



Branding and Visual Identity Guidelines



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How to use this document:

This document is the OMNI Institute's Branding and Visual Identity Guidelines. It helps us to maintain a consistent visual identity as well as write clear and consistent content across divisions and channels. Please use it as a reference when you're writing for OMNI.

You can find corresponding files, such as logo files, photography and templates, in the Marketing folder on OneDrive.

If you have any questions or concerns about how to use this document, or would like to see a modification or addition made to it, please contact Becca at bsunshinedewitt@omni.org.

Logo

The OMNI Institute logo is the keystone of our visual identity and is used on all communications materials. Using it consistently will enhance the public's recognition of who we are.



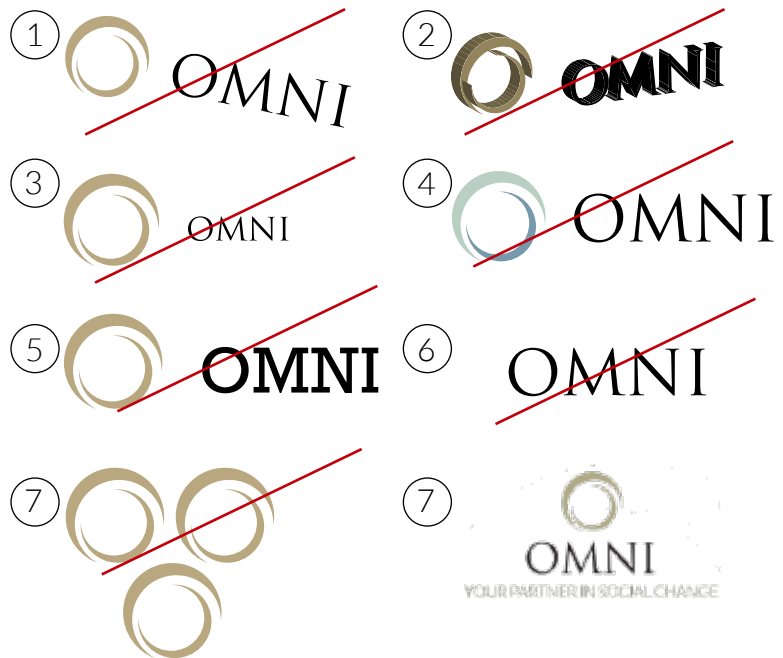
Usage

- The logo must be reproduced from high-resolution digital artwork
- As the primary graphic identity of the organization, the formal logo must appear on all communications, including brochures, stationary, business cards, and websites.
- The logo may not be reconstructed or altered in any way. This rule includes but is not restricted to type, the ruled line, outlines or embellishments. Do not create secondary logos, as this is confusing to audiences and dilutes our goal of creating a common, mutually reinforcing image.

Unacceptable Logo Treatment

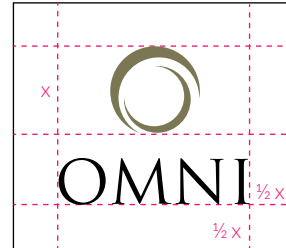
Be wary when using the logo not to alter, tweak, mutilate, or take any personal creative freedom that breaks the specific rules set out in this guide. The following are merely a few examples of practices which would violate the logo and ultimately the OMNI brand.

- 1) Do not tilt the logo in any direction.
- 2) Do not add any shadows, effects, or other elements to the logo.
- 3) Do not alter the proportions of the logo typography.
- 4) Do not alter the colors of the logo except in accordance of the rules laid out herein
- 5) Do not change the typeface of the font or attempt to typeset the logo
- 6) Do not distort, crop, or remove any part of the logo
- 7) Do not duplicate any part of the logo to create a pattern.
- 8) Do not use a logo with a tagline



Clear Space Requirements

To ensure the integrity and visual impact of the logo, the appropriate “clear space must be maintained on all sides. There should always be 1/2 the distance “x” between any part of the logo and any other page element or the edge of the page, where “x” is equal to the height of the swirl.



Color Guidelines

Adhering to the below color reproduction guidelines will help in creating a consistent image and maintaining the visual impact of the visual identity while maintaining ADA compliance.

Text



Gray

Hex: #666666

RGB: 102, 102, 102

CMYK: 60, 51, 51, 20



Dark Gray

Hex: #333333

RGB: 51, 51, 51

CMYK: 62, 48, 49, 48

Primary



Dark Blue

Hex: #314160

RGB: 49, 65, 96

CMYK: 78, 54, 31, 20



Medium Blue

Hex: #347686

RGB: 52, 118, 134

CMYK: 80, 26, 27, 8



Light Blue

Hex: #779aab

RGB: 119, 154, 171

CMYK: 53, 22, 15, 3

Secondary



Teal

Hex: #8bc0b2

RGB: 139, 192, 178

CMYK: 45, 8, 21, 1



Orange

Hex: #eab66f

RGB: 234, 182, 111

CMYK: 7, 26, 49, 1



Tan

Hex: #7b7754

RGB: 123, 119, 84

CMYK: 42, 32, 53, 16

Whenever possible, the logo should appear with Dark Gray font and a Tan swirl. It may also be reproduced in black or white. When appearing on a dark background, the entire logo should reverse out to white.

