



Style Guide

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Introduction

This style guide will serve as a reference for all current and future Be Mighty team members. The guide will provide cohesion in the communications of the organization, and in the curation of the image the organization aims to convey.

Be Mighty Little Rock is a hunger relief campaign run through the Central Arkansas Library System. Its mission is to connect children and families with resources to alleviate hunger and provide care.

Outreach is an essential part of working for Be Mighty. Referring to the style guide will assist team members through their responsibilities for running events, reaching out to collaborators, and posting to social media.

Be Mighty's outreach is primarily aimed at families in need. This is not limited to library patrons, but due to the fact that it is run through the library system, those who visit CALS branches are more likely to be aware of the services they provide. Social media plays a big role in garnering attention, but print advertisements and outdoor signs are also implemented. Library assistants and branch managers/assistant managers also play a role in getting word of mouth out to patrons. This style guide will address the in-house email communication between Be Mighty and CALS branches, email and written proposals necessary for collaborating with other organizations, and the online and offline advertisement of their services.

Writing

Mission Statement:

Be Mighty Little Rock is a city-wide anti-hunger campaign aimed at connecting kids, teens, and families to free meals, cooking and nutrition education, food security resources, and opportunities to eat, play and learn.

Preferred Terminology:

Be Mighty is a nonjudgmental and open space. The language used in memos, press releases, emails, and general advertising should best reflect this.

- “Unhoused” as opposed to “homeless”
- “Caregiver” as opposed to “parent”
- “Hunger relief” or “anti-hunger”
- “Lifestyle choices”

Tone:

Be Mighty is meant to be welcoming and inclusive for anyone who may need its services. However, it is still essential to sound professional when coordinating with other organizations. A good example of this balance is evident in the mission statement. The phrase “...opportunities to eat, play and learn” is aimed at children but is not overly familiar or juvenile.

References:

Refer to the Merriam-Webster Dictionary for grammatical questions.

Refer to the MLA, APA, or Chicago style guides for further information.

Grammar:

Follow American-English standards and refer to the Merriam-Webster Dictionary for any spelling questions. Be mindful of frequently misused words, such as:

- *affect vs. effect*
 - *Affect* is usually a verb meaning “to influence” and *effect* is usually a noun meaning “result.”
- *assure vs. insure vs. ensure*
 - All three words mean “to make certain” but only *assure* is used in reference to persons. *Insure* is used in the business sense. *Ensure* is used in other contexts.
- *complement vs. compliment*
 - *Complement* completes a whole and *compliment* expresses praise.
- *continually vs. continuously*
 - *Continually* suggests action over a period of time while *continuously* suggests uninterrupted action.
- *farther vs. further*

- *Farther* refers to physical distance. *Further* refers to degree, quantity, or time.
- *lay vs. lie*
 - *Lay* is a transitive verb that takes an object. *Lie* is an intransitive verb that may be followed by an adverb. (“I laid the flowers on the table, and they lie there still.”)
- *personal vs. personnel*
 - *Personal* means “private,” while *personnel* refers to a collective group of persons in an organization.

Slogans:

- General: “Eat. Play. Learn. Little Rock.”
- Canned food drive advertisement: “Hunger CAN’t Wait”

Mechanics

Capitalization:

- Always capitalize organizations and businesses (Be Mighty, Hunger Relief Alliance, The Root Café, etc).
- Capitalize names of websites (Instagram, Facebook).
- Capitalize library branches and locations where events will be held (Children’s Library, Dunbar Garden, etc).
- Capitalize all proper nouns, days, months, people, and holidays (Halloween, Christmas).
- Capitalize projects associated with Be Mighty, such as the “Little Free Pantry,” and the “METRO” system.

