

ASDA

**Style Guide**

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# WHAT IS A STYLE GUIDE?

The American Student Dental Association Style Guide provides guidelines for consistent style and format for all ASDA communications. For all ASDA graphic standards, please visit the Brand Guidelines.

Benefits to the users include:

- Keeps a consistent and professional look among ASDA communications
- Provides a source of quality assurance and a perception of value added by standardizing some aspects of the writing and publishing process
- Answers common questions
- Saves time when making decisions
- Training and skill development

## ASDA Writing Style

The Associated Press (AP) Stylebook is a style and usage guide used by commonly by media and communications professionals in the United States. ASDA uses AP style for all of its communications. Here are some basic and commonly used AP style points as well as ASDA terms (in alphabetical order).

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# COMMONLY USED STYLE POINTS

## Abbreviations (see Academic Degrees)

Use capital letters and periods in most two-letter abbreviations. If the abbreviation is more than two letters, do not use periods unless the result would spell an unrelated word.

Example: U.S., U.N., ASDA, ADA, FBI

## Academic Degrees

If mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: John Jones has a doctorate in psychology. However, ASDA always precedes a dentist's name with Dr., even after the first reference. Academic degrees are lowercase when not used with specific field.

Example: She's going for her bachelor's degree. In one year, she will be a Master of Public Health.

Use abbreviations only when the need to identify many individuals by degree on first reference would make the preferred cumbersome (for meeting programs and speaker lists, etc.) Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference.

Example: B.A., J.D., Ph.D., DDS, DMD or Dr. John Jones.

NOT: Dr. John Jones, DDS

## Academic Departments

Use lowercase except for words that are proper nouns or adjectives. Use uppercase when department is part of the official and formal name.

Example: the department of dentistry, the English department, University of Florida Department of Endodontics

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## **Academic and Professional Titles**

Capitalize and spell out formal titles such as dean, president, chairman, etc. only when they are before a name. Most two-word, hyphenated titles capitalize the first word only. Lowercase elsewhere. Lowercase modifiers such as department in department Chairman Joe Black. Job titles are capitalized when they appear before a person's name, but lowercase after the name. Do not use courtesy titles such as Mr. or Mrs. (but do use Dr. to reference a dentist).

Example: Dean John Jones. John Jones is the school dean. President Joe Biden. Joe Biden is the president. ASDA President-elect. Colton Cannon. Colton Cannon was elected 2021-2022 president. Nancy Honeycutt, CAE, ASDA executive director, loves her job.

## **Acronyms**

If the name is used only once, do not follow with an acronym. If used twice or more, include the acronym in parenthesis when introduced and then reference only as acronyms moving forward.

## **Ampersand (and)**

Use the symbol if it is part of a heading, an official title or company name. Otherwise, spell out the word "and."

## **Annual Session**

Always capitalize when referring to ASDA's Annual Session.

Example: She went to her first Annual Session last year. The ADA also holds an annual session.

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## **Apostrophes**

When stating graduation years, the apostrophe curves right.

Example: I love the '80s. Congratulations, Jane Jones '22.

TIP: The apostrophe tail points towards what's missing!

## **ASDA website (ASDAnet.org)**

When listing ASDA's website, capitalize all letters of ASDA. Do not precede the URL with www.

Example: Go to ASDAnet.org for more information.

## **Association**

Do not abbreviate. Capitalize as part of a proper name only, lowercase elsewhere.

Example: American Student Dental Association. She belongs to a professional association. It's important to act on behalf of the association.

## **Bimonthly, Biweekly, Biannual**

Bimonthly means every other month. Semimonthly means twice a month. Biweekly means every other week. Semiweekly means twice a week. Biannual means twice a year (same as saying semiannual). Biennial means every two years.

## **Board of Trustees**

Capitalize when part of a formal name, lowercase when shortened or generally speaking. Can also be called board after initial use.

## **Bylaws**

Lowercase unless referencing a specific document, then capitalize.

Example: She doesn't know what bylaws are. The ASDA Bylaws are governing documents. The council is responsible for understanding ASDA's Bylaws.

