Minimum rules	Creative pointers
Number and title of chapter:	
• chapters generally start on odd numbered pages; • the first chapter page either does *not* contain a page number or it is positioned at the bottom of the page; • the title has the same top margin as the first lines of text; • title letters are bigger than the character you use in the text, but no more than three times the normal text size.	• put part of the title or the chapter number in a box; • use different fonts (look at layouts in other reports: not every combination is 'tasteful'; a common combination of fonts is the title in Helvetica and the text in Times Roman; • add vertical lines to your title; give the title a different appearance from the text.
Page headers or footers:	
• use page headers *or* footers; never mix the two; • the page headings are short and normally do not exceed five words; • page headers/footers do not contain a verb (as is the case with headings in the text, ➔E4); • page headers or footers are smaller than the letters in the text and are often in italics or bold to distinguish them from the main text; • no page numbers on empty pages.	• add a running line under or above the heading or footer; • switch odd and even pages with different headers: in general odd pages contain the title of the chapter or part, whereas the even pages can contain the title of (1) the section, (2) the whole report, (3) the author(s); • you can add a logo to the header or footer (see these Skill Sheets, for instance).
Tables, figures and boxes:	
• for the basic requirements of tables/figures/boxes: ➔E16; • in the case of tables, many publishers ask their writers *not to add vertical* rules; it makes the table more difficult to read.	• add shades of grey, shadows and the like; make sure that the grey is not creating reading difficulties; grey shaded text is generally printed **bold** to support their readability; • very decorative: you can use colour print for figures. But do not think that this will impress anybody if the text around this image is still sloppy. On the contrary, the more beautiful the images are, the more badly written surroundings will be noticed.
Margins:	
• use sufficiently broad margins that allow the reader to make notes in the margin; • the margins for your headers and footers should be exactly the same as your main text; • if the width of the left and right margins differ, always have bigger left than right margins.	• some organisations affix a number to every paragraph in addition to numbering sections and chapters (➔E6). This makes it easier to edit or refer to a document because you just refer to the paragraph number. Policy documents and legal documents, therefore have numbered paragraphs; • write keywords in the margin of paragraphs, as a service to the reader and a further revelation of the structure of your argument; • use the left and right margins for the page numbers.