Society of St. Andrew

Version: February 6, 2017

This Society of St. Andrew style guide exists to support consistency across our many offices and many publications. We are all Society of St. Andrew and must be recognizable as all part of the same organization and mission.

Contents

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Basic Information

Vision: Inspire volunteers to glean America's fields, and growers to donate crops

Goal: Feed America's Hungry

Web Site: EndHunger.org

Logo:

Note: The EndHunger.org website can be added at the bottom of this logo.

Current Numbers

As of the date of this version of the style guide, the numbers we are using in our publication are these:

- 42 Million – The number of Americans who sometimes don't have enough to eat

- 133 Billion – Number of pounds of food wasted in the U.S. every year after delivery to the market

- 20 Billion – Estimated number of pounds of food grown on U.S. farms but never delivered to the market for a number of reasons

SoSA Statistics

- 3¢ - Cost per serving of food

- 9¢ - Cost per pound of food

- 3.23% - Overhead expenses

- 27.3 Million – Total SoSA pounds in 2016

- 16.7 Million – Pounds gleaned in 2016

- 10.6 Million – Pounds delivered by the Potato and Produce Project in 2016

- 82 Million – Servings of food provided in 2016

Key Messages

Most of our publications

- Educate about
    - hunger in America
    - food waste in America
    - gleaning and our Gleaning Networks
    - the Potato & Produce Project
    - the Harvest of Hope
- Provide:
    - a way to volunteer
    - a way to donate
- Emphasize that you can make a difference
- Thank farmers, volunteers, donors

Colors – according to previous records

Color	CMYK (print)	RGB (screen)
Logo Blue	80% Cyan 15% Magenta	51-217-255
Logo Dark Blue	80% Cyan 15% Magenta 30% Black	33-152-179
Logo Red	100% Magenta 100% Yellow	255-0-0
Logo Dark Red	100% Magenta 100% Yellow 10% Black	230-0-0
Logo Brown	17% Cyan 60% Magenta 96% Yellow	212-102-10
Logo Yellow	70% Yellow	255-255-77
Logo Green	80% Cyan 100% Yellow	51-255-0
Logo Silver	40% Black	153-153-153
Logo Wheat	25% Magenta 75% Yellow	255-191-64

Shield colors from the cover of this pamphlet as they currently appear on the computer screen.

Color	Hexadecimal	RGB
Logo Blue	4F9EE7	79-158-231
Logo Dark Red	CD000C	205-0-12
Logo Brown	D2811C	210-129-28
Logo Yellow	FDF886	253-248-134
Logo Green	54B31D	84-179-29
Logo Silver	A4A4A4	164-164-164
Logo Wheat	F9CC6E	249-204-110

Photography

Focus on Gleaning, Helping, Feeding

- Gleaning activities
- Potato & Produce Drops
- Harvest of Hope events
- Other events of SoSA
- Recipients
- Food

Photo emphasis:
- Close-ups of people
- Action shots
- Groups of people (sparingly)
- Bright, healthy-looking vegetables and fruits.

Encourage high-quality, high-resolution photos from gleaning, produce drops, and Harvest of Hope events. Use these photos for publications, website, and provided to other organizations for promotion of SoSA.

Photos in publications should have direct application to the copy they are associated with. They add to the story, or bring it focus.

Typography & Graphics

Society of St. Andrew

- Garamond typeface
- Bold, depending on situation
- With or without drop shadow
- Squeeze or stretch a little if necessary
- Kern tighter if necessary

Tagline:

GLEANING AMERICA'S FIELDS ~ FEEDING AMERICA'S HUNGRY

- Copperplate Gothic Bold
- Can squeeze or stretch if necessary
- Can kern tighter if necessary
- Tagline can be one line above the other, or the two lines separated by spaces and a tilde. (~)

Website:

EndHunger.org

- *Eras typeface (weight as needed)*

Print - Title Fonts:

- Verdana
- Times New Roman

Print - Body Fonts:

- Verdana
- Times New Roman

Website Fonts:

- Verdana

Group Email Fonts:

- Verdana
- Calibri

Overall Appearance

Publications should maintain a related look to maintain consistency of logo and typefaces.

Try not to use no more than two type faces on a page, (not counting fonts in the logo.)

Limit the typography effects used in the presentation – such as drop-shadow and font effects. Use these only when necessary.

Use primarily white backgrounds.

Make sure there is ample white space and allow for primarily graphic elements where appropriate.

Limit the colors in fonts and backgrounds.

Editorial Approach

Materials may:

- Explain the work of SoSA
- Detail the waste of food in the U.S.
- Show how SoSA has made a big difference
- Appreciate farmers, volunteers, donors, agencies
- Ask for volunteers and donations

Copy is:
- Upbeat
- Active
- Supportive

SoSA Writer's Style Guide

This is the guide of standard style elements of text for SoSA publications. These guidelines are recommended to help make our publications more consistent.

800 Numbers
Remove the "1-". In the past, free long distance phone service was advertised promoting the "1-800." As with all area codes, whether you need to add the "1-" depends on your calling system. The user will know and will dial accordingly.

Capitalization
Don't capitalize words that just seem important. You didn't earn a Bachelor's Degree; you earned a bachelor's degree. You didn't study Biology; you studied biology. You weren't Project Manager; you were project manager.
Do capitalize: Bible
Do not capitalize: biblical, church, pastor, cabbage.

Comma – *Use the serial comma,* aka. the Oxford Comma. This is the comma that comes before the word "and" at the end of a list. We use it here: "We gleaned tomatoes, cucumbers, corn, and squash." Someone should have used it here: "I love my parents, Lady Gaga and Humpty Dumpty."

Hyphenation at Line Breaks
Don't break up words at the end of a line. Let the whole word move to the next line.

Nonprofit
One word, no hyphen.

Numbers
When using numbers (both cardinal and ordinal, the numbers one through ten are spelled out. Number 11 and higher are numerals.

Society of St. Andrew – Do what you can to be sure readers will know this is our name. When you look at coverage we get in the media, about half the time, we are listed as Society of St. Andrew<u>s</u>. (Reminiscent of a Scottish golf course or referencing multiple saints named Andrew.) When you use the possessive (Society of St. Andrew's) in a sentence, see if it still sounds right without the "'s." It usually does, and doesn't encourage others to add the "s" to our name. (i.e "the Society of St. Andrew website")

Spaces after Periods
Use one space. Use of two spaces is an obsolete convention based on typewriter technology. With computers, that extra space can throw things off by leaving a space at the beginning of a new line.

Standards above are informed by these sources:

- *~~Who's~~ Whose Grammar Book is This Anyway?*, C. Edward Good, 2002

- *Common Writing Errors of D Min. Students,* Southern Baptist Theological Seminary, 2012

- *The Elements of Grammar,* Margaret Shertzer, 1986