

Communication Guide

Rules for Consistently Communicating the AFLV Brand



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Forward

Our goal is create common language for the Association of Fraternal Leadership & Values (AFLV) and to provide clear, simple rules for effective writing. It is challenging and necessary to ensure all aspects of our communication is consistent and professional. In an effort to eliminate inconsistencies, this communication guide is a valuable tool and needs to be frequently referenced by every staff member and association volunteer. Members of the Editorial Board for *Connections* need to be fully familiar with the communication guide.

It is valuable and important to AFLV that a common voice is evident when comparing the various communication tools we use. Even if a document is not published - such as emails and letters - the slightest grammatical error is embarrassing and incongruent voice fails to support our brand.

This style guide reflects a combination of the *Associated (AP) Press Stylebook* and the *Publication Manual of the American Psychological Association (Sixth Edition)* as its foundational sources; however the AFLV Communication Guide takes precedence over AP style on matters where the two differ. If the AFLV Communication Guide does not outline a style question, refer to AP style.

The following guide is a resource for those who communicate on behalf of the AFLV. The success of the AFLV brand depends on our communicating with consistency and effectiveness. Entry words are in **boldface** and appear in alphabetical order. They represent the accepted word forms unless otherwise indicated. Examples of correct and incorrect usage are included in some entries. Many entries simply give the correct spelling, hyphenation, and/or capitalization.

Usage of the AFLV Name and Insignia

The name and all images of the AFLV are trademarks of the association. AFLV grants rights to its staff, Board of Directors, volunteers, and members and advisors of chapters of the Fraternal Values Society to use our brand in their communication vehicles such as emails, websites, and print publications that further the mission of the association and add value to our brand.

As the sole owner of the trademarks, AFLV has the legal right and obligation to request the removal of objectionable/illegal content from websites and any Internet service if the name AFLV or one of its trademarks is used.

Importance of the AFLV Brand

All AFLV branded communications should follow the AFLV communication guidelines. In addition to meeting these requirements, use the recommended AFLV fonts, colors, and images is the best way to give all AFLV communication efforts a successful, timeless brand identity.

The graphic identity of an organization embodies its goals and objectives. Since our graphic identity is the cornerstone of all communication efforts, it is essential that its integrity is protected. Use of the graphic identity carries with it the responsibility to uphold the ideals of our mission. It benefits everyone involved when the identity is applied consistently to convey one clear message.

Brand Value

Brand values are the core values represented by a brand. These build an emotional connection with member subscribers and others affiliated with the association such as board members, staff, and volunteers. Brand values also build a connection with external audiences and influence how others perceive and interact with our organization and sometimes the fraternal community as a whole.

Brand Language

Language is a powerful tool in communication. By consistently incorporating messages that support the association's initiatives and brand, we reinforce the good we do as an organization. Member subscribers of AFLV and members of the Fraternal Values Society are welcomed to communicate on behalf of AFLV as long the answer to the following questions is 'yes:'

Is the communication consistent with the ideals and objectives of the association?

Is the communication consistent with fraternal values?

Are individuals and groups portrayed honestly and with respect?

Would any text or images included be seen as offensive to an underrepresented population?

Style Guide

The rules and guidelines outlined in the style guide are to be followed in all aspects of writing and communication including: publications, website, emails, letters, press releases, and curriculum.

AFLV A to Z

Association of Fraternal Leadership & Values (the)

Use the Association of Fraternal Leadership & Values on first reference, then AFLV. In some cases, use the Association or the AFLV. Do not capitalize the.

The ampersand (&) should always be used; the word *and* should never be spelled out. The ampersand used in the AFLV title is the only acceptable use of the ampersand in writing according the AFLV Style Guide.

See also ampersand.

Barb Robel Symposium

Always write out completely and capitalize *symposium*.

Friday morning general session at the Central Fraternal Leadership Conference. Named for Barb Robel, founder and former Executive Director of the Mid-American Panhellenic Council Association and former Executive Director of the Mid-American Greek Council Association.

Betty Gilmore Woods Achievement Award

Always capitalize *award*.

Recognizes an outstanding alumna/us who exemplifies fraternal ideals, exhibited leadership, and given sustained service to her/his won fraternal community. Awarded at the Western Fraternal Leadership and National Cultural Greek Leadership Conference. Named for Betty Gilmore Woods, member of Zeta Tau Alpha and former leader in the Western Region Greek Conference.