Spelling:

Commonly used words in the Be Mighty organization that could be potentially misspelled are as follows:

- after-school
- canned food
- caregiver
- email
- in-house
- judgment
- lifestyle
- online

- offline
- outreach
- nonperishable
- potluck
- unhoused

Punctuation:

- Punctuating simple sentences:
 - Simple sentences contain one independent clause. Be sure not to separate the subject and verb with a single comma.
- Punctuating compound sentences:
 - Compound sentences contain two independent clauses. Be sure to determine whether there is a coordinating conjunction and use a comma if so.
- Punctuating complex sentences:
 - Complex sentences contain both an independent and a dependent clause. There may be no punctuation between the clauses, or they may be separated by a comma.

Acronyms and Abbreviations:

- CALS (Central Arkansas Library System)
- BMLR (Be Mighty Little Rock)
- SNAP (Supplemental Nutrition Assistance Program)
- WIC (Women, Infants, and Children)

- TEA (Transitional Employment Assistance)
- USDA (United States Department of Agriculture)

Tables and Lists:

There are two types of lists: ordered lists and unordered lists. In an ordered list, each item is numbered. Use an ordered list only when the order of the items is important (such as for listing steps or procedures). In all other cases, use an unordered list with bullet points. Use a colon to introduce a list if the introductory statement is a grammatically complete sentence.

Example:

Be Mighty offers the following services:

- After school meal programs
- Assistance with applying for SNAP
- Free transportation through the Be Mighty METRO System
- Outreach events
- Little Free Pantries

Visuals

Be Mighty currently uses the following visuals in their programming and branding:



Figure 1.1: The current Be Mighty logo and color palette.

Logo:

The logo colors are consistent shades of cool blues and greens. Purple was previously used but was phased out.

- Current logo colors:

- Font colors: #6AC6BB (light blue), #A6CE47 (light green), #3098BB (dark blue), #55BC83 (silhouette, dark green)
- Background colors: #196B77 (dark blue), #196B77 (green)
- Logo font: Program Narrow OT Black Italic
- Logo font size: 24px
- Reasoning behind the style: Bright welcoming colors, eye-catching font with shadows that make “Mighty” stand out. This logo is evocative of the impact the organization wants to make on its community.

Website:

Upkeep of the CALS website is essential for users to navigate Be Mighty events and share resources.

- Website text font: Georgia
- Font size: 13 px
- Website URL: cals.org/be-mighty-little-rock
- Website graphics:
 - Photos of community members and organizers
 - Logos, including Be Mighty’s and the Rock Region METRO’s
 - Navigational banners for more information

Digital

Email:

- When coordinating with other members of the organization, staff members employed through CALS, or other outside collaborators, emails must be worded both professionally and approachably.
- Email signatures are helpful in establishing each team member's role. Signatures must at least include the full name of the team member and their respective title. ("Jessica Frazier-Emerson, Be Mighty Coordinator.") Preferred pronouns and other lines of communication, such as the team member's phone number or address, are also acceptable in an email signature but not required.

Social Media Accounts:

- All social media accounts affiliated with Be Mighty and CALS must portray the organization in a positive light. This includes the Facebook page (Be Mighty Little Rock) and Instagram page (@bemightylittlerock).

Infographics and Advertising:

- The online infographics should be easily readable with aesthetically pleasing and attention-grabbing colors and graphics. This can include

photos of the team, relevant art, relevant logos, and clearly readable serif fonts.

- Graphics should be family-friendly and appear welcoming. Infographics should provide concise and accurate information alongside the art.

Example:

