

# ALPHA CHI SIGMA

## Branding & Style Guide



{2025} EDITION



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# {Section I} Our Brand



## The Importance of the ALPHA CHI SIGMA Brand

A successful brand is more than a logo or a color scheme. How we communicate to our audiences helps mold their perception of our Fraternity.

Because of the many publications, brochures, websites and business communications produced by the Collegiate Chapters and Professional Chapters and Groups of Alpha Chi Sigma, the Fraternity has developed this Branding and Style Guide to promote consistency throughout the Fraternity.

To ensure a consistent brand identity and to uphold the integrity of Alpha Chi Sigma, we expect our chapters, groups and Brothers to adhere to the guidelines in this branding and style guide. Following the guidelines in this document will ensure consistency on publications, brochures, websites and business communications throughout the Fraternity.

The images in this guide are based on our organization's rich history and heritage but also help maintain a modern, professional approach for our communications. Deviations from any of these elements break the style, undermine our brand, harm our heritage and in some cases violate our trademark.

Please direct any questions or concerns to the National Office.

Using the recommended fonts, colors and logos is the best way to give all Alpha Chi Sigma communication efforts a successful and consistent brand identity.

Since our brand identity is the cornerstone of all communication efforts, it is essential that its integrity is protected. It benefits everyone involved when the identity is applied consistently to convey one clear message.

## Using the ALPHA CHI SIGMA Name and Insignia

The name Alpha Chi Sigma, the Greek letters (ΑΧΣ), the badge, and the coat of arms are registered trademarks of the Fraternity. Alpha Chi Sigma grants limited rights to its chapters and Brothers in good standing to use these registered trademarks.

Uses of our trademarks that undermine our brand, that harm our good name or that do not further our mission must be prevented, removed or stopped at the Fraternity's request.

As the sole owner of its trademarks, Alpha Chi Sigma Fraternity, Inc. has the legal right and obligation to request that objectionable or illegal content be removed from websites if the name Alpha Chi Sigma or one of its registered trademarks is used.



# {Section II}

## Logos

# Insignia and Fraternity and Foundation Logos

The Alpha Chi Sigma insignia are critical components of the overall Alpha Chi Sigma identity. They are the primary identifiers on all materials and communications produced by Alpha Chi Sigma. Consistently applying insignia will further clarify our audience's perception and understanding of Alpha Chi Sigma.

## Logo Safe Area

When using the Alpha Chi Sigma insignia, a reasonable amount of open space should be maintained around the insignia at all times. This open space is referred to as the safe area.

This area must remain clear of typography, photographs, design elements, page trim and folds.

The recommended minimum safe area is .5 inches on each side. Please leave more space if possible to allow the logo to stand on its own and remain prominent.

## Minimum Logo Size

Alpha Chi Sigma insignia never should be smaller than one inch high.

There may be certain circumstances in which you may need to reproduce insignia smaller than the minimum size, such as on an Alpha Chi Sigma branded pen. If you find yourself in this situation, contact the National Office for further assistance.

## Improper Logo Usage

Alpha Chi Sigma insignia never should be modified, customized or recreated. Below is a list of unacceptable uses. Please refrain from:

- Tilting or rotating the insignia
- Changing the insignia color
- Resizing the insignia unproportionally
- Placing the insignia on a distracting background
- Distorting the insignia shape
- Modifying or adding to the insignia
- Using drop shadows and special effects

If you have a question about your use of an Alpha Chi Sigma insignia, contact the National Office.

See the complete list of Fraternity and Foundation insignia beginning on page 7.

## Coat of Arms Symbol

The formal, official symbol of the Fraternity. Used on formal documents, including the member certificate, member card, stationery, national website and select promotional items.

The monochrome representation of the coat of arms is preferred over the color representation. Due to variations in colors and hues, the heraldic markings on the monochrome representation are a better way to show the intended colors. If a color representation is used, care must be taken to ensure that the colors match the colors described by the blazon and illustrated on the monochrome representation. Never make a black-and-white photocopy of a color representation of the coat of arms. Only duly initiated members of the Fraternity may wear apparel bearing the coat of arms.



Color Coat of Arms



Black and White Coat of Arms



## Badge Emblem

The heraldic emblem worn to indicate allegiance to or the property of the Fraternity. The actual badge is a physical item worn over the heart. Depictions of the badge are used on fraternal documents, apparel and physical items. When an item bears the image of the badge, it is an indication that the item is a possession of either the Fraternity or a member of the Fraternity. Sweethearts, family members and anyone swearing allegiance to the Fraternity and a Brother may wear the badge of the Fraternity. The physical badge may have borders or jewels surrounding it. A graphic depiction of the badge should be only the badge with no borders. The badge is monochrome and whenever possible should be onyx black with white, yellow or gold symbols.

## Official Fraternity Logo

The official registered trademark of the Fraternity and a prominent component of the Fraternity flag. Can be used on apparel, fraternal communications and select promotional items. The logo is monochrome, and its color should complement the background color.





## Pledge Pin

The identification of people who have made a commitment to join the Fraternity but have not been initiated. The pin is worn by membership candidates. The graphic representation of the pledge pin, while rarely used, may be found on documents and items that are related to the Fraternity but contain no fraternal secrets. These items generally are related to the pledging process. The pledge pin is monochrome. If a color other than black on white is used, there should be a dark border color with a light red-orange or copper interior.

## Greek Letters

The Greek letters alpha, chi and sigma comprise the name of the Fraternity and are used on fraternal documents and apparel. They may be inline or staggered in a left to right downward slope. The staggered letters are used in the monogram recognition pins, silver for the collegiate branch and gold for the professional branch. Recognition pins typically are worn on coat or jacket lapels. Rules of jewelry etiquette call for only one lapel pin to be worn at a time. Badges never are worn on a lapel. It is acceptable to wear a badge on a shirt or a vest with a recognition pin from the same or different organization on the lapel. When feasible, the logo containing the outline of a hexagon is preferred over simply the letters. In formal correspondence, spell out *Alpha Chi Sigma* rather than using the Greek letters. It is never acceptable to substitute a Roman E for the Greek Σ. In informal correspondence and on websites where it is difficult or uncertain if the Greek sigma will be displayed properly, acceptable substitutes are *AXSigma* or *AXS*. The abbreviation *AXE* should not be used because this abbreviation refers to Alpha Chi Epsilon, a social fraternity at several colleges. The abbreviation *ACS* should not be used because this abbreviation refers to the American Chemical Society.

When typing out the acceptable Greek letters, use the typeface “Symbol” - and type the letters (in caps) A C S. That will produce the proper letters in the Greek alphabet.

