Yodlee Capitalization Guidelines

- Be conservative in capitalizing unless they are product names, keywords, menu items, dialog boxes, and command names
- Never capitalize for emphasis; always *italicize*
- Use lowercase unless there is a specific need for capitalization
- Be consistent throughout the UI with the same usage - uppercase or lowercase
- In headings capitalize verbs and nouns no matter how short. For example, in a title, use "Is," "Are," and "It"
- Do not capitalize connecting words - short articles (a, an, the), prepositions, and conjunctions
- Capitalize the first word of a sentence
- Capitalize the first word in a sentence that follows a colon.

   Remember this: Grammar is important
- Capitalize the first word of each item in a vertical list

   These punctuation marks are confusing:

   - Colon

   - Semicolon

   - Comma
- Do not capitalize words in horizontal list

   Language is made up of numerous parts of speech - nouns, adjectives, verbs etc
- Capitalize titles of books, articles, and songs
- Capitalize proper names

   - Capitalize the specific names of people, places, and institutions - Stockwell Day, Alberta, Canadian Alliance

   - But not general references - party leader, communist, fascist, right wing

   - Capitalize titles that precede names - Prime Minister Chretien, Aunt Polly

   - But not when used alone, or after names - The minister was demoted to the back benches

   Bill, my uncle, sat beside Gary Doer, premier of Manitoba |

In Uppercase	In Lowercase
Internet	intranet
Title - Client-Server	Paragraph client-server
Website	web page