

# Celebrating Our Mission

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A Guide to Managing Our  
Visual Identity and Communications



## Introduction

Together, all of us in the Tourette Association of America are changing lives everyday and creating a bright future for all people affected by Tourette and Tic Disorders.

We are excited to introduce some enhancements to our brand that build on the past while energizing our vision for the future. You will notice:

- an updated name that distinguishes our organization
- a logo that celebrates the individual with uplifting, positive motion and captures the energy of our community
- colors that link to our heritage while offering contemporary cues
- taglines that galvanize our ranks to primary goals and chapter identification that drive immediate recognition

The identity can help increase awareness, understanding, and acceptance of this spectrum of disorders.

We refreshed our brand to establish a strong and memorable image and to communicate more clearly and professionally with our constituents. With everyone working together to reinforce our message, we can reach our full potential as a supportive, pro-active community.

We want individuals, families, educators, medical professionals, and policy makers to recognize the Tourette Association as a leader and the best resource for information and support, no matter where they encounter us.

To ensure that our brand is recognized, remembered, and respected, we must use it consistently. By using this guide, together we can help energize the heart and soul of our community, donors and volunteers.

- Use it consistently across all points of engagement
- Update digital, social and printed materials
- Incorporate it into activities, gifts and merchandise
- Display it prominently throughout all events

This Brand Manual will guide you in the use of the brand elements so that at every touch point with our stakeholders our messages are reinforced. It introduces the elements that comprise the Tourette Association brand, and explains how to use them to communicate clearly and maintain a consistent visual identity. The Brand Guide will make it easier to develop new outreach materials.

Following these guidelines will help our entire organization and every chapter become better known and help us advance our shared mission.

Thank you for your commitment and dedication. Together, we can make life better all people affected by Tourette and Tic Disorders.

**Tracy Colletti-Flynn**  
Director, Public Relations and  
Communications

## Name

To address the changing landscape, the Tourette Syndrome Association has changed its name to Tourette Association of America.

The new name eliminates the need for an acronym and the usage of "TSA."

Following the lead from similar patient-based organizations which remove the word "Syndrome," "Disorder" or "Disease" from their official organization's name (National Autism Society, National Parkinson Foundation) with the approval of our Medical Advisory Board, we decided to drop the "Syndrome" from the new name.

## Usage Guidelines

- Use the full name on first mention, then use of Tourette Association is acceptable.
- After the first mention, the Association can be used, although Tourette Association is preferred. We want Tourette to be familiar and accepted, we should use the word.
- While the preference is to use "Tourette Association," in the situation where an abbreviation is called for, use TAA (not TA).

# Tourette Association of America

## Tagline

Our tagline conveys our unique marketing approach in just three concise words. These are the only words to be used as our tagline.

### Usage Guidelines

- Tagline should never appear on its own, as formatted for logo display.
- When referring to the tagline in copy do not change color or font to match logo usage.

Awareness. Research. Support.

## Logo

Our logo has been refreshed. The figure in our old logo has been “liberated” suggesting positive possibilities.



The old logo should no longer be used in any new activities or materials. We are phasing out the old logo as quickly as possible.

### Icon

Our new logo consists of an active figure icon representing the dynamic, forward movement of individuals with Tourette Syndrome as well as a reinvigorated organization.

### Logotype

The logo also includes the words “Tourette Association of America,” with the words, “Tourette Association” set in a larger and bolder font than “of America.”

The icon and logotype have been designed as a unit to work in harmony with one another, and they should not be altered.

#### ICON

#### LOGOTYPE

#### STACKED LOGO

Use this version when a narrow format is required.



#### HORIZONTAL LOGO

Use this version when space allows.



## Tagline Application

Our tagline conveys our unique marketing approach in just three concise words. These are the only words to be used as our tagline.

### STACKED LOGO

Use this version when a narrow format is required.



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### HORIZONTAL LOGO

Use this version when space allows.



## Chapter Name Treatment

To establish consistency across all chapters and support groups, standards have been developed for the format and content of chapter names. Chapter names are always set in Helvetica, in upper and lower case, flush right under a horizontal rule.

