

ALPHA PHI OMEGA NATIONAL SERVICE FRATERNITY

STYLE & GRAPHICS GUIDE



2019



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STYLE GUIDE





Ensuring that our communications for Alpha Phi Omega—from published periodicals to brochures to the website—is consistent and professional is both challenging and necessary. 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. Built for use in different ways by different people, the APO Style Guide is divided into sections that affect everyone who compiles information for distribution by APO. 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 APO terminology.

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) if a style has not been outlined in the style guidelines below. Remember, Alpha Phi Omega Style Guide takes precedence over AP style guidelines.

Aa

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 conducting a Chapter Assessment and Planning Session (CAPS) this May. However, we will not complete CAPS 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 or the Fraternity are both appropriate on second reference for internal documents and publications. Use an apostrophe only for the possessive. *For example: Alpha Phi Omega’s Risk Management Policies and Procedures.*

alumni

Alumni refers to a group of people, regardless of gender, who graduated. Alum is used as a gender neutral term for an individual graduate. *For example: Your involvement as an alum is impactful.*

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.

AMD

Active Membership Dues on first reference, AMD on second reference. Always capitalized.

and vs. &

Only use ampersand when it is part of a company’s formal name or composition title. *For example: House & Garden.* The ampersand should not otherwise be used in place of “and.” *For example: Correct: My favorite activities are reading and swimming. Wrong: My favorite activities are reading & swimming.*

Annual Fund

See Torchbearer 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. Formatting should be: APO LEADS: Launch. The courses are not all caps.

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. All caps.

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.*

Bb

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 Pittsburgh.*

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 Francis. Michael is a brother from Georgia. When listing a name, chapter and initiation, there’s no “chapter” needed. *For example: The award was given to Michael Francis, Beta Zeta ‘96.*

brotherhood

One word. Lowercase.

bylaws/National Bylaws

Not bi-laws or by-laws. Capitalize when referring to the National Bylaws a specific set of rules by which to govern. *For example: You can find information about Convention in Article IV of the Bylaws.*

**CAPS**

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

Cardinal Principles

Always capitalize. Cardinal Principles are Leadership, Friendship and Service. Should not be capitalized when split up in general references. *For example: Our chapter is focusing on leadership activities.*

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.* Do not refer to the Greek name without putting “chapter” afterwards. *For example: Rho Chapter, not Rho.* When listing chapter names with their school name the school name is italicized and the chapter name is not. *For example: Alpha Chapter, Lafayette College.* See “Identifying Chapters” on page 11 of the APO style guide.

charter

Always lowercase.

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/convention

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

Ee

email, e-newsletter

Email is never hyphenated, but hyphenated in other e-terms: e-book, e-business, e-newsletter, etc.

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. Capitalize in all official references. Lowercase for all chapter executive committee references. *For example: The National Vice President serves on the Executive Committee. Alpha chapter's executive committee will meet tomorrow.*

Ff

Fall Pledge Class Namesake Honoree

Capitalized; when referring to recipient, use (Year) Fall

Pledge Class Namesake Honoree. *For example: Paul Louie was the 2018 Fall Pledge Class Namesake Honoree.*

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.

Gg

governing documents

Capitalize all official governing documents in all references. They are as follows:

Fraternity Operations and Policy Manual

National Bylaws

Rituals

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.*

Hh

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. *For example: All policies are noted in the Fraternity Operations and Policy Manual.*

homecoming

Lowercase unless part of a proper noun. *For example: I can't wait to go to homecoming. The 2019 Purdue Homecoming will be in October.*

homepage

Lowercase unless part of a proper noun. One word. *For example: You can find many resources on the APO homepage.*

**initiate/s**

Never capitalize 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 Ceremony was held in June. My initiation was one of the highlights of my time in college.*

**Leadership, Friendship and Service**

Always capitalize the Cardinal Principles when sequenced in a document or publication. Should not be capitalized when split up in general references. Can be used in signatures as L,F, S. *For example: Our chapter is focusing on leadership activities. Alpha Phi Omega teaches through Leadership, Friendship and Service we can develop ourselves to be whatever we seek to be.*

Leaders in Service campaign

Always capitalize *Leaders in Service* but not campaign.

Life Membership

See Society of Life Members. Do not refer to it as a Life Membership.

lifelong

One word, no hyphen.

little brother

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

**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, 2018.*

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.*

**names**

When listing a member's name, always include their preferred first name in the National Office database Patriot. Use Full Name when addressing envelopes/mailings and in any formal (online) reference.

national

Capitalize only when part of a proper name. *For example: national website, 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 46th biennial National Convention of Alpha Phi Omega will be held in Phoenix from December 27-30, 2019.*

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, home office, or any other term. National Office should not be used as a person, but rather a place.

For example: The National Office staff sends out materials.

National Operations Council

Capitalize. See entry for “Titles.”

National Program Chairs

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 chairs. The Education and Operations Chair Horton will attend the dinner.*

Advisor Development and Engagement Chair

Alumni Relations Chair

Education and Operations Chair

Extension Chair

International Relations Chair

Leadership Development Chair

Meetings and Conference Chair

Membership Chair

Service Chair

Volunteer Development Chair

National Service Week/NSW

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

national website

When mentioned it refers to *www.apo.org*. *For example: Our national website has many tools in the resource library.*

nonalcoholic

One word, no hyphen.

non-Greek

Hyphenate.

nonprofit

One word, no hyphen.