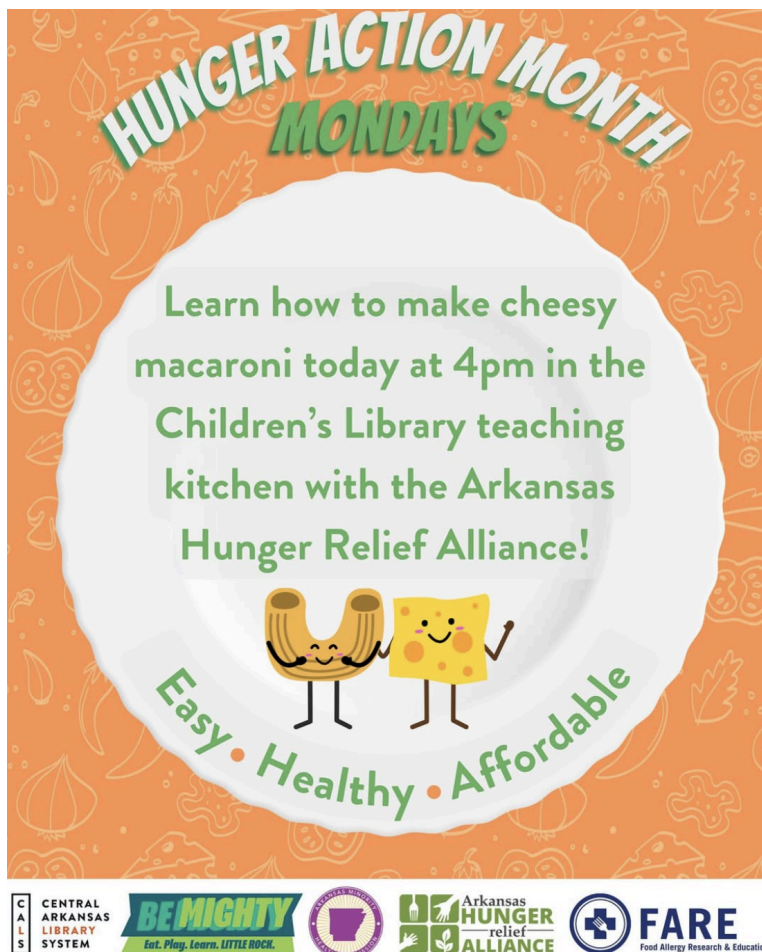


Figure 1.2: An infographic taken from the Be Mighty Instagram, advertising a cooking event at the Children's Library.

Appendix

STYLE SHEET

TERMS

- after-school
- anti-hunger
- Be Mighty
- CALS
- canned food
- caregiver
- email
- hunger relief
- in-house
- judgment
- lifestyle
- mission statement
- online
- offline
- outreach
- nonperishable
- potluck
- unhoused

GRAMMAR

Frequently misused words:

- affect vs. effect
- assure vs. insure vs. ensure
- complement vs. compliment
- continually vs. continuously
- farther vs. further
- lay vs. lie
- personal vs. personnel

PUNCTUATION

- Simple vs. complex vs. compound sentences and the punctuation required for each.
- **Periods:** Use single spaces after each period.
- **Commas:** Separate listed items using commas.
- **Colons:** Introduce colon before list.
- **Semicolon:** Combine two complete sentences with a semicolon.
- **Apostrophes:** Use for contractions and for possession.

CAPITALIZATION

- Always capitalize titles, headings, names of people and locations, names of organizations, names of holidays, names of projects, and names of websites.

ABBREVIATIONS

- CALS (Central Arkansas Library System)
- BMLR (Be Mighty Little Rock)
- SNAP (Supplemental Nutrition Assistance Program)
- WIC (Women, Infants, and Children)

- TEA (Transitional Employment Assistance)
- USDA (United States Department of Agriculture)

NUMBERS

- Spell out numbers one through nine.
- Shorten numbers past ten (e.g. 11).

TYPOGRAPHY

- Logo font: Program Narrow OT Black Italic
- Logo font type: Italic
- Logo font size: 24 px
- Logo colors: #6AC6BB (light blue), #A6CE47 (light green), #3098BB (dark blue), #196B77 (dark blue), #196B77 (green)
- Website font: Georgia
- Website font type: Serif
- Website font size: 13 px

INFOGRAPHICS

- Family-friendly art, aesthetically pleasing and attention-grabbing advertising, easily readable, providing accurate information.

SOCIAL MEDIA

- Facebook: Be Mighty Little Rock
- Instagram: @bemightylittlerock
- Website: cals.org/be-mighty-little-rock