

U^{of}L Health

Style Guide

Introduction

The UofL Health style guide is designed to offer writing guidelines for internal and external publications for each organization. It is intended to supplement the Associated Press Stylebook, which is the official standard the UofL Health – Marketing and Communications Department follows. Although some AP rules differ from those taught in English composition classes (e.g., the final comma in a simple serial listing is eliminated), this is done intentionally with brevity and clear communication in mind. Despite the scope of information in the AP guide, it does not address some issues that are unique to UofL Health or that are encountered frequently by the communications and marketing staff.

Editorial style is the way we present ourselves to the public through written words. Having a common style assists us in projecting a cohesive, coordinated image to the public. This style guide is one of many tools we ask you to use to assist us in projecting a united brand.

Throughout this guide, you will see examples italicized. This is only to set the examples apart from the description.

If you have any questions please call 502-588-0360 or email Marketing@UofLHealth.org.

UofL Health Facility Names

Below is the official list of facility names within UofL Health. Always use the full name on first reference. The second reference can drop UofL Health. See exceptions below for UofL Health – James Graham Brown Cancer Center and UofL Health – Frazier Rehabilitation Institute.

UofL Health – Downtown Medical Campus (Do not use this name in external communications)

- UofL Health – UofL Hospital
- UofL Health – Jewish Hospital
- UofL Health – James Graham Brown Cancer Center (first use); Brown Cancer Center
- UofL Health – Rudd Heart & Lung Center
- UofL Health – Frazier Rehabilitation Institute (first use); Frazier Rehab Institute
- UofL Health – Abraham Flexner Outpatient Center
- UofL Health – Chestnut Street Outpatient Center
- UofL Health – Jackson Street Outpatient Center

UofL Health – Medical Center Northeast

UofL Health – Medical Center Southwest

UofL Health – Medical Center East

UofL Health – Medical Center South

UofL Health – Shelbyville Hospital

UofL Health – Mary & Elizabeth Hospital

UofL Health – Peace Hospital

UofL Health – UofL Physicians

A

abbreviations, acronyms

- For companies, associations, organizations, etc., use the official name on first reference. On second reference, an abbreviation or acronym may be used if the meaning will be clear to readers. If you intend to use an abbreviation or acronym for second reference, let readers know this by setting it off in parentheses directly after the first official reference: *She is on staff at the Institute for Cellular Therapeutics (ICT). Part of her work at the ICT involves studying sickle cell anemia.*
- Avoid acronyms and abbreviations that are used only within your physician practice.
- For all usages of the university name, the University of Louisville may be abbreviated as UofL on second reference, written with no space after the "U" and before the "L." Never use the university logo, UofL, as a substitute for UofL in text or headlines.
- For all usages, refer to the system as *UofL Health*. It is never to be abbreviated as ULH in external or internal communications.
- For all usages, refer to the physicians group as *UofL Physicians*. It is never to be abbreviated as ULP in external communications.
- Abbreviate "company," "corporation," "incorporated" and "limited" when part of a name do not set off with commas: *the Coca-Cola Co., Rock Island Line Inc.* NOTE: When referring to a company, "Co." and "Inc." may be omitted entirely in all but the most formal settings or when needed for clarity.
- Abbreviate "junior" and "senior" as part of a name; do not set off with commas: John Doe Jr.
- Note that ampersands (&) are not used in running text. The only exception is *Center for Women & Infants, UofL Health – Rudd Heart & Lung Center, UofL Health – Mary & Elizabeth Hospital, OB/GYN & Women's Health and Compliance & Audit Services.*
- United States is spelled out when standing alone: *She traveled throughout the United States.* The abbreviation is appropriate when used as an adjective: *U.S. government.*

academic degrees

- Lowercase degree names: *The department offers a master of arts and a master of arts in teaching.*
- Avoid abbreviations: *Jane Smith earned her bachelor's degree in biology and then went on to gain her medical degree at University of Louisville.* NOT *Jane Smith earned her B.A. in biology and then went on to gain her M.D. at University of Louisville.*
- EXCEPTION: Degree abbreviations consisting of three or more letters that use a combination of upper and lowercase letters require periods: *Ph.D.; Ed.D.*
- Avoid redundancies: *Donald Miller, M.D., or Dr. Donald Miller.* NOT *Dr. Donald Miller, M.D.*
- Use an apostrophe when writing bachelor's degree, specialist's degree or master's degree but not when naming the full degree: bachelor of arts degree.
- NOTE: When the "19" or "20" is omitted from a written year, an apostrophe is used to indicate the contraction: '87. Be aware that some word-processing programs will incorrectly insert a single open-quotation mark (the tail of the mark will be turned toward the number) rather than an apostrophe (the tail of the mark is turned away from the number), which the writer must then change manually.

academic departments/units

- Capitalize only when using the full and official name of the department or unit: Department of Medicine; School of Medicine; *UofL Physicians – Operations*; *UofL Hospital – Infection Prevention and Control*. Lowercase when using a reference that is not the official name: *the family medicine department*; *the medical school*.
- Capitalize proper nouns and adjectives in all references: *the English Department*; *the Hiram C. Polk Jr., M.D., Surgery Department*.
- Do not capitalize "university," "college" and "department" unless they part of the official name or the first word of a sentence.