Board of Directors

Always capitalize Board of Directors when it refers to the Board Officers: The Board of Directors is meeting today. Lowercase is used in general reference. I would like to attend a board of directors meeting or a new member was appointed to the board today.

Bulletin, The

Always capitalize both words. The monthly, content-based e-newsletter produced and distributed by AFLV.

Buzz, The

Always capitalize both words. The monthly email update produced and distributed by AFLV.

Central Fraternal Leadership Conference

Always capitalize. The acronym, *CFLC*, may only be used after the full name is written once in the text.

Annual conference held in conjunction with the National Black Greek Leadership Conference. As such, the two conferences should be referenced simultaneously in voice and text: *the Central Fraternal and National Black Greek Leadership Conference*. The acronym *CFL/NBGLC* can be used after the full name is written in a text.

Connections

Always capitalize and use italics. The Association's quarterly magazine. Continuously published since 2008.

Craig Little Award

Always capitalize *award*.

Presented to one council that has not participated in the AFLV awards process in the previous year and has applied for at least one award in the current year. Awarded at the Central Fraternal Leadership and National Black Greek Leadership Conference. Named for Craig Little, former officer in the Mid-American Interfraternity Council Association who was instrumental in the development of the awards process.

Develop. Lead. Achieve.

Capitalize all three words and use periods after all three words.

The official byline of AFLV.

Fraternal Values Society

Always capitalize. Can be abbreviated as either *The Society* or *FVS* after first use. Always capitalize *The* when writing *The Society* but not when writing *the Fraternal Values Society*.

Gamma Phi Beta College Panhellenic Award

Always capitalize *award*.

Award selected and presented by Gamma Phi Beta at an AFLV conference if the recipient is a member of that region.

Gathering, The

Always capitalize both words.

A multi-day institute style event for professionals in the fraternity/sorority advising who desire an advanced, professional development experience designed to catapult professional work. Hosted every other summer.

#GreekChat

One word. Always display with the hashtag (#) symbol and capitalize both the *G* and the *C*.

Weekly online Twitter chat; topics are selected via online poll.

House Directors Manual

Always capitalize all three words. *Directors* not *Director's* or *Directors'*.

Resource manual created for house directors' learning and professional development.

Immersion Trips

Capitalize when referencing the program: The AFLV Immersion Trip program is a new and innovative opportunity for service learning. I intend to complete my application for an AFLV immersion trip by the end of this week.

Trips bring together fraternity and sorority student leaders from around the country in a week of service, immersion, cultural exploration, and values development in developing countries as well as domestic locations.

Jellison Award

Always capitalize *award*.

Awarded to a collegiate Interfraternity council that achieves overall excellence in council governing and programming. Presented at the AFLV Central Fraternal Leadership Conference. Named for William "Bill" Jellison, the first Executive Director of the Mid-American Interfraternity Council Association.

Kaleidoscope Award

Always capitalize *award*.

Presented to one member council among that has demonstrated initiative and innovation in addressing a new or ongoing issue facing its fraternity/sorority community. Awarded at the Western Fraternal Leadership and National Cultural Greek Leadership Conference.

LeaderLink

One word, no hyphen. Always capitalize both *Ls*.

Webinar series for chapter and council leaders as well as professional staff.

LeaderShape

One word, always capitalize both the *L* and the *S*.

LeaderShape is a national organization that provides leadership training to college students; AFLV hosts specific six-day institutes for fraternity/sorority affiliated students each summer.

Linda Wardhammar Kaleidoscope Award for Innovation

Always capitalize *award*.

Presented to one member council among all size divisions that has demonstrated initiative and innovation in addressing a new or ongoing issue facing its fraternity/sorority community. Awarded at the Central Fraternal Leadership and National Black Greek Leadership Conference. Named for Linda Wardhammar, former leader in both the Mid-American Panhellenic Association and the Mid-American Greek Council Association and went on to become the Executive Director of the Association of Fraternity/Sorority Advisors.

Marilyn Fordham Fraternal Values Award

Always capitalize *award*.

Outstanding undergraduate fraternal values award to be awarded at the Western Fraternal Leadership and National Cultural Greek Leadership Conference. Named for Marilyn Fordham, Delta Gamma NPC Delegate who served on the Western Region Greek Association Board of Directors.

membership

Member subscribers, not *members*, is correct when referring to councils/councils who pay a yearly fee for AFLV services. Subscriber term runs from July 1 – June 30 annually. The Fraternal Values Society does have individuals as members as well as chapters that are chartered by the AFLV.

