text-transform: lowercase;

this will be transformed to lowercase.

text-transform: uppercase;

THIS WILL BE TRANSFORMED TO UPPERCASE.

text-transform: capitalize;

This Will Be Transformed To Capitalize All Words, Including Both Parts Of This Hyphenated Word: Double-Parked.

"These Words Are In 'Quotes'."

This Text Includes A Date: February 4th, 2015.

This Text Includes An Acronym: CSS.