academic disciplines

- In text, capitalize only proper nouns and adjectives: *members of the cardiology faculty*; *two English professors*.

academic titles

- Use "Dr." before a name only when the person in question has a medical degree (M.D., DMD, DDS or DVM); it is assumed that UofL faculty possess the terminal degree in their field.
- Capitalize and spell out formal titles such as "president" and "chair" ONLY when they precede a name: *Chair Jane Smith*. Lowercase elsewhere.
- Professor should always be lowercase, even when preceding a name.
- Do not use academic and job titles in conjunction: *Dean Jane Doe* NOT *Dean Dr. Jane Doe*.
- Do not use an academic title with a degree: *professor Jane Smith* or *Jane Smith, Ph.D.*, NOT *professor Jane Smith, Ph.D.*
- If a professor holds an endowed chair or special professorship, capitalize the full name of the title: *Kelly M. McMasters, M.D., Ph.D., Ben A. Reid, Sr. MD Professor and Chairman*. The full name of the chair often includes first names and middle initials of the donor; these can be omitted in normal use. Lowercase modifiers (per AP Style Guide, see "Titles: Past and Future" entry): *department Chairman John Jones*.

adviser, advisor, advisory

- Use "-er" unless "advisor" is part of an official title: *The U.S. Department of Labor's Fair Labor Standards Act Advisor provides employers with information on minimum wage, overtime, child labor and record-keeping requirements*; *She served as an adviser to the government on this project*. However, "advisory" is the correct spelling.

affect, effect

- Affect is almost always a verb that means to "influence" or "put on": How this will affect her grade is uncertain at this point or She affected an English accent because she thought it made her seem more sophisticated. Effect is nearly always a noun that means "result": The effect upon her grade is uncertain at this point. Occasionally "effect" is used as a verb in formal writing to mean "to bring about": They wanted to effect some immediate changes in their academic policy. "Affect" can be used as a noun in very narrow usage, to denote certain behavior in psychology.

ages

- When age is relevant, always use numerals: He was 3 years old. Ages that are expressed as adjectives before a noun or that substitute for a noun use hyphens: *The 3-year-old boy wandered off. Police are searching for a 3-year-old who wandered off from his home yesterday.*

Alzheimer's disease

- Do not capitalize "disease." "Alzheimer's" (alone) is acceptable on second reference.

among, between

- "Between" is used to show the relationship between two entities; "among" when more than two are involved: *It was a choice between red and blue. It was a choice among red, blue and yellow.* However, "between" is correct when expressing the relationships of three or more items considered one pair at a time: *Negotiations on a debate format are under way between the network and the Ford, Carter and McCarthy committees.*

ampersand

- Do not use an ampersand (&) in running text unless it is part of a proper name. Note that ampersands (&) are not used in running text. The only exception is *Center for Women & Infants, UofL Health – Rudd Heart & Lung Center, UofL Health – Mary & Elizabeth Hospital, OB/GYN & Women's Health and Compliance & Audit Services.*

and/or

- Do not use this construction.

apostrophe

- Do not use an apostrophe when forming plurals of dates or abbreviations: 1890s, 1920s, M.D.s, Ph.D.s
- UofL Physicians is a singular, proper noun. In most cases, it is not necessary to add an apostrophe to denote it as a possessive when the company is used as the subject of a sentence.
- INCORRECT: UofL Physicians' clinics are not open on holidays.
- CORRECT: UofL Physicians clinics are not open on holidays.
- For clarification, you can think of UofL Physicians as replaced by the word "Company," i.e., Company clinics are not open on holidays. If the word "company" without an "s" makes sense in this context, don't use the possessive of UofL Physicians.

assure, ensure, insure

- Assure is something you do to a person, a group of people, or an animal to remove doubt or anxiety: John assured Jane that he would help with the chores.
- Ensure is something you do to guarantee an event or condition: To ensure there'd be enough food, John ordered twice as much food as last year.
- To insure someone or something means to protect the person or object against risk by regularly paying an insurance policy.

B

between you and me

- NOT *between you and I.*

between, among

- "Between" is used to show the relationship between two entities; "among" when more than two are

involved: *It was a choice between red and blue. It was a choice among red, blue and yellow.*

Board of Directors, Board of Trustees, Board of Overseers

- Capitalize and use full name on first reference. Use "the board," "the trustees" or "the overseers" (lowercase) for subsequent references: *The UofL Board of Trustees met to discuss the proposal. The board discussed the proposal. The trustees voted on the issue.*

book titles

- Capitalize the first and last word of the title along with all verbs, nouns and principal words: *A Dog Named Spot*. Capitalize all prepositions and conjunctions in a title that consist of four or more letters: *One Flew Over the Cuckoo's Nest; The House That Jack Built*.
- Italicize titles of books, plays, artworks, television shows, radio shows, movies, journals, magazines, newspapers, newsletters, long poems published as books, and gallery and museum exhibitions: *The Star-Spangled Banner, Gone With the Wind, ABC's Good Morning America, the CBS Evening News*, the prime-time drama *This is Us*.
- Do not italicize shorter works, such as magazine articles and lectures; instead, set these off in quotation marks.
- The Bible and books that are primarily catalogs of reference material are capitalized only (no quote marks or italics). This category includes almanacs, directories, dictionaries, encyclopedias, handbooks and similar publications.
- Translate a foreign title into English unless the work is known to the American public by its foreign name.

