



Phi Kappa Theta **Style Guide**

Update July 2017

Foreword

The purpose of the Phi Kappa Theta Style Guide is to make clear and simple rules, permit few exceptions to the rules and provide uniformity for reading and writing ease. This Style Guide contains the materials needed to correctly write about the Greek community in general and Phi Kappa Theta specifically. As we add new programs, we will update the Style Guide to reflect those additions.

Entry words, in alphabetical order, are in boldface. They represent the accepted word forms unless otherwise indicated. Many entries simply give the correct spelling, hyphenation and/or capitalization.

If editing questions arise while looking at any Phi Kappa Theta letter or publication, contact the Director of Communications & Marketing. This Style Guide overrides points of style in any other reference book. If the question is not answered in this Style Guide, consult The AP Stylebook and Webster's New World College Dictionary and in that order.

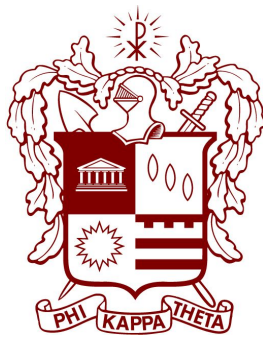
Requests and questions can be sent to the Director of Communications and Marketing via executiveoffices@phikaps.org

Phi Kappa Theta
Keith Harshbarger (IUPUI, '06)
Director of Communications & Marketing

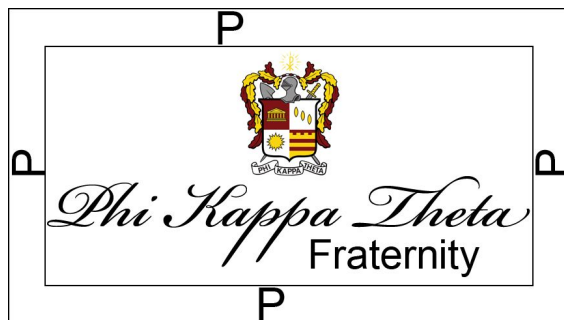
Graphic Standards - Crest and Icon Usage

Elements

The Phi Kappa Theta Crest is made up of two elements: the shield and name. The crest is a unique piece of custom artwork and the proportion and arrangement of the symbol has been specifically determined. The crest should never be typeset, recreated or altered in any way. Whenever possible, the crest should be reproduced in either one, two or three color formats: Full color, Cardinal Purple or Black. For specific color values, see "colors".



Clear Space



To ensure the prominence and legibility of the Crest, always surround it with a minimum amount of clear space. This clear space isolates the Crest from competing graphic elements such as text, photography or background patterns that may divert attention from the Crest.

Minimum Size and Small Usage

The Phi Kappa Theta crest retains its visual strength in a wide range of sizes. However, there are sizes in which the crest ceases to be clearly legible, and its impact is diminished. The minimum size of the crest is determined by its height. The crest should never be reproduced smaller than 1 inch high. Some applications require the crest be less than 1 inch high. For these applications, it should never be reduced smaller than 1/2 inch high. This crest should never be reduced below 3/4 inch wide.

- **Examples of Crest Misuse**



Typography

LEMON MILK: The primary typeface for the words **Phi Kappa Theta** is [Lemon Milk](#)... This typeface was chosen because it is easy to read and complements the type used in the Crest. This typeface offers immediate legibility while conveying the elegance and warmth indicative of Phi Kappa Theta.

Arial: The secondary typeface for Phi Kappa Theta communications is **Arial**. It is a typeface that is best used for postcards or marketing materials. **Arial** can be used for promotional materials and for Web graphics. The font **Arial** can be used in addition to **Lemon Milk** throughout communications. On all communications, including internal communications, **Lemon Milk** and **Arial** should be used whenever possible. **Arial Bold** is also acceptable. **Lemon Milk** and **Arial** is the standard font used in Phi Kappa Theta Microsoft® PowerPoint® presentations. Example:






Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Italics
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold Italics
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Color Palette

	Pantone Color	C M Y K	R G B	HEX
				
Cardinal Purple	Pantone 202U	0 100 65 47	128 0 0	#800000
	Spot Color Printing	4-Color Process Printing	On-Screen Applications	Web Applications

The primary color palette consists of Cardinal Purple. Whenever possible, the crest should be reproduced in this color. Values for spot color printing (PANTONE), 4-color process printing (CMYK) and on-screen use have been specified. Determine the method of reproduction, and select from the values shown in the table. The Phi Kappa Theta Cardinal Purple is equivalent to the PANTONE color cited on this page. The PANTONE and CMYK values provided can be used when printing on either coated or uncoated paper. While variations in color will occur, try to match the Phi Kappa Theta Cardinal Purple colors as closely as possible. For process color printing, refer to the CMYK values shown in the table. For on-screen applications, (Microsoft® PowerPoint® or Word®, video, broadcast) refer to the RGB values specified. For Web applications, refer to the Hex values specified.

Cardinal Purple

- RGB: #800000
- Pantone 202U
- CMYK: C=0, M=100, Y=65, K=47

Gold:

- RGB: #F8D410
- Pantone 131U
- CMYK: MIA

White:

- RGB: #FFFFFF
- Pantone 0% Process Black
- CMYK: C=0, M=0, Y=0, K=0

Color Variation / Backgrounds

The preferred reproduction method for the crest is the 2-color version using Phi Kappa Theta Cardinal Purple. White is the most effective background on which to reproduce the 2-color crest. It provides the Crest with a clear, crisp contrast. For exact color specifications, see the Color Palette section.

