

Academy of Student Pharmacists **COMMUNICATIONS STYLE GUIDE**

*APhA-ASP Communications Standing Committee
(Last Updated August 2018)*

INTRODUCTION

The American Pharmacists Association (APhA) represents more than 62,000 practicing pharmacists, scientists, student pharmacists, and other interested members who share the common vision of advancing the profession of pharmacy. To ensure that its message is consistent, all communication from the Association should represent a unified image and purpose. This consistency reduces the potential for confusion among prospective audiences while reflecting positively on the Association.

This style guide was created specifically for the American Pharmacists Association Academy of Student Pharmacists (APhA-ASP) to help student chapters present themselves and the Association in a manner that is clear and consistent with the Association’s goals and objectives. Every member of APhA is responsible for its image and is charged with upholding its mission of improving medication use and advancing patient care.

This guide focuses on style issues specifically related to the Association. The American Medical Association Manual of Style, 10th edition, is the primary source for style questions relating to technical or scientific elements and formatting. The Chicago Manual of Style, 16th edition, is the primary source for most grammatical or literary style questions.

This guide is subject to change as contemporary usage and style dictates. For information regarding this guide or for any further questions not addressed here, please contact APhA Student Development Staff at APhA-ASP@aphanet.org.

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THE ASSOCIATION AND ITS ENTITIES

The American Pharmacists Association

Refers to the organization as a whole and includes its leadership structure, academies, staff, and overall membership. Originally founded in 1852 as the American Pharmaceutical Association, the Association officially changed its name in 2003 to better represent its focus on patient care. All documents published after 2003 should reflect this change and refer to the Association by its current name.

Multiple References & Abbreviations

On initial mention, use the full name of the organization. For additional references thereafter, the acceptable abbreviation (APhA) may be used. Additional information on proper abbreviation guidelines can be found on page 6 of this guide.

Capitalization and Article Use

When using the name of the organization in running text, lowercase the unless it begins a sentence.

- *The American Pharmacists Association is the organization that represents...*
- *I joined the American Pharmacists Association...*

In official documents (e.g., minutes, written speeches, or bylaws) and those intended for an audience of APhA members, association is capitalized regardless of its position within the document. In documents intended for the general public, association must only be capitalized on initial mention when part of the full name. Elsewhere, capitalization is not necessary.

- *Example bylaw: Members of the Association must be...*
- *Example newspaper article: Members of the association met at the convention center...*

Because the is not included in the official name of the organization, other articles (e.g. an) may be used when appropriate. For example, an is commonly used when the Association acts as an adjective or other modifier.

The newspaper article quoted an American Pharmacists Association representative...

APhA Board of Trustees

The APhA Board of Trustees is responsible for managing the direction of the organization according to its bylaws. On initial mention, Board of Trustees must be preceded by American Pharmacists Association or its acceptable abbreviation APhA. Thereafter, it no longer requires the APhA designation and may be referred to as the Board.

In official documents and those intended for an audience of APhA members, Board of Trustees should always be capitalized. In documents intended for the general public, Board of Trustees must only be capitalized on its initial mention with American Pharmacists Association or APhA; thereafter, capitalization is not necessary.

APhA House of Delegates

The American Pharmacists Association House of Delegates is the official policy-making body of the organization. Usage guidelines for House of Delegates should follow those outlined in the Board of Trustees section above.

APhA Academies

The American Pharmacists Association is comprised of three academies that serve members according to their practice settings. Each Academy elects its own governing officers and is represented by a member on the APhA Board of Trustees. The three APhA Academies are the **Academy of Pharmacy Practice and Management (APhA-APPM)**, **Academy of Pharmaceutical Research and Science (APhA-APRS)**, and the **Academy of Student Pharmacists (APhA-ASP)**.

The Academies above are listed by their current and official names. When initially mentioning an APhA Academy by name, it is necessary to precede it with American Pharmacists Association (or more commonly APhA if American Pharmacists Association has already been mentioned in its complete form).

- *The officers of the American Pharmacists Association Academy of Student Pharmacists met...*
- *The officers of the APhA Academy of Student Pharmacists met...*

Please consult the abbreviations section of this guide for complete information on abbreviations rules.

It is not necessary to capitalize the when referring to an individual Academy unless the name of that Academy begins a sentence. Additionally, the word *academy* is only capitalized in official documents and when part of a full name. This designation is not necessary in documents intended for the general public.

