

A reference for representing the Foundation  
in internal and external communications



# Stylebook

June 2021

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## Kessler Foundation House Style Guide

The primary style guides for Kessler Foundation blogs, websites, marketing email communications, and collateral (brochures, signage, programs, marketing materials, etc.) are the Chicago Manual of Style for general style and the International Committee of Medical Journal Editors for scientific content unless otherwise stated here. The dictionary of record is Merriam-Webster. We use the American spelling of words.

While external publications have their own styles, the representation of the Foundation, its staff and centers apply to affiliations for published works and their content.

## Disability Language

Kessler Foundation strives to reflect disability language and etiquette in all forms of communications.

### General

- Ask someone with a disability how they would like to be referred to
- Emphasize abilities, not limitations
- Having a disability does not mean you are a patient
- Successful people with disabilities are not necessarily all heroes

Use preferred usage for describing people with disabilities. Avoid defining people by their disability.

### Examples:

- **Person who uses a wheelchair**, vs. wheelchair bound, or confined to a wheelchair
- **Person with a disability** vs. disabled person
- **Woman with paraplegia** vs. paraplegic

Avoid negative terms such as victim, struggle, suffer, defect, handicap.

- **Stroke survivor or person who has had (or sustained) a stroke** vs. stroke victim (or suffered a stroke)
- **He has a TBI or she has MS** vs. He's brain injured, or, She's suffering from MS.
- **Congenital disability** vs. birth defect
- Parking and bathrooms are **accessible** vs. handicap-accessible
- In comparisons, refer to people without disabilities as nondisabled, rather than as normal or healthy

Good sources for more detailed examples:

[Using people-first language](#) – downloadable PDF from the CDC

[National Center on Disability and Journalism](#) - specific words listed alphabetically

[ADA National Network](#) – examples of Use vs. Do Not Use

## Gender Pronouns and Honorifics

Use gender-neutral language including the gender-neutral pronouns they/them, instead of he/him or she/her, unless a person's preferences are known. In general, introduce a person by first and last names and title, then use last names without honorifics, e.g., Mr. or Ms. Some individuals prefer gender-neutral titles like Mx. instead of Mr. or Mrs.

## Acronyms

Limit using acronyms unless they are in common use (e.g., JPEG, NASA, VA). Otherwise spell out titles and names as a courtesy to those readers who might not easily recognize them. The use of less familiar abbreviations should be limited to those terms that occur frequently enough to warrant abbreviation—roughly five times or more within an article with each term spelled out on first occurrence. Use of abbreviations for conditions should be minimized (e.g., MS, SCI, TBI, CP, ADD, CFS). If there is space, writing these out is preferred in terms of readability and SEO.

Use abbreviations and acronyms only when they will help your readers by making written text simpler and less cumbersome. Be aware that organizations have branding styles regarding usage of their names. Kessler Foundation's style does not allow the use of KF; Kessler Institute for Rehabilitation does not allow KIR. Examples of organizations with acceptable abbreviations are NJIT (New Jersey Institute of Technology), the VA (Veterans Administration), and ASIA (American Spinal Injury Association).

## Capitalization

Keep capitalization to a minimum. Too many capitals reduce readability. AVOID ALL CAPS.

Use initial capitals for proper names, official titles (see Professional Titles section), and trade names.

Do not capitalize the names of seasons or the words web, or internet.

Do not capitalize names of diseases and conditions (e.g., multiple sclerosis, spinal cord injury, cerebral palsy, attention deficit disorder, chronic fatigue syndrome). Again, use of abbreviations for conditions should be minimized, but capitalized when used (e.g., MS, SCI, TBI, CP, ADD, CFS).

Do not capitalize directional words (e.g., north, south, etc.) unless they are used as nouns denoting specific regions (e.g., South Jersey).

Capitalize Foundation when using it in place of Kessler Foundation (e.g., We here at the Foundation feel good about our work). Capitalize Center and Laboratory when using them in place of the full names of these entities.

Capitalize fellow when used as part of the official name of the title (e.g., Dr. John DeLuca was named Fellow of the National Academy of Neuropsychology (NAN)). Otherwise, use lowercase (e.g., Dr. DeLuca is an NAN fellow or Dr. John DeLuca is a fellow of NAN).

