

## Kessler Foundation House Style Guide

The primary style guides for Kessler Foundation blogs, websites, marketing email communications, and collateral (brochures, signage, programs, marketing materials, etc.) are the *Chicago Manual of Style* for general style and the [International Committee of Medical Journal Editors](#) for scientific content unless otherwise stated here. The dictionary of record is [Merriam-Webster](#). We use the American spelling of words.

These rules do not apply to the research papers submitted by authors to scientific journals.

### Acronym

Limit using acronyms unless they are in common use (e.g., JPEG, NASA, VA). Otherwise spell out titles and names as a courtesy to those readers who might not easily recognize them. The use of less familiar abbreviations should be limited to those terms that occur frequently enough to warrant abbreviation—roughly five times or more within an article and each term must be spelled out on first occurrence. Use of abbreviations for conditions should be minimized (e.g., MS, SCI, CP, ADD, CFS). If you have the space, it's better to write it out.

Use abbreviations and acronyms only when they will help your readers by making written text simpler and less cumbersome. Whenever possible, avoid following the name of an organization, project, or program with an abbreviation or acronym in parentheses or set off by dashes (e.g., do not use: *American Heart Association (AHA)* because *AHA* is not commonly used).

### Capitalization

Keep capitalization to a minimum. Too many capitals tend to be typographically ugly. AVOID ALL CAPS.

Use initial capitals for proper names, official titles (see Professional Titles section), and trade names.

Do not capitalize the names of seasons or the words *web*, or *internet*.

Do not capitalize names of diseases and conditions (e.g., multiple sclerosis, spinal cord injury, cerebral palsy, attention deficit disorder, chronic fatigue syndrome). Again, use of abbreviations for conditions should be minimized, but capitalized when used (e.g., MS, SCI, CP, ADD, CFS).

Do not capitalize directional words (e.g., north, south, etc.) unless they are used as nouns denoting specific regions (e.g., South Jersey).

Capitalize *Foundation* when using it in place of Kessler Foundation (e.g., We here at the Foundation feel good about our work). Capitalize *Center* when using it in place of the name of a center.

Capitalize *fellow* when used as part of the official name of the title (e.g., John DeLuca was named Fellow of the Sports Neuropsychology Society). Otherwise lowercase (e.g., John DeLuca is an SNS fellow or John DeLuca is a fellow of SNS).

The full names of institutions, groups, and companies and the names of their departments, and often the shortened forms of such names, are capitalized (e.g., Mary is a professor for the Department of Physical Medicine and Rehabilitation at Rutgers New Jersey Medical School). Do not capitalize when it is not the department name (e.g., Mary is a professor of physical medicine and rehabilitation at Rutgers New Jersey Medical School).

**Headlines:** Use initial capitals.

**Subheads:** They should be capitalized like a headline; capitalize each important word, bold and flush left (e.g., Available Online Resources or Today's the Big Day).

## Emails (from Constant Contact or Online Express)

Subject lines should be treated like headlines, capitalizing all main words (e.g., Best Kind of Science).

Subject lines should be no more than 40 characters, including spaces, so they will read well on most devices. Generally, emails should be from a person and signed with person's title, photo, and signature.

## Email Signature from KesslerFoundation.org email

Do not include a graphic. If you want to add social media or a quote, feel free. Font size should be 11. Be conservative with your font type, consider Arial or Calibri.

First Last, Degree

Title

Center (if applicable)

Kessler Foundation

Street address

City, state, zip code

973.555.1212

973.555.1234 – fax

[FLast@KesslerFoundation.org](mailto:FLast@KesslerFoundation.org) (Capitalize first letter of first name and first letter of last name)

KesslerFoundation.org

Affiliations

Title at affiliation

Name of Organization One

Example:

Jane T. Doe, PhD

Senior Research Scientist

Center for Mobility and Rehabilitation Engineering Research

Kessler Foundation

1199 Pleasant Valley Way

West Orange, NJ 07052

973.324.3544

973.324.3527 - fax

[JDoe@KesslerFoundation.org](mailto:JDoe@KesslerFoundation.org)

[KesslerFoundation.org](http://KesslerFoundation.org)

