

League of Women Voters of Oregon

and

League of Women Voters of Oregon Education Fund

Writing and Style Guidelines



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Introduction

Following are guidelines to be used for LWV of Oregon and LWV of Oregon Education Fund publications in order to create a consistent appearance. This applies to everything published, electronically or on paper, under our name that is intended for the full membership and/or the public, including emails. When deciding whether to follow these guidelines, it's a good idea to consider whether anything might get into the hands of the public or even a member who is not enmeshed in our organization. If so, use the guidelines.

Always use proper grammar and spelling. Please proof-read your documents.

General Appearance

Standard Font for document headings: Cambria 14 or larger, bold.

Standard Font for document text: Cambria 12 or Calibri 11 or 12 point.

These font standards can be changed for special publications such as the convention or council workbooks.

Our name and logo should always appear on the cover or front page of all printed publications.

General Rules

Use a comma in a series before the last "and": The water, air, and land...

Use figures for any number 10 or greater unless used as the first word in a sentence; spell out those less than 10.

For times, use AM and PM, not a.m. or A.M. or am.

internet (no longer capitalized in many publications)

Periods and commas go inside quotation marks. Question marks go inside or outside depending on the meaning. Do you agree with the statement, "The League is wonderful"? or She asked, "Do you think the League is wonderful?"

Capitalize all organization names and titles unless using part of the name. The Department of Environmental Quality: the department. Chair Martin Sheen; the chair.

Acronyms can be used once the full name has been introduced with the abbreviation following in parenthesis. The Department of Environmental Quality (DEQ) issued a report.... The head of the DEQ stated...

Abbreviations should not be used (Dept. of Transportation vs. Department of Transportation)

General League Terms

Commonly Used General Terms

League is always capitalized.

Local is not capitalized unless at the beginning of a sentence.

Nonpartisan (no hyphen)

League of Women Voters of Oregon

Commonly Used OR Terms

Action Committee

Membership and Leadership Development

Organization Name

League of Women Voters of Oregon

Or LWV of Oregon

Abbreviation: LWVOR or League (capital “L”) only after the full name has been written with the acronym in parenthesis immediately following

On title pages or in letterhead: League of Women Voters® of Oregon (use registered symbol after voters)

If used alongside logo, no ® is needed, although one should appear in next to the upper right corner of the logo.

To make the ®, type (r) and it will automatically convert to the registered symbol in Word.

For local Leagues:

League of Women Voters of _____

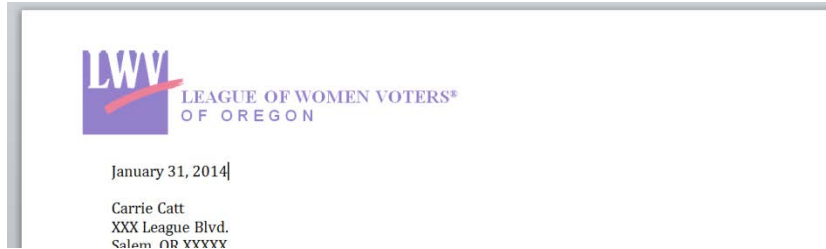
LWV of _____

Not: Oregon League of Voters; Ashland League, etc.

When logo stands alone, it should have its own ® in the upper right corner

When used with the name, the ® should appear after the word “Voters” in superscript

In letterhead, “LEAGUE OF WOMEN VOTERS” should appear in Times New Roman 14 bold. Under it is “OF OREGON” in Helvetica 12 bold, double-spaced. See the LWVUS logo guidelines for more information about color, etc.



League of Women Voters of Oregon Education Fund

Commonly Used EF Terms

The following are written in their proper forms, with correct capitalization and wording

Oregon Student Mock Election

Vote411.org

Voter Service or voter service

Organization Name

League of Women Voters of Oregon Education Fund

Or LWV of Oregon Education Fund

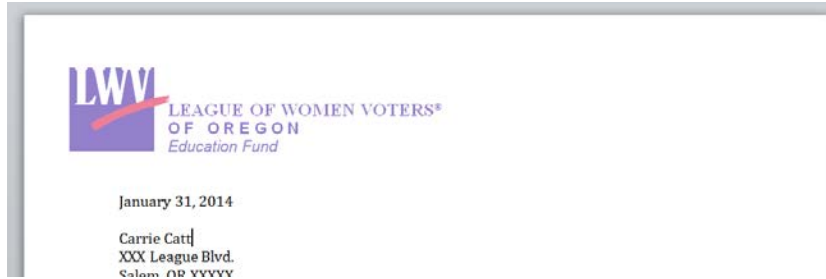
Abbreviation: LWVOREF or Education Fund only after the full name has been written with the acronym in parenthesis immediately following

On title pages or in letterhead: League of Women Voters® of Oregon Education Fund (use registered symbol after voters)

If used alongside logo, no ® is needed, although one should appear in next to the upper right corner of the logo.

