ARLIS/NA STYLE GUIDELINES

(Contact the [ARLIS/NA editorial director](#) if you have questions or suggestions for changes.)

I.   GENERAL GUIDELINES

(Guidelines specific to named publications start with section II.)

A. **Name and Acronym:**
Always use ARLIS/NA or the full name, Art Libraries Society of North America. Do not abbreviate to "ARLIS" or "Art Libraries Society". The only acceptable use of the abbreviation "ARLIS" is in social media hashtags-- see section VI. below.

B. **Visual Identity Management/Logo:**
The ARLIS/NA Executive Board expects and authorizes the use of the Society's approved logo/wordmark in all ARLIS/NA official communications and final versions of publications. Informal email discussions and planning documents do not require the logo/wordmark.

All ARLIS/NA constituent groups (Divisions, Sections, Chapters, SIGs, and Committees) are expected to use the ARLIS/NA logo/wordmark in their publications and all online and in-print communication vehicles and platforms.

1. Purpose
The ARLIS/NA logo is a unique, recognizable wordmark that provides a consistent reference point to the Society whenever it is applied to documents, communications and publications.

The following guidelines and assets are provided to assist ARLIS/NA members in the appropriate and effective use of our ARLIS/NA logo/wordmark.

2. About the ARLIS/NA logo/wordmark
The current logo was designed by Christopher Hibben Graphic Design of Richmond, Virginia. It was approved by the ARLIS/NA Executive Board as the official graphical identity for the Society, and was adopted for use across the organization in 2014.

3. Logo assets

Downloadable file for TIFFs, JPEGs, GIFs of the approved logo are available from [ARLIS/NA Headquarters](#).

4. <u>ARLIS/NA colors</u>

	Pantone	**CYMK**	**RGB**	**Hex**
Periwinkle:	542 C	60, 19, 1, 4	123, 175, 212	#729FBC
Persimmon:	7417 C	1, 83, 85, 0	224, 78, 57	#ED572F

The ARLIS/NA logo should be reproduced in these two colors. In the rare instance where a two-color logo is not possible, either one color or a black and white logo may be substituted with ARLIS/NA Executive Board liaison approval.

5. <u>Logo Placement</u>
Logo should be centered at the top of the first or cover page of documents.

6. <u>Templates</u>

▪ ARLIS/NA website (AWS) and all its sub-pages are managed by the ARLIS/NA web editors and fully employ the ARLIS/NA logo. ARLIS/NA groups with AWS pages are automatically branded with the logo.

▪ ARLIS/NA management provides blog and social media templates with ARLIS/NA logo already applied.
(See the [ARLIS/NA Technology Matrix](#) for a full listing of online platforms available for use by ARLIS/NA constituent groups)

7. <u>Audit/approval</u>
All uses of the ARLIS/NA logo should be vetted with your ARLIS/NA Executive Board liaison prior to use.

8. <u>Third Parties</u>
As a general rule, third parties may not use the ARLIS/NA logo. The logo must always be used pursuant to the specifications on this page to identify the Art Libraries Society of North America, or its products or services. Any use that falls outside of these specifications is strictly prohibited. Third parties may use the logo without a license only with permission granted by the ARLIS/NA Executive Board.

9. <u>Usage Restrictions</u>

● The logo may not be used in any manner that might imply that any non-ARLIS/NA materials, including but not limited to goods,

services, websites, or publications are sponsored, endorsed, licensed by, or affiliated with ARLIS/NA.

- The logo may not be imitated or used as a design feature in any manner.

- The logo may not be used in a manner that would disparage ARLIS/NA or its products or services.

- Neither the logo nor the ARLIS/NA name may be used in any other company name, product name, service name, domain name, website title, publication title, or the like without prior permission.

- The logo must be used as provided by ARLIS/NA with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words or artwork. The logo may not be animated, morphed, or otherwise distorted in perspective or appearance.

C. **<u>Style and Format Guidelines:</u>**

Content should follow guidelines in the latest edition of *Chicago Manual of Style*, including rules for capitalization. Unmodified nouns in lower case should be used only after the full name or acronym is used, <u>e.g.</u>:
- Art Libraries Society of North America; ARLIS/NA; the society
- ARLIS/NA Executive Board, the executive board
- ARLIS/NA President Jane Doe; President Jane Doe; Jane Doe, president of ARLIS/NA; the president of ARLIS/NA; the president
- ARLIS/NA Public Policy Committee; ARLIS/NA PDC; the committee

Consistency in terminology, spelling, punctuation, capitalization, underlining, spacing, as well as bibliographic format is the objective.

Format:
- Use Microsoft Word. Avoid all outline formatting.

- Preferred fonts, in hierarchic order:
<u>Chapter headings</u>: Verdana (or comparable sans serif) 14 point bold
<u>Section headings</u>: Verdana (or comparable sans serif) 12-point bold
<u>Sub-section headings</u>: Garamond 14-point italic
<u>Text</u>: Garamond 12-point

II.   ARLIS/NA WEBSITE

A. When creating or editing content, write in the third person in an objective non-personal manner. Avoid first- and second-person pronouns.
B. Internal links to other AWS pages always open in the parent window to keep users on the AWS; PDFs and document files open in a new window.
C. Hyperlinked buttons should be used only for prominent identification of important resources, _e.g_., _ARLIS/NA JobList, ARLIS/NA Learning Portal._
D. Add links for any ARLIS/NA related information or webpage.
E. In News and Events articles, add links for affiliate organizations and external information when the link enhances the content. Links to donors' websites should always be included.

III. _ART DOCUMENTATION_
See [_Art Documentation_ Contributor Guidelines](#).

IV. _ARLIS/NA Reviews_
See [_ARLIS/NA Reviews_ Contributor Guidelines](#).

V. _Multimedia & Technology Reviews_
See [_Multimedia & Technology Reviews_ Contributor Guidelines](#)

VI. _Notable Graphic Novels Review_
See [_Notable Graphic Novels Review_ Guidelines](#)

VII. SOCIAL MEDIA

Hashtags:

Use the following hashtags in social media posts. Contact the [ARLIS/NA Media Editor](#) if a new hashtag is needed. To maintain consistency, please do not create them on your own. Note that "ARLIS/NA" has been abbreviated **(excepting posts related to the annual conference)** to accommodate character limits in social media. This is the only acceptable use of the abbreviated form.

Affiliates: #arlisaffiliates
Art Documentation: #arlisArtDoc
Awards: #arlisawards
Blogs: #arlisblogs
Chapters: #arlischapters
Committees: #arliscommittees

Conferences: #arlisna and year, e.g., **#arlisna2017**; #arlisvra and year for
  joint conferences, e.g., #arlisvra2016
Distinguished Service Award: #arlisDSA
LGBTQ SIG: #arlislgbtq
Learning Portal: #arlisportal
Lunchtime Chats: #arlischats
Members in the news: #arlismembers
Mentoring: #arlismentor
Presidents: #arlisprez
Reviews and Multimedia & Technology Reviews: #arlisreviews
RISS SIG: #RISS
SEI: #sei and year, e.g., #sei2015
SIGs: #arlisSIGs (SIGs may also have their own hashtag, e.g., LGBTQ SIG
  (above)
Study Tours: #arlisstudytour
Webinars: #arliswebinars
What Our Members Are Saying: #arlisWOMAS

Social Media Disclaimer:

Include the society's [disclaimer statement](#) in a prominent location on blogs
and social media posts prepared by the society's constituent groups.