Misuse

- Never distort the Crest
- Never split the Crest
- Never outline any part of the Crest
- Never rotate the Crest
- Never use unspecified colors
- Never use a background with insufficient contrast
- Never place the Crest inside an object
- Never enlarge or distort a part of the Crest
- Never alter the aspect ratios
- Never make an alternate or recreated version of the Crest

Incorrect use of the Crest can compromise its integrity and effectiveness. To ensure accurate and consistent reproduction of the Crest, always use the approved digital artwork. Never alter, add to or recreate the Crest.

Designs to accompany Crest

The (*iServe*) logo can be used in the following color format.

- White, Cardinal Purple and Black.



Other examples.

Service Logos

In Phi Kappa Theta, there are other marks and logos associated with specific programs, events or activities. When appropriate, use the main Phi Kappa Theta Crest in conjunction with your programmatic mark.

Digital Files

Requests for digital files of the coat of arms should be made to the Director of Communications and Marketing via executiveoffices@phikaps.org

Chapter Composites

Images of Brothers in Chapter Composites should include the Brother in a suit and tie or shirt and tie. Preferably the Official Phi Kappa Theta tie would be used. Acceptable non-members that a chapter can include in their Chapter Composite can include Advisors and/or Sweethearts.

- **Examples of Good Composite Use**



- **Examples of Composite Misuse**



Items Related to Phi Kappa Theta

A

academic titles — Capitalize and spell out formal titles such as professor, dean, president, chancellor, chairman, etc., when they precede a name. Lowercase elsewhere. Lowercase modifiers such as: *history Professor Oscar Smith* or *department Chairman Dave Doe*.

Accreditation Program — Phi Kappa Theta Fraternity expects that all chapters and their members will significantly contribute to society, Fraternity, and God. The Chapter Accreditation Program will evaluate the five developmental areas of the Fraternity. The Accreditation Program is created to ensure that the individual member gets a meaningful experience which is provided by their chapter. All Phi Kappa Theta chapters are expected to be accredited each year. Chapters and individuals will be recognized for achievements and accomplishments which will be reflected through this process.

Achieve — Phi Kappa Theta Fraternity expects that all chapters and their members will significantly contribute to society, Fraternity, and God. Phi Kappa Theta's Achieve program is a resource that allows chapters to evaluate their chapter's culture in all five developmental areas of the Fraternity. The Achieve program was developed to allow chapters to establish goals and action plans to improve their chapter's culture through a series of four different steps that start and end with each academic year. The four step process of Achieve allows a chapter to make continuous improvements in their ability to live Our Mission.

active — This word should not be used as a noun. All Fraternity members are expected to be active members. When referring to initiated men, use the terms *members* or *Brothers*. Use collegiate brothers for those still enrolled in an undergraduate program and *alumni* for those who have earned bachelor degrees.

active members — Do not use this term. There is no inactivity in Phi Kappa Theta. All members are active members. When referring to initiated members, use the terms *members* or *Brothers*. Those members who have pledged themselves to the Fraternity but have not yet been initiated are called associate members. Undergraduate members are collegiate members, and graduate members are alumni.

activate — Do not use the word *activate* when referring to Initiation.

advisor — Do not use "advisor" unless someone's title explicitly states that she is an advisor. Capitalize General Advisor, Membership Advisor, etc., only when the title is placed before the person's name, e.g., "General Advisor Tim Stein;" "Tim Stein, general advisor."

alumni, alumnus — *Alumni* (plural), *alumnus* (singular); use when referring to graduated brothers of a Fraternity.

alumnae, alumna — *Alumnae* (plural), *alumna* (singular); use when referring to graduated sisters of a sorority.

alumni associations, chapters — An alumni association holds one charter and is composed of two or more member groups, each of which meets regularly. An alumni

chapter has been granted a charter by National Council. To retain its charter, an alumni chapter must remain in good standing. An alumni club may be formed when there are at least four alumni in a community. The goal of an alumni club is to become a chartered chapter. Capitalize when referring to a specific association, chapter or club: Columbus, OH Alumni Chapter. Note that the state is abbreviated and that there is a comma between the city and state, but not after the state. When an alumni association, chapter, club or federation refers to an area rather than a city, no commas are used and the state is spelled out: Northeast Arkansas Alumni Chapter. Lower case in general reference: There were five alumni chapters at Founders Day.

Alumni Directory — See "Achieve"

anniversary — Referencing either National or Local Founding Date - List specific founding date for PKT

apparel — Phi Kappa Theta has teamed up with Jester Promotions to provide quality clothing displaying various icons of the Fraternity. Including the Crest of PKT, the (iServe) logo & Greek Letters of PKT. see 'Greek Licensing'

associate member — Use in place of *pledge* or *new member* when referring to a man who has completed the associate member ritual, but has not taken the Oath of Initiation.

Associate Member Ritual — Ceremony where associate members recite their pledges to Phi Kappa Theta.

awards — Capitalize only when referring to a specific or formal award: Accreditation Awards, the award luncheon. Do not italicize award names.

B

Badge —It is always referred to as The Badge, never the shield or the pin. Always uppercase when referring to the Fraternity's membership pin.

biennial — Biennial means every other year, occurring every two years. Convention and National Leadership Institute are biennial events. Capitalize when referring to our Biennial Convention.

