Composition Titles
Applies to book titles, academic/research paper titles, journal articles and lecture titles:
• Capitalize principal words, including prepositions and conjunctions of four or more letters.
• Only if it is the first or last word in a title, capitalize articles (the, a, an).
• Put quotation marks around the names of all such works.

Departments and Divisions
• Capitalize department names when used as a formal reference (Department of Chemistry); lowercase for general reference (chemistry).
• Lowercase clinical divisions: associate professor of clinical pediatrics.
• Identify departments and divisions as an entity of IU School of Medicine (e.g. IU School of Medicine Department of Pediatrics), especially on first reference.

Degrees and Credentials
• Don’t use periods on degree references; use MD, PhD, etc. Set off by commas after full name. Use “Dr.” on subsequent references.
• Use an apostrophe in bachelor’s degree, master’s, etc.; no possessive in Bachelor of Arts or Master of Science.
• Lowercase and never abbreviate “professor”: John Doe, MD, assistant professor of clinical pediatrics.
• Capitalize named professorships: Jane Doe, MD, Barbara and Peer Baekgaard Professor of Alzheimer’s Disease Research.

IU School of Medicine
• On first reference, spell out “Indiana University School of Medicine”; use “IU School of Medicine” on subsequent references; do not use “IUSM.”
• For brevity, the first reference to a department can include abbreviated use of name. “IU School of Medicine Department of Pediatrics.”
• Do not use spaces before or after en dashes in campus names: Indiana University School of Medicine–Evansville.
• Refer to the school as “IU School of Medicine” or “Indiana University School of Medicine” with no “the” preceding it except when the name is followed by a specific team, office, campus, etc.

Numbers
• Use numbers for dates, decades, years, ages, ratios, scores and percentages.
• Spell out whole numbers below 10, use figures for 10 and above. Use commas in numbers above 999.

Online Terms
• Use internet, website, webcam, webcast, webmaster, webpage; but web address, web browser.
• Don’t use http:// or https:// when spelling out web addresses.
• Avoid hyperlinking the words “click here” or something similar. Anchor text should explain what the link offers: Visit IU School of Medicine.

Punctuation
• Do not use a final comma in a series of items unless needed for clarity or if one of the items includes “and” or “of”: The flag is red, white and blue. He liked salami, ham, and peanut butter and jelly sandwiches.
• Some publishing systems have trouble translating em dashes (long dash); use double hyphens with no spaces on either side.

Times, Dates, Places, Terms
• Use figures except for noon and midnight. Do not use periods in am and pm: 11 am, 1 pm, 3:30 pm, 9-11 am.
• Don’t use the year unless the date is more than a year ahead or past.
• Spell out numbered streets nine and under: 5 Sixth Ave.; 340 West 10th St. Use the abbreviations such as Ave., Blvd. and St. only with a numbered address: 1120 South Dr. Spell them out and capitalize without a number: South Drive.
• Spell out Indiana, instead of using the “IN” or “Ind.” abbreviation.
• Use health care in place of healthcare.

Titles
• Lowercase and spell out titles when not used with an individual’s name: The dean issued a statement.
• Capitalize a formal title when used immediately before a name: IU School of Medicine Dean Jay L. Hess issued a statement.
• Lowercase titles when used in constructions set off by commas: Jay L. Hess, dean of IU School of Medicine, issued a statement.

Voice and Tense
• Do not use first- or second-person voice; use third person to keep language as clear as possible.
• Use present tense and a forward focus in communications.