Logo versions for all chapters have been developed. Please use those files and do not recreate chapter names with the logo.

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**STACKED LOGO WITH  
LONG CHAPTER NAME**



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**STACKED LOGO WITH  
SHORT CHAPTER NAME**



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**HORIZONTAL LOGO WITH  
LONG CHAPTER NAME**



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**HORIZONTAL LOGO WITH  
SHORT CHAPTER NAME**



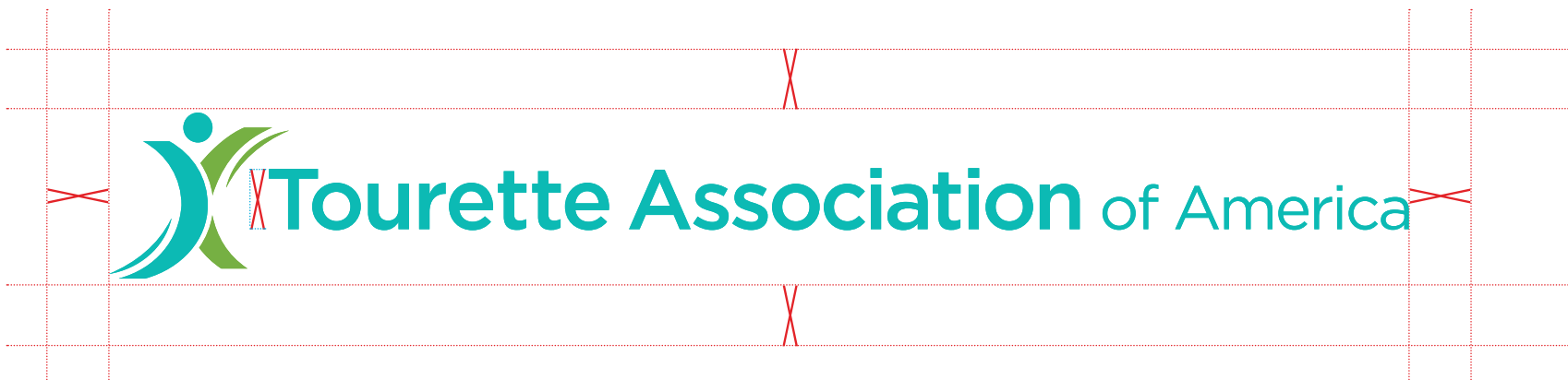
# Usability & Management



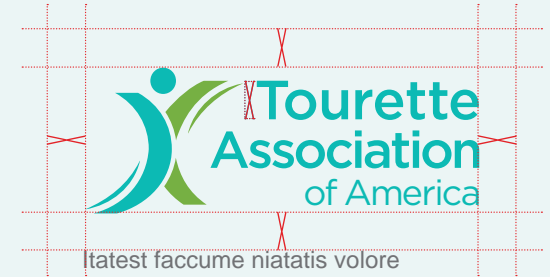
## Logo Usage

To ensure that the logo is always clearly reproduced and never obscured or compromised by other elements of a layout, an area of clear space must surround it. The amount of clear space is defined by X, which is equal to the height of the capital "T" in Tourette.

Regardless of the size that you are using for the logo, you should always leave space around each side of the logo that is equal to X.



### Example



Itatest faccume niatatis volore  
debitatem quam harumquia autatem  
rehenistrum eni cullaborae. Cipsam,  
sa se voleni omnim none odi disimet  
laborep ratque nistoritium nimpore  
sequam, serit laut endipid quas audi  
omnimus eat.

## Logo Usage with Tagline

To ensure that the logo is always clearly reproduced and never obscured or compromised by other elements of a layout, an area of clear space must surround it. The amount of clear space is defined by X, which is equal to the height of the capital "T" in Tourette.

Regardless of the size that you are using the logo, you should always leave space around each side of the logo that is equal to X.



### Example



## Incorrect Logo Usage

Creating a strong brand identity is achieved by using the logo and other brand elements consistently. When the logo is altered, the visual system is weakened.