Multicultural Greek Council Award

Always capitalize *award*. May be abbreviated as the *MGC Award* after its first use.

Awarded to an Multicultural Greek council that achieves overall excellence in council governing and programming. Presented at the AFLV Central Fraternal Leadership Conference.

National Black Greek Leadership Conference

Always capitalize. The acronym, *NBLGC*, may only be used after the full name is written once in the text.

Annual conference held in conjunction with the Central Fraternal Leadership Conference. As such, the two conferences should be referenced simultaneously in voice and text: *the Central Fraternal and National Black Greek Leadership Conference*. The acronym *CFL/NBGLC* can be used after the full name is written in a text.

National Cultural Greek Leadership Conference

Always capitalize. The acronym, *NCLGC*, may only be used after the full name is written once in the text.

Annual conference held in conjunction with the West Fraternal Leadership Conference. As such, the two conferences should be referenced simultaneously in voice and text: *the West Fraternal and National Cultural Greek Leadership Conference*. The acronym *WFL/NCGLC* can be used after the full name is written in a text.

National House Directors Conference

Always capitalize. No apostrophe in the word *Directors*. The abbreviation *HD Conference* can be used in text after the full name is written once. An annual, multi-day, professional development event for professional House Directors.

National Panhellenic Editor's Conference Greek Communications Award

Always capitalize *award*.

An award presented by the National Panhellenic Editor's Conference at the Central Fraternal Leadership Conference.

Officer Manuals

Always capitalize both words.

Series of manuals created to assist fraternal governing councils in their operations.

Outstanding Fraternity/Sorority Advisor Award

Always capitalize *award*.

Outstanding fraternity/sorority advisor award to be awarded at the Western Fraternal Leadership and National Cultural Greek Leadership Conference.

Peterson Award

Always capitalize *award*.

Scholarship awarded to a student from an AFLV member council which has never previously attended the conference. Presented at the AFLV Central Fraternal Leadership Conference. Named for Mary Peterson, former Executive Director of the Mid-American Panhellenic Association.

Robert N. Page Award

Always capitalize *award*.

Awarded to an NPHC council that achieves overall excellence in council governing and programming. Presented at the National Black Greek Leadership Conference. Named for Robert Page, founder of the Black Greek Leadership Conference.

Steven B. Dealph Award

Always capitalize *award*.

Outstanding fraternity/sorority advisor award awarded at the Central Fraternal Leadership and National Black Greek Leadership Conference. Named for Steven B. Dealph, former leader in both the Mid-American Interfraternity Council Association and the Mid-American Greek Council Association.

Sutherland Award

Always capitalize *award*.

Awarded to a collegiate Panhellenic council that achieves overall excellence in council governing and programming. Presented at the AFLV Central Fraternal Leadership Conference. Named for Shelley Sutherland, co-founder of the Mid-American Panhellenic Council Association.

Wayne S. Colvin Award

Always capitalize *award*.

Outstanding undergraduate fraternal values award to be awarded at the Central Fraternal Leadership and National Black Greek Leadership Conference. Named for Wayne Colvin, founder and former Executive Director of the Mid-American Interfraternity Council Association and former Executive Director of the Mid-American Greek Council Association.

Wilford A. Butler Award

Always capitalize *award*.

Outstanding alumna/us achievement award to be awarded at the Central Fraternal Leadership and National Black Greek Leadership Conference. Named for Wilford A. Butler, the award's first recipient.

West Fraternal Leadership Conference

Always capitalize. The acronym, *WFLC*, may only be used after the full name is written once in the text.

Annual conference held in conjunction with the National Black Greek Leadership Conference. As such, the two conferences should be referenced simultaneously in voice and text: *the West Fraternal and National Cultural Greek Leadership Conference*. The acronym *WFL/NCGLC* can be used after the full name is written in a text.

Style and Use

501(c)3

The Internal Revenue Service Code for a tax-exempt public foundation operating exclusively for charitable and educational purposes

abbreviations

Do not use abbreviations the reader would not instantly recognize. Abbreviations that are widely known, in general and/or within the fraternity/sorority community are accepted: *BTW*, *TFM*.

