**KITE Research Institute Style Guide**

(as of June 2021)

The following information is the reference guide for style, grammar, punctuation and spelling for all KITE Research Institute publications.

In general, KITE Research Institute marketing materials and publications follow *The Canadian Press Stylebook (18th edition, January 2018), and Canadian Press Caps & Spelling (22nd edition, October 2018)* for **all** style, grammar, spelling (as per *The Canadian Oxford Dictionary*) and punctuation usage.

***1 Abbreviations***

1.1 Always use the patient’s full name on the first reference, then only the first name on second/all future story references. For example: Janet Dole was 30 when she received the diagnosis. Janet had an operation when she was 31

1.2 Use *The Canadian Press Stylebook: A Guide for All Writers and Editor*s (18th edition) for all placelines and placeline abbreviation treatments.

***2 Capitalization***

2.1 Do not capitalize doctors’ titles, whether directly preceding or following a doctor’s name.

2.2 Do not capitalize formal titles of other KITE employees, whether preceding or following a name.

2.3 Capitalize all units/departments that have an official name. For example: Temerty Faculty of Medicine at the University of Toronto, the Institute of Biomedical Engineering, the Division of Physical Medicine and Rehabilitation, the Rehabilitation Science Institute at the University of Toronto.

2.4 Do not capitalize the name of a discipline, such as Dr. Joe Bloe, head of physiatry, or Dr. Jill Brown, who works in stroke rehab.

2.5 Use sentence-style capitalization for all titles, headlines, headings, deks, etc. That is, capitalize only the first letter of the first word and only proper nouns, specific product, company or brand names, etc. An exception would be if the headline included a title of a book, a company or product/brand name in which all or some of the letters were capitalized.

2.6 Spell and treat all and any association names, company names or publication titles as per the exact name. For example: Research statistics from *The New York Times* and from *The Huffington Post* are the most reliable.

2.7Capitalize all references to First Nations, Indiginous and Aboriginal people.

***3 Italics***

3.1 Italicize the names of all periodicals (including newspapers and magazines), publications, the name/title of formal medical studies/papers and formal court case names/titles (for example: *Hutchinson v. Hutchinson*).

***4 Numbering***

4.1 Spell out all numbers from one to nine and all numbers that begin sentences; use numerals from 10 onward.

4.2 Use the digital form for all numbers in display copy and tabular format.

4.3 Spell ordinal numbers from first to ninth. For example: Dr. Shulman was the first doctor to be enlisted 30 years ago. Dr. White was the 12th doctor to be enlisted.

4.4 Us figures in all references to percentages. For example: Nearly 9 per cent of all cases of the cancer were treatable.

***5 Punctuation***

5.1 *Dashes*

5.1.1 As a break in thought, always use an open en-dash [–], i.e., with spaces on either side of the en-dash. Do not use an em-dash [—].

5.2 *Ellipsis points*

5.2.1 Within a sentence, include one space before the ellipsis and one space after.

For example: “We didn’t know what the reaction would be … we wouldn’t know until she woke up from the operation.”

5.2.2 At the end of a sentence, include a space before and after the ellipsis, followed by terminal punctuation. For example: The health-care industry is full of challenges and risks …

5.3 *Period*

5.3.1 All cutlines/photo captions and pull quotes require terminal punctuation.

5.3.2 Do not add terminal punctuation to heds, deks and cover copy, unless an exclamation/question mark is required. However, all deks in the Table of Contents require terminal punctuation.

5.3.3 Do not add terminal punctuation to photo/image credits.

5.4 *Comma*

5.4.1 Do *not* use the serial comma, except to avoid confusion with multiple listings. For example: June White had many side effects from the over-the-counter medication, including headaches, fatigue, dizziness, and nausea and vomiting.

5.4.2 Use a comma to separate thousands. For example: Heart disease is the second leading cause of death in Canada, claiming more than 48,000 lives in 2012.

5.5 *Colon*

5.5.1 Uppercase the first word after a colon in a sentence.

5.6 *Possessive Apostrophe*

5.6.1 Use’s for singular possessive apostrophe for names ending in s.

***6 Spelling***

6.1 Use Canadian spellings for *all* words, as per *The Canadian Oxford Dictionary*, or *Canadian Press Caps & Spelling* unless otherwise required or specified.

