

2017



# LAMBDA CHI ALPHA

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## STYLE GUIDE





# LAMBDA CHI ALPHA

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## STYLE GUIDE

The purpose of this style guide is to make clear and simple rules, permit few exceptions to the rules, and provide uniformity for any and all communications related to the Lambda Chi Alpha brand.

The International Headquarters' branding system aims to create a visual image consistent with our Fraternity's Seven Core Values while supporting the goals and expectations of our strategic plan.

Critical to the overall impact of this master brand is the consistent branding support execution by our vendors, individual chapters and alumni organizations. This guide serves as a reference for all who work with Lambda Chi Alpha, both internally and externally.

# TABLE OF CONTENTS



# Lambda Chi Alpha Today

This section is a broad overview of the initiatives that are central to Lambda Chi Alpha's vision and mission. When you are providing content for your chapter or alumni association's newsletters, website, or other publication, these initiatives may be worth mentioning.

These initiatives relate to the big picture of Lambda Chi Alpha. Our Fraternity wants to educate individuals, chapters, and alumni associations about what the Professional Staff and the Grand High Zeta have been working toward to offer the best Lambda Chi Alpha experience for undergraduates and alumni.



## Lambda Chi Alpha Today



# Core Values

## Loyalty

Establishes the correct order of our obligations and commitments. Unswerving allegiance to the organization and its laws, ideals, and defining principles prevent us from misplacing our loyalties.

## Duty

Delineates the sum total of all laws, rules, and customs that make up our organizational, civic, and moral obligations. Our values originate with duty because we expect individuals, as a minimum, to fulfill their obligations. We often expect individuals to exceed their duty, especially in ethical matters.

## Respect

Denotes the regard and recognition of the absolute dignity that every human possesses. Specifically, respect indicates compassion for and consideration of others, including sensitivity regard for the feelings and needs of others.

## Service & Stewardship

Signifies the proper ordering of priorities. The welfare of the organization comes before the individual's personal gain. While the focus is on service to Lambda Chi Alpha and broader communities, the idea also incorporates the concept of stewardship – holding something of value in trust for others.

## Honor

Describes the complex of all values that make up the public code of the individual. Significantly, honor provides the motive for action and demands adherence to a public moral code – not protection of reputation.

Our Seven Core Values unite the Fraternity. They are the shared beliefs and essential principles that guide our decision-making, behaviors and interactions with each other.

## Integrity

Encompasses the sum total of a person's set of values – his private moral code. A breach of any of these values will damage the individual's integrity. Integrity, closely related to the word integer, refers to a notion of completeness or wholeness.

## Personal Courage

Depicts the premier virtue that enables us to persevere despite fear, danger, or adversity. Personal courage includes the notion of taking responsibility for decisions and actions. Additionally, it involves the ability to perform critical self-assessment, to confront new ideas and to change.



# Lambda Chi Alpha Today

# Associate Membership

A cornerstone of Lambda Chi Alpha is its associate member program.

The program ensures that new members have the same rights and privileges as initiated members.

At General Assembly 45 years ago, Executive Vice President George Spasyk introduced a revolutionary new idea to the fraternal world: associate membership. This change, as Spasyk concluded, was probably one of the most significant developments in the history of Lambda Chi Alpha. Through associate membership, new members were to be treated as equals with the same rights and rules as all brothers.

Today, Lambda Chi Alpha remains committed to ensuring that all chapters are implementing the Associate Member Program for all new members. Forty-five years of associate membership has set Lambda Chi Alpha apart from any other fraternity and put young men on the fast track to becoming strong, honest leaders.

In the Fall of 2015, Lambda Chi Alpha implemented the new Associate Member Kit. This kit, pictured right, is personalized and ordered as soon as the High Gamma inputs the associate member class on Officer Portal. The kit includes a Paedagogus, Constitution and Statutory Code, Reflection's Workbook, know your rights card, associate member pin, and a T-shirt.



## Lambda Chi Alpha Today

# Feeding America

Feeding America and Lambda Chi Alpha are partnered with the goal of ending hunger. Chapters are encouraged to find the nearest Feeding America food bank and raise food and funds throughout the year.

Lambda Chi Alpha Fraternity created a formal partnership with Feeding America in the summer of 2013. The mission of Feeding America is to fight to end hunger and our mission is to instill values in young men.

This mission alignment has allowed us to implement this partnership successfully. Our members are encouraged to host philanthropy events, volunteer at their local food bank and advocate for this cause. Since our partnership has begun we have raised over 6 million pounds of food for Feeding America. This has become a wonderful opportunity for our men to live our values and make a lasting impact within their community.

Year	Fall	Spring	Total Pounds
2013-2014	1,481,842	989,342	2,471,184
2014-2015	2,413,731	1,241,797	3,655,528
2015-2016	3,426,962	1,044,833	4,471,795

Meals Provided Since 2013

9,522,571

Pounds Raised Since 2013

10,598,507

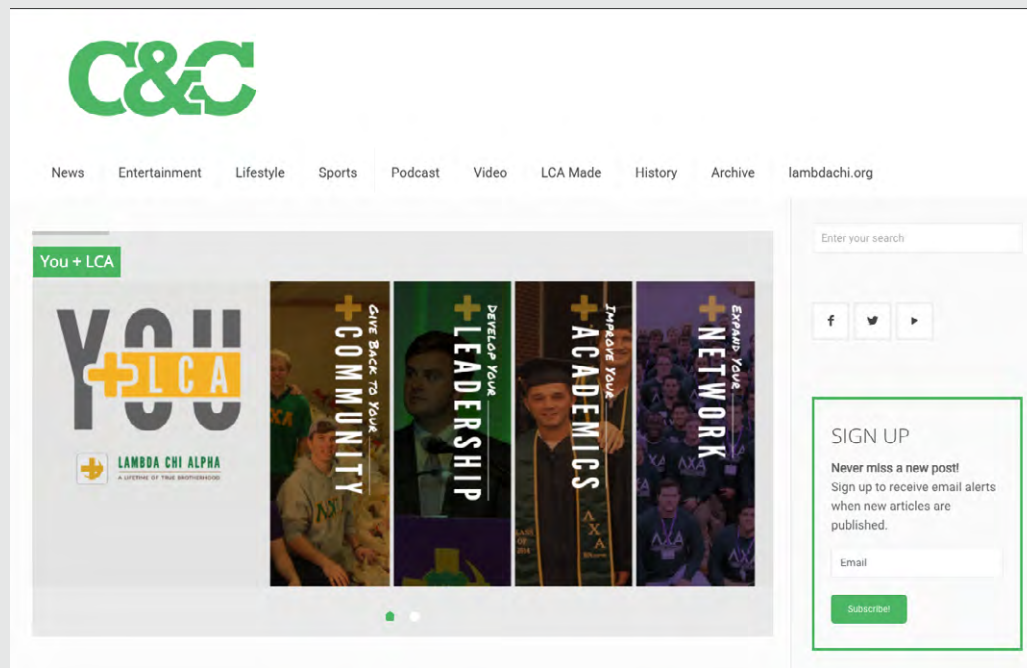


## Lambda Chi Alpha Today

# Publications

Lambda Chi Alpha has a long tradition of providing quality publications for its members. Currently the Lambda Chi Alpha Fraternity offers a new Cross & Crescent experience with [www.lamdachi.cc](http://www.lamdachi.cc), which provides daily content and news relevant to our fraternity, alumni, the undergraduate experience, and Greek life.