The following are some examples of how the logo should never be used.

Never reconfigure the logo.



Never distort the shape of the logo.



Never rotate the logo.



Never change the color of the logo.



Never change the typeface of the logo.



Never use the word mark on its own.



## Logo Usage on Backgrounds



### White Background (Ideal)

The Tourette Association of America logo works best on a white background. Always try to use the logo on a white background.



### 15% Tint (If Necessary)

The logo may be used in its original form on a background with a tint of up to 15% black or equivalent.



### 100% Color or Black (If Necessary)

When displayed on a 100% color or black background, a reversed, all white version of the logo should be used, to help ensure visual clarity.



# Logomark Files

## COLOR

**4-Color (4C)**, or CMYK files are to be used for professional or in-house printing.



1-Color Black for Print  
TAA\_Logo\_4C.eps  
TAA\_Logo\_4C.tif

**PMS** or Pantone are to be used for offset printing when only 2 colors are available (such as stationery).



1-Color Black for Print  
TAA\_Logo\_PMS.eps  
TAA\_Logo\_PMS.tif

**One Color PMS (326)**, a Pantone version only to be used when offset printing is limited to 1 color.



1-Color Black for Print  
TAA\_Logo\_326.eps  
TAA\_Logo\_326.tif

**Full Color (FC)**, or RGB and Hexidecimal files are to be used for screen (ex: PowerPoint), or web.



1-Color Black for Print  
TAA\_Logo\_Web\_350x332.jpg  
TAA\_Logo\_Web\_350x332.png  
TAA\_Logo\_Web\_700x663.jpg  
TAA\_Logo\_Web\_700x663.png

## BLACK AND WHITE

**1-Color Black** files are to be used when full color is not needed.



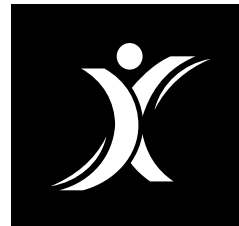
1-Color Black for Print  
TAA\_Logo\_Black.eps  
TAA\_Logo\_Black.tif  
TAA\_Logo\_Black\_3000x2840.jpg

**Grayscale (GS)** files are used when grayscale capabilities are available.



1-Color Black for Print  
TAA\_Logo\_GS.eps  
TAA\_Logo\_GS.tif



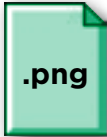

**1-Color White** files are to be used when the logo is on a dark-colored background.



1-Color Black for Print  
TAA\_Logo\_White.eps  
TAA\_Logo\_White.tif  
1-Color White for Web  
TAA\_Logo\_White\_Web\_350x332.png  
TAA\_Logo\_White\_Web\_700x663.png

## Logo File Formats

Different versions of the logo have been created for your use. Each of these versions has been saved in an appropriate format for print and web use. Refer to the chart below for which version to use.

FILE TYPE	USAGE
 .eps	These files can be used for print documents, banners, and signs. This format is CMYK, and can be enlarged without a loss of resolution.
 .jpg	We have created two types of .jpg files. The full-color (FC) versions can be used for screen (e.g. PowerPoint or video) or web when a white background is needed.
 .png	These files can be used for web. They are RGB with a resolution of 72 dpi and a transparent background.
 .tiff	These files can be used for professional printing. This file is CMYK, with a resolution of 300 dpi. The size of the file should never exceed 6" x 2".

Team Tourette



# Color & Typography



## Color

Colors are one of the most important representations of a brand as they make an instant impact on the viewer. They have been chosen to work both together as a family, as well as independently. In order to maintain the integrity of the brand, these colors must be used consistently across printing processes and digital display.

### Color Systems

To accommodate different types of printing, Tourette Association of America's colors have been coordinated among four different color systems: CMYK (full color printing), PMS (single color printing), hexadecimal (web), and RGB (screen display).

Use this chart to select the appropriate color indication for your specific use.