BEFORE A NAME: abbreviate the following titles when used before a name: *Dr.*, *Gov.*, *Lt. Gov.*, *Mr.*, *Ms.*, *Mrs.*, *Miss*, *Rep.*, *the Rev.*, and *Sen.*

AFTER A NAME: Abbreviate *junior* or *senior* after an individual's name as *Jr.* and *Sr.* respectively. Abbreviate *incorporated* as *Inc.*

acronyms

Acronyms may only be used when they are commonly used as an abbreviated way to refer to an organization or term: *AFLV*, *NIC*, *NPHC*, etc. Acronyms may only be used after the full name is written once in the document. In rare cases, an acronym can be created for ease of reading and writing. For example, although the AFLV House Directors Conference is never verbally referred to the HDC, there are times it is appropriate to refer to it as such in writing.

addresses

Spell out and capitalize words such as Avenue, Boulevard, Drive, and Street when used in running text. Abbreviate when appearing on the top of a letter or on an envelope. Abbreviate the names of states when they follow cities, but never when they stand alone: *Fort Collins, Colo.* *Colorado is the Centennial State.*

The U.S. Postal Service's two-letter state abbreviations for addresses should only be used on the top of a letter or on an envelope.

advisor

Never *adviser*.

alcohol free, alcohol-free

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

alum

Although a common abbreviation for an alumna/us, never use in writing. See alumna/alumnus/alumni/alumnae.

alumna/alumnus/alumni/alumnae

Alumna refers to one woman. Alumnus refers to one man. Alumnae refers to a group of women. Alumni refers to either both a group of men or a group of women and men.

ampersand

The ampersand (&) should always be used; the word *and* should never be spelled out. The ampersand used in the AFLV title is the only acceptable use of the ampersand in writing according to the AFLV Style Guide.

See also Association of Fraternal Leadership & Values (the).

awards/honors/prizes

Capitalize only when referring to a specific award. Do not capitalize unless it is part of the formal name. *She won the Greek Woman of the Year award.* *They won the Sutherland Award.* Awards that are names for an individual should always use capitalization. *Sutherland Award*, *Craig Little Award*. Category awards for councils should not use capitalization for the word *award* but should otherwise capitalize the name of the category. *University Involvement award*, *Council Management award*.

boy

When referring to college students, use *men*.

bylaws

Not *by-laws*. Capitalize when referring to a specific set of rules by which to govern. Always italicize *Bylaws* when referring to the governing documents of AFLV. Lowercase when used as a general noun: *the bylaws state...* *The Bylaws are reviewed every year.*

campuswide

One word.

chapter

Capitalize only with the full name of a specific chapter: The chapter sponsored a workshop; Alpha Chapter sponsored a workshop.

charter

Always lowercase.

class year

Lowercase freshmen, sophomore, junior, senior. Freshman is an adjective, freshmen is a noun: Twelve of the 15 new members are freshmen. There are 20 freshman members in the chapter.

coat of arms

No hyphens. The only Coat of Arms associated with AFLV is that of The Fraternal Values Society. Always capitalize when reference is made to The Fraternal Values Society's Coat of Arms. Remember, *crest* only refers to one part of the Coat of Arms.

coed, coeducational

One word, no hyphen.

college/university names

Capitalize only when used with the actual school name: *DePauw University*, *the university soccer team*. When abbreviating university or college names, do not use periods: *ASU*, *not A.S.U.* University names may be abbreviated after they have been spelled out in their first occurrence in a text, unless the abbreviation is expected to be instantly recognizable such as using *UCLA* in communication to students at the Western Fraternal Leadership Conference.

collegian/collegiate

A *collegian* (noun) is a student in college; undergraduates are *collegians*. *Collegiate* is an adjective meaning of or pertaining to college: *a collegiate dictionary*, *collegiate member*.

committee

Capitalize only when referring to a specific or formal committee or board: *There is a vacancy on the Conference Committee*. Lowercase when used in general reference.

community vs. system

When used in the context of a group of fraternities and sororities on a campus, always use the term *community*, not *system*.

composition titles

Italicize books, movies, television shows, videos, radio programs, plays, poems, programs, songs, works of art.

commas

A series of three or more words, phrases or clauses take a comma between each of the elements including before the conjunction separating the last two: *The flag is red, white, and blue.*

conferences/conventions

Capitalize only when used in reference to a specific conference: National Black Greek Leadership Conference, this year's conference will have top notch keynote speakers.

dates

Always use Arabic figures without *th*, *st*, and *nd*: *March 22*, not *March 22nd*. No comma between month and year if the day is omitted: *November 2004*. Include a comma after the year if the full date is given: *November 2, 2004, will be the day of the food drive*. Never abbreviate month.

