



2017 NACE STYLE GUIDE

Our brand identity is made up of several elements that come together to create a consistent and distinctive look and feel. The following will guide you through our core elements and assist you with determining how we look and talk to our audiences.

TERMINOLOGY

National Association for Catering and Events – On first reference, spell out the name. For subsequent references refer to as “NACE.”

NACE National – Refers to NACE Headquarters. Do not use, except when referring to the national chapters and for use in Informz.

The Foundation of NACE – The 501(c)(3) organized by NACE. Qualified donations are tax deductible as charitable expenses. The full name should be used on first use, The Foundation should be used for subsequent use.

NACE National Board – The NACE National Board is the governing body of the association.

cater, catering, caterer – This word should always be lowercase unless used to refer to the national organization or at the beginning of a sentence.

catering and events industry (catering and event professional) – The word event should be singular in terms of the professional but not industry.

Certified Professional in Catering and Events – This is the designation given to individuals who pass a comprehensive certification exam. The full name should be used on first use, the acronym should be used for subsequent use. CPCE in parentheses can be used following the first use.

CPCE (Certified Professional in Catering and Events) – see Certified Professional in Catering and Events. CPCE should also come first when listing designations.

chapter – this word should always be lowercase unless used at the beginning of a sentence or in a title or a header.

NACE Business Academy - The NACE Business Academy offers online courses in core concepts that are the foundations of the catering and events industry.

NACE Business Academy Courses – The term is mostly always plural. If referring to one course individually, use “this NACE Business Academy course” or “one of the NACE Business Academy courses...”

customer – Use this term instead of the word client.

event professional – Refers to any professional who is not a caterer or wedding planner. It is capitalized if referring to the membership category. Event is singular.

members-only – members-only should be hyphenated. Do not use apostrophe. Do not capitalize unless used in the beginning of a sentence.

non-member – non-member should be hyphenated. Do not capitalize unless used in the beginning of a sentence.

[YEAR] NACE Experience Conference – The annual conference of NACE. Do not refer to this event as the NACE Educational Conference. Current conference year is listed first.

Evolve Conference for NACE Leaders – Training event for NACE chapter leaders held in the first few months of each year. Can also be referred to as the Evolve Conference or simply Evolve.

website – Use one word, lowercase.

online – online should be one word.

quantities –

more than – use when referring to quantities of anything that is countable.

For example, more than 10 tables.

over – do not use when referring to quantities. Use as a location marker.

For example, the table is over by the stage.

fewer than – use when referring to quantities of anything that is countable.

For example, I make fewer dollars than Barry.

less than – use as a descriptor (non-quantifiable). For example, I make less than Barry.

GRAMMAR GUIDELINES

spaces –Use only one space after a period, comma, colon or semicolon. Avoid double spacing in paragraphs.

ampersand symbol (&)– Do not use the ampersand symbol, except in a chart and social media. Spell out the word “and”. When possible and spacing is not an issue spell out the word “and” in job titles. Exception: If the name of a company uses “&,” you should use the symbol.

commas – In a series, do not place a comma before the last item in the series.

colons, semicolons, question marks and exclamation points

Unlike periods and commas, these all follow closing quotation marks unless a question mark or an exclamation point belongs within the quoted matter.

capitalization –The general rule is to capitalize terms if they are highly specific--in effect, used as proper nouns.

Job titles – Use in the following instances:

Rule: Capitalize job titles immediately preceding the name when used as part of the name.

Example: We asked Chairperson Johnson to join us at the meeting.

Rule: Capitalize job titles immediately following the name when the word does not appear in front of the job title.

Examples: Ms. Johnson, Chairperson, will join us at the meeting.

Ms. Johnson, Chair, will join us at the meeting.

Mr. Hanson, Editorial Advisor for *The Independent Journal*, helped draft the article.

Rule: When *the* appears in front of the job title, do not capitalize.

Examples: Mr. Hanson, the editorial advisor, helped draft the article.

The chairperson, Sarah Johnson, will join us at the meeting.

Mr. Cortez was the senior managing director of the Baskin Group.

Rule: Capitalize titles in signature lines.

Examples: Sarah Johnson, Chairperson

Craig Hanson, Editorial Advisor

Rule: Do not capitalize titles when used descriptively.

Example: Ms. Johnson, who will chair the meeting, is always on time.

numbers – Spell out numbers under 10 and all numbers beginning a sentence. Use numerals for numbers 10 and above. When numbers below 10 must be mixed with numbers above 10 in the same sentence they should be written as numerals. When using one or none, use the singular case of verb, ie, none is in attendance.