A traditional Cross & Crescent magazine is published digitally on a quarterly basis. Submit news and content by emailing the C&C editor at [editor@lamdachi.org](mailto:editor@lamdachi.org).



To receive the Cross & Crescent quarterly via email, [subscribe here](#).  
To receive e-mail updates for all [lamdachi.cc](http://lamdachi.cc) posts, [subscribe here](#).

## Cross & Crescent



## Lambda Chi Alpha Today



# Conferences

Lambda Chi Alpha's conferences include General Assembly, Stead Leadership Seminar, High Alpha Summit, Neville Advisor's College, and Master Steward Summit.

**General Assembly** is the biannual conference in the summer where legislation is passed by undergraduate delegates from each chapter and the Grand High Zeta is elected.

**Stead Leadership Seminar** is an educational conference held every summer open to all undergraduates.

**High Alpha Summit** aims to equip each chapter president with the necessary skills to lead their chapter.

**Neville Advisor's College** gives alumni chapter advisors the knowledge and skills to properly advise chapters across North America.



## Lambda Chi Alpha Today

# LCA One

New in 2017, Lambda Chi Alpha has launched our new membership dashboard, LCA One. This dashboard encompasses all online portals that we've used so far, and more. Officer Portal, Officer Academy, and MyLCA can all be found within LCA One, as well as our new chapter accreditation program, CORE Report.



## Officer Portal

Undergraduate and alumni officers use Officer Portal to update a chapter's roster, report new associate members or initiate classes to the Office of Administration, access pertinent documents, and manage dues and fees. [Click here to access Officer Portal.](#)

## Officer Academy

Officer Academy is a tool intended to train and certify chapter officers. This digital forum offers chapter officers with modules intended to educate each officer of the specific responsibilities of their position; a chat forum where undergraduate officers can exchange ideas and best practices; officer operations guides that include all the duties of each officer position; and quizzes that allow officers to complete their certification.

[Click here to access Officer Academy.](#)

## MyLCA

MyLCA is the member portal of Lambda Chi Alpha. Any undergraduate or alumni brother who is in good standing with the General Fraternity can create a MyLCA account. Some of the features of MyLCA include the option to find contact information on fellow chapter brothers and statistical information on the current state of each brother's chapter. [Click here to access MyLCA.](#)



## Lambda Chi Alpha Today

# Bringing Our Brand to Life

This section details the visual elements that support our current brand. When used correctly and consistently, these elements speak for our Fraternity in a tone that is supportive of our values and ideals.

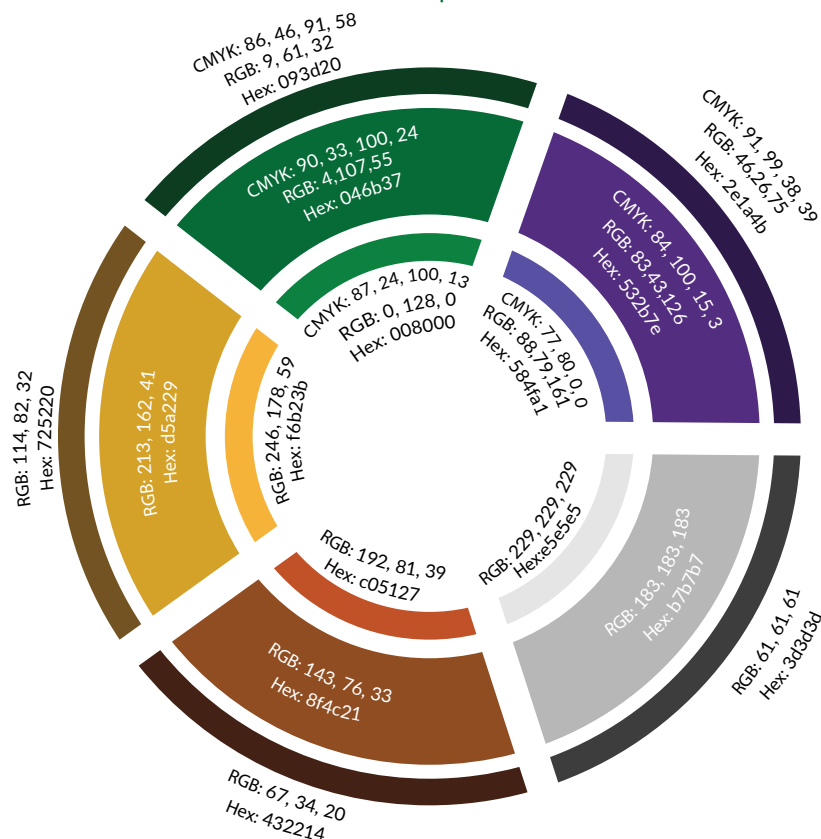
It is important to understand that the design of the Lambda Chi Alpha Fraternity brand was not random or abstract. The lockup, typefaces, color palette, and way in which they can be used reinforces the values of our brotherhood. This section will help define the Fraternity's brand for our vendors, campus officials, peers, parents, potential members, and our entire environment as a whole. In some cases, this guide provides strict rules on how to use — and how not to use — various parts of our brand. It is important to remember that beyond this basic styleguide, the brand also can be evolved and adapted to fit a niche area.



## Bringing Our Brand to Life

# Colors

In the absence of an established reference palette, materials created by local chapters and the General Fraternity have displayed variances in the hue, saturation and value of our principal colors. The following provides information about our official color palette.



## Expanded Color Palette

Previously the recommended colors of Lambda Chi Alpha only featured primary colors of each hue. This new color palette features variations of each hue to give the designer more freedom in their content creation. The primary colors are the largest blocks in the color wheel and include a lighter shade inside the color wheel and a darker shade on the outside of the color wheel.

The color wheel still features Lambda Chi Alpha's main colors - purple, green and gold - but also includes a brown and grey for an organic feel that can compliment the primary colors. Theta Kappa Nu red is also featured outside the color wheel.

### Red (TKN)

RGB: 107, 51, 51  
Hex: 6b3333

RGB: 186, 0, 0  
Hex: ba0000

RGB: 214, 102, 102  
Hex: d66666

Bringing Our Brand to Life



# Typefaces

The professional and bold feel of Lambda Chi Alpha is also found in the form of our words. Typography is the element that gives our words a clean look and feel even before someone reads the text.

# Futura

Futura features a large family beyond what is displayed here; all are acceptable when used appropriately in relation to the rules set in the styleguide's glossary.

Light  
 ABCDEFGHIJKLMNOP  
 PQRSTUVWXYZ  
 abcdefghijklmno  
 pqrstuvwxyz  
 0123456789  
 !@#\$%^&\*

Medium  
 ABCDEFGHIJKLMNOP  
 PQRSTUVWXYZ  
 abcdefghijklmno  
 pqrstuvwxyz  
 0123456789  
 !@#\$%^&\*

Bold  
**ABCDEFGHIJKLMNO**  
**PQRSTUVWXYZ**  
**abcdefghijklmno**  
**pqrstuvwxyz**  
**0123456789!**  
**@#\$%^&\***

Sabon

Lato

Arial

## Primary Typeface

Futura is our primary typeface and should be used whenever possible. It is a sans serif font with an approachable, clean, professional and bold feel that matches the perception of our brotherhood.