## **Capitalization**

Avoid unnecessary capitalization. Do not capitalize seasons of the year or years in school. Capitalize the formal names of schools and departments, but use the informal names whenever possible.

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## **Classes and Courses**

Use lowercase when you refer to classes and courses, unless you use the specific (and complete) title or the name carries a proper noun or numeral.

Example: I had a class in practice management. I'm taking Oral and Maxillofacial Radiology 380.

## **Commas**

Use commas to separate elements in a series, but don't put a comma before a conjunction in a simple sentence. Commas should always be placed inside quotation marks (don't use a comma at all if the sentence ends with a question mark or exclamation point). Use a comma to set off an individual's dental school and grad year.

Example: The dog's fur is soft, brown, spotted and short. "I don't know," he said. Mary Jo, Minneapolis '23, and Maude, Roseman '22, were both there.

## **Committee/Council**

Capitalize when part of a formal name. Use lowercase when shortened or generally speaking.

Example: The Council on Communications approved that. She wants to join a committee. He was elected to the ASDA Executive Committee. The committee meets on Sunday.

## **Company Names (Exhibitors and Sponsors)**

List name as provided by the vendor. Always include a period after an abbreviation for incorporation, company or corporation. Do not include a period when Limited Liability Company is abbreviated.

Example: Company AB, Inc.; Building Block Co.; McDonalds Corp.; Joe's Business, LLC

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### **Congress (Representatives and Senators)**

Congress should be capitalized, but congressional is lowercased. When referring to a representative, Representative and Senator should be abbreviated and uppercased (Rep. and Sen.), and include their party affiliation and state.

Example: Members of Congress met today. The United States is divided into 435 congressional districts. Rep. Clarke, D-N.Y. and Rep. Carter, R-Ga. introduced a bill.

### **Courtesy Titles**

Only use the courtesy title Dr. in reference to dentists. Refer to both men and woman by first and last name without courtesy titles such as Miss, Mrs. or Mr. Use these courtesy titles only in direct quotations.

Example: John Lennon. Dr. Arthur Dugoni spoke today. He politely asked, “Miss Nancy, can we go to lunch?”

### **Dates (Date Ranges)**

Dates are expressed as numerals. Do not use “th” “st” “rd” or “nd.” The months August through February are abbreviated when used with numbered dates. March through July are never abbreviated. Months without dates are not abbreviated.

If a date range is abbreviated, use an unspaced en dash. An unspaced en dash is also used for month or year ranges. However, between two months and days, use a spaced en dash.

Example: The meeting is on Oct. 15. She was born on July 12. She will be in Anaheim Jan. 6–15. Summer break is May – August.

### **Days of the Week**

Do not abbreviate except when needed in a tabular format: Mon, Tue, Wed, Thu, Fri, Sat, Sun

Example: She is going to the doctor on Monday.

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## **DDS and DMD**

Uppercase, no periods. Never use Dr. and DMD together (use of Dr. is preferred).

## **Dean**

Lowercase unless part of a formal title in front of a name.

Example: Dr. Patrick J. Ferrillo, Jr, dean, University of the Pacific, was there. Dr. John Jones is the school dean. Dean Patrick Lloyd is leaving Minnesota.

## **Dentistry**

Lowercase unless part of a school name.

Example: She decided to pursue dentistry. Jack goes to the California School of Dentistry.

## **District**

Always spell it out, capitalize when forming a proper name. Lowercase all other times.

Example: The second event hosted in that district. John is District 10 trustee. She was a district trustee in 2009.

## **Email**

No hyphen, lowercase.

Example: Did you get my email? Email me that report, please.

## **Executive Committee**

Capitalize when part of a formal name, lowercase when shortened or generally speaking.

Example: ASDA's Executive Committee will meet at 3 p.m. ASDA has an executive committee made of a president, two vice presidents, speaker of the house and an executive director.

## **Executive Director**

Capitalize before a name only.

Example: Executive Director Nancy Honeycutt will lead the meeting. ASDA's executive director will join us soon.