Biennial Convention — The Biennial Convention of Phi Kappa Theta happens every other year and brings together over 140 alumni and undergraduate members of the fraternity to elect new leadership, discuss key issues, discuss legislation, honor alumni, recognize outstanding chapters and build upon the bonds of brotherhood.

board, committee, task force — Capitalize only when referring to a specific or formal board or committee: *Scholarship Committee, several committees.*

Board of Trustees, Board, Trustees — Consists of the President, Vice President, Secretary, Treasure, UGAC Advisor, UGAC Chairman, UGAC Vice Chairman and Trustees. These positions make up the the governing body of Phi Kappa Theta.

Brother — Capitalize only when referring to Phi Kappa Theta's brothers: *Brother Craig Sowell. He is a brother.*

brotherhood — Capitalize only when referring to Phi Kappa Theta's Brotherhood.

Bylaws — Not by-law or bi-law. Always uppercase and italicize proper book titles, including the full title of a set of bylaws. In all other instances, it should be lowercase: The chapter bylaws didn't account for such a situation. See also capitalization, composition titles, italics, titles of publications.

C

capitalization — In general, capitalize formal names of organizations: Phi Kappa Theta Fraternity. Lowercase informal names: He was in a fraternity.

Capitalize all National Officer positions (listed in the National Officer Directory). Do not capitalize collegiate and alumni chapter officer positions unless used prior to a name. (See chapter officers below.)

Capitalize the titles of all PKT ritual services as printed in the *College Service Book*. (Non-Phi Kap staff members, please consult a PKT member for the correct title.)

Cardinal Purple — One of the official colors of Phi Kappa Theta. Along with White and Gold.

chairman, task force — Each committee has a chairman, not a chair, chairperson, etc. Capitalize when referring to a specific National Officer position: Service Chairman, Academic Achievement Chairman.

chapter — When it stands alone, chapter is always lowercase. As a part of the proper name, it is capitalized: He is general advisor for Beta Gamma Chapter, but his chapter of initiation is Gamma Alpha. Lowercase when referring to all of Phi Kappa Theta's subsidiaries only when applicable: Phi Kappa Theta has 50 chapters and colonies. See also colony.

chapter advisor — This is not used. (see (iServe), Alumnus Mentor, Coach)

chapter house — Capitalize in reference to a specific PKT chapter house: the Iota Theta Chapter House at Georgia Gamma Tau.

chapter officers — Do not capitalize collegiate or alumni chapter officers unless used in front of their name. (Chapter President Marty Jackson accepted the gift. Marty Jackson is the collegiate chapter president.)

chapter president — Capitalize when using a title preceding a name. *Chapter President Bill Stevens; Bill Stevens, chapter president; the chapter president opened the weekly meeting.*

charter — Lowercase unless used as part of a proper name.

charter members — See Founding Fathers.

Children's Miracle Network — CMN in abbreviation. To nurture the belief in our commitment to Brotherhood beyond our immediate neighbors, at the 1997 convention in San Diego, the brothers of Phi Kappa Theta chose the Children's Miracle Network Hospitals as our National Philanthropy. Children's Miracle Network is a non-profit organization dedicated to raising funds for children's hospitals. Currently there are over 170 hospitals in the network and annually 7 million children benefit from their care. Money raised goes toward patient services, research programs, new equipment, and capital facilities. One of the many great things about the Children's Miracle Network Hospitals is that donations go to

your Local Children's Hospital – benefiting your community.

Coat of Arms — Capitalize when referring specifically to Phi Kappa Theta's Coat of Arms. No hyphens between words.

collegiate(s) — A noun that refers to a person in college or student.

collegiate — An adjective that describes a member's status: Jordan is a collegiate member.

collegiate chapter — Always capitalize and include school name when referring to a specific chapter: Iowa Xi Chapter at Iowa State University. Upon second reference shorten to the chapter, or if there is more than one chapter mentioned, drop "chapter": Iowa Xi Chapter at Iowa State University and Massachusetts Eta – Massachusetts Institute of Technology raised money using dance-a-thons. Iowa Xi's money went to testicular cancer research, and Massachusetts Eta's went to the Foundation. Lowercase in general reference: the five collegiate chapters. Do not refer to members of a specific chapter by the chapter name. ("New York Sigma's donated money" is incorrect; "New York Sigma members donated money" or "Members of New York Sigma donated money" are correct.)

colonization — The process by which Phi Kappa Theta establishes a new chapter on a new campus. Always lowercase: Phi Kappa Theta will colonize at Harvard. Phi Kappa Theta will hold a colonization recruitment in November.

colony — When it stands alone, colony is lowercase. As a part of the proper name, it is capitalized: In addition to the Missouri Mu Sigma Colony, Phi Kappa Theta has a colony at Nicholls State University. Colonies are named by their Greek letter chapter name. A group of initiated men recruited to build a new group to be installed as a Phi Kappa Theta chapter. Capitalize only when referring to a specific colony. *Our colony had a meeting. The Harvard Colony was recognized at the banquet.* See also chapter.

colors — Always lowercase: white, cardinal purple and gold. The PMS color for PKT cardinal purple is 202U, RGB #800000, and the PMS color for PKT gold is 131U, RGB #F8D410. See also "Graphic Standards - Crest and Icon Usage" for use of colors in Phi Kappa Theta graphics.

committee — Capitalize only when referring to a specific or formal committee or board: The chapter's Recruitment Committee planned the retreat. Lowercase when used in general reference.

constitution — In general reference, lowercase. Always capitalize and in italics when referring to a specific set of rules by which to govern: the *Constitution and Bylaws of Phi Kappa Theta*. Upon second reference of PKT's constitution, shorten to *Constitution and Bylaws*.

