

## Style guide

### I. Introduction to the style guide

The Healthcare Businesswomen's Association (HBA) communicates to its members, corporate partners and community at large through digital (web, email and social) channels and traditional printed mediums. To foster the HBA brand image and maintain brand equity and integrity, the HBA enterprise including regions, chapters and affiliates, must adhere to consistent style guidelines.

### II. Recommended references

Users of this guide may consult the following references: exceptions used by the HBA are listed in this guide.

- The primary reference is the Associated Press Stylebook (AP), the prevailing guide used by journalists in most major newspapers and popular magazines.
- For spelling, consult the Merriam-Webster dictionary. We use American spellings for corporate materials and most chapter materials; the Europe chapter uses British.

### III. Grammar and the HBA style

- HBA vs. Healthcare Businesswomen's Association: Because HBA also means the Home Builders Association, health and beauty aids, the Hawaiian Bible Association and many more, please spell out the whole name in the first mention in any document or at the podium during an event. Be sure you use businesswomen's as a possessive ('s), plural (women's not woman's) and as a compound word (businesswomen's not business women's).
- HBA vs. chapter: The HBA is incorporated as The Healthcare Businesswomen's Association Inc., but we refer to ourselves as the HBA. Chapters are required to distinguish themselves from the parent organization: the HBA (strictly speaking, there is no such entity as the corporate HBA; it is the HBA and the HBA Board of Directors, etc.). Therefore, each region, chapter and affiliate must use the full name: HBA San Diego. Note that HBA precedes the chapter name: HBA San Diego not San Diego HBA. Please be clear when referring to a chapter board member in a press release: Jane Doe, president, HBA Europe region, not Jane Doe HBA President.
- "e" anything: Don't capitalize the second letter in email, enews or eblast.
- HBAddsValue: The newsletter for our corporate partners.
- HBAAdvantage: The magazine of the Healthcare Businesswomen's Association.
- HBA newsletter: The monthly newsletter sent to all in our community. This publication incorporates chapter news items so each recipient receives a version customized to their region.
- Woman of the Year: An annual event each May honoring the HBA Woman of the Year (WOTY), Honorable Mentor, STAR, Luminaries and Rising Stars. The event includes a luncheon and receptions.

- Compound words: The HBA uses the following as one word:
  - healthcare
  - online
  - email
  - eblast
  - website
  - kickoff
- Acronyms (mostly for internal use)
  - 3BC – Building Better Business Connections (corporate partner only community)
  - ABM – Annual Business Meeting
  - ABR – Annual Business Review
  - AC – Annual Conference
  - ACE – Advancement, Commitment, Engagement award (A program is honored, not the company.)
  - BoD – Board of Directors
  - C/A – Chapters/Affiliates
  - CCP – Council of Chapter Presidents
  - CP – Corporate Partner
  - CR – Corporate Relations
  - DAL – Director at Large
  - DART – Data Analysis and Reporting Tool
  - E.D.G.E. – Empowerment, Diversity, Growth, Excellence (HBA benchmark research study)
  - EC – Executive Committee
  - EW – Executive Women, EWB is Executive Women’s Breakfast.
  - GCC – Global Committee Chair
  - HBA – Healthcare (one word) Businesswomen’s (plural, apostrophe before the s) Association
  - HL – Higher Logic (the platform upon which our internal community is based)
  - IPP – Immediate Past President
  - LEAD – Leadership Excellence and Dedication award
  - MOU – Memorandum of Understanding
  - RS – Rising Star
  - STAR – Strategic Transformation Achievement Recognition (honor formerly known as Star Volunteer)
  - WIS – Women in Science
  - WIT – Women in Transition
  - WOTY – Woman of the Year

## **A. Capitalization**

1. All caps: In this digital age all caps mean shouting. Do not use any font that is all caps. Do not use all caps or small caps fonts. Create emphasis with word choice, not by shouting.
2. Job titles: AP Style dictates the person’s formal name first, then job title, then company, separated by commas. For example: Lorrie Albinson, associate director, sales training and development, Actavis brand sales, Actavis.