Officer Letter

Officer Letter is the Fraternity’s monthly officer e-newsletter and should always be capitalized and in italic in print.

Officer Portal

Capitalize as it is a formal name for the platform. OP is acceptable upon second reference.



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.*

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. Always include “or new member” when referencing. See below:

pledge or new member

pledging or new member education

pledgemaster or new member educator

pledge program or new member program

pledgeship or new membership

Pledge Ritual or New Member Ritual

Pledge or New Member Program of Excellence

pledge or commitment (when used as a verb)

May be used as a verb. *For example: Six women and four men are pledging or going through new member education this semester.*

The new members took a pledge or commitment with APO.



recharter

No hyphen.

recruitment/rush

Use “recruitment” instead of “rush.”

regional chair/Region XX Chair/regional meeting

Do not capitalize regional chair as a title unless specific region is identified in the title. *For example: The regional chair is on the National Operations Council. The Region J Chair will be at the 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 Pizzeria on Mondays is becoming a ritual.*

Ss**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 I-1 Chair will present the award at the sectional conference.*

semiformal

No hyphen.

Sergeant-At-Arms

Always capitalize, use hyphens.

Society of Life Members

Always capitalize. When referring to the society as a whole, use Society of Life Members (plural). When referring to an individual within the society, using Society of Life Member (singular) is preferred. When making giving as a donation, can use Society of Life Membership.

Spring Youth Service Day

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

State names

Use postal abbreviations. *For example: MO for Missouri.*

Tt**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
National Operations Council
Program Chairs: see entry
Regional Chairs: see entry
Sectional Chairs: see entry

Ex-Officio:

National Executive Director
National Legal Counsel
Immediate Past National President
Past National President

National Office staff:

Alumni Volunteer Coordinator
Annual Fund Manager
Associate Director of Chapter Services
Chapter Consultant
Deputy Executive Director
Director of Chapter Services
Director of Communications
Director of Finance
Director of Member Engagement
Director of Technology
Finance Manager
Manager of Chapter Administration/Manager of Officer Portal
Meeting and Registration Coordinator
National Executive Director
Store and Mail Clerk

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

Torchbearer Fund

Always capitalized.

Torch & Trefoil

Torch & Trefoil should always be capitalized and in italic print. If italic is not available, underline. *T&T* is acceptable on second reference.

Torch Topics

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

Tribute to Alpha Phi Omega Donors

Tribute to Alpha Phi Omega Donors is the annual publication recognizing all donors. Always capitalized and in italics.

Uu

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.*

Ww

website, webpage

One word, lowercase

www.apo.org

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

1925 CLUB

Always use all caps. *For example, "Michael is a member of the 1925 CLUB."*

501(c)(3)

Written solid with no spaces. The APO 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.

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 Chapter 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 Chapter 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 Chapter 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*

GRAPHICS 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. These includes nonmember students, college or university administrators, civic and community organizations, the media, etc. Recommended uses include websites 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 gold 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

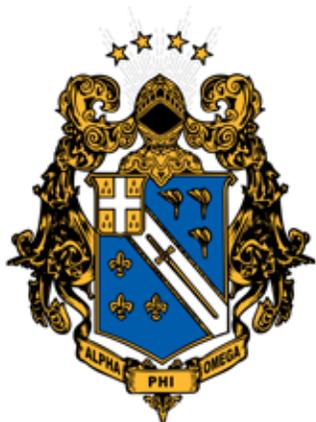
The logo looks best in white with the torch in gold.

FOR INTERNAL AUDIENCES

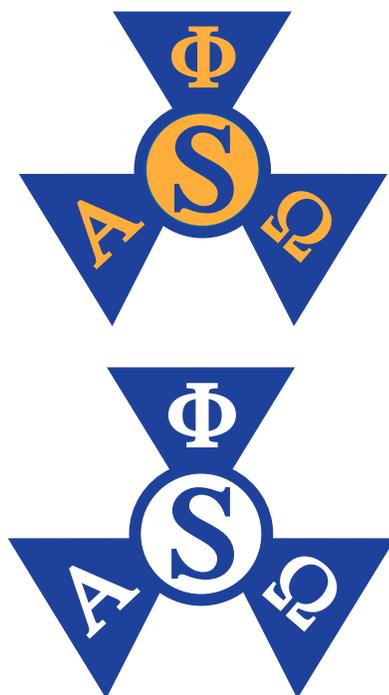
Internal audiences are defined as Alpha Phi Omega members and alumni only. These would include advisors and other chapters, such as those in your section and region, including alumni volunteer staff.



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 four-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.

Chapter, regions or sections are prohibited from modifying any trademark symbol to maintain the integrity of the APO brand.

Visit <https://apo.org/members-main-page/communication> to learn more about the Fraternity's trademarks or to request trademarks for chapter T-shirts, promotions, event collateral, etc.

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.

To add an extension to the Torch Logo, please follow the headline suggestions, and then 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.



Alpha
Phi
Omega

VOLUNTEER STAFF



Alpha
Phi
Omega

**ZETA DELTA SIGMA
CHAPTER**