brackets vs. parentheses

- Brackets [] are used to enclose explanatory material inserted into a quotation by someone other than the original writer or person being quoted, parentheses () when the original writer or person being quoted is making the addition: "Hai [yes]," *he answered when the telephone operator asked if he spoke Cantonese*; "Hai (that means yes) *was my answer when the operator asked if I spoke Cantonese,*" *he proudly told me.*

buildings

- Capitalize buildings that have a formal name, including the words "Building" or "Center": the Abell Building. Capitalize only proper nouns in common references: the Kornhauser Library building.
- Use lowercase for buildings and rooms with generic names that reflect the discipline taught or the activity conducted therein: the nursing building.
- Capitalize rooms and facilities within buildings with official names: *ACB Auditorium, Glassroom, Super Saver*

bulleted series

- Introduce the series with a colon.
- Do not use periods or semicolons at the end of each item unless the item is a complete sentence (and be consistent—if one item is a sentence, make them all sentences).
- Do not set off the next-to-last item with "and":
- She said that several things led to her entrepreneurial success:
 - perseverance
 - a sense of humor
 - a supportive family

C

campus

- Capitalize when used with the full name of the campus: *Belknap Campus, Health Sciences Campus, Shelby Campus*. Lowercase when it stands alone: *The students visited campus*.

campuswide

- One word.

capitalization

- The full, formal names of the university and its colleges, schools and departments are capitalized: *the University of Louisville; the School of Medicine; the Department of Radiology*.
- Use lowercase when not using the full, formal name: *the university; the medical school; the radiology department*.
- Capitalize the full, formal names of centers and institutes and use lowercase on second reference or in informal usage: *The Cardiovascular Innovation Institute is engaged in innovative research. The institute is known worldwide*.

catalog

- Not "catalogue"

center, centre

- "Center" is the American spelling; "centre" is British. Always use "center" except when "centre" is part of an official name.

Centers for Disease Control and Prevention

- On first reference, use *Centers for Disease Control and Prevention*. *CDC* is acceptable on second reference and it takes a singular verb.

century

- Lowercase, spelling out numbers less than 10: the first century; the 21st century. Do not hyphenate: *This was a 21st century addition to the university*.

CEO, CFO, COO

- *CEO* is acceptable in all references for *chief executive officer*.
- Use *chief financial officer* on first reference and *CFO* thereafter.
- Use *chief operating officer* on first reference and *COO* thereafter.
- Spell out other *C-level* or *C-suite* positions, such as *chief information officer*.

Chair

- Use the full name and capitalize first reference of endowed chairs: *William Ray Moore Chair of Family Practice*. On second reference the *Moore chair* is acceptable.

chair, chairman, chairwoman

- Chair is preferred: *Jane Smith is chair of the OB/GYN department*. Do not use "chairperson" unless it is the organization's formal office title.

city

- Do not capitalize in "city of" constructions: *city of Louisville*.

co-worker

- Not co worker or coworker.

collective nouns

- The collective nouns "faculty" and "staff" can take singular or plural verbs, depending on whether group members are acting individually or as a group. *The neurology department faculty meets regularly with the pediatrics department faculty. The staff sometimes disagree among themselves.*
- When "data" is used as a collective noun that represents a unit it takes a singular verb: *The data is invalid.* When it refers to individual items, use a plural verb: *The data were collected by a team of researchers.*

colleges and universities

- For colleges and universities other than UofL, use the full formal name on first reference; abbreviations and acronyms may be used in subsequent references. Beware of mixing up athletic nicknames and academic institutions.

commas

- Avoid excessive use.
- Do not use a comma before the final conjunction in a simple series: *The president delivered an address before an audience made up of state legislators, U.S. senators and local government officials.*
- EXCEPTION: A serial comma can be used when an integral element of the series requires a conjunction (*the departments of history, English, industrial engineering, and molecular and biological medicine*) or in a complex series of phrases.
- Do not use a comma to introduce a subordinate clause: *She decided to take a class in social deviancy because she thought it would help her understand her teenager's request to officially change his name from John to The Son Who Was Formerly Known as John.*
- Do not use a comma to set off essential information: *Harry's daughter Amy is considering switching her major from biology to pre-med.* NOT *Harry's daughter, Amy, is considering ...* This implies that Harry has only one daughter when in fact he has three. However, the following is correct: *Amy says that her father, Harry, is constantly nagging her to switch her major from biology to pre-med.*
- DEPENDENT CLAUSES: If the second half of a compound sentence does not contain its own subject and predicate, do not separate the clauses with a comma: *The ticket office is in the Swain Student Activities Center and is open from 8 a.m.–5 p.m.*
- INDEPENDENT CLAUSES: Use a comma between the two independent clauses of a compound sentence (preceding the conjunctions "and," "but," "or," "nor," "for," "so" and "yet"). The second half of the sentence must contain its own subject and verb: *The ticket office is in the Student Activities Center, and it is open from 8 a.m.–5 p.m.*
- DATE: Use a comma between a specific date and year: *June 10, 1964.* A comma should follow the year when a specific date is mentioned mid-sentence: *May 11, 1988, was the date of the party.* Do not use a comma between month and year or season and year: *March 1997, summer 1999.*
- LOCATIONS: When using a city name with a state or country in a sentence, place a comma afterward: *She is a Louisville, Ky., native.*

committees, task forces

- Capitalize the official names of specific committees or task forces: *The Task Force on Gender Equity met yesterday*. Lowercase second general reference: *The task force is developing a proposal on gender equity*.