[@KesslerFdn](https://www.facebook.com/kesslerfdn)

[Facebook.com/kesslerfoundation](https://www.facebook.com/kesslerfoundation)

Affiliations

Associate Professor, Physical Medicine and Rehabilitation

Rutgers New Jersey Medical School, Newark, NJ

## Kessler Foundation Name

The first time it's mentioned, use the full name of the organization (e.g., Kessler Foundation), then Foundation. Never just Kessler. Do not abbreviate (e.g., KF). An exception is when writing about joint projects like the TBI and SCI Model Systems or stroke projects where the team has a mix of Foundation and Institute employees, you can use *Kessler team* when referring to both. But only after both entities have been written out previously in the piece.

Never use *the* (upper or lowercase) in front of Kessler Foundation. It is OK to say *the* Foundation.

## Center Names

Generally, refer to centers with the center name first followed by *at Kessler Foundation* (e.g., Center for Employment and Disability Research). If the content is chiefly about Kessler Foundation, you can use the center name without *Kessler Foundation* after the first instance or just *Center* with a capital C.

The two named centers are formatted like this:

- Tim and Caroline Reynolds Center for Spinal Stimulation at Kessler Foundation (using *and* not *&*)
- Rocco Ortenzio Neuroimaging Center at Kessler Foundation

After the first mention of the named centers, refer to them as Reynolds Center for Spinal Stimulation and Ortenzio Neuroimaging Center.

## Other Names

Always refer to the following by these names. When in doubt look up it up.

- Kessler Foundation's 12th Annual Stroll 'N Roll
- Kessler Foundation Wheelchair 10K **not** WheelBlazers.
- Kessler Institute for Rehabilitation **not** Kessler Institute of Rehabilitation. Do not precede with *the/The*. Use Kessler Institute for Rehabilitation for the first instance, then Kessler Institute, or the Institute. Do not abbreviate.
- Children's Specialized Hospital for the first instance, then Children's Specialized. Do not abbreviate.
- New Jersey Institute of Technology for the first instance, then NJIT
- Craig H. Neilsen Foundation (do not let it auto correct the name Neilsen; use middle initial)
- Do not use Bronx VA. Use James J. Peters VA Medical Center
- Do not use East Orange VA. Use VA New Jersey Healthcare System – East Orange Campus
- Do not use Tampa VA. Use James A. Haley Veterans' Hospital (apostrophe is included after *s* in *Veterans'*)

## Numbers

Generally, numbers under 10 should be spelled out. Numbers 10 and over should be written out numerically.

Numbers with four or more digits should be separated with a comma (e.g., 5,000).

When presenting years, show the year in its numerical entirety. (e.g., 1990s, not 90s)

**Dates:** Write out the months and days (e.g., January, Wednesday not Jan., Wed.) unless space is an issue, then use the three or four-letter abbreviation followed by a period.

All-numeral styles of writing dates should not be used. Write it out (e.g., use May 10, 1999, not 5/10/99).

Do not use *th*, *st*, or *nd* after the number of the day (e.g., June 12). The one exception to this is in the name of an event (e.g., The 12th Annual Stroll 'N Roll).

When you do use *th*, *st*, or *nd*, keep it on the same line as the text, not superscript (e.g., 12th, not 12<sup>th</sup>). Be aware that most autocorrects will try to change it to superscript.

Do not put apostrophes in decade (use 1950s, not 1950's).

Do not use the expressions *thirties* or *eighties*. Rather 1930s or 1980s.

Use *from 1958 to 1959* rather than *from 1958-9*.

Do not start a sentence with a year (e.g., 2019 was a good year). It's preferable to re-work the sentence so it doesn't start with the year.

Do not start a sentence with a numeral (e.g., 10 people came to the meeting. Rather: Ten people came to the meeting).

**Percent:** Spell out *percent* as one word in literary context, but in statistical contexts and in tables and diagrams where space is scarce the symbol % is acceptable.

**Phone Numbers:** Use periods to indicate breaks in phone numbers (e.g., 973.324.8362).

Use *ext.* when indicating an extension (e.g., 973.324.8362 ext. 100).

