



CMAA Style Guide Updates

CMAA Logo Usage2

Color.....4

Other CMAA Brands5

Member Recognition6

Legal Notices, Trademarks, and Copyrights7

Official CMAA Communications and Publications8

Other.....9

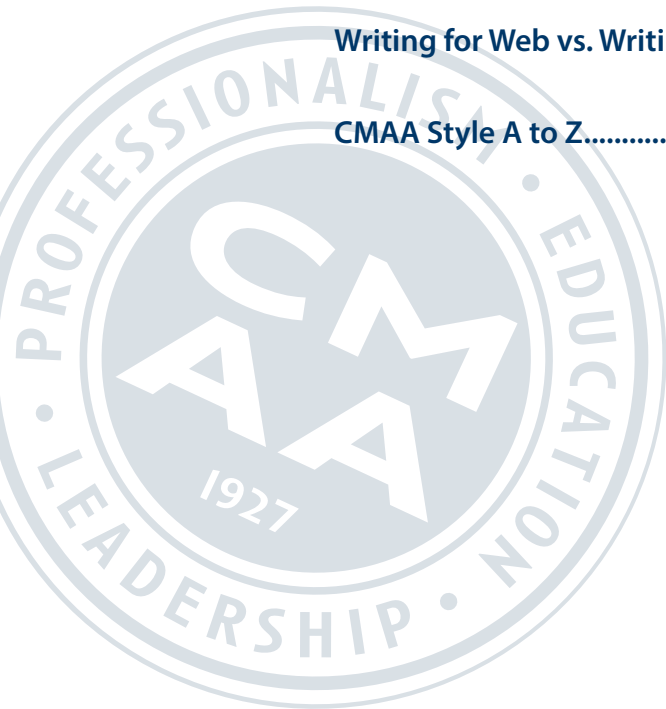
CMAA Typography10

Style References.....10

CMAA Communication and Language11

 Writing for Web vs. Writing for Print11

 CMAA Style A to Z.....12



CMAA Logo Usage



CMAA Logo

As the primary identifier of the Club Management Association of America, it is essential that the CMAA Logo and the individual components – the CMAA Seal and the Club Management Association of America Wordmark – are not altered in any way. Please do not re-create the Logo or either of the two elements and only use the approved official electronic artwork.

Seal and Wordmark

The two elements that make up the CMAA Logo, the Seal and Wordmark, can be used together or separately. As the prototypical application illustrates, the Seal can be used as a graphic element for greater impact or when space is limited.

The CMAA Wordmark is sometimes replaced by an event-based graphic created by CMAA. The Seal must maintain its original proportion, though the minimum width can vary accordingly.

Clear Space and Minimum Size

In typical cases, the CMAA Logo is surrounded by a field of clear space to isolate it from competing graphic elements and to increase legibility. The clear space minimum is equal to the width of the letter 'C' within the CMAA Seal.

In print media, do not use the Logo below two inches in width.

In online media, do not use the Logo below **180 pixels** in width. CMAA logos must also be rendered as scalable vector graphics (.svg) to maintain sharpness and clarity of the logo at all screen resolutions.



CMAA Logo Usage (*continued*)

The CMAA Logo may be used by both CMAA members and chapters in good standing.

- The use of the CMAA Logo by any member of the Association in good standing is authorized for the members' business cards, stationery and envelopes where the member's name is imprinted on the paper.

Members of the Association in good standing may use the phrase "member of CMAA" or use any logo, emblem, insignia or phrase indicative of membership as approved by the Board of Directors.

In such instances, the size limitations on page two may not be realistic. Please contact CMAA staff for specific Logo usage guidance.

- Use of the CMAA Logo shall be in good taste and within acceptable business practices as determined by CMAA. CMAA reserves the right to limit or revoke the use of the Logo by members and chapters, if warranted.
- The CMAA Logo may not be used for any commercial purpose unless approved specifically by CMAA.
- Use of the CMAA Logo does not represent approval by CMAA of the content of websites, digital marketing, circulars, brochures, and other such promotional materials without prior written permission of the Association. A copy of the proposed material or depiction showing the use of the Logo must accompany all requests for permission.
- Members and chapters may not adopt, publicize, promote, or otherwise convey any policy or principle in the name of CMAA that has not been officially adopted by the Association.

