Children’s National IRB Editorial Style Guide
For our entire style guide and brand standards, visit Childrensbrand.org.

Children’s National Logo: Our mark should be used on most communications. Letters to patients and Children’s National branded and co-branded materials must have our mark. It is available for download at Childrensbrand.org.

Name: We are known as Children’s National Health System but our legal name is Children’s National Medical Center. Please refer to our institution as Children’s National when possible. Children’s Hospital, CH, CN, and CNMC are not to be used.

Font: Our preferred font is Corbel. The font is included in the latest version of Microsoft Office.

Credentials: Never use periods after “MD” or any other credential (e.g., “PhD”, “RN”, “MPH”, etc.). Always include a credential on first reference and “Dr.” on following references.

Contact Information: For phone numbers, use hyphens and not parentheses e.g. 202-476-5000. Do not hyphenate the word ‘email.’ Spell out @childrensnational.org (never use @cnmc).

Bulleted Lists: Use a colon at the end of the sentence that introduces a bulleted list. Use round or square bullets, not dashes. Check boxes may be used for checklists. Capitalize the first word after each bullet.

Serial Commas: Always use a comma before “and” or “or” in a series of three or more. E.g., Endocrinology, hematology, or cardiology.

Acronyms: Please write out full name on first reference along with the acronym. E.g., CT scan (computerized tomography) on first reference and CT scan in subsequent references or MRI (magnetic resonance imaging) on first reference and MRI on subsequent references.

Government Agencies: Please use National institutes of Health (NIH) on first reference and NIH on subsequent references; Centers for Disease Control (CDC) on first reference and CDC on subsequent references; Food and Drug Administration (FDA) on first reference and FDA on subsequent references.