For international phone numbers, because of varying number conventions by country, use numbers with spaces and no punctuation to indicate breaks instead of dashes.

**Time:** Use a colon to separate hours from minutes. (e.g., 1:00 pm, 3:30 am).

Use lowercase letters, no punctuation, and a space before the abbreviation when using *am* or *pm*.

For 24-hour system of time use no punctuation (e.g., 0800h and 1700-1830h). Use the *h* as demonstrated. Add the *0* for times from 0100 to 0900.

## Professional Titles

Capitalize a person's title when used with the person's name or as a direct address. The title is not capitalized when used generally. Capitalize titles immediately preceding the name when used as part of the name (e.g., We asked President Smith to join us).

Do not capitalize titles when used descriptively (e.g., John Smith, who is the incoming president ...)

In text, titles following a personal name or used alone in place of a name (other than in direct addresses) are, with few exceptions, lowercase.

Examples:

- Rodger DeRose, president of Kessler Foundation, is speaking.
- Kessler Foundation President Rodger DeRose is here.
- Let's call the Kessler Foundation president.
- Gail Forrest, PhD, director, Center for Spinal Stimulation will give the keynote.

- Steven Kirshblum, MD, chief medical officer of Kessler Foundation, is here.
- Chief Medical Officer Steven Kirshblum, MD, is the main official.
- Steven Kirshblum, MD, is the chief medical officer of Kessler Foundation.

In promotional or ceremonial contexts such as a displayed list of donors in the front matter of a book or a list of corporate officers in an annual report, titles are usually capitalized even when following a personal name.

Omit punctuation when including degree titles (e.g., PhD not Ph.D.).

If a person is a PhD or MD, always use the degree at first mention of the name (e.g., Gail Forrest, PhD). For ensuing mentions use Dr. and not MD or PhD. Generally, use last names of other people rather than Mr. or Ms. An exception to the rule would be to use first names in feature piece after using the person's whole name and title at the start.

When listing degrees and credentials, generally order them starting with the highest first.

Among professional titles, named academic professorships and fellowships are usually capitalized wherever they appear, especially if they are accompanied by a personal name.

Examples:

- John Doe, Distinguished Service Professor at the University of Pennsylvania; John Doe, a professor at the University of Pennsylvania.
- The title *postdoctoral fellow* should be lowercase unless it is specifically named (e.g., Jane Smith Children's Specialized Hospital Postdoctoral Fellow is presenting; Jane Smith is a postdoctoral fellow).

Most military titles are capitalized only when used as part of a person's name (e.g., the sergeant; Sergeant Carleton C. Singer).

When referring to two doctors use *Drs.* not *Dr's*. (e.g., Drs. Smith and Jones will be speaking).

## Punctuation

**Abbreviations:** House style is to include periods after abbreviations of a prefix to a name (e.g., Dr., Prof., etc.).

Periods are not required where uppercase letters are used in the initials of an organization (e.g., BBC) or abbreviated scientific terms (e.g., DNA, GMO).

Abbreviated names of states in the United States should be two letters, capitalized, with no punctuation (e.g., PA, NJ).

If you abbreviate United States in an address, use USA. In other uses, go with U.S. with the periods in between.

Use a single space not double space after a period at the end of a sentence.

Do not abbreviate the names of Kessler Foundation research centers.

**Commas:** Use Oxford comma when sentence structure is serial (e.g., France, Italy, and Spain; not France, Italy and Spain).

**Hyphen and Dashes:** Hyphens and the various dashes all have their specific appearance (shown below) and uses (discussed in the following paragraphs). The hyphen, the en dash, and the em dash are the most commonly used. Though the differences can sometimes be subtle—especially in the case of an en dash versus a hyphen—correct use of the different types is a sign of editorial precision and care.

hyphen -  
en dash –  
em dash —

**Dashes:** Use em dashes to indicate an interruption, particularly in transcribed speech. (— by hitting Alt+Ctrl+ - (minus) or hold down the Alt key and type 0151 on the numeric keypad. The **em dash** appears when you release the Alt key).

In phrases where you could use a comma or colon, the use of an em dash is also acceptable with no spaces on either side of the dash (e.g., Though the differences can be subtle—especially in the case of an en dash versus a hyphen—correct use is important).