Color Combinations

In order to ensure OMNI's deliverables are legible to all audiences it is important that the color combinations be used appropriately. While any of the colors can be used in combination for charts and tables, it is important to only use the below combinations for text

		TEXT COLOR								
BACKGROUND COLOR										Aa
							Aa	Aa		Aa
							Aa	Aa		Aa
										Aa
										Aa
		Aa	Aa	Aa	Aa				Aa	

Typography

Lato is the corporate font for OMNI and can be used at several weights:

LatoLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%^&*{}_

LatoLightItalic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%^&*{}_

LatoRegular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%^&*{}_

Latotalic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%^&*{}_

LatoBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%^&*{}_

LatoBoldItalic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%^&*{}_

LatoBlack

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%^&*{}_

LatoBlackItalic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%^&*{}_

If you are using Lato font, it is important that the item be delivered as a PDF as it ensures a consistent brand appearance regardless of what fonts our clients have installed on their computers.

In the event you are concerned your deliverable will be going to a client who does not have access to the Lato font family, please use the secondary font of Arial which can be used at several weights:

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%^&*{}_

ArialItalic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%^&*{}_

ArialBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%^&*{}_

ArialBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%^&*{}_

Hierarchy of Type

Below are the hierarchies used in deliverables. Note that the color combinations referenced on previous pages can be used for any of the below except: Headline 4, Body, and Footnote; those items should only be used with a white background and either dark gray or black font. Once you have assigned a color combination to one of the font levels, be sure to be consistent with that combination throughout a deliverable.

Title - 36pt LatoBlack

Headline 1 - 24pt LatoBold

Headline 2 - 18pt LatoBlack

HEADLINE 3 - 14PT LatoBold ALL CAPS

Headline 4 - 11pt LatoRegular

Body - 11pt LatoLight

Pull Quote - 16pt LatoRegular

CHART/TABLE/FIGURE TITLE - 12pt LatoBold ALL CAPS

Chart/Table/Figure Caption - 11pt LatoLightItalics

Footnotes - 10pt LatoLight

Title - 36pt ArialBold

Headline 1 - 24pt ArialBold

Headline 2 - 18pt ArialBold

HEADLINE 3 - 14PT ArialBold ALL CAPS

Headline 4 - 11pt ArialBold

Body - 11pt ArialRegular

Pull Quote - 16pt ArialRegular

CHART/TABLE/FIGURE TITLE - 12pt ArialBold ALL CAPS

Chart/Table/Figure Caption - 11pt ArialItalics

Footnotes - 10pt ArialLight

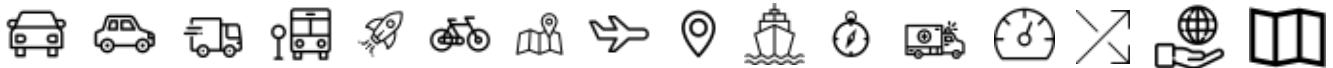
Iconography

The OMNI brand utilizes a series of single line icons to add character which come from the the Noun Project. The icons can be used on all marketing and business development collateral as well as on client deliverables. The icons can be used in full color or tone on tone. A single icon or small group of icons can be used or they can create a pattern. If there are additional icons you'd like to use, please connect with the Marketing Department to have them sourced for you. You can find these icons, organized as below, in the Marketing OneDrive folder.

