Theta Phi Alpha

EVER LOYAL, EVER LASTING.

Brand Guidelines | January 2025

Introduction ---------- 3
Theta Phi Alpha Style Formatting by Category or Term ---------- 3
Name Usage Guide ---------- 13
Branding Guidelines---------- 14

Introduction

The Theta Phi Alpha Style Guide is designed to bring uniformity to publications, and provide clear, simple rules for effective writing. The goal of this style guide is to present clear and simple rules on grammar, spelling, punctuation and usage. This document borrows heavily from The Associated Press Stylebook and the NPC Stylebook. If questions arise and you do not have immediate access to an AP Stylebook or other writing reference book, feel free to contact Theta Phi Alpha's Director of Communications for assistance, communications@thetaphialpha.org.

~A~

a, an Use the article a before consonant sounds: *a historic event, a one- year term* (sounds as if it begins with a w), *a united stand* (sounds like you). Use an before vowel sounds: *Theta Phi Alpha is an NPC member organization*.

abbreviations and acronyms In general, avoid abbreviations and acronyms, especially those that the reader would not quickly recognize. BEFORE A NAME: Abbreviate the following titles when used before a full name outside direct quotations: *Dr., Gov., Lt. Gov., Mr., Mrs., Rep., the Rev., Sen.* and certain military designations. Spell out all except *Dr., Mr., Mrs.* and *Ms.* when they are used before a name in direct quotations.

academic courses and majors Lowercase in all uses except languages: *A journalism major, an accounting class, a Spanish major, an English class*.

academic degrees Try to avoid abbreviations. Lowercase and use an apostrophe when writing bachelor's degree, master's degree. Capitalize formal names of specific degrees: *Stephanie has a Bachelor of Arts degree in chemistry. She plans to pursue a master's degree in the future.* When abbreviated, academic degrees are capitalized: *B.A., Ph.D.* When used after a full name, they are set off by commas: *Christie Cunningham, Ph.D., attended the meeting.*
Also lowercase department of degree, unless it is a language: *Lauren has a Bachelor of Arts in literature. Tiffany has a Bachelor's of Arts in English.*

academic titles Capitalize and spell out formal titles such as chancellor, chairman, dean, etc., when they **precede** a name. Lowercase elsewhere. Lowercase modifiers such as *department* in *department Chairman Ellen Trinity*.

accept, except *Accept* means to receive. *Except* means to exclude.

active Do not use as a noun. Use as an adjective or to distinguish between a new member and an initiated member. When referring to women in a chapter, use members, sisters, collegians or undergraduates.

addresses Spell out and capitalize when part of a formal street name without a number: *Pennsylvania Avenue*. Use the abbreviations *Ave., Blvd.* and *St.* only with a numbered address: *1600 Pennsylvania Ave.* All similar words (*alley, drive, road, terrace*, etc.) always are spelled out. Capitalize them when part of a formal name without a number; lowercase when used alone or with two or more names.
Always use figures for an address. Spell out and capitalize *First* through *Ninth* when used as street names; use figures with two letters for *10th* and above.
Abbreviate compass points used to indicate directional ends of a street or quadrants of a city in a numbered address: *222 E. 42nd St., 562 W. 43rd St., 600 K St. N.W.* Do not abbreviate if the number is omitted.

advisor Only capitalize when the title is directly tied to a name. *We are lucky to have more than 1,000 advisors serving our collegiate chapters and sisters across North America.*
Chapter Advisor Betty Bingles was honored to receive the Advisor of the Year Award.
Betty Bingles, AB, Chapter Advisor, received the Advisor of the Year Award.

advisory board Committee of alumnae whom advise a chapter on various matters; the Chairman of the Advisory Board is an appointed national officer. Capitalize when tied to a specific chapter name. *The Alpha Chapter Advisory Board met in February.*

affect, effect *Affect*, as a verb, means to influence: *The game will affect the standings*.
Affect, as a noun, should not be used.

Effect, as a verb, means to cause: *She will effect many changes in the sorority*.
Effect, as a noun, means result: *The effect was overwhelming*.

affective, effective *Affective* means emotional; *effective* means impressive: *Jane's affective speech reviewed many effective leadership styles.*

ages Always use figures. Ages expressed as adjectives before a noun or as substitutes for a noun use hyphens. Examples: *A 5-year-old boy*, but *the boy is 5 years old. The boy, 7, has a sister, 10. The woman, 26, has a daughter 2 months old. The law is 8 years old. The race is for 3-year-olds. The woman is in her 30s.*

a lot Always two words.

alcohol free (n.)**, alcohol-free** (adj.)

alma mater Not capitalized.

alumna, alumnae, alumnus, alumni Lowercase in all uses.
alumna – female, singular (also used as an adjective, i.e., alumna activity)
alumnae – female, plural
alumnus – male, singular
alumni – male, plural or male and female mixed, plural

alumnae association/chapter/club Capitalize only when referring to a specific alumnae association/chapter/club: *Our alumnae association held a meeting with the Chicago Alumnae Association. The Epsilon Chapter is in Cincinnati. The chapter in Cincinnati was founded in 1919.*

alumnae initiates Women initiated into Theta Phi Alpha as alumnae members. Never capitalize. The singular form is alumna initiate.