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### **“For Example” (i.e. and e.g.)**

E.g. means for example. I.e. stands for “that is” and is used to clarify or rephrase the same thing in a different way.

Example: Squiggly loves watching old cartoons (e.g. Duck Tales and Tugboat Mickey). Squiggly loves watching Donald Duck’s nephews (i.e. Huey, Dewey and Louie).

### **Headlines**

Use sentence case. Only capitalize the first word and proper nouns.

### **Health care**

Two words, lowercase.

### **House of Delegates**

Capitalize when part of a formal name, lowercase when shortened or generally speaking.

Example: ASDA’s House of Delegates will meet at 3 p.m. ASDA has a house of delegates made of 132 students from across the United States.

### **Hyphenated Words**

Hyphens are joiners. Use them to form a single idea from two or more words. Use to link all words in the compound except the adverb very and all adverbs that end in -ly. Do not capitalize the second word in hyphenations, unless it is part of a title.

Example: A full-time job. Cost-effective, not Cost-Effective.

### **Internet**

Always lowercase.

### **National Leadership Conference**

Always capitalize.

Example: She went to her first National Leadership Conference in 2019.

### **ADA Dentist and Student Lobby Day**

Always capitalize. Can also be referred to as Lobby Day.

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## **Numbers**

One through nine is spelled out (unless it's an age or a date). 10 and above are written as numerals. Always spell out a number if it's the first word in a sentence. See example for use of millions and billions.

Example: He carried five books for 12 blocks. There were 100 students in her class. Five hundred people attended ASDA Annual Session 2019. Facebook has more than 1 billion users, but only 800 million are engaged on the site.

## **Onsite/On Site**

Use "onsite" (one word) as an adjective. Use "on site" when talking about a location.

Example: The onsite program. We will distribute the onsite program while on site in Anaheim.

## **Percentages**

Percentages are expressed as numerals, followed by the word "percent."

Example: The price of gas rose 5 percent.

## **Phone Numbers**

Phone numbers are expressed dashes, no parenthesis. Unless the phone number is international, do not use the country code in front of the area code.

Example: Call me at 312-440-2847.

## **Predoctoral and Predental**

One word, no hyphen, lowercase unless in title.

Example: Kim is a predoctoral student (not pre-doctoral or pre-dental).

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## Quotes

When a partial quote is used, don't put quotation marks around words that the speaker could not have used. Suppose the individual said, "I am horrified at your slovenly manners."

Wrong: She said she "was horrified at their slovenly manners."

Right: She said she was horrified at their "slovenly manners."

Use direct quotes when they add substance to the story. If the direct quote is obvious or not well said, consider paraphrasing instead.

## Range (Figures and Time)

Example: The meeting is from 8 a.m. – 10 a.m. (Not: The meeting is from 8:00 a.m. to 10:00 a.m.) \$12 million to \$14 million. (Not: \$12 to \$14 million).

## Reference Committee

Capitalize when part of a formal name, lowercase when shortened or generally speaking.

Example: The Reference Committee on Education and Licensure approved that. She wants to join a committee. He was appointed to the Reference Committee on Membership and Professional Issues. The committee meets on Sunday.

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**School Listing: (“Internal” ASDA Audience Staff and Members)**

Alabama  
Arizona  
Boston  
Buffalo  
Case Western  
Colorado  
Columbia  
Connecticut  
Creighton  
Detroit Mercy  
East Carolina  
Florida  
Georgia  
Harvard  
Howard  
Illinois-Chicago  
Indiana  
Iowa  
Kentucky  
Las Vegas  
LECOM  
Loma Linda  
Los Angeles  
Louisiana  
Louisville  
Marquette  
Maryland  
Meharry  
Michigan  
Midwestern – Arizona  
Midwestern – Illinois  
Minnesota  
Mississippi  
Missouri – Kansas City  
Missouri – Kirksville  
Nebraska

