GW

Medicine & Health Sciences

2024 Style Guide
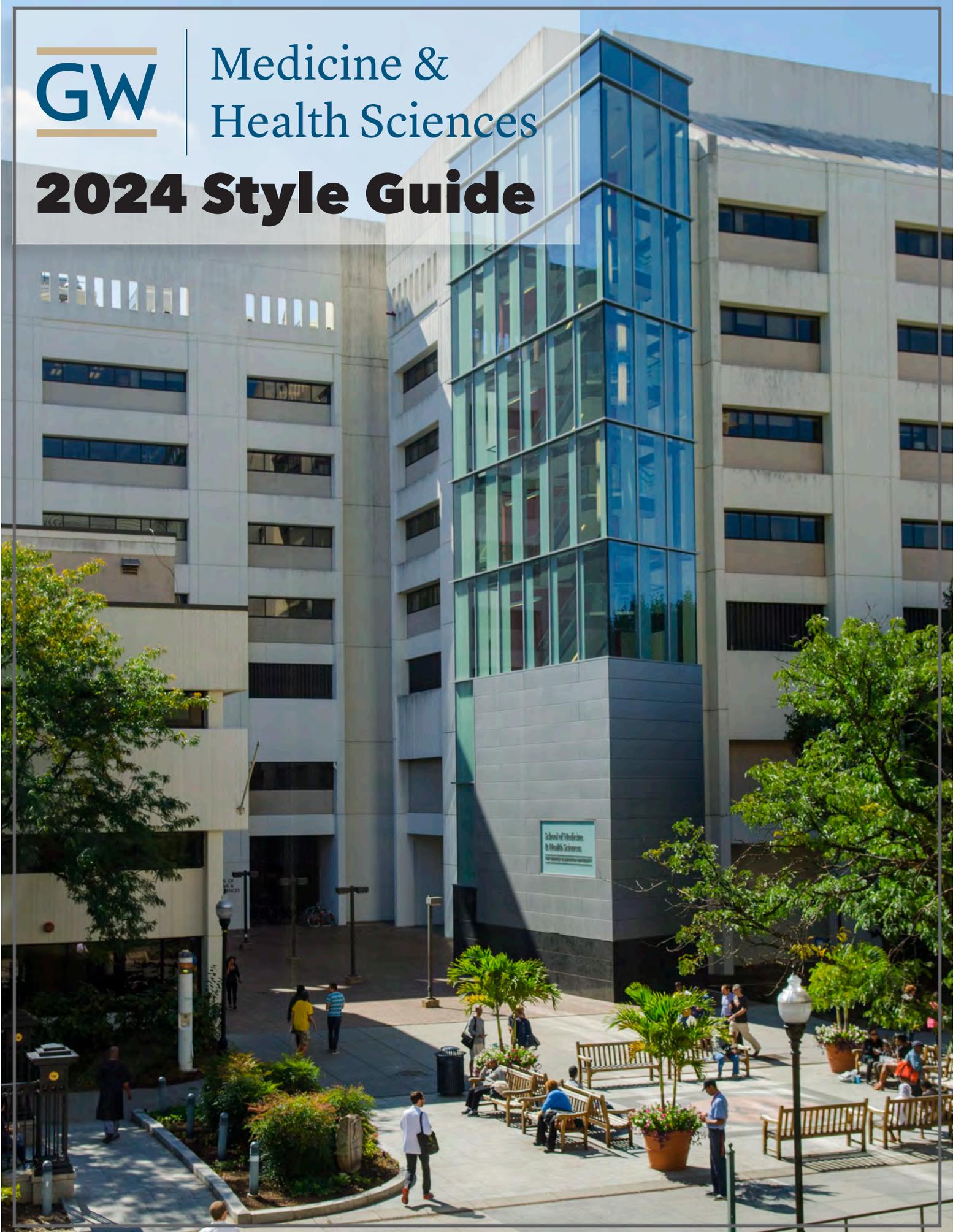
2024 Style Guide

**The George Washington University
School of Medicine and Health Sciences
Office of Communications and Marketing**

New or Updated This Year

When in doubt, follow AP style and the university identity standards and guidelines, with the following exceptions:

A

abbreviations/acronyms – include an unfamiliar abbreviation in parentheses after a proper noun before using it on second reference. See list of common abbreviations below:

The George Washington University: GW (*Note: **never GWU**), upper case "T" **only** at the start of a sentence.

The GW School of Medicine and Health Sciences: GW SMHS on second reference, or SMHS.

The George Washington University Cancer Center: GW Cancer Center on second reference, avoid GWCC unless in merchandising or lists.

The Virginia Science and Technology Campus: VSTC.

The Milken Institute School of Public Health at GW: Milken Institute SPH on second reference.

Children's National Hospital: Children's National on second reference.

Centers for Disease Control and Prevention: CDC on second reference.

The National Institutes of Health: NIH on second reference.

The GW Medical Faculty Associates: GW MFA on second reference.

The George Washington University Hospital: GW Hospital on second reference.

Some acceptable first-reference abbreviations:

Cardiopulmonary resuscitation: CPR acceptable on first reference.

Grade Point Average: GPA acceptable on first reference.

academic titles – in general, capitalize titles only when they are used before a person's name; in second reference, the use of a last name will suffice. (See **titles, academic,** on page 12)

across, around – across the country, around the world

addresses – Use the abbreviations Ave., Blvd., and St. only with a numbered address: 1600 Pennsylvania Ave. Spell out and capitalize when part of a formal street name without a number: Pennsylvania Avenue. Lowercase and spell out when used alone or with more than one street name: Massachusetts and Pennsylvania avenues.

All similar words (alley, drive, road, terrace, etc.) always are spelled out. Capitalize them when part of a formal name without a number; lowercase when used alone or with two or more names.

Always use figures for an address number. (**Ex.** *9 Morningside Circle*.)

Spell out and capitalize First through Ninth when used as street names; use figures for 10th and above. (**Ex.** *7 Fifth Ave., 100 21st St.*)

Abbreviate compass points in a numbered address used to indicate direction of a street or quadrants of a city. (**Ex.** *222 E. 42nd St., 562 W. 43rd St., 600 K St. NW.*) Do not abbreviate if the number is omitted. (**Ex.** *East 42nd Street, K Street Northwest.*) No periods in quadrant abbreviations. (**Ex.** *NW, NE, SW, SE*)

Use periods in the abbreviation P.O. for P.O. Box numbers.

Adopt-a-Doc – an MD program scholarship launched in 2012 providing a minimum of $50,000 spread over the course of four years. The program promotes mentor relationships by pairing donors with medical students. First reference: Adopt-a-Doc program, when referring to the collective initiative; Adopt-a-Doc scholarship, when referring to a specific gift; Adopt-a-Doc scholar; Adopt-a-Doc donor.

adviser – not advisor

AIDS – acceptable in all references for acquired immune deficiency syndrome. The scientific name is human immunodeficiency virus, or HIV (never HIV virus). May be written as HIV/AIDS. Compound modifier. (**Ex.** *HIV-positive patient; HIV-negative individual.*)

affect, effect – **affect** is a verb, meaning influence. (**Ex.** *A new study reveals drug shortages affecting emergency care have skyrocketed in the United States in recent years.*) **Effect** is generally used as a noun, meaning result. (**Ex.** *The effect was overwhelming.*) Effect can be used as verb, meaning to cause. (**Ex.** *He will effect change in his new position.*)

African American – No hyphen. (See **Race and Diversity,** on page 16–17)

age – always use figures. Ages written before a noun or as a substitute for a noun use hyphens. (**Ex.** *The 26-year-old patient. The patient, who is 26 years old.*)

alma mater

alumnus (singular male), **alumni** (plural, male+female), **alumna** (singular female), **alumnae** (plural female only)

alumni class year – always use year contraction after degree; make sure apostrophe curves away from the number (**Ex.** *Jeffrey S. Akman, MD '81, RESD '85*); list degrees highest to lowest.

a.m. – use periods (See **time,** on page 11)

America, American, Americans Can be used to refer to the United States and U.S. citizens **if that meaning is clear** in the context. Use the modifier U.S. in referring to the federal government and its officials in the United States. There are 35 countries represented in the Americas comprising North and South America as well as Central America, connecting the two continents. Not every American is a citizen of the United States.

American Indians, Native Americans Both are acceptable terms in general references for those in the U.S. when referring to two or more people of different tribal affiliations. (See **Race and Diversity,** on page 16–17)

ampersand (&) – Avoid using in place of "and." Only use when it is part of an official title or a university-approved branding system.

assure, ensure, insure – assure means to make safe or give confidence to; ensure means guarantee; insure refers to providing or obtaining insurance.

autologous stem cell transplant – replaces stem cells damaged or destroyed by radiation or high doses of chemotherapy treatment. A patient's own blood-forming stem cells are collected and stored before treatment.

B

Barbara Lee Bass – preferred: Barbara L. Bass, MD, RESD '86, professor of surgery, Walter A. Bloedorn Chair of Administrative Medicine, vice president for health affairs, dean of the George Washington University (GW) School of Medicine and Health Sciences (SMHS) and CEO of the GW Medical Faculty Associates (GW MFA). Starting Jan. 15, 2020, Bass became the first woman to serve as dean of SMHS and the first person to hold the titles of both dean of SMHS and CEO of the GW MFA.

B-cell – a type of lymphocyte In mammals, B-cells mature in bone marrow, but that is not where the "B" comes from. The "B" stands for bursa. 1956, Bruce Glick and Timothy Chang first identified B-cells in the bursa of Fabricius of birds. This rule extends to other lymphocytes, such as T-cells.

bachelor's degree – do not capitalize discipline. (See **degrees, academic,** on page 5)

benefit, benefited, benefiting

biannual, biennial – Biannual means twice a year; synonym to semiannual. Biennial means every two years.

bimonthly, biweekly – Bimonthly means every other month. Semimonthly means twice a month. Biweekly means every other week. Semiweekly means twice a week.

Black – Acceptable, when capitalized, as an adjective in a racial, ethnic, or cultural sense. For plurals, phrasing such as Black people, white people, Black teachers, white students is preferable, but only when clearly relevant. (See **Race and Diversity,** on page 16–17)

board certifications – (See **certifications,** on page 3)

board of trustees – capitalize only when using the full organization title (**Ex.** *the George Washington University Board of Trustees*). Do not capitalize board or trustee on second reference.

