

# Brand Standards

This guide is designed to define the **USA Roller Sports** brand and to help you create communications that bring it to life.

The consistent use of the standards will bring a unified messaging and identity system to our members and prospective members.

# Contents

## OUR BRAND

Overview	5
Branding Concepts	6
Marketing Model	7
Brand Platform	8
Brand Principles	9

## VISUAL GUIDELINES

Visual Style	11
Our Logo	12
Variations	13
Logo Usage	14
Do's and Don'ts	15
Our Tagline	16
Position	17
Affiliations	18
Sport Logos	19
Brand Colors	24
Contrast	25
Other Colors	26
Visual Palettes	27
Photography	29
Inspiration	31

## WRITING GUIDELINES

Typography	34
Hierarchy	36
Headlines	37
Copy Style	40
Tone	43

# Our Brand

*“A brand for a company is like a reputation for a person.  
You earn reputation by trying to do hard things well.”*

~ Jeff Bezos

# Overview

## Our story

**USA Roller Sports**, formerly the United States Amateur Confederation of Roller Skating, is the national governing body of competitive Roller Sports (inline and roller skating) in the United States. It is officially recognized by the International Olympic Committee, World Skate, SportAccord and the United States Olympic Committee.

**USA Roller Sports** has sponsored amateur roller skating competitions at the regional and national level since 1937 in figure skating, speed skating and hockey; and since 2011 in roller derby. Since 1972, it has been the U.S. representative for World Skate, the international governing body of Roller Sports, exercising jurisdiction over matters pertaining to the participation of United States athletes in international competition, including existing or potential Pan American Games and Olympic Games participation.

## Our mission

The mission of **USA Roller Sports** shall be to develop, promote, educate and grow Roller Sports at all levels and to enable athletes to achieve sustained competitive excellence in domestic and international competitions.

## Our vision

To inspire and enable our members to achieve excellence in Roller Sports and in life by building the base, promoting the sport and achieving competitive success.

## Our sports

**USA Roller Sports** has five sports as official disciplines under its governance.



**FIGURE**



**INLINE  
HOCKEY**



**RINK  
HOCKEY**



**ROLLER  
DERBY**



**SPEED**

# Branding Concepts



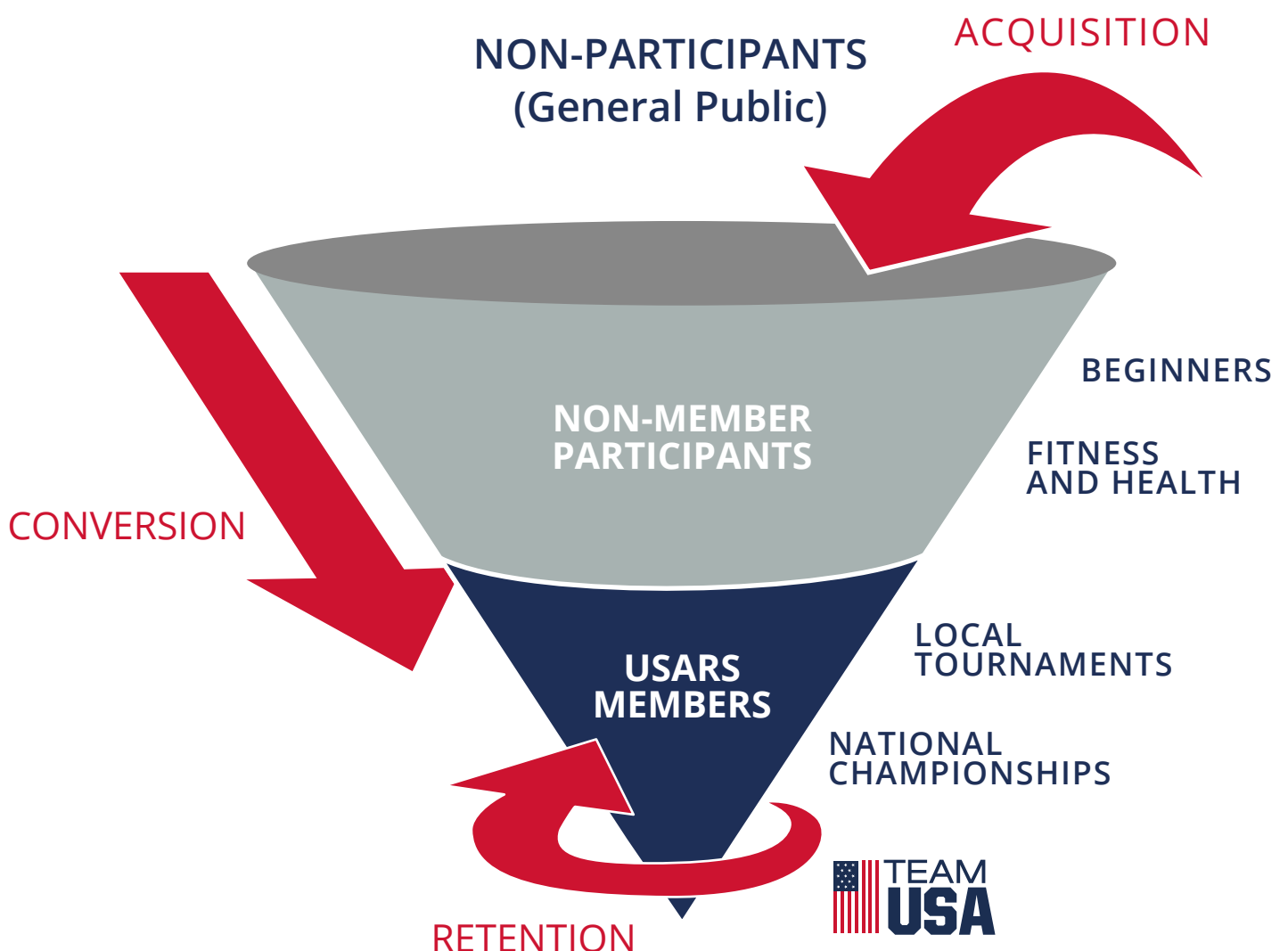
Establishing a clear and consistent identity for the **USA Roller Sports** brand is our first priority.