	CMYK	PMS	WEB	RGB
	The CMYK (4-color) system is used for full-color printing, also known as Process printing.	The Pantone Matching System, (PMS) is used for printing in a single color.	The hexadecimal color system is meant specifically for online use.	The RGB (Red, Green, Blue) color system is meant specifically for screen display (ex: PowerPoint).
PRIMARY				
Teal	75.0.35.0	326	#0BBAB4	11.186.180
Green	60.10.100.0	2277	#76B043	118.176.67
SECONDARY				
Dark Teal	80.20.35.0	2237	#0599A3	5.153.163
Dark Green	85.20.95.0	2259	#058D47	5.141.71
Light Blue	75.15.0.0	2191	#01AADD	1.170.221
Dark Blue	90.65.15.0	7692	#156299	21.98.153
Purple	60.95.20.0	260	#7C2E75	124.46.117

## Typography

Typefaces are an essential part of the Tourette Association of America's visual identity.

In order to maintain a consistent and easily recognizable image, the following typeface families are to be used for all printed materials.

### InDesign

Gotham Medium and Book weights are the preferred fonts for all Tourette Association of America fonts, when access to InDesign or a similar design program is accessible.

#### **GOTHAM MEDIUM**

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abcdefghijklm  
nopqrstuvwxyz

#### **GOTHAM BOOK**

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abcdefghijklmnopqrstuvwxyz

### Website and Word Documents

When access to the Gotham typeface is restricted, Helvetica Bold and Roman should be employed.

#### **HELVETICA BOLD**

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abcdefghijklmnopqrstuvwxyz

#### **HELVETICA ROMAN**

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abcdefghijklmnopqrstuvwxyz

# Letterhead



# Photography & Images



## Image Use

### Approval of Images

Image use will be necessary for branding, but it should be kept in mind that the Tourette Association of America must own the rights to the images it uses. When searching for images avoid Google, Yahoo!, or other similar search engines and instead refer to stock photo sites where rights can easily be tracked and managed.

### Content

When selecting and taking photos, consideration for clarity and effectiveness of the photo should be considered. For instance, when photographing a wide scene, use a landscape view, and similarly for a tall object use a portrait view.

While group shots are exciting as examples of support and turn out for events, keep in mind when used they are often hard to see details. By focusing in on individuals, a more personable connection can be created.



## Photography Release

In order to help the Tourette Association of America develop a catalogue of photos and videos to choose from for promotional and education use, member and employee photo taking is greatly encouraged.

However, photography cannot be used without the written consent of those being photographed. To ensure that Tourette Association of America can use photography taken at events please have all those represented fill out the provided "Media Participation Release" form shown.

All photographs and images taken following these guidelines will be made available at both the chapter and national levels.

For a copy of the Media Participation Release, please email [tracy@tourette.org](mailto:tracy@tourette.org).

### MEDIA PARTICIPATION RELEASE

I hereby irrevocably grant to the Tourette Association of America and to its employees, agents, and assigns, the right to photograph and/or video record and use pictures, silhouettes, videos and other reproductions of me and/or my children's physical likeness (including potentially televised both locally and nationally) for educational, informational, promotional, charitable and fundraising activities for the Tourette Association and its Chapters and Support Groups and inclusion on, but not limited to the Tourette Association's website, YouTube Channel and all other social media sites.

I hereby certify and represent that I have read the foregoing and fully understand the meaning and effect thereof and, intending to be legally bound, I have hereunto set my hand.

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Signature of participant if over 18 years of age

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Participant Name (PRINT)

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Signature of Parent/Legal Guardian Parent/Legal

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Parent/Legal Guardian (PRINT)

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Child's Name (PRINT) if under 18 years of age

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Date

# Messaging



## Mission

Our Mission Statement is the main way we communicate what we do. To help more people understand what we do, we have updated our Mission Statement. This update puts more of an emphasis on “making life better for all people affected by Tourette and Tic Disorders.”

Our new Mission Statement also clearly delineates the other ways in which we serve the public and introduces new concepts, such as “spectrum of disorders.”

When referring to Tourette Association of America in the Mission Statement, simply use Tourette Association. The mission statement should always follow either the logo or a first mentioning of the organization by full name. Per the editorial guidelines, it is then referred to as Tourette Association within the Mission Statement.