Arrows Icons



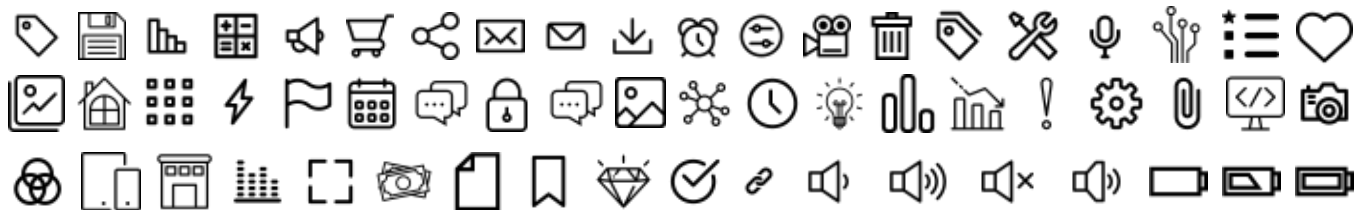
Transportation Icons



People Icons



Technology/Business Icons



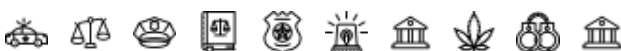
School Icons



Medical Icons



Justice Icons



Photography

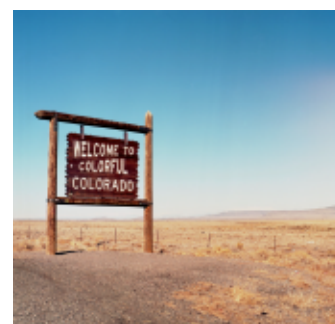
Our brand is about people coming together to solve our communities' most complex and obscure puzzles, which is reflected in our photography.

The images we use capture the magic that happens when people work together to find solutions with a focus on the people rather than the data.

We showcase casual, informal moments where people are having meaningful conversations both in the workplace and in public—like our brand we are authentic, and in the moment, not staged.



Additionally, OMNI uses high-impact landscape photography which highlights the pride we feel for our home state of Colorado.



Writing

Writing Goals and Principles

With every piece of copy we produce, our goal is to:

- **Activate.** We keep the customer at the heart of all that we do. That way we can inform and encourage them to take action to change their world.
- **Be honest.** We demand accountability and transparency in all of the work we do and that is reflected in the way we communicate to our partners.
- **Respectful.** We treat our partners with the respect they deserve. When developing content, we put ourselves in their shoes, being careful not to patronize customers. Remember, not everyone is a subject matter expert on research and evaluation—people have other things to do! Be considerate and inclusive.
- **Informative.** We tell our partners what they need to know, not just what we want them to hear. Give them the exact information they need to make responsible decisions for themselves when it comes to their programmatic needs. Remember, you are the subject matter expert on research, evaluation, learning and development and our partners can't read your mind.

To reach these goals, we make sure our content is:

- **Understandable.** We always use plain language to make our deliverables easier to understand. We'll do our best to steer clear of jargon—or at least we'll explain it.
- **Handy.** Who is the audience? What do they need to know? Where will they find the content? What will they be able to do after they finish reading? Know the answers before you start writing!
- **Friendly.** We turn the archetype of a robotic, unfeeling research firm on its head. Our writing is warm, friendly, conversational, and most importantly, human. That means from time-to-time, we don't follow the AP style guide. Don't let that stress you out!
- **Relevant.** Our writing is appropriate for the situation. Just as you would for an in-person meeting, change your tone based on who you're meeting with and what the meeting is about.

Voice and Tone

One of the ways we meet our writing goals and principles is by taking into account our voice and the tone of our writing.

They may sound the same, but voice and tone are different. Your voice is the way you talk, your cadence, and word choice – this doesn't change much from day-to-day. Your tone however, changes based on the situation, audience, and your emotional state. For example, your tone would be different when talking to your mom on the phone than it would be talking to your boss at a meeting.

VOICE

OMNI's voice is human, familiar, and straightforward. Our priority is explaining how our partners can use the information we have gathered on their programs. We want to inform people without making them feel confused or stupid for not having a background in research, evaluation, learning or development.

Our voice is:

- Expert but not bossy
- Professional but not robotic
- Smart but not stuffy

TONE

OMNI's tone is conversational. When you're writing, consider the reader's state of mind. Are they relieved to have data that backs up their hypothesis about their program? Are they confused and seeking our help? Are they curious about how to increase the capacity of their organization? Once you have an idea of their emotional state, you can adjust your tone accordingly.

STYLE TIPS

Here are a few key elements of writing OMNI's voice. For more, see the Grammar and Mechanics section.

- **Active voice** Use active voice. Avoid passive voice.
- **Avoid slang and jargon** Write in plain English.
- **Write positively** Use positive language rather than negative language.

Writing about People

No matter who your final audience is, we always write for and about other people in a way that is humane, all-encompassing and civil. Being aware of the impact of your language will help make OMNI a better place to work and a better administrator of our purpose and values.

HIPAA COMPLIANT

First and foremost, everything we write about people must be HIPAA compliant. Therefore, you cannot use any Protected Health Information that might allow you to identify the individual in your writing without written consent from the individual explicitly outlining the information you have permission to use.

AGE

Even if you have received consent to use an individual's age, we don't reference that number unless it is relevant to what you're writing. If it is relevant, use the person's specific age, offset by commas. For example, "Jane, 25, has an appointment scheduled for tomorrow but has questions about how to prepare her daughter for it."

DISABILITY, COGNITIVE AND HEALTH CONDITION

Never assume that someone has a medical, mental, or cognitive condition. As is the case with age, even if you have permission to use an individual's health information, don't refer to it unless it is relevant to what you're writing.

