

Style Guide

This Style Guide is a compilation of simple rules and guidelines aimed at maintaining uniformity and continuity throughout AAASP’s literature, i.e., letters, brochures, manuals, Web site. This guide should be considered a work-in-progress, for changes will occur as AAASP’s content needs grow and shift.

At this time, AAASP’s style conventions cover the front-end aspects of writing and editing, as well as a cursory look at a few common grammar usage questions.

Other style books used as reference:

The Associated Press (AP) Stylebook and Briefing on Media Law
 The Chicago Manual of Style
 The New York Times Manual of Style and Usage

AAASP Term	Style Convention
American Association of adaptedSPORTSPrograms, Inc.	Complete title of the association.
American Association of adaptedSPORTS® Programs	Common and acceptable title.
AAASP (pronounced äsp)	Acronym of association’s name.
adaptEDSPORTS®	<p>Trademarked representation – only covers the graphic treatment of the two words joined together with lower case “adaptED” and uppercase “SPORTS.” Does not trademark the words or meanings. This representation is employed when referring exclusively to components of AAASP’s sports model.</p> <p>The trademark symbol is used at first reference in any one body of work, but may be used every time throughout the document. The goal is to simplify, but not at the expense of clarity.</p>
adapted sports	Cannot be trademarked. Refers to adult disability sports adapted for youth competition. Used as a general term in the public domain. AAASP originated the term when other entities used “adaptive sports” to refer to disability sport.
adaptive sports	Usually refers to disability sports in which sports equipment is created or modified to allow participation in that sport. Example: the mono-ski is a sit-down ski designed for people who have limited use of their legs.

<p>Style criteria for graphics</p> <p>Logo colors Pantone Blue 801 U RGB: R=0 G=153 B=206 CMYK: C=89% M=20% Y=7% K=0% Hexidecimal: #0099CC</p> <p>Gold RGB: R=238 G=173 B=31 CMYK: C=5% M=34% Y=100% K=0% Hexidecimal: #eead1f</p> <p>Pantone Black</p> <p>When distributing logo to print vendors, DO NOT send gif files or low resolution graphics. Send jpeg, tiff, or eps files at 300 dpi or higher. EPS files are preferred. Include the Pantone color or CMYK percentages to guard against any color discrepancies.</p>	<p>PNG files are preferred for Web-based graphics. Include Hexidecimal numbers or RGB percentages to guard against color discrepancies.</p> <p>Photographs must be either tiff or jpeg files and must be at least 300 dpi. Many magazine publishers require 600 dpi (dots per inch). Jpeg files are preferred for Web-based photographs and are typically 72 or 96 ppi (pixels per inch – also referred to as dpi).</p>
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Logo Sheet

Logo Treatments and Variations:

The adaptedSPORTS logo may be used in the following variations. Refer to "Style criteria for graphics" for the official color-coding to be used for print and electronic design.



Grammar, word usage, style, etc.

Hyphens

Hyphens are used to form compound adjectives that are necessary to avoid ambiguity. Example: small-business men. The hyphen makes it clear that business is being described, not businessmen. Other compound adjectives: leisure-class pursuit (leisure-class describes pursuit). Recover vs. re-cover. He recovered his lost document. He re-covered the upholstered chair.

Writing in Passive or Active Voice

As a rule, use Active Voice. It is lively, attention getting, and efficient.

Examples:

Passive: The reason he left the party was because he developed a headache.

Active: A headache compelled him to leave the party.

Sometimes passive is more appropriate. It usually depends on the focus of your writing.

Example:

This active-voice sentence is appropriate if you are writing about 19th century politicians. The politicians of the 19th century are little known today.

This passive-voice sentence is appropriate if you are writing about most people: Most people have little knowledge of the politicians of the 19th century.

A, an

Use the article a before consonant (or hard) sounds and an before vowel (or soft) sounds.

Examples:

A historic event An apple An NPR rating

All right – properly written as two words – not alright.

Among – When more than two people or things are considered collectively. Example: The pie was divided among four people.

Between – When more than two people or things are considered individually. Example: There was an agreement between the six heirs.

Ensure – means to guarantee

Insure – used when referring to being insured

Assure – means to make certain

Title – name given to a book, film, play or other work

Entitled – right to do or have something

Continuous – uninterrupted, unbroken

Continually – steady repetition

Frequently – occurring often

More than – used with numbers

Example: AAASP has trained more than 1,000 coaches and officials.

Over – usually refers to spatial relationships
Example: The bird flew over the highway.

Gender-Neutral Writing

The National Council of Teachers of English (NCTE) suggests the following guidelines:

Generic Use

Although MAN in its original sense carried the dual meaning of adult human and adult male, its meaning has come to be so closely identified with adult male that the generic use of MAN and other words with masculine markers should be avoided.

Examples	Alternatives
Mankind	humanity, people, human beings
Man's achievements	human achievements
The best man for the job	the best person for the job
Man-made	synthetic, manufactured, machine-made
The common man	the average person, ordinary people
Man the stockroom	staff the stockroom
Nine man-hours	nine staff-hours

Occupations

Avoid the use of MAN in occupational terms when person holding the job could be either male or female.

Examples	Alternatives
Spokesman	spokesperson

Style Guidelines for Disability Issues

Sources: Nebraska Health and Human Services System
(<http://www.hhs.state.ne.us/poc/cls/disguides.htm>; Ragged Edge online
(<http://www.raggededgemagazine.com/mediacircus/styleguide.htm>)

"DISABLED" AND "DISABILITY" TERMS OF CHOICE

Most people involved in disability issues today see "disabled" or "disability" as terms of choice. Many want journalists to write "person with a disability" rather than "disabled person." Today, most disability groups are changing the "handicap" in their titles to "disability."