## Secondary Typeface

Sabon can be used in combination with Futura but never as the primary typeface. It provides a more organic contrast to the clean feel of Futura.

## Electronic/System Font

For online applications or instances in which our primary typeface is not available, use Lato or Arial in place of Futura and Times New Roman in place of Sabon.

Examples of these applications include Microsoft Word, Excel, PowerPoint, online applications that use HTML text, and email. Arial is a system font, available on all computers and communicates a similar message.

*You can locate and purchase these fonts at [myfonts.com](http://myfonts.com).*



## Bringing Our Brand to Life

# Sample Structure

These simple design tips will give designers the power to structure their marketing materials in a way that conveys a powerful message.

You can build the included sample files in a variety of programs with a simple three layer concept:

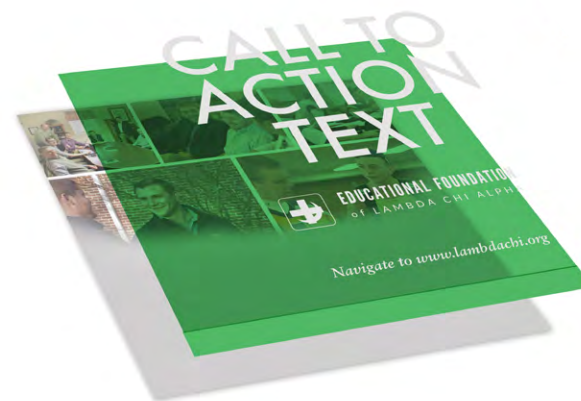
**Layer 0: Photo** This can be used in four color or a tint of the Lambda Chi color scheme. This sets the emotional tone of the parries item.

**Layer 1: Color** This can be used to tint your photo or could graduate to a 0% transparency to reveal your four color photo. This can be used to associate colors with certain partitions or department of your communication efforts.

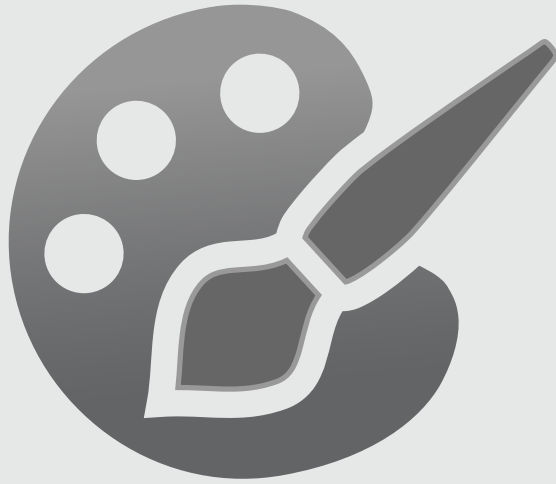
## Layer 2: Text and Logo

Content & Context

- A good way to organize your information is:
  - Call to action
  - Body copy
  - Link or destination
  - Mark, lockup or tag



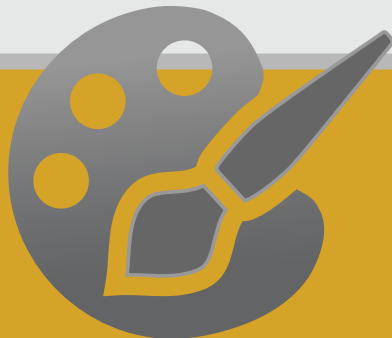
## Bringing Our Brand to Life



## Approved Graphics & Symbols

Contained in Lambda Chi Alpha's tradition and history is a set of symbols that hold specific meaning to our Ritual and values. These symbols play an important role in communicating the unique brand of our Fraternity. It should also be noted that each symbol serves a different purpose.

Most graphic files can be found in the download links within the Style Guide. If there are any graphics not listed here that you would like, please contact [communications@lambdachi.org](mailto:communications@lambdachi.org) with your request.



## Approved Graphics & Symbols

# Lockup

Our identity uses more than words to bring Lambda Chi Alpha's vision to life. It is the basis for consistently and effectively communicating who we are. Through the logo, logo type, lockup and tag, Lambda Chi Alpha communicates its values.

## Logo



[Download ZIP](#)

## Tag



[Download ZIP](#)

## Lockup versus Tag

The lockup consists of a logo, the visual cross and crescent, and the logo type. The lock-up should be used on digital and printed media. If the lockup cannot be used then the mark can replace the lockup. The tag and mark are available to a variety of Lambda Chi Alpha colors. For specific colors on the mark, [go to page 18](#).

## Logo Type

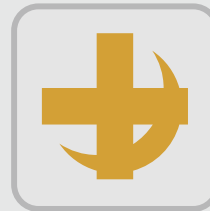
# LAMBDA CHI ALPHA

A LIFETIME OF TRUE BROTHERHOOD

[Download \(png\)](#)

[Download \(jpg\)](#)

## Lockup

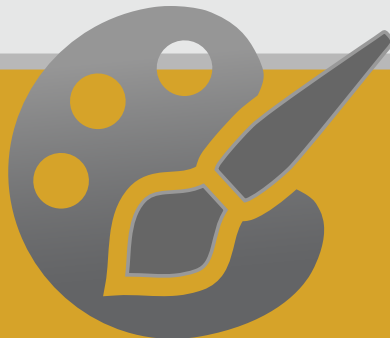


# LAMBDA CHI ALPHA

A LIFETIME OF TRUE BROTHERHOOD

[Download \(png\)](#)

[Download \(jpg\)](#)

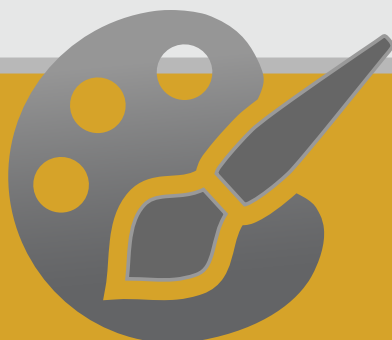


## Approved Graphics & Symbols

# Seal

Lambda Chi Alpha has adopted a seal design to serve the same purpose as the impression made by the signet rings of historic kings, and its purpose is to identify General Fraternity documents and publications. It should not be used for decoration, as an ornament for items such as jewelry or stationery, unless it is to be used as the official stationery of the General Fraternity. It is now properly used on charters, membership certificates, and authorized publications of the General Fraternity.

The design consists of the cross and crescent upon which is superimposed a shield bearing the letters of the Fraternity, above all of which appears a Gothic circle bearing, in Greek, the inscription, "Seal of the Brotherhood of Lambda Chi Alpha." It is in the Fraternity colors of purple, green, and gold.

[Download \(png\)](#)[Download \(jpg\)](#)[Download \(png\)](#)[Download \(jpg\)](#)

## Approved Graphics & Symbols

# Logo

The Lambda Chi Alpha Fraternity's logo is a combination of our most prominent symbol: the cross and crescent, and the words "a lifetime of true brotherhood."

## The Cross and Crescent

The primary symbol of Lambda Chi Alpha Fraternity. The open motto, "Per Crucem Crescens," or, "Crescent in the Cross," reflects this symbol.

The cross is a Greek cross, with all four points being equal length. The Greek cross does not represent the crucifixion of Christ, but instead, the four directions of the earth, representing the spread of the gospel. The only acceptable deviation is on the coat of arms.

