



Thirty-Third District
PTA[®]
everychild.onevoice.®
Style Guide

Use of logos

Most flyers and documents should have the logo of the current president and the PTA slant logo with Thirty-Third District PTA "stacked" above it (see above). Flyers may also include a graphic appropriate to the event. The logos are usually at the top but not necessarily.

The "Thirty-Third District" stacked over the official logo should be Arial Black or Helvetica Black (mac). Download just the logo (in various forms) from: <http://www.pta.org/branding> and stack the district/unit/council name on top using the correct font.

CRITICAL: Thirty-Third District PTA is spelled out except in the website address.

Special rules for Thirty-Third District PTA programs

Use the following spelling, punctuation and capitalization of the following :

- | | |
|--|---|
| <ul style="list-style-type: none"> Annual Meeting Bylaws Workshop Diversity & Inclusion Conference Council Financial Workshop Executive Board Orientation | <ul style="list-style-type: none"> Fall Association Meeting and Officers Training Legislation Conference Parliamentarians Workshop Spring Officers Training Presidents and Administrators Conference |
|--|---|

Capitalize

- California State PTA (do NOT use CSPTA or CAPTA) and National PTA (do NOT use NPTA)
- Parent Teacher Association, PTA
- Parent-Teacher-Student Association, PTSA

Nouns or adjectives forming part of the proper name of an organization:

- Thirty-Third District PTA
- Do not capitalize association, council, committee, district, university, etc. when used alone

PTA organizational terms:

- | | |
|--|--|
| <ul style="list-style-type: none"> • Advisory Board • Executive Board • Board of Directors • Board of Managers • California State PTA Convention • Honorary Service Award, HSA | <ul style="list-style-type: none"> • Continuing Service Award, CSA • Golden Oak Service Award • Purposes of the PTA (not purpose of or objects of ... in a sentence) • All district committee titles (for example, Credential Committee, Youth Camp Committee) |
|--|--|

Special projects, programs or workshops of the California State PTA or National PTA:

- | | |
|--|---|
| <ul style="list-style-type: none"> • <i>Parents Empowering Parents (PEP)</i> • SMARTS – Bring Back The Arts! | <ul style="list-style-type: none"> • The National PTA Reflections Program, Reflections Program • Legislation Alerts/Updates |
|--|---|

For titles in text, capitalize the first and last words and all nouns, pronouns, adjectives, verbs, adverbs, and subordinate conjunctions (therefore, however). Titles should be in italics.

Capitalize any names of any race or nationality except black and white, i.e. Hawaiian, Spanish, Japanese.

Any title or designation immediately preceding, but not following a name:

- President Jones
- Mrs. Jane Jones, president
- Capitalize titles in addresses, printed programs and at the close of letters.

Terms connected with state or national government:

- Governor
- Legislature
- Senator
- Attorney General

Do **Not** Capitalize

Titles after the word “the” or after a name.

The words parent, teacher, association, unit, council, district, or board of education, committee *unless used as part of a name of a specific group*. “the board of education” vs “Long Beach Board of Education”

Organizational terms such as bylaws, chairman, committee, director, parent education, preschool, policy, scholarship, grant, vice president, or workshop, *unless used as a title before a name or as part of the name of a specific group*.

Words such as state, nation, federal, flag, directions (north, southeast) and seasons of the year.

Articles (a, an, the), conjunctions (and, or, for, but), and prepositions of four letters or less (with, to, on, upon, into) unless they are the first or last words of a title or subtitle.

The infinitive “to” unless it is the first word of a title.

Numerals and Time

Write out or spell numbers:

- at the beginning of a sentence, except for calendar years.
- one through nine, 10 and above use numerals.
- first through ninth, 10th and above use numerals.
- if they are round numbers, i.e. two hundred children.

Use numerals for:

- large numbers such as million and billion, i.e. \$12 million.
- percentages, spell out the word percent, i.e. 15 percent.
- ages, i.e. age 3 to 6, 26-year-old.
- grade levels, i.e. grades 3 and 4, 3rd grade, 3rd-grader.
- pages, i.e. page 2.

Time: no spaces after internal periods (a.m.)