Capitalize the full names of institutions, groups, and companies, and the names of their departments (e.g., Mary is a professor in the Department of Physical Medicine and Rehabilitation at Rutgers New Jersey Medical School). Do not capitalize when it is not the department name (e.g., Mary is a professor of physical medicine and rehabilitation at Rutgers New Jersey Medical School).

**Headlines:** Use initial capitals (capitalize first letter of each word, except conjunctions and prepositions).

**Subheads:** Capitalize like a headline; capitalize each important word, bold and flush left (e.g., Available Online Resources or Today's the Big Day).

## Emails (from Constant Contact or Online Express)

Treat subject lines like headlines, capitalizing all main words (e.g., National Trends in Disability Employment). Subject lines should be no more than 40 characters, including spaces, so they will read well on most devices. Generally, emails should be from a person and signed with person's title, photo, and signature.

## Email Signature from KesslerFoundation.org email

Do not include a graphic. If you want to add social media or a quote, feel free. Font size should be 11. Be conservative with your font type, consider Arial or Calibri.

First Last, Degree

Title

Center (if applicable)

Kessler Foundation

Street address

City, State zip code

973.555.1212

201.888.1111 cell

973.555.1234 fax

FLast@KesslerFoundation.org (Capitalize first letter of first name and first letter of last name)

KesslerFoundation.org

Affiliations

Title at affiliation

Name of Organization One

Example:

**Jane T. Doe, PhD**

**Senior Research Scientist**

**Center for Mobility and Rehabilitation Engineering Research**

**Kessler Foundation**

**1199 Pleasant Valley Way**

**West Orange, NJ 07052**

**973.324.3544**

**973.324.3527 fax**

[JDoe@KesslerFoundation.org](mailto:JDoe@KesslerFoundation.org)

[KesslerFoundation.org](http://KesslerFoundation.org)

[@KesslerFdn](https://www.facebook.com/kesslerfdn)

[Facebook.com/kesslerfoundation](https://www.facebook.com/kesslerfoundation)

Affiliations

Associate Professor, Department of Physical Medicine and Rehabilitation

Rutgers New Jersey Medical School, Newark, NJ

## Kessler Foundation and Kessler Institute Usage

At first mention, use the full name of the organization (e.g., Kessler Foundation), then the Foundation. Do not use the (upper or lowercase) in front of Kessler Foundation or Kessler Institute for Rehabilitation. Do not abbreviate (e.g., KF, KIR).

Avoid use of Kessler, which denotes Kessler Institute for Rehabilitation. At first mention, use full name of Kessler Institute for Rehabilitation, followed by Kessler Institute, then the Institute. When writing about joint projects like the TBI and SCI Model Systems and other projects where the teams have a mix of Foundation and Institute employees, Kessler team may be used when referring to both, preferably after both entities have been defined previously in the piece.

## Center Names

Generally, refer to centers with the center name first followed by at Kessler Foundation (e.g., Center for Employment and Disability Research at Kessler Foundation). If the content is chiefly about Kessler Foundation, use the center name without Kessler Foundation after the first instance, or just the Center with a capital C.

## Named Entities

It is important to use the full names of named entities, including Centers, Laboratories, fellowships, surveys, and awards.

The named centers are formatted like this:

- At first mention, Tim and Caroline Reynolds Center for Spinal Stimulation at Kessler Foundation (*italicize and / &*); followed by Reynolds Center for Spinal Stimulation; Reynolds Center.

At first mention, Rocco Ortenzio Neuroimaging Center at Kessler Foundation; followed by the Ortenzio Neuroimaging Center; Ortenzio Center.

Named laboratories:

- At first mention, Derfner-Lieberman Laboratory for Regenerative Rehabilitation Research at Kessler Foundation; followed by Derfner-Lieberman Laboratory

Other entities:

Hearst Foundations Fellowship/Fellow/Hearst Fellowship/Fellow; Mitchell Rosenthal Fellowship/Rosenthal Fellowship; Derfner-Lieberman Fellowship/Fellow; Children's Specialized Hospital-Kessler Foundation Postdoctoral Research Fellowships (acceptable to follow with CSH-Kessler Foundation Postdoctoral Fellowships)

Fred Foley Award for Best Practices in Mental Health and Multiple Sclerosis/the Fred Foley Award

The 2020 Kessler Foundation National Employment and Disability Survey: Recent College Graduates/the 2020 Kessler Foundation Survey

## Names of Partners

In professional writing, be aware of the branding and preferred usage of the Foundation's partners. When in doubt look it up.