C

Cafritz Conference Center, Morris and Gwendolyn – Cafritz Conference Center on second reference, located on the third floor of the University Student Center, 800 21st St. NW, Washington, D.C. 20052. Composed of four large event spaces as well as multiple meeting/breakout rooms: **Amphitheater,** maximum capacity 104; **Continental Ballroom,** maximum capacity 200 seated, 225 reception; **Grand Ballroom,** maximum capacity 325 seated, 450 reception; and **Grand Ballroom Terrace** (outside) capacity 175 reception.

campus – capitalize when referencing the proper name of GW campuses (**Ex.** *Foggy Bottom Campus, Virginia Science and Technology Campus*). Lowercase on second reference or when referencing more than one campus.

cancel, canceled, canceling, cancellation

cancer –the National Cancer Institute defines cancer (also called malignancy) as diseases in which abnormal cells divide without control and can invade nearby tissues. Cancer cells can also spread to other parts of the body through the blood and lymphatic systems. Main types of cancer include: carcinoma, cancer that begins in the skin or in tissues that line or cover internal organs; sarcoma, cancer that begins in bone, cartilage, fat, muscle, blood vessels, or other connective or supportive tissue; leukemia, cancer that begins in blood-forming tissue, such as the bone marrow; lymphoma and multiple myeloma, cancers

that begin in the cells of the immune system; and central nervous system cancers, which begin in the tissues of the brain and spinal cord.

The TNM system is the most widely used cancer staging system for describing the degrees of cancer. "T" refers to the size, extent, and site of the primary tumor. "N" refers to the number of nearby lymph nodes that have cancer. "M" refers to whether the cancer has metastasized, or spread from the primary tumor to other parts of the body.

Cancer stages, another means of describing the degree of cancer in five broader levels:

- **stage 0**, abnormal cells are present, but have not spread to nearby tissue;
- **stage 1**, sometimes called early-stage cancer, small, localized mass with no spread to lymph nodes or nearby tissue;
- **stage 2**, localized primary tumor, mass is larger in size and may have begun to affect nearby tissue;
- **stage 3**, regional spread, primary tumor, may be larger and affect more surrounding tissue, spread to lymph nodes; and
- **stage 4**, sometimes called advanced cancer or metastatic cancer, has spread to other tissues or organs beyond where it originated.

capital – when referring to the city where a seat of government is located, use lowercase.

capitalizations – avoid unnecessary capitalizations. For disciplines, never capitalize (**Ex.** *He's a professor of medicine at the GW School of Medicine and Health Sciences*). Always capitalize official department names, endowed titles, and emeriti professorships (**Ex.** *Antonia Sepulveda, MD, is the chair of the Department of Pathology. Anton Sidawy, MD, MPH '99, Lewis B. Saltz Chair and professor of surgery*). On second references, include GW for university and centers and institutes (**Ex.** *GW Cancer Center*). Examples of common GW references that should be lowercased include the building, the board, the campus, the office, the department. First references should be capitalized only in their complete proper form (**Ex.** *The Department of Medicine offers fellowship training programs.*)

Capitol – capitalize U.S. Capitol and the Capitol when referring to the building in Washington, D.C.

Capitol Hill – residential neighborhood surrounding the U.S. Capitol.

caregiver, caretaker – a person who takes care of someone requiring close attention. One word.

Caucasian – capitalize. (See **Race and Diversity,** on page 16–17)

Cedar Hill Regional Medical Center, GW Health – A $403 million, 136-bed, full-service hospital in Ward 8 at the St. Elizabeth's East Campus. The new hospital, which will be the first new hospital in Washington, D.C., when it opens in early 2025, will feature an ambulatory pavilion for physician offices, a teaching kitchen, clinics and community space, a 500-car garage, and a helipad for emergency transports.

centers, institutes – capitalize GW-chartered centers.

Centers for Disease Control – CDC on second reference.

century – lowercase, spell out numbers less than 10 (**Ex.** *the first century, the 21st century, 18th-century medicine*).

certifications – (as well as **fellowships, professional associations, and board certifications**) – do not include certifications, fellowships, professional associations, or board certifications (**Ex.** *FAACP, FACOG*) in stories; do include in listings or citations (**Ex.** *SMHS Board of Advisors list in* Medicine + Health). Do not use periods. Check with editor for possible exceptions.

chair – preferred to chairman or chairperson. Capitalize when used before a name.

Children's National Hospital – rebrand of the institution as of October 2019, Children's National on second reference. The GW School of Medicine and Health Sciences and Children's National established a clinical partnership in 1968, which based the SMHS Department of Pediatrics at Children's National and provided joint appointments to the pediatrics faculty members.

chronic traumatic encephalopathy, CTE – A degenerative brain disease that researchers have linked to concussions or repeated blows to the head. It is most closely associated with football, but also has been diagnosed in some athletes from other contact sports and military combat veterans. IT CAN BE IDENTIFIED ONLY POSTHUMOUSLY by examining the brain. This is a perfect example of the need to be careful with medical diagnosis.

citations (Fusion) – follow JAMA style guidelines. With the exception of scientific or academic texts, do not use citations.

City View Room – located on the top floor of 1957 E St. NW, Washington, D.C. 20052. Maximum capacity 200 reception.

class year – Preferred style is to reference as first-year, second-year, etc. to designate medical student class and resident year (preferred in stories). You may also cite MS (for medical student) and roman numeral designating class after name (**Ex.** *Shantum Misra, MSII, submitted an abstract to Fusion*). For residents, use roman numeral designating class after PGY (post-graduate year). (**Ex.** *Lisa Simpson, PGY IV, is chief resident in psychiatry.*)

clinician – a noun referring to any member of the collective group of allied health practitioners, including physicians, physician assistants, advanced practitioners, and other health care professionals. May be used as a substitute for doctor, but physician is preferred.

clinical trials – capitalize Phase and **use roman numerals** when referring to the phases of the clinical trial.

Phase I – Is it safe? Researchers look for the highest dose of the new treatment that can be given safely without serious side effects.

Phase II – Efficacy; does it work and meet the goals of the treatment?

Phase III – Comparing the safety and effectiveness of the new treatment against the current standard of care.

Typically, if Phase III clinical trials show a new drug is more effective and/or safer than the current standard treatment, a new drug application (NDA) is submitted to the FDA (Food and Drug Administration) for approval.

Commencement – refers to the specific GW ceremony conferring of degrees on the National Mall. It is a proper noun and should always be capitalized. Schools and programs do not hold commencement ceremonies, they hold graduation celebrations or diploma ceremonies. (**Ex.** *Participants in the May 2016 Commencement gathered on the National Mall. Later that day, more than 5,000 family and friends filled Lisner Auditorium for the annual MD Diploma Ceremony.*)

compliment, complement – compliment is a noun or verb that means praise or the expression of courtesy; complement is a noun and verb meaning completeness or the process of supplementing something. (**Ex.** *The professor was flattered by his colleague's compliments on his lesson. The tie complements his suit.*)

composition titles – Journals should not be italicized or underlined. Refer to AP style for more guidelines.

comprise, compose – Comprise means to take in, include, embody. Compose means made up of, to create, or put together. (**Ex.** *The whole is composed of parts.* **Ex.** *The speech comprised four major themes.*) The whole is not comprised of parts. That would be similar to saying "The whole is included of its parts." (**Ex.** *The SMHS mission comprises four themes: educating a diverse workforce; healing through innovative and compassionate care; advancing biomedical, translational, and health services delivery research with an emphasis on multidisciplinary collaboration; and promoting a culture of excellence through inclusion, service, and advocacy.* **Ex.** *The SMHS Council of Advisers is composed of prominent alumni and health care experts.*)

Congress – capitalize when referring to the U.S. Senate and the U.S. House of Representatives.

coronavirus – A family of viruses, some of which cause disease in people and animals, named for the crownlike spikes on their surfaces. Coronaviruses can cause the common cold or more severe diseases such as SARS (severe acute respiratory syndrome) and MERS (Middle East respiratory syndrome). The coronavirus SARS-CoV-2 first appeared in late 2019 in Wuhan, China. It causes a respiratory illness now called COVID-19, which stands for coronavirus disease 2019. Although acceptable on second reference, avoid using *the coronavirus* in stories.

courtesy titles – never use, unless in a direct quote.

CPR, cardiopulmonary resuscitation – CPR acceptable on first reference.

CRISPR – A gene-editing technique. Stands for clustered regularly interspaced short palindromic repeats. A widely used version is called CRISPR-Cas9 to indicate a specific enzyme used in the process. CRISPR is acceptable in all uses, but provide a brief definition: the gene-editing tool CRISPR.

D

data – a plural noun, it takes plural verbs and pronouns. (**Ex.** *The data have been collected.*)

dates – Use Arabic figures, without st, nd, rd or th. Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only *Jan., Feb., Aug., Sept., Oct., Nov.,* and *Dec.* Spell out months when used alone, or with a year. **Exception:** In formal invitations and announcements, it is acceptable to spell out. When a phrase lists only a month and a year, do not separate the year with commas. (**Ex.** *January 2019.*) Do not use "on" before a date or day of the week when its absence would not lead to confusion, except at the beginning of a sentence. (**Ex.** *The meeting will be held Monday, Jan. 20.*) Use figures, without commas: When a phrase refers to a month, day, and year, set off the year with a comma. (**Ex.** *Feb. 14, 2025, is the target date.*)

days – always capitalize days of the week. DO NOT abbreviate.

dean – capitalize when used before a name; lowercase in all other references (**Ex.** *School of Medicine and Health Sciences Dean Barbara L. Bass, MD*).

degrees, academic – use abbreviated degree after a name. Always include degrees with the first reference. List in order of most advanced to least advanced; do not include bachelor's degrees or master's degrees that are not health care related unless the individual received those degrees at GW. *Do not use periods on degrees or certifications (see **certifications**, on page 3). Capitalize when referring to the full degree name (**Ex.** Bachelor of Science in Health Sciences), but not in the informal name (Ex. bachelor's degree in health sciences). Include graduate years for GW alumni. ALL DEGREES MUST BE PRECEDED AND FOLLOWED BY COMMAS. (**Ex.** Mickey Mouse, MD '08, CERT '12, HON '23, assistant professor of emergency medicine at SMHS.

Commonly used academic degrees:

MD	PA-C	RESD
MSPH	PT	
PhD	PharmD	
PA	EdD	

Do not capitalize doctorate (n.), doctoral (adj.), bachelor's, or master's.

CERT (graduate certificate) and HON)Honorary doctorate), only use if granted by GW.

British Degrees

The **MB degree**, which stands for bachelor of medicine, is awarded for passing the medicine exam examination, thereby qualifying as a medical doctor. This degree is equivalent to the MD in the United States.

The **BS, ChB, and Bch degrees** (which are equivalent) stand for Bachelor of Surgery (Ch = Chirugie, which is Latin for surgery). These degrees are awarded for passing the surgical portion of the exam.