Alumnae Panhellenic(s) Always capitalize; do not abbreviate as *APH* other than in internal reports. **a.m., p.m.** Lowercase.

Avoid the redundant *10 a.m. this morning*.

ANGLE Not A.N.G.L.E. Stands for Advocates for National Greek Leadership and Education.

anniversary Always lowercase: *Theta Phi Alpha celebrated its 100th anniversary. The women enjoyed the anniversary celebration.*

annual An event cannot be described as *annual* until it has been held in at least two successive years. Do not use the term *first annual* (instead, note that sponsors plan to hold an event annually).

assure/ensure/insure To **assure** is to tell someone everything's ok, to **ensure** is to make certain, and to **insure** is to protect financially.

averages All-women's average; AWA on second reference is appropriate. All-sorority average; ASA on second reference is acceptable.

awards, honors and prizes Capitalize only when referring to a specific or formal award: *Pyramid Award, the awards banquet*.

~B~

baccalaureate Usually held by an educational institute the Sunday before commencement day. Do not use to mean bachelor's *degree*.

badge/pin When referencing the Theta Phi Alpha badge or pin, do not capitalize.

Badge Day Celebrated the first Monday in March each year. Official name: International Badge Day.

biannual, biennial *Biannual* means twice a year and is a synonym for the word semiannual. *Biennial* means every two years.

biennium A specific period of two years. The two-year period between National Conventions is called a biennium.

bi-/semi- *Bimonthly* means every other month. *Semimonthly* means twice a month. *Biweekly* means every other week. *Semiweekly* means twice a week.

bid An invitation to become a new member.

bid matching Not capitalized.

Bid Day Capitalized.

Big Sister Capitalize both words. Not simply *Big* and/or *Little*. Instead use *Big Sister* and/or *Little Sister*. **Billhighway** The online

billing system used by collegiate chapters. One word, always capitalize.

board/committee Capitalize only when referring to a specific or formal board or committee: *NPC Alumnae Panhellenics Committee*. Lowercase when used alone in any reference: *The board/committee always meets at 9 a.m.*

Board of Trustees Always capitalize. *The Theta Phi Alpha Board of Trustees met today.*

bylaws Not *by-laws* or *bi-laws*. Capitalize only when referring to Theta Phi Alpha's National Constitution and Bylaws. *According to Theta Phi Alpha's* N*ational Constitution and Bylaws, some officers must be elected; others may be appointed or elected.* Do not capitalize in any other instance. *Each collegiate chapter of Theta Phi Alpha has its own set of bylaws and standing rules to cover individual chapter needs.*

~C~

Camp Friendship Capitalize both words. This national philanthropy is a two-week summer camp hosted in northeast Mississippi for children from disadvantaged and low-income homes.

centennial Capitalize when accompanied with a specific organization/chapter/club: *Five hundred people attended the Epsilon Centennial.* Lowercase when used in general reference: *The women enjoyed the centennial celebration.*

Chairman Always capitalize when referring to specific chapter officer titles and National Officer titles. Do not abbreviate to Chair.

chapter Capitalize only when preceded by the name of a specific chapter. *Our chapter… the chapter's anniversary… Beta Delta Chapter*. Takes a singular verb and pronoun: *The chapter is viewing its position*.

chapter advisor Lowercase when used alone. *Chapter advisor Lynn Smith. Lynn Smith is our chapter advisor.* Note that this spelling of advisor is an exception to AP style (adviser).
Uppercase when used with a person's name. *Chapter Advisor Betty Bingles was honored to receive the Advisor of the Year Award. Betty Bingles, AB, Chapter Advisor, received the Advisor of the Year Award.*

chapter house Always lowercase.

chapter letters When used to identify someone's membership, write out the Greek chapter name immediately following the member's name: *Kim Kowalski O'Halloran, Delta Gamma*. In the body of text, always use the Greek letters instead. When more than three sisters appear in a list, separate their names/letters with semicolons. *Lauren Svec Gallo, BB; Tracey Liphart, AN; Michelle Porter, AN; and Alicia Palmisano, BE.* The only exception to this is an article byline. In a byline, the Greek chapter name is written out in full no matter how many authors are listed.

chapter officer titles Always capitalize specific chapter officer titles.

charter Always lowercase. A term referring to the document defining the formal organization of a chapter or corporate body.

Charter Member Capitalize. The term used for members initiated into a newly installed chapter.