Whenever possible bullet sub-descriptions of Mission Statement should be included.

### ALWAYS INCLUDE

#### Mission Statement

The Tourette Association is dedicated to making life better for all people affected by Tourette and Tic Disorders.

### INCLUDE WHEN POSSIBLE

#### Elaboration on Mission Statement

- Raising public **awareness** and fostering social **acceptance**.
- Working to advance **scientific understanding**, treatment options and care.
- **Educating** professionals to better **serve** the needs of children, adults and families challenged by **Tourette and Tic Disorders**.
- **Advocating** for public policies and services that promote positive school, work and social environments.
- Providing help, hope and a **supportive** community across the nation.
- **Empowering** our community to deal with the complexities of this **spectrum** of disorders.

## Organizational Boilerplate

Our Boilerplate information is intended to be used on brochures, press releases and other communications when a concise summary of the organization is needed.

### **Boilerplate About the Organization**

Founded in 1972, the Tourette Association of America is dedicated to making life better for all individuals affected by Tourette and Tic Disorders. The only nationwide organization serving this community, the Association works to raise awareness, fund research and provide on-going support. The Tourette Association directs a network of 32 Chapters and over 80 support groups across the country. For more information on Tourette and Tic Disorders, call 1-888-4-TOURET, visit [www.tourette.org](http://www.tourette.org), and on Facebook, Twitter, Instagram and YouTube.

## Disorder Boilerplate

This information describes Tourette and Tic Disorders and can be used in materials for the public.

### Important Note

Prevalence is stated in terms of:

- Tourette and other Tic Disorders
- school-aged children in the US

### Boilerplate About the Disorder

Tourette is part of a spectrum of hereditary, childhood-onset, neurodevelopmental conditions referred to as Tic Disorders. These conditions affect both children and adults, causing them to make sudden, uncontrollable movements and/or sounds called tics (e.g. head bobbing, arm jerking, shoulder shrugging and grunting).

Non-tic features, such as Obsessive Compulsive Disorder (OCD), Attention Deficit Hyperactivity Disorder (ADHD) and learning difficulties, often develop in affected individuals. Symptoms in Tic Disorders can range from mild to severe and, in some cases, can be self-injurious, debilitating and markedly reduce quality of life. Coprolalia, the utterance of obscene and socially unacceptable words and phrases, is relatively rare, occurring in approximately 10% of individuals with Tourette.

While some treatments are available for people with Tourette and other Tic Disorders, approaches to care are inconsistent, medications are often ineffective and there is no cure.

The prevalence of Tourette is estimated to be 1 in every 160 school-aged children (5-17 years old) in the U.S.; and the prevalence of all Tic Disorders combined (which includes Tourette) is estimated to be 1 in every 100 school-aged children in the U.S.

# Editorial Guidelines



# Introduction to the Editorial Guidelines

At Tourette Association of America, one aspect of achieving our vision is to communicate a consistent voice to our community. Any document you write, for internal or external use, represents the Association.

This editorial guide is designed to help you follow a uniform style in the organization’s written materials. Following the guidelines in this manual will help ensure clarity and consistency in any type of document you write, including:

- Web content
- Letters
- Newsletter articles
- Marketing brochures
- Training materials
- Presentations
- Email
- Any other business documents

For items not covered in this style guide, the default document is The Associated Press Stylebook. Please note that when you write for academic or professional publications, your document should reflect the editorial style preferred by the publication.

## Questions?

If you have any questions about editorial style, call Tracy Colletti-Flynn, Director, Public Relations and Communications at 718-224-2999 x236 or email [tracy@tourette.org](mailto:tracy@tourette.org).

## Use Constructive Language

When talking about Tourette

Don't say:	Instead say:
afflicted by ...	affected by ...
suffering with ...	touched by ...
suffering from ...	living with ...
tormented by ...	coping with ...

When talking about tic symptoms,

Don't say:	Instead say:
control tics	manage or (temporarily) suppress tics

## Organizational Information

### Organization's Name: Tourette Association of America

- Use the full name on first mention, then use of Tourette Association is acceptable.
- After the first mention, the Association can be used.
- We want Tourette to be familiar and accepted, we should use the word.
- When necessary, abbreviate the organization's name as TAA.

