



Guide Dogs
of America



Tender Loving
Canines

ESTABLISHED 1948

2020 Style Sheet

Use “Guide Dogs of America” versus “GDA”

Use “Tender Loving Canines” versus “TLC”

Use “Students” and “Alumni” versus “Clients” and “Graduates”

Period ending a sentence is followed by a single space, not double

Colons and semicolons are followed by a single space, not double

Use “website” over “web site” “nonprofit” over “non profit” or “non-profit”

Use hyphens for two-word adjectives modifying verbs e.g. “long-term change” “state-of-the-art campus,” “highly-skilled trainers”

Dashes should be “em dash” with a single space either side e.g. “Guide Dogs of America’s vision for 2019 – and beyond – is...”

In general, other than for job titles on business cards, do not use ampersands (“&”)

Job titles and board officer positions such as President, Vice Chair etc. should be capitalized

Do not use commas after the second item in a sentence (i.e. “oxford comma”), unless essential for clarity

Use a comma after clauses introducing a time period e.g. “In 2016, ESC embarked on a comprehensive strategic planning process...”

For times of day, use “a.m.” and “p.m.” with a space between the number and the abbreviation i.e. “4:30 p.m.” If the time is on the hour, omit the zeros i.e. “4 p.m.” but include them if part of a list of varying times

If describing a time span, use a hyphen and repeat the abbreviation after each time mentioned e.g. “4 p.m. - 6 p.m.” and “11 a.m. - 2:30 p.m.”

The titles of publications are italicized when they appear in body text but not in headers e.g.

Guide Dogs of America Featured in the Los Angeles Times

A recent *Los Angeles Times* article highlighted the value of puppy training.

If you have any questions or suggestions, please contact Diane Gittlen.