MEETINGS

The Association and its various entities conduct a number of professional meetings a year, each characterized by different events, including leadership and training seminars, society meetings, and educational programming. The meetings mentioned here are those directly involved with APhA-ASP. Please note that other entities may have additional meetings than the ones listed here.

APhA Annual Meeting and Exposition

The APhA Annual Meeting is held over the course of several days in the spring and includes educational programming, meetings, and social events appealing to every aspect of the profession. The event can be referred to as the *Annual Meeting and Exposition*, *Annual Meeting*, or informally as *APhAX*, where X designates the year of the meeting. Regardless of the form is used, on initial mention it must be preceded by *American Pharmacists Association* or *APhA*.

- *This year's APhA Annual Meeting and Exposition will be held in...*
- *APhA2018 was held in Nashville, TN...*

APhA-ASP Midyear Regional Meetings (MRM)

APhA-ASP Midyear Regional Meetings are designed exclusively for student pharmacists and are held every fall for each of the eight APhA-ASP regions across the US. The official title for these meetings is as listed here. On first mention, *APhA-ASP* must precede *Midyear Regional Meeting* as demonstrated above. Thereafter, it is no longer necessary to include *APhA-ASP*.

APhA-ASP Summer Leadership Institute (SLI)

The APhA-ASP Summer Leadership Institute is a weekend of leadership development programming designed for APhA-ASP chapter leaders. On initial mention, *Summer Leadership Institute* must be preceded by *APhA-ASP*. Thereafter, it is no longer necessary.

TITLES AND DEGREES

Titles of Persons

Capitalize official titles only when they immediately precede a proper name unless the title is a common noun describing the person's profession; otherwise, lower-case them.

- *Regional Delegate Jane Doe met with...*
- *The newspaper contacted retired pharmacist John Smith to...*
- *The book was authored by James Cook, dean of the pharmacology department...*
- *A member of the faculty was appointed to follow Dean Susan Johnson...*

APhA-ASP Officers

APhA-ASP chapters are encouraged to develop their own executive committees and leadership structures, the names of which may differ from chapter to chapter. However, there are common leadership structures at the chapter, regional and national levels of the Academy. Chapter Regional and national leadership positions should be referred to by the following guidelines.

When used in display copy or in running text with proper names, these positions should be written as found below. Otherwise, they should be written entirely in lowercase.

Chapter Officers

- *Chapter President*
- *Chapter President-elect*
- *Chapter Communications Vice President*
- *Chapter Finance Vice President*
- *Chapter International Vice President*
- *Chapter Membership Vice President*
- *Chapter Patient Care President*
- *Chapter Policy Vice President*
- *Chapter State Association Liaison*
- *Chapter Advisor / Co-Advisor*
- *Chapter New Practitioner Mentor*

Regional Officers

- *Regional Delegate (RD)*
- *Regional Member-at-large (RMAL)*
- *Midyear Regional Meeting Coordinator (MRMC)*

National Officers

- *President*
- *President-elect*
- *National Member-at-large (2)*
- *Speaker of the House*

Examples of proper usage

- *Angela was elected as a regional delegate from...*
- *National Member-at-large Mark Wilson met with...*

Miscellaneous note on usage

When referring to more than one member-at-large, use the term members-at-large.

APhA-ASP National Standing Committees:

(Awards, Communications, Member Engagement, International, and Policy)

The standing committees are officially referred to as the APhA-ASP National Standing Committee on Awards, APhA-ASP National Standing Committee on Communications, etc. On initial mention, each committee name must be preceded by APhA-ASP; thereafter, this designation is no longer necessary.

APhA-ASP National Awards/Communications/Member Engagement/Policy Standing Committee Positions

- *Liaison*
- *Chair*
- *Member*

APhA-ASP International Standing Committee Positions

- *Liaison*
- *Chair*
- *Student Exchange Officer*
- *Student Exchange Officer-elect*
- *National Contact Person*
- *National Project Coordinator*

Student Pharmacist

Use the term student pharmacist for all students enrolled in a school or college of pharmacy, regardless of classification or year. Please refrain from using terms such as pharmacy student or student of pharmacy.

Student Classifications and Classes

Colleges and schools of pharmacy classify their students by various designations (e.g. P-1, P1, Pharm-1). For uniformity, use the terms first-year, second-year, third-year, and final-year to denote student classifications and reserve these terms for students currently in the professional curriculum.