- Kessler Institute for Rehabilitation not Kessler Institute of Rehabilitation. Do not precede with the/The.
- Children's Specialized Hospital for the first instance, then Children's Specialized. Do not abbreviate.
- New Jersey Institute of Technology for the first instance, then NJIT
- Craig H. Neilsen Foundation (avoid auto correct of Neilsen; use middle initial)
- For Bronx VA, use James J. Peters VA Medical Center
- For East Orange VA, use VA New Jersey Healthcare System – East Orange Campus
- For Tampa VA, use James A. Haley Veterans' Hospital (VA hospital titles vary; recommend checking their individual websites for correct titles)

## Professional Titles

Omit punctuation when including degree titles (e.g., PhD not Ph.D.).

Define a professional's academic degrees at first mention. If a person is a PhD or MD, use their degree at first mention (e.g., Gail Forrest, PhD). For ensuing mentions use Dr. Forrest.

When listing degrees and credentials, generally order them starting with the highest first.

Among professional titles, named academic professorships and fellowships are usually capitalized wherever they appear, especially if they are accompanied by a personal name.

Capitalize a person's title when used with the person's name or as a direct address. The title is not capitalized when used generally. Capitalize titles immediately preceding the name when used as part of the name (e.g., We asked Professor Smith to join us).

In text, titles following a personal name or used alone in place of a name (other than in direct addresses) are, with few exceptions, lowercase. Do not capitalize titles when used descriptively (e.g., John Smith, who is an associate professor of ...)

Examples:

- John Doe, PhD, Distinguished Service Professor at the University of Pennsylvania; John Doe, PhD, a professor at the University of Pennsylvania.
- The title postdoctoral fellow should be lowercase unless it is specifically named (e.g., Jane Smith, PhD, the Mitchell Rosenthal Postdoctoral Fellow, is presenting; Jane Smith is a post-doctoral fellow).

Most military titles are capitalized only when used as part of a person's name (e.g., the sergeant; Sergeant Carleton C. Singer).



## Professional Titles (continued)

In promotional or ceremonial contexts such as a displayed list of donors in the front matter of a book or a list of corporate officers in an annual report, titles are usually capitalized even when following a personal name.

## Attributions

**Acknowledgments:** Funding sources, including grants and donor support, should be acknowledged in Foundation communications. Check with Michele Pignatello (development@kesslerfoundation.org) for proper citing of donor support in publications, posters, presentations, and other media.

## Trademarks and Copyright

**Intellectual Property:** Scientists who seek registered trademarks for their products (e.g., a manual, tool, or survey) must inform the IP Liaison (currently Peii Chen, PhD) first. Dr. Chen's role is to centralize this information, evaluate whether the trademark should be registered, and assist with applications for trademarks and patents. Contact the liaison for clarification of the status of Foundation trademarks and patents, and their proper representation in public documents.

**Permissions:** Users of images and graphics from external sources must obtain necessary permissions and consents and acknowledge the sources and permissions in all media. Copies of permissions and consent forms must be provided to Communications. Jody Banks in Communications can provide access to images and graphics copyrighted by the Foundation, and guidance for use of logos of our partners.

**Trademark:** Although the symbols ® and ™ (for registered and unregistered trademarks, respectively) often accompany trademark names on product packaging and in promotional material, there is no legal requirement to use these symbols, and they should be used sparingly. If it is a Kessler Foundation owned property and you wish to assert the trademark, use at first appearance. If one of these symbols is used at the end of a product name, it should appear before any period, comma, or other mark of punctuation.

**Copyright:** The usual notice consists of three parts: the symbol ©, the first year the book is published, and the name of the copyright owner. This may be followed by the phrase "All rights reserved" (e.g., © 2021 by Kessler Foundation. All rights reserved.).