Our goal is to transform the **USA Roller Sports** image to be much closer to the identity of the brand.



# Marketing Model

Our model should not be limited to the services we provide to our members. In order to grow our sports we need to consider all parts of the process, from acquisition to conversion to retention, and how those should be integrated into our branding efforts. The model identifies three general audiences: non-participants, non-member participants and current members.



We must deliver our brand, according to its principles, in a clear and consistent way to all audiences. However, the messaging and the type of communication used may differ based on the particular needs of each audience.

# Brand Platform

At the heart of any brand is its foundational platform, a simple but powerful expression of what we believe in, and the focus of everything we do. Our brand platform is a summary of all the elements that make us special. Our vision for the future is about the impact we want to make. Our positioning is the unique place we occupy in the world. Our offer describes what we do for all our audiences. Our values are the things we believe in that drive the way we do things. Our personality is the image we want to project.





# Brand Principles

Follow these principles when designing a piece for **USA Roller Sports**. Based on our values, they describe our personality and the image we want to give to our members, prospective members and to the world.

## **EMPOWERING**

WE CREATE THE ENVIRONMENT, YOU MAKE IT HAPPEN.

## **ATHLETIC**

YOU DON'T WIN UNTIL YOU PLAY.

## **TRANSPARENT**

TRUTH BUILDS TRUST. TRUST BUILDS RESPECT.

## **FOCUSED**

RESPECT THE ATHLETES, RESPECT THE GAME.

## **CONFIDENT**

SUCCESS IS THE ONLY OPTION.

## **RESILIENT**

TOUGH TIMES JUST MAKE US STRONGER.

# Visual Guidelines

*“Design, good or bad, is a vehicle of memory.  
Good design adds value.”*

~ Paul Rand

# Visual Style

The visual identity is the outward expression of **USA Roller Sports**. It uniquely and distinctively sets us apart from other organizations. The logo is the primary element of that identity. However, other components play an important role in establishing our visual and writing styles, including:



COLOR



IMAGERY

Aa

TYPOGRAPHY



tone

## Our Design Foundation

Our design style is comprised of three distinct characteristics—each reinforcing the visual mood of our brand from a design perspective. When designing, they serve as the checkpoints to balance your design layouts against.

### **Bold**

We want to stand out from the crowd, make a statement and, most of all, an impact. We want people to notice us, to identify with us and to proudly wear our brand. We want them to feel they are part of our sport and part of our “family of friends”.

### **Clear**

Our designs are simple, easy to read and easy to understand. We keep the number of elements (colors, fonts, etc.) to a minimum. Every single element used as part of our brand must be there for a reason. This makes sure that our important messages stand out.

### **Inspirational**

Our designs highlight the tangible aspects of our value proposition, such as the fun of skating or the skill or our members. They complement our message and become a promise for what viewers will experience when they put on their skates or when they watch our sports.

# Our Logo

The **USA Roller Sports** logo is the most immediate and visible representation of our organization, our people, and our brand to the world. Our logo is a valuable asset that must be used consistently in the approved forms.



## Horizontal

This logo is the preferred brand logo and should be used, when possible, for all printed materials (publications, ads, posters, flyers) and for all screen work (websites, banners, presentations). When in doubt, use this logo.



## Stacked

If the format of the publication or website prevents the optimal display of the horizontal logo, the stacked version may be used instead.

# Variations

Every one of the logos has been designed with alternative versions that can be used depending on the background on top of which it will be displayed. Please use the appropriate version of the logo depending on the background.

FULL COLOR



KEYLINED



ONE COLOR



B & W

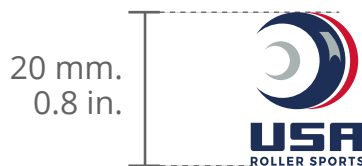


# Logo Usage

## Resizing the logo

Our logos are designed to be scalable and look good at different sizes. There is no maximum reproduction size for any of the logos. However, there is a minimum height for each version, depending on the medium where the logo will be displayed:

### Printable Materials



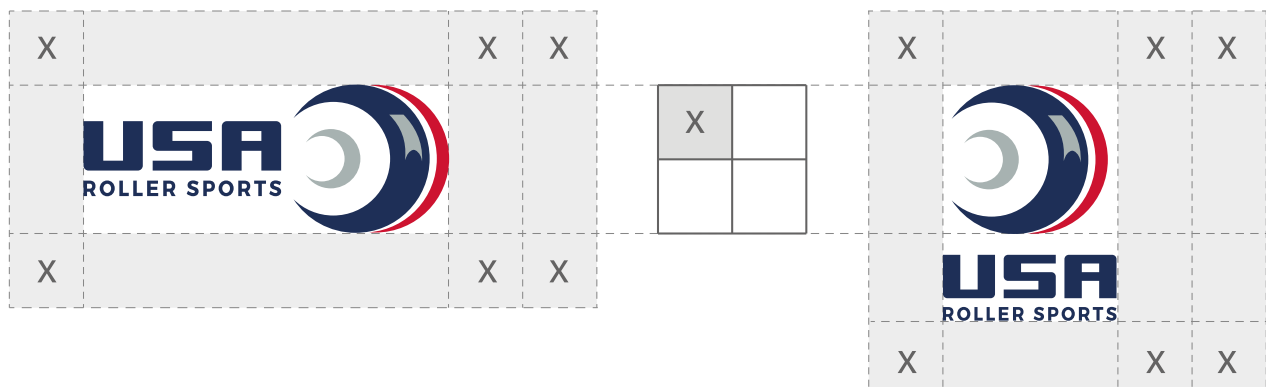
### Screen and Web



## Clearance

Our logos should always be surrounded by a minimum clearance, which ensures that headlines, text or other visual elements do not encroach on them. Our logos give a sense of motion and energy, and to emphasize this feeling, we give more space in the direction of the perceived motion.

The clearance is defined by using half the height of the wheel as the reference distance, using it for the top, left and bottom, and duplicating it for the right clearance.



# Do's And Don'ts

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to. It must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided. Here are some common cases:



Proper use of the logo.



Do not remove or crop any portion of the logo.



Never rotate the logo.



Proper use of keylined logo on dark background.