Convention — The Phi Kappa Theta Convention occurs biennially. Convention is always capitalized: The 50th National Convention will be held in Columbus, OH. We will be going to Convention August 6-9.

Crest — Always uppercase. This term is interchangeable with Coat of Arms. See also Coat of Arms.

CMYK — The CMYK color model (process color, four color) is a subtractive color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black). Though it

varies by print house, press operator, press manufacturer and press run, ink is typically applied in the order of the abbreviation. See also "Graphic Standards - Crest and Icon Usage" for use of CMYK colors in Phi Kappa Theta graphics.

D

deactivate — Not used with Phi Kappa Theta. See also Suspended Member, Voluntary Withdrawal, Expulsion.

DevelopMEN — Phi Kappa Theta's brand associated with the metrics utilized to measure the Fraternities efforts related to the active development of our brothers.

director — Capitalize only when referring to specific positions. "Director of Communications".

Distinguished Service Award — The Distinguished Service Award, or DSA, is the highest award within the authority of the Nation Board of Phi Kappa Theta Fraternity in recognition of a brothers unusual fraternal service and achievement, which as so honored the name of Phi Kappa Theta that a brother deserves to go down in the annuals of this Fraternity as one of its most distinguished members.

E

EC —Executive Committee. Abbreviate upon second reference. The Executive Committee is made up of chapter officers. See also Executive Committee.

Executive Committee — Governing body for collegiate chapters. Always capitalize: All Executive Committees should meet weekly. Abbreviation: EC upon second reference. See also National Executive Committee.

Executive Office — The Executive Office (singular) of Phi Kappa Theta is located at 3901 W. 86th St. Suite. 360 Indianapolis, IN. Used instead "Nationals", the Executive Office oversees the daily operations of the National organization. This includes but is not limited to Operations, Communication, Marketing, Finance, National events, Foundation and Education.

Executive Vice President — Always capitalize. Abbreviation: EVP for internal communication only.

Expulsion — The permanent removal of a brother from Phi Kappa Theta. The expulsion process is defined within Phi Kappa Theta's Constitution and is conducted by the chapter.

F

501(c)(3), 501(c)(7) — Internal Revenue Service classification. Phi Kappa Theta is a 501(c)(7) corporation while Foundation is a 501(c)(3) corporation.

Facebook — Facebook's casual, friendly environment requires an active social media marketing strategy that begins with creating a Facebook Business/Chapter Fan Page. The

"Ideal" length for a Facebook post is 40 characters. This length of post has an 86% higher engagement. You will want to pay careful attention to layout, as the visual component is a key aspect of the Facebook experience. Social media marketing for business/chapter pages revolves around furthering your conversation with audiences by posting fraternity-related articles, images, videos, etc. Facebook is a place people go to relax and chat with friends, so keep your tone light and friendly. See also Social Media.

Formal Recruitment — A specific calendar period on a collegiate campus when potential new members receive bids to join a chapter through a mutual selection process. This is a National Panhellenic Conference term. Capitalize.

Foundation — Acceptable replacement for *National Foundation*. See also National Foundation.

Founder(s) — Always capitalized when referring to the men who founded Phi Kappa and Theta Kappa Phi. Also capitalized in front of their name (Founder James Edward Smith).

Founders' Day — Always capitalize. Not Founder's Day or Founders Day. Alumni and Collegiate Chapters celebrate the founding of Phi Kappa Theta with an appropriate function on Founders' Day (April. 29). On this day, the Founders' Day Service is given and guests may be invited. The National President issues an annual Founders' Day Proclamation, and all Phi Kap's wear cardinal purple and gold ribbons below their badges.

Founding Fathers — Always capitalize when referring to the men who founded a specific chapter. See also Founders.

frat — Never use this term, even as an abbreviation.

Fraternity — The Fraternity is synonymous with Phi Kappa Theta Fraternity: "Phi Kappa Theta believes in supporting the academic achievements of its members. Thus, the Fraternity gives out scholarships annually."

Capitalization is also appropriate when referring to a specific fraternity: Phi Kappa Theta Fraternity, Sigma Nu Fraternity.

Other cases of capitalization can be found in the Phi Kappa Theta mission statement: "Phi Kappa Theta actively develops men to be effective leaders who passionately serve society, Fraternity and God."

Lowercase in general reference: All fraternities have both social and philanthropic endeavors. See also Phi Kappa Theta, Phi Kappa Theta Foundation, Phi Kappa Theta Properties.

Fraternally — Appropriate as an informal complimentary close.

G

GEICO — GEICO is a Phi Kappa Theta partner that gives our members the benefit of well performing rates on auto insurance. Brothers that have GEICO receive 24-hour service online or by phone, and efficient & fair claim handling. Every time a Brother completes a quote, GEICO gives back to Phi Kappa Theta financially.

"Give, expecting nothing thereof" — Phi Kappa Theta's National Motto.

