

LAMBDA CHI ALPHA

STYLE GUIDE

STYLE GUIDE




Who we are

Vision

To lead a co-curricular Greek movement, predicated on partnership and collaboration amongst the undergraduates, host institutions, alumni and General Fraternity, and offering an experience that focuses on the maturational development of today's college man. As such, it is the vision of Lambda Chi Alpha to extend itself beyond the traditional social fraternity in practice and principle.

Mission

Through our core values and ritualistic teachings, Lambda Chi Alpha aims to systematically develop our men by fundamentally shaping who they are, what they know, and what they can do.



The purpose of this styleguide is to make clear and simple rules, permit few exceptions to the rules, and provide uniformity for any and all communications.

The International Headquarters has launched a revitalized branding system to create a visual image consistent with our Fraternity's Seven Core Values. Critical to the overall impact of this masterbrand is the consistent branding support execution done by our vendors and individual chapters. This guide serves as a reference for all who work with Lambda Chi Alpha, both internally and externally.

STYLE GUIDE

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Sec. 1

Bringing Our
Brand to Life

This section details the visual elements that support our current brand. When used correctly and consistently, these elements speak for our Fraternity in a tone that is supportive of our values and ideals.

It is important to understand that the design of the Lambda Chi Alpha Fraternity brand was not random or abstract. The lockup, typefaces, color palette, and way in which they can be used reinforces the values of our brotherhood. This section, will help define the Fraternity's brand for our vendors, campus officials, peers, parents, potential members, and our entire environment as a whole. In some cases, this guide provides strict rules on how to use — and how not to use — various parts of our brand. It is important to remember that beyond this basic styleguide, the brand also can be evolved and adapted to fit your niche area.

Core Values

Our Seven Core Values unite the Fraternity as a brotherhood. They are the shared beliefs and essential principles that guide our decision making and our behavior and interactions with each other.

Loyalty

Establishes the correct order of our obligations and commitments. Unswerving allegiance to the organization and its laws, ideals, and defining principles, prevents us from misplacing our loyalties.

Duty

Delineates the sum total of all laws, rules, and customs that make up our organizational, civic, and moral obligations. Our values originate with duty because we expect individuals, as a minimum, to fulfill their obligations. We often expect individuals to exceed their duty, especially in ethical matters.

Respect

Denotes the regard and recognition of the absolute dignity that every human possesses. Specifically, respect indicates compassion for and consideration of others, including sensitivity to and regard for the feelings and needs of others.

Service & Stewardship

Service before self signifies the proper ordering of priorities. The welfare of the organization comes before the individual's. While the focus is on service to Lambda Chi Alpha and broader communities, the idea also incorporates the concept of stewardship, of holding something of value in trust for others.

Honor

Describes the complex of all values that make up the public code of the individual. Significantly, honor provides the motive for action and demands adherence to a public moral code, not protection of reputation.

Integrity

Encompasses the sum total of a person's set of values — his private moral code. A breach of any of these values will damage the individual's integrity. Integrity, closely related to the word integer, refers to a notion of completeness or wholeness.

Personal Courage

Depicts the premier virtue that enables us to persevere despite fear, danger, or adversity. Personal courage includes the notion of taking responsibility for decisions and actions. Additionally, it involves the ability to perform critical self-assessment, to confront new ideas and to change.

Loyalty

Duty

Respect

Service & Stewardship

Honor

Integrity

Personal Courage

Colors

In the absence of an established reference palette, materials created by local chapters and the General Fraternity have displayed variances in the hue, saturation and value of our principal colors. The following provides information about our official color palette.

Additional modifications of these colors can be used in order to create a more aesthetically pleasing view. Downloadable swatches for all Adobe products are listed below.

**Purple**

PMS: 268
RGB: 82,35,127
Hex: 52237f

**Green**

PMS: 349
RGB: 1,106,58
Hex: 016a3a

**Golden**

PMS: 1245
RGB: 212,160,55
Hex: d4a037

**Yellow**

PMS: 123
RGB: 255,196,37
Hex:ffc425

**Bronze**

PMS: 154
RGB: 143,75,6
Hex: 8f4b06

**Silver**

PMS:
RGB: 153,153,153
Hex: 999999

**Red (OKN)**

PMS: 485
RGB: 186,0,0
Hex: ba0000

typefaces

The professional and bold feel of our organization is also found in the “form” of our words. Typography is the element that gives our words a clean look and feel even before someone reads the text.

Primary Typeface

Futura is our primary font and should be used whenever possible. It is a sans serif font with an approachable, clean, professional and bold feel that matches the perception of our brotherhood.

Secondary Typeface

Garamond can be used in combination with Futura but never as the primary typeface. It provides a more organic contrast to the clean feel of Futura.