The cross & crescent is a central element of Lambda Chi Alpha's Ritual. Symbolizing everlasting growth, the cross & crescent demonstrates every member's continual pursuit of Christian values. The Lambda Chi Alpha creed

best describes this imagery: "The crescent is our symbol – pure, high, ever growing and the cross is our guide – denoting service, sacrifice, and even suffering and humiliation before the world, bravely endured if need be, in following that ideal."

## Use

The colors of this logo may change to fit your design but should always remain consistent with the color section of this styleguide.

The scale should never appear larger than 10 percent of the entire area where the logo exists.

The cross & crescent can be displayed in black and white; purple, green, or gold.



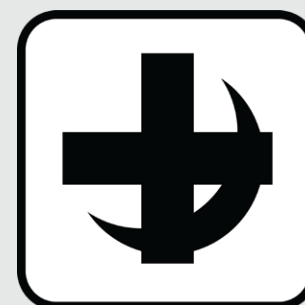
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[Download \(jpg\)](#)



[Download \(png\)](#)

[Download \(jpg\)](#)



[Download \(png\)](#)

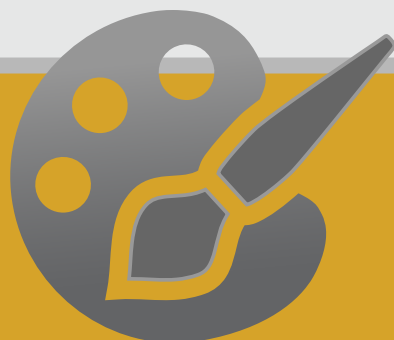
[Download \(jpg\)](#)



[Download \(png\)](#)

[Download \(jpg\)](#)

[Download White Transparent \(png\)](#)



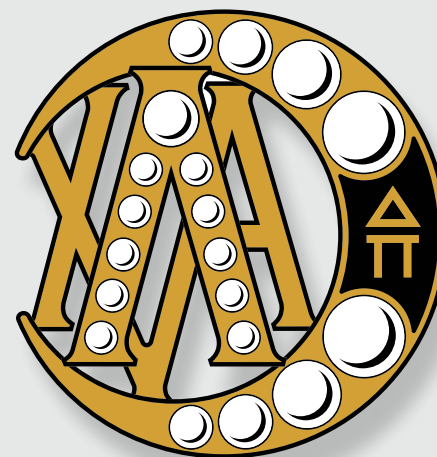
## Approved Graphics & Symbols

# The Badge

The badge is a sacred symbol of our ritual and should be limited in its design uses.

The badge is a pearl-set crescent with horns turned toward the left, and enclosing a monogram of the Greek letters Lambda, Chi, and Alpha. The center of the crescent bears the Greek letters Delta Pi in gold on a black enamel. A variety of jewels may be selected for the Lambda.

Probably no fraternity badge has deeper meaning than that of Lambda Chi Alpha. Not only do the pearls, Greek letters, and crescent have their symbolism, but each line of the crescent and the relationship of the emblems to each other add greater significance. The meaning of the badge, of course, cannot be discussed here. It is an evidence of membership for an individual and should be used only for that purpose except as specifically authorized in the laws of the Fraternity, for example, when presented, usually in the medium or miniature size, to one's mother, wife, sister, or fiancée.



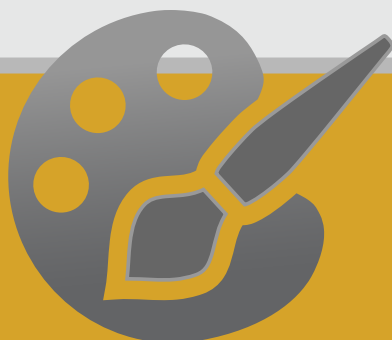
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[Download \(png\)](#)

[Download \(jpg\)](#)



## Approved Graphics & Symbols

# Associate Member Pin

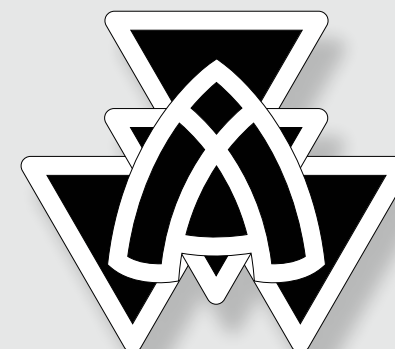
Derived from the Theta Kappa Nu ritual, the associate member pin is reserved for Lambda Chi Alpha's newest members.

The associate member pin has had a most interesting history because it embodies the official badge of Theta Kappa Nu, as well as the original pin of Lambda Chi Alpha. The original Lambda Chi Alpha pin was a Gothic arch, but with the union of the two fraternities, this was superimposed upon the triangles composing the official badge of Theta Kappa Nu. Thus, all meaning of that fraternity's symbolism was added to the Lambda Chi Alpha emblem.

[Download \(png\)](#)[Download \(jpg\)](#)

# Friendship Pin

The Friendship Pin as we know it today is intended to be used for several purposes. It can be used to recognize a relationship that has not yet reached the level of engagement or marriage, during informal occasions where the badge may not be suitable, by members who prefer its design, or as a substitute by brothers who have yet to purchase an official badge. It can be worn on a suit jacket, sport coat, or used as a tie tack. The pin can also be worn by wives, fiancées, mothers, and sisters.

[Download \(png\)](#)[Download \(jpg\)](#)[Download \(png\)](#)[Download \(jpg\)](#)

## Approved Graphics & Symbols



# Greek Letters

The Greek letters Lambda, Chi, and Alpha represent the name of the Fraternity. In written work, it is preferred to either spell out Lambda Chi Alpha or use the English abbreviation LCA. Greek letters are a graphical representation used primarily on logos, letterhead and T-shirts. Unless otherwise noted, letters contain serifs on line ends only, thus not on top of the Lambda or Alpha. The Greek letters are one color. Outlined Greek letters are acceptable in a one-color print (meaning the inside is white).



[Download ZIP](#)

# Coat of Arms

Coats of arms were originally family emblems. Then cities, societies, and institutions adopted them. All college fraternities have them but few institutions created their design with such faithful adherence to the laws of the ancient art of heraldry as Lambda Chi Alpha has.

Each part of the Lambda Chi Alpha coat of arms has a special meaning, the details of which are explained during the Initiation Ritual. Many of the public meanings of the symbols on the coat of arms are explained during the Associate Member Ceremony, and therefore, the coat of arms may be used and worn by all members, including associate members. It may be used on jewelry and stationery, among other items.



