

# STYLE GUIDE

Our goal is to create a common language for Alpha Phi Omega.

This guide is designed to address common areas requiring clarification. Please take the time to review this information. From the chapter to the National Office, every effort made to encourage consistency is appreciated.



## Style Guide for APO

For Alpha Phi Omega National Service Fraternity, it is at once challenging and necessary to ensure that our communication — from published periodicals to brochures to the Web site — is consistent and professional. Our task is compounded by the fact that we use some terms that can be interpreted several different ways, especially by people without a background in colleges, fraternities, volunteer service or nonprofit organizations. We can all point to examples in which a publication from one committee capitalizes something that another publication does not. We are striving to eliminate those inconsistencies, and this style guide can be a valuable tool to help us reach that goal. Don't be discouraged by the size of this manual. Built for use in different ways by different people, the Alpha Phi Omega Style Guide is divided into sections that affect everyone who compiles information for distribution by Alpha Phi Omega. To enable quick checking, these sections are set up like dictionaries, with entries arranged alphabetically. The entries represent a combination of standard English and specific Alpha Phi Omega terminology.

Even if a document is not being “officially” published — such as a letter to a member or potential sponsor — the slightest grammatical error and misspelling can be embarrassing and connote carelessness. This reflects negatively on the organization and is something we want to avoid. It's a good rule of thumb to play it safe and check your writing against the style guide, even when you are positive you are right.

The Alpha Phi Omega Style Guide uses the *Associated Press (AP) Stylebook* as its source; however, the Alpha Phi Omega Style Guide takes precedence over AP style on matters where the two guides differ. Additional standards may be determined as new words, phrases and acronyms are adopted by the organization.

Remember to check this style guide first if in doubt, since dictionaries and other sources may vary on some rules or spelling. The Alpha Phi Omega Style Guide always takes precedence over other sources. Please contact the National Office if you have any questions about style.

Refer to *The Associated Press Stylebook and Libel Manual* ([www.apstylebook.com](http://www.apstylebook.com)) if a style has not been outlined in the style guidelines below. Remember, Alpha Phi Omega Style Guide takes precedence over AP style guidelines.

## A

### AAMD

Annual Active Membership Dues on first reference, AAMD on second reference. Always capitalized.

### abbreviations

Spell out full name on first reference, followed by the abbreviated name in parenthesis. Abbreviation is acceptable on second. *For example: We are planning on attending the Chapter Program Planning Conference (CPPC) this May. However, we will not be able to attend the CPPC the following September.*

### active / actives

Refers to initiated members of the Fraternity who are currently actively participating in a chapter. Lowercase. *For example: Curt is an active from Georgia.*

### advisor

Not adviser. See the “chapter advisor” entry.

### alcohol free/alcohol-free

Hyphenate when used as a compound modifier. *For example: The event will be alcohol free. The chapter is an alcohol-free chapter.*

### Alpha Phi Omega

Always spell out on first reference. Maintain full name for external documents. APO on second reference for internal documents and publications. Use an apostrophe only for the possessive. *For example: Alpha Phi Omega's risk management guidelines.*

### alumnus/alumna/alumni/alumnae

Alumnus when referring to a man who has attended a school or chapter. Alumna for similar references to a woman. Alumni when referring to a group of former male members. Alumnae when referring

to a group of female members. For a non-gender specific group, use alumni.

## alumni association

Capitalize when referring to a specific alumni association. Lowercase when used in general reference. The word “association” should always follow the name of an alumni association. *For example: The Southeast Michigan Alumni Association won five awards this year. Ten new alumni associations were formed this year.* When in a list, such as the annual directory, the word “association” may be omitted.

## Alumni Connection

*Alumni Connection*, the Fraternity’s bimonthly alumni e-newsletter, should always be capitalized and italicized when published.

## Annual Fund

Alpha Phi Omega Annual Fund on first reference. Annual Fund is acceptable on second reference. Do not capitalize in general references. *For example: The fraternity doesn’t have an annual fund. Alpha Phi Omega is raising money for the Annual Fund.*

## APO LEADS

All caps. Refers to the five servant leadership courses that are part of the Leadership Development program. The five courses are Launch, Explore, Achieve, Discover, Serve.

## APO IMPACT

Refers to the national training program, which is intended to produce better organized and well-run chapters through a comprehensive training regimen for chapter officers. Capitalize.

