


# Lower case vs. upper case

## Guidelines

In our communications to the general public, headings must be in all lower case letters, even if they are punctuated or end with a period. Just like our logo, the lower case evokes our greater accessibility and openness, and it asserts our distinctive identity. Please note that other grammar and syntax rules will be adhered to.

	English Text	French Text	Graphic signature
<b>BDC acronym in the logo</b>	In lower case letters in the logo	In lower case letters in the logo	
<b>BDC acronym in running text</b>	Always in upper case letters in running text <b>Example:</b> Every year, BDC supports various initiatives in line with its mission.	Always in upper case letters in running text <b>Example:</b> Chaque année, BDC commandite diverses initiatives liées à sa mission.	N/A
<b>Signature elements</b>	Everything in lower case letters	Everything in lower case letters	EN: <b>financing. advising. smarts.</b>  FR: <b>financement. conseil. savoir-faire.</b>
<b>Names of publications</b>	Upper case at the beginning of each word in running text, whether it is printed or online <b>Examples:</b> • In Business • Profits  Please find enclosed the latest edition of <i>In Business</i> .	Initial upper case in running text, whether it is printed or online <b>Examples:</b> • En affaires • Profits  Veuillez trouver ci-joint le dernier numéro du magazine <i>En affaires</i> .	Everything lower case in corporate signatures (banners, covers, etc.)  <b>Example:</b> <b>in business bdc*</b>

	English Text	French Text	Graphic signature
<b>Headings and subheadings in documents and PowerPoint presentations</b>	<p>Titles of official documents (reports, e-books, BDC policies, etc.): Upper case at the beginning of each word—except for prepositions, conjunctions, etc.—on cover pages and in running text—whether it is printed or online</p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Social Media: A Guide for Entrepreneurs</li> <li>• BDC’s 2016 Annual Report was tabled yesterday.</li> </ul>	<p>Titles of official documents (reports, e-books, BDC policies, etc.): Initial upper case on cover pages and in running text, whether it is printed or online</p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Médias sociaux: guide pour les entrepreneurs</li> <li>• Le Rapport annuel 2016 de BDC a été déposé hier.</li> </ul>	N/A
	<p>Titles of slides, articles and subheadings in running text, whether it is printed or online: Initial upper case, no final punctuation</p> <p><b>Example:</b></p> <p>How to set and achieve your profit targets</p>	<p>Titles of slides, articles and subheadings in running text, whether it is printed or online: Initial upper case, no final punctuation</p> <p><b>Example:</b></p> <p>Comment atteindre les profits ciblés</p>	
<b>Business lines</b>	<p>Upper case at the beginning of each word</p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Financing</li> <li>• Growth &amp; Transition Capital</li> <li>• Venture Capital</li> <li>• BDC Advisory Services</li> <li>• Securitization</li> <li>• Venture Capital Action Plan (VCAP)</li> </ul>	<p>Upper case at the beginning of the first word only</p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Financement</li> <li>• Capital de croissance et transfert d’entreprise</li> <li>• Capital de risque</li> <li>• BDC Services-conseils</li> <li>• Titrisation</li> <li>• Plan d’action pour le capital de risque (PACR)</li> </ul>	N/A
<b>Names of BDC products, services, programs, etc.</b>	<p>Upper case at the beginning of each word</p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Equipment Line</li> <li>• Small Business Week</li> <li>• the Exclamat!on Program</li> </ul>	<p>Upper case at the beginning of the first word only</p> <p><b>Examples:</b></p> <ul style="list-style-type: none"> <li>• Marge pour équipement</li> <li>• Semaine de la PME</li> <li>• le programme Exclamat!on</li> </ul>	<p>Everything lower case in corporate signatures (only for BDC programs or services with a graphic signature)</p> <p><b>Example:</b></p> <p>The Human Resources recognition program</p> 