BAO, which stands for Bachelor of Obstetrics, is awarded for passing the obstetrics portion of the exam.

Medical doctors (e.g., internal medicine specialists and subspecialists such as cardiologists and gastroenterologists) are eligible for membership in the Royal College of Physicians (abbreviated "MRCP"). Membership is dependent upon passage of an exam. Only about 14% of candidates pass on the first time.

Distinguished MRCPs may be invited to become Fellows of the Royal College of Physicians (FRCP). The designation "FRCP" is an honor beyond "MRCP".

departments, academic – first references should be capitalized only in their complete proper form (**Ex.** *Antonia R. Sepulveda, MD, is the chair of the Department of Pathology.*) (see **titles, academic,** on page 12 and **capitalization,** on page 3)

diabetes – a chronic health condition that affects how your body turns food into energy. According to the CDC, **type 1** diabetes is thought to be caused by an autoimmune reaction, preventing the body from making insulin. With **type 2** diabetes, the body doesn't use insulin effectively and struggles to maintain normal blood sugar levels. Unless at the start of a sentence, use lowercase t and pair with the appropriate numeral.

disease, disorder, syndrome – disease is a pathophysiological response to internal or external factors. A disorder is a disruption to regular bodily structure and function. A syndrome is a collection of signs and symptoms associated with a specific health-related cause.

Do not capitalize diseases such as cancer, emphysema, hepatitis, etc. Capitalize only the proper noun illnesses: Alzheimer's disease, Parkinson's disease, Ebola virus disease, etc.

District of Columbia – abbreviate as D.C. On second reference, it may be referred to as the District or D.C.

doctor – unless in a direct quote, never precede a person's name with title (**Ex.** *Dr. Anthony Fauci*). **Never** combine a preceding title with a degree reference. (**Ex.** *Dr. Jeffrey S. Akman, MD '81.*) (See, **physician,** on page 9)

Doctor of Physical Therapy – abbreviate as DPT.

doctoral, doctorate – doctoral is an adjective, doctorate is a noun. A person with a doctorate has earned a doctoral degree. (See **degrees, academic** on page 5)

Dorothy Betts Marvin Theater – Located in the University Student Center, first floor. 800 21st St., NW, Washington, D.C. 20052. Capacity 325.

dual heritage – No hyphen (a change in 2019 from previous style) for terms such as African American, Asian American, and Filipino American. (See **Race and Diversity,** p. 16–17)

E

effect, affect – **affect** is a verb, meaning influence. (**Ex.** *A study reveals drug shortages affecting emergency care have skyrocketed in the United States*.) **Effect** is generally used as a noun, meaning result. (**Ex.** *The effect was overwhelming*.) Effect can be used as verb, meaning to cause. (**Ex.** *He will effect change in his new position*.)

e.g., i.e. – e.g. is a Latin abbreviation meaning "for example," while i.e. is the Latin abbreviation of "that is." Both should be followed by a comma.

email – no hyphen, acceptable in all references for electronic mail. Use a hyphen with other "e" terms: e-book, e-reader, e-commerce.

emeritus, emerita, emeriti – honorary title awarded to select retired faculty members. Emeritus for males, emerita for females, and emeriti for plural. All emeritus titles are capitalized. (**Ex.** *Lawrence Thomas Bowles, MD, PhD, Professor Emeritus of Surgery*.)

ensure, insure, assure – ensure means guarantee; insure refers to providing or obtaining insurance; assure means to make safe or give confidence to.

entitled, titled – a book or journal article is titled. People are entitled to things.

epidemic, pandemic, syndemic – An epidemic is the rapid spreading of disease in a certain population or region. A pandemic is an epidemic that has spread worldwide. Never pair pandemic with global, by definition a pandemic is global. A syndemic refers to the interaction between a linked set of health problems, combining to create an excess disease burden. (ie: SAVA syndemic, linking substance abuse, violence, and HIV/AIDS, resulting in a disproportionate burden of disease among those living in poverty.)

Equal Employment Opportunity statement, EEO statement – In accordance with federal law, GW must include the EO Policy statement on all communications materials. Hard-copy and electronic documents that must incorporate this statement include, but are not limited to bulletins, admission packets, applications, program brochures, and financial aid packets.

"The George Washington University does not unlawfully discriminate against any person on any basis prohibited by federal law, the District of Columbia Human Rights Act, or other applicable law, including without limitation, race, color, religion, sex, national origin, age, disability, veteran status, sexual orientation, gender identity or expression, genetic information, pregnancy, or familial or marital status. This policy covers all programs, services, policies, and procedures of the university, including admission to education programs and employment."

Where the inclusion of the entire statement would be impossible or impractical the following may be used:

"The George Washington University does not unlawfully discriminate in its admissions programs against any person on any basis prohibited by law, including without limitation, race, color, religion, sex, national origin, age, disability, veteran status, sexual orientation, gender identity or expression, genetic information, pregnancy, or familial or marital status."

et al. – Latin abbreviation meaning "and others." Use with JAMA style in Fusion.

Eye Street – preferred use to avoid confusion with Roman numerals. (**Ex.** *2300 Eye St. NW*. **Ex.** *The Eye Street Mall*.)

F

faculty – a collective noun referring to an institution's entire teaching staff. For subject/verb agreement, treat as a singular noun. To refer to individuals, use "faculty member" or "faculty members."

fellow – a physician who has completed residency and elects to complete further training in a specialty. May be referred to as a fellow. Fellowship alumni should be cited as FEL. (**Ex.** *Jane Doe, MD, FEL '98*.) (See **residency** on page 10)

fellowships, professional – (See **certifications** on page 3)

fewer, less – use fewer for individual items, less for bulk or quantity (**Ex.** *Fewer than 10 applicants called. I had less than $50 in my pocket*.)

Foggy Bottom – neighborhood in Northwest Washington, D.C., Ward 2a, bounded roughly by 17th Street to the east, Rock Creek Parkway to the west, Constitution Avenue to the south, and Pennsylvania Avenue to the north.

Foggy Bottom Campus – GW moved to the Foggy Bottom neighborhood in 1912, originally occupying an old school building between 20th and 21st streets. Campus now covers 43 acres.

full time, full-time – hyphenate when used as a compound modifier. (**Ex.** *She works full time. He's a full-time professor*.)

fundraising, fundraiser

G

gender, sex – Gender refers to a person's social identity while sex refers to biological characteristics. Not all people fall under one of two categories for sex or gender. When needed for clarity or in certain stories about scientific studies, alternatives include men and women, boys and girls, males and females.
Language around gender is evolving. The AP recommends the terms **sex reassignment** or **gender confirmation** for the medical procedures used for gender transition, while some groups use other terms, such as **gender affirmation** or **sex realignment**.

The George Washington University – only capitalize "the" at the beginning of a sentence or a headline. Abbreviate as GW. **NEVER use GWU, unless it is the university's official hashtag, #GWU.**

The George Washington University Cancer Center – the GW Cancer Center on second reference, avoid GWCC unless in merchandising or lists. Led by Julie E. Bauman, MD, MPH, Dr. Cyrus Katzen Family Director of the GW Cancer Center, and associate dean of cancer at GW SMHS. In July 2015, the GW Cancer Center was established under the leadership of Eduardo Sotomayor, MD, uniting all of GW's cancer-related activities, from basic and population science and clinical research to outstanding patient care and health policy.

The GW Medical Faculty Associates – the GW MFA, acceptable on second reference, is a non-profit, physician-led multispecialty physician practice group of more than 750 physicians covering 52 specialty and subspecialty areas, first incorporated in July 2000. The GW MFA primary address is: 2150 Pennsylvania Ave., NW, Washington, D.C. 20037, but GW MFA physicians also have offices across the District, Maryland, and Virginia area.

The GW School of Medicine and Health Sciences – GW SMHS on second reference, or SMHS. (See **School of Medicine and Health Sciences** on page 11)

The George Washington University Hospital – GW Hospital acceptable on second reference. Since July 1997, GW Hospital has been jointly owned and operated by a partnership between George Washington University and a subsidiary of Universal Health Services Inc. (UHS), based in King of Prussia, Pennsylvania. The newest facility opened on Foggy Bottom Campus in 2002. In 2019, the hospital added a rooftop helipad.

GPA – acceptable on first reference for grade point average.

GW Health Network – the George Washington University's (GW) accountable care organization (ACO), established in 2018.

GW Regional Medical Campus at Sinai Hospital of Baltimore, part of the LifeBridge Health System – a distinct and separate location from the central campus of a medical school where third- and fourth-year medical students, who have opted into the program focusing on primary and continuity care in a population health environment, spend their clinical years. Second reference, GW RMC.

H

health care – two words unless part of a proper noun.

health care professionals – a collective noun referring to multiple types of health care professionals. Not a substitute for **doctor**.

Health, Human Function, and Rehabilitation Sciences, Department of – Formerly the Department of Physical Therapy, the name was changed to the Department of Health, Human Function, and Rehabilitation Sciences in order to "capture the broad array of education, clinical practice innovation, and research being accomplished – each focused on improving the quality of lives of patients and families."

Hispanic – A person from, or whose ancestors were from, a Spanish-speaking land or culture. Latino and Latina are sometimes preferred. Follow the person's preference. Use a more specific identification when possible, such as Cuban, Puerto Rican or Mexican American.

honorary degrees – abbreviated as HON when listed after a name. (**Ex.** *Luther W. Brady, MD '48, HON '04, BA '46, AA '44, passed away July 13, 2018.*)

Hyperlinks – According to the Web Accessibility Initiative, the phrase "click here" does not offer adequate context for those relying on screen readers. Users should be able to determine the Link Purpose, or the desired result of activating a hyperlink, from the link text alone.
- Avoid link text such as **"Click Here," "More,"** and **"Read More."** These kinds of links can be confusing when a screen reader reads them out of context.
- Avoid long sentences when using a full sentence as a link
- try to structure your sentences so that the link anchors fall at the end. This will make links easier to spot because users will see each one as soon as they finish reading the sentence.

(Avoid: *To see the full list of Bicentennial Excellence Award Winners, Emeriti Faculty, and Faculty Promotions click* <u>here</u>. **Preferred:** *View the full list of* <u>Bicentennial Excellence Award Winners, Emeriti Faculty, and Faculty Promotions</u>.