decades

Use figures to indicate decades in history. Use an apostrophe to indicate numerals that are left out; show plural by adding *s*: *the 1900s, the '90s, the 1920s, the mid-1920s*. Not *the 1920's*.

dollars

Always lowercase. Use figures and the \$ sign in all except casual references or amounts without a figure: *The book cost \$4; Dad, please give me a dollar*. For specific amounts of more than \$1 million, use the \$ sign and numerals up to two decimal places. Do not link the numerals and the words by a hyphen: *He is worth \$3.25 million. The project cost \$100 million*. The form for amounts less than \$1 million: *\$4, \$25, \$500, \$1,000, \$650,000*. Do not add *.00* when the amount is round.

e.g. and i.e.

Exempli gratia (e.g.) means *for example* and id est (i.e.) means *that is*.

e-newsletter/e-book/e-communication

Use hyphen.

email

Never *e-mail*.

frat

Always *fraternity*. There are few times where *frat* is acceptable when considering context, e.g. *Total Frat Move (TFM)*.

fraternity

Capitalize when referencing a formal name: *Sigma Nu Fraternity*. No capitalization when being used as a noun. Whenever possible, use *fraternity/sorority* or *fraternal* to be inclusive of sororities. Women's fraternal organizations are oftentimes women's fraternities and not sororities.

gender

Words that describe gender (*woman, man, trans*) are strongly preferred over words that describe sex (*female, male*).

girl

When referring to college students, use *women*.

Greek

Always capitalized. Whenever possible, use the term *fraternal* or *fraternity/sorority* instead to avoid confusion with the Greek nationality. Always use *Greek* when it's the proper name of an office/organization: *the Office of Greek Life at Colorado State University, the college's Multicultural Greek Council*.

Greek-letter

Greek-letter if it precedes a noun, Greek letter if it follows a noun. Kappa Kappa Gamma is a leader in the Greek-letter community. Organizations with Greek letters must work together.

To avoid confusion with the Greek nationality, the use of *fraternity, sorority, or fraternal* is always preferred over *Greek-letter*.

Greek Life

Two words, no hyphen. The word *life* is only capitalized when referencing a formal name: *Office of Greek Life. Greek life at our school makes a positive impact*.

headquarters

A term often used as the name for the official office location of inter/national office locations of fraternities and sororities. When used in reference to this location and with the name of the fraternal organization, it should always be capitalized: *The interview was held at Kappa Kappa Gamma Headquarters, I have always dreamed of visiting my fraternity's headquarters*.

house/chapter

The term *house* should only be used when referring to a physical structure or facility. The term *chapter* should be used to refer to individual fraternity/sorority chapters or groups. *Which chapter are you planning to join? The chapter house needs to be painted*.

House Director

Capitalize only when used as a specific person's title.

Professional, often full time of an undergraduate chapter of a fraternity or sorority. Almost always lives in the chapter house, in separate living quarters. Supervises all aspects of facility management. Sometimes serves as cook.

Interfraternity Council

One word; no hyphen. Capitalize when referring to one specific council: *The Interfraternity Council at the University of Idaho held elections last week.* Can be abbreviated to *IFC*.

Loosely refers to the governing council of men's fraternities on a college/university campus. Most often, member chapters of an Interfraternity Council are fraternities that are also affiliated with the North-American Interfraternity Conference, but not always.

inter/national

Never capitalize. For use when referencing the concept of a headquarters or fraternity leadership in a general sense: *members should contact their inter/national organization for more details.*

When used in reference to a specific fraternity or sorority, *international* or *national* should be used according to the preference or formal title of the fraternity/sorority referenced and capitalized only when used as a part of the formal title:

FarmHouse International Fraternity or *Chi Phi National Fraternity.*

Multicultural Greek Council

One word; no hyphen. Capitalize when referring to one specific council: *The Multicultural Greek Council at the University of Wisconsin held elections last week.* Does your campus have a multicultural Greek council?

Loosely refers to the governing council of culturally based fraternal organizations on a college/university campus; including but not limited to historically Black/African American, Asian, and Latino/a fraternities/sororities.

National APIA (Asian and Pacific Islander American) Panhellenic Association

Always capitalize. Abbreviated: *NAPA*.

National Association of Latino Fraternal Organizations

Always capitalize. Abbreviated: *NALFO*.

National Multicultural Greek Council

Always capitalize. Abbreviated: *NMGC*.