- *Sam is a final-year student pharmacist...*
- *Jen joined APhA-ASP as a second-year student pharmacist...*

To avoid confusion, refer to students not yet enrolled in the professional pharmacy curriculum as being first pre-professional year, second pre-professional year, final pre-professional year, etc.

Academic Degrees for Pharmacy

Capitalize the full names of academic degrees in both running text and display copy. When not using the full name of the pharmacy degree, use its lowercase form. When used in running text, offset an abbreviated degree with commas.

- *He received his Doctor of Pharmacy degree...*
- *She has a doctoral degree in pharmacy...*
- *Jessica Johnson, PharmD, delivered the opening address...*

Abbreviating Academic Degrees

Degrees may be abbreviated with or without periods and no spaces. Regardless of preferred style, be consistent throughout the document. When used in running text, offset an abbreviated degree with commas.

- *PharmD or Pharm.D.*
- *PhD or Ph.D.*
- *Jessica Johnson, PharmD, delivered the opening address...*

PUBLICATIONS

Publications from the Association

The following are official titles for APhA publications. Publication titles should be italicized when used in both display copy and running text.

APhA DrugInfoLine
Journal of the American Pharmacists Association (JAPhA)
Pharmacy Today (PT)
Student Pharmacist Magazine (SPM)

Titles of articles used in running text should be offset with quotation marks.

- *In his latest review, Jack quoted "Pharmacist Involvement with Immunizations" from the Journal of the American Pharmacists Association...*
- Have you read the latest "ABCs of OTCs" article in *Student Pharmacist Magazine*?

Citing an Association Publication

Although most editors prefer their own citation styles, the following format is used in *JAPhA* and is approved for citing Association publications in original and independent works.

Last name followed by initials. Article title. *Publication title*. Date; Volume: Pages.

- Hogue MD, et al. Pharmacist involvement with immunizations: a decade of professional achievement. *J Am Pharm Assoc.* 2006; 46: 168-182.
- Cipolle CL, Cipolle RJ, Strand LM. Consistent standards in medication use: the need to care for patients from research to practice. *J Am Pharm Assoc.* 2006; 46:205-212.

ABBREVIATION GUIDELINES

The following is a list of acceptable abbreviations for APhA and its related Academies, meetings, and publications. Because continual use of full names in a document or publication can become redundant, abbreviations can be a useful and practical way to enhance communication and conserve space. However, it is important that abbreviations remain consistent to avoid confusion among members and target audiences.

When initially mentioning an item from the following list in a document, please use its full name followed by its approved abbreviation in parenthesis. This clearly designates the abbreviation and provides the reader with a point of reference.

- *Representatives from each state attended the APhA House of Delegates (HOD) meeting yesterday afternoon. The next HOD session will be on Tuesday...*
- *A representative from the APhA Academy of Student Pharmacists (APhA-ASP) spoke to the group and mentioned some of the benefits of joining APhA-ASP...*

When abbreviating the three Academies, it is necessary to precede the Academy with APhA and an n-dash (e.g. APhA-ASP). The use of hanging abbreviations (e.g., APPM, ASP) is prohibited.

Acceptable Abbreviations for the Organization or Its Entities

APhA – American Pharmacists Association
APhA-APPM – APhA Academy of Pharmacy Practice and Management
APhA-APRS – APhA Academy of Pharmaceutical Research and Science
APhA-ASP – APhA Academy of Student Pharmacists
APhA-ASP/IPSF – International Pharmaceutical Students' Federation
APhA-ASP NEC – National Executive Committee

APhA NPN – New Practitioner Network

BT – Board of Trustees; used only in familiar communication and not for public use

HOD – House of Delegates; used only in familiar communication and not for public use

Acceptable Abbreviations for Meetings

APhA20XX – APhA Annual Meeting and Exposition in the year X (e.g. APhA2018, APhA2019)

MRM – Midyear Regional Meeting

SLI – Summer Leadership Institute

Abbreviations for Publications

The following abbreviations should be written in italics, as they refer to written publications.

JAPhA – Journal of the American Pharmacists Association

SPM – Student Pharmacist Magazine

PT – Pharmacy Today

VISUAL STYLE GUIDE

APhA Typeface

The typeface used for APhA and in the American Pharmacists Association wordmark is Gotham. Use of this typeface is not required and it must be purchased online if you choose to use it. Use of the official typeface may provide stylistic consistency for running text and display copy in printed promotional items.