I

I Street – (See **Eye Street** on page 6)

impact – do not use as a verb, use affect(ed) or influence(d).

imply, infer – to imply means to suggest; to infer means to draw conclusions from.

incorporated – abbreviate and capitalize as Inc. when used as part of a corporate name. Do not set off with commas.

insure, assure, ensure – insure refers to providing or obtaining insurance; assure means to make safe or give confidence to; ensure means guarantee.

intern – first year of post-medical school training, may be referred to as first-year resident, or PGY I. (See **residency,** on page 10)

initials – do not put a space between initials. (**Ex.** *e.e. cummings, T.S. Eliot.*)

inpatient, outpatient – one word.

Institute for Biomedical Sciences (IBS) – the administrative and academic home for interdisciplinary PhD training in the biomedical sciences. Established in 1996, IBS is administered by SMHS and may be referenced as an SMHS entity.

Institute for Patient-Centered Initiatives and Health Equity – formerly known as the GW Cancer Institute. Under the umbrella of the GW Cancer Center.

international student – use instead of foreign student.

italics vs. quotation marks – refer to AP style.

J

Jack Morton Auditorium – located in the GW Media and Public Affairs building, 805 21st St. NW, Washington, D.C. 20052. Capacity 244.

junior/senior – abbreviate as Jr. and Sr. only with full names. Do not precede with a comma. (**Ex.** *Cal Ripken Jr.*)

K

Kogan Plaza – bordered by Gelman Library, Lisner Auditorium, Hall of Government, Monroe Hall, and Staughton Hall; between H and G streets and 21st and 22nd streets.

L

Latino, Latina, Latinx Latino is the preferred noun or adjective for a person from, or whose ancestors were from one of 20 nations in Latin America, not all Spanish-speaking countries. (See **Race and Diversity,** on page 16–17)

lay, lie – "lay" is a transitive verb; it takes a direct object. (**Ex.** *He laid the book on the table.*) "Lie" is intransitive; it cannot take a direct object. (**Ex.** *I lay down to take a nap.*)
Lay: lay, laying, laid, have laid
Lie (to recline): lie, lying, lay, have lain
Lie (to tell an untruth): lie, lying, lied, have lied

LGBTQ – Acceptable in all references for lesbian, gay, bisexual, and transgender, or lesbian, gay, bisexual, transgender, and questioning and/or queer. In quotations and the formal names of organizations and events, other forms such as LGBTQIA or variations are also acceptable. I generally stands for intersex, and A can stand for asexual (a person who doesn't experience sexual attraction), ally (a person who is not LGBT but who actively supports the LGBT community) or both. The AP allows for either LGBT and LGBTQ to be used on first reference. (See **Gender and Orientation,** on page 18–19)

like, such as – in comparing nouns and pronouns, "like" means something similar to, but not exact (a comparison); "such as" means exactly this (inclusion). (**Ex.** *He's looking at elements of clinical trials, such as catheter design, placebo effect, and heterogeneity of operator skills. "I enjoy working with people like Dr. Smith," she said.*)

Lisner Auditorium – 730 21st St., NW, Washington, D.C. 20052. Capacity 1,490. Opened in 1943.

logos – see website *creativeservices.gwu.edu/identity-standards-guidelines*.

M

Marvin Center / Cloyd Heck Marvin Center – former name of the University Student Center. On June 29, 2021, the GW Board of Trustees stripped the name of the former GW President (serving 1927–59) due to "discriminatory and exclusionary views and policies

and the burden of that legacy on diversity and inclusion at GW today."

master's degree – do not capitalize discipline. (See **degrees, academic,** on page 5)

medical doctor – abbreviate as MD.

medical student – refer by class year. (**Ex**. *Jane Doe, member of the Class of 2022; first-year medical student John Doe; Jane Doe, MSI, and John Doe, MSIV.*)

mid – no hyphen unless a capitalized word follows. (**Ex**. *midterm, mid-America*)

midnight – preferred to 12 a.m. Never use 12 midnight. (See **time** on page 11)

Milken Institute School of Public Health at GW – Milken Institute SPH on second reference. Milken Institute SPH building, 950 New Hampshire Ave. NW, Washington, D.C. 20052. Auditorium, capacity 227; two theaters, capacity 111 and 96 respectively; and four rooms that comprise a convening center with a reception capacity of 350.

money – use figures in reference to money. Use commas for figures of four numerals or more, periods for millions or billions. Confine decimilization to one digit, with the exception of one or three-quarter sums. (**ex**. the grant was $1.25 million. The renovations cost $5.75 million.) Figures without cents are usually set without decimal points and zeroes. (**Ex**. *$5, $7.75, $1,500, $1.2 million*).

months – capitalize the names of months in all uses. Abbreviate when used with a specific date; only abbreviate Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Do not abbreviate when used only with a year. (**Ex**. *January 2017. Jan. 26, 1984*)

more than, over – "over" refers to spacial relationships (direction or elevation); "more than" refers to quantity.

Mount Vernon Campus – colloquially known as The Vern. In, GW purchased the Mount Vernon College for Women. The campus remained exclusively a women's college until 1999 when it became a co-ed facility. The campus features Eckles Library, six residence halls, Lloyd Gymnasium, The GW-Mount Vernon Athletic Complex, and other campus facilities. 2100 Foxhall Rd, NW, Washington, D.C. 20007

multimedia – no hyphen

N

names of organizations – refer to an organization/ department by its full name on first reference; shortened names or abbreviations are acceptable on second reference.

names of people – always use first and last names on first reference. Use middle initial if individual prefers to include it. On second reference, only use last name. **No courtesy titles.**

National Institutes of Health: NIH on second reference.

nationality, race – Capitalize the proper names of nationalities, peoples, races, tribes, etc.: Arab, Arabic, African, American, Caucasian, Cherokee, Chinese (both singular and plural), Eskimo (plural Eskimos) or Inuit, French Canadian, Japanese (singular and plural), Jew, Jewish, Nordic, Sioux, Swede, etc. (See **Race and Diversity,** on page 16–17)

nonprofit – one word

noon – preferred, 12 p.m. acceptable. **DO NOT USE** 12:00 pm, 12 noon, or 12:00 pm noon.

not only – should always be followed with "but also." "

numbers – spell out numbers one through nine (except in the case of ages and percentages, which always use figures). Use numerals for anything 10 or higher. Spell out all numbers at the beginning of a sentence. (See **dates,** on pages 4, and **telephone numbers, time,** on page 11)

O

OB-GYN – All cap, separated by a hyphen. Acceptable in all references for obstetrics and gynecology, a medical specialty.

OK – no periods, do not use okay.

opiate, opioid – opiate refers to drugs derived directly from the poppy plant, such as morphine and codeine. Opioids are synthetic or partially synthetic drugs that mimic the properties of opiates. Heroin is considered an opioid, as are prescription painkillers, such as OxyContin and Vicodin.
When referring to prescription medications, "powerful prescription painkillers" can be more accurate. When referring to the class of drugs, opioid is preferred.

over, more than – "more than" refers to quantity, "over" refers to spacial relationships (direction or elevation).

P

pandemic, epidemic, syndemic – A pandemic is an epidemic that has spread worldwide. Never pair pandemic with global, by definition a pandemic is global. An epidemic is the rapid spreading of disease in a certain population or region. A syndemic refers to the interaction between a linked set of health problems, combining to create an excess disease burden. (ie: SAVA syndemic, linking substance abuse, violence, and HIV/AIDS, resulting in a disproportionate burden of disease among those living in poverty.)

PhD student, PhD candidate – A PhD student is currently working toward a doctoral degree. A PhD candidate has completed all of the requirements for a doctoral degree except the dissertation.

physician – preferred substitute for doctor, when necessary.

p.m. – use periods. (See **time** on page 11)

percent – Use the % sign, with no space, when paired with a numeral: Average hourly pay rose 3.1% from a year ago. Use figures: 1%, 4 percentage points.

For amounts less than 1%, precede the decimal with a zero: The cost of living rose 0.6%.

At the start of a sentence: Avoid. If it's necessary to start a sentence with a percentage, spell out both the number and percent.

Constructions with the % sign take a singular verb when standing alone: The teacher said 60% was a failing grade.

It takes a plural verb when a plural word follows: He said 50% of the members were there.

Use decimals, not fractions, in percentages: Her mortgage rate is 4.5%.

For a range, 12% to 15%, 12%-15%, and between 12% and 15% are all acceptable.

Use percentage, rather than percent, when not paired with a number: The percentage of people agreeing is small.

Don't confuse percent with percentage point. A change from 10% to 13% is a rise of 3 percentage points. This is not equal to a 3% change; rather, it's a 30% increase.

Usage: Republicans passed a 0.25 percentage point tax cut.

physician assistant – second reference abbreviate as PA.

physical therapist – second reference abbreviate as PT.

Physical Therapy, Department of – the department changed its name in 2018 to the **Department of Health, Human Function, and Rehabilitation Sciences.**

postdoctoral

pre-eminent – hyphenate; a hyphen is used if a prefix ends in a vowel and the word that follows begins with the same vowel.

principal, principle – principal is a noun and adjective meaning someone or something first in rank, authority, or importance. (**Ex.** *Carson was sent to the principal's office. Carson is the principal investigator.*) Principle is a noun meaning fundamental truth, law, doctrine, or motivating force. (**Ex.** *It's the principle of the matter that counts.*)

professor titles – in general, capitalize titles only when they are used before a person's name; in second reference, the use of a last name will suffice. (See **titles, academic** on page 12)

professional associations – (See **certifications** on page 3)

programming

provider, health care – NOT a substitute for doctor; use physician. Provider is a general term encompassing a broad range of educational levels, skill sets, and specializations. Use clinicians or health care professionals as a collective noun referring to multiple types of health care professionals. It is preferred to say: doctors (or physicians), physician assistants, nurses, advance practitioners, and other allied health care professionals.

provost – lowercase when it stands alone or after a name. Capitalize when it appears before a name.

publications – follow AP style. Never italicize journal titles or reference books.

p-value: A p-value (or probability value) is a measure that scientists use to gauge whether a result reflects a real, reliable difference or is just a fluke.

Q

queer – although it is acceptable for people and organizations that use the term to identify themselves, avoid unless part of a proper noun (ie: Queer Nation) or crucial to the story.

R

race – For updated Associate Press recommendations for the language of race and ethnicity. (See **Race and Diversity,** on page 16–17)

residency – Post-graduate medical education. In academic year 2023–24, the school had 475 residents and fellows in 445 ACGME-accredited programs. (**Ex.** *Jane Doe, MD, second-year cardiology resident at SMHS; Jane Doe, MD, cardiology PGY III.*) PGY stands for post-graduate year. Refer to resident alumni as RESD. (**Ex.** *Jane Doe, MD, RESD '98.*)

> **Intern** – first year of post-medical school training, also first-year resident or PGY I.