Use an en dash to indicate range (e.g., 40–50 people). ( – by hitting Ctrl + - (minus) or hold down the Alt key and type 0150 on the numeric keypad. The **en dash** appears when you release the Alt key).

**Hyphens:** Use hyphens (the minus sign on your keyboard) to connect two or more words (and numbers) into a single concept, especially for building adjectives. When the adjectival phrase comes *before* the noun that it modifies, it is hyphenated (e.g., The 20-year-old student.) But, if there is no risk of ambiguity you may leave out the hyphen, but keep the space. If you are uncertain whether a word is hyphenated, check the Merriam Webster Dictionary for spelling.

Never hyphenate email, online, nonprofit, early bird, vice president, vice chair, inpatient, outpatient, grantmaking.

Although hyphens or dashes can be used as substitutes for the word *to* when discussing value ranges and dates, it is better to use the word *to* in formal writing situations.

**Underline:** Generally, do not underline text. *Sparingly* use italics or bold to **emphasize** a word or phrase.

**Italics:** Italics may be used for emphasis, but avoid using it too much.

Italicize foreign words or phrases that are unlikely to be familiar to your reader.

Italicize words presented as words (e.g., Never use the article *the* when referring to Kessler Foundation) and letters presented as letters (e.g., the letter *q*).

Always italicize a publication title unless it happens to be presented in already italicized text.

**Quotation Marks:** Unless you are quoting someone, quotation marks are typically not used. Quotation marks should not be used for emphasis; rather, you should bold or italicize a word you wish to emphasize.

Titles of talks and publication article titles are exceptions to this rule and should be in quotes.

When quoting someone in a feature story, we generally use present tense (e.g., “That is a great idea,” says Jones. Not “That’s a great idea,” said Jones.). For a press release we would use *said*.

**Ellipses:** An ellipsis is a set of three periods ( . . . ) indicating an omission. Each period should have a single space on either side, except when adjacent to a quotation mark, in which case there should be no space. Avoid using ellipses for any other reason.

## Web Related

**Website Addresses:** Never write the *http://* when writing a website address. Write our web address without the *www* as [KesslerFoundation.org](http://KesslerFoundation.org). You'll need to link it if you are using in a document as it will not automatically link. Always embed a web address in text (unless it is for a print piece – see Redirect URL below), so we don't see the actual URL.

**Email addresses:** When typing out Foundation email address for a person, capitalize the first letter of the first and last name (e.g., [RGerth@KesslerFoundation.org](mailto:RGerth@KesslerFoundation.org)).

**Redirect URLs:** Also called vanity URLs. Used when the original URL is too long for print. They should be all lowercase, short, with dashes between words (e.g., [KesslerFoundation.org/breast-cancer](http://KesslerFoundation.org/breast-cancer)). The communications department will create and implement them for you.

## Trademarks and Copyright

**Note:** Scientists who seek registered trademarks for their products (e.g., a manual or survey) must inform the IP Liaison (currently [Peii Chen](#)) first. Her role is to centralize this information and report it to management, who will evaluate whether the trademark should be registered.

**Trademark:** Although the symbols ® and ™ (for registered and unregistered trademarks, respectively) often accompany trademark names on product packaging and in promotional material, there is no legal requirement to use these symbols, and they should be omitted wherever possible. If it is a Kessler Foundation owned property and you wish to assert the trademark, only use it the first time it appears. If one of these symbols is being used at the end of a product name, it should appear before any period, comma, or other mark of punctuation.

**Copyright:** The usual notice consists of three parts: the symbol ©, the first year the book is published, and the name of the copyright owner. This may be followed by the phrase "All rights reserved" (e.g., © 2019 by Kessler Foundation. All rights reserved.).

Any downloadable materials (e.g., PDF, PowerPoint) shared online (such as [kfllearn.org](http://kfllearn.org)) or materials shared with non-Kessler Foundation individuals (such as during a conference) should include the copyright.

### Symbols:

- Copyright symbol (©) hold the Alt key down and type 0169.
- For the Trademark symbol (TM) hold the Alt key down and type 0153.
- For the Registered symbol (®) hold the Alt key down and type 0174.