### Tagline: Awareness. Research. Support.

- Set as three separate words with capitals and periods.
- Use the logo files that contain the tagline.

### Chapter Names

Chapter names should be written without abbreviations:

- Tourette Association of America Ohio Chapter
- Tourette Association of America Southern California Chapter

### Program Names

- Team Tourette
- Tourette Association Center of Excellence
- Youth Ambassador Program
- Behavioral Therapy Institute
- Harvard Brain Bank

**URL:** [www.tourette.org](http://www.tourette.org)

### Medical Language

Use **Tourette and Tic Disorders** on first instance, and then use **Tourette** or **TS**.

**Tourette** - as a stand-alone word

**Tic Disorders** - Tic is singular, Disorders is plural.

**tic or tics** if it's used as a noun

**“to tic”** if it's a verb

**Tourette Syndrome:** When using these two words together, do not include the 's on Tourette.

- The first mention of **Tourette Syndrome** on a page should be spelled out.
- On second reference, it can be abbreviated as **TS**.

**ticcing** as a verb (yes, there are 2 c's)

Use **neurodevelopmental disorder**, not neurological disorder.

## Acronyms

Like any industry, the health care field has its own peculiar alphabet soup. Spell out the full name on first reference, followed by the acronym in parentheses. After that, use the acronym alone. Do not use periods in acronyms.

## States & Countries

In narrative text, such as reports, web content, news stories or letters, spell out the state's name, which supports a more narrative tone, e.g. Kansas, Mississippi, New Mexico, etc.

In non-narrative text, such as resumes and mailing addresses, use the US Postal Service (USPS) two-letter abbreviations for states.

Abbreviate United States only when used as an adjective.

## Capitalization

### Organizations and Institutions

- Capitalize the full names of organizations, institutions and groups, such as the American Medical Association.
- Use lowercase when the organization, institution or group is referenced without the formal name: the society.

### Directions and Regions

- Lowercase north, south, northeast, northern and so on, when they indicate compass direction.
- Capitalize these words when they refer to specific geographic regions, such as Northern Kentucky or Midwest.

### Other Capitalization Rules

- Do not use all uppercase letters except in acronyms.
- Do not use uppercase letters in URLs or email addresses:  
tourette.org

## Professional Titles

### In Text

- People's job titles should be uppercase in text. Vice President, Manager, Director.

### In Correspondence

- Capitalize a title when it appears under a name, such as in an address:

Sylvia Mathews Burwell  
Secretary of Health and Human  
Services Washington, D.C.

## Academic Degrees, Licenses & Certifications

- Write academic degrees, professional licenses and certifications in capital letters without periods:  
MD, RN, CNA, PhD.
- Use the degree, license or certification in the first reference. Use the courtesy title (with periods) in subsequent references, as in: Joe Padilla, MD, studied at Harvard. Dr. Padilla is one of the best doctors in the state.
- NOTE: Do not use the redundant Dr. Joe Padilla, MD.
- In cases where you are writing out a degree, write Master of Science or master's degree.
- Individual titles for physicians should be treated in the following manner:  
First reference Joe Padilla, MD  
Second reference Dr. Padilla.

## Italics

- Use italics for titles of books, magazines, newspapers, movies, paintings, sculpture and long musical compositions: *National Geographic*, *Journal of Pediatrics*, *The New York Times*.

## Brochures, Presentations and Web Content

Brochures, presentations and web content that are developed outside of the Department of Marketing and Communications should be written and designed using the editorial style guide. In addition, the editorial styles listed below should be followed.

### Trademark and Registered Trademark Symbols

- Products or services that are trademarked or have registered trademarks should be identified with a trademark symbol (™) or registered trademark symbol (®) at the first mention of the product or service and once on each page where the product or service appears.

