

Dash Type & Keyboard Stroke	Proper Use	Proper Spacing
<p>Em dash “—”</p> <p>MAC: SHIFT + OPTION + HYPHEN KEY PC: ALT + 0151</p>	<p>Use when interrupting a thought to provide additional detail or putting emphasis on part of a thought.</p> <p>Examples: Access customer data directly from the tasting room—including notes, purchase history, club memberships, lifetime value, and more—to provide the kind of personalized service that builds long lasting relationships.</p> <p>WineDirect's ecommerce platform is the only one to offer “carrots” and other advanced marketing tools to encourage customers to try—and buy—more wine.</p> <p>The em dash is best limited to one instance per sentence (note that one instance may require two em dashes: one before and one after the phrase being set off), and in no more than one sentence every six sentences. Using it too often diminishes its effectiveness and creates choppy copy with lots of visual holes. Commas are often better choices if the two thoughts are closely related. Parentheses and colons can often be used in the same way as an em dash, but are less jolting.</p>	<p>Thinkso's style is no spaces before and after, but it's also acceptable to put spaces before and after.</p>
<p>En dash “–”</p> <p>MAC: OPTION + HYPHEN KEY PC: ALT + 0150</p>	<p>Use:</p> <ul style="list-style-type: none"> ▪ Between numbers to indicate a range. ▪ When typesetting a minus sign. <p>Examples: 10 a.m. – 10 p.m. June 30 – July 31 24 – 10 = 14</p> <p>Consider what you're trying to say in your sentence when using the en dash. Depending on how you apply it, the en dash can be read as “to” or “through.”</p>	<p>One space before and after.</p>
<p>Hyphen</p> <p>MAC AND PC: HYPHEN KEY ONLY</p>	<p>Use in a compound or hyphenated word. (Do not use a hyphen when you should be using an en dash, such as between numbers.)</p> <p>Examples: exchange-traded funds step-by-step solutions</p> <p>The major exception with using a hyphen is when a compound or hyphenated word begins with an adverb ending in -ly. A misreading is unlikely in those words, so the hyphen is unnecessary.</p>	<p>No space before and after.</p>