Do not add borders to any version of the logo.



Use the appropriate background version to make logo pop.



Proper use of logo in newspaper or other black and white publication.



Do not use transparency when using the logo.



Do not change the colors of any portion of the logo.



Proper use of one-color logo on an alternative background color.



Do not resize or change the spacing of any portion of the logo.



Do not place the logo over busy photographic backgrounds.



Proper use of keylined logo on an alternative background color.



Do not add any drop-shadow or any other effect to the logo.



Do not distort the logo or attempt to make it three dimensional.

# Tagline

The goal of a tagline is to distill our brand into a cogent message that's easy to say, easy to understand, and easy to remember.



*Our tagline makes a bold and confident statement about our brand in a relaxed and playful way. It creates a sense of exclusivity and community while being inviting and engaging to others.*

## Specifications

When using the tagline in combination with the primary logo, always use the following dimensions and alignment:





# Position

The position and proportion of the **USA Roller Sports** logo should help emphasize the sense of motion that it gives to viewers. Always try to place the logo on the left side of page. Use the tagline or the website address depending on the use of the material. Try to use the following dimensions depending on the page size:

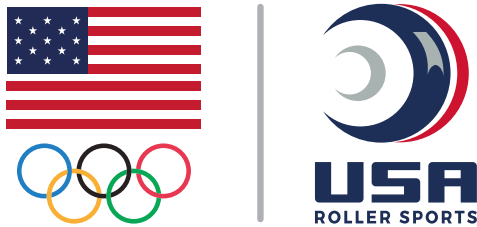


# Affiliations

**USA Roller Sports** is officially recognized by several sport governing bodies. Using the official logo together with the logo of these organizations is allowed but should be limited to the following formats:



National Governing Body for Roller Sports



National Governing Body  
for Roller Sports





*USA ROLLER SPORTS*  
**FIGURE**





*USA ROLLER SPORTS*

**INLINE  
HOCKEY**





*USA ROLLER SPORTS*

---

**RINK  
HOCKEY**





*USA ROLLER SPORTS*

**ROLLER  
DERBY**





*USA ROLLER SPORTS*

**SPEED**



# Colors

The colors of the **USA Roller Sports** brand are representative of their status as the National Governing Body of all roller sports. The logo uses the official colors of the USA flag. Combined with blue, white and dark grey, the colors creates a distinct style that is confident and full of energy.

## Brand Colors



100 85 5 36  
CMYK

0 32 91  
RGB

#003366  
Web Safe

#00205B  
RGB Hex (Web)

Pantone 281

PRIMARY



12 100 79 3  
CMYK

205 19 48  
RGB

#CC0033  
Web Safe

#CD1330  
RGB Hex (Web)

Pantone 186

SECONDARY



25 7 19 20  
CMYK

162 172 171  
RGB

#999999  
Web Safe

#A2ACAB  
RGB Hex (Web)

Pantone 442

SECONDARY

## Text Colors



12 100 79 3  
CMYK

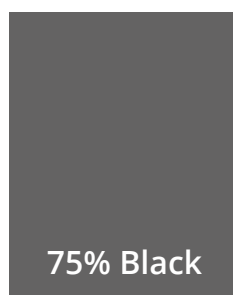
205 19 48  
RGB

#CC0033  
Web Safe

#CD1330  
RGB Hex (Web)

Pantone 186

HEADLINE



0 0 0 75  
CMYK

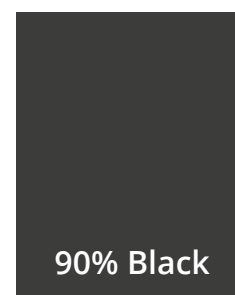
100 99 99  
RGB

#666666  
Web Safe

#646363  
RGB Hex (Web)

75% Black

BODY



0 0 0 90  
CMYK

60 60 59  
RGB

#333333  
Web Safe

#3C3C3B  
RGB Hex (Web)