Gold — One of three official colors of Phi Kappa Theta. Along with Cardinal Purple and White.

Google+ — Google+ is a Facebook competitor, and it promotes the same fun, casual atmosphere. On Google+ you can upload and share photos, videos, links, and view all your +1s. Also take advantage of Google+ circles, which allow you to segment your followers into smaller groups, enabling you to share information with some followers while barring others. For example, you might try creating a "super-fan" circle, and share information only with that group. You can also try hosting video conferences with Hangouts and experiment using the Hangout feature in some fun, creative ways. If you're feeling adventurous, invite your +1s to your Google+ Community. Google+ Communities will allow you to listen into your fan's feedback and input, truly putting the social back into social media. See also Social Media.

graduation year with chapter — *Tyson Vaughn, Georgia Delta Rho, '98*

Greek — Always capitalize.

Greek Advisor — Capitalize only if it directly precedes a name. Greek Advisor Lewis Dawhs came to the meeting. The Greek advisor visited the chapter house. See also Fraternity/Sorority Advisor.

Greek Licencing — Phi Kappa Theta uses only authorized vendors for its merchandise sales. This is necessary to protect the intellectual property of the Fraternity (such as the Fraternity Name, Badge design, Crest, and other Phi Kappa Theta-specific symbols). Allowing any company to use our trademarks without permission means that the Fraternity has no control over how our intellectual property is used. Also, unlicensed vendors are profiting from the Fraternity without paying royalties and with no guarantee of quality. Licensed Vendors care enough to make sure our trademarks are used in an accurate and positive manner. If you currently use a local vendor who is unlicensed, refer them to info@affinity-consultants.com so that they can become Officially Licensed. This is a benefit for them, as they can become licensed by roughly 72 National Greek Organizations, and can then receive business from local chapters of all of those organizations.

H

Headquarters — Not used in Phi Kappa Theta. See also Executive Office.

house corporation — A corporation that owns and oversees the management of a Phi Kappa Theta housing facility not owned by the National Housing Corporation. Capitalize when referring to a specific house corporation, using the chapter's Greek letter name. (New York Sigma House Corporation). Lowercase in general reference.

I

(iServe) Logo — Logo used when referring to the (iServe) Network. See also "Graphic Standards - Logo and Icon Usage".

(iServe) Network — Phi Kappa Theta has made a commitment to provide the essential life skills required for every collegiate member to live out our Mission in their daily lives. In order to meet this challenge, Phi Kappa Theta has developed its (iServe) Network – a coalition of trained volunteers, professionals, alumni, and collegiate members – to deliver on this commitment. Individuals who become leaders within the (iServe) Network will do so because they possess the right character, for it is their character that will help them make the right decisions.

(iServe) Institute — The training for alumni to obtain the skills necessary to have conversations that will challenge students to live the values of their organization.

inactive member — Not used in Phi Kappa Theta. See also Suspended Members.

Individual Servant Leadership Award — The Individual Servant Leadership Award, or ISLA, is presented to brothers who are recognized for their contributions as effective servant leaders. The award is presented to deserving brothers annually.

Initiation — Capitalize when referring to Phi Kappa Theta's Formal Initiation: The Initiation at Convention was flawless.

Initiation Ritual — Neophytes must go through Ritual in order to become a Brother in Phi Kappa Theta.

Instagram — Post photos that users can't see anywhere else – behind the scenes photos or sneak peeks of what's to come. Don't be afraid to experiment, and pay attention to what users like and comment on most. The photos you post tell a story about Phi Kappa Theta. Users can tell when you've put thought into every photo you post. Being authentic about the content you share will help you build genuine connections with your followers. Followers generally like to see a variety of photos from different accounts in their feed. Post often enough to keep users engaged, but keep them wanting more. Spread your posts out throughout the day or over multiple days. See also Social Media.

installation — *The installation of the Bradley Chapter was held on December 8, 1951.*

Interfraternally — Appropriate as an informal salutation to a member of any fraternity or sorority.

Interfraternity Council — Always capitalize. The Interfraternity Council is the governing body of Greek fraternities on a campus. Abbreviated IFC.

J

The Journey New Member Book — The Journey of Phi Kappa Theta is a relevant training tool for not only our Associate Members, but for all members for the years to come. The Journey takes members through the history of Phi Kappa and Theta Kappa Phi, through Phi Kappa Theta and into the future of our organization.

K

Kappa Quarterly — The Kappa Quarterly is Phi Kappa Theta's quarterly e-mail to all

collegiate members and Alumni. The Kappa Quarterly is designed to focus on various aspects of the Fraternity. It sets out to provide our members with details as to where Phi Kappa Theta is in advancing towards our envisioned future of becoming a human development organization.

Kaps — Acceptable nickname for Phi Kappa Theta.

L

Legacy Financial — Legacy Financial, or LegFi, is a partner of Phi Kappa Theta that provides Brothers with everything they need to easily manage the finances of a chapter.

LinkedIn — LinkedIn is one of the more professional social media marketing sites. LinkedIn Groups is a great venue for entering into a professional dialog with people in similar industries and provides a place to share content with like-minded individuals. Encourage others to give your organization a recommendation on your LinkedIn profile. Recommendations make an organization appear more credible and reliable for new members. Also browse the Questions section of LinkedIn; providing answers helps you get established and earns trust. See also Social Media.