GENDER AND SEXUALITY

When writing about groups of people, be sure to avoid gender normative language. A group of people shouldn't be called "guys" a group of women shouldn't be called "girls" or "ladies." Someone who works at a restaurant is a server, not a waitress. A person who works in a traditional office is a "businessperson" not a "businessman." When writing about a person, use their preferred pronouns (he, his, she hers, they, their). If you're uncertain, just use their name.

The following terms can be used as adjectives, but not as nouns:

- | | | |
|---------------|---------|------------|
| • lesbian | • gay | • bisexual |
| • transgender | • trans | • LGBT |

The following terms are not to be used in reference to people:

- | | | | |
|--------------|-------------|---------|--------------|
| • homosexual | • lifestyle | • queer | • preference |
|--------------|-------------|---------|--------------|

Don't use "same-sex" marriage, unless the distinction is relevant to what you're writing. (Avoid "gay marriage.") Otherwise, it's just "marriage."

As appropriate, use individuals preferred pronouns: she/her/hers, he/him/his, they/them/their.

Grammar and Mechanics

BASICS

Know your audience. Some people will devour every word you write and dissect each word for meaning. Others will read every fourth word in between meetings. Write for both of these audiences by grouping related thoughts together and using headlines to break up content.

Write in the order you want the information retained. Knowing not everyone will read every word, put the most important information at the top and work down from there.

Write like you speak. Keep your writing conversational by using short words and sentences and cutting out flowery language. Most people's everyday speaking is at a middle school reading level. You can check the reading level of your writing online.

GUIDELINES

Abbreviations and acronyms

To avoid confusion in your writing, spell out abbreviations and acronyms the first time you mention it. Then use the short version for all other references.

- First use: Colorado Department of Public Health and Environment
- Second use: CDPHE

If the abbreviation isn't clearly related to the full version, specify in parentheses.

- First use: Schedule of Benefits (SBC)
- Second use: SBC

If the abbreviation is well known use it instead.

Active voice

Always write in the active voice. An active sentence is one in which the subject is performing the action, while a passive sentence is one in which the action happens to the subject.

Capitalization

Don't capitalize the names of teams, departments, or individual job titles. The only exception to capitalizing a job title is if the title comes immediately before the name. For example, "President Obama is meeting with Kerry, president of the organization."

Contractions

We can't encourage the use of contractions enough! They make your writing more conversational and lead to a more friendly tone.

Dates and Numbers

When it comes to dates and numbers we follow AP guidelines.

Spell out numbers under 10 and use figures for numbers 10 and above. Always write out the number if it starts a sentence, unless the number is referring to a year. If a number has more than three digits use a comma. Unless a specific number is needed round seven-plus digit numbers and use both figures and words to write them, for example: 1,896,236 should be written as "nearly 1.9 million."

For ordinal numbers, spell out first through ninth and use figures for 10th and above. If an ordinal number is referring to a political or geographic order, figures should be used. For example: 7th District Court.

For dates and years, use figures. Do not use st, nd, rd, or th with dates, and use Arabic figures. Always capitalize months. Spell out the month unless it is used with a date. When used with a date, abbreviate only the following months: Jan., Feb., Aug., Sept., Oct., Nov., and Dec.

Commas are not necessary if only a year and month are given, but commas should be used to set off a year if the date, month and year are given.

Capitalize days of the week, but do not abbreviate. If an event occurs more than seven days before or after the current date, use the month and a figure.

Decimals, Fractions, and Percentages

Use decimals when a number can't easily be written as fraction such as 3.472.

Spell out fractions. For example: two-thirds.

Don't use the % symbol, spell out the word "percent."

Emails, URLs and Websites

Email addresses should be written in all lowercase.

Words within Web addresses should be capitalized. Web addresses within CTAs should be bold; only underline a Web address when it is a hyperlink.

Avoid spelling out URLs, but when you need to, leave off the http://www.

Money

Use the dollar sign before the amount; include a decimal and number of cents if more than zero.

Phone numbers

Use hyphens without spaces between numbers, for example: 855-752-6749

Time

Use numerals and a.m. or p.m. without a space. If an event is taking place outside of Mountain Time, be sure to indicate the local time.

Punctuation

Apostrophes

The apostrophe should be used to indicate a contraction or to make a word possessive. If the word already ends in an s, just add the apostrophe at the end. For example, "Chris' program gives a set schedule for the coming year."

Bullets

Use an initial cap in all cases. Always use a period at the end of the bullet item if it forms a complete sentence by itself. Do not use a period in lists of words or simple phrases, or when the phrase completes a statement. For example: If you want to help a person quit smoking, you can:

- Not smoke around him or her
- Throw away his or her cigarettes

Bullets should offer parallel construction.