Ordinal – do not use the **ordinal** (*th, st, rd, nd*) form of numbers when writing the complete date. For example, January 15 is the date for the examination. However, you may use the ordinal suffixes if you use only the day. For example, The 15th is the date for the examination.

Percentages - Use the percent symbol (%) only with figures (5%) not with written numbers (five percent).

quotation marks – Use in the following instances:

- odd or ironic usage the first time – the “outrageous” use of social security funds to finance the deficit. These are known as *scare quotes*.

- article and chapter titles cited in the text but not in the reference list. Do not use quotes to hedge, cast doubt or apologize (e.g., he was "cured"). Leave off the quotes.
- Do not use for television shows
- **state** – State should not be abbreviated but spelled out.

NACE COMMUNICATIONS

tone – concise, personable, informal and warm

We want to be straightforward yet engaging in our communications. We should strive to be approachable and knowledgeable as staff, always able to address what is most important to catering and event professionals.

use visuals appropriate to our audience

Imagery should be innovating, fresh and crisp. When possible avoid using illustrations unless relaying data, using in infographics, depicting an object that cannot be relayed via photos (i.e. business academy course icons) or in promotional materials that require visuals but does not have corresponding photos.

brand attribute

We want our audience to see NACE as

- Innovative
- Trend-setting
- Thought Leaders
- Trusted
- Necessary

messaging

it's about time (lower case)

As a catering and event professional, you dedicate your time to creating moments that matter to your clients. Your imagination and creativity transcends their expectations and, behind the scenes and after long days and late nights, you know you brought their vision to life. The question is, when do you have time to build your career and achieve your professional goals?

invest in your moment (lower case)

Committing to becoming a life-long learner, an inspirational and respected professional, and community leader are the cornerstone of your success. Joining the National Association for Catering and Events (NACE) is an investment in yourself to make the moments that matter to **YOU**.

why NACE? (lower case)

In a world where margins are slimmer and expectations are grander than ever before, catering and event professionals must keep current on trends, produce creative ideas and continually build upon their network of innovative professionals to remain successful and competitive.

EMAIL GUIDELINES

email signatures – should use Calibri (font size 11). Use dark blue color:

National Association for Catering and Events - One Industry. One Association.

Kim Grimm | Deputy Director | www.nace.net

10440 Little Patuxent Parkway, Suite 300 | Columbia, MD 21044

kgrimm@nace.net | T. 667-401-6153 | F. 410-630-57680

Optional items to add:

“Ask me...” – should be related to your department (Ask me about MarketPlace Expo, Ask me how to earn your CPCE designation, Ask me how to become a member of NACE, etc.)

Facebook link: <http://www.facebook.com/NACENat/>

Twitter link: <http://twitter.com/nacenational>

YouTube link: <http://www.youtube.com/user/NACENational>

LinkedIn link: http://www.linkedin.com/groups?home=&gid=94212&trk=anet_ug_hm

Instagram link: <https://www.instagram.com/nacenational/>

Pinterest Link: <https://www.pinterest.com/nacenational/>

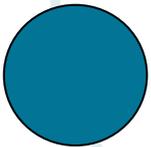
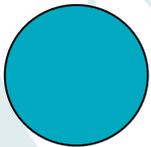
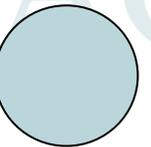
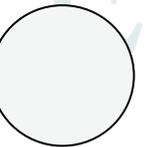
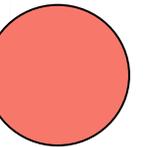
proper font usage – Should use Calibri (font size 11)

consistent look of emails – Should use Calibri (font size 11).

newsletter format – Article text should be Calibri (font size 12). Titles and Headers should be font size 14 and in the darker blue font color. All other text color should be in Black.

BRAND IDENTITY

colors

					
Navy Steel	Steel Blue	Aqua Blue	Periwinkle Blue	Snow	Peach Echo
#001E61	#027495	#01a9c1	#bad6db	#f4f5f5	#f7786b

typography

font-family: 'Calibri', sans-serif;

calibri - normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:?!\$&*)

calibri – italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:?!\$&)*

calibri – bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,,:?!\$&*)

logo

The NACE logo should always be included in all collateral. Lower right or left hand corner is preferable.

The horizontal logo is the primary logo. Appropriate for use on the NACE website, documents, collateral and publications.



The vertical logo is the secondary logo. Appropriate for stationary use, such as envelopes.



The NACE plate is another secondary logo. Appropriate for social media use.