Circle of Excellence Always capitalize. An annual award given to collegiate chapters who attain the highest Chapter Standards of Achievement.

class years Lowercase freshman, sophomore, junior and senior.

Co-Chairman Always capitalize specific chapter officer titles.

college Capitalize when part of a proper name: *Dartmouth College*.

College Panhellenic(s) Always capitalize; do not abbreviate as CPH other than in internal reports.

collegian, collegiate Always lowercase. *Collegian* is a noun and *collegiate* is an adjective: *The collegians attended the collegiate seminar.*

colony A term no longer used to reference a new chapter getting established on campus. Use the term **emerging chapter** instead.

committee Capitalize only when referring to a formal or standing committee: *Beta Kappa Scholarship Committee, several committees.*

The Compass Name of the Fraternity's biennial magazine. Capitalize and use italics. Do not refer to it as *Compass magazine*.

Compass Points Awards Always capitalize. Awards given by the Board of Trustees to alumnae worthy of individual recognition.

convention Lowercase except when used to reference Theta Phi Alpha's biennial National Convention. *The campus leaders gathered for a convention to discuss public safety.*
Always reference National Convention in full on first reference. Secondary references can be shortened to Convention.
Rowan University collegians attended Theta Phi Alpha's National Convention. At the Convention, the woman voted on changes to the National Constitution and Bylaws.

corporation Abbreviate corporation as *Corp.* when a company or government agency uses the word at the end of its name: *Gulf Oil Corp.* Spell out corporation when it occurs elsewhere in a name: *the Corporation for Public Broadcasting*. Spell out and lowercase *corporation* whenever it stands alone.

creed Capitalize only when specifically referring to the Theta Phi Alpha Creed.

cum laude Graduation honor equivalent to "with distinction".

~D~

dates Always use the Arabic figures without the *st, nd, rd or th*: *April 28, not April 28th*. No comma is needed between the month and year if the day is omitted: *April 2014*.

days of the week In running text, capitalize them. Do not abbreviate, except when needed in a tabular format: *Sun, Mon, Tue, Wed, Thu, Fri, Sat* (three letters, without periods).

dean's list Always lowercase. *She is a dean's list student.*

delegate Do not abbreviate and do not capitalize when used before a name. *NPC delegate Mary Smith. She was a delegate to the convention.*

directions and regions In general, lowercase *north*, *south*, *northeast*, *northern*, etc., when they indicate compass direction; capitalize these words when they designate regions.

disaffiliation/disaffiliated Use when referring to the relationship sorority members have to their chapters when they are recruitment counselors and Panhellenic officers during the recruitment period. Do not use disassociation or disassociated.

disassociated Not to be used in reference to a member's status; Theta Phi Alpha members do not have the ability or right to disaffiliate their membership.

~E~

em/en dash (—/–) An em dash denotes an abrupt change in thought in a sentence or an emphatic pause. Put a space on either side of an em dash: *NPC's recruitment philosophy is simple — make it fun for everyone involved.* An en dash is used between words or numerals indicating a duration, such as hourly time or months or years: *Recruitment will take place Sept. 6–10.*

email Not e-mail.

emerging chapter Capitalize only when preceded by the name of a specific emerging chapter. A group of new Theta Phi Alpha members on campus. Once the emerging chapter receives a charter, it becomes a full chapter of the Fraternity. When referring to an emerging chapter, reference the full school name followed by 'Emerging Chapter.' *Benedictine University Emerging Chapter members are eager to learn more about the sisterhood.*

events Capitalize the titles of all Theta Phi Alpha-sponsored events including, but not limited to, Officer Leadership Training, Theta Phi Days, and National Convention.

executive board Lowercase in general references. Capitalize when referring to a specific chapter's board. Avoid using e-board. *The Alpha Delta Chapter's Executive Board met this morning.*

Executive Committee Capitalize when referring to the NPC Executive Committee. Lowercase in general references: *The group's executive committee met this morning.*

extension The addition of a National Panhellenic Conference member organization to a college or university.

Ever Loyal, Ever Lasting. Theta Phi Alpha's tagline. Always capitalize and include period at the end when it stands alone.

~F~

formal Always lowercase when referring to a social dance or party.

foundation Capitalize when referring specifically to the Theta Phi Alpha Foundation. *The Foundation provides numerous scholarships for members each year.*

founders Capitalize when referring to any, or all, of Theta Phi Alpha's ten Founders. Lowercase when referring to founders in general. *Theta Phi Alpha reveres these ten women as its Founders: Dorothy Caughey Phalan, Katrina Caughey Ward, Mildred Connely, Selma Gilday, Otilia Leuchtweis O'Hara, Amelia McSweeney, Camilla Ryan Sutherland, Helen Ryan Quinlan, May C. Ryan, and Eva Stroh Bauer Everson.*

Founders' Day Always capitalize. Not *Founder's Day* or *Founders Day*.

fraternity Capitalize only when referring to Theta Phi Alpha or when part of another Greek organization's name: *Phi Sigma Kappa Fraternity; a fraternity on campus*. The Fraternity's magazine, *The Compass*, is mailed biannually.

fraternity members The plural does not take an apostrophe, because that would make it possessive: *Six Theta Phis went to the conference.*

fraternity/sorority advisor (FSA) Replaces *Greek advisor* in accordance with the style set by the Association of Fraternity/Sorority Advisors (AFA).