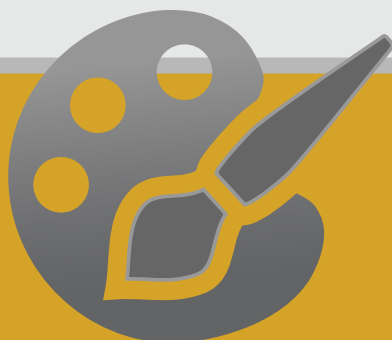
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## Approved Graphics & Symbols

# Additional Resources

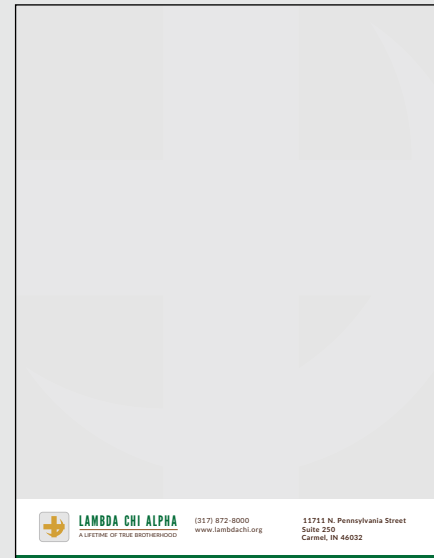
## Powerpoint Template



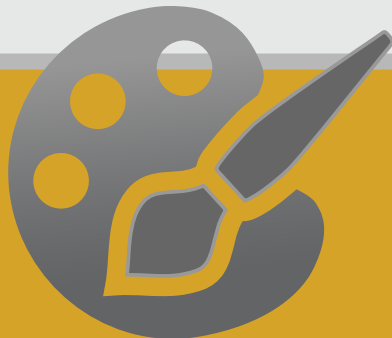
[Download 4:3 \(Default\)](#)

[Download 16:9](#)

## Letterhead



[Download](#)



## Approved Graphics & Symbols



# New Media Guidelines

It's imperative that undergraduates and alumni are always aware that they are representing Lambda Chi Alpha through their actions and content that is produced in their new media outlets. A chapter or alumni association's new media may include social media outlets such as Facebook, Twitter, Instagram, Snapchat, YouTube, email marketing; and web sites. Each of these outlets should have a clear and concise display of positive components of Lambda Chi Alpha such as fellowship, brotherhood, and core lessons that are learned through the Lambda Chi Alpha experience.

Just some notes...

- There are 2.3 billion active social media users
- Facebook adds 500,000 new users every day; 6 new profiles every second
- There are 500 million Tweets sent each day. That's 6,000 Tweets every second
- Snapchat users watch 6 billion videos every day
- On WordPress alone, 56 million blog posts are published every month
- Every day, 16-20% of that day's Google searches have never been asked before
- 300 hours of video are uploaded to Youtube every minute

Source: Marketing: 96 Amazing Social Media Statistics and Facts by Kit Smith



## New Media Guidelines

# Facebook

Social media is any form of online publication or interaction that encourages the input and interactions of its users. Facebook is one of the most popular forms of social media and is used with people of all ages.



**Facebook** is typically the most effective way to represent your chapter on social media, but it is important to keep in mind what you are presenting to the outer world, as certain content can either help or hurt Lambda Chi Alpha's branding.

**Tell visual stories:** Take advantage of positive situations such as philanthropy events, service projects and brotherhood events. Photos and videos with a short written story behind it allow your chapter to define it's own image on campus, from the classroom, the quad and into recruitment.

**Engage in Conversations:** Because we are building an organization rooted in relationships, you can take full advantage

by joining in the conversation with your fellow students, Greeks, faculty and potential new members. They want to interact with your chapter, and are going out of their way to do so. Honor that. Congratulate or acknowledge positive campus life achievements such as philanthropy, scholarship, and spirit. A simple share or comment goes a long way in crafting an image of campus and community support for your chapter.

**Stay Consistent:** When defining your brand it is important to stay consistent. Be visible year round and not only when there is an event or campaign to promote, this will help your chapter solidify the image it wants to project throughout the year.

**Invest in Good Design:** Lambda Chi Alpha offers approved graphics for just about any chapter need. These high quality and brand consistent image and design files are available via download links in this Style Guide, and are encouraged to be put into use.

It is also encouraged for brothers who may be studying design to familiarize themselves with this style guide and take it upon themselves to keep their chapter and the General Fraternity's brand appropriate and intact.

The official Facebook page of the General Fraternity can be found at [Facebook.com/LambdaChi](https://www.facebook.com/LambdaChi).

A stylized, grey megaphone graphic pointing upwards and to the right, located in the bottom left corner of the page.

## New Media Guidelines

# Twitter, Instagram, Snap



Twitter and Instagram are primarily used by a younger audience. They both provide a great way to communicate relevant and engaging content through written posts and the use of photos.

**Twitter** is a great way to communicate and engage with actives, alumni, parents, friends and teachers. Tweeting a chapter's activities can serve as a reminder for active members, and function as an open platform to present chapter news.

**Retweet** Making your tweets sharable, allowing other users to retweet your message, is a fast and easy way to promote or market a cause.

**Trending** Pay attention to national and campus trends so that your chapter can be part of the conversation in a positive manner. Avoid controversial topics and understand what you may be supporting.

**#Hashtags** Encourage conversation on Twitter by creating a hashtag around your event or campaign. Hashtags are an easy way to track what is being said and can be extended to Facebook and Instagram.

Twitter handles or hashtags for your chapter should never appear as @LXA or #LXA, make sure that the correct acronym of LCA is being utilized. Follow the official account of Lambda Chi Alpha by searching [@LambdaChiAlpha](#).

**Instagram** is one of the most popular social media outlets, your chapter can continue to define its image by maintaining a consistent presence on Instagram.

**Heavy Lifting** Maintaining a consistent Instagram profile for your chapter or colony can prove to be frustrating due to Instagram's constrictive design and set up. Make sure access to all your accounts are secure and moderators are held accountable for what is posted.

Feel free to follow and tag your photos using [@LambdaChiAlphaHQ](#).

**Snapchat** is one of the fastest growing social apps and networks worldwide, ranking it as the most popular social media site among young adults in North America.

**Filters** Snapchat geofilters are a smart way to promote an event or brand, as long as the filter is being used in a responsible manner. Remember that any time a filter is made anyone in that area can use it, without control of what others can post.

**Privacy & Security** Nothing posted on Snapchat goes away. The company houses all media posted in the app, and can pull it at any time. Remember that when posting.

Follow Lambda Chi Alpha's official snapchat account by searching [@LambdaChiHQ](#)

## New Media Guidelines

# Social Media & Public Perception

While social media is beneficial in that it gives individuals a platform to share announcements and general thoughts, it is important to remember that social media can influence someone's public perception based on the content they are sharing.

**Do** post events you're proud of.

**Don't** post pictures of inappropriate behavior.

**Do** stay professional when posting.

**Don't** Gossip, insult or use foul language.

**Do** put the phrase, "these are my personal views," in your profile.

**Don't** threaten anyone via social media.

**Do** follow your institution's and IHQ's accounts.

**Do** retweet often. Pass on the good news.

**Don't** speak on behalf of the chapter or IHQ via social media.

**Do** keep the page active and engaging.

**Don't** post something too frequently.

**Do** know your audience and your market.

**Don't** SPAM. Constant invites, messages, and invitations are annoying and ineffective.



## New Media Guidelines

# Web Services

Web Services are where and how to get your website started. WordPress, hosting your own website, and use of Greek-licensed vendors make it easy for you to reach a broad public.

## WordPress

WordPress is an open-source content management system that is used as the platform for many modern website. Two key reasons for WordPress popularity are its ease of use and its strong performance for organic search engine optimization. WordPress has become very universal in application and many students have been exposed to WordPress editing in their coursework.

