Georgia Tech Covid-19 Style Sheet

Updated June 11, 2020

To ensure a consistent voice across the Institute in all communications related to Covid-19 and our road to recovery, we ask that you follow the AP Coronavirus Topical Guide. There are, however, some cases where our usage reflects what has been established as the Institute’s preference. So be sure to follow the guidance as listed below — even when contrary to AP’s recommendations.

- asymptomatic
  - Not considered jargon. Acceptable for use.
- cancel, canceled, canceling
  - Do not use two ’s.
- Covid-19
  - Do not use all caps.
- disinfect
  - Use in place of “sanitize” when referring to objects and surfaces.
- face covering and mask
  - Use “face covering” or “cloth face covering” to refer to PPE that is washable and reusable. Use “mask” to refer to single-use surgical face masks and N95 respirators, which are critical supplies that should be reserved for healthcare workers and first responders.
- frontline
  - As an adjective, one word. As a noun, two words (e.g. “on the front line”).
- healthcare
  - One word, no hyphen.
- isolate/isolation and quarantine
  - Use “isolate” to refer to separating people who are sick from Covid-19 from people who are not. Use “quarantine” to refer to separating and restricting the movement of people who were exposed to Covid-19 to see if they become ill. Note: These should not be used interchangeably, or used synonymously with “stay at home” or “lockdown.”
- PPE
  - Acronym for personal protective equipment, acceptable to use on second reference.
- preventive
  - Use instead of “preventative.”
- social distancing and physical distancing
  - Both are acceptable and have the same meaning, though “social distancing” is more common.
- touch points
  - Two words, not hyphenated.