90% Black

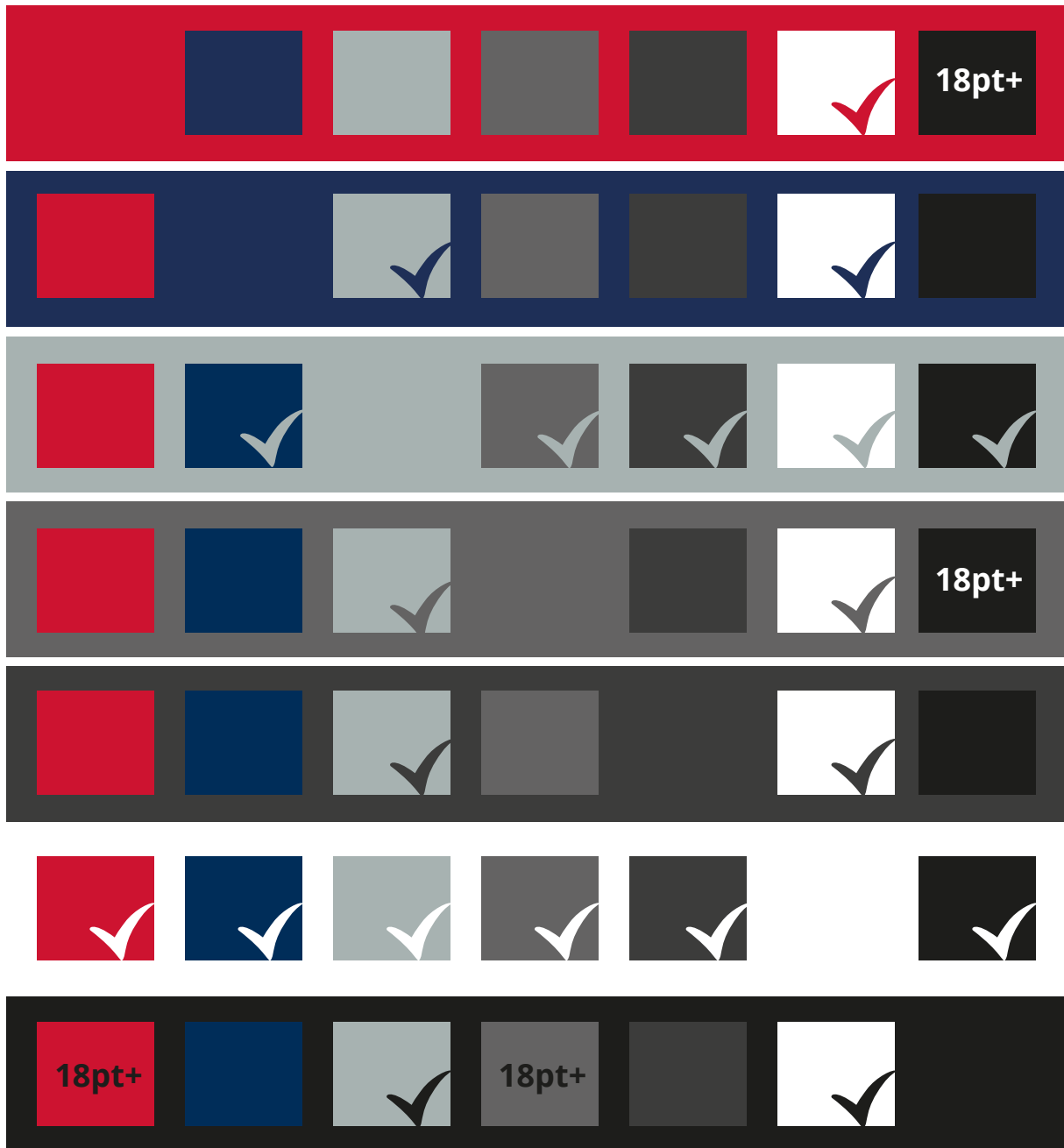
TITLES

The definitions above are for printing on coated paper. Please note that if Pantone® definitions are used for uncoated paper or for items that are not printed on paper, i.e. plastics, ceramics, textiles, the supplier must ensure that the ink colors which will be used in the printing process, are an accurate match to our brand colors.



# Contrast

Make sure you use high contrast color combinations, especially on the web. Using colors that contrast well helps users with color deficits and makes our sites and materials look good when viewed on a black and white screens.

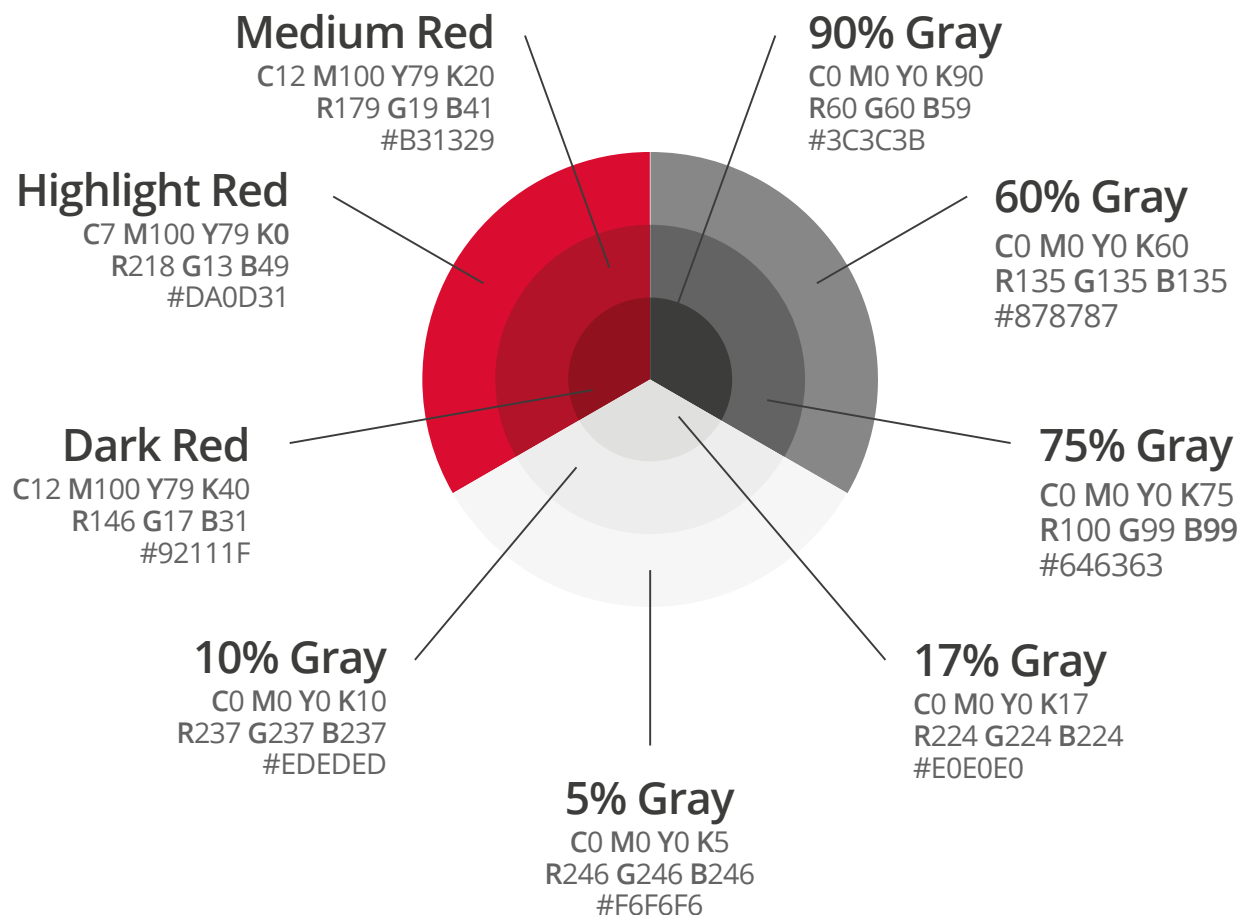


Compliance in the following chart was calculated against the WCAG 2 AA Standard. Check the contrast using [www.snook.ca/technical/colour\\_contrast/colour.html](http://www.snook.ca/technical/colour_contrast/colour.html)

# Other Colors

While the brand colors have specific uses, the following supporting colors can be used anywhere but should never take precedence over the brand colors. The grays can be used for backgrounds and to reduce emphasis on text. The reds can highlight portions of your design or give it depth.