North-American Interfraternity Conference

Always capitalize. Abbreviated: *NIC*.

North-American 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*. See Pan-Hellenic.

nonprofit

One word, no hyphen.

numerals

Spell out numbers under 10. Use numerals for 10 or more: The organization added two staff members in August. There are 50 letters that need to be mailed on the desk.

Never begin a sentence with a numeral, spell out or reword: Twenty members brought a gift. There were 20 women who brought a gift.

Use numbers to indicate:

- Ages (always use figures): 20 years old, 3-year-old
- Dates: January 1, 2011
- Hours of the day, but do not use needless ciphers: 7 p.m., not 7:00. Spell out if you use "o'clock," i.e. seven o'clock
- Degrees of temperature: 68 degrees
- Measurement: 4 feet, 128 volts
- Percentages: 89 percent
- Election results and game scores: The Vikings won, 26 to 23.

Pan-Hellenic

Capitalize both the *p* and the *h*; no spaces around the hyphen. Always capitalized, is not typically used as an adjective but in reference to a governing organization that represents historically Black and African American fraternal organizations, the National Pan-Hellenic Council, Inc.

Panhellenic

Do not shorten to Panhel. Capitalize when used in reference to a women's fraternal governing council: *Panhellenic Council*. Although the term technically refers to all fraternal women, it is most commonly associated with women's organizations that are affiliated with the National Panhellenic Conference and, therefore, is not an appropriate term to use when being inclusive of cultural fraternal organizations or men's groups.

Do not capitalize when used as an adjective: In an effort to be more panhellenic, the women's fraternities and sororities arranged a community-wide service event.

pledge

Only used when quoting another's word choice.

premiere/premier

As an adjective, *premier* means first in rank or importance. The noun *premier* refers to a prime minister, or the head of a state, province, or territory. The noun *premiere* refers to the first performance (of a play, for example). *Premiere* is similarly used as a verb, meaning to give a first public performance.

ritual/Ritual

The lowercase *ritual* should be used when referring to a rite or ceremony. When referring to the overarching values of a fraternal organization, *Ritual* should be capitalized.

s/he

For gender inclusion and to avoid gender bias in text, he/she is not used.

seasons

All seasons are lowercase, *spring*, *summer*, *fall*, *winter* as well as are derivatives such as *springtime* unless part of a formal name: *Fall Recruitment*.

sorority

Capitalize when referencing a formal name: *Gamma Phi Beta Sorority*. No capitalization when being used as a noun. Not all women's fraternal organizations are sororities, some are women's fraternities.

states

Lowercase in all state of constructions: *the state of Minnesota*. Do not capitalize when used as an adjective to specify a level of jurisdiction: *the state Department of Transportation*.

Standing alone within any text, spell out the full name of all 50 U.S. states. Two letter postal abbreviations may only be used in addresses.

substance free vs. substance-free

The absence of alcohol and drugs. Hyphenate when used as a compound modifier: The Phi Delta Theta chapter facilities are all substance free. This is an substance-free event.

T-shirt

Capitalize the *T*, use a hyphen, no spaces around the hyphen.

tax exempt (n.), tax-exempt (adj.)

The Association of Fraternal Leadership & Values is tax exempt. AFLV is a tax-exempt organization.

telephone numbers

The preferred format is *123-456-7890, ext. 100*.

time

The exact time of day an event has happened or will happen is not necessary in most stories. When using exact time, however, use figures except for *noon (12:00 p.m.)* and *midnight (12:00 a.m.)*. Use a colon to separate hours from minutes: *11:00 a.m., 1:00 p.m., 3:30 p.m.* Use two zeros when the time is on the hour: *1:00 p.m.*, not *1 p.m.* Avoid redundancies: *10:00 a.m. this morning*. See also *numerals*.

titles of publications

Titles of books, magazines, newspapers, manuals, movies and videos are capitalized and italicized or underlined only if italics is not available. All AFLV publications are capitalized and italicized.

United States

Spell out when used as a noun. Use U.S. (no space) only as an adjective.

www.aflv.org

The url for the Association of Fraternal Leadership & Values.

Web

Capitalize only when referencing the World Wide Web, as it is the formal name of a location. The Web has resources that will help your research. We're creating a committee to work on web technology and web apps.

website

As per AP Style, one word, no hyphen. Web addresses should always be written in lowercase and in italics. It is permissible to omit *http://* when citing an address in almost all instances.