AXΣ

Greek Letters in Black

AXΣ

Greek Letters in PMS 294

AXΣ

Greek Letters in PMS 109



## Professional in the Chemical Sciences Logo

Designates Alpha Chi Sigma as a professional chemistry fraternity. Used on letterhead and the national website. There is a horizontal format option (on the left) as well as a stacked option (on the right).



ALPHA CHI SIGMA  
*Professional in the Chemical Sciences*



ALPHA CHI SIGMA  
*Professional in the Chemical Sciences*

52<sup>nd</sup> Biennial  
AXΣ  
CONCLAVE

## Conclave Logos

Each Conclave host chapter is tasked with creating a logo for its Conclave. This logo is used on Conclave materials, giveaways and the national website. Due to restrictions on who may wear the coat of arms, host chapters are discouraged from using the coat of arms in the logo. Conclave logos must be reviewed by the Grand Master of Ceremonies for heraldic appropriateness and trademark violation before they can be placed into common usage.

## Foundation Logos

Below is the official logo of the Alpha Chi Sigma Educational Foundation. This logo is used for any and all communications about the Foundation. The color version is always preferred over the black-and-white version.



ALPHA CHI SIGMA  
EDUCATIONAL FOUNDATION  
EDUCATION PROFESSIONAL DEVELOPMENT SCIENCE

Color Foundation Logo



ALPHA CHI SIGMA  
EDUCATIONAL FOUNDATION  
EDUCATION PROFESSIONAL DEVELOPMENT SCIENCE

Black and White Foundation Logo



# {Section III}

# Typography

# Typography

The following typeface families have been selected for use in all Alpha Chi Sigma communications. These fonts were chosen because they are easily read and because they coordinate well with our logo and brand. By using these fonts, you help give our brand a unified look.

## Typeface Usage

Both serif and sans-serif fonts have been selected. For ease of readability, we suggest using a sans serif font for body copy and a serif font for headlines. If you are not able to use the preferred fonts (listed below), we have suggested similar and acceptable substitutes.

## Typeface Restrictions

Typefaces should never be manipulated from their original forms. Do not condense, add extra slant, alter line weight or add design effects to any of these types. Manipulating type degrades its style and negatively effects its legibility.

To ensure readability and legibility, do not use these typefaces smaller than 8 points in size.

Please also keep the number of typefaces used in each communication to a minimum. You will normally need no more than 2 of the suggested typefaces.

### **Serif Fonts**

*Recommended for Headlines*

Filosofia Regular

*Filosofia Italic*

FILOSOFIA GRAND CAPS

**Filosofia Bold**

### **Acceptable Serif Substitutes**

Bodoni Regular

Minion Pro Regular

Mrs. Eaves Regular

### **Sans Serif Fonts**

*Recommended for Body Copy*

Gill Sans Regular

*Gill Sans Italic*

**Gill Sans Bold**

***Gill Sans Bold Italic***

### **Acceptable Sans Serif Substitutes**

Helvetica Plain

Arial Regular

**Futura Medium**



# {Section IV}

## Color Palette

# Color Palette

To standardize the Fraternity colors for print and online usage, here is a breakdown of the two main colors of our identity into several key areas and color coding systems (PMS, CMYK, and RGB).



Prussian Blue  
PMS 647  
CMYK 96 / 53 / 5 / 24  
RGB: 0/86/149



Chrome Yellow  
PMS 109  
CMYK 0 / 9 / 94 / 0  
RGB: 255/221/0

## Color Usage

All copy, headlines, illustrations, photos and color bars may use the color palette. In your communications, you may use color screens of both our blue and yellow. However, the alteration of color is NOT allowed in any of our logos or insignia.

## Color Notes

Pantone numbers and CMYK equivalents are the same for coated and uncoated paper stock. Colors on this sheet may change due to the uncontrollable fading of pigments. Refer to a printed Pantone color guide for the most accurate color representation.

RGB equivalents may be used for desktop printing (e.g., Microsoft Word) and onscreen presentations (e.g., Web pages and PowerPoint).

## Additional Complimentary Colors

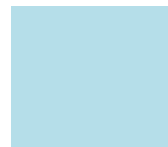
These are a few additional colors you may use in your communications. They have been chosen as complimentary colors. They work well alongside our two main brand colors (listed above).



Cyan  
PMS Process Cyan C  
CMYK 100 / 0 / 0 / 0  
RGB: 0/174/239



Deep Blue  
PMS 2766  
CMYK 100 / 100 / 36 / 33  
RGB: 33/28/82



Pale Blue  
PMS 635  
CMYK 27 / 2 / 7 / 0  
RGB: 182/222/232



Deep Yellow  
PMS 7409  
CMYK 0 / 38 / 98 / 0  
RGB: 251/169/31



# *{Section V}* Review & Approval

## Review and Approval Process

All external mass communication must be reviewed and approved by the National Office to ensure quality and consistency. Items that employ creative use of fraternal symbols or insignia also must be reviewed by the Grand Master of Ceremonies to ensure heraldic appropriateness and preserving fraternal secrecy. This policy applies to any form of correspondence, including letters going to 10 or more people, brochures, apparel, advertisements, fliers, promotional items and other projects. The intent of this policy is not to restrict the creative process but rather to ensure that Alpha Chi Sigma is presenting a consistent image that positively builds our brand.

For approval, send projects to [national@alphachisigma.org](mailto:national@alphachisigma.org). Please allow up to four business days for review and a response from the Grand Master of Ceremonies and/or the National Office.

### Aquiring Logos

Please contact the National Office for high resolution logos.

### For More Information

If you have any questions about the Alpha Chi Sigma brand, please contact the National Office at (800) ALCHEMY or [national@alphachisigma.org](mailto:national@alphachisigma.org).

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## ALPHA CHI SIGMA

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[national@alphachisigma.org](mailto:national@alphachisigma.org) | [www.alphachisigma.org](http://www.alphachisigma.org)



# {Section VI} Guidelines





## ALPHA CHI SIGMA Style Guidelines

Because of the many publications, brochures, websites and business communications produced by the numerous collegiate chapters, colonies, professional chapters and professional groups of Alpha Chi Sigma, the Fraternity has developed this style guide to promote consistency throughout the Fraternity.

The information in this style guide is based on the College Fraternity Editors Association's *Public Relations Manual* and *The Associated Press Stylebook*. If questions arise that are not referenced in this style guide, please refer to the current edition of *The Associated Press Stylebook*.