M

Man of Achievement — The Phi Kappa Theta Foundation Man of Achievement program began in 1984 to recognize those Brothers who have risen to prominence in their field of endeavor. These Brothers not only serve to inspire our members but serve as a great source of pride for Phi Kappa Theta.

member — Refers to initiated members of the Fraternity. Use first, middle initial and last name on first reference and first name only on second reference.

mentor — Alumni volunteers, appointed by the Executive Vice President, who works directly with Collegiate Members.

Motto — In four powerful, memorable words, this tagline captures the myriad benefits of the Phi Kappa Theta experience. As collegians — and throughout life — members are encouraged to **"Give, expecting nothing thereof."**

N

names — Identify members with full name including middle initial. Follow with initiating chapter and graduation year in italics in this format: *David T. Sharp, Cornell '62, attended the conference.* Use last name upon second reference in articles: *Brother Sharp.*

National — Option for use in reference to Phi Kappa Theta, the National Fraternity is also acceptable.

nationals — Do not use in reference to Phi Kappa Theta. See Executive Office.

National Association of Latino Fraternal Organizations — Abbreviated as NALFO, is an

umbrella council for Latino Greek Letter Organizations. The purpose of NALFO is to promote and foster positive interfraternal relations, communication, and development of all Latino Fraternal organizations through mutual respect, leadership, honesty, professionalism and education.

National Foundation — Vital Fraternity leadership development programs would not be possible without the support of caring donors through the Phi Kappa Theta National Foundation. These programs include the Regional Leadership Conferences, Leadership Institute and professional staffing.

National Officers — Capitalize all National Officer titles (see directory for complete list.) Always use full names (first, middle initial, last: President Nathan G. Rues). On second reference, use first names (Rues, Nathan).

National Panhellenic Conference — The National Panhellenic Conference (abbreviated as NPC) is the premier advocacy and support organization for the advancement of the sorority experience. The National Panhellenic Conference provides support and guidance for its 26 member inter/national sororities/women's fraternities and serves as the national voice on contemporary issues of sorority life. Founded in 1902, NPC is one of the oldest and largest women's membership organizations representing more than 4 million women at 655 college/university campuses and 4,500 local alumnae chapters in the U.S. and Canada. Each year, NPC-affiliated collegians and alumnae donate more than \$5 million to worthy causes, provide \$2.8 million in scholarships to women and volunteer 500,000 hours in their communities. Always capitalize.

National Panhellenic Conference Delegate — Official title of one of the Phi Kappa Theta National Council members. (Must include Conference, may be abbreviated NPC Delegate on second reference).

National Pan-Hellenic Council, Inc. — Abbreviated as NPHC, this is the umbrella organization for the historically African-American fraternities and sororities. Refer to its members as historically African-American: Kappa Alpha Psi, a historically African-American fraternity, will be performing a step show on Monday. Always capitalize.

new member – Term for a Phi Kappa Theta brother who has been formally pledged, but not yet initiated. Not capitalized. See also Associate Member.

North-American Interfraternity Conference — Founded in 1909, the North-American Interfraternity Conference (abbreviated as NIC) is the trade association representing 75 International and National Men's Fraternities. The NIC serves to advocate the needs of its member fraternities through enrichment of the fraternity experience; advancement and growth of the fraternity community; and enhancement of the educational mission of the host institutions. The NIC is also committed to enhancing the benefits of fraternity membership. Today, the NIC has 75 member organizations with approximately 5,500 chapters located on 800+ campuses in the United States and Canada with approximately 350,000 undergraduate members. The NIC is led by a Board of Directors comprised of nine volunteers from member fraternities. The headquarters and professional staff are located in Indianapolis, Indiana.

North-American Interfraternity Foundation — The North American Interfraternal Foundation (Abbreviated as NICF) is a 501 (c) 3 organization dedicated to promote and support leadership, educational, and research initiatives that advance the North American college fraternal experience.

O

Obligation — Taken by all members prior to initiation into Phi Kappa Theta.

P

Pantone — A system for matching colors, used in specifying printing inks. Also referred to as Spot Color printing. Examples of 2 & 4 Spot colors: 2 spot Colors = 1 Black and 1 Red Pantone. 4 spot Colors = 1 Cyan = C / 1 Magenta = M / 1 Yellow = Yellow / 1 Black = K See also "Graphic Standards - Crest and Icon Usage" for use of Pantone colors in Phi Kappa Theta graphics.

Phi Kap(s) — Acceptable nickname(s) for Phi Kappa Theta. See also Kaps.

Phi Kappa (1889) — In the late 1880's, a group of catholic students at Brown University in Rhode island organized themselves as a social fraternity, based on the fellowship of faith. Their first name was Phi Kappa Sigma, taking the Greek equivalent of the initials of "Fraternity of Catholic Students". (The Sigma was subsequently dropped) With the help of local alumni, businessmen and a receptive college administration, the group thrived. It decided to become a national fraternity and admitted the Loyola Club of the U. of Illinois as the Beta chapter. Their first convention was in 1914. The first magazine, the Yippa-Yappa of Phi Kappa, was published in 1916. By 1930 they had 24 chapters linked under their motto, "Loyalty to God and College". After several revisions, their coat of arms and initiation ceremony were standardized by then. Both a real estate holding company and an educational foundation were established in 1954.