***7 KITE-specific spelling and usage***

AGE-WELL

Alzheimer’s disease

a.m./p.m.

acquired brain injury (ABI on second reference)

traumatic brain injury (TBI on second reference)

BalancePro

brand-new

BresoDX

Buddy Badge System

bypass

co-ordinator

CareLab

Canadian Foundation for Innovation (CFI)

Canadian Institutes of Health Research (CIHR)

Canadian Institute for Health Information (CIHI)

Canadian Spinal Cord Injury Rehabilitation Association National Conference

Challenging Environment Assessment Lab (CEAL)

ClimateLab

Center for Advancing Neurotechnological Innovation to Application (CRANIA)

DriverLab

email

E.W. Bickle Centre

EnCOAR (Enhancing the Care of Older Adults)

FallsLab

FIBRE (The Fabric-Based Research Platform)

Focus on Accessibility Awards

free-standing

front-line

functional electrical stimulation (FES)

Geoff Fernie Impact Awards

groundbreaking

gynecology

hematology

health care (noun), healthcare (adjective)

home care (noun)

HomeLab

Hygienic Echo Inc.

I AM KITE

iWalkAssess

International Conference on Aging, Innovation and Rehabilitation (ICAIR)

Intelligent Design for Adaptation, Participation and Technology (iDAPT); name retired

Interprofessional

The KITE Research Institute (KITE on second reference; acronym: Knowledge, Innovation, Talent, Everywhere)

KITE PowerPlay

KITE Young Innovators

KITE Three Minute Trainee Competition

KITE Trainee Executive Committee

kite-uhn.com

KITE Unsung Hero Staff Award

KITEworks

Krembil Brain Institute

Lakeside Long Term Care

Lyndhurst Centre

Movement Evaluation Lab

The Michener Institute of Education at UHN

Milos R. Popovic

MIVE Lab

MyndMove (product)

MyndTec (company)

My Opioid Manager

The National Sciences and Engineering Research Council of Canada (NSERC)

Neuomodulation

Neural Engineering and Therapeutics Team (NET Team)

non-steroidal anti-inflammatory drug

OK

online

orthopedic

Parkinson’s disease

pediatric

per cent (% symbol can be used in tabular matter/display copy/sidebars)

postmenopausal

preclinical

Rate My Treads

real-time (adjective)

Rehabilitation Engineering Lab

Research Volunteer Pool (RVP)

Rocket Family Upper Extremity Clinic (or Rocket Clinic)

Rocket Ride for Rehab

Rumsey Centre

SCI Mobility Lab

Sensimat

The Hospital for Sick Children (SickKids on second reference)

Spinal Cord Injury Rehabilitation Association

The Schroeder Foundation

The Walter and Maria Schroder Institute for Brain Injury & Recovery

SleepdB

side effect

StairLab

StreetLab

Swallowing Rehabilitation Research Lab

24-7

3-D

Textile-based technologies (NEVER “textile computing”)

TD Graduate Scholarship for Students with Disabilities

Tumour

Toronto Rehabilitation Institute (Toronto Rehab or TRI on second reference)

TRI Hand Function Test (HFT)

UHN Foundation (for Toronto Rehab, Toronto General, Toronto Western and Michener)

University Health Network (UHN) – for first reference and UHN for subsequent references in the same story

University Centre

U.S.

Wearable technologies

well-advanced

well-being

win-win

WinterLab

***8 Affiliation & References***

8.1 *Affiliations*

8.1.1 Use the following affiliation for publications & other digital references: “KITE-Toronto Rehabilitation Institute, University Health Network”

* 1. *Address*

8.2.1 Use the following address: “KITE-Toronto Rehabilitation Institute, University Health Network, Toronto, ON M5G 2A2”

8.3 *Verbal reference*

8.3.1 Use the following affiliation when being presenting, being introduced or interviewed: “The KITE Research Institute at University Health Network (UHN)”

***9 Symbols and Special Characters***

79.1 In general, avoid using the following: ampersands (&), unless in a formal (company/department) name or book/publication/periodical name; percentage signs (%), except in display copy or tabular style (factoid) text (coloured bubbles); x for times, unless in display copy; or the number sign (#), unless in tables, figures, display copy or in the case of an extreme lack of space.

***10 Honorifics***

10.1 Do no use courtesy titles (Mr. Mrs. Ms., etc.). Always include Dr. in first reference/subsequent references to a medical doctor and KITE scientists.

**Layout Style Guide**

* The hyphen [-] is used between words and also for telephone numbers.
* Proper nouns and dates are not to be split at the end of a line.
* Headlines, deks/subheads and captions are not to be hyphenated.
* All quotes/cutlines should be in the present tense.

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