Any downloadable materials (e.g., PDF, PowerPoint) shared online (such as kflern.org) or materials shared with non-Kessler Foundation individuals (such as during a conference) should include the copyright.

## Numbers

Do not use *th*, *st*, or *nd* after the number of the day (e.g., June 12). The one exception to this is in the name of an event (e.g., The 12th Annual Stroll 'N Roll).

When you do use *th*, *st*, or *nd*, keep it on the same line as the text, not superscript (e.g., 12th, not 12<sup>th</sup>). Be aware that most autocorrects will try to change it to superscript.

Do not put apostrophes in decade (use 1950s, not 1950's).

Do not use the expressions *thirties* or *eighties*. Rather 1930s or 1980s.

Use *from 1958 to 1959* rather than *from 1958-9*.

Do not start a sentence with a year (e.g., 2019 was a good year). It's preferable to re-work the sentence so it doesn't start with the year.

Do not start a sentence with a numeral (e.g., 10 people came to the meeting. Rather: Ten people came to the meeting).

**Percent:** Spell out *percent* as one word in literary context, but in statistical contexts and in tables and diagrams where space is scarce the symbol % is acceptable.

**Phone Numbers:** Use periods to indicate breaks in phone numbers (e.g., 973.324.8362).

Use ext. when indicating an extension (e.g., 973.324.8362 ext. 100).

For international phone numbers, because of varying number conventions by country, use numbers with spaces and no punctuation to indicate breaks instead of dashes.

**Time:** Use a colon to separate hours from minutes. (e.g., 1:00 pm, 3:30 am).

Use lowercase letters, no punctuation, and a space before the abbreviation when using *am* or *pm*.

For 24-hour system of time use no punctuation (e.g., 0800h and 1700-1830h). Use the *h* as demonstrated. Add the *0* for times from 0100 to 0900.

## Punctuation

**Abbreviations:** House style is to include periods after abbreviations of a prefix to a name (e.g., Dr., Prof., etc.).

Periods are not required where uppercase letters are used in the initials of an organization (e.g., BBC, NIDILRR) or abbreviated scientific terms (e.g., DNA, GMO).

Abbreviated names of states in the United States should be two letters, capitalized, with no punctuation (e.g., PA, NJ).

To abbreviate United States in an address, use USA. In other uses, go with U.S. with the periods in between.

Use a single space not double space after a period at the end of a sentence.

Do not abbreviate the names of Kessler Foundation research centers.

**Commas:** Use Oxford comma when sentence structure is serial (e.g., France, Italy, and Spain; not France, Italy and Spain).

**Hyphen and Dashes:** Hyphens and the various dashes all have their specific appearance (shown below) and uses (discussed in the following paragraphs). The hyphen, the en dash, and the em dash are the most commonly used. Though the differences can sometimes be subtle—especially in the case of an en dash versus a hyphen—correct use of the different types is a sign of editorial precision and care.

hyphen -

en dash –

em dash —

**Dashes:** Use em dashes to indicate an interruption, particularly in transcribed speech. In phrases where you could use a comma or colon, the use of an em dash is also acceptable with no spaces on either side of the dash (e.g., Though the differences can be subtle—especially in the case of an en dash versus a hyphen—correct use is important).

Use an en dash to indicate range (e.g., 40–50 people).

**Hyphens:** Use hyphens (the minus sign on your keyboard) to connect two or more words (and numbers) into a single concept, especially for building adjectives. When the adjectival phrase comes before the noun that it modifies, it is hyphenated (e.g., The 20-year-old student.) But if there is no risk of ambiguity you may leave out the hyphen but keep the space. If you are uncertain whether a word is hyphenated, check the Merriam Webster Dictionary for spelling.

These commonly used words do not need a hyphen: email, online, nonprofit, early bird, vice president, vice chair, inpatient, outpatient, grantmaking.

Although hyphens or dashes can be used as substitutes for the word to when discussing value ranges and dates, it is better to use the word to in formal writing situations.

## Web Related

**Website Addresses:** Do not include http:// when writing a website address. Write our web address without the www as KesslerFoundation.org. You will need to link it if you are using in a document as it will not automatically link. Always embed a web address in text (unless it is for a print piece – see Redirect URL below), so we do not see the actual URL.