Sample Member Usage



Email Signature



Business Card

Color

Spot Color	Process Color	RGB	Hex
Pantone 540C Pantone 540U	Cyan: 100 Magenta: 55 Yellow: 0 Black: 55	Red: 0 Green: 51 Blue: 102	Hex 00325b



The color definition for the CMAA Logo is as important as the individual graphic elements. It is critical that the color definitions to the left be used as reference when considering the reproduction of the CMAA Logo in color. In limited situations, the Logo can also appear in all white (reverse). The Logo works best in reverse when a photo or non-solid background may affect the Logo's legibility.

Web Color

CMAA web pages should be designed with a consistent and minimal color palette to ensure content is easily accessed and consumed by the viewer. CMAA relies on text heavy blocks of content with color application to suit viewer needs.

Blocks of content and text should create contrast and be legible with color selection. These colors provide a neutral foundation upon which content can be developed without disrupting brand focus.

Hex 00325b	Hex F4F5F5	Hex 1F2125
Hex FFFFFF	Hex 333333	Hex 000000
<i>Brand</i>	<i>Neutral</i>	<i>Contrast</i>

Other CMAA Brands

CMAA has a number of services and products that are also treated as brands. The following logos are official graphic images associated with CMAA products/services/brands:



**Business Management
Institute**



The Club Foundation



**Premier Exhibitor and
Premier Exhibitor Plus**



Club Resource Center



CMAA University



International Wine Society



**Mid-Management Conference
(New Colors Annually)**



**CMAA World Conference
and Club Business Expo
(New Design Annually)**



**Leadership/Legislative
Conference (LLC)
(New Design Annually)**



**National Student
Education Conference
(New Design Annually)**

Member Recognition



Certified Club Manager



Certified Chief Executive



CMAA Honor Society



Master Club Manager



CF Contributor



Wine Society Member



**CLUB MANAGERS
ASSOCIATION OF AMERICA
YOUNG PROFESSIONALS**

CMAA Young Professionals



Conference Attendee



**CMAA
FELLOWS
PROGRAM**

CMAA Fellows

Legal Notices, Trademarks, and Copyrights

CMAA's trademarks, service marks and trade name are valuable assets. Because CMAA intends to protect these assets and strengthen its image and brand identities, we require that use of all trademarks reflect a positive image and do not confuse or deceive members or the public. Only CMAA can use the CMAA logo in advertising, promotional and sales materials. CMAA authorizes logo usage on a case-by-case basis, and it must always be in conjunction with the appropriate terms that define the relationship.

For approval, please contact Melissa Low at 703-739-9500 or melissa.low@cmaa.org. The CMAA website and brands are protected under appropriate law.

The CMAA name, brand logos, trademarks, and service marks are among the most critical elements of our identity and convey the many aspects of our value.

Trademark: What is a trademark?

A trademark includes any word, name, symbol, or device, or any combination thereof, used, or intended to be used, in commerce to identify and distinguish the goods of one manufacturer or seller from goods manufactured or sold by others, and to indicate the source of the goods. In short, a trademark is a brand name. Use the ® symbol to indicate a registered trademark and the ™ symbol to indicate a trademark.

Service Marks: What is a service mark?

A service mark is any word, name, symbol, device, or any combination thereof, used, or intended to be used, in commerce, to identify and distinguish the services of one provider from services provided by others, and to indicate the source of the services.

Symbols on Printed or Electronic Material

Always use the ® or ™ symbol (as appropriate) with the first and the most prominent appearance of a CMAA mark in a particular piece of printed or electronic material. If this is done, it is not necessary to use the symbol with subsequent appearances of the CMAA mark in the same piece of material.

Symbols on Websites and Web Pages

Always use the ® or ™ symbol (as appropriate) on the first and most prominent appearance of a CMAA mark on a website home page, each top level website page and on all website pages that are externally linked.

Proprietary Notices

Each document or other piece of material (e.g., marketing materials, white papers, advertisements, press releases, brochures, invoices and website pages) and products (or their packaging, containers or labels) that use a CMAA Mark should contain a legal line in the following form: _____ and _____ are either registered trademarks or trademarks of CMAA in the United States and/or other countries. If you have any questions regarding CMAA's style guidelines, please contact Melissa Low at (703) 739-9500 or melissa.low@cmaa.org.

Official CMAA Communications and Publications

CMAA has communications and publications that are used to communicate on a regular basis with our members or certain sub-sets of our members.



Just In Time – Delivered via e-mail, Just In Time e-mails will include a specific call to action and a deadline for completion. These e-mails are designed to illicit an immediate response and will be sent out to CMAA member as needed. Examples would include a time-sensitive legislative and regulatory alert or an approaching registration deadline.



CMAA Alerts – These e-mails will highlight an issue of major importance and relevance to CMAA's entire membership. Distributed infrequently, these e-mails will include information of which you need to be immediately aware. Examples would include a date change of an annual event or a major industry announcement.