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New England  
New Jersey  
New York  
North Carolina  
Nova Southeastern  
Ohio State  
Oklahoma  
Oregon  
Pacific  
Pennsylvania  
Pittsburgh  
Puerto Rico  
Roseman  
Rutgers  
San Francisco  
South Carolina  
Southern California  
Southern Illinois  
Stony Brook  
Temple  
Tennessee  
Texas A&M  
Texas – Houston  
Texas – San Antonio  
Touro  
Tufts  
Utah  
Virginia Commonwealth  
Washington  
West Virginia  
WesternU

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## School Listing (“External” Non-ASDA Audience – Deans, Exhibitors, Media)

University of Alabama At Birmingham School of Dentistry  
Arizona School of Dentistry and Oral Health  
Boston University Henry M. Goldman School of Dental Medicine  
University at Buffalo School of Dental Medicine  
Case Western Reserve University School of Dental Medicine  
University of California, Los Angeles School of Dentistry  
University of California, San Francisco School of Dentistry  
University of Colorado Denver School of Dental Medicine  
Columbia University College of Dental Medicine  
University of Connecticut School of Dental Medicine  
Creighton University School of Dentistry  
The University of Detroit Mercy School of Dentistry  
East Carolina University School of Dentistry  
University of Florida College of Dentistry  
Georgia Regents University College of Dental Medicine  
Harvard School of Dental Medicine  
Howard University College of Dentistry  
UIC College of Dentistry  
Indiana University School of Dentistry  
The University of Iowa College of Dentistry  
University of Kentucky College of Dentistry  
LECOM School of Dental Medicine  
Loma Linda University School of Dentistry  
Louisiana State University Health Science Center School of Dentistry  
University of Nevada, Las Vegas School of Dental Medicine  
University of Louisville School of Dentistry  
Marquette University School of Dentistry  
University of Maryland School of Dentistry  
Meharry Medical College School of Dentistry  
University of Michigan School of Dentistry  
Midwestern University College of Dental Medicine  
Midwestern University College of Dental Medicine  
University of Minnesota School of Dentistry  
University of Mississippi School of Dentistry  
University of Missouri-Kansas City School of Dentistry  
Missouri School of Dentistry & Oral Health at ATSU  
University of Nebraska Medical Center College of Dentistry

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University of New England College of Dental Medicine  
UMDNJ- New Jersey Dental School  
New York University College of Dentistry  
Stony Brook School of Dental Medicine  
University of North Carolina at Chapel Hill  
Nova Southeastern University College of Dental Medicine  
The Ohio State University College of Dentistry  
University of Oklahoma, College of Dentistry  
Oregon Health & Science University School of Dentistry  
University of the Pacific Arthur A. Dugoni School of Dentistry  
University of Pennsylvania School of Dental Medicine  
University of Pittsburgh, School of Dental Medicine  
School of Dental Medicine of the University of Puerto Rico  
Roseman University of Health Sciences College of Dental Medicine  
Rutgers School of Dental Medicine  
Medical University of South Carolina, College of Dental Medicine  
The Herman Ostrow School of Dentistry of USC  
Southern Illinois University School of Dental Medicine  
Temple University Kornberg School of Dentistry  
University of Tennessee Health Science Center College of Dentistry  
Texas A&M Health Science Center Baylor College of Dentistry  
The University of Texas Health Science Center at Houston School of Dentistry  
UT Health Science Center San Antonio Dental School  
Tufts University School of Dental Medicine  
Touro College of Dental Medicine at New York Medical College  
University of Utah School of Dentistry  
The VCU School of Dentistry  
University of Washington School of Dentistry  
School of Dentistry at West Virginia  
WesternU College of Dental Medicine

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## **School Year**

Use first, second, third and fourth. D1, D2 may be used in informal communications. Do not use freshman, sophomore, etc.

Example: Matt is a second year dental student at Pacific.

## **Seasons**

Always lowercase.

Example: She starts dental school this fall.

Example: ASDA's staff includes Nancy Honeycutt, executive director; Ellen Ryan, director of finance and administration; and Lilliane Smothers, director of membership.