## awards/honors/prizes

Capitalize only when referring to a specific or formal award. Do not capitalize the word award unless it is part of the formal name. *For example: She won the Greek Woman of the Year award. They won the Josiah Frank National Historian’s Award.*

## **B**

### badge

Refers to the Fraternity’s membership pin. Lowercase.

### biannual, biennial

Biannual means twice a year. Biennial means every two years. *For example: The Fraternity’s biennial National Convention was held in Boston.*

### big brother

Capitalize only when referring to the Big Brother/Little Brother program.

### Board of Directors

Capitalize. See entry for “titles.” The Board is acceptable on second reference when referring to the Board of Directors. National does not need to precede the formal name, as there is only one Board of Directors in the Fraternity.

### brother/brothers

Refers to initiated members of the Fraternity. Lowercase unless preceding an individual’s name. *For example: The meeting was chaired by Brother Mitchell. Curt is a brother from Georgia.*

### brotherhood

One word. Lowercase.

### bylaws/National Bylaws

Not bi-laws or by-laws. Capitalize when referring to a specific set of rules by which to govern. *For example: Kyle wondered if it was in a part of the Alpha Phi Omega National Bylaws or the Mu Eta Chapter Bylaws. Kim said bylaws are a set of governing rules.*

## **C**

### CAPS

Chapter Assessment and Planning Conference (CAPS) is acceptable on second reference. This handbook replaces the Chapter Program Planning Conference (CPPC).

## chapter advisor

Capitalize chapter advisor when the title directly precedes an individual's full name. *For example: Chapter Advisor Jill Jones came to the meeting. The chapter advisor attends all meetings.* Lowercase when used in general reference. *For example: Alpha Eta Chapter is in search of a chapter advisor.*

## chapter names

Capitalized when following the name of a chapter. *For example: Alpha Eta Chapter held a Choose Children event.* When used in general references, lowercase the word chapter. *For example: There were five chapters represented at the meeting.* When referring to a particular chapter, avoid using the as an article. *For example: Rho Chapter; not The Rho Chapter.* see "Identifying Chapters" on page 7 of the APO style guide.

## charter

Always lowercase.

## chapter news

Information submitted for inclusion in *Torch & Trefoil*, *Alumni Connection*, or *Torch Topics* should always be written in the third person. *For example: The chapter wishes to congratulate Mary on her graduation.*

## chapter officers

Always lowercase.

## coed/coeducational

Lowercase, no hyphens. Coed is NOT part of our Fraternity's name. The coed National Service Fraternity is acceptable, but National Coed Service Fraternity is not acceptable.

## co-sponsor

Always hyphenated.

## coat of arms

No hyphens between words, lowercase.

## college chapter

Always use college to describe a chapter, instead of collegiate. *For example: The college chapter promotes Choose*

*Children in its community.*

## college/university names

Formal name on first reference; abbreviation is acceptable on second reference. The chapter name should be followed by the school name and then the city and state.

See the appendix for use with chapter name in internal and external documents.

## collegian/collegiate

Collegian is a noun; collegiate is an adjective. For example: Our undergraduates are collegians. The University of Nebraska has a well-developed collegiate program.

## committee

Capitalize when referring to a specific or formal committee. Lowercase when used in general reference. *For example: Zeta's Service Committee planned the gathering. I want to join a committee.*

## composition titles

Italicize entire title. Capitalize the principle words, including prepositions and conjunctions of four or more letters. For example: Jimmy Bartle Taylor wrote *Down Home With the Chief and Miss Maggie*.

## conferences/conventions

Always sectional conference, regional conference and National Convention. DO NOT REPLACE with sectionals, regionals or nationals.

## E

## e-mail, e-newsletter

Hyphenated in all cases. Fraternity e-newsletters include *Torch Topics*, a monthly newsletter for chapter members, and *Alumni Connection*, a bimonthly newsletter for alumni and volunteers.

## Endowment, Endowment Trustees

Alpha Phi Omega Endowment is always capitalized. Endowment is an acceptable replacement for the Alpha Phi Omega Endowment. Never Endowment Trust.

## executive board

A generic reference to the subset of officers in a chapter or alumni association who fill the typical role of an executive committee.

## Executive Committee

Refers to a specific committee of the Board of Directors whose duties are outlined in the National Bylaws.