## Supporting Colors



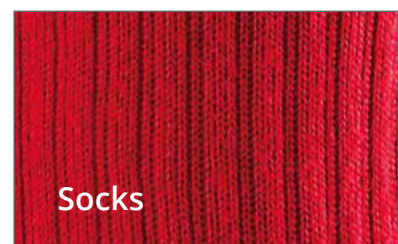
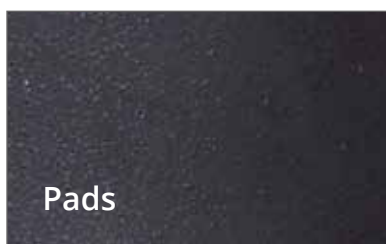
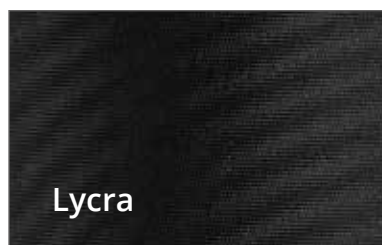
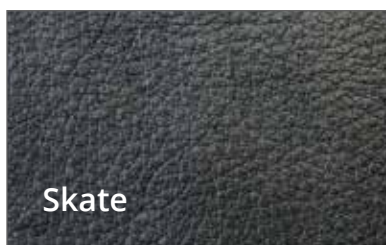
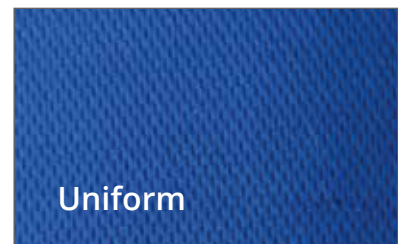
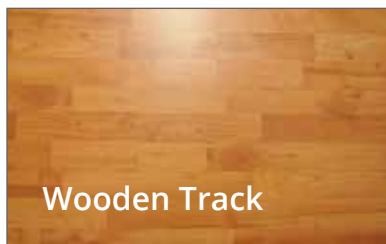
The supporting colors should be used, where appropriate, to add depth to our communications and to complement the messaging. They should work together with the brand colors but never become the dominant or distinctive colors of your designs.

# Visual Palettes

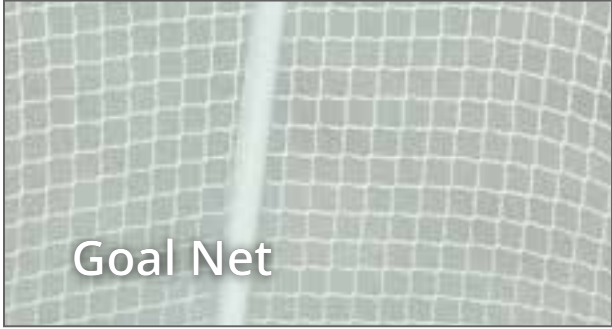
One of our brand principles is being athletic. Part of the athleticism we are looking for relies on how the visual elements of the design connect with the fans of each one of our sports. We want our marketing materials to be a channel into the sport and the environment surrounding it. They should invoke an immediate connection between what they are seeing and what they will find at our competitions. Creating that emotional and psychological connection will engage their senses and will also help create a more iconic look for the sport.

Use materials, backgrounds and objects that are directly related to roller sports. Find inspiration in all aspects of the sport experience, from the stadium to the locker rooms, from the jerseys and sweat of the athletes to the surface of the track. Here are some examples to get you started:

## Materials Palette



# Backgrounds Palette



# Photography

Photos are the most powerful way to display our brand and emphasize our principles. All photos used must highlight one or more of the principles described in this guide. In addition, the following parameters should be considered when using photos:

## Athlete-centric

Athletes are the most important representation of our brand. They are the creators of our product and the upholders of our values. They are the energy generators and the attention grabbers. Every photograph must capture and highlight their personality as it relates to the brand.



## Focused

All shots should create drama and also visually make athletes the main focus. The background of the photographs simply provides the reminiscence of the environment and the ambient. They should help establish the scene so that the main subjects can come to life and be expressive, but should have significantly less visual weight.



## Dynamic

Our sports are fast and dynamic, so we need our photos to display fast action and a sense of movement whenever possible. We want unique action shots that not only show skating but also highlight the complexity of the sports and the intensity of the athletes.





# Photography

## Deep

Photos that use a small depth of field are preferable since they isolate the focus into the main subject and provide a better sense of spatial dimension, which is an important aspect of sports. You can give photos depth by blurring or lowering the saturation of the background.



## Personal

Sports can generate a range of emotions in their participants. Photos should depict such emotions in order to create a sense of connection between the viewers and the athletes. Depict athletes performing at all stages of the game (warm up, game, celebration, etc) and at all ranges of emotion (from joy to rage, from nervousness to exhaustion, from jubilation to disappointment).



## Authentic

Roller sports are competitive and we want you to show them as they are. The athletes sweat, scream and get passionately intense while competing. Capturing all these aspects of the sports means being authentic, truthful and respectful to their essence.