Entry words, in alphabetical order, are in **bold**. They represent the accepted word forms unless otherwise indicated. Examples of correct and incorrect usage are in *italics*.

This is a living document and will be updated on a regular basis as language evolves or as situations warrant. We welcome your feedback and questions about this style guide.

Please direct any questions or concerns to the National Office.

### ALPHA CHI SIGMA

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[national@alphachisigma.org](mailto:national@alphachisigma.org) | [www.alphachisigma.org](http://www.alphachisigma.org)

# A

## abbreviations and acronyms

On first reference, spell out with initial capital letters and the acronym or abbreviation in parentheses. On second reference, use just the acronym without parentheses. Omit periods within acronyms unless the result would spell an unrelated word.

## academic courses and majors

Lowercase in all uses except languages: *a business major, an English class.*

## academic degrees

If mentioning a degree is necessary, preferred use is a phrase instead of an abbreviation. Degrees should be lowercase: *a bachelor's degree.* When abbreviated, academic degrees are capitalized, and when used after a name, they are set off by commas and do not use periods: *B.A., Ph.D.; Mark Hoffner, Ph.D., attended the meeting.*

## academic departments

Lowercase except for words that are proper nouns or adjectives: *the department of history, the history department, the department of English, the English department.*

## accept (See except.)

To receive or take something that is offered.

## affect (See effect.)

A verb. It means to act upon or to influence. For example, *Medicaid reimbursement cuts could affect our ability to deliver care.*

## age

Always use figures. Use hyphens when age is expressed as an adjective before a noun or as a substitute for a noun: *a 5-year-old boy, The race is for 5-year-olds.* Do not use hyphens when the age follows the noun: *He is 5 years old.* Use figures and no apostrophe for decades: *She is in her 20s.* When referring to a calendar year, use an apostrophe before the number: *It happened in the '20s.*

## all right

Not *alright.*

## Alpha Chi Sigma

Always capitalized. The only national professional chemistry fraternity in the United States. Founded in 1902 by nine undergraduate chemistry students at the University of Wisconsin.

Whenever reasonable, the name of the Fraternity should be written completely as *Alpha Chi Sigma.* When space constraints make an abbreviation more practical, use *AXSigma*, *AXS* or *AXΣ*. The abbreviation *AXE* should not be used to represent Alpha Chi Sigma. To use *AXE* as an abbreviation not only would be confusing but would be an infringement on the abbreviation for Alpha Chi Epsilon, a social fraternity at several colleges.



### **alumnus, alumni**

Lowercase in all uses. *Alumnus* is the singular form, *alumni* is the plural form. *Alumnus* and *alumni* are used when referring to either all men or a mixed group of men and women. *Alumna* and *alumnae* are used when referring to a group of only women.

### **Alumni Secretary**

Use *Alumni Secretary* on first reference, *AS* on second reference. Always capitalized. This collegiate chapter officer serves as the link between the collegiate chapter and its alumni.

### **a.m.**

Lowercase with periods (same for p.m.); don't repeat a time period: *9 to 10 a.m.* not *9 a.m. to 10 a.m.* It's redundant to say *12 noon* or *6 a.m. this morning*. Use only the number for hours: *9 a.m.* not *9:00 a.m.*

### **among, between**

Use *among* when dealing with more than two people or things; *between* when dealing with two.

### **ampersand (&)**

Use only when it is part of a company's formal name. Do not use in place of *and* in regular text.

### **and/or**

This combination is awkward and should be avoided. Using both conjunctions is almost never necessary. For example, *Because of high cholesterol and/or high blood pressure, many people now steer away from fatty meats.* If this were made *high cholesterol or high blood pressure*, it would accommodate people who had one condition or the other and certainly not exclude those who had both.

In some situations, the choice of only one conjunction, *and* or *or*, will not suffice. For example, *The men and/or the women will accept the award.* The solution is to write out, in plain language, what and/or means: *The men or the women or both will accept the award.*

### **anyway**

Not *anyways*.

### **anywhere**

Not *anywheres*.

### **Assistant Grand Recorder**

Use *Assistant Grand Recorder* on first reference, *AGR* on second reference. Always capitalized. This position in the National Office assists the Grand Recorder. May be a non-member of the Fraternity.

### **associate degree**

### **awhile, a while**

*Awhile* is an adverb; *a while* is an article and a noun. For example, *Stay awhile. Wait here for a while.*

# B

## **bachelor's degree**

## **bad, badly**

*Bad* is an adjective. *I feel bad* means *I am in poor health*. *Badly* is an adverb. *I feel badly* means *My sense of touch is poor*.

## **beside**

By the side of, next to. For example, *I sat beside Mary*.

## **besides**

In addition to. For example, *Besides the brown chair, there were four others in the room*.

## **bi**

In general, no hyphen follows when used as a prefix. *Bimonthly* means every two months. *Biannual* means twice a year. *Biennial* means every two years. However, *biweekly* usually means every two weeks but sometimes means twice a week. To avoid confusion, use *bi* to mean two (*bimonthly* as every two months) and *semi* to mean half (*semimonthly* as twice a month).

## **Brothers**

Always capitalized when referring to initiated members of Alpha Chi Sigma, whether male or female. This is the formal way to address other members of the Fraternity, regardless of gender. The formal greeting in correspondence should be *Dear Brother Name*. Use the first name if the person is well known to you; use the last name if not. In chapter meetings and other fraternal gatherings, it is expected to precede an officer's title with Brother. For example, *Brother Master Alchemist*.

## **bylaws**

Not *bi-laws* or *by-laws*. Capitalize when referring to a specific set of rules by which to govern.

# C

## capitalization

In most instances, lowercase is preferred. For example, lowercase people's titles when following the name. If the title precedes the name, then it must be capitalized. Exceptions are the Alpha Chi Sigma titles listed throughout this style guide. Lowercase medical staff, board of directors, foundation and similar groupings.

For headlines and subheads used in brochures or articles, the first word should begin with a capital letter. Subsequent words should appear in all lowercase letters except in the case of proper nouns.

## cents

Always use figure, followed by the word *cents*.

## chapter

Capitalize only when referring to a specific Alpha Chi Sigma chapter: *Alpha Chapter*, *Gamma Nu Chapter*, *a fraternity chapter on campus*. A complete list of active and inactive Alpha Chi Sigma chapters can be found on the national website.

When writing for an audience external to the chapter or Alpha Chi Sigma, use the college's name but not the chapter's Greek name. For example, *The University of North Carolina chapter of Alpha Chi Sigma will sponsor the event next week*.