Also:

Web page: one page within a website. Avoid using this phrase; opt for *one page of AFLV's website*.

web-based: Use hyphen.

web log: use *blog*.

webcast, webinar, webmaster, webcam: One word in all cases.

Visual Identity

Fonts

The official font of the association is Futura Lt BT. Because Future Lt BT is not available to all computer users, its use is not required. Other similar and more common sans serif fonts are acceptable such as Calibri, Arial, Arial Narrow, and Arial Unicode MS.

Colors

Palette and Color Options

AFLV's primary colors are orange, gray, and white. These two colors should be present in all applications since they are the principle color-based elements of the AFLV brand.

Color	Orange	Gray	White
RGB	212;137;28	125;106;85	255;255;255
CMYK	0;43;97;17	0;17;34;62	0;0;0;0

The primary colors for the Fraternal Values Society are ivory, black, and crimson.

Color	Ivory	Black	Crimson
RGB	255;254;246	0;0;0	168;39;46
CMYK	0;0;3;0	0;0;0;100	0;91;73;35

Logos

Effective use of visual identification is the gateway to a comprehensive brand experience. Following are rules and expectations for best practices in logo use in both print and online communications.

AFLV Logo

Maintaining clear space surrounding the logo will ensure a consistent look and protect the identification from distractions within the layout. To determine clear space, the height of the diamond making up the summit of the icon has been defined as "x." There should always be at least the size of the "x" surrounding the logo.



Proper logo size is vital in maintaining readability, as well as ensuring a consistent look throughout the brand. Make sure the logo is applied at a confident size. This means the logo should never be overpowering (too large) or understated (too small) for the application. In general, for print and web materials, the logo should be sized between 1.5" and 2" wide. The logo should never be printed smaller than 1" wide. Merchandise and signage applications may be exceptions to these size guidelines (i.e. tradeshow, exhibits, T-shirts, embroidery, etc.).

The full-color version of the logo should be used whenever possible on a white or light background. In print applications, it can be reproduced with either spot colors or four-color process. In black and white print, the logo should be printed in black.

Color	Orange	Gray	White
RGB	212;137;28	125;106;85	255;255;255
CMYK	0;43;97;17	0;17;34;62	0;0;0;0

Practices to avoid:



warping logo or using it out of proportion

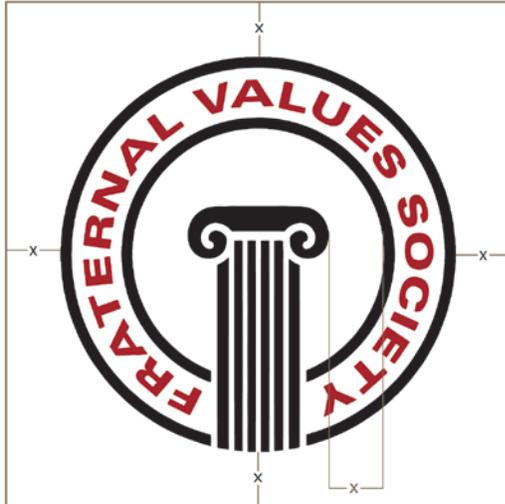
altering the logo

using on a patterned background

using at an angle

Fraternal Values Society Logo

Maintaining clear space surrounding the logo will ensure a consistent look and protect the identification from distractions within the layout. To determine clear space, the space equal to the distance between the pillar and the inside of the circular border has been defined as "x." There should always be at least the size of the "x" surrounding the logo.



Proper logo size is vital in maintaining readability, as well as ensuring a consistent look throughout the brand. The logo should always be displayed in a perfect square. Make sure the logo is applied at a confident size. This means the logo should never be overpowering (too large) or understated (too small) for the application. In general, for print and web materials, the logo should be sized between 1.5" and 2" wide. The logo should never be printed smaller than 1" wide. Merchandise and signage applications may be exceptions to these size guidelines (i.e. tradeshow, exhibits, T-shirts, embroidery, etc.).

The full-color version of the logo should be used whenever possible on a white or light background. In print applications, it can be reproduced with either spot colors or four-color process. In black and white print, the logo should be printed in black.

Color	Ivory	Black	Crimson
RGB	255;254;246	0;0;0	168;39;46
CMYK	0;0;3;0	0;0;0;100	0;91;73;35

National Black Greek Leadership Conference Logo

Maintaining clear space surrounding the logo will ensure a consistent look and protect the identification from distractions within the layout. To determine clear space, the space equal to half the height in the acronym has been defined as "x." There should always be at least the size of the "x" surrounding the logo.