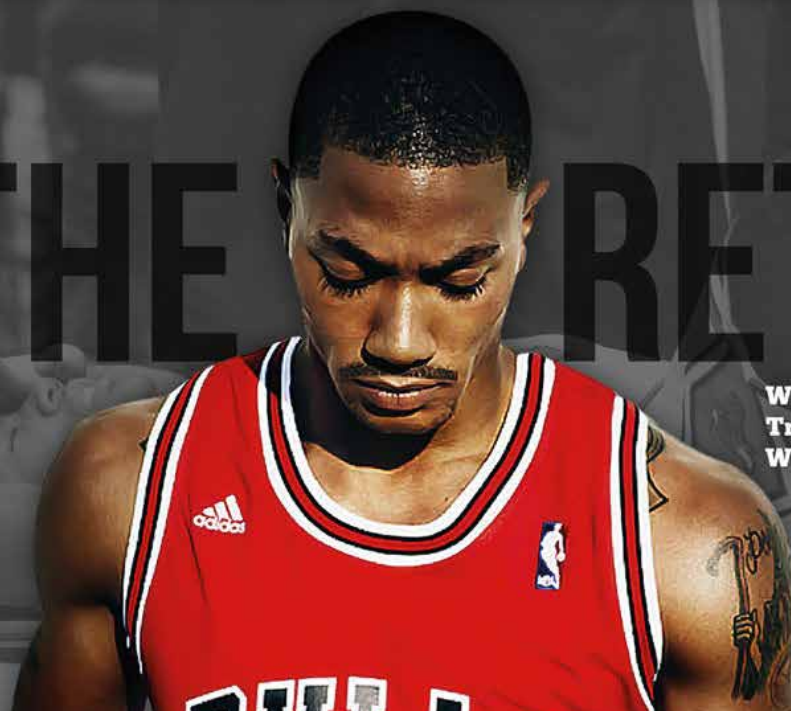


MANUTD.COM



RED  
**LEGENDS**  
WAYNE ROONEY

# THE RETURN



We got to win. Win no matter what.  
Trip, kick somebody, fight, bite.  
Whatever. Win.

- Derrick Rose

EMMY LONDON

**MAKE THE DIFFERENCE** 



WOMEN PLAYERS



**THE LEADER OF THIS TEAM IS THIS TEAM.**  
U.S. WOMEN'S NATIONAL SOCCER TEAM | GOLD MEDAL | 2008





# Writing Guidelines

*“Make it simple. Make it memorable.  
Make it inviting to look at. Make it fun to read.”*

~ Leo Burnett

# Typography

## The Open Sans typeface

We have selected Open Sans as the preferred typeface for our brand because of its cross-platform format, its rich linguistic support and expanded character sets, and its advanced layout features. As with our logo, consistent use of our primary typeface reinforces our brand identity. Open Sans can be used for printed materials and the web, creating a unified experience for our fans and defining our identity.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!\$&@#\*)0123456789

### Light

Used seldomly to add visual appeal and to complement other copy. Do not use this with small font sizes.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!\$&@#\*)0123456789

### Regular

Used primarily for body copy and defined as the primary font for print and web materials.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!\$&@#\*)0123456789

### Semibold

Used sparingly for elements that require emphasis, such as titles, headers and the sub-headline.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!\$&@#\*)0123456789

### Bold

Always used for the single most important message – the headline. Should be used only once per page.

NOTE: For web, use 'Open Sans', Arial, Helvetica, sans-serif for fallback fonts.

# Typography

## The Aachen typeface

We have selected Aachen as the secondary typeface for our brand, specifically for having an alternative option for use in professionally printed materials. Please note that Aachen is strictly for use in tandem with Open Sans and should never appear alone. It is available to designers in order to add depth to their pieces.

### **Aachen Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;?!\$&@#\*)0123456789**

### **Aachen Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;?!\$& \*)0123456789**

# Hierarchy

One of the most important techniques for effectively communicating (or “honoring”) content is the use of typographic hierarchy. It is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content. It helps guide the reader’s eye to where a section begins and ends, whilst enabling the user to isolate certain information based on the consistent use of style throughout a body of text.

**Open Sans Semibold 36px**

36px Leading / -30 Tracking      H1 / -1px Letter spacing

**Open Sans Semibold 32px**

32px Leading / -30 Tracking      H2 / -1px Letter spacing

**Open Sans Semibold 28px**

28px Leading / -36 Tracking      H3 / -1px Letter spacing

**Open Sans Semibold 24px**

24px Leading / -43 Tracking      H4 / -1px Letter spacing

**Open Sans Semibold 20px**

20px Leading / -47 Tracking      H5 / -1px Letter spacing

**Open Sans Semibold 16px**

18px Leading / 0 Tracking      H6 / 0px Letter spacing

**Open Sans Semibold 14px**

18px Leading / 0 Tracking      Strong / 0px Letter spacing

# Headline (Online)

Press releases, web stories, online promotional items and brand elements might use headlines to display information in a way that is more consumable and attractive. The format below will help ensure your headline has a unified structure and look.

Headlines should always be specific and concise, providing a strong message or a description of the story below it. They should never appear below 30pt, but there is no maximum size. Descriptors and body copy are optional.

## HEADLINES

- Bold, all caps
- Minimum size: 30pt
- Leading: 85% of size
- Tracking: -25
- No end-of-sentence punctuation

# 60 YEARS AND STILL ROLLING AROUND THE NORTHWEST

CAP HEIGHT = H

H/2

## DESCRIPTORS

- Regular, sentence case
- 20-25% of Headline size, adjust as needed
- Leading: 120% of size
- Normal sentence punctuation.

The skaters, rink owner and their family held a party to honor the 60th Wedding Anniversary and the 60 years of Coaching in the Northwest, for Jerry and Marlene Bruland in Washington.

H/2

## BODY COPY

- Regular, sentence case
- Size: 11pt
- Leading: 13pt
- Normal sentence punctuation.

Body copy set using Open Sans. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ut eros vel mi tempor condimentum. Ut nec sapien eu sem sollicitudin sollicitudin. Curabitur massa justo, pellentesque nec, gravida nec, hendrerit nec.

Curabitur massa justo, pellentesque nec, gravida nec, hendrerit nec, orci. In purus est, ullamcorper mattis, semper in, convallis a, eros. Praesent dignissim orci et tellus. Mauris justo ligula, nonummy et, interdum vitae, elementum non, felis. Suspendisse consectetur dui at urna bibendum vestibulum. Ut purus tellus, feugiat vel, pretium sed, vehicula sed, sem. Vestibulum congue viverra elit. Sed a metus porta justo lacinia interdum.

Duis tortor arcu, tincidunt sit amet, consequat sed, lacinia volutpat, sapien. Nam scelerisque tincidunt magna. Ut eleifend enim a mi. Fus ce consequat luctus ante. In luctus luctus eros. Duis nulla justo, rutrum et, cursus vitae, rhoncuseget, elit. Pendis potenti. Proin a turpis nec magna rhoncus vulputate. Fusce tincidunt, orci a porttitor vulputate, turpis consequat augue, sed congue neque.

Sed vel nisi. Nunc molestie dolor a lectus. Sed nibh mass, volutpat eget, rutrum a, tempor tincidunt, enim. In hac habitasse platea dictumst. Praesent lectus metus, tincidunt faucibus, interdum sed, tempor a, augue.