**Email addresses:** When typing out Foundation email address for a person, capitalize the first letter of the first and last name (e.g., CMurphy @KesslerFoundation.org).

**Redirect URLs:** Also called vanity URLs. Used when the original URL is too long for print. They should be all lowercase, short, with dashes between words (e.g., KesslerFoundation.org/breast-cancer). The communications department will create and implement them for you.

## Proofreading Marks







Proofreading marks should always be made in red. See below for the mark and meaning.

When the actual text is not supplied use the placeholders: **HED** to indicate headline, **DEK** to indicate subhead line, **LEDE** to indicate the leading paragraph, and **GRAF** to indicate paragraph.

Use **TK** in copy being edited to signify that additional material will be added at a later date.

Use **<<instructions here>>** to indicate an instruction or comments that is not to be included in the copy.

## Proofreading Marks (continued)

Mark	Meaning	Mark	Meaning
	Delete ( <del>take</del> out)		Insert brackets [into the text]
	Disregard proof correction mark <del>stet</del>		Insert parentheses (into the text)
	Clos e up		Invert <del>SIU</del> piece of text
	Change to <u>capital</u> letters		Insert (or substitute) en-dash <sup>·</sup> —
	Change to a <sup>lc</sup> lowercase letter		Insert (or substitute) em-dash <sup>M</sup> —
	Change to <u>small</u> capital letters		Insert (or substitute) period ◦
	Change to <u>underlined</u> letters		Insert (or substitute) comma ∩
	Change to <u>bold</u> type		Insert space into the <sup>#</sup> text
	Move text <u>up</u>		Correct align <sup>ment</sup> of text
	←[ Move text left		Begin new paragraph ¶
	Move text right ]→		Center ]text[
	Transpose [items] these		Move text <u>down</u>

## Resources



White widescreen Power Point template. Downloaded at <https://kessler-foundation.canto.com/b/MTCNJ>



Blue widescreen Power Point template. Downloaded at <https://kessler-foundation.canto.com/b/SRIUQ>

## Resources (continued)

### 2020 Kessler Foundation - Brand Reference Guide

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#### COLOR PALETTE:

##### PRIMARY COLORS



PMS: 287  
CMYK: C92 M62  
RGB: R52 G82 B144  
HEX: #0365b1



PMS: 390  
CMYK: C27 Y97 K13  
RGB: R151 G168 B37  
HEX: #aec12d

##### SECONDARY COLOR ACCENTS



PMS: 130  
CMYK: M34 Y90  
RGB: R243 G155 B4  
HEX: #fcb133



PMS: 1797  
CMYK: C4 M91 Y88 K11  
RGB: R202 G83 B92  
HEX: #e23d33



PMS: 2607  
CMYK: C56 M74  
RGB: R130 G92 B167  
HEX: #825ca7

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#### TYPEFACE:

Arial Regular

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

#### ALTERNATE TYPEFACE:

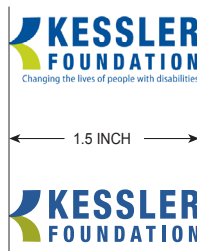
Tahoma Regular

**Tahoma Bold**

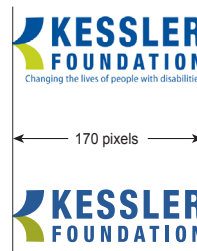
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#### THE LOGO: SIZE AND PLACEMENT

MINIMUM SIZE for print with and without  
TAGLINE 1.5 inch with at 300 dpi



MINIMUM SIZE for web with and without  
TAGLINE 170 pixels in width



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#### ABOUT KESSLER FOUNDATION

Kessler Foundation, a major nonprofit organization in the field of disability, is a global leader in rehabilitation research that seeks to improve cognition, mobility and long-term outcomes, including employment, for people with neurological disabilities caused by diseases and injuries of the brain and spinal cord. Kessler Foundation leads the nation in funding innovative programs that expand opportunities for employment for people with disabilities.

One page branding guidelines. Downloaded at <https://kessler-foundation.canto.com/b/NRKTl>