commonwealth

- Do not uppercase in "commonwealth of" constructions: *commonwealth of Kentucky*.

complement, compliment

"Complement" is something that completes or enhances; "compliment" is an expression of respect or admiration: *The black complements the red in UofL's logo. She complimented the university on its red-and-black logo*.

comprise

Avoid using if possible, but when necessary remember that "comprise" means to contain or include. Use in active voice: *UofL comprises 11 schools and colleges* NOT *UofL is comprised of 11 schools and colleges*.

copy

courtesy titles

- Generally omitted.

CV

- Acronym for "curriculum vitae." Always use the official name on first reference. On second reference in informal usage, CV is acceptable if the meaning will be clear to readers. If you intend to use the acronym on second reference, let readers know this by setting it off in parentheses directly after the first official reference.

D

dash

- There are two kinds of dashes—of different length and for different purposes—in addition to the hyphen:
 - The em dash (—) is named for the amount of space that a capital M occupied in a line of lead type set in the particular typeface. It is used for parenthetical remarks or abrupt changes of thought, epigraphs and datelines. Do not include spaces around the dash: *Her research found that this is especially true for women—the vast majority of welfare recipients*.
 - The en dash (–) is shorter than an em dash but longer than a hyphen. It is used in our facility names and includes spaces around it (example: *UofL Health – UofL Hospital*). In typical cases it is used for continuing or inclusive numbers or words. Do not include spaces around the dash: *pages 7–10; Monday–Friday*.
 - Do not pair an en dash with the word "from": *1968–72 or from 1968 to 1972* NOT *from 1968–72*.
 - An en dash also is used in place of a hyphen in a compound adjective when one of the elements is an open compound: *post–Civil War; Grawemeyer Award–winning author, Louisville–Jefferson County government*.
- FYI: On a PC, you can make an em dash or an en dash when working in Word by:
 - placing your cursor where the mark will go
 - go to Insert in the program menu and open up Symbol
 - highlight the appropriate dash located there

- hit insert
- On a Mac, dashes are made in Word the same way, or simultaneously hit the option and hyphen keys to make an en dash and option/shift/hyphen for the em dash.
- You can also create your own shortcuts for the em dash and the en dash on the PC by following the directions in the Symbol section.

data, datum

- Data is plural; use datum when you mean "a single bit of information." When data is used as a collective noun that represents a unit it takes a singular verb: *The data is invalid.* When it refers to individual items, use a plural verb: *The data were collected by a team of biologists.*

dates

- Spell out months when used alone or with the year only: *September 1991, July 2018.* Abbreviate the month—except for March, April, May, June and July—when used with a specific day: *Sept. 2., July 4.*
- Do not use a comma between the month and year when no specific day is mentioned: *January 1994.* The same rule applies to seasons: *fall 1996.*
- When referring to a month, day and year, place a comma between the day and year: *Dec. 7, 1945.*
- Place a comma after the year when a phrase with a month, day and year is used in a sentence: *Feb. 18, 1987, was the target date.*
- Do not use "on" with dates unless its absence would lead to confusion: *The program ends Dec. 15* NOT *The program ends on Dec. 15.*
- To indicate sequences or inclusive dates and times, use an en dash instead of "to": *Apply here May 7–9, 8 a.m.–4 p.m.*
- Do not use "st," "rd" or "th" with dates: *Oct. 13* NOT *Oct. 13th*; *Feb. 28* NOT *Feb. 28th.*
- If an event is being hosted in the current year, you do not need to add the year to the dateline. Example: *The next lunch and learn will be Oct. 23.*

Dean

- Capitalize only when it precedes a name. Don't combine dean or any administrative title with an academic title before a name: *Dean John Doe* NOT *Dean Dr. John Doe.*

degrees

- Lowercase degree names: *The department offers a master of arts and a master of arts in teaching.*
- Avoid abbreviations: *Jane Smith earned her bachelor's degree in biology and then went on to gain her medical degree at University of Louisville.* NOT *Jane Smith earned her B.A. in biology and then went on to gain her M.D. at University of Louisville.*
- EXCEPTION: Degree abbreviations consisting of three or more letters that use a combination of upper and lowercase letters require periods: *Ph.D.; Ed.D.*
- Avoid redundancies: *Donald Miller, M.D., or Dr. Donald Miller.* NOT *Dr. Donald Miller, M.D.*
- Use an apostrophe when writing *bachelor's degree, specialist's degree or master's degree* but not

when naming the full degree: *bachelor of arts degree*.

- NOTE: When the "19" or "20" is omitted from a written year, an apostrophe is used to indicate the contraction: '87. Be aware that some word-processing programs will incorrectly insert a single open-quotation mark (the tail of the mark will be turned toward the number) rather than an apostrophe (the tail of the mark is turned away from the number), which the writer must then change manually.