> **Resident** – follows the intern year. Residency can range from an additional two years of education to an additional seven years of training, depending on the specialty.

> **Fellow** – a physician who has completed their residency and elects to complete further training in a specialty. May be referred to as a fellow. Fellowship alumni should be cited as FEL. (**Ex.** *Jane Doe, MD, FEL '98.*)

The Rodham Institute – former clinical public health organization established in 2013 by Jehan "Gigi" El-Bayoumi, MD, RESD '88, in honor of the late Dorothy Rodham.

Ross Hall – Walter G. Ross Hall, main academic building for SMHS, opened in 1973. Named in honor of Walter George Ross, HON '67.

RSVP – The abbreviation for the French *repondez s'il vous plait*, means please reply. No periods. Do not use with "please" to avoid redundancy. (**Ex.** *RSVP by Nov. 19, go.gwu.edu/DCwomenphysicians.*)

S

scholarship – lowercase except when used as part of a proper name. (**Ex.** *the Leonard C. Akman, MD '43, Global Medicine Scholarship.*)

school – capitalize when part of a proper name (**Ex.** *the GW School of Medicine and Health Sciences*), but lowercase in second reference when the proper name isn't used.

School of Medicine and Health Sciences – spell out on first reference; SMHS is acceptable on subsequent references. One of the 10 degree-granting schools at GW, established in 1824 and the 11th oldest medical school in the country. Located in Ross Hall. SMHS, the GW Medical Faculty Associates (or GW MFA), and the GW Hospital are clinical partners. Do not use with an ampersand.

seasons – in general, do not capitalize. (**Ex.** *fall 1994*)

semesters – do not capitalize. (**Ex.** *fall semester*)

semiannual – twice a year; synonym for biannual.

states – spell out, separate from cities with commas.

such as, like – in comparing nouns and pronouns, "such as" means exactly this (inclusion); "like" means something similar to, but not exact (a comparison). (**Ex.** *He's looking at elements of clinical trials, such as catheter design, placebo effect, and heterogeneity of operator skills. "I enjoy working with people like Dr. Smith," she said.*)

syndemic, epidemic, pandemic – A syndemic refers to the interaction between a linked set of health problems, combining to create an excess disease burden. (ie: SAVA syndemic, linking substance abuse, violence, and HIV/AIDS, resulting in a disproportionate burden of disease among those living in poverty.) An epidemic is the rapid spreading of disease in a certain population or region. A pandemic is an epidemic that has spread worldwide. Never pair pandemic with global, by definition a pandemic is global.

T

T-cell – a type of lymphocyte produced or processed by the thymus gland and actively participating in the immune response. "T" stands for thymus. This rule extends to other lymphocytes, such as B-cells.

telephone numbers – use figures with hyphens, not periods or parentheses. (**Ex.** *212-621-1500*) For international numbers use the country code, the city code, and the telephone number. (**Ex.** *011-44-20-7535-1515*) If extension numbers are needed, use a comma to separate the main number from the extension. (**Ex.** *212-621-1500, ext. 2.*)

that, which – **that** and **which** should be used to refer to animals or inanimate objects, not people. **That** introduces an essential clause and should not be preceded with a comma. (**Ex.** *The CLASS Center offers resources that are available to medical students and residents.*) **Which** introduces a non-essential clause and should be preceded by a comma. (**Ex.** *The white coats, which are funded by GW alumni donations, were presented to the incoming class.*)

they, them, their – acceptable in limited cases as a singular and/or gender-neutral pronoun when alternative wording is overly awkward or clumsy. However, clarity is a top priority; gender-neutral use of a singular they is unfamiliar to many readers. Rewording usually is possible and always is preferable. (See **Gender and Orientation,** on page 18–19)

11

time – use periods with a.m. and p.m. Do not use a colon and zeros when the time is on the hour. Avoid redundancies. (**Ex.** *8 a.m. in the morning, 12 noon, 12 midnight*) When writing spans of time, use only one a.m. or p.m. (if span is confined to before or after noon), and use an en dash. (**Ex.** *Opening remarks, 8 - 9 a.m. Lunch, 11:30 a.m. – 1:30 p.m.*) Do not use an en dash with a preposition; use "to." (**Ex.** *The event took place from 11 a.m. to 1 p.m.*)

titles – in general, capitalize titles only when they are used before a person's name; in second reference, the use of a last name will suffice. (See **titles, academic,** on page 12)

toward – not towards.

trauma and critical care – This is a grouped discipline and should be used together.

titles, academic – in first reference to a GW faculty/staff member, include the first and last name, followed by graduation years (if applicable) and his/her title. Degrees should appear in order of most advanced degree first (**Ex.** *MD, PhD*). Titles should follow the order: executive title (if applicable), endowed professorship or Professor Emeritus (see capitalization for more), dean title (if applicable), professor title. In the case of faculty who hold both chair and professor positions in the same department, write as "chair and professor of …" Always use primary appointments; only include secondary appointments if contextually relevant. ALL DEGREES AND TITLES APPEARING AFTER A NAME MUST BE PRECEDED AND FOLLOWED BY COMMAS.
(**Ex.** *Jeffrey S. Akman, MD '81, RESD '85, vice president for health affairs, Walter A. Bloedorn Professor of Medicine, and dean of SMHS;* **Ex.** *Nancy Gaba, MD '93, RESD '97, chair of the Department of Obstetrics and Gynecology at SMHS, Oscar I. and Mildred S. Dodek and Joan B. and Oscar I. Dodek Jr. Professor of Obstetrics and Gynecology.)*
See **capitalization** on page 2 for more on references to departments and disciplines. See **degrees, academic** on page 4 for more on punctuation regarding degrees.
*Note: Unless in a direct quote, never precede a person's name with his/her title. (**Ex.** *Dr. Jeffrey S. Akman.*) Under no circumstances combine a preceding title with a degree reference. (**Ex.** *Dr. Jeffrey S. Akman, MD '81.*)

Origin of these title style rules.
CHICAGO MANUAL OF STYLE: Titles and offices – the general rule
    CIVIL, MILITARY, RELIGIOUS, AND PROFESSIONAL TITLES – Capitalized when they immediately precede a personal name and are thus used as part of the name (typically replacing the title holder's first name). In formal prose and other generic text (as opposed to promotional or ceremonial contexts or a heading), titles are normally lowercased when following a name or used in place of a name. (**Ex.** *President Abraham Lincoln; Abraham Lincoln, 16th president of the United States of America.*)
    ACADEMIC TITLES: – Named academic professorships and fellowships are usually capitalized whenever they appear, especially if they are accompanied by a personal name. (**Ex.** *Mary M. Warren, PhD, Alfred R. Wellingman Distinguished Service Professor.*)

AP STYLEBOOK – In general, confine capitalization to formal titles used directly before an individual's name.
    LOWERCASE – Lowercase and spell out titles when they are not used with an individual's name. (**Ex.** *The president issued a statement. The pope gave his blessing.*)
    LOWERCASE AND SPELL OUT – titles in constructions that set them off from a name by commas. (**Ex.** *The vice president, Mike Pence, was elected in 2016. Pope Francis, the current pope, was born in Argentina.*)
    FORMAL TITLES – Capitalize formal titles when they are used immediately before one or more names. (**Ex.** *Pope Francis, President George Washington, Vice Presidents John Jones and William Smith.*) A formal title generally is one that denotes a scope of authority, professional activity or academic activity. (**Ex.** *Sen. Dianne Feinstein, retired Gen. Colin Powell.*)
    OCCUPATIONAL DESCRIPTIONS: lowercase occupational descriptions. (**Ex.** *astronaut John Glenn, movie star John Wayne, peanut farmer Jimmy Carter.*) If there is doubt about the status of a title and the practice of the organization cannot be determined, use a construction that sets the name or the title off with commas.

U

underrepresented – no hyphen.

United States – An acceptable first reference for the United States of America. Always spell out when appearing as a noun; use U.S. on second reference or as an adjective.

university – always lowercase unless when used as part of a proper noun or at the start of a sentence.

University Student Center – formerly the Cloyd Heck Marvin Center. On June 29, 2021, the GW Board of Trustees stripped the name of the former GW President (serving 1927–59) due to "discriminatory and exclusionary views and policies and the burden of that legacy on diversity and inclusion at GW today."

V

versus – spell out in ordinary speech and writing. In short expressions, however, the abbreviation "vs." is allowed.

The Virginia Science and Technology Campus – VSTC on second reference. 122-acre campus located in Loudoun County, Virginia. The campus opened in 1991. 45085 University Dr., Ashburn, VA 20147.

W

Walter G. Ross, HON '67 – GW benefactor. Main SMHS academic building named for him. There also are two endowed professorships in his name, Walter G. Ross Professor of Clinical Research, established in 2006, the inaugural recipient was Gary Simon, MD, PhD, and currently held by Mardi Gomberg-Maitland, MD; and the Walter G. Ross Professor of Basic Science Research, currently held by Rong Li, PhD, chair of the Department of Biochemistry and Molecular Medicine.

Washington, D.C. –use periods, set off D.C. with commas on both sides.

Washington DC Veterans Affairs Medical Center – no commas around, and no periods in, D.C. Second references **VA Medical Center.** 50 Irving St. NW, Washington, D.C. 20422.

web addresses, URLs – No need to include http:// in the address. In many cases, the prefix www is not needed either, but it is advisable to check first.

website – not synonymous with webpage (only one specific page).

which, that – **that** and **which** should be used to refer to animals or inanimate objects, not people. **Which** introduces a non-essential clause and should be preceded by a comma. (**Ex.** *The white coats, which are funded by GW alumni donations, were presented to the incoming class.*) **That** introduces an essential clause and should not be preceded with a comma. (**Ex.** *The CLASS Center offers resources that are available to medical students and residents.*)

Whitman-Walker Health – a Washington, D.C.-area health clinic providing "stigma-free care to the gay, lesbian, bisexual, transgender, and queer communities, as well to those living with or affected by HIV," 1525 14th St. NW, Washington, D.C. 20005.

who, whom – who and whom should be used in reference to people and to animals with a name. (**Ex.** *This year's speaker, who earned his master's degree from GW, focused his lecture on hypertension and device development.*) "Who" is used when someone is the subject of a sentence, clause, or phrase. (**Ex.** *Who was the speaker at today's lecture?*) "Whom" is used when it is the object of a verb or preposition. (**Ex.** *The professor to whom the honor was conferred was pleased.*)

World War I, World War II – use in first reference. WWI and WWII are acceptable on second reference.

X

X-ray – use for both the photographic process and the radiation particles themselves.