## ALIGNMENT

- All elements should be visually aligned.

# Headline (Compact)

Online and mobile graphics and other brand elements with reduced horizontal space may use this alternative headline layout. Just as the regular headline format, the compact format helps make sure your headlines have a unified structure and look.

Headlines should always be short and to the point. Weight shift in headlines should be used at the beginning or end of the message to provide emphasis and focus. Only switch weights once and only at a line break. Headlines with no line breaks may have a weight shift on the same line. Titles and descriptors are optional.

## TITLES

- Bold, all caps
- 30-40% of Headline size, adjust as needed
- Must fit on one line

**INLINE SKATING**

H/4

## HEADLINES

- Light, all caps
- Use Bold to emphasize key information
- Minimum size: 30pt
- Leading: 85% of size
- Tracking: -15
- No end-of-sentence punctuation unless the headline has more than one sentence.

TEAM

USA

CAP HEIGHT = H

WINS

**GOLD**

H/4

## DESCRIPTORS

- Regular, sentence case
- 20-25% of Headline size, adjust as needed
- Leading: 120% of size
- Normal sentence punctuation.

Team USA won the gold medal at the Hong Kong Asian Cup Classic. The event began on Nov. 26 and lasted until Nov. 30 when the medal games were played.

## ALIGNMENT

- All elements should be visually aligned.

# Headline (Print)

Posters, brochures and other promotional graphics and brand elements might use headlines to display information in a way that is more consumable and attractive. The format below will help ensure your headline has a unified structure and look.

Headlines should always be specific and concise, providing a strong message or a description of the story below it. They should never appear below 30pt, but there is no maximum size. Descriptors and body copy are optional.

## HEADLINES

- Aachen Bold, all caps
- Minimum size: 30pt
- Leading: 120% of size
- Tracking: 0
- No end-of-sentence punctuation

**60 YEARS AND STILL  
ROLLING AROUND  
THE NORTHWEST**

CAP HEIGHT = H

H/2

H/2

## DESCRIPTORS

- Regular, sentence case
- 20-25% of Headline size, adjust as needed
- Leading: 120% of size
- Normal sentence punctuation.

The skaters, rink owner and their family held a party to honor the 60th Wedding Anniversary and the 60 years of Coaching in the Northwest, for Jerry and Marlene Bruland in Washington.

H/2

## BODY COPY

- Regular, sentence case
- Size: 11pt
- Leading: 13pt
- Normal sentence punctuation.

Body copy set using Open Sans. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ut eros vel mi tempor condimentum. Ut nec sapien eu sem sollicitudin sollicitudin. Curabitur massa justo, pellentesque nec, gravida nec, hendrerit nec.

Duis tortor arcu, tincidunt sit amet, consequat sed, lacinia volutpat, sapien. Nam scelerisque tincidunt magna. Ut eleifend enim a mi. Fus ce consequat luctus ante. In luctus luctus eros. Duis nulla justo, rutrum et, cursus vitae, rhoncuseget, elit. Pendissee potenti. Proin a turpis nec magna rhoncus vulputate. Fusce tincidunt, orci a porttitor vulputate, turpis consequat augue, sed congue neque.

Curabitur massa justo, pellentesque nec, gravida nec, hendrerit nec, orci. In purus est, ullamcorper mattis, semper in, convallis a, eros. Praesent dignissim orci et tellus. Mauris justo ligula, nonummy et, interdum vitae, elementum non, felis. Suspendisse consectetur dui at urna bibendum vestibulum. Ut purus tellus, feugiat vel, pretium sed, vehicula sed, sem. Vestibulum congue viverra elit. Sed a metus porta justo lacinia interdum.

Sed vel nisi. Nunc molestie dolor a lectus. Sed nibh mass, volutpat eget, rutrum a, tempor tincidunt, enim. In hac habitasse platea dictumst. Praesent lectus metus, tincidunt faucibus, interdum sed, tempor a, augue.

## ALIGNMENT

- All elements should be visually aligned.

# Copy Style

The purpose of following a uniform style in our communications is to deliver a consistent message. Consistency in voice and grammatical style supports and enhances our image as a reputable organization. It adds reliability and credibility to printed pieces as well as our website.

We recommend the AP Style, more formally known as “The Associated Press Stylebook and Libel Manual.” This is the style used most frequently by newspapers and magazines. However, there are instances in which the guidelines below veer away from AP Style. This style guide is also based on “Webster’s Dictionary” definitions and spellings. When two spellings are listed, use the first.

**a.m., p.m.** – Use a.m. and p.m. in all cases. Not am, pm or AM, PM. Use a space after the number, e.g., 6 p.m.

**ampersand (&)** – Never use in text copy unless it is part of a formal name, such as with a sponsor name. Never substitute it for the word “and.”

**area codes/phone numbers** – Always include the area code: (714) 532-6075.

**commas** – Do not use commas before the words “and” and “or” in a series.

**dashes** – When setting off text with a dash, use a long dash – with a space on either side of the dash.

**dates** – Abbreviate the month when used with a specific date, and use a comma after the year when it does not end the sentence: The tournament will be held on Dec. 15, 2014, in Chicago. Names of five months are not abbreviated. See below:

Jan.	March	May	July	Sept.	Nov.
Feb.	April	June	Aug.	Oct.	Dec.

Spell out the month when used only with a year, e.g., January 2010. Spell out when used simply in reference to a month, i.e., The event will be held in January. Don’t use ordinal abbreviations, e.g., Jan. 2, not Jan. 2nd. Always spell out days of the week.

**directions** – Lowercase north, south, northeast, etc., when they indicate compass direction; capitalize when they designate regions.

**dollars** – Do not include .00 as you would when the dollar amount includes cents, i.e., Tickets cost \$50; not Tickets cost \$50.00. For amounts less than \$1, use the word cents, i.e., Raffle tickets cost 50 cents each, not \$.50. For amounts of \$1 up to \$999,999.99, use the dollar sign. For amounts of \$1 million or more, omit zeroes and spell out the word.