Trends – This category reflects communications which disseminate industry trend information, practical guidance and information that will help CMAA members do their jobs more efficiently and effectively, including Outlook, Club Management magazine and the CMAA Webinar series. Trends will be delivered in a number of mediums including e-mail, in print and online via the website. All contain relevant and topical information but it is not necessary to be read or acted upon immediately.

Club Management

Club Management is the official magazine of CMAA. Published bi-monthly, the magazine focuses on the day-to-day operations of clubs and those who run them. Club Management is published under a contract with Cypress Magazines of San Diego, CA.

Outlook

Outlook is a bi-monthly publication for the CMAA membership distributed electronically.



Interactive Community – This category focuses on dialogue fostering networking and relationships drawing upon industry expertise and is primarily member-led. Opportunities for this dialogue exist in CMAA's active LinkedIn Forums, the weekly Back of the House blog, Twitter, and Facebook. What is great about the Interactive Community is that you can choose to participate in the mediums that you want to be a part of and CMAA will share relevant information in the manner in which you want to receive it.

Back of the House

The Back of the House blog was developed specifically for the club manager, staff and board. This resource is updated weekly with information and advice from industry professionals on relevant club topics and issues as well as legislative and regulatory information from the Legislative Report blog.

Social Media

CMAA strives to communicate with our members where they are – and that includes being present on a variety of social media platforms. These resources are available to all members and are often updated multiple times a day with important information from National HQ, events, fun facts, blog posts and industry news.

Join the conversation:



<https://www.facebook.com/MyCMAA>



@CMAA



<https://www.linkedin.com/grp/home?gid=40488&sort=RECENT>



<http://www.flickr.com/photos/cmaa>



<https://www.pinterest.com/clubmanagers>



@clubmanagers



Resources – This category is all about promoting learning and driving decisions. Our resources are comprised of our wealth of tools, programs, and services benefitting CMAA members and their clubs including CMAA's expansive website, Research Archives, CMAA University, and the Club Resource Center.

Other

Chapter Digest

Chapter Digest is an online monthly newsletter that is distributed electronically to the CMAA chapter officers and managing directors. The mission of the newsletter is to provide information and training tools for chapter leaders to perform their duties effectively.

The Grapevine

The Grapevine is a quarterly newsletter that is emailed to all of the International Wine Society members. This newsletter features various wine-related topics in each issue and keeps members up to date about what is going on in the Society.

CMAA Typography

CMAA engages its audience using several communication tools. Because these tools find themselves in various platforms, they include a variety of typefaces that may be used interchangeably.

In order to help focus and solidify the CMAA visual brand, we limit the available choice of fonts to Sans Serif type faces that have several different weights ranging from Light and Light Italic to ExtraBold and ExtraBold Italic.

Some examples of typical workhorse typefaces are:

Online Media: Monserrat, Arial

Print Media: Myriad Pro, Helvetica Neue, Arial

The CMAA Logo is built with the GilSans typeface. This font is used exclusively for the Logo to maintain a unique status.

CMAA events which receive their own logos can also incorporate outstanding typefaces to promote these events above and beyond typical communications.

Examples of fonts being used as event-specific fonts:

Orlando 2017: ChunkFive, Lobster

San Francisco 2018: Futura Family

Style References

This style guide lists supplements several standard style guides, dictionaries and other reference material. If you can't find something in our style guide, look in these references or refer your question to the department editor.

- **FIRST** source for style and spelling: CMAA Style Guide A toZ
This reference includes exceptions to the three resources noted below (as well as reminders of some style rules and word treatments found in these resources.)
- **SECOND** source for style: 17th edition of The Chicago Manual of Style

CMAA Communication and Language

CMAA employs a members' first strategy, emphasizing the achievements of and benefits to our members, first and foremost. When writing for association publications, all writers should keep this in mind. We serve to alleviate and provide solutions to their challenges. We should avoid all language that intends to sell to our members, instead connecting our members with services and resources which can provide solutions and enable their success. We must highlight the benefits of membership.

Writing for Web vs. Writing for Print

When creating content for CMAA publications, it is important to consider where material will be presented. People consume information differently across various mediums and nowhere is this distinction more apparent than between online and print.

When writing for association publications, we should keep in mind that online content should be concise. Reproduction of printed materials is not preferred – often the copy is too long and buries the lead. Brevity in web writing aids in clarity and aesthetics, and makes the user experience more enjoyable.