## Disability Language

Generally:

- Ask someone with a disability how they would like to be referred to
- Emphasize abilities, not limitations

- Having a disability does not mean you are a patient
- Successful people with disabilities are not necessarily all heroes

Use:

- **Person who uses a wheelchair** vs. wheelchair bound
- **Person with a disability** vs. disabled person
- **Woman with paraplegia** vs. paraplegic
- **Stroke survivor** or **person who has had (or sustained) a stroke** vs. stroke victim (or suffered a stroke)
- **Congenital disability** vs. birth defect
- Parking or bathrooms are **accessible** vs. handicapped
- **He has a TBI** or **she has MS** vs. He's a TBI or She's MS

Good sources for more detailed examples:

[Using people first language](#) – downloadable PDF from the CDC

[National Center on Disability and Journalism](#) - specific words listed alphabetically

[ADA National Network](#) – examples of Use vs. Do Not Use

## Common Mistakes

**a part vs. apart:** *A part* is often followed by the preposition *of*. *Part* acts as a noun when combined with the article, *a*. *Apart* usually acts as an adverb. *Apart* is often followed by the preposition *from*.

**log in vs. login:** *Log in* is typically used as a verb; *login* is typically used as a noun.

**peer review vs. peer-review:** *peer review* (with no hyphen) is a noun and means a process (e.g., Those journals have a rigorous peer review). Use the hyphenated peer-review when it is an adjective modifying a noun (e.g., *The Journal of Spinal Cord Medicine* is a peer-reviewed journal).

**sign up vs. signup:** *Sign up* is usually used as a verb; *signup* is usually used as a noun.

**symposium vs. symposia:** *Symposia* is the plural version of the singular symposium (e.g., The Academy of Spinal Cord Injury Professionals sponsor one symposium in the fall and multiple symposia in the spring.) When using as an adjective, use singular (e.g., Symposium proceedings are made up of papers by different authors).

**effect vs. affect:** *Affect* is usually a verb, and it means to impact or change. *Effect* is usually a noun, an effect is the result of a change.

**that vs. who:** *Who* refers to people. *That* may refer to people, animals, groups, or things, but *who* is preferred when referring to people.

**criteria vs. criterion:** *Criteria* is the plural form of *criterion*. It is used when referring to more than one *criterion*. *Criterion* is singular and is used to refer to a single thing.

## Word list

List of commonly used words and phrases with the preferred spelling.

principal investigator not principle investigator



coauthor not co-author

multidisciplinary not multi-disciplinary

on-site

WiFi

tetraplegia

paraplegia

quadriplegia

grantmaking

codirector









## Proofreading Marks


Proofreading marks should always be made in red. See below for the mark and meaning.

When the actual text is not supplied use the placeholders: **HED** to indicate headline, **DEK** to indicate subhead line, **LEDE** to indicate the leading paragraph, and **GRAF** to indicate paragraph.


Use **TK** in copy being edited to signify that additional material will be added at a later date.

Use <<instructions here>> to indicate an instruction or comments that is **not** to be included in the copy.


Mark	Meaning
	Delete ( <del>take out</del> )
	Disregard proof correction mark <sup>stet</sup>
	Clos <u>e</u> up
	Change to <u>capital</u> letters
	Change to a <sup>lc</sup> lowercase letter
	Change to <u>small</u> capital letters
	Change to <u>underlined</u> letters
	Change to <u>bold</u> type

 Change to italic letters <sup>italics</sup>

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 Replace with correct <sup>wf</sup> font



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 Move text up

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  Move text left


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 Move text right 


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 Transpose items these


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 Insert brackets [into the text]


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 Insert parentheses (into the text)


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 Invert SIU <sup>↻</sup> piece of text



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 Insert (or substitute) en-dash <sup>⁄</sup>



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 Insert (or substitute) em-dash <sup>⁄</sup>


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 Insert (or substitute) period 


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 Insert (or substitute) comma 



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 Insert space into the <sup>#</sup> text


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 Correct align<sup>ment</sup> of text

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 Begin new paragraph 

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 Center ]text[

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 Move text down

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