## **State Abbreviations**

The names of the 50 U.S. states should be spelled out when used in the body of a story, whether standing alone or in conjunction with a city, town, village or military base. Use AP style to abbreviate the names in calendars, listings, photo captions, and tables. Never abbreviate: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

AP style state abbreviations are different from the postal code (listed in parenthesis).

Ala. (AL); Ariz. (AZ); Ark. (AR); Calif. (CA); Colo. (CO); Conn. (CT); Del. (DE) ;Fla. (FL); Ga. (GA) ; Ill. (IL); Ind. (IN); Kan. (KS); Ky. (KY); La. (LA); Mich. (MI); Minn. (MN); Miss. (MS); Mo. (MO); Mont. (MT); Neb. (NE); Nev. (NV); N.H. (NH); N.J. (NJ); N.M. (NM); N.Y. (NY); N.C. (NC); Pa. (PA); R.I. (RI); S.C. (SC); S.D. (SD); Tenn. (TN); Vt. (VT); Va. (VA); Wash. (WA); W.Va. (WV); Wis. (WI); Wyo. (WY)



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## **Street Addresses**

Numerals are used for numbered addresses. Street, Avenue and Boulevard are abbreviated when used with a numbered address, but otherwise are spelled out. Always write out Road, Drive, Court, Square, Lane, Alley and Terrace. On exact addresses, west, north, south and east are abbreviated with a capital letter.

Example: He lives at 123 Main St. His house is on Main Street. 211 E. Chicago Ave.

## **The Summit**

When not at the beginning of the sentence, “the” is lowercased, while “Summit is uppercased.

Example: The Summit is occurring November 19–21 in Chicago. ASDA announced a new conference, the Summit.

## **Task Force**

Capitalize when part of a formal name, lowercase when generally speaking.

Example: The Social Media Task Force approved that. She may be appointed to a task force. All task forces meet on Sunday during the conference.

## **Time/Time Zone**

Use a.m., p.m. Use figures except for noon and midnight. Do not use :00 after an on-the-hour time. Use time zone abbreviations after a clock time only if it is likely to affect people in more than one time zone. Do not use periods when abbreviating time zones. Spell out time zone in references not accompanied by a reading. Always use Central Standard Time (CST).

Example: EST, CST and PST. The meeting starts at 8 a.m. CST. She was out until midnight. Lunch will start at noon.

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### **Titles (Film, Book, Song, Magazine, etc.)**

Titles of books, movies, plays, poems, songs, TV shows, lectures, speeches and works of art are capitalized and placed in quotation marks. Do not use quotation marks around names of books that are primarily reference materials. Capitalize the titles of magazines and newspapers, but do not italicize, underline or use quotation marks. Unless “magazine” is in the title, do not capitalize it.

Example: Van Gogh’s painting “Starry Night” is one of his greatest works. She contributed to ASDA Blog. If citing an ASDA publication, put the article in quotations followed by the month, year and publication title in parenthesis. “Advocating for the mental health of dental students” (May 2021 Contour)

### **Trustee**

Lowercase unless before a name.

Example: Are you voting for the new trustee? John is a trustee. District 10 Trustee John Smith will be speaking to the group.

### **United States**

Spell it out unless it’s used as an adjective before a noun.

Example: She’s from the United States. The U.S. hockey team won.

### **Website**

One word, lowercase. When listing a website, do not include www.

Example: Have you visited the ASDA website? The address is ASDAnet.org.

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### **Work Group**

Capitalize when part of a formal name, lowercase when generally speaking.

Example: The Leadership Development Work Group approved that. All work groups meet on Sunday during the conference.

### **Years/Graduation Years**

Use figures, without commas. When a phrase refers to a month, day and year, set off the year with a comma. Use an s without the apostrophe to indicate spans or decades. For titles, captions and bylines, use 'XX as an abbreviated year. For a span of years, use full year first with ending year abbreviated.

Example: Jan. 21, 2023, is the target date for graduation. He went to dental school in the 1980s. By Dr. Colleen Greene, Harvard '13. She is a member of the 2021-22 board of trustees.

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