If possible, use a generic term rather than a brand name: acetaminophen versus Tylenol®

### Presentation Titles, Headlines & Subheads

- Presentation titles, headlines, subheads and similar elements should be in upper/lowercase, never in all capital letters: Top 10 Recommended Health Care Web Sites, Family-Centered Care.
- Capitalize all words with five or more letters, including prepositions such as above. NOTE: Be sure to capitalize short verb forms such as Is and Be.
- When hyphenated words are in a heading or title, capitalize all the elements except articles, short prepositions and short conjunctions: Fine-Tuning the Focus on TS.
- When referring to a survey, use the survey's formal name. In general, use title case to capitalize the name of the survey; quotation marks are not necessary.

### Copyright Information

Publications, presentations, pamphlets, brochures or other proprietary materials of Tourette Association of America should include a copyright symbol (©), the year of the copyright and the name of the organization within the document, usually on the back of a printed piece or in the footer of a presentation: ©2016 Tourette Association of America.

### Email

- It is not appropriate to write an email using all capital letters.
- Format your email address with `firstname@tourette.org`, using all lowercase letters.

## Preferred Spellings

Consistency in the way we use words and accuracy in grammar contributes to a positive impression of the Tourette Association of America. Many words have several correct spellings. When writing for the Association, please use the following:

anti-inflammatory

caregiver, caregiving

checkup (noun), check up (verb)

child care (preferred term over daycare or day care)

co-pay, co-payment

co-worker

dietitian

email (not E-mail, e-mail or Email. However, Email should be used at the beginning of a sentence.)

e-newsletter (e-Newsletter at the beginning of a sentence)

evidence-based

family-centered care

flyer (not flier)

fundraising; fundraiser

handout (one word)

healthcare - one word

health maintenance organizations – Use HMOs on second reference.

in-house

interdisciplinary

internet and intranet (both lowercase)

kickoff (noun), kick off (verb)

long-term care (note the hyphen)

managed care – hyphenate only if the phrase is used as an adjective: the managed-care industry.

multidisciplinary

nonprofit, not-for-profit

on-site

outpatient

patient-care provider, patient-care setting

patient-centered

preoperative, postoperative

preprinted (one word, no hyphen)

rollout (noun), roll out (verb)

subspecialty, subspecialist (no hyphen)

teenager

up-to-date (as an adjective before a

noun, up to date elsewhere in a

sentence)

website (not Web site or web site)

## Dates & Times

### Time

- Use figures except for noon and midnight. Do not put a 12 in front of noon or midnight: 3:30 pm, at midnight.
- Use lowercase letters and do not use periods in am and pm. Use a space between the number and am or pm: 5:30 pm (not 5:30 p.m., 5:30pm, or 5:30 PM)
- Use a colon to separate hours from minutes. For time “on the hour,” do not use zeroes to denote minutes: 1:30 pm and 2 pm.
- When listing a range of times, use a hyphen in between the times. Do not include a space before or after the hyphen. When referring to a range of times in narrative form, spell out the word “to” in place of the hyphen.

### Time Zones

- Use the abbreviation only if it is linked with a clock reading: New Mexico is on Mountain Standard Time. The marathon begins at 7 am MST.

### Years

- Use an s without an apostrophe to indicate spans of decades or centuries: the 1920s, the 1800s

### Months

- Certain months are spelled out in all cases: March, April, May, June, July. The remaining months may be abbreviated (Jan., Feb., Aug., Sept., Oct., Nov., Dec.) only when they are used with a specific date: Thanksgiving will fall on Nov. 28 this year.
- Spell out all names of months when they stand alone or appear only with a year: It’s a long time from May to December.
- NOTE: When a month and year are used without a specific date, they are not separated by a comma.
- When a phrase refers to a month, day and year, use commas to separate the year: February 14, 1991, was the target date.

### Dates

- Use figures, without st, nd, rd or th: The meeting is scheduled for May 15. (not May 15th)
- When listing a range of dates, use a hyphen in between the dates. Do not include a space before or after the hyphen. When referring to a range of dates in narrative form, spell out the word “to” or “through” in place of the hyphen. October 20-22.
- Capitalize days of the week and do not abbreviate: The party on Saturday, July 4, was a huge success.