Departments

- Capitalize only when using the full and official name of the department or unit: *Department of Medicine; School of Medicine*. Lowercase when using a reference that is not the official name: *the radiology department; the medical school*.
- "University," "college" and "department" are never capitalized unless they part of the official name or the first word of a sentence.
- When referencing UofL Hospital units, *6 South* or *9 West* is appropriate.

dietitian

doctoral, doctorate

- "Doctorate" is a noun; "doctoral" is the adjective. You may have a doctorate or a doctoral degree, but not a doctorate degree: *He received his doctoral degree in English; He holds a doctorate in English*.

E

email

- Do not hyphenate. Do not allow an email to break between two lines with a hyphen; break if necessary using a required soft return following a slash or other mark of punctuation that is part of the address. Use a hyphen with other e- terms: *e-book, e-reader, e-commerce*.
- When typing an email address in official communications they should be written as: *First.Last@UofLHealth.org* or *Department@UofLHealth.org*. Proper nouns should be capitalized.

e.g., i.e

- E.g. stands for "for example"; i.e. stands for "that is." The two are not interchangeable.

ellipsis (...)

- Treat an ellipsis as a three-letter word, with a space before and after it but none inserted between the three periods: *Metropolitan College ... provides both employment and a free college education*.
- When the ellipsis follows the end of a sentence place a space between it and the sentence's ending punctuation mark: *"Four score and seven years ago, our fathers brought forth upon this continent a new nation conceived in liberty and dedicated to the proposition that all men are created equal. ..."*

entitle, title

- "Entitle" means having the right to something: *She was entitled to the promotion because she met all the qualifications and had the full support of the department*. "Title" is the name of a publication, musical composition, etc.: *Her first book, titled The Applewhites of Door County, was an enormous success*.

everyday, every day

- "Everyday" is an adjective; every day is an adverb: *Missing class was an everyday occurrence for her, while he went to class every day*.

everyone, every one, everybody

- "Everyone" and "everybody" (one word) refer to all people; "every one" and "every body" (two words) refer to individual items.
- "Everyone" and "everybody" are singular pronouns, taking a singular predicate: *Everyone here is eligible for the new program. Everybody is ready to go.*
- When "every" is used as an adjective, the noun it modifies always takes a singular verb: *Every one of us is a potential candidate for the job.* (This is also true of "each," "either" and "neither.")

F**faculty**

- Lowercase unless it is part of a specific name.

Fellow

- For clarity, capitalize this honorary designation denoting outstanding achievement or service: *He is a Fellow of the American Psychological Association.*

Fellowship, fellowship

- Use uppercase for a named fellowship and lowercase for generic use: *She received a fellowship from the institution. He was awarded the Founders Fellowship in 1999.*

fewer, less

- Use "fewer" when referring to items that can be counted: *He said that fewer than 10 responses would not provide an adequate sample for his survey.* "Less" refers to an uncountable bulk or quantity: *Less than half of the blood supply was usable.*

flyer

- Use in all references pertaining to a handout.

foreign words and phrases

- In campus periodicals use italics on first reference for all but the most familiar and follow (if needed) with an English translation of the word or phrase in parenthesis: *"Asante sana [thank you] for the many exciting experiences I had in Africa as part of the University Honors Program," the student wrote in a letter to her professor.*

forgo, forego

- "Forgo" is the preferred spelling when meaning "to overlook or neglect" or "to do without or give up."

formal vs. occupational titles

- Formal titles generally denote a scope of authority, professional activity or academic accomplishment so specific that the designation becomes almost as much an integral part of an individual's identity as a proper name itself. Capitalize when they appear before a name: *The session was led by President George Bush.*

fractions

- Spell out when used in text; use numerals in charts. For fractions and percentages, the verb should agree with the noun following the "of": *Three-fourths of the students were English majors. Three-fourths of the project is completed.*

from

- In a construction indicating range or extent, do not use an en dash if the word "from" has been used: *He served as head of the department from 1995 to 1997. The lecture is scheduled 2:30–5 p.m.*

full time, full-time

- Hyphenate when used as a compound modifier: *She is a full-time employee of the university. She works full time at the university.*

fundraiser, fundraising

- One word in all cases.

FY

- Acronym for “fiscal year.” Acceptable for use in financial tables and lists; avoid otherwise.

G**gratis faculty**

- The title of "gratis" is bestowed on some retired faculty, or those physicians who are active and provide medical services to UofL Physicians without compensation. These faculty are not employees of UofL Physicians and should not be included in internal or external publications. If a gratis faculty member must be referenced, include gratis in his or her title.

ground-breaking, groundbreaking

- ground-breaking (adj.), groundbreaking (n.)

H**health care**

- Always two words (no hyphen), except when part of a formal name: *Advancing health care is a very important part of the university's Challenge for Excellence agenda; Norton Healthcare.*

headlines

- Only the first word and proper nouns are capitalized. Exception: First word after colon is always uppercase in headlines.

HIPAA

- Acronym for the “Health Insurance Portability and Accountability Act.” Always use the official name on first reference. On second reference in informal usage, HIPAA is acceptable if the meaning will be clear to readers. If you intend to use the acronym on second reference, let readers know this by setting it off in parentheses directly after the first official reference.

his/her

- Do not use this construction when trying to be gender sensitive in an article. Instead, alternate between using "his" and "her."

home page

- The “front” page of a particular Web site.

Hospital units

- When referencing units within a hospital, *6 South* or *9 West* is appropriate.