Electronic/System Font

For online applications or instances in which our primary font is not available, use Arial in place of Futura and Times New Roman in place of Garamond.

Examples of these applications include Microsoft Word, Excel, PowerPoint; online applications that use HTML text; and email. Arial is a system font, available on all computers, and communicates a similar message.

Futura

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ abcdefghijkl
mnopqrstuvwxyz 0123
456789!@#\$\$%^&*

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ abcdefghijklm
nopqrstuvwxyz 01234567
89!@#\$\$%^&*

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ abcdefghijkl
mnopqrstuvwxyz 012345
6789!@#\$\$%^&*

Futura features a large family beyond what is displayed here; all are acceptable when used appropriately in relation to the rules set in the styleguide's glossary.

Garamond

Times New Roman

Arial

You can locate and purchase these fonts at

Lockup

The Lambda Chi Alpha Fraternity lockup is used to as a header for both print and electronic media. Variations of the lockup are in the second line. For documents pertaining to Lambda Chi Alpha's International Headquarters, the lower line reads "Fraternity" and is centered with extra tracking to provide contrast with the upper line. For documents pertaining to the Educational Foundation, the lower line should read "Educational Foundation." For chapter usage, the lower line reads "university or chapter designation" and should also be centered.

Our identity uses more than words to bring Lambda Chi Alpha's vision to life. It is the basis for consistently and effectively communicating who we are.

The lockup can be printed on multiple paper stocks and different backgrounds through the web. Using the lockup in a multitude of ways creates consistency and prevents our brand from becoming stagnant and stale.

Download editable pdf examples of chapter identity pieces using the lockup. Anytime the lockup appears, the chapter name must be directly under it.



LAMBDA CHI ALPHA



Logo

The Lambda Chi Alpha Fraternity's logo is a combination of our most prominent symbol, the cross and crescent, and the words "a lifetime of true brotherhood."

The cross and crescent

The primary symbol of Lambda Chi Alpha Fraternity. The open motto, "Per Crucem Crescens," or, "Crescent in the Cross," reflects this symbol.

The cross is a Greek cross, with all four points being equal length. The Greek cross does not represent the crucifixion of Christ, but instead, the four directions of the earth, representing the spread of the gospel. The only acceptable deviation is on the coat of arms.

Wording

"a lifetime of true brotherhood" is a representation of our organization's commitment to the *TRUE* Brother Initiative. This wording also reflects the benefits and expectations of lifetime membership.

Use

The colors of this logo may change to fit your design but should always remain consistent with the color section of this styleguide.

The scale should never appear larger than 10 percent of the entire area where the logo exists.



a lifetime of true brotherhood



Sec. 2

Approved Graphics

High resolution or Vector copies of any approved Lambda Chi Alpha graphics may be obtained by emailing:

communications@lambdachi.org

Seal



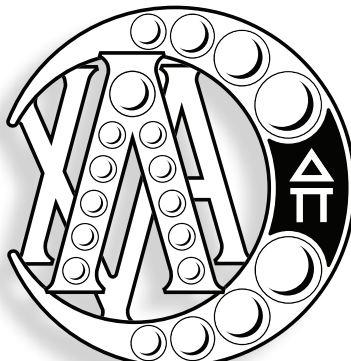
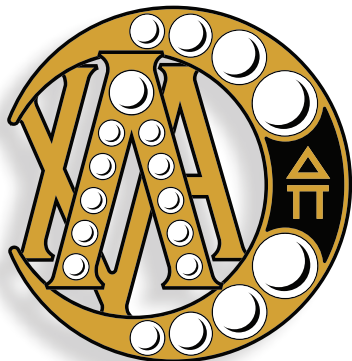
When a monarch signed a royal decree, he impressed his signet ring upon the warm wax that had been attached to the document, which identified his signature as official. Lambda Chi Alpha has adopted a seal design to serve the same purpose as the impression made by the signet rings of historic kings, and its purpose is to identify General Fraternity documents and publications. It should not be used for decoration, as an ornament for items such as jewelry or stationery, unless it is to be used as the official stationery of the General Fraternity. It is now properly used on charters, membership certificates, and authorized publications of the General Fraternity.

The design consists of the cross and crescent upon which is superimposed a shield bearing the letters of the Fraternity, above all of which appears a Gothic circle bearing in Greek the inscription, "Seal of the Brotherhood of Lambda Chi Alpha." It is in the Fraternity colors of purple, green, and gold.

The Badge

The badge is a pearl-set crescent with horns turned toward the left, and enclosing a monogram of the Greek letters Lambda, Chi, and Alpha. The center of the crescent bears the Greek letters Delta Pi in gold on black enamel. A variety of jewels may be selected for the Lambda.