**ellipses** – no spaces between ellipses, but a space before and after: The ... dog.

**e-mail** – always use a hyphen; don't capitalize: e-mail, not email or Email. Also, e-book, e-commerce, e-business.

**hyphens** – In general, do not hyphenate words beginning with “post,” “pre” and “co,” e.g., presales, coed, postgame. However, retain the hyphen with “co” when forming nouns, adjectives and verbs that indicate occupation or status, e.g., co-captain, co-founder. For “non,” the rules of prefixes apply, but in general no hyphen when forming a compound that does not have special meaning and can be understood if not is used before the base word, e.g., nontraditional. Use a hyphen before proper nouns or in awkward combinations, e.g., Non-USARS, non-native.

Also: Do not use hyphens with adverbs ending in “ly,” e.g., highly effective jammer.

**noon** – use instead of 12 p.m.

**numbers/numerals** – Spell out zero through nine, use numerals for 10 and above. Spell out numbers at the beginning of a sentence, or if necessary, recast or rewrite the sentence. However, a number that identifies a calendar year may be used at the start of a sentence, i.e., 2010 was a very good year.

SOME EXCEPTIONS in which numerals are always used for zero through nine:

- ages: They have a 15-year-old player. She is 16 years old.
- times: 2 a.m., not two a.m.
- dimensions: She made a 4-foot-long jump. She is 5 feet 6 inches tall.

**online** – online is one word.

**organizations** – Use abbreviations only for the following:

- USARS - USA Roller Sports
- FIRS - Federation of Internationale Roller Sports
- USOC - United States Olympic Committee

**roller derby** - Should be lowercase, unless used as part of an official designation, in which case it should be capitalized, i.e., USARS Roller Derby.

**spacing** – Use only one space after a period at the end of a sentence.

**state names** – Spell out state names.

Exceptions: Use AP Style state abbreviations in brochures, posters, etc. (See AP Stylebook for the list of those abbreviations.) Use U.S. Postal Service abbreviations when using complete addresses, e.g., 1909 S. Laramie Ave., Cicero, IL 60804.

Use a comma before and after the state, i.e., The game was held in Tulsa, Oklahoma, on Nov. 15, 2013. Do not include the state name for cities well known to our audiences or for other well-known cities nationwide, e.g., Chicago, Los Angeles, Atlanta.

U.S. cities that do NOT require a state name:

Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Honolulu, Houston, Indianapolis, Las Vegas, Los Angeles, Miami, Milwaukee, Minneapolis, New Orleans, New York, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, Portland (when it's Oregon), Spokane, St. Louis, Salt Lake City, San Antonio, San Diego, San Francisco, Seattle.

**times** – When a time is on the hour, do not use a colon and zeroes, e.g., 9 a.m., not 9:00 a.m.

**United States vs. U.S.** – When used as a noun, spell it out, i.e., We live in the United States. Abbreviate when used as an adjective, i.e., The U.S. economy is sluggish.

**upper case vs. lower case** – Determine if the usage is a formal name. If so, upper case. If not, lower case. USARS Inline Hockey Sport Committee is the formal name; sport committee is the reference. Clyde Park District is the formal name; park district is the reference.

**job titles** – Capitalize and spell out when the title is used in its formal sense before the name, i.e., Roller Derby Sport Director AJ Epp presented the winners. Preferred use is to put the title after the name and use lower case, i.e., AJ Epp, roller derby sport director, presented the winners.

**web address** – Remove hyperlink so text is not underlined. If Web or e-mail listing comes at the end of a sentence, place a period following the listing. Make sure Web site addresses are not underlined or hyperlinked. Http:// not necessary when www is part of the address. Include www.whitman.edu in every promotional piece, i.e., “Save the Date” cards and fliers, unless advised otherwise.

**website, Web page** – Use lower case for website, webcam, webcast and webmaster. The Web is capped as a short form of World Wide Web, as are Web page, Web feed. (AP Style 2010)

# Tone

Think of voice as a personality, influencing the mood, tone and tempo of conversations. Personality is ingrained in all of us, and to remove personality from what we say would leave everything flat and uninteresting. Every personality speaks from a point of view, one that influences them profoundly and that demonstrates their approach to life. Without this point of view, the most engaging personality would be rendered superficial, unfocused and uninteresting.

The same applies to our brand. Our brand voice is how we engage our members and prospective members in our point of view; it's how we converse with them.

## Voice Characteristics

The success of our brand, as a member-based sports organization, is dependent on our ability to communicate and connect with our members and potential members. These conversations must be as consistent in tone as possible across all channels and should always be Personable, Engaging and Confident.



## #1 - Personable

In order to create a real connection with members and prospective members, we speak to them in a direct and simple way. We use language that shows our commitment to our sport, to our community and to them. We use terms that are familiar to people and that show we understand them and identify with their feelings. We are always respectful and inclusive to all people.

## #2 - Engaging

Our language speaks to people on an emotional level, catching their interest while getting the point across fast. It provides information and insight into the world of roller sports, but also compels people to take action. We show our passion in the way we enthusiastically share our knowledge and explain our uniqueness. We are inquisitive and always use active voice.

## #3 - Confident

We believe in our brand and have full trust in our ability to deliver on our promises. We have a clear value and a bold message. We don't pretend to know, we know or we find the answers, and that makes people trust us. We make ourselves visible amidst the noise by being clear and honest with our audience.

### Can be:

Simple  
Approachable  
Inspirational

### Should not be:

Hurried  
Presumptuous  
Superficial

### Can be:

Passionate  
Enlightening  
Original

### Should not be:

Vague  
Boring  
Condescending

### Can be:

Witty  
Authentic  
Positive

### Should not be:

Loud/Overbearing  
Arrogant  
Doubtful

## What to avoid

- Don't think that just because you have stated a fact, you have communicated.
- Avoid clever or humorous approaches. Humour is often thinly disguised hostility and what may be funny to you, could anger another person. Except for special applications, humour leads the reader in the wrong direction.
- Avoid arguing. You can't persuade readers to take action if you antagonize them.
- Avoid moralising. This tends to block communication; the reader may feel you are patronising.
- Avoid analogies. An analogy, carried out to its logical conclusion, is many times ridiculous and makes readers concentrate in imagining the analogy instead.