Users must download an installation pack from the website and follow the instructions. The program offers a multitude of elements. In the simplest form you can download themes and manage the site yourself, posting new information at your convenience. Off-the-shelf themes can be modified by people that have some background in website development and graphic design. Check with your hosting provider to be sure they support WordPress websites, and how they support WordPress revisions and security updates on their web servers.

Detailed instructions for installation and setup can be found on [Wordpress's website](#).

A stylized gray megaphone icon pointing towards the right, located in the bottom left corner of the slide.

## New Media Guidelines

# Licensed Vendors

Just as chapters and individuals have a duty to protect Lambda Chi Alpha's brand, so do the merchandise and jewelry companies that partner with Lambda Chi Alpha. Each company is given approval by the General Fraternity to use Lambda Chi Alpha's likeness.



The design or representation of the badge, coat of arms, Greek letters, name, or other trademarks of Lambda Chi Alpha Fraternity shall not be created, produced, used or offered for sale by any person or company except by an authorized Greek-licensed vendor. This general policy applies only to new items and does not preclude members from trading, retrieving, buying, or selling previously existing items. Nor should this deter members from creating one-of-a-kind artwork for their own enjoyment and display on a limited basis.

Members of the Fraternity shall obtain items of official Lambda Chi Alpha insignia, or other trademarks of Lambda Chi Alpha Fraternity, only from those persons or companies specifically authorized by the General Fraternity.

## Lambda Chi Store

Lambda Chi Alpha's official storefront, Lambda Chi Store, offers an array of products that are approved by the General Fraternity. Visit the store at: [LambdaChiStore.com](http://LambdaChiStore.com).

## Herff Jones, Legacy Division

Lambda Chi Alpha's official jeweler provides badges, officer dangles, chapter guards, and other accessories. [Click here](#) to visit Herff Jones, Legacy Division.

## GreekLicensing.com

Affinity Marketing Consultants manages the Lambda Chi Alpha licensing program. The website provides a list of all vendors that are authorized to produce products with Lambda Chi Alpha logos and insignia. Check out [GreekLicensing.com](http://GreekLicensing.com).

## New Media Guidelines





## Glossary & Text Guide

The language of Lambda Chi and the greater fraternity and sorority world is different from any other institution. Consistent messaging and precise use of diction will convey a strong brand identity for Lambda Chi Alpha. It will also avoid confusion when these words are published or spoken. Please refer to this glossary in order to avoid confusion. For a more in-depth guide on proper spelling refer to the *Associated Press Stylebook*.

Note also that certain terms used in our laws (Chapter, Colony, Brother, Member, etc.), are defined at the start of the Constitution and Statutory Code under "Some Definitions."



## Glossary & Writing

# A

## academic years

Lowercase terms designating academic years: freshman, sophomore, junior, and senior.

## active

This term is not to be used to describe a member. All members are expected to be active. For initiated members, use brothers. Use collegiate brothers for undergraduates and alumni brothers for graduate brothers.

## advisor

When used alone, not adviser; Use advisor unless someone's title explicitly states that it is adviser.

## Advisor's College

Use the full name: Ronald A. Neville Advisor's College or the shortened version: Neville Advisor's College

## all-campus average

Lowercase.

## all-men's average

Lowercase.

## alumnus/alumni

Alumnus is singular; alumni is plural. *George is an alumnus of Sigma Zeta; The alumni of Sigma Zeta will join us for lunch.* Do not use alum or alumna.

## Alumni Advisory Board

Capitalize when referring to the proper name of an alumni advisory board: *Purdue's Alumni Advisory Board meets on Mondays.* Lowercase when used in general reference: *Several alumni advisory board members from each chapter attended the conference.*

## Alumni Association

Capitalize when referring to a specific alumni association. *The Sigma Zeta Alumni Association.* Lowercase when used in general reference. The chapter has formed an alumni association. Since all references to alumni associations have been removed from our laws, an alumni association should never be referred to as "official" or "recognized."



# Glossary & Writing



### Alumni Directory

The full title is: Lambda Chi Alpha Alumni Directory. Capitalize when referring to the specific publication. *The 1996 edition of the Lambda Chi Alpha Alumni Directory.*

### Annual Fund

Capitalize.

### Annual Report

Capitalize when referring to the Fraternity's publication. Include the year of the report in the title by placing it in italics. *1998–99 Annual Report.*

### associate member(s)

Lowercase unless appearing directly before an individual's name: *Associate Member Rob Woods was elected High Gamma. The chapter recruited 15 associate members.* Never use pledge.

### Associate Member Ceremony

Capitalize.

### associate member pin

Always lowercase when referring to the Fraternity's membership pin.

### awards, honors, and prizes

Capitalize only when referring to a specific or formal award: Grand High Alpha Award, McIntosh Award, the award luncheon. Do not italicize.



## Glossary & Writing

# B

**badge**

Always lowercase when referring to the Fraternity's membership pin.

**Board of Councilors**

Capitalized. Refers to all past members of the Grand High Zeta.

**Board of Directors**

Always capitalize Board of Directors when it refers to the Grand High Zeta or the Educational Foundation's officers: *The Educational Foundation Board of Directors is meeting today.* Lowercase when in general reference: *I would like to attend a board of directors meeting.*

Board is capitalized when used as an abbreviation and should be preceded by either Fraternity or Foundation: *The Fraternity Board met after the General Assembly.*

**brother, brothers**

Refers only to initiated members of the Fraternity. Use lowercase unless appearing directly before an individual's name: *The meeting was chaired by Brother McElreath. Fletcher is a brother from our Mercer chapter.* Preferred over member, as applicable.

**big brother**

Lowercase

**Big Brother Ceremony**

Capitalize. One of our Fraternity's rituals.



## Glossary & Writing



### **Celebration of Brotherhood**

When used as a formal title, always capitalize.

### **Centennial**

Capitalize when referring to a specific event: *Tau Zeta's Centennial will be held in April.*

### **Ceremony for Conducting Business Meetings**

Capitalize. One of our Fraternity's open ceremonies.

### **chapter**

Lowercase. Refers to a chartered undergraduate unit. When referring to all undergraduate units, include colony: *Lambda Chi Alpha has more than 195 chapters and colonies.*

### **charter**

Lowercase.

### **charted, chartered**

Charted means put on a chart or map. Chartered means receiving the document defining the formal organization of a corporate body.

### **Chief Executive Officer**

Capitalize as part of a formal title, *Chief Executive Officer William Farkas (Butler 1988)*. Refer to CEO after first reference. Use CEO instead of Executive Vice President.

### **coat of arms**

Always lowercase when referring to the Fraternity's official coat of arms. No hyphens between words.

### **Cole, Warren A.**

Use Warren A. Cole (Boston 1912) for first reference in all web/collateral material. Not Warren A. Cole (Boston 1909).



## Glossary & Writing

# C

**collegiate brother**

Lowercase. Refers to an initiated undergraduate member or a graduate student who continues to pay dues to the chapter. Do not use active member.

**Constitution and Statutory Code**

Capitalize and spell out. These are two separate documents: the Constitution and the Statutory Code, which have been combined for convenience of use. Do not abbreviate as ConStat. In an informal correspondence you may abbreviate it as C&SC.

**conclave**

Term used only to describe the regions of chapters across North America. Do not capitalize conclave.

**Core Values**

See Seven Core Values.

**creed**

Lowercase when referring to the Fraternity's official creed.