Probably no fraternity badge has deeper meaning than that of Lambda Chi Alpha. Not only do the pearls, Greek letters, and crescent have their symbolism, but each line of the crescent and the relationship of the emblems to each other add still greater significance. The meaning of the badge, of course, cannot be discussed here. It should never be used as mere decoration, such as on stationery, programs, or publications. It is an evidence of membership for an individual and should be used only for that purpose except as specifically authorized in the laws of the Fraternity, for example, when presented, usually in the medium or miniature size, to one's mother, wife, sister, or fiancée.



Associate Member Pin

The associate member pin has had a most interesting history because it embodies the official badge of Theta Kappa Nu, as well as the original pin of Lambda Chi Alpha. The original Lambda Chi Alpha pin was a Gothic arch, but with the union of the two fraternities, this was superimposed upon the triangles composing the official badge of Theta Kappa Nu. Thus, all meaning of that fraternity's symbolism was added to the Lambda Chi Alpha emblem.



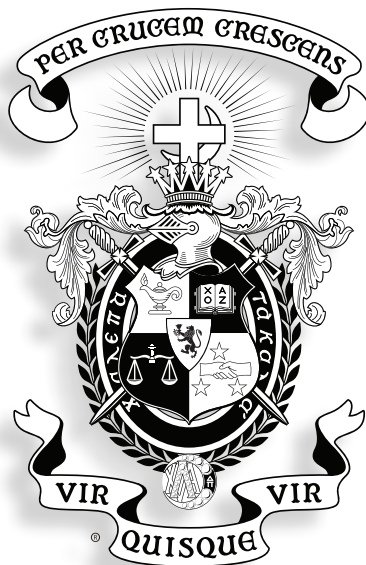
Greek Letters

The Greek letters Lambda, Chi, and Alpha represent the name of the Fraternity. In written work, it is preferred to either spell out Lambda Chi Alpha or use the English abbreviation LCA. Greek letters are a graphical representation used primarily on logos, letterhead and T-shirts.

Unless otherwise noted, letters contain serifs on line ends only, thus not on top of the Lambda or Alpha. The Greek letters are one color. Outlined Greek letters are acceptable in a one-color print (meaning the inside is white).



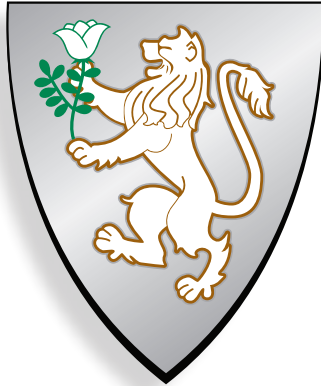
Coat of Arms



Coats of arms were originally family emblems. Then cities, societies, and institutions adopted them. All college fraternities have them but few have created their design with such faithful adherence to the laws of the ancient art of heraldry as has Lambda Chi Alpha.

Each part of the Lambda Chi Alpha coat of arms has a special meaning, the details of which are explained during the Initiation Ritual. Many of the public meanings of the symbols on the coat of arms are explained during the Associate Member Ceremony, and therefore, the coat of arms may be used and worn by all members, including associate members. It may be used on jewelry and stationery, among other things.

TRUE Brother Logo



The *TRUE* Brother Initiative provides the structure, content, and process for a member's journey from associate member to lifetime brother. It is the vehicle by which members adopt the personal identity of the *TRUE* Brother Initiative, and it is the holistic means by which Lambda Chi Alpha accomplishes its organizational mission and realizes its strategic vision. As a co-curricular partner in higher education and leader in the Greek movement, Lambda Chi Alpha Fraternity is redefining the undergraduate Greek experience by focusing on the importance of the maturational development of today's fraternity men.

The *TRUE* Brother logo is a shield, on it a lion holds a white rose. It is similar to the inescutcheon on the coat of arms.

North American Food Drive



On November 6, 1993, Lambda Chi Alpha began an international philanthropy project that has now raised nearly 30 million pounds of food for the needy across North America. Called the North American Food Drive, this annual event has arguably become the largest single-day philanthropic project sponsored by a collegiate-related organization. Its success is so impressive that Lambda Chi Alpha became the first fraternity to receive the Summit Award from the American Society of Association Executives in 1995 — an award presented annually to associations and companies nationwide as part of its Associations Advance America Awards Program.



Sec. 3

New Media Guidelines

Social Media

Social media is any form of online publication or interaction that encourages the input and interactions of its users.



Facebook: Can be utilized in multiple ways. It is important to realize how Facebook can help and hurt Lambda Chi Alpha's branding. Pages can be used to promote your chapter and can utilize the advertising feature. Facebook ads provide the ability to advertise to whatever specific

demographic you chose. For more information see: <http://www.facebook.com/advertising/?pages>. The causes section of Facebook can be utilized for philanthropic endeavors that your chapter may wish to promote. For more information see: <http://www.facebook.com/causes>.



