

MAY 2005



# NACA STYLE GUIDE

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Revised April 2005

This style guide is a reference to language usage in NACA printed materials. It is intended for *Campus Activities Programming* authors, regional communications coordinators, members compiling any printed materials for external distribution and others who wish to be consistent with NACA style.

This guide is not a comprehensive guide to usage. Rather, it is an addendum to two publications that together should be considered the authorities on questions of usage: *Merriam Webster's 11th Collegiate Dictionary*, ©2003 by Merriam Webster, Incorporated and/or *The Associated Press Stylebook and Briefing on Media Law* (2002). Also, for guidance on citations, quotations, and other reference information, please refer to the *Publication Manual of the American Psychological Association (Fourth Edition)*.

## I. TITLES AND NAMES

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### A. NACA and the NACA Foundation

1. The name of the Association is the National Association for (not "of") Campus Activities.
2. The correct abbreviation is "NACA" (no periods).
3. If you refer to NACA as "the Association," it is appropriate to capitalize the word "association."
4. It is appropriate to refer to the Association as "an NACA" if using the acronym.
5. Use the abbreviation "NACA" on subsequent reference.
6. The word "Foundation" should be capitalized when referring to the NACA Foundation.

### B. NACA regions

1. The name of the region should always appear with "NACA."  
Examples: NACA Central  
NACA Mid America  
NACA Mid Atlantic  
NACA Northeast  
NACA Northern Plains  
NACA South  
NACA West
2. NACA Mid America and NACA Mid Atlantic should not contain hyphens.

### C. College and university names

1. If the name of the institution does not include the state in which it is located, add the two-letter state abbreviation (US Postal Service style) in parentheses after the name.
2. If the institution has more than one campus, include the name of the specific location after a hyphen.  
Examples: Arkansas State University-Jonesboro  
Oklahoma State University-Oklahoma City  
University of Wisconsin-Eau Claire

### D. Leadership positions and job titles

1. In NACA publications, capitalize and spell out titles when they are used in lieu of a name, or to refer specifically to the position.
2. Capitalize formal titles when they are used immediately before one or more names.
3. Lowercase and spell out titles in constructions that set them off from a name by commas.
4. In referring to the entire title, place the position name first followed by the committee or group.  
Examples: All Regional Coordinators are invited to attend.  
Chair-elect Mike Smith has served on the Board of Directors for more than seven years.

Kim Jones is the director of student activities at Furman University (SC).  
The chair-elect, Charles Poore, addressed the meeting.  
Chair, National Convention Program Committee  
Chair of the National Convention Program Committee

#### **E. Board of Directors**

1. Any reference to the NACA Board of Directors, regardless of whether NACA appears before it, must be capitalized.
2. When using the phrase “the Board” in place of the actual name (Board of Directors) the word “Board” should be capitalized.  
Examples: The Board of Directors of NACA will meet at the National Convention.  
The NACA Board of Directors voted to adjourn.  
The Board of Directors will meet next fall.  
The Board approved the decision.

#### **F. NACA National Convention/NACA regional conferences**

1. In the NACA usage, these two terms are not interchangeable. There is only one National Convention each year; all other conferences are properly called conferences.
2. When referring to the NACA National Convention, the National Convention, or the Convention, the initial letters should be capitalized.
3. Regional conference is not capped unless referring to a specific region's conference, such as the NACA South Regional Conference.
4. On first reference, the Convention is referred to as the NACA National Convention.
5. The year comes before the name of the event, such as the 2005 NACA National Convention.

#### **G. Cooperative Buying**

1. The abbreviation for Cooperative Buying is CO-OP Buying, not Co-op, co-op, Co-Op, or Coop.
2. When spelling out the name for the process, it should appear capitalized (Cooperative Buying).
3. The designated school delegate at the conference or Convention is a CO-OP Buyer, not CO-OP Buying Contact Person, CO-OP Buying Representative, etc.
4. Other proper uses: Cooperative Buying Coordinator, CO-OP Buying Form, CO-OP Buying Center.  
Examples: We discussed CO-OP Buying at the conference.  
Schools participate in Cooperative Buying at the conference.  
Kim Carr is the CO-OP Buyer for Carnegie Mellon University (PA).