~G~

Glenmary Home Missioners Capitalize each word. This historical national philanthropy serves the spiritual and material needs of those living in rural Appalachia. This was the first national philanthropy of Theta Phi Alpha.

grade point average Can be abbreviated GPA. All caps, no punctuation.

Grand Council (GC) Always capitalize. *The* is not part of the formal title and is not needed in each reference. On first reference, spell out. If abbreviating as GC after first reference, put GC in parentheses directly after first reference. Grand Council (GC). In reference to a past Grand Council member use the word *past* and not *former*. There is no need to capitalize *past.* May use just *Council* after first reference.

Greek Avoid using *Greek* to reference *fraternal* or *fraternity/sorority*. The term has been misinterpreted on some campuses by parents and students who are of Greek descent. Instead, use *fraternal* or *fraternity/sorority* in accordance with the style set by the Association of Fraternity/Sorority Advisors (AFA). Exception: *Greek Week(end)*.

Greek advisor Use *fraternity/sorority advisor (FSA)* in accordance with the style set by the Association of Fraternity/Sorority Advisors.

Greek life Still used in some administrative titles: *director of Greek life; office of Greek life*. See **Greek** explanation above to understand why NPC no longer uses this term to mean *fraternal* or *fraternity/sorority.*

Guard of Honor Capitalize. This term can be abbreviated to GOH in internal communications. This reference is often followed by the number of the recipient in award order. *GOH81 recipient is National President Tracey Liphardt.*

~H~

Herff Jones Theta Phi Alpha's official licensed jeweler. Always capitalize.

homecoming Lowercase except when preceded by the name of the university (*Indiana University Homecoming*), used with the year as part of the name of a specific homecoming (*Homecoming 2019*), or used as part of the formal name of the event (*Reunion/Homecoming Weekend*). Lowercase other uses (*homecoming game, homecoming parade*).

homepage One word, lowercase. It refers to the front page of a website, the page that appears under the site's domain name.

house The *house* refers to the building, not the *chapter*: *The chapter voted*, not *The house voted*.

hyphen Use a hyphen between compound adjectives that precede the word they modify: *She is an out-of-state Potential New Member.*

~I~

inactive Used to describe a chapter that has been closed.

initiates Do not use unless coupled with new: The Chi Chapter has 20 new initiates.

initiation Capitalize only when referring to the specific ritual. *The day of initiation kicked off with the Initiation Ritual.*

inquire, inquiry Not enquire, enquiry.

installation and reinstallation Capitalize only when referring to the ceremony. When generally referring to the installation of a chapter, use lowercase. *Awards for outstanding Charter Members were presented at Delta Lambda's Chapter's Installation celebration. We are looking forward to the reinstallation of this chapter next spring.*

interfraternal One word, lowercase.

Interfraternity Council (IFC) Not *Inter-Fraternity Council*. Always capitalize. Abbreviate *IFC.*

inter/national Used by NPC to designate its member organizations. *Jane Doe is the inter/national president of Chi Omega.*

internet

intranet Always lowercase. Used to reference the secure, members-only side of the Theta Phi Alpha website.

its, their The possessive *its* is singular, while *their* is plural. Do not use a plural possessive with a singular subject and vice versa: *The committee members made their decisions. The committee made its decision. Members cast their votes. The chapter selected its officers.*

~L~

Leadership Consultant Always capitalize.

legacy Always lowercase. A sister, daughter, stepdaughter, niece, granddaughter or great-granddaughter of a member of Theta Phi Alpha. Always lowercase.

less than, fewer than Use *fewer than* to refer to something that can be counted. Use *less than* to refer to a mass. *If there are fewer people, it means less work for the clean-up crew.*

lifelong One word, no hyphen.

lifetime One word, no hyphen.

Little Sister Always capitalize.