Proper logo size is vital in maintaining readability, as well as ensuring a consistent look throughout the brand. Make sure the logo is applied at a confident size. This means the logo should never be overpowering (too large) or understated (too small) for the application. In general, for print and web materials, the logo should be sized between 1.5" and 2" wide. The logo should never be printed smaller than 1" wide. Merchandise and signage applications may be exceptions to these size guidelines (i.e. tradeshow, exhibits, T-shirts, embroidery, etc.).

The full-color version of the logo should be used whenever possible on a white or light background. In print applications, it can be reproduced with either spot colors or four-color process. In black and white print, the logo should be printed in black.

Color	Maroon	Gray
RGB	111;18;0	125;106;85
CMYK	0;90;100;66	0;17;34;62

National Cultural Greek Leadership Conference Logo

Maintaining clear space surrounding the logo will ensure a consistent look and protect the identification from distractions within the layout. To determine clear space, the space equal to half the height in the acronym has been defined as "x." There should always be at least the size of the "x" surrounding the logo.



Proper logo size is vital in maintaining readability, as well as ensuring a consistent look throughout the brand. Make sure the logo is applied at a confident size. This means the logo should never be overpowering (too large) or understated (too small) for the application. In general, for print and web materials, the logo should be sized between 1.5" and 2" wide. The logo should never be printed smaller than 1" wide. Merchandise and signage applications may be exceptions to these size guidelines (i.e. tradeshow, exhibits, T-shirts, embroidery, etc.).

The full-color version of the logo should be used whenever possible on a white or light background. In print applications, it can be reproduced with either spot colors or four-color process. In black and white print, the logo should be printed in black.

Color	Orange	Gray	Brown	Blue	Taupe Green
RGB	212;137;28	125;106;85	84;48;25	85;98;147	159;173;159
CMYK	0;43;97;17	0;17;34;62	43;72;87;57	76;65;19;3	40;23;38;1

All Other Logos

No logo should ever be recolored, warped or disproportionally resized, or used with a background. Logos should also never be warped or reformatted to be incorporated or transform into a different logo or design.

www.aflv.org

Fonts

The standard font for the website is Arial; the size used for non-heading text is small.

Buttons

Buttons are sized 235x71 pixels.

Banners

Banners are sized 750x208 pixels.

Connections

Language and Style

The style rules outlined in this Communication Guide are to be followed in the writing and editing of *Connections* articles and stories.

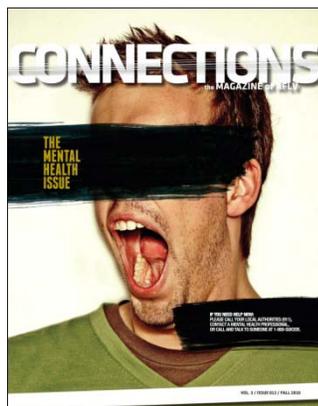
Authors are to follow the Publication Manual of the American Psychological Association (6th ed.) for all in-text citations and reference lists. When appropriate, articles may be written in the first person; however, third person is preferred. Also, please note that all articles must have the title and author(s) name(s) written clearly at the top of the article whereas reference information should be listed at the end of the article. Although style formatting will take place before publication, authors should consider submitting work in Arial or Times New Roman 12-point font for reviewing purposes.

Masthead

The *Connections* masthead is for use only on the cover of the magazine. It is not to be resized and should always appear in white.



When an image is needed to be used as a logo or visual representation of the magazine, a selected cover or group of covers is to be used. The images below are examples of appropriate use.



Email Communication

Email signatures

Email signatures of staff, members of the Board of Directors, volunteers, and any individual communicating officially on behalf of the AFLV should be uniform. Any accepted font (see *Font* section within *Visual Identity*) The following format in 11 point font should be used:

Full Name (Boldface, AFLV Orange)

[Title or Role with AFLV]

Association of Fraternal Leadership & Values

PO Box 1576

Fort Collins, CO 80525-1576

p. [123-456-7890 format]

f. 888-855-8670

[reply to email address]

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Develop. Lead. Achieve.

"AFLV Website" links to: www.aflv.org

"AFLV Facebook" links to: www.facebook.com/TheAFLV

"AFLV Twitter" links to: www.twitter.com/aflv

"AFLV Blog" links to: www.aflv.blogspot.com