

# STRIDES Style Guide Cheat Sheet

The STRIDES Initiative generally follows *AP Style Guide* for writing. For webpages, please follow the [U.S. Web Design System](#). Below are rules for the most common style uses.

## Acronyms and Abbreviations

Spell out **abbreviations** in the first text reference, followed by the abbreviation in parentheses. Use the proper abbreviation in subsequent references. It is allowable to use well-known acronyms on first reference for headers and general marketing collateral.

**Do not** add an abbreviation after the spelled-out term in titles or headlines: The Rising Rate of Surgical Infections ~~(SSI)~~

## Common Acronyms for STRIDES

Amazon Web Services (AWS)	Google Cloud Platform (GCP)
Authority to Operate (ATO)	Institutes and Centers (ICs)
Cloud Infrastructure & Platform Services (CIPS)	Institutes, Centers, and Offices (ICOs)
Cloud Service Provider (CSP)	National Institutes of Health (NIH)
CSfR – Cloud Services for Research	Office of Data Science Strategy (ODSS)
Findable, Accessible, Interoperable, and Reusable (FAIR)	

## Capitalization and Titles

Use title case for **book chapters, website pages, and email headlines**. (Capitalize the First Letter in Each Word in Title Case)

**Titles** of publications should be in *italics*.

## Grammar and Usage

Font – **ALWAYS** use Arial or Calibri

Use consistent terminology—training offers “courses” not “classes.”

Spell the following as one word, no hyphens:

- Checkbox
- Dataset
- Email
- Startup
- Website

**i.e., vs e.g.**— That is (i.e.,) [very specific]. For example (e.g.,) [could possibly be...].

When mentioning the “cloud” in general, lowercase the “c” in “cloud.”

One “enrolls” in the STRIDES Initiative, rather than “sign ups.”

The STRIDES Initiative offers “services and tools.” If there is a mention of “services,” always make sure that “tools” is listed after it.

The STRIDES Initiative offers “favorable pricing,” not a “discount.”

Time zones: ET—Eastern Time; PT—Pacific Time. Do not use Standard or Daylight.

Use *italics* to *emphasize* text.

Use singular they (them, their, they) when you need a gender-neutral pronoun.

It's not necessary to have **www.** at the start of a domain.

**When referring to the STRIDES Initiative** (e.g., program, team, partners, etc.)

- For materials, include "Initiative" (with a capital 'I') after "STRIDES" at the first mention (i.e., the STRIDES Initiative), and then simply "STRIDES" for later instances.
- When listing the STRIDES Initiative partners, we always list them in alphabetical order to avoid perceived favoritism.

## Punctuation

**Apostrophes** are not used with figures or plurals of acronyms, (CSPs not CSP's).

In sentences with lists, use a **serial (Oxford) comma**.

**Do not** use periods in acronyms (NIH not N.I.H.).

Use only one space after a period at the end of a sentence.

Periods and commas go inside the **quotation marks**; dashes, semicolons, question marks, and exclamation points go outside.

**Et al**—Use a comma before "et al" in a list.

**Em dash**—Use an em dash (—), with no spaces before or after, to separate phrases or clauses from the rest of a sentence.

**En dash**—Use an en dash (–) for compound terms when one element of a compound is itself a multi-word element (e.g., New York–New Jersey bridge), and for numeral ranges (e.g., 10–20 or 1999–2000) within the body of the text. (In a reference list, use hyphens for ranges of pages.)

## Email Signatures

**[First Name, Last Name]** (note: contractors are advised to include [C] after their name, per NIH policy)

[Job Title] | NIH STRIDES Initiative

["Home Team" Name] | Cloud Services | NIH Center for Information Technology (CIT)

Phone: [###-###-####] | Mobile: [###-###-####] | Email: [name]@nih.gov

STRIDES: [cloud.nih.gov](https://cloud.nih.gov) | CIT: [cit.nih.gov](https://cit.nih.gov) | NIH IT Service Desk: [itservicedesk.nih.gov](https://itservicedesk.nih.gov)

Do you have questions about STRIDES? You can reach us here: [STRIDES Bookings](#)

## Webpages

Please follow the [U.S. Web Design System](#). Below are guidelines for the most common style uses.

It's not necessary to have **www.** at the start of a domain.

Text for callout boxes should be **short, informative text for emphasis**, NOT paragraphs or outside links.

Keep information organized and easy to read:

- [Add useful headings](#) to help people skim and scan the page.
- [Use lists](#) to break up the text and outline steps in a process.
- Avoid having lists within lists or several levels of information.
- [Use tables](#) to make complex material easier to understand.
- Write [short sentences](#) and [short sections](#) to break up information into manageable chunks.