~M~

magna cum laude Graduation honor equivalent to "with high distinction."
manual Capitalize and italicize when part of an official title: *Chapter Operations Manual*

member Use when referring to a woman initiated into a sorority. Do not use *active*. When referring to a graduated member, use *alumna*.

member organization NPC style uses *member organization*, not *member group*, to refer to NPC sororities. **midnight** Do not put a

12 in front of it. It is part of the day that is ending, not the one that is beginning.

months Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only *Jan., Feb., Aug., Sept., Oct., Nov.* and *Dec.* Spell out when using alone or with a year alone. When a phrase lists only a month and a year, do not separate the year with commas: *April 1902 was a monumental time for the National Panhellenic Conference.* When a phrase refers to a month, day and year, set off the year with commas: *NPC met Oct. 16-19, 2008, in Stone Mountain, Ga.*

Mrs., Ms., Miss Do not use. On first reference, refer to a member by her first, maiden (if applicable) and last names. On second reference, refer to her by her first and last name or just her first.

My Sister, My Friend Capitalize in reference to Theta Phi Alpha's New Member Education program. **~N~**

names of members On the first mention, use a member's full name (including maiden name, if applicable) followed by her chapter name. If a name is mentioned within a sentence, write out the full chapter name. If several member names are listed together, use the chapter's Greek symbols instead.

nationals Do not use this term to refer to National Office, Grand Council, or any National Officers. The full term, National *Office* should be used.

National Executive Secretary Always capitalize. Can abbreviate after first reference as NES.

National Housing Corporation Always capitalize. Do not use Housing Corporation or Housing Corp. Can abbreviate after first reference as NHC: *National Housing Corporation (NHC).*

National Office Always capitalize when referring to Theta Phi Alpha's office building.

National Officers Always capitalize. Refers to any roles found within the national roster. Also capitalize all titles of National Officers.

National Panhellenic Conference (NPC) Always capitalize. Can be abbreviated to *NPC*, but only in cases of subsequent mention: *Louise Kier was installed as chairman of the National Panhellenic Conference. NPC is the umbrella group for 26 inter/national sororities.* NPC prefers that *Conference* not be used on subsequent mention.

National Panhellenic Conference Manual of Information Do not refer to it as "the green book" or as the "MOI," except internally. The most current version is the 20th edition; when used with the manual, write it as Manual of Information, 20th Edition (not set off in quotes, because it's primarily a reference book).

National Pan-Hellenic Council Inc. (NPHC) Always capitalize. Can be abbreviated *NPHC* on subsequent reference.

National President Always capitalize. Can abbreviate after first reference as NP.

nationals Not a correct term to use in reference to Theta Phi Alpha leadership; do not use. A national organization has only one headquarters. The Theta Phi Alpha main business address is referred to as *Theta Phi Alpha National Office.*

National Treasurer Always capitalize. Can abbreviate after first reference as NT.

National Vice President-Alumnae/Collegians/Extension/Programming Capitalize all words in these Grand Council titles. Use a hyphen with no spaces on either side. Can abbreviate after first reference as: NVP-A; NVP-C; NVP-E; NVP-P.

new member A National Panhellenic Conference term to replace the term "pledge." Lowercase except when referencing the New Member Education Program and within officer titles such as, New Member Educator. Also, new *member class.* Do not use "pledge class." Not acceptable to use the term "pledge." *The Beta Xi Chapter's new member class is ecstatic to learn more about our sisterhood through the New Member Education Program.*

new member pin Lowercase. Previously referred to as pledge pin, this pin shall only be referred to as new member pin.

North-American Interfraternity Conference (NIC) Always capitalize. Can be abbreviated *NIC*. Note that the group hyphenates North American.

North-American Interfraternity Foundation (NIF) Always capitalize. Can be abbreviated NIF. Note that the group hyphenates North American.

New Member Education Program Capitalize *New Member Education Program* in reference to Theta Phi's new member program.

nonalcoholic One word, no hyphen.

noon Do not put a 12 in front of it.

nonprofit No hyphen.

numerals Spell out whole numbers below 10, use figures for 10 and above. *They have 10 dogs, six cats and 97 hamsters. They had four, four-room houses.* Exception: Use numerals for dates, sports scores and sports records. When large numbers must be spelled out, use a hyphen to connect a word ending in *y* to another word. Do not use commas between other separate words that are part of one number: *twenty-one; one hundred forty-three; one million one hundred fifty-five thousand five hundred eighty-seven.* Spell out first through ninth when they indicate sequence in time or location; starting with *10th* use figures: *the First Amendment, 12th place.* Spell out numerals at the beginning of a sentence. There is one exception — a numeral that identifies a calendar year: *Five hundred twenty-five freshmen went through recruitment last year. 1867 was a monumental year.* For numerals larger than 999, use a comma. The major exceptions are street addresses, broadcast frequencies, room numbers, serial numbers, telephone numbers and years. Spell out amounts less than one, using hyphens between the words: *two-thirds, four-fifths*. Use figures for precise amounts larger than one, converting to decimals whenever practical.

~O~

officeholder Always one word.

Officer Leadership Training (OLT) Always capitalize. Annual training event for collegians. Can abbreviate after first reference as OLT.

officer titles Capitalize specific collegiate officer titles and National Officer titles. Also see **National Officers**. **OK** Do not use *okay* or

O.K.

organizations Use *member organizations*, not *member groups*, when referring to NPC sororities.