APhA Mortar and Pestle Color

PMS 328 - (Logo "Hand, Mortar and Pestle")

CMYK: 100, 31, 64, 17

RGB: 0, 113, 103

Hex code: #007167

LOGOS AND GRAPHIC ELEMENTS

The APhA icon and logo are approved for use in any publications related to the Association, including print and electronic media. These graphics can be downloaded from the APhA-ASP Web site at the following <https://www.pharmacist.com/apha-asp-logos-downloading>.

The graphics provided by APhA may not be altered in any way. The logo or wordmark may be superimposed on an appropriate background as long as it does not detract from the logo or affect its quality.

APhA master logo

The master logo has two components – the symbol with mortar and pestle intended to symbolize the origins of pharmacy, and the APhA Acronym. The symbol must be used as part of the logo in all communications.



APhA stacked logo

This version of the logo used for digital applications such as social media where the larger format text is not an option. No other use of the symbol by itself is allowed.



APhA-ASP logos

Logos for the APhA-ASP can also be found on the website. Usage of these logos should follow those for the APhA logos outline below.

Logo placement

The minimum clear space that must surround the logo is proportional to its size. Use the width of the letter "h" in the logotype as guideline.



Minimum size:

In print, each of the logo variations has its own minimal size and should never appear smaller than the size listed to the right. Digitally, it must appear at least 75 pixels wide.



Resolution:

For best print resolution, make sure the image is vector (PDF or EPS). For digital purposes, use an eps or png at a minimum of 72 DPI for digital production including Microsoft Word and PowerPoint files.

Do not enlarge a JPG or PNG logo file as it will cause pixelation and will distort the image. For details or questions, or if you require a different format, contact the APhA design team.

Logo color

The mortar & pestle symbol is always Pantone 328, black or white. The selected symbol color should be present elsewhere in the composition, such as in the header or a call-out, an illustration, or a headline. Use a color symbol on white backgrounds, a white symbol on dark color backgrounds, and black symbol on bright color backgrounds. To maintain sufficient contrast when the logotype is used on a photo background, use a color logotype on light images and a white logotype on dark images.



Acceptable backgrounds for the logo

The color logo may appear on white or light backgrounds and on simple areas of photographs. The white logo may be shown on any of the colors in the background palette and dark areas of photographs. The black logo is used for forms and material that will be reproduced in black and white.

Color palette

Background colors



PMS 328
100,31,64,17
0,113,103
#007167



PMS 2935
100,68,4,0
0,85,184
#0055B8



PMS Med Purple
85,100,7,5
79,43,131
#4F2B83

Highlight colors (use sparingly)



PMS 200
16,100,87,7
193,2,48
#C10230



PMS 1505
0,65,100,0
244,121,33
#F47921



PMS 102
5,5,100,0
252,226,0
#FCE200

COPYRIGHTS AND REGISTERED TRADEMARKS

The copyright (©), registration mark (®), and trademark (™) symbols denote proprietary claims on names, products, and other objects associated with a distinct entity. Use of these symbols is generally reserved for display copy only and is not necessary for running text.

© Copyright

Copyright denotes ownership of an original “work,” such as a story, song, photograph, or other artistic creation. The copyright mark is generally reserved for works that are recognized by the US Copyright Office as being the property of its owner. For example, all works published by APhA are protected by copyright.

Trademark (™) and Registered Trademark (®)

A trademark is a name, logo, or other distinctive mark used by an entity to identify itself. The purpose of the trademark is to exclusively indicate source or act as a badge of origin. The symbol ™ can be used for any trademark but does not necessarily mean that a given trademark has been registered. The federal registration mark (®) denotes a trademark that has been registered with the U.S. Patent and Trademark Office.

Although both ™ and ® have been used interchangeably with American Pharmacists Association, the name has been registered with the U.S. Patent and Trademark office. Additionally, all APhA logos are also registered and should include ®.

CONTRIBUTIONS AND AUTHORSHIP

Please direct all questions regarding style and the Association to APhA Student Development Staff at APhA-ASP@aphanet.org.

This document was created by Brent Reed as part of the APhA-ASP Standing Committee on Communications in July 2006. The committee consisted of Lisa Clayville, National Member-at-large and Committee Chair; Corey McLain, Committee Vice-Chair; Nick Michel, Brent Reed, and Kaytee Schiavo.