Use **planted with**, not **planted to**. *The sloping area is* **planted with** *abaca.*
Prepositions in Compound Constructions	Appropriate prepositions should be used for particular words joined in a series. *A team from the World Bank is currently in the country to visit several subprojects to assess the progress* **of***, and address issues and concerns* **on** *the implementation of the PRDP. (i.e., assess the progress of the implementation of the PRDP; address issues on the implementation of the PRDP)*
Provincial Development Plan	Capitalize when used with the name of the province. *The investment plan for citrus was integrated in Nueva Vizcaya [or Nueva Vizcaya's]* **Provincial Development Plan***.* *But* *The investment plan for citrus was integrated in the* **provincial development plan***.* The same rule applies to other official plans and similar documents produced by LGUs.
Publish in, Publish on	Use **publish in** when referring to physical, three-dimensional space. Use **publish on** for virtual space. *The success stories were* **published on** *the PRDP's website and Facebook page.* *The article on the seaweed subproject was* **published in** *the weekly regional newspaper.* For publications with both printed and online versions, use **published on**.
Quotation Marks	Always put other punctuation marks inside single and double quotation marks. ✗ *The town produces* **"batuan"**, **"adlai***" and* **"sua."** ✓ *The town produces* **"batuan,"** **"adlai***" and* **"sua."** A comma is enclosed within quotation marks when a quotation is followed by an attributive phrase. *"Our shared enthusiasm with LGUs is certainly greater than the challenges we have to hurdle, together," Secretary Alcala said.*

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	A quotation grammatically in apposition or the direct object of the verb is preceded by a comma and enclosed in quotation marks.[21] *As Undersecretary Palad said, "This project is one of the solid cornerstones we have established where our successors can build rural development initiatives upon."*
Quotes: Direct and Reported	Do not write direct quotations in series. Use the T/Q formula—that is, text first (reported/indirect quote), then direct quote. *In his statement, the Undersecretary said that the PRDP will closely look into the allegation.* *"We shall exhaust all means to get to the bottom of this," he stressed.* Minimize use of partial quotes. *When asked about his plans, the Secretary said he "still has to bring up the idea with his technical consultants."*
Quotes: Translated	The translation of a quote should be enclosed in parentheses and be placed after the punctuation marking the end of the quote being translated. Enclose in brackets added text that are not part of the original quote. *"Nabayagen nga inan-anusanmi daytoy nga dalan. Nakapitpitak aglalo no panagtutudo. Ngem ita, napintasen ta sementadon." (We have long been patient on [the condition of this] road. It was muddy, especially during the rainy season. But now, it is much better since it has been concreted.)*
Redundancy	Avoid redundant modifiers and categories.[22] *completely finish final outcome* *each individual future plans* *period of time accurate manner* *large in size round in shape*
Regarding, As regards to, With regard to, In regard to	***Regarding**, **as regards to**, **with regard to**, **in regard to*** are correct forms of ***with respect to**. **With regards to*** and ***in regards to*** are incorrect.
Regional Offices of the Department of Agriculture	On its first mention, indicate the complete name of the office with its abbreviation enclosed in parentheses. Use its abbreviation on the succeeding mentions.

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[21] William Strunk Jr. and E.B. White, *The Elements of Style*, 4th ed. (Massachusetts: Allyn and Bacon, 2000), 36.
[22] Joseph M. Williams, *Style: Ten Lessons in Clarity and Grace*, 6th ed. (New York: Addison Wesley Longman, 2000), 141–142.

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	Use this format: *<DA Regional Field Office> <#> <(DA-RFO#)>* *DA Regional Field Office 2 (DA-RFO 2)*
Regional Executive Director	Use **Regional Executive Director (RED)** only for internal correspondence. Use **Regional Director/regional director**, for news releases.
Regional Names	Use Arabic numerals for names of regions. On first mention, indicate numerical region name and enclose in parentheses the region's full name. *The governor visited the PRDP's farm-to-market road subproject, which is the longest in* **Region 9 (Zamboanga Peninsula)**. Capitalize region only when used as part of the name itself. *The civet coffee processing center is the first in the* **Cordillera Administrative Region.** *But:* *The civet coffee processing center is the first in the* **Cordillera region.** *The first I-BUILD subproject completed under the PRDP is the potable water system in* **Region 12**. *The* r**egion** *is the site of the first I-BUILD subproject completed under the PRDP.* For headlines, prefer full regional name, but omit **Region.** *DA approves P20-M coco oil processing facility in Eastern Visayas*
Respectively	Use **respectively** only for a series with two elements. ✓ *The farm-to-market road and the processing center cost P10 million and P4 million, respectively.* ✗ *The director approved the budget amounting to P6 million, P4.7 million and P5 million for the construction of the potable water system, coco coir processing center and milking parlor, respectively.* ✓ *The director approved the budget amounting to P6 million for the construction of the potable water system. She likewise endorsed the P4.7-million budget for the coco coir processing center and P5 million for the milking parlor.*