When writing for an audience within the chapter or Alpha Chi Sigma, use only the chapter's Greek name. For example, *Rho Chapter sponsored the event again this year and invited Gamma Xi Chapter to attend*.

Do not italicize chapter names.

## Chapter Advisor

Always capitalized. This collegiate chapter officer guides, counsels and advises the growth and development of the collegiate chapter.

## class year

Lowercase *freshman*, *sophomore*, *junior*, *senior*.

## coat of arms

Lowercase.

## collective nouns

Collective nouns that often cause confusion include *couple*, *crowd*, *data*, *group*, *jury* and *total*. For words used to express a single unit, use singular verbs and pronouns. For example, *The jury is in session. The group reached its conclusion*. For words used to express individual items within the unit, use plural verbs and pronouns. For example, *The data have been collected from across the nation. The couple decided to visit their parents*.

## Collegiate Branch

Always capitalized.

# C

## **collegiate chapter**

Always lowercase.

## **colon (:)**

Capitalize after a colon only if a proper noun follows or if the colon introduces a complete sentence. When used in conjunction with quotation marks, place the colon outside the marks.

## **commas (,)**

Don't use a comma after the next to last item in a simple series (*the red, white and blue flag*) but do use it before the concluding conjunction if part of the series uses a conjunction or if the series is a complex system of phrases. (*I had orange juice, toast, and ham and eggs for breakfast.*)

Use a comma to separate two complete phrases in a sentence: *Robert Smith offered a plan, and it was approved.*

## **committee names**

Always capitalized. *Ritual Committee.*

## **complement**

To complete or bring to perfection. *The flowers complement the decor.*

## **compliment**

To praise.

## **compose (See comprise.)**

To make up, form. The parts compose the whole: *Fifty different states compose our country. Our country is composed of 50 states.*

## **composition titles**

Use italics for book titles, magazines and newspapers. Put quotation marks around titles of articles, movies, TV shows, etc.

## **compound adjectives**

Hyphenate before a noun but not after a noun unless the compound adjective follows a form of the verb to be. For example, *A full-time worker; she works full time; she is full-time.* Do not use a hyphen to link one adjective with the adverb very or with an adverb ending in *ly*.

## **comprise (See compose.)**

To contain, include. The whole comprises the parts: *The United States comprises 50 states.* Do not use in passive form. It is incorrect to say, *The United States is comprised of 50 states.*

# C

## **Conclave**

Always capitalize. Include a biennium or year designation when appropriate: *50th Biennial Conclave*, *Conclave 2010*. A meeting held in even numbered years where Brothers of the Fraternity gather to conduct national Fraternity business, to exchange ideas about chapter operations and to interact with each other to further the Objects of the Fraternity. The decisions made at Conclave control the operation of the national Fraternity. The most important business of Conclave is the election of the new Supreme Council, which will serve for the next biennium.

The same rules apply for district Conclaves. For example, *Atlantic Central District Conclave*.

## **continual, continuous**

*Continual* means over and over again. For example, *The children disregard my continual reminder to shut the door*. *Continuous* means uninterrupted, unbroken. For example, *The continuous shriek of the siren kept us awake*.

## **crest**

Lowercase.

## **criteria**

*Criterion* is the singular form. For example, *The single criterion you must meet is persistence*. *Criteria* is the plural form.

For example, *You must meet a number of criteria to be considered*.

# D

## dash ( – )

Use to denote an abrupt change in thought or an emphatic pause. For example: *We will fly to Paris in June – if I get a raise.* Use to set off a phrase. For example: *He listed the qualities – intelligence, humor, conservatism, independence – that he liked in an executive.* Always use a space on each side of a dash except when starting a paragraph.

## date and day

Use the day of week only for single dates (*Monday, Jan. 1*). Do not use the days of the week for a series of dates (*Jan. 1, Aug. 15 and Nov. 22*).

Spell out *to* for a series of dates in regular text (*The event will take place from Jan. 1 to Jan. 8.*) or in a calendar listing (*Jan. 1 to 8*).

## dean's list

Lowercase in all uses and with an apostrophe: *dean's list*, not *deans list* or *deans' list*.

## degrees

Uppercase, use periods after each letter and enclose degrees with commas after a name: *John Smith, M.A.* Don't use spaces within the letters of a degree. Use an apostrophe in *bachelor's degree* and *master's degree*. Do not use an apostrophe in *associate degree*.

If it is pertinent to the subject matter to show other degrees than those mentioned, spell out and lowercase. For example, *bachelor of science in health administration* or *associate degree in nursing*. In all cases when mentioning a degree, only the most advanced should be listed: *John Smith, Ph.D.*, not *John Smith, M.S., Ph.D.*

## district

Capitalized when referring to a specific district of Alpha Chi Sigma. For example, *the Atlantic Central District*. The Alpha Chi Sigma districts encompass areas as are deemed convenient for efficient contact between the chapters and the district counselor. From time to time, the districts are modified by Supreme Council resolution.

The districts for 52nd Biennium (2014-2016) are:

- Atlantic Central (ACDC)
- Bluegrass (BGDC)
- Central Coast (CCDC)
- Central (CDC)
- East Central (ECDC)
- Empire (EMDC)
- New England District (NEDC)
- North Central District (NCDC)
- Northern District (NDC)
- Northwestern District (NWDC)
- South Central District (SCDC)
- Southeastern District (SEDC)
- Southwestern District (SWDC)
- Steel District (SDC)



# D

## **District Counselor**

Always capitalize. Use *District Counselor* on first reference, *DC* on second reference. Whenever possible, mention the specific district over which the DC is responsible. See abbreviations with the district listing above. This position serves as the link between collegiate and professional chapters and the Supreme Council.

## **dollars**

Always use \$ and figures. Use \$10 not \$10.00.

## **Dr.**

Use in first reference as a formal title before the name of an individual who holds a doctorate degree. Do not continue the use of *Dr.* in subsequent references.

# E

## education, educational

*Educational* is preferred when used as an adjective: *educational program*

## effect (See *affect*.)

As a noun it means result, consequence, outcome, fulfillment, accomplishment. *The effect was astounding.* As a verb it means to bring about or to cause. *We're introducing a new distribution method to effect a change in readership.*

## e-business, e-commerce, e-mail, e-newsletter, e-shopping

Always hyphenate. Use a lowercase “e” except when starting a sentence with these words.

## e-mail addresses

When sending e-mail messages to national addresses, use the title of the person. For example, *gma@alphachisigma.org*, *nedc@alphachisigma.org*.