To make the ®, type (r) and it will automatically convert to the registered symbol in Word.

In letterhead, "LEAGUE OF WOMEN VOTERS" should appear in Times New Roman 14 bold. Under it is "OF OREGON" in Helvetica 12 bold, double-spaced. "Education Fund" is written immediately under, in Helvetica 12, not bold, but in italics. The bottom line of printing should line up with the bottom of the logo. See the LWVUS logo guidelines for more information about color, etc.



Voters' Guides

When used in the singular, the words should be capitalized and italicized because they refer to the name of a particular publication: *Voters' Guide*

When used in the plural, it should not be capitalized or italicized because it is no longer a publication name, but the name of a group of items.

When referring to the "guide" or "guides", this word should not be capitalized or italicized because that is not the proper name of the publication.

The apostrophe always goes after the s in voters.

The same rules apply to the other guides we produce – *Easy Voters' Guide*, *Voters' Guide* in large-print (or large-print edition of the *Voters' Guide*), Spanish translation of the *Voters' Guide*, etc.

If you can't figure out how to refer in plural to the publication name, it works to use "copies of the *Voters' Guide*" so instead of saying "We printed 100 Voters' Guides" you would say "We printed 100 copies of the *Voters' Guide*"

Publications

Purpose and Submissions

Please note: all submissions for publications should be written in complete sentences and proofread for grammatical and spelling errors prior to submission. For most publications, please use bulleted lists and newspaper format (putting the most important, most interesting info first).

Board Packet

Audience – local League Presidents, local League Chairs

Writers – Board members, Off-Board members, President, Chair, staff

Purpose - provides updates in your portfolio area and alerts presidents and chairs of upcoming responsibilities or requests for help

Timeline - published monthly after every Board meeting. Board members write a column any month there is something relevant going on in their portfolio area. Turn material in to President within 5 days of the Board meeting.

Oregon Voter

Audience - all members, some libraries and media

Writers – Board members, Off-Board members, President, Chair, occasionally staff and interns

Purpose – provides general overviews and updates of state activities, alerts and requests for help from the general membership, what to look for in the near future and more detailed information when there may be something of particular interest to the readers

Timeline - published quarterly. Board members turn material in to *Voter* editor two+ weeks prior to date of publication.

Local League Planning Guide

Audience – LL Presidents, Officers, Chairs

Writers – Board members, Off-Board members, President, Chair, staff

Purpose – helps local Leagues to coordinate with and be involved in state activities. Includes specific dates for and requests for help with state League activities. Also advises local chairs of some responsibilities and helpful hints.

Timeline – published annually immediately after Board retreat.

Council or Convention Workbook

Audience – LWVOR Board members, LL Presidents, Convention or Council attendees

Writers – Board members, Off-Board members, President, Chair, staff

Purpose – provides a review of all activities in various portfolio areas over the past year.

Timeline – published annually. Board members turn in material to office in mid-March.

Issues for Action

Audience - LWVOR Action Committee, LL Presidents, LL Action Chairs

Writers – LWVOR Action Committee

Purpose - provides actual text of LWVOR issue positions, as well of history of position development and action on the issue.

League of Women Voters of Oregon Style and Writing Guidelines

Timeline - published biennially after end of legislative session. Action Chair and Action Committee members turn in material to office by beginning of November, biennially (date varies).

Legislative Report email newsletter

Audience - LWVOR Board members, LL Presidents, LL Action Chairs, other subscribers interested in legislative issues (members, non-members and media)

Writers – LWVOR Action Committee, occasionally staff and interns

Purpose - informs public and involved members about current legislative issues, trends, and specifics about proposed legislation in LWVOR portfolio areas

Timeline - published weekly during legislative session. Action Chair and Action Committee members turn material in to office 4 days before publication date.

Biennial Reports

Miscellany

Dates: Nov. 5, 1999; the Nov. 5 hearing (not Nov. 5th hearing)

Postsecondary (not post secondary or post-secondary)