Flickr is a great way to store your photos publicly and privately. Flickr creates a photographic historic record of Lambda Chi Alpha's events and members. The General Fraternity uses it to upload photos from international events, to store photos submitted by brothers, and any other photo storage needs. The General

Fraternity's photos can be found at <http://www.flickr.com/groups/lambdachi/>. These photos can be used for recruitment videos and any way in which you would like to communicate the international scope of our Fraternity.



Google has become integrated into our everyday lives but beyond the basic search functions the website features additional options that may be helpful to our brothers. The more tab of Google or <http://www.google.com/intl/en/options/> is where a majority of Google's additional

software can be found. Alerts allows you to be emailed notification of any keyword population. Analytics provide the ability to track the traffic going to any website you manage.



Twitter presents a unique communication for the day-to-day events associated with Lambda Chi Alpha and its members. Tweeting a chapter's activities can serve as reminders for undergraduate and alumni brothers. This also can be used to publicly present chapter news to

those who are not in the Fraternity, such as parents, friends, teachers, and potential new members.



YouTube is unique way to present videos in order to advertise or to post educational materials about the Fraternity. Videos receive thousands of views instantly after being posted. Comments provide the ability to create conversa-

tion and involve people in discussions to help advance the brand and idea of our Fraternity.

Web Service

Where and how to get your website started. WordPress, hosting your own website, and use of Greek-licensed vendors.

WordPress

Presents a quick and easy way to set up a blog-like website. Users must download an installation pack from the website and follow the instructions. From there, it can go a multitude of ways. In the simplest form you can download themes and manage the site yourself, posting new information at your convenience.

Detailed instructions for installation and setup can be found at <http://wordpress.org/>.

WordPress themes can be utilized in combination with the branding rules and guidelines to communicate the correct message in a clean and impactful manner <http://wordpress.org/extend/themes/>.

Vendors

We are recommending that chapters contact either Web-Greek or GIN Systems for assistance with website design and hosting. Either of these vendors will provide fair pricing and quality services. We have provided both vendors with the Lambda Chi Alpha Stylguide and web templates to assist with your website creation. Of course, you may choose to use any other Greek-licensed provider.

Merch

All Lambda Chi Alpha merchandise and jewelry is now available directly from our licensed vendors. The licensed vendor program provides more than 130 vendors offering quality products and valuable services to our brothers.

Herff Jones, Legacy Division

Lambda Chi Alpha's official jeweler provides badges, officer dangles, chapter guards, and other accessories.

GreekLicensing.com

Affinity Marketing Consultants manages the Lambda Chi Alpha licensing program. The website provides a list of all vendors that are authorized to produce products with Lambda Chi Alpha logos and insignias.

GreekQuote.com

GreekQuote.Com provides our chapters with an easy tool to get the best prices on apparel, party goods, and other screen printed or embroidered items.

The design or representation of the badge, coat of arms, Greek letters, name, or other trademarks of Lambda Chi Alpha Fraternity shall not be created, produced, used or offered for sale by any person or company except by an authorized Greek-licensed vendor. This general policy applies only to new items and does not preclude members from trading, retrieving, buying, or selling previously existing items. Nor should this deter members from creating one-of-a-kind artwork for their own enjoyment and display on a limited basis.

Members of the Fraternity shall obtain items of official Lambda Chi Alpha insignia, and any items or products bearing a designation or representation of the badge, coat of arms, Greek letters, name or other trademarks of Lambda Chi Alpha Fraternity, only from those persons or companies specifically authorized by the General Fraternity.


email

Email has become one of the primary forms of communication for Lambda Chi Alpha. As we more heavily use digital communications it is important that we stay knowledgeable about ways to protect ourselves.

No one likes to receive unsolicited emails. Spam filters in multiple email platforms may unnecessarily block email addresses. All major email platforms should provide you with a way to filter your email.

One simple way is to add the names and email addresses of people you wish to receive email from to your “safe list” or “white list” or create a “filter” ensuring the email you want to read ends up in your Inbox and not in your Junk Mail, Bulk Mail, Delete, or Trash Folder.

For more information on preventing Spam while ensuring that you receive all of your regular email visit the Wikipedia article on [spam](#) or contact your institution’s IT Helpdesk.

A decorative graphic on the left side of the slide consisting of several overlapping, wavy vertical lines in shades of brown and gold.