Phi Kappa Theta — Because of the dramatic expansion of fraternities following World War II, it became increasingly evident that to stay competitive the 2 fraternities with such similar ideals should combine. By 1957, TKP and PK had a total of 58 active chapters on 54 campuses. Committees from each group hashed out issues such as the national name and local chapter names, coat of arms, ritual, magazine, constitution, leadership and a host of other issues that had kept the groups divided. Loyalty and fervor were surmounted and the merger was approved at a special convention held at Ohio State in 1958. The official charter day chosen was April 29, 1959. Its first biennial convention was held in 1961 and first national management school in 1965. The first chapter chartered under the new name was at Belmont Abbey.

Phi Kappa Theta Crest — See also "Graphic Standards - Crest and Icon Usage".

PKT, Phi Kappa Theta — Spelling out is preferred. See also Phi Kaps and Kaps.

pledge — A verb or adjective, not a noun or a person. Do not use this term in place of new member. Used in pledge pin. These are the only two acceptable uses of pledge as an adjective. It is never used as a noun. See also Associate Member.

pledge pin — It is worn by new members as a symbol of the pledge they took after accepting a bid to join.

PMS — Pantone Matching System. See also Pantone.

province, Province — Capitalize only when identifying a specific province and is directly followed by that province. The National Fraternity may be divided into Provinces by the Board of Trustees, and the Board of Trustees may appoint officers for the Provinces as it see fit. The duties of such officers shall be to direct and promote the activities for the chapters in such Provinces.

Province President — Has the responsibility of coordinating the activities of chapters and colonies within a given geographical Province. Actions or legislation of such province conventions shall not be binding on the chapters, but may be voluntarily accepted. Province Presidents shall report to the Director of Chapter Services and to the Executive Vice President, who will then report to the National President.

publication names — Use italics to identify books and publications: *The Temple Magazine of Phi Kappa Theta*, *The Journey*, *The Kappa Quarterly*, *The Arcana*, *The Ritual Chairman's Manual*, etc.

publication titles — Italicize the names of all PKT publications. (For example: *The Temple Magazine of Phi Kappa Theta*, etc.) This is an exception to the AP Stylebook rule which calls for publication titles to be in quotations.

Q

Quo Vadis — Latin phrase meaning "Where are you going?" The Phi Kappa Theta Quo Vadis is about planning. This event is held in the off years of the Biennial Convention. The goal of Quo Vadis is to enable a Phi Kappa Theta chapter to plan their future.

R

recolonize, recharter — Not re-colonize or re-charter. Only previously existing chapters or colonies are recolonized and rechartered.

recruitment — The period of campus-recognized intensive recruitment. *Recruitment* is the preferred term. Lowercase, except in reference to the specific period of time known as Formal Recruitment. The term recruitment replaces rush at all times. Member recruitment, not membership recruitment.

- Lowercase the traditional recruitment **events (not parties)**: open house, invitational event, philanthropy event and preference event/ceremony. Capitalize Bid Day.

RGB — The RGB color model is an additive color model in which red, green, and blue light is added together in various ways to reproduce a broad array of colors. The name of the model comes from the initials of the three additive primary colors, red, green, and blue. RGB colors are used for computers only, not in print. See also "Graphic Standards - Crest and Icon Usage" for use of RGB colors in Phi Kappa Theta graphics.

Regional Leadership Institute(s) — These events offer attendees the opportunity to gain valuable experiences through individual development workshops facilitated by Phi Kappa Theta Brothers, staff members and experts in the fraternal world.

Ritual — Capitalize when referring to a specific fraternity's ritual: *The Initiation Ritual of Phi Kappa Theta is secret*. General references are not capitalized: *The fraternity ritual services*

of most Greek organizations are secret.

S

social fraternity — Do not refer to Phi Kappa Theta or any other fraternity as a social fraternity. Instead use *General Fraternity* or *Greek-letter Fraternity*.

Social Media — Social media revolves around forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos) (Merriam Webster). As it relates to Phi Kappa Theta, refer to the following areas in the style guide: Facebook, Twitter, LinkedIn, Instagram, Google+, YouTube.

sorority — Less than half of the NPC members use *sorority* in their official name; most use *fraternity*. Refer to the *Interfraternity Directory* or the *FEA Directory* to properly reference all NPC members. When in doubt, refer to all NPC members as a *women's fraternity*.

staff — Use in reference to professional staff, executive staff; no capitalization.

State of the Fraternity Address — Capitalize, no italics.

Suspended Member — A collegiate brother who is still considered a member but has been temporarily suspended from being regarded as an active member of the chapter for up to twelve months. During the time of suspension the member may not participate in those chapter activities as defined by the terms of the suspension. Please refer to the Phi Kappa Theta Constitution for further information.

T

T-shirt — See Apparel

The Temple Magazine — The Fraternity publication for general public distribution.

Theta Kappa Phi (1919) — In the 1910's, Newman Club students at Lehigh University in Pennsylvania wanted a stronger, more permanent bond than the club afforded. Originally named the "X club", the name was changed to Theta Kappa Phi, for "The Catholic Fraternity". It formed a national fraternity by admitting Kappa Theta at Penn State in 1922. They too, held conventions and published the "Sun" to all its members. Because of the depression and then World War II, they established their 24th chapter in 1957. The fraternity's ritual gave TKP an esoteric name, which served as their motto.

titles of officers — Confine capitalization to formal titles used directly before an individual's full name: *Alumni Chapter President Ron Dowhaniuk reviewed the budget. Brother Jones attended the banquet.* Lowercase and spell out titles when used without an individual's name: *The president gave an excellent speech.* Lowercase and spell out titles.