#### **H. Individual names**

1. After initial use of a person's full name, use their last name only when referring to them. Do not use courtesy titles, such as “Mr.,” “Ms.” or “Mrs.,” and do not refer to individuals by their first name, only.  
Example: Kim Carr was appointed the CO-OP Buyer for Carnegie Mellon University (PA) in 1998.  
Carr is a graduate of the University of Arkansas.

#### **I. Position titles**

1. The following positions should be referred to in the manner listed below:
  - a. Vice Chair for Regions
  - b. Chair of the National Convention Program Committee or Chair, National Convention Program Committee
  - c. Regional Leadership Team
  - d. Regional Business Manager

## **II. NONDISCRIMINATORY LANGUAGE**

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#### **A. Policy**

1. NACA is committed to a policy of nondiscrimination on the basis of race, creed, ethnic origin, gender or sexual orientation. At no time should derogatory terms be used in NACA publications. Reference should be made to race, creed, ethnic origin, gender or sexual orientation only when that information is pertinent.
2. In keeping with its policy of nondiscrimination, NACA should avoid sexist and derogatory language. The following guidelines are suggested.

- a. Use Chair when referring to a position held by either a woman or a man.  
Examples: The Chair has not been selected.  
Chair Albert Smith took office May 1.
- b. Avoid the use of pronouns “him, he or his” in cases when referring to either a woman or a man. Instead, rewrite the sentence in the plural so that plural pronouns—“them, they, their”—may be substituted. If rewriting the sentence is not possible, use the construction “he or she, him or her” or “his or her.” Do not use “he/she, him/her” etc.  
Examples: Sexist—The chairman of the conference is in charge of the agenda.  
Nonsexist—The chair of the conference is in charge of the agenda.  
Sexist—An adviser should meet with his students twice a week.  
Nonsexist—Advisers should meet with their students twice a week.

### **III. SPELLING**

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#### **A. Optional spellings**

- 1. Certain words with optional spelling appear often in NACA publications. For consistency, use the following spellings:
  - a. acknowledgment
  - b. extracurricular
  - c. fund-raising
  - d. judgment
  - e. bylaws
  - f. theater
  - g. cocurricular
  - h. multicultural
  - i. traveling
  - j. counselor
  - k. videotape
  - l. advisor

### **IV. CAPITALIZATION**

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#### **A. Always capped**

- 1. The following NACA terms are always capitalized:
  - a. National Convention
  - b. NACA Foundation
  - c. NACA Office
  - d. all NACA Standing Committees such as Finance Committee, Nominating Committee, Rules Committee, Associate Member Advisory Council (AMAC), Scholarship Committee
  - e. Ad Hoc Committees such as Association Management and Operations Review Committee (AMORC)
  - f. All national showcase categories, such as Mainstage
  - g. Bylaws, when referring to the Association's Bylaws only. When simply referring to bylaws in general, no capitalization is required.
- 2. The following non-NACA terms are capitalized
  - a. Web, when referring specifically to the World Wide Web
  - b. Internet, when referring specifically to that entity also known as the World Wide Web

#### **B. Sometimes capped**

- 1. The following NACA terms are capitalized when they refer to a specific entity but lowercased when they are used in a general sense:
  - a. workshops  
Example: The 2002 Leadership West Workshop  
They have attended workshops.
  - b. conference  
Example: The 2002 NACA West Regional Conference  
There were seven regional conferences this year.
  - c. regions

Example: The NACA South Region  
Four regions sent representatives.

d. foundations

Example: The NACA Foundation received information about grants from four foundations.