Sec. 4

Glossary

academic years

Lowercase terms designating academic years: *freshman*, *sophomore*, *junior*, and *senior*.

active

This term is not to be used, except as an adjective. All members are expected to be active. For initiated members, use brothers. Use *undergraduates* for collegians, *alumni brothers* for graduate members.

adviser

Not *advisor*, unless someone's title explicitly states that it is *advisor*. Capitalize *chapter adviser*, *alumni adviser*, or *Greek adviser* only when the title directly precedes an individual's full name. Lowercase when used in general reference

Advisers College

In formal first references, use the complete name: *Ronald A. Neville Alumni Advisers College*. In secondary or informal first references use: *Neville Advisers College*. Less acceptable: *Advisers College*. Do not use: *Adviser's College* or *Advisors College*.

alcohol abuse

Two words, no hyphen.

alcohol free, alcohol-free

Means in absence of alcohol. Hyphenate when used as a compound modifier: *The event will be alcohol free. This is an alcohol-free chapter.*

all-campus average

Lowercase.

all-men's average

Lowercase.

alumni adviser

Not *alumni advisor*.

Alumni Advisory Board

Capitalize when referring to the proper name of an alumni advisory board: *Purdue's Alumni Advisory Board meets on Mondays*. Lowercase when used in general reference: *Several alumni advisory board members from each chapter attended the conference.*

Alumni Association

Capitalize when referring to a specific alumni association. Lowercase when used in general reference.

Alumni Directory

The full title is: *Lambda Chi Alpha Alumni Directory*. Capitalize and place in italics when referring to the specific publication. Do not place the year in italics: The 1996 edition of the *Lambda Chi Alpha Alumni Directory*.

Annual Fund

Capitalize.

Annual Report

Capitalize and place in italics when referring to the Fraternity's publication. Include the year of the report in the title by placing it in italics. *1998–99 Annual Report*.

associate member(s)

Lowercase unless appearing directly before an individual's name: *Associate Member Rob Woods was elected High Gamma. The chapter recruited 15 associate members.*

Associate Member Ceremony

Capitalize.

Associate Member Orientation Program

Capitalize.

associate member pin

Always lowercase when referring to the Fraternity's membership pin.

awards, honors, and prizes

Capitalize only when referring to a specific or formal award: *Grand High Alpha Award, McIntosh Award, the award luncheon*. Do not italicize.





BACCHUS and GAMMA Peer Education Network

GAMMA is an acronym standing for Greeks Advocating the Mature Management of Alcohol.

BACCHUS is also an acronym (Boosting Alcohol Awareness Concerning the Health of University Students). Neither should have periods.

badge

Always lowercase when referring to the Fraternity's membership pin.

Big Brother Resource Kit

Always capitalized.

Board of Directors

Always capitalize *Board of Directors* when it refers to the Grand High Zeta or the Educational Foundation's officers: *The Educational Foundation Board of Directors is meeting today.* Lowercase when in general reference. *I would like to attend a board of directors meeting.*

Board is capitalized when used as an abbreviation and should be preceded by either *Fraternity* or *Foundation*: *The Fraternity Board met after the General Assembly.*

brother, brothers

Refers only to initiated members of the Fraternity. Use lowercase unless appearing directly before an individual's name: *The meeting was chaired by Brother Leonard. Ed is a brother from our William Jewell chapter.* Preferred over *member*, as applicable.

Call to Brotherhood

Refers to Lambda Chi Alpha's associate member education program and training curriculum. A part of the Outer Circle of the Brother Initiative. Always capitalize.

cash bar

No hyphen. Use sparingly.

Celebration of Brotherhood

When used as a formal title, always capitalize.

chapter

Always lowercase. When referring to all of Lambda Chi Alpha's subsidiaries, include *colony*:
Lambda Chi Alpha has more than 195 chapters and colonies.

chapter adviser

Not *advisor*. Use in place of *High Pi* for most audiences. Lowercase unless directly preceding name. Use *chapter adviser* even if he is serving as High Pi for a colony.

charter

Always lowercase.

charted, chartered

Charted means put on a chart or map. *Chartered* means receiving the document defining the formal organization of a corporate body.

coat of arms

Always lowercase when referring to the Fraternity's official coat of arms. No hyphens between words.

Cole, Warren A.

Use *Warren A. Cole* (*Boston 1912*) for first reference in all web/collateral material. Not *Warren A. Cole* (*Boston 1909*).

Cole Recruitment

Part of the Outer Circle of the *TRUE* Brother Initiative. Refers to year-round recruitment program. Always capitalize.

creed

Always lowercase when referring to the Fraternity's official creed.

Constitution and Statutory Code

Always capitalize and spell out. Do not abbreviate as *ConStat*.