**Cross & Crescent**

Use Cross & Crescent when referring to Lambda Chi Alpha's quarterly magazine. Not italicized when referring to the symbol: the cross and crescent. Also referred to as C&C



## Glossary & Writing

# D

**dean's list**

Lowercase: *Brad is on the dean's list. Michael is a dean's list student.*

**department, office**

Capitalize when used to designate the full name of corporate and organizational units: *Office of Advancement, Chapter Services Department*. Don't capitalize when using generic references.

**dorm**

Residence Hall is preferred.



## Glossary & Writing

# E

**educational leadership consultant (ELC)**

Capitalize only when the title directly precedes a full name: *Educational Leadership Consultant Bob Jones. John Smith, an educational leadership consultant, just arrived.*

ELC may be used as an abbreviated reference to educational leadership consultant. Plural form: ELCs (no apostrophe).

**email**

Acceptable for electronic mail. Lowercase and without a hyphen.

**Event Planning Form**

Capitalize.

**Event Planning Guide**

Capitalize.

**Executive Committee**

Use lowercase unless referring to a specific executive committee: *All executive committees should meet weekly. The Sigma Zeta Executive Committee found the High Epsilon in violation of his obligation.*

**Executive Vice President**

This title no longer exists. Use Chief Executive Officer.



## Glossary & Writing



## F

**Feeding America**

Capitalize the organization's name. Feeding America and Lambda Chi Alpha are now partnered to raise funding and non-perishable foods to feed America's hungry.

**501(c)(3)**

No spaces between the subsections. The Educational Foundation is a public foundation operating exclusively for charitable and educational purposes under Section 501(c)(3) of the Internal Revenue Code.

**form**

All specific forms should be capitalized: *Please submit an Event Planning Form by tomorrow.*

**Foundation**

May be used as upon second reference for the Educational Foundation. Follow the same capitalization rules that apply to Fraternity.

**Founders Day**

Capitalize. Not Founder's Day or Founders' Day.

**frat**

Never use this term, even as an abbreviation.

**fraternal**

Used as an adjective and is not capitalized: *His chapter offers a good fraternal experience.*

**Fraternity**

Capitalize when referring to a specific fraternity: *Lambda Chi Alpha Fraternity.*

The Fraternity is synonymous for Lambda Chi Alpha Fraternity.

An agency or organization often uses capitalization when referring to itself in print. Capitalize fraternity when referring specifically to Lambda Chi Alpha: *The Fraternity has 200 active chapters and colonies.*

Lowercase when used in general reference: *fraternity education, fraternity programming.*

**fraternity education**

Specific programming sessions designed to educate all members on core values, personal and professional development, and leadership.



G

**General Assembly**

Capitalize. Refers to the meeting that occurs every even year, bringing undergraduates and alumni together to vote on the laws of the Fraternity.

**General Fraternity**

Capitalize it when referring to Lambda Chi Alpha. Refers to all of the active bodies of Lambda Chi Alpha, including chapters, colonies, alumni organizations, Grand High Zeta, Student Advisory Committee, and the Office of Administration.

**grade point average**

Usually in lowercase and in long form: *The chapter's grade point average exceeds the all-men's average.* When directly following a number, it may be abbreviated. Capitalize and omit periods: *3.1 GPA.*

**Graduating Senior Ceremony**

Capitalize. One of our Fraternity's rituals. Do not use Senior Ritual or Graduating Senior Ritual.

**Grand High Alpha**

Capitalize all Fraternity Greek officer titles. The Grand High Alpha is Fletcher McElreath. If the audience would not understand, use Chairman or Chairman of the Board.

**Grand High Zeta**

Use Board of Directors if the audience would not understand its meaning.

**Greek Advisor**

Capitalize. Do not use "Greek Adviser" unless the person's title is explicitly spelled that way: *Tim Riggins, the Greek Advisor at Texas Odessa College, helped the chapter; Texas Odessa College Greek Adviser Tim Riggins helped the chapter.*

**Greek-letter**

Greek-letter if it precedes a noun, Greek letter if it follows a noun. *Lambda Chi Alpha is a leader in the Greek-letter community. Organizations with Greek letters must work together.*

**Greek Life**

Capitalize. Two words, no hyphen.

AA

## Glossary &amp; Writing

H

**High Alpha Summit**

Capitalize. Refers to the annual conference for chapter presidents to immerse themselves in training and discussion.

**High Zeta**

Capitalize. Also capitalize all chapter offices at all times: *High Alpha, High Gamma*.

If the audience is undergraduates or alumni volunteers, use Greek titles. *Brett is the High Alpha*. If the audience is non-Greek or alumni that no longer remember the Greek titles, use corporate titles: *Brett is the chapter president*.

**High Zeta Commissioning Ceremony**

Capitalize. One of the open ceremonies of Lambda chi Alpha. Do not use "Office Installation Ceremony"

**homecoming**

Lowercase.

**home page**

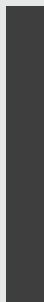
Lowercase and no hyphen. Used correctly, it only refers to the front page of a website, the page that appears under the site's domain name, and the one from which all other pages on the site can be reached.

**House Corporation**

Capitalize when referring to a specific house corporation. *The Alpha Zeta House Corporation*. Lowercase when used in general reference. *We will form a house corporation*.

AA

## Glossary & Writing

**Initiation**

Initiation Ritual is preferred but capitalize when referring to Lambda Chi Alpha: *The Initiation at General Assembly was flawless. The initiation of the campaign came from Ron Neville.*

**Initiation Ritual**

Capitalize.

**Inner Circle**

Capitalize. Part of the True Brotherhood Initiative.

**Interfraternally**

Appropriate as an informal salutation to a member of any fraternity or sorority other than Lambda Chi Alpha or to an associate member.

**Interfraternity Council**

Capitalize. Not Inter-fraternity Council. Abbreviate as IFC.

**International Headquarters**

Capitalize when referring to the actual building in Indiana. *Our International Headquarters is located in Carmel, Indiana.* Refers to the building that houses the Office of Administration, the Mason Library and History Room.

**In ZAX**

Appropriate only as an initiated brother's valediction to another brother of Lambda Chi Alpha Fraternity. More formally "Yours in ZAX". Do not use periods.



## Glossary & Writing

# L

## The Lambda Chi Alpha Fraternity

The official name of the organization according to Article 1, Section 1 of the Constitution. It refers to all of the active bodies of Lambda Chi Alpha, including chapters, colonies, alumni organizations, Grand High Zeta, Student Advisory Committee, and the professional staff.

Other acceptable names that maintain the same reference and meaning include: the Fraternity, Lambda Chi Alpha, Lambda Chi Alpha Fraternity, and the General Fraternity. Abbreviate: LCA, not LXA.

The following names do not share the same meaning, each with slight deviations, and must not be used as a synonym for The Lambda Chi Alpha Fraternity: Headquarters, Lambda Chi Alpha Fraternity Incorporated, Nationals, and Office of Administration. See each of these references for their proper usage.

## Lambda Chi Alpha Fraternity Incorporated

This is the legal name of the Fraternity according to Article 2, Section 2 of the Constitution. This can be abbreviated to Lambda Chi Alpha, Inc.

## Lambda Chi Alpha International Fraternity

Do not use.

## Lambda Chi

The nickname for The Lambda Chi Alpha Fraternity. The plural form does not take an apostrophe: *four Lambda Chis*, not *four Lambda Chi's*. Do not use Lambda or Lambdas.