## F

### 501(c)(3)

Written solid with no spaces. The Alpha Phi Omega Endowment, under section 501(c)(3) of the Internal Revenue Code, is a public trust operating exclusively for charitable and educational purposes that benefit the Fraternity.

## Fraternity

Alpha Phi Omega Fraternity is always capitalized. Fraternity is capitalized when it refers to Alpha Phi Omega Fraternity and can be used interchangeably. In general reference, fraternity is lowercase. *For example: Our Fraternity has a chapter at Syracuse. That campus has 10 fraternities.*

## fundraising/fundraiser

One word in all cases.

## G

### GPA

Grade Point Average. GPA is acceptable after first reference.

## Greek

Always capitalize Greek or Greeks.

## Greek-letter

Written with a hyphen if it precedes a noun. Written without a hyphen when it follows a noun. *For example: Alpha Phi Omega is a Greek-letter organization. Organizations with Greek letters must work together.*

## Greek Week

Always capitalize.

## H

### handbook/manual

Capitalize the principal words in the titles of all handbooks and manuals within the Fraternity. Do not underline, italicize or surround with quotation marks.

## homecoming

Lowercase unless part of a proper noun.

## home page

Lowercase unless part of a proper noun. Two words.

## I

### initiate/s

Lowercase in general reference. *For example: The chapter initiated four new members. She initiated in 1986. John is a new initiate.*

## initiation

Capitalize in reference to the Alpha Phi Omega Initiation Ceremony. *For example: The chapter's Initiation was held in June.*

## L

### Leadership, Friendship and Service

Always capitalize the Cardinal Principles when sequenced in a document or publication.

## lifelong

One word, no hyphen.

## Life Member

### little brother

Capitalize only when referring to the Big Brother/Little Brother program.

## **M**

### **manual**

Lowercase unless manual is part of the formal name of the publication. *For example: Remember to bring your Pledge Manual to the meeting.*

### **marathon**

Avoid using hyphens in marathon-type events, unless separated by hyphens in the proper name of an event. *For example: I will ride in a bikeathon to raise money for juvenile diabetes. The Baltimore Bike-A-Thon will be at 2 p.m. on September 18, 2008.*

### **membership**

When referring to brothers who belong to the organization, avoid using “membership.” Instead, use the word “member” or “members.” *For example: We want our members to learn more about our policies.*

## **N**

### **names**

When listing a member’s name, always include the maiden name if the member is married and if the name is known by the Fraternity. *For example: Nancy (Anderson) Jones.*

### **national**

Capitalize only when part of a proper name. *For example: national Web site, Boston National Convention*

### **National Convention**

Capitalize when used as a formal reference to Alpha Phi Omega’s biennial National Convention. Capitalize Convention on second reference when referring to the biennial event. *For example: The 40th biennial National Convention of Alpha Phi Omega will be held in Boston from December 27-30, 2008. More than 2,500 members attended the Convention this year.*

### **National Office**

Capitalize National Office when referring to Alpha Phi Omega National Office. The National Office should

never be referred to as nationals, the central office, headquarters, or any other term. National Office should not be used as a person, but rather a place. The National Office staff sends out materials.

### **National Service Week/NSW**

Capitalize. NSW is acceptable on second reference in internal documents.

### **national Web site**

Refers to *www.apo.org*.

### **nonalcoholic**

One word, no hyphen.

### **non-Greek**

Hyphenate.

### **nonprofit**

One word, no hyphen.

## **P**

### **party**

Fellowship or social event is preferred. *For example: The chapter is planning a social event with another fraternity.*

### **Past National President**

Capitalize in all references. *For example: Jerry Schroeder is a Past National President.* See “titles” entry on page 6 for style in external documents.

### **pledge**

Refers to students who have attended the Pledge Ritual and are working to become Fraternity members, but have not attended the Initiation Ceremony yet. May be used as a verb. *For example: Six women and four men are pledging this semester. The new members took a pledge to be lifelong members.*

### **Program Directors**

Refers to the group. When referring to individuals use a specific program name without the word program. *For example: The Convention elected six new Program Directors.*

*National Finance and Operations Director Horton will attend the dinner.*

## **R**

**recharter**

No hyphen.

**recruitment/rush**

Use “recruitment” instead of “rush.”