Core Values

See *Seven Core Values*.



dean's list

Lowercase in all uses: *Brad is on the dean's list. Michael is a dean's list student.*

department, office

Capitalize when used to designate the full name of corporate and organizational units: *Office of Advancement, Chapter Services Department.* Don't capitalize when using generic references.

dorm

Residence hall is preferred.

educational leadership consultant

Capitalize only when the title directly precedes a full name:

Educational Leadership Consultant Mike Stala. Rob Woods, an educational leadership consultant, just arrived.

ELC

May be used as an abbreviated reference to *educational leadership consultant*. Plural form: *ELCs* (no apostrophe).

email

Acceptable for *electronic mail*. Lowercase and without a hyphen.

Event Planning Form

Capitalize and no italics.

Event Planning Guide

Capitalize and place in quotes.

Executive Committee

Use lowercase unless referring to a specific executive committee: *All executive committees should meet weekly. The Executive Committee found the High Epsilon in violation of his obligation.*

executive vice president

Capitalize if part of a formal title, *Executive Vice President William Farkas (Butler 1988)*. Depending upon the audience, CEO may be used instead.

Exoteric Mysteries

Part of the Outer Circle of the *TRUE* Brother Initiative. Always capitalize.



Faithful Steward

Capitalize. One of levels of the Inner Circle Journey, part of the *TRUE* Brother Initiative.

501 (c) (3)

The Educational Foundation under 501 (c) (3) of the Internal Revenue Service is a public foundation operating exclusively for charitable and educational purposes.

forms

All forms should be capitalized: *Please submit an Event Planning Form by tomorrow.*

Foundation

May be used as upon second reference for the Educational Foundation. Follow the same capitalization rules that apply to Fraternity.

Founders Day

Always capitalize. *Not Founder's Day or Founders' Day.*

frat.

Never use this term, even as an abbreviation.

fraternal

Used as an adjective and is not capitalized: *His chapter offers a good fraternal experience.*

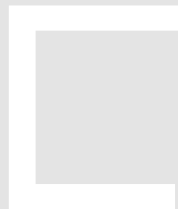
Fraternity

Capitalize when referring to a specific fraternity: *Lambda Chi Alpha Fraternity.*

The Fraternity is synonymous for *Lambda Chi Alpha Fraternity*.

An agency or organization often uses capitalization when referring to itself in print. Capitalize *fraternity* when referring specifically to Lambda Chi Alpha: *The Fraternity has 200 active chapters and colonies.*

Lowercase when used in general reference: *fraternity education, fraternity programming.*



General Fraternity

Capitalize in when referring to Lambda Chi Alpha. Refers to all of the active bodies of Lambda Chi Alpha, including chapters, colonies, alumni organizations, Grand High Zeta, Student Advisory Committee, and the professional staff.

grade point average

Usually in lowercase and in long form: *The chapter's grade point average exceeds the all-men's average.*

When directly following a number, it may be abbreviated. Capitalize and omit periods: 2.25 *GPA*.

Grand High Alpha

Capitalize all Fraternity Greek officer titles. *The High Rho is a freshman.* If the audience would not understand, use *Chairman*.

Grand High Zeta

Use *Board of Directors* if the audience would not understand its meaning.

Greek

Always capitalize.

Greek Adviser

Capitalize only if it directly precedes a name. *Greek Adviser Sandra Stahl came to the meeting.* *The Greek adviser visited the chapter house.*

Greek-letter

Greek-letter if it precedes a noun, *Greek letter* if it follows a noun. *Lambda Chi Alpha is a leader in the Greek-letter community.* *Organizations with Greek letters must work together.*

Greek life

Two words, no hyphen.

Greek row

Two words.

Greek Week

Always capitalize.



High Zeta

Capitalize all chapter offices at all times: *High Alpha, High Gamma*.

AUDIENCE: If the audience is undergraduates or alumni volunteers, use Greek titles. If the audience is alumni that no longer remember the Greek titles, use corporate titles: *Brett is the chapter president*.

homecoming

Lowercase.

home page

Lowercase and no hyphen. Used correctly, it only refers to the front page of a website; the page that appears under the site's domain name, and the one from which all other pages on the site can be reached.

House Corporation

Capitalize when referring to a specific house corporation. Lowercase when used in general reference.



initials

Use periods and no space when an individual uses initials instead of a first name: *C.A.M. Wagner*.

Initiation

Initiation Ritual is preferred but capitalize when referring to Lambda Chi Alpha: *The Initiation at General Assembly was flawless. The initiation of the campaign came from Ron Neville.*

Initiation Ritual

Capitalize.

Inner Circle

Part of the *TRUE* Brotherhood Initiative. Always capitalize.

Installation of Chapter Officers

Always capitalize. One of our Fraternity's rituals.

Interfraternally

Appropriate as an informal salutation to a member of any fraternity or sorority.