- 8 a.m., 4 p.m., noon, midnight
- 8-11 a.m., 8 a.m.-noon, 11 a.m.-2 p.m., 6-9 p.m.
- Thursday, 7 p.m., Thursday night at 7

Punctuation

Use the apostrophe:

- with singular possessives (the PTA's state office)
- with plural possessive nouns not ending in "s" (children's books)
- with plural possessive nouns ending in "s" (unit PTAs' collaboration)

Do not use the apostrophe with plural nouns or plural dates (for example, 1920s).

Quotation marks are:

- always set outside the comma and the period.
- always inside the colon and the semicolon.
- outside or inside the exclamation point depending on whether those marks belong to the quoted matter.

Use single quotation marks for quotations within quotations.

A quoted passage of four lines or more may be used without quotation marks *if indented from the body of material and single-spaced*.

Use quotation marks:

- for titles of songs, articles, periodicals and lectures (capitalizing all words including "a" and "the")—for example, "California Here I Come" or "The Collective Bargaining Process"
- themes and mottos, such as for conventions, workshops or administrations.

Colons:

- Use a colon only if the introductory phrase can stand alone as a sentence.
- Do not use a colon after a verb.
- Capitalize the first word after a colon if it is a proper noun or the start of a complete sentence.

For a vertical list, use commas or semicolons with a final period if the *phrases* are lengthy. Use semicolons to separate elements of a series when the individual elements contain information that is set off by commas, or to join two clauses when a coordinating conjunction (and, but, for) is not present.

Use a comma:

- between the name of a city and state or country.
- between the city and zip code when the state abbreviation is being omitted as superfluous—for example, Culver City, 90232 in a flyer when the city and zip code are provided for getting directions electronically.
- with a date that includes date, month and year.
- In a series of three or more terms with a single conjunction, for example: states, districts, councils, and units. This is the so-called Oxford comma.

Do not use a comma:

- when only the month and year are used.

Use of parentheses:

- A sentence containing an expression in parentheses is punctuated outside the marks of parentheses (this is an example).
- A sentence wholly contained in parentheses and not within another sentence is punctuated within parentheses. (This is an example.)

Use of hyphens (see also spelling at the end of this document):

- No hyphens in words frequently used
- No hyphen for vice president, reelect, coordinate, cooperate
- Hyphen for board-elect, recording secretary-elect
- Hyphen in composite words such as face-to-face or in-kind
- Hyphens to separate prefixes ending in vowels from words beginning with the same letter (for example, re- enter, pre-empt). Exceptions: reelect, coordinate, cooperate
- Hyphens to separate prefixes from proper names (for example, un-American) or from dates (for example, pre-1990)

Abbreviations:

- Put spaces after periods when typing initials in personal names (T. S. Elliot, not T.S. Elliot)
- First mention of an organization should be spelled out with the abbreviation or acronym in parentheses after it. Thereafter, the abbreviation may be used alone. For example: Los Angeles County of Education (LACOE).

Fonts

Indicating titles of books: Use typeset italic or boldface (or underline when typewritten) for titles of books, periodicals, movies, videos, plays, operas, reports, pamphlets and kits.

Do not use all caps, especially in emails; a bold typeface or italics works just as well.

Style

Use:

- active tenses,
- verbs rather than adverbs,
- chairman, not chairperson,
- people, not persons,
- education reform, not educational reform,
- parent involvement, not parental involvement,
- United States as a noun, U.S. as an adjective,
- "i.e." to mean "that is" and "e.g. to mean "for example."

Rewrite to avoid using "etc.," "and/or," "he/she," "s/he."

A *disability* is a functional limitation or a handicapping condition that interferes with a person's ability to do such things as walk, hear, or talk; a *handicap* is a situation or barrier imposed by society, the environment, or oneself.

Spelling including hyphenation

after-school program	day care (noun)	handout (noun)	outreach
at-risk	day-care (adjective)	health-care clinics	playground
back-to-school	dropout	HIV/AIDS	PO Box
bylaws	email	kindergartner	preschool
CALL	extracurricular	latchkey	preteen
caregiver	FAX	nationwide	reproducible
chaperone	flyer	nonpartisan	school-based
citywide	fund raise (verb)	nonprofit	schoolteacher
convention-goers	fundraiser (noun)	nonsectarian	seat belt
curricula (plural)	fund-raising activities	online	self-esteem
	hand out (verb)	out-of-council	statewide

teenage
teenager
T-shirt
vice president
videocassette
videotape
Washington, D.C.
website
well-being
write-in
worksheet
year-round