**C. Not capped**

1. The following terms should not be capitalized:
  - a. affiliate members
  - b. associate members or associates
  - c. school members
  - d. professional members
  - e. conference
2. The following non-NACA terms are not capitalized:
  - a. online
  - b. e-mail

**V. ABBREVIATIONS**

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**A. General abbreviations**

1. Following are the abbreviations for frequently used NACA verbage:
  - a. AMAC (Associate Member Advisory Council)
  - b. CD (compact disc)
  - c. am (Not A.M. or AM)
  - d. pm (Not P.M. or PM)
  - e. eg (for example)
  - f. ie (that is)
  - g. MC (master of ceremonies); the word “emcee” is also acceptable.
  - h. NCPC (National Convention Program Committee)
  - i. CAMP (Campus Activities Marketplace)

**B. State names**

1. Within copy or when listing an address, use the US Postal style abbreviation, such as (TN) for Tennessee.

**C. Campus Activities Programming**

1. The correct name of NACA's flagship publication is *Campus Activities Programming*. It may be referred to as *Programming* upon second reference in text.

**VI. PUNCTUATION**

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**A. Apostrophes**

1. Apostrophes are used for (among other things) omitted letters or numerals.

Examples: the '98 National Convention  
the 1990s (not 1990's)  
the '80s (not the '80's)  
rock'n'roll

**B. Hyphens**

1. Hyphens should not be overused. They are inserted to link compound modifiers with some compound proper nouns and adjectives. The second word in a hyphenated expression is never capitalized.
2. Hyphens do not appear in region names.  
Examples: NACA Mid America  
NACA Mid Atlantic
3. With regard to hyphens with prefixes and suffixes, NACA generally follows practices outlined in *The Associated Press Stylebook and Briefing on Media Law* (2002, Page 326):
  - a. Prefixes
    1. Hyphens are generally not used if the word following the prefix begins with a consonant.
    2. Hyphens are used in most cases when the same vowel occurs at the end of a prefix and at the

beginning of the word that follows. Exceptions listed by the *Associated Press Stylebook*, and accepted by NACA, include cooperate and coordinate.

3. Hyphens are used in instances of a compound adjective modifying a noun:

Examples:       He lives on campus. (no hyphen needed)  
                  He lives in on-campus housing.  
                  She will deliver the materials on site. (no hyphen needed)  
                  She will deliver the materials to the on-site kiosk.

4. Hyphens are used if the word following the prefix is to be capitalized. An example specific to NACA would be pre-Convention workshop.
5. Hyphens are used in instances involving double prefixes, such as pre-preconference.

b. Suffixes

1. *The Associated Press Stylebook* (Page 203) advises the use of *Webster's New World Dictionary* when determining the appropriate use of suffixes. If a word combination is not listed in *Webster's New World*, use two words for the verb form; hyphenate any noun or adjective forms. NACA also follows this standard.

Examples:       bylaws  
                  decision-making skills  
                  Five- and 10-year Clubs  
                  Vice Chair for Regions (no hyphens)  
                  re-evaluate  
                  inter-American  
                  sub-subparagraph  
                  walk-in  
                  school- and associate-member-related

4. Hyphen use varies with respect to Internet-related terms. Hyphens are not used in:

- a. Web site
- b. online

However, a hyphen is used in:

- a. e-mail

**C. Dates**

1. Commas are used to separate days and years, but not months and years. Abbreviate the month with a date. Months containing only one syllable are never abbreviated.

Examples:       Feb. 1, 1998  
                  February 1998  
                  March 1998

**D. Italics**

1. Italicize proper names that refer to books, CDs, TV shows, movies, magazines and plays (the long forms).

Example:       I read *Campus Activities Programming* each month.

2. With respect to specific NACA publications, italicize only those words that make up the publication's official title.

Example:       National Convention *Program*  
                  NACA Mid Atlantic Regional Conference *Program*

**E. Quotations**

1. Use quotations around stories, chapters of books, songs on albums, acts of plays and articles in magazines (short forms).

Examples:       I read "The NACA Wire" in *Campus Activities Programming* first.  
                  I like the song "Love Stories" on the new CD.

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**VII. NUMERALS**

**A. Time**

1. Omit the two zeros when indicating a time on the hour.

Examples:       3 pm (not 3:00 pm)  
                  3:55 pm

## **B. Money**

1. Omit the two zeros when indicating an even dollar amount.  
Example:         \$50 (not \$50.00)

## **C. Using numbers in text**

1. When the number is nine or less, spell it out. If it is 10 or more, use numerals. The exceptions are dates, times, percentages and references to amounts of money, which are also expressed in numerals. Remember, sentences never start with numerals.  
Examples:         There are 50 volunteers on the committee.  
                      There are nine students on the committee.  
                      Fifty-nine volunteers attended the meeting.  
                      The meeting is at 12 pm, or  
                      The meeting is at noon.  
                      The book sale raised more than \$1,500.