Here are the active national e-mail addresses:

- *acdc@alphachisigma.org*
- *agr@alphachisigma.org*
- *bgdc@alphachisigma.org*
- *ccdc@alphachisigma.org*
- *cdc@alphachisigma.org*
- *conclave@alphachisigma.org*
- *dcs@alphachisigma.org*
- *ecdc@alphachisigma.org*
- *emdc@alphachisigma.org*
- *expansion@alphachisigma.org* (collegiate)
- *financial@alphachisigma.org*
- *foundation@alphachisigma.org*
- *gca@alphachisigma.org*
- *gdc@alphachisigma.org*
- *ge@alphachisigma.org*
- *gh@alphachisigma.org*
- *gldc@alphachisigma.org*
- *gma@alphachisigma.org*
- *gmc@alphachisigma.org*
- *gp@alphachisigma.org*
- *gpa@alphachisigma.org*
- *gpdc@alphachisigma.org*
- *hexagon@alphachisigma.org*
- *hexagonreports@alphachisigma.org* (Conclave)
- *legislation@alphachisigma.org* (Conclave)
- *national@alphachisigma.org*
- *nationals@alphachisigma.org*
- *ncdc@alphachisigma.org*
- *ndc@alphachisigma.org*
- *nedc@alphachisigma.org*
- *no@alphachisigma.org* (National Office)
- *nwdc@alphachisigma.org*
- *oa@alphachisigma.org*
- *outreach@alphachisigma.org*
- *proexpansion@alphachisigma.org*
- *prs@alphachisigma.org*
- *reports@alphachisigma.org*
- *resolution@alphachisigma.org* (Conclave)
- *sc@alphachisigma.org*
- *scdc@alphachisigma.org*
- *sdcc@alphachisigma.org*
- *sedc@alphachisigma.org*
- *swdc@alphachisigma.org*

# E

## **ensure**

Means to guarantee. *Insure* has to do with insurance.

## **essential phrases, nonessential phrases**

An essential phrase is a word or a group of words critical to the reader's understanding of the text. A nonessential phrase is a word or a group of words that provides more information about something.

Do not set off an essential phrase from the rest of a sentence by commas. For example: We saw the award-winning movie "One Flew Over the Cuckoo's Nest." Many movies have won awards, and without the name of the movie, the reader would not know which movie was meant.

Using commas, set off a nonessential phrase from the rest of a sentence. For example: They ate dinner with Julie and her husband, David. Julie has only one husband. If the phrase read *and her husband David*, it would suggest that she had more than one husband.

## **every day, everyday**

*Every day* is used like an adverb: She goes to work every day. *Everyday* is an adjective. He wears everyday shoes.

## **except (See accept.)**

Means to exclude. As a preposition means *but*.

# F

## Facebook

### [www.facebook.com/AlphaChiSigma](https://www.facebook.com/AlphaChiSigma)

The direct link to the official Alpha Chi Sigma page on Facebook.

### fan, follow, friend

Actions by which users connect to other users on social networks. *Friend* and *fan* typically are used on Facebook, while Twitter users *follow* and have *followers*. Acceptable as both nouns and verbs.

### farther, further

*Farther* refers to physical distance. For example: *He walked farther into the woods.* *Further* refers to an extension of time or degree. For example: *She will look further into the mystery.*

### fewer, less

Generally, use *fewer* for individual items and *less* for bulk or quantity. For example, *I had less than \$50 in my pocket* (an amount). *I had fewer than 50 \$1 bills in my pocket* (individual items).

### first name

Use the full given name on first reference unless the person makes a special request: *Thomas Smith* not *Tom Smith*. Use the last name only on subsequent references.

### follow up

A verb. Means to pursue closely: *Please follow up on the complaint.*

### follow-up

As an adjective it's the means of or relating to renewed or repeated action: *The follow-up report was tedious.* As a noun, it means a system of pursuing an initial effort by supplementary action: *He was assigned the follow-up.*

## Founders Day

Celebrated on Dec. 11 to honor the founding of the Fraternity and the nine founding members.

### fractions

Spell out amounts less than one, using hyphens between the words: *two-thirds*, *four-fifths*, *three-eighths*. Use figures for precise amounts larger than one, converting to decimals whenever practical.

### fraternity

Capitalize only when referring to a specific fraternity: *Alpha Chi Sigma Fraternity*, *our Fraternity*, *a fraternity on campus*.

### fundraising, fundraiser

One word in all cases.

# G

## geographic locations

Spell out the names of the 50 U.S. states when they stand alone in text. When used in conjunction with the name of a city or town in text, use the state abbreviation listed below.

In mailing addresses, use the two-letter ZIP code abbreviation for the state listed below. *Avenue, boulevard, drive, street* and directions (*northwest, etc.*) are abbreviated whenever a numbered address is used. Do not abbreviate other street designations, such as *road, lane* or *circle*.

Capitalize commonly known neighborhoods and regions. For example: *Midwest, Far East*.

State Abbreviations (ZIP code abbreviations are in parentheses):

Ala. (AL)	Md. (MD)	N.D. (ND)
Ariz. (AZ)	Mass. (MA)	Okla. (OK)
Ark. (AR)	Mich. (MI)	Ore. (OR)
Calif. (CA)	Minn. (MN)	Pa. (PA)
Colo. (CO)	Miss. (MS)	R.I. (RI)
Conn. (CT)	Mo. (MO)	S.C. (SC)
Del. (DE)	Mont. (MT)	S.D. (SD)
Fla. (FL)	Neb. (NE)	Tenn. (TN)
Ga. (GA)	Nev. (NV)	Vt. (VT)
Ill. (IL)	N.H. (NH)	Va. (VA)
Ind. (IN)	N.J. (NJ)	Wash. (WA)
Kan. (KS)	N.M. (NM)	W.Va. (WV)
Ky. (KY)	N.Y. (NY)	Wis. (WI)
La. (LA)	N.C. (NC)	Wyo. (WY)

The following eight states are not abbreviated in text (ZIP code abbreviations are in parentheses):

Alaska (AK)  
Hawaii (HI)  
Idaho (ID)  
Iowa (IA)  
Maine (ME)  
Ohio (OH)  
Texas (TX)  
Utah (UT)

## good (See well.)

An adjective. Must modify or complete the meaning of a noun. For example, *Their design is good*.



### **Google, Googling, Googled**

Google is a trademark for a Web search engine. *Google*, *Googling* and *Googled* are used informally as a verb for searching for information on the Internet. Always capitalized.

### **grade-point average**

Abbreviate *GPA* (no periods).