~P~

Panhellenic Capitalize when used as a direct reference to a Panhellenic Council, a Panhellenic group or the National Panhellenic Conference. Do not capitalize when used as a general adjective: *She has a great panhellenic spirit.*

Parents' Weekend Always capitalize. Not *Parent's Weekend* or *Parents Weekend*.

party Social event is preferred: *The chapter is planning a social event with a fraternity.*

Penguin Shoppe Always capitalize.

pledge Use as a verb **only** and not to mean *new member*.

portal Term used to reference the Officer Portal or Member Portal. Always lowercase except when specifically referencing the Officer Portal or Member Portal sites. Do not use this term to reference the website or intranet side of the website.

Potential New Member (PNM) Capitalize. A Potential New Member is any woman interested in becoming a fraternity member who is matriculated and eligible according to College Panhellenic Association requirements. Abbreviate as PNM after first reference. Abbreviation PNM is acceptable on second and subsequent references.

~Q~

quotation marks Periods and commas always go within quotation marks: *The best part about the chapter is "its enthusiastic and individualistic spirit." "Convention couldn't have been more fun," she said.* Dashes, semicolons, question marks and exclamation points go within quotes when they apply to the quoted matter only. These punctuation marks go outside when they apply to the whole sentence: *Have you ever read "Green Eggs and Ham"?*

~R~

recharter No hyphens.

recruitment Always lowercase. Use in place of rush.

re-elect, re-election, re-elected Hyphenate.

reinstate Term used when referring to alumnae associations that were previously chartered, then closed and ultimately reinstated due to renewed interest and membership.

Release Figure Methodology (RFM) The method for calculating release figures (carry figures) during formal recruitment.

resume, résumé *Resume* is a verb meaning to continue. *Résumé* is a noun.

ritual Do not capitalize when referring to general rituals. Capitalize ritual when referring to a specific fraternity ritual ceremony. *The day kicked off with the Initiation Ritual.*

rush No longer used to describe *recruitment* or *member recruitment*.

~S~

scholarship Capitalize only when referring to a specific scholarship: *She received the Warner Scholarship. Mary was a scholarship winner last year.*

Senior Service Award(s) Always capitalize.

semiformal One word, no hyphen.

Siena Medal/Siena Medalist Always capitalize. Theta Phi Alpha Fraternity's highest honor bestowed upon women of distinction and awarded at National Convention.

sorority NPC style is to refer to every NPC member organization as a **sorority**, not a **fraternity** or **women's fraternity**. This helps avoid confusion among our constituencies. For purposes of Theta Phi Alpha, it is acceptable to use either fraternity or sorority as a descriptor of the organization.

state names Spell out all state names within text.

subcommittee Not sub-committee.

summa cum laude Graduation honor equivalent to "with highest distinction."

~T~

The House That Theta Phi Alpha Built Always capitalize all words. National philanthropy that focuses on improving the plight of the homeless.

then/than Then references a moment in time. **Than** is used in comparisons as a conjunction.

Theta The official nickname for the Kappa Alpha Theta fraternity. Do not use *Theta* as an abbreviation or nickname for Theta Phi Alpha. Instead, *Theta Phi* may be used in short.

Theta Phi Alpha Always capitalize all words.

Theta Phi Alpha Foundation Always capitalize all words, never use *the* in front of the organization's name: *Theta Phi Alpha Foundation gives scholarships to students in need.* You can use "the" on second reference as part of *the Foundation.* Officer titles of the Foundation should also be capitalized.

Theta Phi Day of Service Always capitalize. Annual service event for collegians and alumnae held in multiple locations.

TPA Not an acceptable abbreviation for Theta Phi Alpha. Instead, *Theta Phi* may be used in short.

times Use figures except for *noon* and *midnight*. Use a colon to separate hours from minutes: *11 a.m., 1:20 p.m.* Avoid redundancies: *10 a.m. this morning*.

T-shirt/t-shirt Either is acceptable.

~U~

undergraduate scholarships Capitalize only when part of a specific scholarship name. **United States** Noun; use

periods in the adjective U.S.

university Capitalize only when used with the actual school's name: *Pennsylvania State University students are known for their university spirit.* When abbreviating university or college names, do not use periods: *UCLA*, not U.C.L.A. Only abbreviate on second reference.

upperclassmen/upperclassman, upperclasswomen/upperclasswoman Always lowercase.

~W~

website Always lowercase and one word. Also, *webcam*, *webcast*, *webmaster*, *webpage*.

~Y~

Yours in the bonds of sisterhood (YITBOS) Common way to close a letter or email. Spell out at the bottom of a letter. Acronyms can be used in emails or other informal correspondence.