Y, Z

yearlong, daylong

years – use figures, without commas: 2017. When a phrase refers to a month, day, and year, set off the year with a comma. (**Ex.** *Feb. 14, 2025, is the target date.*) Use an s without an apostrophe to indicate spans of decades or centuries. (**Ex.** *the 1990s, the 1700s*) When contracting a year, the apostrophe must face away from the remaining numerals. (**Ex.** *Jeffrey S. Akman, MD '81, RESD '85*)

Punctuation

apostrophe – use to indicate that a noun is possessive. Follow AP Style in all cases. (**Ex.** *The GW School of Medicine and Health Sciences' dean, Jeffrey S. Akman, MD '81, RESD '85, vice president for health affairs and Walter A. Bloedorn Professor of Administrative Medicine, spoke at the diploma ceremony on Sunday.* **Ex.** *GW's School of Medicine and Health Sciences.* **Ex.** *SMHS' professors are highly regarded.*)

brackets – use to add explanations or corrections to quoted materials. (**Ex.** *"It was like [Mr. and Mrs. D] had never learned how to talk together about difficult things," Heru said at the lecture.*)

bullet points – Items that conclude an introductory sentence should be lowercase and punctuated with a comma or semicolon at the end of each item, except for the last, which should have a period. AP uses dashes instead of bullets to introduce individual sections of a list; others may choose to use bullets. Put a space between the dash or bullet and the first word of each item in the list. Capitalize the first word following the dash or bullet. Use periods, not semicolons, at the end of each section, whether it is a full sentence or a phrase.
Use parallel construction for each item in a list:
- Start with the same part of speech for each item (in this example, a verb).
- Use the same voice (active or passive) for each item.
- Use the same verb tense for each item.
- Use the same sentence type (statement, question, exclamation) for each item.
- Use just a phrase for each item, if desired.

Introduce the list with a short phrase or sentence. (**Ex.** *Our partners:* or *These are our partners:* or *Our partners are.*)

colon – frequently used at the end of a sentence to introduce lists, tabulations, text, etc. It may also be used to as a mark of emphasis and/or anticipation. (**Ex.** *The psychiatrist gave her patients a homework assignment: write down their hopes for the marriage.*)
Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence. Do not use a colon between a verb and its object. (**Ex.** *Her three favorite foods are chocolate, bread, and yogurt.* NOT *Her three favorite foods are: chocolate, bread, and yogurt.*)
You do not need a colon when introducing a direct quotation of one sentence or less. A comma will suffice.

comma – always use serial/Oxford comma. Independent clauses linked by a coordinating conjunction should have a comma preceding the conjunction. Use a comma after all introductory prepositional phrases. Use commas to offset a person's name or degrees. Use a comma to set off a nonessential word or phrase. Use a comma to set off cities and states. (**Ex.** *The Virginia Science and Technology Campus, located in Ashburn, Virginia, houses the new Department of Integrated Health Sciences.*)
Commas always go inside of quotation marks. See AP Stylebook for more guidelines.

dash – the em dash (—) should be used to enclose a word or word group that interrupts the main sentence structure. (**Ex.** *Bhatt's story – a request from Dominic Raj, MD, director of the Division of Renal Diseases and Hypertension and professor of medicine at the George Washington University School of Medicine and Health Sciences – came at the Irene Tamagna Lecture on Hypertension in early May.*)
The em dash can also be used within a phrase that otherwise would be set off by commas when there is a series that must be separated with commas within the phrase. (**Ex.** *Bhatt and his fellow researchers went to extensive lengths to ensure that the patients were kept as blind as possible, including using sensory isolation – ear plugs and face masks – and ensured that at every step the medical procedures used were sound.*)
The en dash (–) should be used to represent a span between items such as time. (**Ex.** *Office hours are 9 a.m. – 5 p.m., Monday – Friday.*)
Dashes should have a space on either side. Hyphens should not.

ellipsis – when using the ellipsis, treat it as a three-letter word with three periods and a space on either side. It should be used to indicate an omitted word or words in condensing quotes, texts, and documents. Be careful not to distort the meaning of the sentence by deleting words. (**Ex.** *"We judged that the procedure was safe … but the real question was, 'is it efficacious?' " Bhatt asked.*)
If the words that precede an ellipsis constitute a grammatically complete sentence, place a period at the end of the last word before the ellipsis.

exclamation point – use SPARINGLY! Place inside quotations when part of quoted material, outside when not part of quoted material. Do not use a comma or period after the exclamation point.

hyphen – use to join adjectives and avoid ambiguity. Refer to AP style for guidance.

Additional guidelines:
- **Compound modifiers:** When two or more words that express a single concept are used before a noun, link them with a hyphen, with the exceptions of the word "very" and adverbs that end in -ly. (**Ex.** *a high-profile research project, a full-time job, a highly qualified student.*)
- **Compound nouns:** (**Ex.** *well-being, 18-year-old, brother-in-law.*)
- **With numbers:** Hyphenate the written form of compound numbers and fractions. (**Ex.** *one-fifth.*)
- **Between a prefix and a proper noun:** (**Ex.** *Mid-Atlantic.*)
- **Capitalization:** When hyphenated words are used in headlines, capitalize both. (**Ex.** *Blue-Green Algae Kills Farmer, Two Cows.*)
- **Suspensive hyphenation:** (**Ex.** *He received funding for a 10- to 20-year project.*)

parentheses – use sparingly to insert necessary background or reference information. Place a period outside parentheses if the material inside is not a complete sentence (like this fragment). Otherwise, place periods inside parentheses.

period – use with the following:
- At the end of a declarative sentence.
- At the end of a rhetorical question if the statement is more of a suggestion than question.
- At the end of an indirect question.
- At the end of a sentence ending in a website or email address.

Use a single space (NOT a double space) after a period at the end of a sentence.

question mark – use with the following:
- At the end of a direct question.
- In the middle of an interpolated question (**Ex.** *You told me – Did I hear you correctly? – that we should meet in the conference room.*).
- At the end of a full sentence with multiple questions.

Like the exclamation point, a question mark should be inside quotations when part of quoted material, outside when not part of quoted material. Do not use a comma or period after the question mark. A question mark supersedes the comma when supplying attribution for a quotation. (**Ex.** *"What should clinicians do?" he asked.*)

quotation marks – use with the following:
- Direct quotations.
- Personal nicknames (**Ex.** *Lawrence "Bopper" Deyton*).
- Unfamiliar terms or phrases on first reference. Do not put subsequent references in quotation marks.

Additional guidelines:
- Periods and commas also go within quotation marks.
- Dashes, question marks, and exclamation points go within the quotation marks when they apply to the quoted matter only. They go outside when applied to the whole sentence.
- Semicolons go outside of quotation marks.

semicolon – use to clarify a series, especially when individual segments contain material that also must be set off by commas.
Note: the semicolon is used before the final "and" in such a series. (**Ex.** *The meeting included several graduates: John Smith, MD '84; Jane Doe, MD '98, MSPH; and Steve Jones, PhD '95.*) Also used to link independent clauses, especially when coordinating conjunctions (and, but, or) are not present. (**Ex.** *The lecture was scheduled for Tuesday; it was moved to today.*)
Note: Do not use a semicolon when linking an independent clause with a dependent clause. Never follow a semicolon with a dependent clause.
Semicolons appear outside of quotation marks.

superscript – include in Fusion in reference to advisers and citations. When used with advisers, the superscript should appear after the person's name and degree. (**Ex.** *Anthony-Samuel LaMantia, PhD[1]*) When used in text, it should be treated as a closed quotation mark; in other words, all other punctuation (comma, period) should precede it. (**Ex.** *Congenital heart disease is the leading birth defect, affecting almost 1 percent of births each year.[1]*)

Race and Diversity Content

The Associated Press has an extensive reference for the language of race and ethnicity. Many of the terms and usage have been recently updated.

Aborigine – an outdated term referring to aboriginal people in Australia. It is considered offensive and should be avoided.

African American – acceptable for those in the U.S. However, the terms Black and African American are not necessarily interchangeable. A Brazilian of African heritage is also an African American. (see **the Americas** p 2) Americans of Caribbean heritage, for example, generally refer to themselves as Caribbean American. Follow an individual's preference if known, and be specific when possible and relevant. (i.e.: Minneapolis has a large Somali American population because of refugee resettlement. The author is Senegalese American.)
Use Black in racial, ethnic, and cultural differences outside the U.S. to avoid equating a person with a skin color.
Only use Negro or colored in names of organizations or in rare quotations when essential.

American Indians, Native Americans – both are acceptable terms in general references for those in the U.S. when referring to two or more people of different tribal affiliations. For individuals, always use the name of the tribe unless that information is not available. (is: He is a Navajo commissioner. She is a member of the Nisqually Indian Tribe. He is a citizen of the Cherokee Nation of Oklahoma.) In Alaska, the Indigenous groups are collectively known as Alaska Natives. First Nation is the preferred term for native tribes in Canada.

anti-racist – conscious efforts and actions against racism, systemic racism, and oppression of marginalized groups to produce equitable opportunities for all.

Asian American – no hyphen. Acceptable for an American of Asian descent. It is preferable, when possible, to refer to a person's country of origin or their preference. (i.e.: Filipino American, Vietnamese American, or Indian American.)

biracial, multiracial – acceptable, only when clearly relevant, to describe people with more than one racial heritage. **Avoid mixed-race,** which can carry negative connotations. Be specific if possible, particularly when heritage is restricted to two ethnicities. (e.g. Salvadorian American) Use multiracial for those of more than two ethnicities, but only if needed.

Black(s), white(s) (n.) – do not use either term as a singular noun. For plurals, phrasing such as Black people, white people, Black teachers, white students is preferable, but only when clearly relevant. (i.e.: White officers account for 64% of the police force, Black officers 21%, and Latino officers 15%. The gunman targeted Black churchgoers.) The plural nouns Blacks and whites are generally acceptable when clearly relevant and needed for reasons of space or sentence construction. (i.e.: He helped integrate dance halls among Blacks, whites, Latinos, and Asian Americans.) Black and white are acceptable as adjectives when relevant. (**note:** AP Style capitalizes Black in a racial, ethnic, or cultural sense, conveying an essential and shared sense of history, identity, and community among people who identify as Black, including those in the African diaspora and within Africa.)

Black (adj.) – use the capitalized term as an adjective in a racial, ethnic, or cultural sense: Black people, Black culture, Black literature, Black studies, Black colleges. The lowercase **black** is a color, not a person.