Twitter — Twitter is the social media marketing tool that lets you broadcast your updates across the web. The "Ideal" length for a Twitter post is 100 characters. This is the "engagement sweet spot." Follow tweeters in your industry or related fields, and you should gain a steady stream of followers in return. Mix up your official-related tweets about

specials and news updates with some fun and quirky tweets interspersed. Be sure to retweet when a follower has something nice to say about you, and don't forget to answer people's questions when possible. Using Twitter as a social media marketing tool revolves around dialog and communication, so be sure to interact as much as possible. See also Social Media.

U

Undergraduate — Not used. See Collegiate Member.

Undergraduate Advisory Committee — Through peer representation, communication, and education this body empowers collegiate members within the Fraternity. In addition, the UGAC will advise the Fraternity's elected or appointed leadership and general membership on programs and policies of the National Fraternity. UGAC on second reference.

Undergraduate Advisory Senate — Through peer representation, communication, and education this body empowers the collegiate members within the Fraternity. This group will be responsible for maintaining a proper relationship with the UGAC Representatives and the National Fraternity. In addition, the Senator will provide feedback to the UGAC on programs and operations of their collegiate chapter.

university, college — Capitalize only when used with the actual school name: *North Dakota State University, the university swim team, the college administration*. When abbreviating university or college names, do not use periods: *UCLA, UT*, etc.

V

Voluntary Withdrawal — A brother that chooses to remove themselves from membership in a non-disciplinary fashion. The Voluntary Withdrawal form must be signed by the individual choosing to withdraw, the chapter president and witness. Please refer to the Phi Kappa Theta Constitution for further information. Voluntarily withdrawing from Phi Kappa Theta is a permanent action.

W

Wordmark — See Typography in the Graphic Standards - Crest and Icon Usage section.

www.phikaps.org — Official website of Phi Kappa Theta.

Y

YouTube — YouTube is the number one place for creating video content, with can be an incredibly powerful social media marketing tool. Many businesses try to create video content with the aim of having their video "go viral," but in reality those chances are pretty slim. Instead, focus on creating useful, instructive "how-to" videos. These how-to videos also have the added benefit of ranking on the video search results of Google, so don't under-estimate the power of video content! See also Social Media.

Page Formatting

PKT letterhead margins: top=2", bottom = 1", L=.8", R=.8"

Additional pages: top = 1", bottom = 1", L=.8", R=.8" on plain paper (not letterhead).

Optional: begin the first line with a summary of the topic, and the page number.

(e.g., *Nebraska Chapter Report, pg. 2*)

Font style and size: Arial font (10, 11 or 12 point) should be used in all documents unless a specific design element is wanted (lettering for an invitation, graphic design work, etc.).

Memorandum:

- Used when circulating information internally within the staff or to a specific group of people or groups of people such as The Board of Trustees or Province Presidents.
- Format the following lines as "DATE:", "TO:", "FROM:" and "RE:"
- Do not use a salutation line: (e.g., "Dear Mr. Smith,").
- Begin each paragraph without indentation.
- Place your handwritten initials by your name in the "FROM:" line.
- Do not use a closing line: (e.g., "Sincerely," "Fraternally," or "Interfraternally,").
- Do not sign the memorandum.
- If copying someone else on the memo, place the "CC or cc:" at the bottom of the page, and list the individuals or groups who will receive a copy.
- If enclosing any items, place an "Enc." below the "CC or cc:" (if any). Optional: list the items that have been enclosed with the memo.

Letter:

- Place the date at the top of the page (left aligned).
- Place the person's name; title; organization; street address; city, state, zip, and country if applicable.
- Use salutation line: (e.g., "Dear Mr. Smith:") with a colon, not a comma.
- Begin each paragraph without indentation.
- Use a closing line (e.g., "Sincerely," or "Fraternally," or "Interfraternally,").
- Leave adequate space to sign your name.
- Place your name and your title under your signature.
- If copying someone else on the memo, place the "CC or cc:" at the bottom of the page, and list the individuals or groups who will receive a copy.
- If enclosing any items, place an "Enc." below the "CC or cc:" (if any). Optional: list the items that have been enclosed with the memo.

Thank You Card:

- Place the date at the top of the card (right aligned).
- Use salutation line: (e.g., "Dear Mr. Smith,") with a comma.
- Begin each paragraph without indentation.
- Text should include rapport-building sentences and a form of thanks.

- Use a closing line (e.g., "Sincerely," or "Fraternally," or "Interfraternally,")
- Leave adequate space to sign your name.

E-mail Correspondence:

- Date, To, BCC, CC, From and Subject: lines are already included.
- For mass emails use email marketing; emails are for direct communication not announcements/news.
- Use salutation line: (e.g., "Dear Mr. Smith:") with a colon, dash, or comma.
- Begin each paragraph without indentation.
- Use a closing line (e.g., "Sincerely," or "Fraternally," or "Interfraternally,").
- Type your name (First only if casual e-mail or both first and last name if formal).
- Use a signature file that states your name, title, organization, and most convenient ways to contact you (phone, fax, e-mail, website).
- Before sending, spell check your e-mail and make sure that all attachments are there.
- Remember: anything you send via e-mail can be easily forwarded to anyone else.