NAME USAGE GUIDE

Definitions of Legal Name, Trade Name and Trademark

Legal Name: The legal name of a business is the name of the person or entity that owns a business. If the business is a partnership, the legal name is the name given in the partnership agreement or the last names of the partners. For limited liability companies (LLCs) and corporations, the business' legal name is the one that was registered with the state government. These names will often have a "legal ending" such as LLC, Inc. or LLP.

A legal name should be used when communicating with the government or other businesses. For example, the business' legal name should be used when filing tax returns, buying property, or writing checks.

Trade name: A trade name is generally considered the name a business uses for advertising and sales purposes that is different from the legal name in its articles of incorporation or other organizing documents. A trade name can also be referred to as a "Fictitious Name" or a "Doing Business As" (DBA). Examples of trade names ae the use of the name "Kodak" by the company whose legal name is "Eastman Kodak Company" or "McDonald's" by the company whose legal name is "McDonald's Corporation." A trade name may not include Inc., LLC, Corp. or similar legal endings. Although a trade name may sometimes also be a trademark, a trade name is not, in itself, a form of intellectual property. A company may use a trade name for advertising and trade purposes. It is often the name the general public sees on signs, the internet, and advertisements.

Trademark: A trademark is any word, phrase, design, or symbol that a business uses to distinguish its goods and services from someone else's and to indicate the source of the goods. In short, a trademark is a brand name. A trademark can be any combination of the above and can even be a slogan, such as Coke's "It's the Real Thing." The Nike "swoosh" is a trademark, as is the Gap logo and thousands of other familiar symbols and logos. Trademarks that have been registered with the U.S. Patent and Trademark Office should have the registered trademark symbol ( ) after the mark on the product, its packaging, or when used in association with the service.

27025 Knickerbocker Road

Bay Village, Ohio 44140

Ph: 440.899.9282

THETAPHIALPHA.ORG

For Theta Phi Alpha

Legal Name: The legal name of our organization is THETA PHI ALPHA. Theta Phi Alpha is a corporation organized under the laws of the State of Michigan. The legal name is to be used for all legal documents, such as contracts, leases, tax returns, bank accounts, government filings, etc.

Trade Names: Theta Phi Alpha Fraternity and Theta Phi are trade names, also known as DBA (doing business as) or "fictitious names." Theta Phi Alpha Fraternity can be and has been used interchangeably with Theta Phi Alpha in the past. In general, the trade names of Theta Phi Alpha can be used anywhere except where the legal name is required as stated above. The name Theta is NOT a trade name of Theta Phi Alpha and may not be used in any way.

Examples of slogan names not recognized by Theta Phi Alpha Fraternity:

- TPA - "TPA" stands for Tau Rho Alpha.
- Theta - "Theta" is Kappa Alpha Theta trade and slogan name.

Trademark: The crest, various distinctive logos, symbols, graphic depictions of the name, Greek letters, our official penguin, the new logo and compass design etc. are all considered our trademarks and are protected by federal copyright law.

THE BRAND

The Logo

The Theta Phi Alpha logo is a direct representation of the brand and must be used with care. Multiple variations of the logo exist for the variety of mediums on which the logo may need to appear. When choosing which logo to use in a specific instance, always consider the legibility and readability of all elements. When in doubt about the correct branding usage, please contact the National Office at 440.899.9282.

Full Color Logo

One-Color Black Logo

One-Color Blue Logo

One-Color White Logo

White and Yellow Logo

Secondary Logo Options

The stacked and wordmark only logos are to be used as secondary elements of the brand. The stacked logo should be used in square spaces or when it would be more logical and result in the logo being more legible.

Color options are the same as for the primary logo and include full color, one-color black, one-color blue, all white and white with yellow.

STACKED LOGO:

Theta Phi Alpha

EVER LOYAL, EVER LASTING.

WORDMARK ONLY LOGO:

Theta Phi Alpha

Usage of the Logo

The Fraternity logo, tagline and all other recognizable symbols must be used with the utmost respect. Whenever used, they must be in good taste, reflecting the high esteem with which we hold these insignia. This includes, but is not limited to, their use in printed materials, favors, scrapbooks or photo albums, and apparel. The appearance of cultural insensitivity; sexual innuendo; the use of insulting, threatening, offensive, defamatory or negative language or images; and references to the use of illegal drugs or alcohol are strictly prohibited.

CLEAR SPACE

It is important to always allow adequate space around the logos. Always leave clear space equal to the size of the compass around the logo.

APPLICATIONS TO AVOID

Only use the provided color variations. Never alter colors of the logo, or place it over a color that compromises its legibility.

Always scale proportionally.
Never distort the logo.

Never rotate, rearrange or replace elements of the logo.

Never add a drop shadow or outer glow to the logo.

