

## ADRP Style Guide

### Language Guidelines

These style guidelines comprise elements of usage and grammar related to the Donor Relations profession and were developed for members and advocates of the Association for Donor Relations Professionals. Your comments and suggestions may be emailed to the ADRP President at [president@adrp.net](mailto:president@adrp.net).

For do's and don'ts not covered here, please refer to the *Chicago Manual of Style*.

### Capitalization

Capitalize Donor Relations and Stewardship when referring to the professions, e.g., The ADRP is the authority on issues of the Donor Relations and Stewardship profession. Don't capitalize when general initiatives or undertakings, e.g., The ADRP Web site has samples of stewardship communications.

Professional titles are not capitalized unless they precede the person's name, e.g., ADRP President Nancy McKinney or Nancy McKinney, ADRP president. Capitalize both the organization and title when omitting the proper name. For example: Comments on this style guide may be sent to the ADRP President.

When referencing people, use their first and last names on first reference, and their last names only on subsequent reference.

Committee names are capitalized as the word committee when linked to the name—e.g., The Marketing Committee has developed these guidelines.

### Abbreviation

Write out the full organization name, the Association of Donor Relations Professionals, in initial references, using initial caps but not the preceding "the." Subsequently it can be abbreviated as ADRP (no periods, no use of the word "the").

### Punctuation

In a list or series with commas, use a comma before "and" and "or."

In phone numbers, use parenthesis to separate the area code. When listing an extension, precede them with a lower case "x."

### Nondiscriminatory Language

ADRP avoids gender-based language in preference of general terms such as "individual" or "professional." However, don't forgo good grammar in an attempt to be gender sensitive.

### Passive Voice, Active Voice

ADRP encourages use of the active voice whenever possible rather than passive use—e.g., ADRP is formulating a new strategic plan instead of: A strategic plan is being formulated by ADRP.

### Commonly used terms

Fundraising, fundraiser, and other related words are spelled as one word.

Web site is two words with an initial capital on Web.

Online is one word.

E-mail is hyphenated.

Nonprofit is spelled as one word without a hyphen.

## GRAPHIC IDENTIFY GUIDELINES

### ADRP Logo

ADRP logo has been submitted for registered trademark status and may not be used by other groups or for business or fundraising purposes without permission. Contact the ADRP President at [president@adrp.net](mailto:president@adrp.net) for further information.

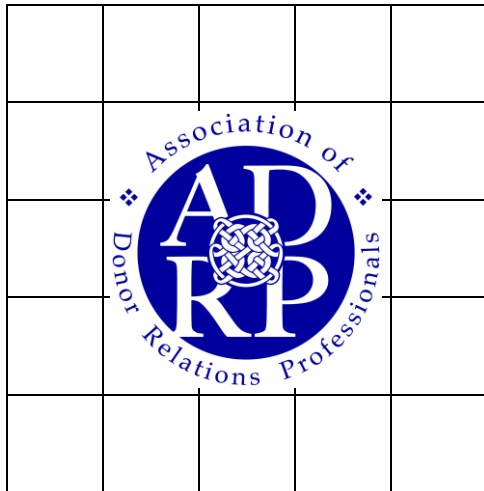
This graphic identifier is the official logo of the Association of Donor Relations Professionals and is the only logo that should be used to represent the organization. The logo is designed to be used as is; the proportions should never be altered nor should fonts be substituted to recreate a similar logo. The logo may not be used in conjunction with other type, graphics, or logos to form a combined graphic element without the express permission of the ADRP President at [president@adrp.net](mailto:president@adrp.net).

### Colors

Do use the logo in either black or Pantone 286/Reflex Blue. The logo may also be foil-stamped in gold or be embossed. The color may be screened to lighter shades of black or Reflex Blue.

### Staging the Logo

The ADRP logo should be properly “staged” when used in graphic communications. Sufficient clear space or “staging area” should be maintained on all sides of the logo, free of graphic intrusions. No graphic elements should intrude closer than one third the diameter of the logo.



### Fonts and typeface

Font selection should be based on stylistic considerations of the printed piece. The typeface should be legible and in keeping with the purpose of the communication.