HSC

- Acronym for the “Health Sciences Campus.” Always use the official name on first reference. On second reference in informal usage, HSC is acceptable if the meaning will be clear to readers. If you intend to use the acronym on second reference, let readers know this by setting it off in parentheses directly after the first official reference.

hyphen

- Use a hyphen to avoid ambiguity: *He was a small-business man.*
- Hyphenate modifiers that follow forms of the verb "to be": *The cancer program is world-renowned for its innovative treatments.*
- Hyphenate compound modifiers except when the compound modifier follows the noun: *She is a part-time worker. She works part time.*
- EXCEPTIONS: No hyphen is needed for compound modifiers using the adverb "very" and all adverbs ending in -ly: *She was a very qualified candidate. This is not such an easily remembered rule.*
- However, note that when "family" (which, of course, is not an adverb) is part of a compound modifier, the modifier is hyphenated: *family-owned business.*

I

Inc.

- Abbreviate when part of a name; do not set off with commas: *Rock Island Line Inc.*

inpatient, outpatient

- One word.

Institutes

- Uppercase on first and formal references. Note that some institutes are in fact academic departments within a school or college, while most are independent of academic affiliation or multidisciplinary.

internet

- A decentralized, worldwide network of computers and other devices that can communicate with each other.

intranet

- A private network inside a company or organization, only for internal use. Example: *The UofL Health intranet is UofLHealthNow.org.*

IT

- Jargon abbreviation for "information technology"; do not use in normal text except in informal usage when referring to the various IT departments: *She contacted IT for assistance with her email account.*

italics

- Italicize titles of plays, television shows, artworks, movies, books, journals, magazines, newspapers, newsletters, long poems published as books, and gallery and museum exhibitions. Italicize foreign language words and phrases if they are likely to be unfamiliar to readers. When the surrounding text is already italicized, set the title or word in regular type.

it's, its

- This one is easy—but, nevertheless, often misused. Remember that "its" is the possessive form of the pronoun "it": *The group decided that its rules were too strict.* "It's" is a contraction for "it is" or "it has": *It's easy to make this mistake.*
- HINT: A quick way to check if you've used the correct version is to read the sentence back to yourself, inserting "it is" in place of it's or "its" to determine if it still makes sense.

J

jargon

- Avoid at all times.

K

Kentuckiana

- A term used to describe the Louisville metropolitan area, including eight counties in Kentucky (Jefferson, Oldham, Bullitt, Meade, Shelby, Trimble, Henry and Spencer) and five counties in Southern Indiana (Clark, Floyd, Harrison, Scott, and Washington).

L

lectures

- Put the full titles of lectures in quotation marks: *The subject of his lecture is "The World of Ambrose Bierce."*
- Capitalize lecture titles and lecture series titles; do not capitalize preceding adjectives: *She delivered the fourth annual Holmes-Hunter Lecture.*

M

magazine names

- In internal publications, set the names of magazines in italics: *Newsweek*.
- Lowercase "magazine" unless it is part of the formal title: *Harper's Magazine*; *Time magazine*.

more than, over

- These words are not interchangeable. Do not use "over" unless you are referring to a spatial relationship: *Her plane flew over Belknap Campus on her way home.* "More than" should be used when referring to figures and amounts: *The number of students taking his class rose to more than 200 after the article appeared.*

multi

- In general, no hyphen when used as a prefix: *multispecialty*, *multidisciplinary*.

N

newspapers

- In internal publications italicize a newspaper's name.
- Capitalize the definite article if that is the way the publication prefers to be known: *Courier- Journal*.
- However, do not capitalize the definite article in a story that mentions several papers where some papers use "the" as part of their name and others do not: the *Cincinnati Enquirer*, the *Courier- Journal* and the *New York Times*.
- Where location is needed but is not part of a newspaper's name, use parentheses: *The (Cleveland) Plain Dealer*.

NIH

- Acronym for the "National Institutes of Health." Always use the official name on first reference. On second reference in informal publications, NIH may be used if the meaning will be clear to readers. If you intend to use the acronym on second reference, let readers know this by setting it off in parentheses directly after the first official reference.

non

- In general, no hyphen when used as a prefix: *nonprofit*; *nonentity*.
- EXCEPTIONS: Use a hyphen before proper nouns and in awkward constructions: *non-English speaking people*; *non-nuclear submarine*.

numbers

- Spell out those less than nine; use numerals for 10 and above.
- Always spell out numbers at the beginning of a sentence, except for calendar years: *Ten years ago today she graduated from Speed Scientific School. 1998 marked the beginning of the Challenge for Excellence plan.* (Avoid this construction when possible. Instead: *The Challenge for Excellence plan began in 1998.*)
- Always use numerals for percents, credit hours, ages, parts of a book: *7 percent*; *3 credit hours*; *2 years old*; *More information can be found in Chapter 2.*
- Hospital units: When referencing units within a hospital, *6 South* or *9 West* is appropriate.

O

online

- One word.