**regional director/Region XX Director**

Do not capitalize regional director as a title unless specific region is identified in the title. *For example: The regional director is on the Board of Directors. The Region V Director will be at the board meeting in Boston.*

**ritual**

Capitalize “Ritual” when referring to a specific Fraternity Ritual ceremony or the Fraternity’s Ritual. Use lowercase when referring to other types of ritualistic activities. *For example: Let’s strive to keep our Ritual alive in our daily lives. Eating at Bart’s Pizza on Mondays is becoming a ritual.*

## **S**

**sectional chair/Section XX Chair**

Do not capitalize unless specific section number is identified. *For example: The sectional chair will present the award at the sectional conference. The Section 97 Chair will present the award at the sectional conference.*

**semiformal**

No hyphen.

**Spring Youth Service Day**

Capitalize. SYSD is acceptable on second reference in internal documents.

**state names**

Spell out state names.

## **T**

**Titles**

Capitalize titles for the following positions at all times for internal audiences. For external communication, use the title before the name to maintain capitalization. Otherwise use lowercase.

National President

National Vice President

Board of Directors

Program Directors: see entry

- Alumni and Internal Volunteer Development Director
- Marketing Director
- Service and Communication Director
- Membership and Extension Director
- Leadership Development Director
- Finance and Operations Director

Regional Directors – see entry

Sectional Chairs – see entry

Ex-Officio:

- National Archivist
- National BSA Liason
- Exectutive Director
- International Relations
- Legal Counsel

National Office staff:

- Administrative Assistant
- Chapter Services Assistant
- Director of Annual Giving
- Director of Chapter Services
- Director of Communications
- Director of Educational Programs
- Executive Director
- Field Representative
- Finance and Development Assistant
- Mail Clerk
- Registrar
- Webmaster

Past Presidents - see entry

## Endowment Trustees

Do not capitalize college chapter officer titles, unless they precede a proper name. *For example: The chapter president attended the event on Friday. Chapter President Mia Thompson attended the event on Friday.*

## Torchbearer

One word, capitalized

## Torch & Trefoil

*Torch & Trefoil* should always be capitalized and in italic print. If italic print is not available, the name of the magazine should be underlined.

## Torch Topics

*Torch Topics*, the Fraternity's monthly chapter e-newsletter, should always be capitalized and in italic in print.

## U

## university

Capitalize when used with a school name; lowercase in general reference to a university. Always spell out the word "university." If an abbreviation must be used, use "univ." *For example: The university is across town. Northwestern University has a great drama program.*

## W

## Web site, Web page

Two words, capitalize Web.

## *www.apo.org*

Always lowercase and in italic type. Not necessary to precede with *http://*

# Appendix

## IDENTIFYING CHAPTERS

### Audience: External

When writing a press release or article for a local newspaper, include the college's name, but do not mention the chapter's Greek name. *For example: Penn State's chapter of Alpha Phi Omega will sponsor the Dance Marathon next weekend.*

### Audience: Brothers outside the chapter

When writing for a broad audience of Alpha Phi Omega members, include the college name, city / state, and Greek name. *For example: Xi Gamma at Adams State College in Alamosa, Colorado, participated in the CROP Walk.*

If the name of the college includes the city or state name, the city and/or state can be omitted. *For example: Epsilon Sigma at SUNY in Buffalo, was named the Outstanding Student Organization on the campus last year.*

If the city's name is commonly recognized as unique throughout the nation, the state can be omitted. *For example: Upsilon Iota at DePaul University in Chicago, was rechartered in April 2006.*

### Audience: Chapter members and alumni

When writing for the chapter's alumni and members, simply mention the chapter's Greek name. *For example: Alpha Beta sponsored the Dance Marathon again this year, and we invited Alpha Gamma Alpha at Dickinson College in Carlisle, Pennsylvania, to join us.*



# GRAPHIC STANDARDS GUIDE

Our goal is to create a consistent graphic identity for Alpha Phi Omega.

This guide is designed to help with that process. Please take the time to review this information. Achieving this goal will contribute to our overall success.



## FOR EXTERNAL AUDIENCES

*External audiences are defined as non-Alpha Phi Omega members. This includes non-member students, college or university administrators, civic and community organizations, the media, etc. Recommended uses include web sites and all apparel.*



The Torch Logo – displaying three flames representing Alpha Phi Omega’s cardinal principles of Leadership, Friendship and Service – is the graphic identity that should be used for all external audiences. If the potential communication piece will be viewed by both external and internal audiences, please use the Torch Logo.