### **Grand Chapter**

Always capitalize. The legislative body of Alpha Chi Sigma. Consists of the Grand Chapter officers, the District Counselors, the Professional Representatives, the Master Alchemists of each active collegiate chapter and the President of each active professional chapter.

### **Grand Collegiate Alchemist**

Use *Grand Collegiate Alchemist* on first reference, *GCA* on second reference. Always capitalized. This position on the Supreme Council is responsible for the Collegiate Branch of the Fraternity.

### **Grand Editor**

Use *Grand Editor* on first reference, *GE* on second reference. Always capitalized. This position coordinates the publication of *The HEXAGON*.

### **Grand Historian**

Use *Grand Historian* on first reference, *GH* on second reference. Always capitalized. This position acts as the historian for the Fraternity.

### **Grand Master Alchemist**

Use *Grand Master Alchemist* on first reference, *GMA* on second reference. Always capitalized. This position on the Supreme Council is the executive officer of the Fraternity.

### **Grand Master of Ceremonies**

Use *Grand Master of Ceremonies* on first reference, *GMC* on second reference. Always capitalized. This position on the Supreme Council is responsible for ritualistic and ceremonial aspects of the Fraternity.

### **Grand Parliamentarian**

Use *Grand Parliamentarian* on first reference, *GP* on second reference. Always capitalized. This position acts as expert on parliamentary procedures during Conclave.

### **Grand Professional Alchemist**

Use *Grand Professional Alchemist* on first reference, *GPA* on second reference. Always capitalized. This position on the Supreme Council is responsible for the Professional Branch of the Fraternity.

### Grand Recorder

Use *Grand Recorder* on first reference, *GR* on second reference. Always capitalized. This position acts as the secretary-treasurer of the Fraternity and manages the Assistant Grand Recorder, the Grand Editor and the National Office staff.

### Grand Vizier

Use *Grand Vizier* on first reference, *GV* on second reference. Always capitalized. This position is the most recent inductee into the Order of Altotus who also serves as the chair of the body.

### Greek

Capitalized in all references to Greek life.

### Greek alphabet

Avoid using Greek letters in text. Instead, spell out the Greek letter.

A	Alpha	AL-fah
B	Beta	BAY-tah
Γ	Gamma	GAM-ah
Δ	Delta	DEL-ta
E	Epsilon	EP-si-lon
Z	Zeta	ZAY-tah
H	Eta	AY-tah
Θ	Theta	THAY-tah
I	Iota	EYE-o-tah
K	Kappa	CAP-pah
Λ	Lambda	LAMB-dah
M	Mu	mew
N	Nu	new
Ξ	Xi	zie
O	Omicron	OM-e-cron
Π	Pi	pie
P	Rho	roe
Σ	Sigma	SIG-mah
T	Tau	taw
Υ	Upsilon	UP-si-lon
Φ	Phi	fie
X	Chi	kie
Ψ	Psi	sigh
Ω	Omega	OH-may-gah

# H

## headlines

Lower case all words in headlines except for the first word and proper names. Use single quote marks, not double quote marks, in headlines.

## home page

The front page of a website. Always use two words. Do not capitalize except when starting a sentence.

## however

Within a sentence, set off *however* by a semicolon followed by a comma. For example: *Jill Jones planned to visit Paris; however, weather caused her plane to be diverted to London.*

## hyperlink, hypertext

Always use one word.

## hyphen (See **compound adjectives**.)

# I

## initiation chapter and date

Include a Brother's initiation chapter and date on first reference. For example, *Marcus Smith, Alpha 1955*. Do not use a comma between the chapter and the year. Do not italicize.

## in regard to, with regard to

Not *in regards to*.

## Internet

Always capitalize.

## irregardless

Not a word. Use *regardless*.

## it's

Contraction for *it is*.

## its

Possessive pronoun to denote something that belongs to a thing. For example, *The company lost its assets*.



# J

## **Jr.**

Refers to *junior*. Use a comma before *Jr.* in a name. The notation *II* or *2nd* may be used if it is the individual's preference but do not use a comma before these notations.

# K

## **kind of**

Can mean an approximation of, a quasi-something. For example, *A map is kind of a miniature atlas.* Also can mean a subdivision of a general category. For example, *What kind of car do you drive?* Should not be used to mean somewhat or in a sense. An example of improper usage: *He is kind of smart.*

# L

## **laboratory**

Preferred to *lab* unless as a part of a proper name.

## **LinkedIn**

## **lists**

In a bulleted or numbered list, use a period at the end of each item if it is a complete sentence. Do not use any punctuation if each item is not a complete sentence.

## **log in**

A verb: *To view your profile, log in to the website.*

## **login**

A noun and an adjective: *Update your login to access your profile. Visit the login page to view your profile.*

# M

## **Master Alchemist**

Use *Master Alchemist* on first reference, *MA* on second reference. Always capitalized. This collegiate chapter officer acts as president of the collegiate chapter, including overseeing the chapter's operations.

## **Master of Ceremonies**

Use *Master of Ceremonies* on first reference, *MC* on second reference. Always capitalized. This collegiate chapter officer is responsible for the ceremonial aspect of the collegiate chapter, which includes initiation.

## **master's degree**

## **M.D.**

Medical doctor. Use on first reference after a name and set off by commas. Use *Dr.* on following references. Uppercase and enclose with commas after a name (*Mary Jones, M.D.*). Don't use spaces within the degree.

## **midnight**

Use *midnight* instead of *12 a.m.* It is redundant to use *12 midnight*.

## **months**

When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. For example, *The class will meet on Monday, Jan. 23.* When using a month without a date but with a year, don't use a comma to separate: *June 1976* but *June 7, 1976.*

## **more than (See over.)**

Use for quantitative descriptions: *He ate more than 20 cookies.*

## **multi**

In general, no hyphen follows when used as a prefix.

# N

## **National Office**

*National Office* on all references. The National Office is located in Indianapolis and houses the national staff. Contact the National Office at (800) ALCHEMY or [national@alphachisigma.org](mailto:national@alphachisigma.org).

## **non**

In general, no hyphen follows when used as a prefix. Do not use a hyphen when forming a compound that does not have special meaning. Use a hyphen before proper nouns or in awkward combinations, such as *non-nuclear*.

**nonessential phrases** (See **essential phrases**, **nonessential phrases**.)

## **noon**

Use *noon* instead of *12 p.m.* It is redundant to use *12 noon*.

## **numerals**

Spell out whole numbers less than 10 and use figures for 10 and higher. Always use figures for ages (*4 years old*), percentages (*7 percent*) and monetary amounts (*5 cents*). Spell out a number when it is used at the beginning of a sentence, or better yet, avoid it except when the number refers to a calendar year: *1968 was my graduation year*. Spell out *first* through *ninth* and use figures for 10th and higher. Never use # with a number in text: *No. 3 choice*. See *AP Stylebook* for other usage.