Colon

Use a colon to offset a list, for example, "There are several tasks to complete if we use your data: locate date, determine the validity of date, determine if any data is missing, etc."

Comma

Use an oxford comma to separate the last item in a list before the word “and.” For example, “We are going to send emails to our clients on Monday, Tuesday, and Thursday.”

Otherwise, use common sense. If you’re unsure, read the sentence out loud and place a comma wherever you pause to breathe.

Exclamation Points

Exclamation points should be used sparingly, and never more than one at a time.

Period

Use periods in lists when items are complete sentences and begin with a capital letter. Periods go inside quotation marks, and they go outside parentheses except when the entire sentence is inside parentheses.

For initials, use periods and no space between.

Copyright and Trademarks

It’s important that OMNI protect its copyright mark. To do so, the first two times the organization’s name is used in a piece of copy, it should be followed by ©.

If the formatting doesn’t allow for the © to be superscript, like in email, do not include the mark.

WORD LIST

These words can be tricky. Here’s how to write them.

NUMBERS

24/7 Do not spell it out

A

Academic Degrees write out the title of a degree when used in a narrative but use the abbreviation in all other formats including resumes, also remember it is a degree, not a person. For example, Correct: John Smith, who has a doctorate in astronomy, showed us constellations in the night sky. Wrong: John Smith, who has a Ph.D. in astronomy, showed us constellations in the night sky. Use such abbreviations as B.S., M.S., LL.D., J.D., and Ph.D. only when you need to identify many individuals by degree in a narrative.

accountable care organization (ACO)

additionally DO NOT USE. Use In addition.

Affordable Care Act See Patient Protection and Affordable Care Act.

American Indian not Native American

ampersand (&) Do not use in text except for medical tests and procedures (D&C), company names designated by initials (AT&T), or company names that include an ampersand as part of their official name (the American Academy of Allergy, Asthma, & Immunology). Exceptions may also be made for “Post & Save,” “Q & A,” “Lunch & Learn,” etc.

annual deductible

app, application app is OK for all references

at risk Use at risk for, not at risk of unless the word after of is a gerund. For example: at risk of developing, but at risk for heart disease. Capitalize both “at” and “risk” when they’re part of a headline. See also risk

B

baby boomer a U.S. adult born between 1946 and 1964

bacteria can take either a singular or a plural verb; see also Latin names

because If the following clause is essential, don't use a comma before because. ("I went to the doctor because I was sick.")

behavioral health Do not hyphenate as an attribute adjective: behavioral health benefits.

benefit design, benefit consultant, benefit package (not benefitS)

board certified, board eligible Do not hyphenate, even before a noun—this is a restrictive modifier.

brand-name drug a drug named and trademarked by the original manufacturer

breast-feeding

C

cardiovascular disease Cannot be used interchangeably with heart disease. Cardiovascular disease is a broad term used to describe all diseases of the heart and blood vessel system, including heart disease, stroke, hypertension, and congestive heart failure.

care Do not use a hyphen with compound modifiers that end with the word care if they are related to the health or medical industry: primary care physician, health care plan, urgent care facility, critical care nurse.

Centers for Disease Control and Prevention (CDC) in Atlanta takes singular verb, sometimes preceded by U.S.

chance/chances Use chance for, not chance of unless the word after of is a gerund. For example: chances of developing, but chances for heart disease.

checkup (noun), check up (verb), check-up (adjective)

City city of Denver, Commerce City, City of Colorado Springs (when official reference). Follow AP guidelines for naming a city with a reference to region, in most cases the city is followed by the name of the state, county, or territory where the city is located. However, some cities are so widely known they are capable of standing alone in a dateline, without the name of a state for additional reference:

Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Honolulu, Houston, Indianapolis, Las Vegas, Los Angeles, Miami, Milwaukee, Minneapolis, New Orleans, New York, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, St. Louis, Salt Lake City, San Antonio, San Diego, San Francisco, Seattle, Washington

Congress (no "the"), congressional

Centers for Medicare & Medicaid Services CMS in second reference

compared to/compared with Use compared to when you want to put two things in the same category: The new antibiotic is so effective that it has been compared to penicillin. Use compared with to examine the difference between two things: The woman was in good physical shape compared with other women her age.

D

data Uses a singular verb in most cases, particularly when used to mean "information." (See the American Heritage Dictionary and Merriam-Webster's Collegiate Dictionary, 11th Edition, for examples.)

diabetes type 1 diabetes, type 2 diabetes Avoid the outmoded terms of insulin-dependent or juvenile diabetes for type 1 and non-insulin-dependent and adult-onset diabetes for type 2.

diabetics DO NOT USE. Use people with diabetes.

different from/different than Different from is the correct usage.