CMAA Style A to Z

A

acronyms

Spell out full name the first time it appears, and follow with acronym in parentheses – Club Management Association of America (CMAA) or can be referred to as the Association.

The Club Foundation (CF), or can be referred to as the CF or the Foundation. If the acronym appears in the sentence immediately following the one in which the name appears, do not include the acronym in the first sentence.

Examples:

Correct: We work at the Club Management Association of America. CMAA is located in Alexandria, VA. The Association is a short walk from the King Street metro.

Incorrect: We work at the Club Management Association of America (CMAA). The Association is located in Alexandria, VA. CMAA is a short walk from the King Street metro.

ampersand

Use & only in display type (for ex., heads and subheads) or when citing a business or firm that has an ampersand in its title, not in text. May be used in job titles.

B

Bulleted lists (aka vertical lists)

A vertical list is best introduced by a complete grammatical sentence, followed by a colon. Items carry no closing punctuation unless they consist of complete sentences. If the items are numbered, a period follows the numeral and each item begins with a capital letter.

OR

In a numbered vertical list that completes a sentence begun in an introductory element and consists of phrases or sentences with internal punctuation,

semicolons may be used between the items, and a period should follow the final item. Each item begins with a lowercase letter. Such lists, often better run into the text, should be set vertically only if the context demands that they be highlighted. If bullets were used instead of numbers in the example above, the punctuation and capitalization would remain the same.

C

capitalization

In headlines, capitalize the following:

- first and last words of headline;
- nouns, pronouns, adjectives, adverbs and verbs (including “Are” and “Is,” but lowercase “to” in “to Be” because of infinitive rule; lowercase articles – e.g., “an,” “a,” “the”).

With titles, follow these capitalization samples:

- Michele Gyuras, Manager, Member Solutions, CMAA
- CMAA Member Solutions Manager Michele Gyuras; and
- CMAA’s coach Kevin MacDonald (coach is the name of a profession and an adjective, it is not a title).

Lowercase letters in words that are not proper nouns/ names (i.e., when not a proper noun, lowercase “p” in partnership, “c” in chapter(s), “s” and “a” in silent auction, etc.).

Always capitalize the following:

- chairman titles (Education Chairman);
- The Club Foundation;
- CMAA Board of Directors (but: the club’s board of directors);
- CMAA department names (Education Department);
- committee names (CMAA Bylaws Committee; but: the chapter’s bylaws committee);

- Conference, Pre-Conference, At-Conference;
- names of clubs and chapters (“Windy Breeze Club, Delaware Chapter” – but “several clubs belong to CMAA chapters”);
- membership status (Professional or Alumnus);
- types of certification credits (CMI Education credits, Association Activity credits)

On print forms, be consistent with treatment of words indicating information to be completed.

Name: _____

Membership ID or Number: _____

Address: _____

City/State/ZIP: _____

Business Phone: _____

Mobile Phone: _____

Email: _____

Website: _____

clubhouse

ClubCareers

Club Resource Center (CRC)

comma

Use the oxford comma.

CMAA Partnership Network

Club Car

Two words

CYBEX/Life Fitness

All capital letters

entegra

Lowercase unless it is the first word in a sentence.

Global Golf Advisors

Insp erity

John Deere Golf

Don’t forget the “golf”.

Jonas

Landscapes Unlimited

RSM

Textron Golf

Toro

Logo should be followed by “Count On It”.

Continuation notations on formatted pages

Most specifically applicable to CMAA’s newsletters. The notation of “continued on page X” is used when the item ends with the period and the article continues on a jump page. The notation is not used when item breaks in the middle of the sentence and continues on the next formatted page.

D

database

decision makers

Two words.

decision-making

Hyphenated word.

degrees

Spell out (78 degrees); do not use symbol.

DVD

E

ellipses

Example: Learn... Celebrate... Connect! A fourth dot represents the period at the end of a sentence.

email

no hyphenation of this word.

Always italicize in text (ex. *melissa.low@cmaa.org*).

Email signature

Melissa Low

Senior Director, Communications and Advocacy
Club Management Association of America
1733 King St, Alexandria, VA 22314
Phone: 703-739-9500 ext. 286

Events

Governance/Leadership Summit (Summit)

Leadership/Legislative Conference (LLC)

Mid-Management Conference (MMC)

National Student Education Conference (NSEC)

World Conference on Club Management and Club
Business Expo (World Conference)

exclamation points

For effective emphasis, use sparingly – only for commands and true exclamations (“Stop!” and “What a wonderful event!”; but “Plans for the event are wonderful.” and “Join us for this wonderful event.”); rewrite content to prevent more than a few exclamations/commands per publication.