- The meeting was called to order by Actavis President Susan Torroella.
  - The president, Susan Torroella, made us all feel welcome.
  - The president, HBA, serves a one-year term of office.
  - Susan Torroella, president, HBA, and COO, MEDEX Global, was quoted in the press release.
  - Terri Pascarelli, sales strategy and alliance director, AstraZeneca, serves on the HBA Board of Directors.
3. Committee, group and program names: These are not capitalized if the title is a generic term. The exception is a committee with a not widely-used generic term.
- The HBA president leads the board of directors.
  - The first vice president serves as the executive committee liaison for the director of marketing and communication.
  - The advisory board met in June.
  - The Council of Chapter Presidents meets twice a year.
  - The Woman of the Year event sold out.
4. Headlines: Per AP Style, the principal words of a title include the first and last words of that title, which should always be capitalized. Also capitalize all verbs (including infinitives), nouns, pronouns, adjectives, adverbs and some conjunctions. Capitalize every word that is more than three letters long. Don't capitalize articles, prepositions or conjunctions that have fewer than four letters.
5. Event titles: Use title case.
- Register today for the webinar, Executive Presence: One Interaction at a Time.

## **B. Numbers/dates/times**

- Spell out zero to nine and any numbers that start a sentence (with the exception of a year), and first through ninth.
- Use numerals for 10 and above, ages, percentages (always spell out percent, do not use the % sign in text – three percent, 10 percent) and 10 and above.
- Spell out the month. Either use the European convention with the day first, then month, then year or put the date then write out the month—10 November.
- No need to use ordinal number in a date. The event is 10 November. Don't bother with the th, it adds no clarity.
- Times are noted with capital letters, no periods and a space between the number and letters.
  - The reception starts at 6:30 PM ET.
  - [Add time zone](#)
- Telephone numbers: area code-exchange-number for U.S./Canadian numbers and use only spaces for numbers outside the U.S. and Canada.
  - 215-646-9300 for use within the U.S.
  - +1-215-646-9300 for materials used both in and out of the U.S.
  - +41 61 696 7169 for European numbers.

## C. Punctuation

- **Do not use an exclamation point unless you are shouting.**
- **Do not underline unless it is a hyperlink.**
- Create emphasis with word choice and not all caps, bold, italics, exclamation points or red text. Choose one font. The HBA brand fonts are Palantino Linotype and Tahoma.
- Do not punctuate academic degrees with periods: MD, PhD
- Serial commas: Do not place a comma before a conjunction in a serial (e.g. – medical devices, biotechnology and pharmaceuticals) unless it is needed for clarity separating complex phrases or phrases with the word “and” within them.
- Use one space at the end of sentences.
- U.S. and U.K. have periods in text, not in headlines (US, UK), and you never use periods in EU anywhere.
- Quotation marks: Periods and commas always go within quotation marks; dashes, semicolons, question marks and exclamation points go within the quotes when they relate solely to the quoted information – they go outside the quotes when they apply to the entire sentence.
- Colons: Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence (e.g. – She promised this: Women will one day be equally represented in the boardroom.) Colons go outside of quotation marks, unless they are part of the quoted material. Use one space after a colon.
- Ellipsis ... There should be a single space before and after an ellipsis.
- Ampersand: Write out the word “and” unless it is a registered company name. (Suzie leads the research and development at Johnson & Johnson.)
- Bulleted lists: The HBA style is to capitalize the first word of the bullet and only use punctuation if the bullet is a complete sentence.
- Write job titles for speakers in a conversational tone: Sue Smith is the vice president of research and development at Shire.

## D. Use of states and state abbreviations

- Use two-letter Postal ZIP Code abbreviations or within text [use AP Style state abbreviations](#) if they are used with the name of a city or town.