Dr. Use Dr. (Dr. Welby) after previously using whole name and degree (Marcus Welby, M.D.). Avoid using Dr. for a person with a Ph.D.

drugs Capitalize the first letter of the names of brand-name drugs; lowercase the names of generic drugs

E

e-book, e-newsletter, e-reader but email

e.g. Avoid this abbreviation, which means for example. Also not interchangeable with i.e.

elderly Avoid this term. Use mature adults or older adults instead.

F

FDA U.S. Food and Drug Administration (NOT Federal Drug Administration)

federal Not capitalized if used to distinguish from state, etc., such as federal government. Capitalized to indicate entity, such as pending Federal approval.

FFS, fee-for-service (adj.), as in fee-for-service approach

follow-up (noun and adjective), follow up (verb)

friend, follow Acceptable as both verbs and nouns when writing about social media. Typically, you friend someone on Facebook, and you follow them on Twitter.

FTE, full-time-equivalent

full-time job, works full time

G

generation x a U.S. adult born between 1965 and 1980

generic drugs The active ingredient in a generic drug is identical to that of its brand-name equivalent. Don't confuse generic drugs with similar drugs, using different ingredients, that may be used to treat the same ailment.

H

health care (n), healthcare(adj.)

health insurance plan The phrase shouldn't be capitalized unless it is the start of a sentence, in which case only the word Health should be capitalized. We don't refer to them as health plans, health coverage, or any other variation on the phrase.

health maintenance organization (HMO) can either write out or use acronym at first reference

healthy preferred over healthful or healthfully (Example: Eat a healthy diet.)

heart attack, heart failure, cardiac arrest A heart attack (myocardial infarction) occurs when one or more arteries supplying blood to the heart becomes blocked. Heart failure is a chronic condition that occurs when a weakened heart can no longer effectively pump blood. Cardiac arrest, or sudden cardiac arrest, occurs when the heart suddenly stops beating. It can be due to a heart attack or heart rhythm problem or as a result of electrocution or other trauma (per AP).

heartbeat

heart failure Use this term, not chronic heart failure or congestive heart failure. (Note: Congestive heart failure is a specific type of heart failure that results in a patient retaining excessive fluid, often leading to swelling of legs and ankles and congestion in the lungs ... use this term only when an article specifically addresses this form of heart failure.)

heart-healthy hyphenate (a heart-healthy diet; a diet that is heart-healthy)

help/helping Avoid adding “to” after them unless it seems necessary. (Use your judgment.)

HIPAA, Health Insurance Portability and Accountability Act (HIPAA) of 1996

Holidays

Administrative Professionals Day	Groundhog Day	Passover
April Fools’ Day	Halloween	Presidents’ Day
Ash Wednesday	Hanukkah	Rosh Hashanah
Canada Day	Inauguration Day	Secretaries’ Day
Chinese New Year	Independence Day	Sukkot
Christmas	Kwanzaa	Super Bowl Sunday
Cinco de Mayo	Labor Day	St. Patrick’s Day
Columbus Day	Lincoln’s Birthday	Thanksgiving
daylight saving time	Mardi Gras	Valentine’s Day
Earth Day	Martin Luther King Day	Veterans Day
Easter	Memorial Day	Washington’s Birthday
Father’s Day	Mother’s Day	World AIDS Day
Flag Day	New Year’s Day	Yom Kippur
Good Friday	New Year’s Eve	
Grandparents Day	Palm Sunday	

I

i.e. Avoid this abbreviation, which means in other words. Also, not interchangeable with e.g.

inpatient, outpatient

in-network

internet

L

leading Do not use hyphen. For example: second leading cause of death.

legal text must be at least 8-point font

less and more Do not need hyphens when used as part of a compound adjective. For example: less invasive procedure.

like Do not use fan in regards to Facebook; use like instead. For example: Like us on Facebook. Use quotation marks and capitalize when referring to the button itself: Click on “Like” at the top of the page.

-like This suffix no longer takes a hyphen

log on (verb), logon (noun) Use visit rather than log on to when referring to websites.

M

may also preferred over also may

M.D. Doctor of Medicine A degree, not a person. Incorrect: She is an M.D. Correct: She has an M.D.

Medicaid a federal and state health care program for both disabled and low-income people. Medicaid publications always use figures for numbers. (He ate 4 servings of pasta.)

medical Be careful not to use this term when health or health care should be used. Medical should be used only when illness or injury is involved.

medical degrees M.D., D.O., O.D.

mental health Do not hyphenate as an attribute adjective: mental health benefits.

millennial a U.S. adult born between 1981 and 1996

N

Native American DO NOT USE. Use American Indian instead.

nauseous/nauseated Something that causes you to feel nauseated is nauseous. You do not feel nauseous. The nauseous fumes made Bob feel nauseated.

non-health-related services, non-member, non-physician providers, non-preferred

nonprofit (n), non-profit(adj.)