F

fax

Only capitalize at the start of a sentence

Fewer than or Less than

Fewer is used for things you can count; less than is used for things you can’t count.

G

golf car

Not golf cart

H

health care

home page

hyphenation

No hyphen is used in a compound modifier when the adverb or adjective ends with “ly” (e.g., a closely guarded secret).

I

internet

Lowercase i.

iPhone or iPad

Brand names that begin with a lowercase letter followed by a capital letter now retain the lowercase letter even at the beginning of a sentence or a heading.

L

Leadership/Legislative Conference (LLC)

Official event name.

login or log in

noun vs. verb

logon or log on

noun vs. verb

M

measurements

Use figures, and spell out words ("5 pounds," not "5 lbs.").

Mid-Management Conference (MMC)

Official event name.

mobile phone

money

If no cents, no decimal (\$50 — not \$50.00). If more than 3 digits, use commas (\$2,003 — not \$2003). For millions and higher round amounts, spell out word (\$5 million). Clarify ranges: "\$5 - 6 million" indicates a range of \$1 million; "\$5 - \$6 million" indicates a much larger range.

more than

When referring to an amount, use "more than" instead of "over" ("CMAA has more than 5,000 members.")

Mr., Ms., Mrs.

Do not use before names. Except for Committee/Board Meeting Minutes.

N

non prefix

No hyphen in words beginning with the "non" prefix exceptions: "non-member," "non-profit" and usage with proper nouns such as "non-Christian."

numbers

Spell out numbers lower than 10; use numerals for 10 and higher (two, second; 10, 10th,) – exception: for proper names, always use numerals (4th of July, 6th National Student Education Conference).

If a numeral must be used for one number in a series, use numerals for all (3 of the 12 clubs in the chapter).

Spell out all numbers used at beginning of sentence ("Fifteen clubs entered the contest...").

Use figures for weights, measurements, percentages and degrees (2 pounds, 5 feet, 4 percent, 6 degrees).

For millions and higher amounts, spell out word (\$5 million).

O

offline, online

Do not use a hyphen.

on site and on-site

("I will register on site" — two words)

("The on-site registration desk" – hyphenate for adjective)

P

percent

Spell out (100 percent); do not use symbol (%) except when the percentage appears in a table or budget-related memo.

PGA TOUR

phone numbers

703-739-9500

011-703-739-9500

PO Box in addresses

No periods in PO Box.

possessive proper nouns

If a proper noun is modifying another singular noun, the possessive form of the proper noun is not needed.

Examples: The CMAA Education Department
 The CMAA World Conference on Club
 Management and Club Business Expo

If a proper noun is modifying a plural noun, the proper noun should take the possessive form.

Examples: ClubCareers' job listings
 CMAA's annual events
 CMAA's
 members' jobs

Punctuation

- Place a period inside a closing parenthesis if an entire independent sentence is enclosed in the parentheses. If it is an incomplete sentence, place the period outside the closing parenthesis.
- Periods, commas, semicolons, question marks, and exclamation points all precede closing quotation marks.
- Only one space should follow a period.

R

résumé

For employment *résumés*, place an accent over each "e."

round-table or roundtable

Hyphenate for adjective: "round-table discussion" and no hyphen for noun – roundtable: "I attended a roundtable."

S

seasons

Most often, not capitalized; when in doubt, do not cap; only cap when truly personified ("the BMI this spring"; "the trees in the springtime"; "Then Spring arrived, and we celebrated.").

States

Use postal abbreviations (VA, MD, AZ), no periods.

Suffixes

Use a comma between the last name and an academic suffix (e.g., Ph.D., CCM). Examples may be related to data conversion.

T

Time

Follow these models: (Note: Use an en-dash with single spaces before and after it.)

When listing on schedule: 9:00 – 10:00 a.m.

In running text: 9:00 to 10:00 a.m.

Use 12 noon instead of 12:00 p.m.

U

US or United States

For the abbreviation, not U.S. and not USA.

W

wait staff

Two words

web addresses

Should always appear italicized.

In print: *cm^{aa}.org/llc*

Drop www or http

On web or e-mail:

Should appear as a button or hyperlink

Any web address that does not direct to an alias, should be hyperlink or CTA.

website

One word; do not capitalize.

web, web page

Do not capitalize.

World Conference on Club Management and Club Business Expo

Official event name. Cannot use the anniversary year (ex: 91st) in front when the full title is used with Expo unless the word “the” is used to offset.

webinar, webcast, webcam, webmaster

Do not capitalize web in these instances.

Z

ZIP code