# O

## **occur, take place**

*Occur* is used for that which happens spontaneously or accidentally. For example, *The plane crash occurred at 3 p.m.* *Take place* means that which is prearranged or scheduled. For example, *The meeting will take place at 3 p.m.*

## **OK**

Always capitalize and don't use periods. Don't use *okay*.

## **online**

Use one word in all cases for the computer connection term. Do not hyphenate. Do not capitalize unless it is used at the beginning of a sentence.

## **Order of Altotus**

Use *Order of Altotus* on first reference, *OA* on second reference. Always capitalized. An exclusive organization whose membership is restricted to past Grand Master Alchemists. Serves as an advisory board to the Supreme Council. The most recent inductee into the order is the chair of the body and is called the Grand Vizier.

## **over (See more than.)**

A hyphen is seldom used in prefixes or suffixes. Exception: *carry-over*. Also, use *more than* instead of *over* when meaning greater than. For example, *He weighed more than 200 pounds*. The term *over* is used for spatial references: *The picture hangs over the sofa*.

# P

## **percent**

Spell out *percent* each time a percentage figure is used. Exception: It is acceptable to use % in tables. Always use figures for numbers. For example, *7 percent* rather than *seven percent*.

## **p.m.**

Lowercase with periods (same for a.m.); don't repeat a time period: *3 to 4 p.m.* not *3 p.m. to 4 p.m.* It's redundant to say *12 noon* or *6 p.m. this evening*. Use only the number for hours: *3 p.m.* not *3:00 p.m.*

## **pre**

Generally, do not hyphenate when using a prefix with a word starting with a consonant. Use a hyphen if the prefix ends in a vowel and the word that follows begins with the same vowel. Use a hyphen if the word that follows is capitalized. When in doubt, follow *Webster's New World Dictionary* spellings. See *AP Stylebook* for other usage.

## **Professional Branch**

Always capitalized.

## **professional chapter**

Always lowercase.

## **Professional Fraternity Association**

Always capitalized. Use *Professional Fraternity Association* on first reference, *PFA* on second reference.

## **Professional Induction Ceremony**

Use *Professional Induction Ceremony* on first reference, *PIC* on second reference. Always capitalized. A ceremony with two parts: The first is a secret ritual that marks the transition from the collegiate branch to the Professional Branch, and the second is a non-secret ceremony that welcomes new professional Brothers into the Professional Branch. An alternative to or an addition to the Professional Recognition Ceremony.

## **Professional Information Network**

Use *Professional Information Network* on first reference, *PIN* on second reference. A national network of Brothers who can be contacted for information about universities, companies and localities. By contacting someone with a specific job, opportunities and job responsibilities in that profession or area can be discussed.

## **Professional Recognition Ceremony**

Use *Professional Recognition Ceremony* on first reference, *PRC* on second reference. Always capitalized. The official, non-secret ceremony that honors the transition from the Collegiate Branch to the Professional Branch.

## **Professional Representative**

Use *Professional Representative* on first reference, *PR* on second reference. Always capitalized. This elected position advises the Fraternity on both short- and long-term goals and serves on Grand Chapter committees.

# Q

## quotation marks (“ ”)

A period or a comma always goes within quotation marks. The dash, the semicolon, the colon, the question mark and the exclamation point go within the quotation marks when they apply to the quoted material only. They go outside when they apply to the whole sentence.

Use a comma to introduce a quotation of one sentence that remains within a paragraph. Use a colon to introduce longer quotations.

If a full sentence of quoted material is followed by a paragraph that continues the quote, do not use close quotes at the end of the first paragraph but do put open-quote marks at the beginning of the second paragraph. If the first quoted material doesn't constitute a full sentence, use close quotes at the end of the first paragraph as well as open quotes at the beginning of the next.

For quotes within quotes, use single quotation marks. Also, use single quote marks rather than double quote marks within headlines. Always use smart quotes (“ ” not “ ”).

## quotes

Always use past tense for attribution: *“This is the preferred style,” he said.* Use *said* and avoid using other words that can distract readers, such as *exclaimed* and *stated*.

# R

## **re**

Often attached needlessly to words when the writer is not sure that the reader will understand again is meant. For example, *reconverted buildings* in no way differ from *converted buildings*. Avoid using *re*. Sometimes used as an abbreviation for regarding, such as *I'm writing re: yesterday's meeting*. Avoid this, too. Instead, spell out *regarding*.

## **Recorder**

Always capitalized. This collegiate chapter officer maintains the collegiate chapter's meeting minutes. and steps in as Reporter to keep accurate chapter records in the event that the Reporter cannot do so.

## **Reporter**

Always capitalized. This collegiate chapter officer serves as the link between the collegiate chapter and the Grand Chapter by submitting paperwork and keeping accurate records.

## **retweet**

The practice, on Twitter, of forwarding a message or link from someone else to your followers. Spelled out in all references, though common usage on Twitter abbreviates to *RT*.

## **R.S.V.P.**

Always use periods. Abbreviation for *respondes s'il vous plait* which is French for *please respond*. Do not use *Please R.S.V.P.*

## **rush**

Always lowercase in all references to membership recruitment.

# S

## Science Outreach Program

Always capitalized. National program created by Alpha Chi Sigma to encourage and recognize participation in science outreach activities that promote the Second Object of the Fraternity. Members can earn one wyvern pin in each of four levels.

## self-

Always hyphenate when used as a prefix.

## semicolon (;)

Use in a series between items that have internal punctuation. For example, *The possible dates are Monday, Aug. 14; Thursday, Aug. 17; Tuesday, Aug. 22; or Wednesday, Aug. 30.*

## sexist language

Avoid sexist language whenever possible. Use *chairperson* or *chair* instead of *chairman* when referring to the generic position. Also, rework copy to avoid awkward constructions and the use of *he/she*.

Despite modern English convention, in the context of the Fraternity the term *Brother* does not denote gender but is an expression of equality. To refer to a female member of the Fraternity as Sister or any title other than Brother is not only incorrect but an inference that she has a less than equal standing in the Fraternity. Because this context is not well understood outside the Fraternity, care should be taken in writings to non-members that preserve the equality of all members without causing ridicule or confusion to the reader.

## Sourcebook

The reference book provided to all pledges. Includes information about the aims, ideals, history and governance of Alpha Chi Sigma and provides a brief history of the American fraternity system, American chemistry and alchemy. Formerly called the *Pledge Manual*.