O

Obamacare Do not use unless clarifying that the health care law is sometimes called Obamacare. See Patient Protection and Affordable Care Act.

OB-GYN short for obstetrics and gynecology and obstetrician-gynecologist

OK not okay

OMNI Institute OMNI on second reference.

on call no hyphen unless used as an adjective—The doctor is on call. The on-call doctor can answer your questions.

one out of every/one in ... takes a singular verb One in four dentists recommends this toothpaste. One out every four children in the U.S. is overweight.

outpatient, inpatient

over/under Over and under refer to spatial relationships. (He walked under the bridge. She flew over the ocean.). Try to avoid these words to refer to ages, quantities, etc., opting for older than/younger than, more than/less than, instead.

1. All women older than age 40—rather than all women over 40.
2. A bagel weighing less than 2 ounces—rather than a bagel weighing under 2 ounces.
3. More than 1 million people—rather than over 1 million people.

over the counter (adverb), over-the-counter (adjective) (OTC) Drugs that you buy over the counter are over-the-counter drugs.

P

Patient Protection and Affordable Care Act This is the full name of President Barack Obama's health care law, signed into law in 2010. You may identify the law by its full name, but you don't need to. It is acceptable to refer to it as its more common name, Affordable Care Act. ACA is acceptable on subsequent references. Do not use the term Obamacare, unless clarifying that ACA is sometimes called Obamacare.

the pill oral contraceptive—birth control pill is preferred

preexisting

prescription drug plan

preventive NOT preventative

preventive care or preventive health care, NOT preventive health

primary care physician, primary care provider no hyphen; see plan profile for capitalization

prior to DO NOT USE. Use before.

R

risk risk for, not of Other uses: use of before a gerund (your risk of developing), use for before a noun (the risk for hypertension); when at risk appears in a headline, both words should be capped.

S

said/says When quoting someone in an article, use says instead of said. “The doctors provide quality care,” he says. Use said when the quote clearly took place in the past (example: “Government of the people, by the people, for the people, shall not perish from the earth,” Abraham Lincoln said at Gettysburg.). See also quotations

self- (self-esteem, self-report, etc.) Always hyphenate whether they are adjectives or nouns

seniors DO NOT USE. Use mature adults or older adults instead. Exception: senior center.

sexist language All language must be gender inclusive; avoid him/her, he /she wherever possible. Using gender-inclusive language, however, is not an excuse for using pronouns that do not agree. Neither John nor Judy would lend me his toothbrush is sexist. Neither John nor Judy would lend me their toothbrush is grammatically incorrect. In this case, simply avoid the possessive pronoun: Neither John nor Judy would lend me a toothbrush.

sign A symptom is generally subjective, while a sign is objective. Signs can be noticed by a doctor (for example, a skin rash) or identified via a lab test (for example, high blood sugar levels). A symptom would be a sensation only the patient can report, such as fatigue or a headache. See also symptom.

signs and symbols Generally, do not use these in text. Signs and symbols may be used in tables, figures, and the like. If you must use the symbol to be clear in text, use the word and then the symbol in parentheses: Use a pound sign (#).

sized (adjective, used in combination) NOT size: medium-sized house

so, so that Use so that when meaning in order that or with the result that and do not precede it with a comma: We took the shortcut through the woods so that we would not be late for supper. Use so when meaning consequently or therefore and do precede it with a comma (a little like that and which): We had already missed supper, so we took the long way home.

Social Security number

Spanish-speaking

State state of Colorado, Colorado State (exception: State of Colorado, when referring to it as a political entity or employer)

substance abuse Do not hyphenate as an attributive adjective: substance abuse therapist.

substance use disorder (SUD)

symbols Don't use symbols such as & in text except if part of company name or with certain medical procedures. See also ampersand (&).

symptom Use only when pertaining to disease, not healthy, normal conditions: symptoms of asthma, symptoms of diabetes, signs of pregnancy, characteristics of menopause. A symptom is generally subjective, while a sign is objective. Signs can be noticed by a doctor (for example, a skin rash) or identified via a lab test (for example, high blood sugar levels). A symptom would be a sensation only the patient can report, such as fatigue or a headache. See also sign.

T

talk with not to Talk with your doctor about scheduling a mammogram.

that In late stages, don't add or take out unless it changes the meaning of the sentence or sounds awkward. (Use your judgment.) Use that to introduce an essential clause. An essential clause is not set off with commas. Removing an essential clause would change the meaning of the sentence. For example: Therapies that are derived from plants can cause skin rashes. (See also which.) Do not use that for people; use who or whom. For example: a child who is ill.

to-do list

tool kit

toward not towards

tweet, tweeting, tweeted (verbs) See also retweet. tweet, tweets (nouns)

U

underway one word in all instances

up-to-date (adjective) Hyphenate before and after verb: an up-to-date style; keep copy editors up-to-date in style.