P

Percent

- Use the % sign when paired with a numeral, with no space, in most cases (a change in 2019): Average hourly pay rose 3.1% from a year ago; her mortgage rate is 4.75%; about 60% of Americans agreed; he won 56.2% of the vote. Use figures: 1%, 4 percentage points.
- For amounts less than 1%, precede the decimal with a zero: The cost of living rose 0.6%
- In casual uses, use words rather than figures and numbers: She said he has a zero percent chance of winning.

possessives

- Follow AP style (some of the more commonly confused instances are noted here). While some style guides say that singular nouns ending in s sounds (such as x and z) may take either the apostrophe alone or 's, for consistency AP style is to always use 's if the word does not end in the letter s: *the fox's lair*; *Marx's theories*.
- EXCEPTION: Words that end in an s sound and are followed by a word that begins with s: *for appearance's sake*; *the appearance's cost*.
- SINGULAR COMMON NOUNS ENDING IN S: Add 's unless the next word begins with s: *the hostess's seat*; *the hostess' chair*.

- SINGULAR PROPER NOUNS ENDING IN S: Use an apostrophe only: *Kansas' school system; Hercules' labors.*
- EXCEPTION: *St. James's Palace*
- JOINT POSSESSIVES: Use an apostrophe after the last word only: *Fred and Wilma's party.*
- UofL Physicians is a singular, proper noun. In most cases, it is not necessary to add an apostrophe to denote it as a possessive when the company is used as the subject of a sentence.
 - INCORRECT: *UofL Physicians' clinics are not open on holidays.*
 - CORRECT: *UofL Physicians clinics are not open on holidays.*
- For clarification, you can think of UofL Physicians as replaced by the word "Company," i.e., Company clinics are not open on holidays. If the word "company" without an "s" makes sense in this context, don't use the possessive of UofL Physicians.

president

- Uppercase only before the name: former *UofL President Donald Swain; Jimmy Carter, former president of the United States.* When used without the name, always lowercase: *The president spoke before Congress.*

preventive

principal, principle

- "Principal" can be either a noun or an adjective: *She returned to her old high school last year as its principal. The principal reason she enjoys her job is because she gets to work with the children of her former classmates.* "Principle" is a noun only. It can mean a "truth, doctrine or rule of conduct" (*It compromised her principles.*), a scientific law (*the principle of cell division*) or an essential element or quality that produces a specific effect (*the active principle of a medicine*).

professor

- Professor should always be lowercase, even when preceding a name.
- EXCEPTION: Full titles of endowed professorships are capitalized: *Ben A. Reid Professor of Surgery*

program

- Capitalize only when program is part of the formal name: *the department's visiting scholars program; the University Honors Program.*

Q

quotation marks

- Periods and commas always go within the quotation marks; dashes, semicolons, question marks and exclamation points go within the quotes when they apply to the quoted matter and outside when they apply to the whole sentence.
- For quotes within quotes, alternate between double and single quotation marks; use three marks together (with a space in between) if two quoted elements end at the same time: *"It was an atomic absorption spectrometer," Pierce recalls. "When I said that, the guy looked up from his notepad and went, 'Uh, yeah.'"*

- FYI: If working in Word, be aware that the program will automatically turn a closing double quotation mark (") into an opening one (") when it follows a single ending quote mark. To get around this, type the ending single and double quote marks with no space between them, then go back and insert the space.

R

range

- Constructions indicating a range (of time, for example, or other inclusive numbers) use an en dash, not a hyphen: *9–11 p.m.*

S

seasons

- Always lowercase, even when naming an issue of a publication: *the fall 2017 issue of Fit Magazine.*

semicolon

- Semicolons may be used to separate the elements of a series when the elements themselves include commas. Do not use semicolons in a series if commas will work. NOTE: Using semicolons in this way does not dictate the use of a colon to introduce the series; conversely, using a colon does not dictate the use of semicolons.
- When semicolons are used, include one before the conjunction at the end of the series.
- Use a semicolon to connect two closely related sentences, thus avoiding comma splices or run-on sentences: *We set some lofty goals when we developed the Challenge for Excellence plan in the latter half of the 1990s; five years later, we've already accomplished many of them.*

spacing

- For all external and internal publications (including brochures, newsletters, patient forms, flyers), single space between sentences rather than double space. Double spacing after periods is acceptable in business letters and academic papers.

state names

- In text, always spell out state names when they stand alone: *She visited Kentucky for the first time to attend the Derby.*
- When used in conjunction with a city or town, abbreviate per AP style and set off with commas: *Louisville, Ky., is the site of the Kentucky Derby.*
- Do not abbreviate Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah, unless as part of an address with a ZIP code.

T

task force

- If a task force has a formal name, capitalize it: *The University Task Force on the Environment will discuss several very interesting issues at its next meeting.* If the reference is general or generic, do not capitalize: *The university will appoint a task force to discuss environmental issues on campus.*

telephone numbers

- Use dashes to separate area codes and prefixes: *502-588-6000*.
- Do not use the numeral 1 before area codes, including 800 numbers.
- Parenthesis are acceptable for the UofL James Graham Brown Cancer Center's HOPE line: *502-562-HOPE (4673)*.

tense

- Quote in the present tense for general internal publications: *"It's a great idea," he says*.
- Use past tense when a date or day within the story makes it logically necessary: *"I want to share several exciting discoveries with you," the doctor said during a presentation to the media last month where he announced the results of his research*.