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Ricefield, Rice field	Prefer *ricefield* over *rice field*.
Roadworks, Road works	Use *roadworks.*
Roll out, Roll-out, Rollout	*Roll out* means to introduce a new product or service to the public. Its noun counterpart is *rollout*, not *roll-out*.
Rootcrop, Root crop	Prefer *root crop*.
Roundabout Sentences	Be straightforward. Prefer the linear sentence pattern. Nevertheless, use other patterns at times to create variety. *Roundabout: It is obvious that the contractor has violated some stipulations in the agreement.* *Direct: The contractor has obviously violated some stipulations in the agreement.*
Runoff	Do not hyphenate, i.e., *run-off*.
Said	In quotations, always place said (and other related verbs) after the name of/preposition for the quoted person. ✗ *"The PRDP is the government's main rural development platform," said Secretary Alcala.* ✓ *"The PRDP is the government's main rural development platform," Secretary Alcala said.*
Scale up, Upscale, Scale-up	*Scale up* (phrasal verb) means to increase something in size or extent. *Upscale* (adjective) means relating to the more affluent sector. *Scale-up* (noun) is an increase according to a fixed ratio. *Farmer groups accessing the PRDP's assistance are encouraged to* ***scale up*** *their operations to extend benefits to other farmers.* *Aromatic rice produced by the cooperative are sold in* ***upscale*** *stores in Manila.* *The* ***scale-up*** *of the regional program has enabled the agency to reach out to more landless rural workers across the country.*
Scientific Names (Binomial Nomenclature)	Scientific names (Latinate) of species must be in italics with the first letter of the first word (i.e., the generic epithet) capitalized and the second word (i.e., the specific epithet) all in lowercase. *One of the province's priority crops is* ***Mamordica charantia***, *commonly known as ampalaya.*

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	*Boldface for emphasis only. Scientific names should not be written in boldface.
Semiannual	*Semiannual* means happening or produced every six months or twice in a year. This should not be hyphenated, i.e., *semi-annual*. See *Biannual, Biennial.*
Set up	Use two separate words when used as verb, i.e., *set up*, and to joined words when used as noun, i.e., *setup*.
Shall and will	The use of *shall* has now been replaced mostly by *will* (at least in American English). *Shall* is used more in legal sense, indicating obligation; in idiomatic expressions; and in uplifting prose. It is likewise preferred to show politeness.
Slang	See *Word Choice, Tone.*
Slash	Do not add space before and after a slash sign. ✗ *small livelihood project / microenterprise* ✓ *small livelihood project/microenterprise*
SOCCSKSARGEN	Use alternatively/alternately with *Region 12* for variety.
Socioeconomic	Do not hyphenate, i.e., *socio-economic*.
Solidus	See *Slash.*
Sometime, Sometimes	*Sometime* means unspecified time. *Sometimes* means occasionally. *Farmers received the seeds **sometime** in March.* *The IP chieftain said that they **sometimes** receive assistance but these are not enough.*
Source of Tables and Figures	Indicate the source one line after the table or figure using author-date format, e.g., *De Mesa, 2015*. Make sure that this is reflected in the reference list (Bibliography).
Southeast Asia	Use *Southeast Asia*, not *South East Asia*.
Spaces before and after an *en* or *em* dash	Do not put space before an *en* or *em* dash, e.g., *10–15 kilometers*; *five business plans—that is . . .* Exemption: In quotations (there is a space before the *em* dash). *"The single biggest problem in communication is the illusion that it has taken place." —George Bernard Shaw*

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Spelling	Use American spelling. See **Language (Default)**.
Staff, Personnel	Use **staff** to refer to the group of support workforce. Use **personnel** to include all other members of the workforce, including those that hold managerial posts.
Stakeholders	**Stakeholders** is not equivalent to **beneficiaries**. Stakeholders are all individuals and groups who are affected or can affect an organization's actions.
Subcomponent, Sub-component	Prefer **subcomponent**.
Subproject, Sub-project	Prefer **subproject**. See **Hyphenation: Compound Words**.
Such that	Use **so that**.
Temperature	Prefer **degree(s) Celsius (°C)** over **degree(s) Fahrenheit (°F)**. Use abbreviated unit of measure, i.e., **°C**. Do not add space between number and **°C**. *According to the Kalinga IP leader, the ideal brewing temperature for coffee is 78°C.*
That, Which	Use **that** for restrictive or essential clauses, and **which** for nonrestrictive or nonessential clauses. Set off nonrestrictive clauses from the rest of the sentence with commas (or a comma if the clause appears at the end of the sentence). *The results of the value chain analysis will be used to identify appropriate upgrading strategies and interventions **that** will contribute to the development and strengthening of the subject industry's competitive advantage.* *The SLPs, **which** are proposed by local government units (LGUs), aims to help farmers and fishers recover lost or damaged livelihoods in areas affected by calamities such as typhoons and earthquakes.*
Through, Thru	Prefer **through**.
Together with	In some cases, omit **together** and use **with** alone or vice versa. *The Secretary inaugurated the bridge **together with** the municipal mayor.*