## little brother

Lowercase.



**manual**

Specific officer manuals are now referred to as Operations Guide or Ops Guide for short.

**Mason, John E.**

Use Dr. John E. Mason (Pennsylvania 1913) in first reference for web/collateral materials. Not Jack Mason (Pennsylvania 1913).

**Master Steward**

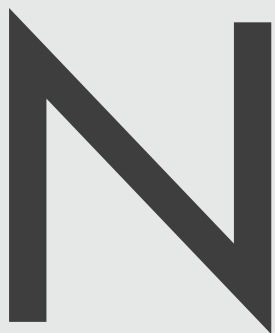
Network of regional alumni brother volunteers. Always capitalize.

**member**

Refers to all initiated and associated members of the Fraternity. Do not capitalize except when appearing directly before an individual's name: *member, honorary member, faculty member, Associate Member Jim Smith.*



## Glossary & Writing

A large, bold, black letter 'N' is positioned on the left side of the page.**national or nationals**

Never use in reference to Lambda Chi Alpha, the Office of Administration, or Lambda Chi Alpha Professional Staff.

**nonfraternal, nonfraternity**

One word, no hyphen.

**non-Greek**

Hyphenate.



**Office of Administration**

Capitalize when referring to the Fraternity's administrative staff. Lowercase in general reference. Refers to the Professional Staff of Lambda Chi Alpha Fraternity, located at the Fraternity's International Headquarters in Carmel, Indiana. Never use National or Nationals.

**Officer Academy**

Capitalize. Refers to the online training forum for High Zeta officers.

**The Open Rituals of Lambda Chi Alpha**

Capitalize. Include "The" in the title.

**Operations Guide**

Official documents that are provided to High Zeta officers to aid them in their position. Can be called "Ops Guides" on second reference. Do not use manuals.





# P

## the Paedagogus

Capitalize. Plural form: the Paedagogi. Include “the” in the title unless referring to editions created before the 1970s.

## Panhellenic

Always capitalize.

## Parents’ Weekend

Capitalize. Not Parent’s Weekend or Parents’s Weekend.

## pledge

Use as a verb to describe a vow or an oath, and not as a person. More acceptable is associate or join. A new member in our Fraternity associates, he does not pledge. He is referred to as an Associate Member, never a pledge.

*Exception:* New members prior to 1972 were called pledges. Since 1972, new members are called associate members. See also associate member.

## pre-Initiation

Hyphen. Capitalize Initiation.

## programs, areas of programming

General educational programs of the Fraternity are not capitalized: *fraternity education, alumni affairs, risk management*.

A few specific programs of the Fraternity are capitalized, but program is not: *CORE program*

## Professional Staff

Capitalize when referring to Lambda Chi Alpha’s staff: *The Professional Staff has been busy planning for General Assembly*.



## Glossary & Writing

# R

**recolonize, recharter**

Not “re-colonize” or “re-charter”. Only previously existing chapters or colonies are recolonized and rechartered.

**recruitment**

Lowercase. The use of “recruitment” is preferred rather than “rush”. Member recruitment, not membership recruitment.

**Ritual**

Initiation Ritual is preferred. Capitalize when referring to the Initiation Ritual of Lambda Chi Alpha.

**rush**

Lowercase. Recruitment is preferred to rush.



## Glossary & Writing

# S

## seal

Lowercase when referring to the Fraternity's official seal.

## Seven Core Values

Capitalize. Capitalize each value. Use "Core Values" less frequently

## staff

Capitalize in reference to Lambda Chi Alpha when directly following professional or fraternity. Lowercase in all other forms.

## Stead Leadership Seminar

In formal first references, use the complete name: *The Jerre L. and Mary Joy Stead Leadership Seminar*. In secondary, or informal first references, use: *Stead Leadership Seminar*. Not acceptable: *Leadership Seminar*.

## Student Advisory Committee

Capitalize. If understood, acceptable abbreviation on first reference: *SAC*.

## Student Government Association

Capitalize. If understood, SGA is the acceptable abbreviation on first reference: *SGA President Thomas Roberts*

## student body

Lowercase.



## Glossary & Writing

A large, bold, black letter 'W' is centered on the page. It is composed of three 'V' shapes joined together, with a slight gap between the top horizontal strokes.**website**

The collection of electronic pages on the world wide web that all originate from a single domain name and home page. Website addresses should always be written in lowercase. It is permissible to omit `http://` when citing an address in most instances.

**[www.lamdachi.org](http://www.lamdachi.org)**

Always lowercase. It is not necessary to precede with `http://`.

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## Glossary & Writing

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## **ZAX**

See “In ZAX”.

## **ZAX Session**

Capitalize Session. Specific promgramming sessions designed to teach the lessons of our Fraternity’s Initiation Ritual.

## **Zeta**

Capitalize when referring to a Lambda Chi Alpha chapter. As a general rule, its usage should be avoided except when directly following a chapter designation: Delta-Pi Zeta, Alpha Zeta. Double-letter zetas are hyphenated while single-letter zetas are not. Most people cannot identify a chapter by its zeta designation. Use Butler chapter rather than Alpha-Alpha Zeta. A chapter is a Zeta, so it is improper to use both, as in: the Alpha Zeta chapter. For most general references, the use of chapter is preferred.





## THE IMPORTANCE OF PROPER PUNCTUATION

The following two letters are composed of the identical words but different punctuation. Notice the difference.

*Dear John, You have ruined me for other men. I yearn for you. I have no feelings whatsoever when we're apart. I can be forever happy — will you let me be yours? Jill*

*Dear John, You have ruined me. For other men, I yearn. For you, I have no feelings whatsoever. When we're apart, I can be forever happy. Will you let me be? Yours, Jill*

For a detailed guide on punctuation, please reference the 2017 edition of *The Associated Press Stylebook*.



## Glossary & Writing

## Suggested Style Formatting

Lambda Chi Alpha suggests that for all formal and informal documents in which our brand appears, please reference the most current Associated Press Style Guide and follow the rules of proper grammar.

The goal is to be clear, precise, and professional when writing and The Style Guide should be used for correspondence within the chapter and in communication with outside parties.

Common tips and rules to follow:

### TIME:

Use figures except for noon and midnight.

<i>correct:</i> 11 a.m. to 1 p.m.	<i>INCORRECT:</i> 11:00 AM to 1 pm
6 to 8 p.m.	6 to 830pm
7:30 to 9:45 a.m.	7 a.m. to 9 a.m.



## Glossary & Writing

## Suggested Style Formatting

### NUMBERS:

In general, spell out one through nine.

*The Yankees finished second. He had nine months to go.*

Use figures for 10 or above and whenever preceding a unit of measure or referring to ages of people, animals, events or things.

### DATES:

Always use numerical figures, without "st," "nd," "rd," or "th."

Abbreviate these months when used with a specific date, Jan., Feb. Aug., Sept., Oct., Nov., Dec.

example: *Jan. 14, March 6, October 2014*

### TITLES:

Capitalize a formal title if it is used immediately before a person's name. The titles can be lowercase if no name is present: "*President George Bush.*" "*The president issued a statement.*"

- Abbreviate titles when used before a full name: "Dr.," "Gov.," "Rep.," "the Rev."



## Glossary & Writing