Typography

Follow the guide below for standards on font and typographic hierarchy. Due to its nature as a script, Mahogany Script Std should be used sparingly, and generally at larger sizes, as it can be otherwise difficult to read.

TYPEFACE:

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Mahogany Script Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Dancing Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

HIERARCHY:

HEADING ONE

Heading Two

HEADING THREE

Body Copy. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.

Using the Name in Text

Whenever the Theta Phi Alpha name is used instead of the logo, it must appear in title case. This includes, but is not limited to, the website, social media posts, collateral pieces and any other materials that reference the brand.

Color Palette

Use the colors below when designing branded materials. Refer to the primary or secondary designations as a loose guide for each color to use on any given piece.

PRIMARY COLORS

	CMYK	RGB	HEX
	100, 73, 20, 5	0, 74, 151	004A97
	0, 18, 100, 0	255, 206, 0	FFCE00
	35, 29, 28, 0	169, 168, 169	A9A8A9

SECONDARY COLORS

	CMYK	RGB	HEX
	6, 4, 0, 65	85, 86, 90	55565A
	62, 13, 0, 9	88, 201, 231	58C9E7
	0, 6, 18, 0	254, 239, 209	FEEFD1

	CMYK	RGB	HEX
	39, 0,1,13	133, 219, 217	85DBD9
	0, 60,59,1	252, 100,103	FC6467
	0, 24,11, 6	240,182, 213	F0B6D5

Primary Brand Colors

Blue	Yellow	Gray
#004A97	#FFCE00	#A9A8A9

Secondary Brand Colors

Dark Gray	Pastel Light Blue	Pink Seascape
#55565A	#85DBD9	#FC6467

Pastel Sky Blue	Pastel Pink	Pastel Yellow
#58C9E7	#F0B6D5	#FEEFD1

BRAND VISUALS

Gradient

The Theta Phi Alpha gradients should be used as accent visual elements. They should only be made of navy and light blue, or goldenrod and cream. White text may be placed over the darker portion of the blue gradient, and dark colored text may be placed over the yellow gradient.

The Compass

When using the compass separately from the logo, it should only be used in blue and yellow, or yellow and white. It may be used over photography as a layered visual but should never be used smaller than 1” or as an icon with text.

Photography

When choosing images to be used in coordination with the Theta Phi Alpha brand, use the example below as a guide. Images should be of the membership experience or philanthropy moments, that involve individual members, as well as groups of members and chapters or associations. Images should never include hand signs. Images may be overlaid with 80% black or Pantone 447 C set to multiply at 65% opacity.

ΘΦΑ
THETA PHI ALPHA
ΘΦΑ
ΘΦΑ
THETA PHI
Alpha

Stationery Templates

The Theta Phi Alpha stationery templates are to be used for a consistent brand experience. Please follow the specifications below when ordering materials or using the provided Microsoft Word letterhead template.

LETTERHEAD

8.5 x 11”

Color: 4/0

Bleed: None

Special Finishing: None

Paper: 70# Text

LETTER ENVELOPE

Standard #10

Color: 4/0

Bleed: None

Special Finishing: None

Paper: 60# Text

BUSINESS CARD

3.5 x 2”

Color: 4/0

Bleed: Yes

Special Finishing: None

Paper: 80# Cov

Theta Phi Alpha
EVER LOYAL, EVER LASTING.

FOR IMMEDIATE RELEASE
November 22, 2024

CONTACT: Jennifer King
Director of Communications
P: 440-899-9282, ext. 3
communications@thetaphialpha.org

Theta Phi Alpha to Establish an Emerging Chapter at Gordon State College

BAY VILLAGE, Ohio – The Grand Council of Theta Phi Alpha is pleased to announce the acceptance of an invitation to establish an emerging chapter at Gordon State College in Spring 2025. After determining there was a deep interest in sorority life on campus and reviewing applications from the member groups of the National Panhellenic Conference (NPC), the faculty and staff involved in the sorority extension committee selected Theta Phi Alpha, a women's social sorority with 52 chapters on campuses nationwide, to join the community at Gordon State College.

"Joining a campus community is always an exciting opportunity. We look forward to partnering with Gordon State College to bring the Theta Phi Alpha experience to the campus", said National President Kristin Henkenius. This new campus organization will offer opportunities in leadership development, wellness programming, philanthropy, networking, and social offerings.

Founded in 1912, Theta Phi Alpha is a women's organization to provide close comradeship; to advance educational, social, and philanthropic interests and leadership training; to encourage spiritual development and adherence to the highest moral standards; and to promote lifelong bonds of friendship; a fraternity for college and university women and alumnae. Theta Phi Alpha was founded at the University of Michigan in Ann Arbor; today, there are 52 active collegiate chapters, 34 alumnae associations, and eight alumnae clubs in the United States.

SAMPLE LETER

Use the example above as a guide for letter layout, margins and font usage.