Interfraternity Council

Always capitalize. *Not Inter-fraternity Council*. Abbreviate as *IFC*.

International Headquarters

Always capitalize when referring to the actual building in Indianapolis. *Our International Headquarters is located on Founders Road*. Refers to the building that houses the Office of Administration and the Mason Library and Museum. However, do not use: *Lambda Chi Alpha International Fraternity*.

internet

Do not capitalize.

In ZAX

Appropriate as an initiated brother's informal salutation to another brother of The Lambda Chi Alpha Fraternity.

The Lambda Chi Alpha Fraternity

The official name of the organization according to Article I, Section 1 of the Constitution. It refers to all of the active bodies of Lambda Chi Alpha, including chapters, colonies, alumni organizations, Grand High Zeta, Student Advisory Committee, and the professional staff.

Other acceptable names that maintain the same reference and meaning include: *the Fraternity*, *Lambda Chi Alpha*, *Lambda Chi Alpha Fraternity*, and *the General Fraternity*. Abbreviate: *LCA*, not *LXA*.

The following names do not share the same meaning, each with slight deviations, and must not be used as a synonym for The Lambda Chi Alpha Fraternity: *Headquarters*, *Lambda Chi Alpha Fraternity Incorporated*, and *Office of Administration*. See each of these references for their proper usage. See also incorporated, Inc.

Lambda Chi Alpha Fraternity Incorporated

This is the legal name of the Fraternity according to Article I, Section 2 of the Constitution. See also incorporated, Inc.

Lambda Chi Alpha International Fraternity

Do not use.

Lambda Chi

The nickname for The Lambda Chi Alpha Fraternity. The plural form does not take an apostrophe: *four Lambda Chis*, not *four Lambda Chi's*.

Leader of Character

One of levels of the Inner Circle Journey, part of the *TRUE* Brother Initiative.

Leadership Seminar

In formal first references, use the complete name: *The Jerre L. and Mary Joy Stead Leadership Seminar*. In secondary, or informal first references, use: *Stead Leadership Seminar*. Less acceptable: *Leadership Seminar*.

Mastery Circle

Part of the *TRUE* Brother Initiative. Always capitalize.

Lifetime Brother

One of levels of the Inner Circle Journey, part of the *TRUE* Brother Initiative.



manual

Capitalize and place in italics when directly following the name of the manual: *High Kappa Manual*. Lowercase when appearing alone: *Bring your manual to every meeting.*

Mason, John E.

Use *Dr. John E. Mason (Pennsylvania 1913)* in first reference for web/collateral materials. Not *Jack Mason (Pennsylvania 1913)*.

Master Steward

Network of regional alumni brother volunteers. Always capitalize.

member

Refers to initiated and associated members of the Fraternity. Do not capitalize except when appearing directly before an individual's name: *active member, honorary member, faculty member, Associate Member Jim Smith.*

Mentor Program

In formal first references, use the complete name: *Joseph T. Charles Mentor Leadership Program*. In secondary, or informal first references, use: *Charles Mentor Leadership Program*. Less acceptable: *Mentor Leadership Program*.

national

Do not use in reference to Lambda Chi Alpha.

National Interfraternity Conference

Always capitalize. Abbreviated: *NIC*.

National Interfraternity Foundation

Always capitalize. Abbreviated: *NIF*.

National Panhellenic Conference

Always capitalize. Abbreviated: *NPC*. See also sorority.

National Pan-Hellenic Council, Inc.

Always capitalize. Abbreviated: *NPHC*. Refer to its members as historically African-American: *Kappa Alpha Psi, a historically African-American fraternity, will be performing a step show on Monday.*

nonalcoholic

One word, no hyphen. Use only as a description of a beverage that does not contain alcohol. See also alcohol free, alcohol-free.

nonfraternal, nonfraternity

One word, no hyphen.

non-Greek

Hyphenate.

North American Food Drive

Always capitalize. The is not apart of the title and should be lowercase. Do not capitalize food drive if North American does not precede it: *The food drive was a huge success.*

Brothers Feeding Others is the slogan and always appears capitalized and in italics. See also numerals and collected, raised. Abbreviated: *NAFD*.





Office of Administration

Capitalize when referring to the Fraternity's administrative staff. Lowercase in general reference.

Refers to the professional staff of Lambda Chi Alpha Fraternity, located in the Fraternity's International Headquarters in Indianapolis, Indiana.

Office of Advancement

Capitalize when referring to the Fraternity's department.

Officer Installation

Capitalize. Part of formal ceremony.

The Open Rituals of Lambda Chi Alpha

Always capitalize. Include *The* in the title.