## **D. Telephone numbers**

1. Telephone numbers should be written without parentheses and with hyphens to separate the telephone number's components.  
Example:         800-555-5555

# **VIII. ACADEMIC DEGREES**

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## **A. Expression as an acronym**

1. The correct usage for academic degrees is:
  - a. BA
  - b. BS
  - c. MA
  - d. MS
  - e. EdD
  - f. PhD
  - g. bachelor's degree
  - h. master's degree
  - i. doctorate

## **B. Capitalization**

1. Do not capitalize fields of study unless the word itself is a proper noun.  
Example:         She has a BA in English.  
                      He has a BA in history.  
                      Her degree is in student personnel.

# **IX. BIBLIOGRAPHICAL**

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## **A. Citations**

1. For guidance on citations, quotations, and other reference information, refer to the *Publication Manual of the American Psychological Association (Fourth Edition)*.

# **X. FORMATTING**

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## **A. Dashes**

1. Do not insert spaces around a long dash.  
Example:         Extracurricular–no hyphen

## **B. Sentence spacing**

1. Insert one space between sentences.  
Example:         Ms. Smith is the media contact at the foundation. She can be reached at 800-485-9900.

## XI. USE OF THE NACA AND FOUNDATION LOGOS

### A. General use

1. The NACA logo and the NACA Foundation logo must be used for all official correspondence, publications and printed materials that uphold the mission statement and nondiscrimination policies and goals of the Association.
2. The logos must appear on the front of any printed materials.
3. The logos must appear with the Association's name.
4. The NACA Office must approve any use of the logo as a design element in advance. If the logo is used as a design element, it must also appear in its official form on the front cover of the piece. The logo as a design element cannot be substituted for the actual logo. The logo cannot be altered in any other manner, including color.
5. Logos must appear in the correct color (as specified below), solid black or reversed out in white. It is not appropriate to place any design element, such as a box or oval, around the logo.
6. When either logo is used on letterhead it should be placed on the upper left corner or the center.
7. The minimum size the logo can be is one inch in width.
8. The NACA logo and the NACA Foundation logo may not be used as an endorsement without the recognition and approval of the NACA Office.
9. The correct Pantone Matching System (PMS) colors for the NACA logo are:

PMS 280 blue

PMS 368 green

For four color process printing, the CMYK equivalents of the PMS colors are:

	<u>280 blue</u>	<u>368 green</u>
C	100	65
M	72	0
Y	0	100
K	18	0

10. The correct logo fonts are:

Trade Gothic LH Bold Extended (**naca**)

Akzidenz Grotesk Light Condensed (**National**)

It is not appropriate to use any other font style.



## XII. STANDARD PROOFING MARKS

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SYMBOL	PROOF MARK	EXAMPLE
<i>e</i>	Delete	NACA links <del>e</del> education and entertainment.
#	Insert space	NACA link <del>s</del> education and entertainment. L#
1	Insert letter or character	NACA link <del>s</del> education and entertainment. s
/	Change to lowercase	NACA link <del>s</del> education and entertainment.
≡	Change to uppercase	NAC <del>a</del> links education and entertainment. ≡
<i>ital</i>	Change to italics	<u>NACA</u> links education and entertainment. <i>ital</i>
<b>bf</b>	Change to bold	<u>NACA</u> links education and entertainment. <b>bf</b>
~	Transpose	NACA link <del>s</del> (education and entertainment) <del>!</del>
<i>stat</i>	Disregard marks	NACA links education <del>and</del> <sup>stat</sup> entertainment.
□	Move to left	□ NACA links education and entertainment.
⌋	Move to right	NACA links education and entertainment. ⌋
1	Insert comma	NACA links education <del>and</del> <sup>1</sup> entertainment.
¶	Start new paragraph	¶ NACA links education and entertainment.