Black Lives Matter, #BlackLivesMatter – a global movement launched after the 2012 killing of Trayvon Martin with a goal to eradicate systemic racism and white supremacy and to oppose violence committed against Black people. Either Black Lives Matter as a noun or the Black Lives Matter movement is acceptable. BLM is acceptable on second reference. Although there are many groups that use Black Lives Matter or BLM in their names, only 16 are considered affiliates of the Black Lives Matter Global Network.

brown (adj.) – avoid this broad and imprecise term in racial, ethnic, or cultural references unless as part of a direct quotation. Interpretations of what the term includes vary widely.

Caucasian – avoid as a synonym for white, unless in a quotation.

Chicano – a term that Mexican Americans in the U.S. Southwest sometimes use to describe their heritage. Use only if it is a person's preference.

dual heritage – no hyphen for terms such as African American, Asian American, or Filipino American; used when relevant to refer to an American person's heritage.

Hispanic – a person from, or whose ancestors were from, a Spanish-speaking land or culture. Latino, Latina, or Latinx are sometimes preferred, but only when referring to persons of Latin American origin/ancestry. Follow the person's preference. See **Latino, Latina, Latinx**

Historically Black Colleges and Universities – HBCU on second reference

Indian – used to describe the peoples and cultures of the South Asian nation of India. Do not use the term as a shorthand for American Indians.

Indigenous (adj.) – capitalize, used to refer to original inhabitants of a place.

Latino, Latina, Latinx – Latino is the preferred noun or adjective for a person from, or whose ancestors were from, a Spanish-speaking land or culture or from Latin America. Latina is the feminine form. Some prefer the recently coined gender-neutral term Latinx, which should be confined to quotations, names of organizations, or descriptions of individuals who request it and should be accompanied by a short explanation. For groups of females, use the plural Latinas; for groups of males or of mixed gender, use the plural Latinos. Hispanics is also generally acceptable for those in the U.S. Use a more specific identification when possible. (i.e.: Cuban, Puerto Rican, Brazilian or Mexican American.)

minority, racial minority – he term is acceptable as an adjective in broad references to multiple races other than white in the United States. (i.e.: We will hire more members of minority groups.)

Orient, Oriental Do not use when referring to East Asian nations and their peoples. Asian is the acceptable term for an inhabitant of those regions.

people of color, POC, BIPOC, BAME – the term is acceptable when necessary in broad references to multiple races other than white. (i.e.: We will hire more people of color. Nine playwrights of color collaborated on the script.)
Be aware, however, that many people of various races object to the term for various reasons, including that it lumps together into one monolithic group anyone who isn't white.
Be specific whenever possible by referring to, for instance, Black Americans, Chinese Americans, or members of the Seminole Tribe of Florida.
Do not use person of color to refer to an individual.

race – limit identifying people by race. Include racial or ethnic details only when they are clearly relevant and that relevance is explicit in the story, such as:
In stories that involve significant, groundbreaking or historic events, such as being elected U.S. president or being named to the U.S. Supreme Court.
In stories citing scientific data identified by factors such as race, gender, or age.

racist, racism – racism is a doctrine asserting racial differences in character, intelligence, etc., and the superiority of one race over another, or racial discrimination or feelings of hatred or bigotry toward people of another race.

systemic racism, structural racism, and institutional racism – the terms refer to social, political, and institutional systems and cultures that contribute to racial inequality in areas such as employment, health care, housing, the criminal justice system, and education. Avoid shortening this use to simply racism, to avoid confusion with the other definition.
Deciding whether a specific statement, action, policy etc., should be termed racist or characterized in a different way, involves an assessment of the facts: *Does the statement, action, policy, meet the definition of racism?*
Avoid using racist or any other label as reference for a person. Instead, be specific in describing the person's words or actions.
Cases in which the term racist might be used include identifying support for avowed racist organizations, statements calling another race or ethnic group inferior, or employing negative stereotypes for different racial or ethnic groups. (i.e.: The video shows the candidate wearing blackface and making racist statements.)
If racist is not the appropriate term, give careful thought to how best to describe the situation. Depending on the specifics of what was said or done, alternatives may include xenophobic, bigoted, biased, nativist, racially divisive, or in some cases, simply racial. Always provide specifics to describe the words or actions in question.

racially charged, racially motivated, racially tinged – avoid using these vague phrases to describe situations. Use alternatives, such as xenophobic, bigoted, biased, nativist, or racially divisive may be clearer, depending on the context. In some cases, the term racial is appropriate: racial arguments, racial tensions, racial injustice. Always give specifics about what was done, said, or alleged.

white – the Associated Press continues to lowercase the term white in racial, ethnic and cultural senses. White people generally do not share the same history and culture, or the experience of being discriminated against because of skin color. In addition, there is considerable disagreement, ambiguity, and confusion about whom the term includes.

17

Gender and Orientation Content

Language around gender is evolving. Gender is not synonymous with sex. Gender refers to a person's social identity, while sex refers to biological characteristics. Not all people fall under one of two categories for sex or gender, according to leading medical organizations. Avoid references to opposite sexes or genders as a way to encompass all people. When needed for clarity or in certain stories about scientific studies, use alternatives such as men and women, boys and girls, males and females. Treatment of gender should be evenhanded and free of assumptions and stereotypes.

Some frequently used terms and definitions:

asexual – describes people who don't experience sexual attraction, though they may feel other types of attraction, such as romantic or aesthetic. Not synonymous with and does not assume celibacy.

bisexual – describes people attracted to more than one gender. Some people prefer pansexual, which describes people attracted to others regardless of their gender. The shortened version bi is acceptable in quotations.

cisgender – describes people whose gender identity matches the one they were assigned at birth; that is, not transgender. Explain if necessary. Do not use terms like normal to describe people who are not transgender. Not synonymous with heterosexual, which refers to sexual orientation.

conversion therapy – the scientifically discredited practice of using therapy to "convert" LGBTQ people to heterosexuality or traditional gender expectations. Either refer to it as so-called conversion therapy or put quotation marks around it. Do not do both. Gay conversion therapy should take no hyphen. Always include the disclaimer that it is discredited.

cross-dresser – Use this term instead of the outdated transvestite for someone who wears clothing associated with a different gender, and only when the subject identifies as such. Not synonymous with drag performer or transgender.

drag performer, drag queen, drag king – entertainers who dress and act as a different gender. Drag queens act as women; drag kings act as men. Male impersonator or female impersonator is also acceptable. Not synonymous with cross-dresser or transgender.

gay, lesbian – used to describe people attracted to the same sex, though lesbian is the more common term for women. Preferred over homosexual. Include sexual orientation only when it is pertinent to a story, and avoid references to sexual preference or to a gay or alternative lifestyle. Gays is acceptable as a plural noun when necessary, but do not use the singular gay as a noun. Lesbian is acceptable as a noun in singular or plural form. Sexual orientation is not synonymous with gender.

gender-nonconforming (adj.) – acceptable in broad references as a term for people who do not conform to gender expectations. (i.e.: The group is providing scholarships for gender-nonconforming students.) When talking about individuals, be specific about how a person describes or expresses gender identity and behavior. Not synonymous with transgender. Use other terms like bigender (a term for people who identify as a combination of two genders) or agender (people who identify as having no gender) only if used by subjects to describe themselves, and only with explanation.

heterosexual (n. and adj.) – in males, a sexual orientation that describes attraction to females, and vice versa. Straight is acceptable. Transgender people can be heterosexual.

homophobia, homophobic – acceptable in broad references or in quotations to the concept of fear or hatred of gays, lesbians, and bisexuals. (i.e.: The governor denounced homophobia.) In individual cases, be specific about observable actions; avoid descriptions or language that assumes motives. Related terms include biphobia (fear or hatred specifically of bisexuals) and transphobia (fear or hatred of transgender people).

homosexual (adj.), homosexuality (n.) – refers to the sexual orientations of gay and/or lesbian. Gay and lesbian is preferred as an adjective; homosexuality is acceptable when an umbrella term is needed. Avoid homosexual as a noun.

intersex – describes people born with genitalia, chromosomes, or reproductive organs that don't fit typical definitions for males or females. Do not use the outdated term hermaphrodite.

LGBT, LGBTQ (adj.) – acceptable in all references for **lesbian, gay, bisexual, and transgender, or lesbian, gay, bisexual, transgender, and questioning and/or queer.** In quotations and the formal names of organizations and events, other forms such as LGBTQIA and other variations are also acceptable with the other letters explained. **I** generally stands for **intersex**, and **A** can stand for **asexual** (a person who doesn't experience sexual attraction), **ally** (some

activists decry this use of the abbreviation for a person who is not LGBT but who actively supports LGBT communities), or both. Use of LGBT or LGBTQ is best as an adjective and an umbrella term. Don't use it, for instance, when the group you're referring to is limited to bisexuals. Queer is an umbrella term covering people who are not heterosexual or cisgender and is acceptable for people and organizations that use the term to identify themselves. Do not use it when intended as a slur.

nonbinary – people are nonbinary if their gender identity is not strictly male or female. Not synonymous with transgender. Explain in a story if the context doesn't make it clear.

out, outing – refers to public knowledge of a person's homosexuality, bisexuality, or gender transition. Outing or outed is usually used when a person's status is revealed against one's knowledge or will. Do not use terms like avowed or admitted. Use the term openly only if needed to draw a distinction. Don't assume that because news figures address their sexuality publicly, it qualifies as coming out; public figures may consider themselves out even if they haven't previously addressed their orientation publicly.

pronouns – Do not presume maleness in constructing a sentence by defaulting to he/his/him. Usually it is possible, and always preferable, to reword the sentence to avoid gender. (i.e.: Reporters try to protect their sources.)
In most cases, a plural pronoun such as they, them, or their should agree in number with the antecedent. (i.e.: The children love the books their uncle gave them.) They/them/their is acceptable in limited cases as a gender-neutral pronoun, when alternative wording is overly awkward or clumsy. However, rewording usually is possible and always is preferable. Clarity is a top priority; gender-neutral use of a singular they is unfamiliar to many readers. Do not use other gender-neutral pronouns such as xe or ze.
When **they** is used in the singular, it takes a plural verb. (i.e.: Chris said they need a new car. Again, be sure it's clear from the context that only one person is involved.)
The singular reflexive themself is acceptable only if needed in constructions involving people who identify as neither male nor female. Again, it's usually possible and always best to rephrase. (i.e.: Dana Adams was not available for comment [instead of Dana Adams did not make themself available for comment]).

same-sex marriage – the preferred term over gay marriage, because the laws generally don't address sexual orientation. In places where it's legal, same-sex marriage is no different from other marriages, so the term should be used only when germane and needed to distinguish from marriages between male-female heterosexual couples. (i.e.: Gertrude Boxer and Savannah Boxer dated for several years before their marriage in 2014.) Sex is not synonymous with gender.

sex reassignment or gender confirmation – the treatments, surgeries, and other medical procedures used by transgender people to match their sex to their gender. The preferred term over gender reassignment; do not use the outdated term sex change.

transgender (adj.) – describes people whose gender identity does not match the sex they were identified as having at birth. Does not require what are often known as sex reassignment or gender confirmation procedures. Identify people as transgender only if pertinent, and use the name by which they live publicly. Generally, avoid references to a transgender person being born a boy or girl, since it's an unnecessary detail and excludes intersex babies. (i.e.: Bernard is a transgender man. Christina is transgender.) The shorthand trans is acceptable on second reference and in headlines. (i.e.: Grammys add first trans man and first trans woman as trophy handlers.)
Do not use as a noun, such as referring to someone as a transgender, or use the term transgendered. Not synonymous with terms like cross-dresser or drag queen, which do not have to do with gender identity
Use the name by which a transgender person now lives. Refer to a previous name, sometimes called a deadname, only if relevant to the story. See **LGBT, LGBTQ**.

transition, gender transition – the processes transgender people go through to match their gender identity, which may include sex reassignment or gender confirmation procedures, but not necessarily.

woman, women – use female as an adjective, not woman. She is the first female governor of North Carolina.