**PMS 286**

RGB = 0r, 51g, 171b  
for electronic uses



**PMS 1235**

RGB = 247r, 181g, 18b  
for electronic uses

**Alpha Phi Omega  
Blue & Gold**

## LOGO VARIATIONS



### **One-color usage**

The logo may be reproduced in black



### **Preferred one-color usage**

If possible, please use blue as the one color



### **Preferred two-color usage**

Whenever possible, two colors should be used



### **One-color usage on a dark background**

The logo may be reversed to white on black or printed in yellow or white on medium blue or a dark blue, such as Hanes® Deep Royal or Deep Navy t-shirts



### **Preferred two-color usage on a dark background**

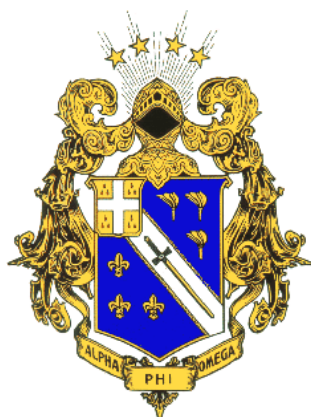
The logo looks best in white with the torch in yellow

## FOR INTERNAL AUDIENCES

*Internal audiences are defined as Alpha Phi Omega members and alumni only. This would include advisors and other chapters, such as those in your Section and Region, including alumni volunteer staff.*



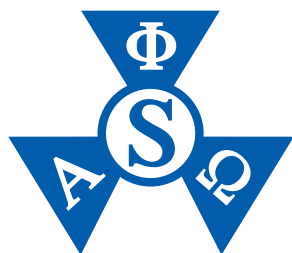
The Torch Logo should also be considered for internal audiences. Conferences and service projects are two good examples.



For more formal occasions such as banquets, anniversary celebrations or alumni events, the Crest Logo may be used. It is best reproduced in 4-color process and can be challenging to print at a small size.



For informal internal communications, such as awards, souvenirs or fellowship events, the Service Pin Logo may be used. The preferred usage would be in two colors, although it may be reproduced in blue ash shown, or in black and white.



Download the files you need at:

**[www.apo.org/graphic\\_identity](http://www.apo.org/graphic_identity)**

Please note that the JPEG files are photographic in nature and will work for 4-color printed materials or electronic uses. For less than 4-color printing, such as silkscreen printing on t-shirts or glassware, vector artwork will be required. Those files are in Adobe® Illustrator®.

# TYPOGRAPHY & STYLE GUIDELINES

Typography is an important part of the graphic identity for Alpha Phi Omega. Please try to follow these guidelines whenever possible.

## Headlines

To contrast the logo, short headlines should be in all caps. Longer headlines may be upper and lowercase. The font should be Futura or Futura Bold although Futura Bold Condensed may also be used for long headlines and when space is tight. If working with limited fonts and Futura is not available, Helvetica may be substituted.

**SHORT HEADLINE EXAMPLE** (FONT: Futura)  
**Longer Headline Example with More Words**

**SHORT HEADLINE EXAMPLE** (FONT: Futura Bold)  
**Longer Headline Example with More Words and in Two Lines**

**SHORT HEADLINE EXAMPLE** (FONT: Futura Bold Condensed)  
**Longer Headline Example with More Words and Condensed**

## Body Copy and Subheads

The font Futura Bold should be used for all subheads and Garamond should be used for all body copy, with Garamond Italic used when needed. If working with limited fonts and Futura is not available, Helvetica may be substituted for the subheads and if Garamond is not available, Times Roman may be substituted for the body copy. Both subheads and body copy should be upper and lower case. If at all possible, try to keep the body copy to 10 point or larger.

## Style Suggestions

Avoid using the Greek Letters in body copy. Spelling out Alpha Phi Omega is preferred. For detailed Style Guidelines for writing body copy, please refer to the Alpha Phi Omega Style Guide, available at:

**[www.apo.org/style\\_guide](http://www.apo.org/style_guide)**

To add an extension to the Torch Logo, please follow the headline suggestions, but use a line to separate the logo and the extension.

Below are two examples of how an extension could be used on dark background, such as apparel.



**VOLUNTEER STAFF**



**ZETA DELTA SIGMA  
CHAPTER**