United States (noun), U.S. (adj.) (U.S. is OK for use in headlines)

utilize DO NOT USE. Use use instead.

V

versus/vs. Use vs.

W

-ward not -wards afterward, toward

website

well If it follows the verb to be, hyphenate it. For example: Her shoes were well-worn. Also hyphenate if it's used as an adjective. For example: She wore well-worn shoes.

well-baby, well-child, well-woman, well-being

which Use to introduce a nonessential clause. Nonessential clauses are set off by commas. If you remove a nonessential clause, the meaning of the sentence is unchanged. For example: Vaccinations, which are an important part of staying healthy, are available at your doctor's office. (See also that.)

Wi-Fi

work out (verb); workout (noun)

Z

ZIP code

QUANT STATISTICS CONCEPTS

- 1) If statistical concept or abbreviation is not included here, follow APA format as outlined in the most recent version of the American Psychological Association's Publication Manual (currently in 6th edition, published in 2010)
- 2) Any test statistic should be followed by degrees of freedom in parentheses. The test statistic is typically italicized, but the degrees of freedom are not.
- 3) When using signs that indicate relative value (like = or <) make sure there is a space immediately before it, and immediately after it. For example, $p < .05$ is correct, $p<.05$ is not correct.

95% Confidence Interval: Abbreviation CI. 95% CI [X.XX, X.XX] Use brackets to enclose confidence intervals.

Analysis of Variance (ANOVA): Abbreviated $F(df, df)$ The F statistic is reported for ANOVAs. The F is italicized, followed by two degrees of freedom in parentheses: within-groups and between-groups.

Chi-square: Abbreviated $\chi^2(df)$. Get the χ by typing the letter C and changing font to "Symbol" then inserting 2 and changing format to superscript. Followed by degrees of freedom in parentheses.

Cohen's d : Abbreviation d . The d is always italicized; when presented in full name, Cohen's is not.

Correlation: Abbreviation $r(df)$. Correlations are reported with an italicized r followed by the degrees of freedom (equal to $N-2$) in parentheses.

Degree of Freedom: Abbreviation df . When writing out in full, not italicized; however, abbreviation is always italicized.

Level of Statistical Significance: When reporting statistical significance in a table or figure, use these shorthands to indicate level of statistical significance, and add the corresponding notations (in full) at the bottom of the table or figure. For example, in the table a number would appear 3.25* and at the bottom of the table you would add $*p < .05$.

$$+.05 \geq p < .10 \quad *p < .05 \quad **p < .01 \quad ***p < .001$$

Note: We don't always report marginal levels of significance ($p < .10$), but when appropriate (for example, when the sample sizes are small) use the + (plus sign, formatted as superscript) to indicate it. Insert the greater than or equal to sign by typing in 2265, hold down the ALT key and hit X.

When reporting the results of a significant test in narrative form, use the exact p-value to two decimal places. For example: "The change from pre-test to post-test was statistically significant ($p = .02$)."

Mean: Abbreviation M . Be sure to italicize!

Probability Value: Abbreviation p . The p should never be capitalized, and should always be italicized.

Regression of Coefficients—Unstandardized: Abbreviated B . We typically use unstandardized coefficients when reporting on results of regressions. The B should be capitalized, and should always be italicized.

Regression of Coefficients—Standardized: Abbreviated β . If presenting standardized coefficients from the results of a regression analysis, get the beta symbol by typing in b and changing font to "Symbol" and italicize it.

Reverse scoring on items: Abbreviation $^$. When listing items in a table that are reverse scored, use the carat sign immediately following the item (for example: 8. I wish I could have more respect for myself. $^$).

Sample Size—Population: Abbreviation N . Use uppercase N when referring to the entire population. For example, if we were conducting an evaluation by surveying clients of an organization, and we had surveyed every single one of them, we could use uppercase N . We almost never have access to or actually capture an

entire population, so this will likely be used sparingly

.

Sample Size—Sample: Abbreviation *n*. Use lowercase *n* when referring to a sample of a population. So, if we survey some clients served by an organization, but not all, we would use lowercase *n*. We are almost always representing a sample, not a population, so the lowercase *n* is going to be most common.

Standard Deviation: Abbreviation *SD*. When writing out in full, it is not italicized; however, abbreviation is always italicized.

Standard Error: Abbreviation *SE*. When writing out in full, it is not italicized; however, abbreviation is always italicized.

t-tests: Abbreviation *t(df)*. Italicized *t* followed by degrees of freedom.