19

Boiler Plates

About Children's National Health System – Children's National, has served the nation's children since 1870. Children's National is one of the nation's Top 5 pediatric hospitals and, for a second straight year, is ranked No. 1 in newborn care, as well as ranked in all specialties evaluated by *U.S. News & World Report*. It has been designated two times as a Magnet® hospital, a designation given to hospitals that demonstrate the highest standards of nursing and patient care delivery. This pediatric academic health system offers expert care through a convenient, community-based primary care network and specialty outpatient centers in the D.C. Metropolitan area, including the Maryland suburbs and Northern Virginia. Home to the Children's Research Institute and the Sheikh Zayed Institute for Pediatric Surgical Innovation, Children's National is the seventh-highest NIH-funded pediatric institution in the nation. Children's National is recognized for its expertise and innovation in pediatric care and as a strong voice for children through advocacy at the local, regional, and national levels.

About the George Washington University – In the heart of the nation's capital with additional programs in Virginia, the George Washington University (GW) was created by an Act of Congress in 1821. Today, GW is the largest institution of higher education in the District of Columbia. The university offers comprehensive programs of undergraduate and graduate liberal arts study, as well as degree programs in medicine, public health, law, engineering, education, business, and international affairs. Each year, GW enrolls a diverse population of undergraduate, graduate, and professional students from all 50 states, the District, and more than 130 countries.

About the George Washington University Cancer Center – the GW Cancer Center is a collaboration of the George Washington University, the GW Hospital and the GW Medical Faculty Associates to expand GW's efforts in the fight against cancer. The GW Cancer Center also incorporates all existing cancer-related activities at GW, with a vision to create a cancer-free world through groundbreaking research, innovative education, and equitable care for all. Learn more about the GW Cancer Center at *gwcancercenter. org*.

About the George Washington University Hospital – The GW Hospital is a 385-bed tertiary care, academic medical center located in downtown Washington, D.C. Featuring a Level I Trauma Center and a Level III NICU, GW Hospital offers clinical expertise in a variety of areas including cardiac, cancer, neurosciences, women's health, and advanced surgery, including robotic and minimally invasive surgery. The mission of GW Hospital is to provide the highest quality health care, advanced medical technology, and world-class service to its patients in an academic medical center dedicated to education and research. GW Hospital is jointly owned and operated by George Washington University and a subsidiary of Universal Health Services, Inc.

About the George Washington University Medical Faculty Associates – The GW MFA was incorporated in July 2000 as a non-profit, physician-led practice group. The GW MFA is now the largest independent physician practice group in the Washington, D.C., metro region with more than 750 providers, 52 specialties, and more than 30 locations. Our physicians provide comprehensive patient care, offering one practice for the whole person with 52 medical and surgical specialties. As members of the GW School of Medicine and Health Sciences faculty, our providers are teachers and mentors for medical students, residents, and researchers preserving our rich tradition of academics, research, and healing. In addition to maintaining a close alliance with the George Washington University and the GW Hospital, the GW MFA has active referring relationships with 12 area hospitals.

About the George Washington University School of Medicine and Health Sciences – Founded in 1824, the GW School of Medicine and Health Sciences (SMHS) was the first medical school in the nation's capital and is the 11th oldest in the country. Working together in our nation's capital, with integrity and resolve, the GW SMHS is committed to improving the health and well-being of our local, national, and global communities. smhs.gwu.edu

About the George Washington University School of Nursing: Established in May 2010, GW School of Nursing (SON) develops nursing leaders who are actively engaged in health promotion, patient advocacy, and health care innovation. By providing students with a high level of nursing expertise and enhancement of professional leadership skills, graduates of GW's SON are prepared to make a difference in the world.

About Milken Institute School of Public Health at GW – Established in July 1997 as the School of Public Health and Health Services, Milken Institute SPH is the only school of public health in the nation's capital. Today, more than 1,900 students from 54 U.S. states and territories and more than 50 countries pursue undergraduate, graduate, and doctoral-level degrees in public health. The school also offers an online Master of Public Health, MPH@GW, and an online Executive Master of Health Administration, MHA@GW, which allow students to pursue their degree from anywhere in the world.

GW Color Palette

Identity Elements

Color Palette

The color palette is essential to the George Washington University. Consistency and proper usage of the palette protects and strengthens the brand.

The George Washington University color palette includes core primary colors, core accent colors and secondary colors.

The core primary colors are used in all preferred, full-color logos. These core colors define the George Washington University brand. They are to be present across all communications and applications. Core accent colors are used to expand and add flexibility with fixed and institutional visual systems. (Please note the importance of the color white in this palette. The use of "white space" helps emphasize the logo, text and messaging).

The secondary color palette adds variety, and is always used in combination with the core brand colors. These colors are never to be used as a replacement or alternative to the core brand colors.

For examples of color uses and application, please refer to the Application section of these guidelines.

The colors shown on this page are not intended to match PANTONE** PLUS color standards.

* Pantone, Inc.'s check-standard trademark for color reproduction materials.

** Metallic colors are to be used only in off-set printing where metallic off-set is possible. They should never be used as replacements for the standard Core Primary colors.

Please Note:
For spot color printing, use solid coated/uncoated values (C/U). For process color printing, use Color Bridge coated/uncoated values (CP/UP). *Do not convert spot to process for accurate results.*
Refer to the Pantone® matching system for specific color values.

Core Primary

PANTONE 302
CMYK:100/48/12/58
RGB: 0/59/92
HEX: 033C5A
HEX for TV: 063244

CMYK: 85/21/0/0
RGB: 0/156/222
HEX: 0190DB
HEX for TV: 3C8FC9

PANTONE 7503
CMYK: 10/15/50/29
RGB: 168/153/104
HEX: AA9868
HEX for TV: 908065

CMYK: 0/3/43/0
RGB: 248/224/142
HEX: F8E08E
HEX for TV: FFEDBA

Core Accents

PANTONE 2925

PANTONE 1205

Secondary

PANTONE 123
CMYK: 0/19/89/0
RGB: 255/199/44
HEX: FFC72C
HEX for TV: F6AE31

PANTONE 1605
CMYK: 6/71/100/32
RGB: 166/85/35
HEX: A75523
HEX for TV: 8F4622

PANTONE 3288
CMYK: 99/3/68/12
RGB: 0/130/100
HEX: 008364
HEX for TV: 035B4F

PANTONE 368
CMYK: 65/0/100/0
RGB: 120/190/32
HEX: 78BE20
HEX for TV: 71AB3D

PANTONE 186
CMYK: 2/100/85/6
RGB: 200/16/46
HEX: C9102F
HEX for TV: D6262A

Metallic **

PANTONE 10267 C

PANTONE 10347 C

Embroidery Colors

PANTONE 302	PANTONE 7503	PANTONE 1605	PANTONE 3288	PANTONE 186
MADEIRA 1162	MADEIRA 1338	MADEIRA 1257	MADEIRA 1280	MADEIRA 1147
PANTONE 2925	PANTONE 1205	PANTONE 123	PANTONE 368	
MADEIRA 1096	MADEIRA 1349	MADEIRA 1171	MADEIRA 1048	

21

ACADEMIC YEAR 2023-24

2,276
School of Medicine and Health Sciences
STUDENTS

752 MD program students

1,524 degree-seeking health sciences (HS) students

352 non-degree or certificate program health sciences students.

MD STATS

185 FIRST-YEAR MD STUDENTS
selected from a completed applicant pool of more than **16,000**

100% have clinical and service experience
99% have research experience

48.3% Male **51.1%** Female
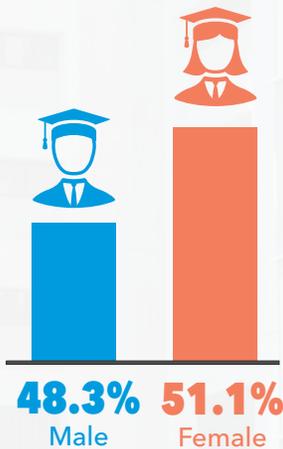
34% students from under-represented in medicine background

HS STATS

GW Health Sciences offers nearly

42 ACADEMIC PROGRAMS

across nearly **20** different health care disciplines

GW Health Sciences *has earned* **TOP HONORS** *from multiple prestigious organizations*

474 RESIDENTS AND FELLOWS

45 Accreditation Council for Graduate Medical Education (ACGME)-accredited programs sponsored by SMHS

Figures from Office of Institutional Research and Planning, SMHS Office of MD Admissions, SMHS Office of Graduate Medical Education

SMHS Research By The Numbers

2019
$39.8m

Year-End Total Expenditures

2020
$40.9m

Year-End Total Expenditures

2021
$42.0m

Year-End Total Expenditures

2022
$48.8m

Year-End Total Expenditures

2023
$53.3m

Year-End Total Expenditures

Principal Investigators

FY 2020 132
FY 2021 138
FY 2022 136
FY 2023 149

FY 22 to FY 23 Change

Total Expenditures **+9.22%**

FY 23 Three-Year Average

Total Expenditures **+23.3%**

Areas of excellence: discovery, translation, clinical research

Cancer biology

SMHS Clinical Research Center

Neurosciences

Scientist Training programs

Infectious disease/HIV/Vaccines

Laboratory space and cores

GMP facility - cellular therapeutics

School of Medicine
& Health Sciences

THE GEORGE WASHINGTON UNIVERSITY