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	The Secretary inaugurated the bridge **with** *the municipal mayor.* Prefer **along with** to mean in company with. *Secretary Alcala, along with PRDP Deputy Project Director Arnel de Mesa, led the ribbon-cutting ceremonies.*
Tone	Use formal, structured tone.
Topsoil	Do not hyphenate nor separate into two words, i.e., **top-soil** or **top soil**.
Turnover, Turn-over	Prefer **turnover**.
Tramline, Tram line	Prefer **tramline**.
URLs (Universal Resource Locators)	URLs can be placed in the body when these are specified or enumerated as links to suggested readings or references. *All project staff, especially those from the InfoACE Unit, are encouraged to like the Project's Facebook page* **(www.facebook.com/PRDPNPCO)** *and follow its Twitter account* **(www.twitter.com/DA_PRDP)**. If cited as source or when used for background reading by the author, place these in the footnotes or bibliography. *Pascual, Nicolo A. "WB gives initial approval for coffee plant in Kalinga province." Business World Online. October 6, 2015.http://www.bworldonline.com/app_content.php?section=Economy&title=WB-gives-initial-approval-for-coffee-plant-in-Kalinga-province&id=116511.* **Italics is for emphasis only. Follow formatting in bibliographic entries.*
Versus	Use **vs** not **vs.** as abbreviation.
Visayas, the Visayas	Prefer **Visayas**. Use the latter when mentioned as island region, i.e., **the Visayas region**.
Voice	Prefer active voice. However, use passive voice when the actor is less important than the action or when giving attention to the person or thing acted upon is more important. *The PCIP can be used by LGUs in local development planning. (vs. LGUs can use PCIP in local development planning.)*

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	The World Bank is impressed by the PRDP's report. (vs. The PRDP's report impressed the World Bank.)
	
	Put statements in positive form and make definite assertions.[23]
	
	    All Right: *The implementation of the project was not done within set timeline.*
	
	    Better: *The implementation of the project was delayed.*

Western Visayas	Use alternatively/alternately with **Region 6** for variety.
Whether	Do not add **or not**, i.e., **whether or not**, unless giving equal stress to the other element. *The component head asked the consultant **whether** the proponent group complied with the SES requirements.*
Word choice	Prefer vocabulary intended for general audience. Use technical terms and jargons (including abbreviations) only for internal communications such as technical reports.
Wordiness	Write concisely. Prefer short words over lengthy phrases. See **Words: Needles or Unnecessary**.
Words: Contraction	Do not contract words, e.g., **does not**, **are not**, except in quoted material where these originally appear in contracted form.
Words: Deadwoods	See **Words: Needles or Unnecessary**.
Words: Latin	See **Borrowed English Words**.

Words: Needles or Unnecessary	Omit needles words. A sentence should not contain unnecessary words, and a paragraph should not contain unnecessary sentences. However, retain words that are necessary for clarity of message.[24]
	
	    for the reason that vs. *because*
	    owing to the fact that vs. *since*
	    call your attention to the fact that vs. *remind you of*
	
	See **Redundancy**.

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[23] William Strunk Jr. and E.B. White, *The Elements of Style*, 4th ed. (Massachusetts: Allyn and Bacon, 2000), 19.
[24] William Strunk Jr. and E.B. White, *The Elements of Style*, 4th ed. (Massachusetts: Allyn and Bacon, 2000), 23.

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Words: Position	Place related words together to avoid ambiguity and confusion.[25]
	✓ *Indeed, the DA has proven that what we have put as implementation strategies and measures early on are in a good place.*
	✗ *Indeed, the DA has proven that the implementation strategies and measures we had put early on are in still in good place.*
	See **Dangling Modifiers**.
World Bank	Do not abbreviate as **WB**. Use **the Bank** for succeeding mentions.
Xerox	Use **photocopy**. **Xerox** is a machine brand name.
Zamboanga Peninsula or Zamboanga Region	Use alternatively/alternately with **Region 9** for variety.

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[25] Ibid., 28.