that, which

- "That" is used to introduce an essential clause (one that cannot be eliminated without changing the meaning); "which" is used to introduce a nonessential clause: *She signed up for the science course that she needed to complete her major. She took biology, which is a course that she needed to complete her major*.
- An essential clause must not be set off from the rest of the sentence by commas; a nonessential clause must.

that, who

- Use "that" when referring to inanimate objects and to animals without a name: *She works for the company that pioneered biomedicine. There goes the dog that bit me*.
- Use "who" when referring to people or to animals with a name: *She was the one who started the company. It was Lassie who bit me*.

the

- Do not capitalize "the" within a sentence unless there is also a change of typeface (e.g., to italics) or a quotation mark to cue the reader: *He attended the University of Louisville. She requires her students to read "The Lottery" each year*.
- While many businesses and institutions capitalize "the" in their name in their print materials we do not: *He owns stock in the PepsiCo*.

time

- Use figures except for "noon" and "midnight."
- Use a colon to separate hours from minutes: *8:45 a.m.*
- Use 8 a.m. rather than 8:00 a.m.
- Avoid redundancies such as 10 a.m. this morning.
- Avoid constructions using "o'clock."

titles

- In general, capitalize formal or courtesy titles—President, Dean, Senator—before names of individuals and lowercase when they follow names. Lowercase descriptive or occupational titles: *editor John Doe, professor John Smith*.
- Use full names on first reference. On second and subsequent references, use only last names, without courtesy titles, for both men and women regardless of marital status.
- EXCEPTION: To distinguish between a husband and wife quoted in the same story, confusion often can be avoided by using first names: *John and Jane Smith collaborated on the study. "We reported our findings at the next conference," Jane says. "It was an interesting session," John adds.*
- JOB TITLES: Use lowercase for titles unless they are directly before a name and function as part of the name: *Dean Joe Jones met with President Brenda Smith to discuss several research issues. Jane Doe, dean of the medical school, also attended.*
- Do not capitalize titles in generic usage: *The deans met with the president.*
- As a general rule, titles containing more than four words should be placed after the name.
- TITLES OF EVENTS: Capitalize, in quotation marks, the full, formal titles of workshops, conferences, seminars, speeches and similar events: *A workshop titled "The Use of the Library" will be held next week.* Use lowercase for subject matter: *Ekstrom Library will offer a workshop on library use.*
- COURTESY TITLES: In a formal list (of participants or donors, for instance) "Mr.," "Mrs.," "Miss," and "Ms." should be omitted, except when a woman specifically requests to use her husband's name: *Mrs. Joseph Doe, Mr. and Mrs. John Doe.*

toward

- Not towards.

trademark

- UofL is a university trademark. Be aware that all university logos and marks are protected under federal trademark law. No version of the "UofL" lettermark may be used to replace the words UofL or University of Louisville in a sentence. The "UofL" lettermark may not be used separate from the UofL Physicians logo when referring to the UofL Physicians. The "UofL" lettermark is a registered trademark of the University of Louisville. See the UofL Physicians Graphic Standards Manual for more information.
- For other products, when possible use the generic equivalents: facial tissue. If the trademarked name is necessary, capitalize the first letter only: *Kleenex NOT KLEENEX*

U

UBM

- Acronym for "unit business manager."

under way

- Two words.

UofL Physicians

- UofL Physicians is a singular, proper noun. In most cases, it is not necessary to add an apostrophe to denote it as a possessive when the company is used as the subject of a sentence.
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 - CORRECT: *UofL Physicians clinics are not open on holidays.*
- For clarification, you can think of UofL Physicians as replaced by the word "Company," i.e., Company clinics are not open on holidays. If the word "company" without an "s" makes sense in this context, don't use the possessive of UofL Physicians.
- Because it is a singular noun, verbs used should be singular as well, i.e., UofL Physicians is the largest multispecialty practice in the region.
- Practice names: For branding purposes (website, collateral), all practices will be referred to using the proper company name followed by a em dash, then the most consumer-friendly specialty name that correlates with the department, division or section: *UofL Physicians – Cardiovascular Medicine; UofL Physicians – Eye Specialists.*

UofL

- Acceptable as a second reference for the University of Louisville, both as an adjective and noun: *She graduated from UofL. He is attending UofL's Speed School.*

URL

- Acronym for "Universal Resource Locator." If possible, use a contrasting typeface to distinguish between the web address and the rest of the sentence.
- Never allow a web address to break over two lines with a hyphen; break if necessary using a required soft return following a slash or other mark of punctuation that is part of the address.

V

vice president

- Do not hyphenate. Do not capitalize in text unless the title precedes the name: *Vice President Dan Hall; Dan Hall, vice president for university relations.*

W

web

- Short for World Wide Web. The web is not the same thing as the internet, but is a subset; other applications, such as email, exist on the internet. Also website, webcam, webcast, webfeed, webmaster, webpage. But web address, web browser.

website

- When writing the name of our websites, write as follows in official communications: *UofLHealth.org, UofLHospital.org, UofLBrownCancerCenter.org, UofLPhysicians.com, UofLHealthNow.org.*

well-being

who, whom

- In formal English "who" functions as a subject: *Who was that?* "Whom" functions as an object: *To whom was the package sent?* [object of to].

who's, whose

- "Who's" is a contraction: *Who's there?* "Whose" is possessive: *Whose book is that?*

X

X-ray

- Use for both the photographic process and the radiation particles themselves.