Outer Circle

The first circle of the *TRUE* Brother Initiative. Includes Cole Recruitment, Call to Brotherhood, and Exoteric Mysteries. Always capitalize.



the Paedagogus

Capitalize. Plural form: *the Paedagogi*. Include *the* in the title unless referring to editions created before the 1970s. See also capitalization, composition titles, italics, and titles of publications.

Panhellenic

Always capitalize.

Parents' Weekend

Always capitalize. *Not Parent's Weekend or Parents's Weekend.*

party

Social event is preferred: *The chapter is planning a social event with a sorority.*

pledge

Use as a verb and not as a person. Exception: New members prior to 1972 were called pledges. Since 1972, new members are called associate members. See also associate member.

pre-Initiation

Hyphen. Capitalize *Initiation*.

programs, areas of programming

General educational programs of the Fraternity are not capitalized: *fraternity education, alumni affairs, risk management.*

A few specific programs of the Fraternity are capitalized, but program is not: *Standards for Chapter Excellence program, Double Vision program.*

pro-Greek

Hyphenate.

recolonize, recharter

Not *re-colonize* or *re-charter*. Only previously existing chapters or colonies are recolonized and rechartered.

recruitment

Always lowercase. The usage of *recruitment* is preferred rather than *rush*. *Member recruitment*, not *membership recruitment*.

Ritual

Capitalize when referring to the *Initiation Ritual of Lambda Chi Alpha*. Do not capitalize when referring to the other rituals of the Fraternity: *The ritual books were sent to the colony. Our values can be found in our rituals.*

Ritual for Conducting Business Meetings

Always capitalize. One of our Fraternity's rituals.

rush

Always lowercase. *Recruitment* is preferred to rush.



seal

Always lowercase when referring to the Fraternity's official seal.

Servant Leader

One of levels of the Inner Circle Journey. Capitalize.

Seven Core Values

Always capitalize. Capitalize each value, Use less frequently, *Core Values*.

social fraternity

Do not refer to Lambda Chi Alpha or any other fraternity as a *social fraternity*. Use the term *general fraternity*.

sorority

Fewer than half of the 26 NPC members use sorority in their official name; most use *fraternity*. Refer to the *Interfraternity Directory* or the Fraternity Executives' *Fraternity/ Sorority Directory* to properly reference all NPC members. If in doubt, refer to all NPC members as a women's fraternity.

staff

Capitalize in reference to Lambda Chi Alpha when directly following *professional or fraternity*. Lowercase in all forms.

Standards for Chapter Excellence

Capitalize when referring to the entire program: *Standards for Chapter Excellence for the High Kappa*.

Student Advisory Committee

Capitalize. If understood, acceptable abbreviation on first reference: *SAC*.

Student Government Association

Capitalize. If understood, *SGA* is the acceptable abbreviation on first reference: *SGA President Thomas Roberts....*

student body

Lowercase.

substance free, substance-free

Means in absence of alcohol, drugs, and tobacco.



TRUE Brother Initiative

When referring to the entire program. Capitalize. The word “True” when used in reference to the initiative should be used in all caps and italics.

TRUE ID, Leader, Philanthropy, Health, Adviser

The word “True” when used in reference to the initiative should be used in all caps and italics.



Young Alumni Council

Capitalize when referring to the Educational Foundation's group of young alumni brothers.



vice president of advancement

Not vice president for advancement.

vice president of fraternity operations

Not vice president for fraternity operations.

website

The collection of electronic pages on the world wide web that all originate from a single domain name and home page. Website addresses should always be written in lowercase. It is permissible to omit *http://* when citing an address in most instances.

www.lambdachi.org

Always lowercase. It is not necessary to precede with *http://*.



ZAX Session

Always capitalize *Session*.

Zeta

Always capitalize when referring to a Lambda Chi Alpha chapter.

As a general rule, its usage should be avoided except when directly following a chapter designation: *Delta-Pi Zeta*, *Alpha Zeta*. Double-letter zetas are hyphenated while single-letter zetas are not. Most people cannot identify a chapter by its zeta designation. Use *Butler chapter* rather than *Alpha-Alpha Zeta*.

For most other general references, the use of *chapter* is preferred.



THE IMPORTANCE OF PROPER PUNCTUATION

The following two letters are composed of the identical words but different punctuation. Notice the difference.

*Dear John, You have ruined me for other men. I yearn for you. I have no feelings whatsoever when we're apart. I can be forever happy — will you let me be yours?
Jill*

Dear John, You have ruined me. For other men, I yearn. For you, I have no feelings whatsoever. When we're apart, I can be forever happy. Will you let me be? Yours, Jill

For a detailed guide on punctuation, please reference the 2010 edition of The Associated Press Stylebook.



STYLE GUIDE



a lifetime of true brotherhood