## Sr.

Refers to *senior*. Use a comma before *Sr.* in a name.

## state names (See geographic locations.)

## stationary

An adjective. Means stable, fixed, motionless.

## stationery

A noun. Means materials used for written communication, such as letterhead and envelopes.

## Supreme Council

Use *Supreme Council* on first reference, *SC* on second reference. Always capitalized. Consists of the Grand Master Alchemist, the Grand Collegiate Alchemist, the Grand Professional Alchemist and the Grand Master of Ceremonies. Acts as the board of directors for the Fraternity.



# T

## take place, occur

*Take place* means that which is prearranged or scheduled. For example, *The meeting will take place at 3 p.m.* *Occur* is used for that which happens spontaneously or accidentally. For example, *The plane crash occurred at 3 p.m.*

## telephone numbers

Always use parentheses followed by a space around area code. For example, *(123) 456-7890*; *(123) 456-7890*, ext. *123*; and *(800) 456-7890*. Avoid indicating the need to dial “1” before the area code, even with toll-free numbers.

## texting, tweeting

Shorthand communication that is acceptable for text messages and tweets is not acceptable for other communication formats that are likely to be saved, forwarded or reproduced. Do not use texting shorthand in e-mail messages, digital discussion boards or social network posts. *RU* is not an acceptable substitute for *are you* nor should you use *B4* as a substitute for *before*. Emoticons such as ;) or :-o may be acceptable for interactive communication but should be avoided in e-mail communication. The same goes for common text message abbreviations like *LOL!* or *WTF?* Even if your intention is for informal and private e-mail communication, once a message has been sent, you are unable to control its redistribution. Therefore all e-mail communications should be composed with the expectation of a larger audience.

## that, which

*That* should be used to introduce an essential phrase. *Which* should be used to introduce a non-essential phrase. For example, *The lawn mower that is broken is in the garage* tells which lawn mower is in the garage while *The lawn mower, which is broken, is in the garage* adds a fact about the only mower in question. As with other non-essential clauses or phrases, commas must be used to set off a *which* phrase. Commas aren’t needed when *that* is used.

## The *HEXAGON*

Always capitalize and italicize. The official journal of Alpha Chi Sigma. Published quarterly to document new initiates, news about members, passings and articles of general interests to the brotherhood. The Grand Editor oversees the journal’s budget, content and production.

## The *Chrome and Blue*

Always capitalize and italicize. The monthly newsletter of Alpha Chi Sigma. Published monthly during the academic year primarily for collegiate chapter officers, professional chapter officers and District Counselors. It communicates news, reminders and updates for chapters while also providing information useful to the rest of the Grand Chapter and to any interested Brothers.

# T

## Three Objects

Always capitalize. Also capitalize when referring to a specific object. For example, *Tutoring programs support the Second Object*. The Objects describe the purpose of Alpha Chi Sigma. The Three Objects are:

1. To bind its members with a tie of true and lasting friendship.
2. To strive for the advancement of chemistry both as a science and as a profession.
3. To aid its members by every honorable means in the attainment of their ambitions as chemists throughout their mortal lives.

## time

When announcing a meeting, use the sequence of day or date, time and location. For example, *The committee will meet on Tuesday, June 2, at 3 p.m. in the Oak Room*.

## titles

Do not capitalize a title when it follows a name. The only exceptions are Alpha Chi Sigma titles that are always capitalized, as listed in this style guide. Use a title after a name whenever possible to avoid having to capitalize. For example, *Jack Jones, president of the board of directors* rather than *Board President Jack Jones*.

## toward

Not towards.

## Treasurer

Always capitalized. This collegiate chapter officer oversees the collegiate chapter's funds, deposits and withdrawals.

## T-shirt

## Twitter

A message-distribution system that allows users to post continual updates of up to 140 characters detailing their activities for followers or providing links to other content. The verb is *to tweet, tweeted*. A Twitter message is known as a *tweet*.

# U

## **up until**

Redundant. *Use until.*

## **upward**

Not *upwards*.

# V

## **via**

Means *by the way of* in a geographical sense. For example, *We flew to Mexico via Dallas.* It does not mean *by means of*. An example of improper usage: *The candidate spread his rhetoric via pamphlets, radio broadcasts and commercials.*

## **Vice Master Alchemist**

Use *Vice Master Alchemist* on first reference, *VMA* on second reference. Always capitalized. This collegiate chapter officer acts as vice president of the collegiate chapter, leads the education of the collegiate chapter's pledges and steps in as Master Alchemist to lead the chapter in the event that the Master Alchemist cannot do so.



### **Web addresses**

Avoid using `http://` before a Web address unless it doesn't include `www`.

Use `www.` at the beginning of Web addresses.

`www.alphachisigma.org` is the national Alpha Chi Sigma website.

Use *visit* instead of *go to*.

When directing readers to a page within a website, describe how to find it instead of using the page's direct address.

### **Webmaster**

Always capitalized when referring to the officer position. This collegiate chapter officer maintains the collegiate chapter's website and electronic communications.

### **website**

A location on the World Wide Web that maintains one or more pages at a specific address. Also, *webcam* and *webcast*. But as a short form and in terms with separate words, the *Web*, *Web page* and *Web feed*.

### **well**

Usually used as an adverb. It is used as an adjective only when it refers to health. Hyphenate as a part of a compound modifier. For example, *She is a well-dressed woman*.

### **when, where**

*When* and *where* are adverbs. They should be used in sentences in which their strict meanings apply. For example, *I will leave when I am ready. Where is the store located?* These words should not be used to join a clause to a noun. Two examples of improper usage: *Scoring is when a player reaches home plate. Subtraction is where you take one quantity away from another.*

### **where**

Should not be used as a conjunction in place of *that*. An example of improper usage: *I heard where a cowboy once shot a man for no reason.* Instead say, *I heard that a cowboy once shot a man for no reason.*

### **which, that (See *that, which*.)**

### **who, whom**

*Who* acts as a subject of a sentence, clause or phrase. For example, *Who went to the store? The boy who stole the apple is sorry.* *Whom* acts as an object of a verb or preposition. For example, *Whom do they endorse? By whom is the letter written?*

### **who's, whose**

*Who's* is a contraction of *who is*. For example, *Find out who's at the door.* *Whose* is the possessive. For example, *I don't care whose it is.*

# Y

## **your**

Possessive pronoun to denote something that belongs to you.

## **you're**

Contraction for *you are*.

# Z

## **ZIP code**

Capitalize each letter in ZIP.