DISABILITY IS NOT A FATE WORSE THAN DEATH

The single greatest harm done disabled people in writing about them is to give them the added emotional baggage of sensationalized words and phrases describing their disabling condition. It's done so much -- and so unconsciously -- that it creeps into the ordinary language used to refer to disability conditions. Some editors will insist, for example, that disabled people are "afflicted with" AIDS or are "victims" of multiple sclerosis. Gradually, however, more individuals with disabilities are insisting the language used to describe them be emotionally neutral.

"OVERCOMING" "IN SPITE OF"

The terms "overcame her disability" or "in spite of his handicap" are considered to be flawed and should be avoided. These concepts inaccurately reflect the problems disabled people face.

Disabled people do not succeed "in spite of" their disabilities as much as they succeed "in spite of" an inaccessible and discriminatory society. They do not "overcome" their handicaps so much as "overcome" prejudice. Using the term "overcome" inaccurately suggests that the task at hand is for a disabled person to somehow solve discrimination by himself or herself.

A "SPECIAL" NOTE

The term "special" as in "special education" has been, is, and will be used to refer to efforts made to meet group and individual educational needs. However, the term "special" has come to be used as a euphemism for segregated programs or physical facilities that are almost always inferior to what is available to non-disabled individuals. "Special" has definite negative connotations within the disability rights movement.

If you are using the term "special" to mean "separate," use "separate" instead. Instead of writing, "special buses for the disabled," write, "separate buses for disabled people." For "special handicap bathroom," write, "separate bathroom."

If you are using the term "special" to mean "disabled," use "disabled" or "disability" instead.

In general, avoid the term, except when you must refer to it as part of a title, such as Special Olympics or Department of Special Education.

Quick Guidelines

Focus on the individual, not on his or her disability, which is only one facet of the person. In all cases try to keep the person's disability in proper perspective, without unduly magnifying its importance.

Put people first, not their disability. When speaking or writing, say woman with arthritis, children who are deaf, people with disabilities. Crippled, deformed, suffers from, afflicted by, victim of the retarded, infirm, etc., are never acceptable.

Emphasize abilities, not limitations. Consider uses a wheelchair or walks with crutches rather than confined to a wheelchair or crippled. Avoid use of inappropriate emotional descriptors such as unfortunate or pitiful.

Portray successful people with disabilities as successful people, not super humans. Even though the public may admire super achievers, portraying people with disabilities as superstars raises false expectations that all people with disabilities should achieve at this level.

Be accurate in describing disabilities. For example, people who had polio and experience after effects years later have a postpolio disability. They do not have a disease. Reference to disease associated with a disability is acceptable only with chronic diseases, **such as arthritis, Parkinson's disease, or multiple sclerosis.** **People with disabilities should not be referred to as "patients" or "cases" unless the relationship with their doctor is being discussed.**

DON'Ts AND DOs

- Don't use "victim of," "victim," "afflicted with," "suffers from," "stricken with." **Do write,** "has" (or "had") if relevant to story; otherwise, don't use at all.
- Don't use "confined to a wheelchair." **Do write,** "in a (uses a) wheelchair."
- Don't use "wheelchair-bound," "prisoner of," "abnormal," "defective," "invalid." **Use** nothing; no term is needed.
- Don't use "special" bus, "special" bathroom. **Do write,** "separate bus," "segregated bathroom."
- Don't use "physically (or mentally) challenged." **Do write,** "person with a disability" or "disabled person."
- Don't use "inconvenienced." **Do write,** "person with a disability" or "disabled person."
- Don't use "handicapped." **Do write,** "person with a disability" or "disabled person."
- Don't use "deaf-mute." **Do write,** "deaf"; "hearing impaired."
- Don't use "in spite of disability." **Avoid** the concept altogether.
- Don't use "overcame her handicap." **Avoid** the concept altogether.
- Don't use "handicapped parking." **Do write,** "accessible parking."
- Don't use "disabled seating." **Do write,** "seating for viewers in wheelchairs."

Examples of positive and negative phrases	
Positive Phrases	Negative Phrases
person who is blind; person who is visually impaired	the blind
person with a disability	the disabled, handicapped
person who is deaf; person who is hearing impaired or hard of hearing	suffers a hearing loss
person who has multiple sclerosis, cerebral palsy, muscular dystrophy, etc.	afflicted by MS, CP victim, stricken by MD
person with intellectual disabilities	retarded, mentally defective
person with epilepsy, person with seizure disorder	epileptic
person who uses a wheelchair	confined or restricted to a wheelchair
person without disabilities	normal person (implies that person with a disability isn't normal)
congenital disability	birth defect
person who has a cleft lip or cleft palate	hare lip
Down syndrome	mongol or mongoloid
person with a learning disability	slow learner, retarded
physically disabled	crippled, lame, deformed
unable to speak, uses synthetic speech	dumb, mute
seizure	fit
successful, productive	has overcome his or her disability; courageous (when it implies the person has courage because of having a disability)
person with mental illness, person with psychiatric disability	crazy, nuts
person who no longer lives in an institution	the deinstitutionalized

Sources: Nebraska Health and Human Services System
 (<http://www.hhs.state.ne.us/poc/cls/disguides.htm>; Ragged Edge online
 (<http://www.raggededgemagazine.com/mediacircus/styleguide.htm>)