

Sovereign Deed Style Guide

Note to Users:

This guide reflects the rules of the Associated Press Stylebook and the current company writing style. This is a work that is constantly in progress, and these rules, covering everything from the font size on the cover page to the position of photos and captions, will help us create a more uniform and higher quality product. If there are conflicting rules on a topic, the rules on this document take precedence over AP Style.

- A PDF version of this guide can be found at: <G:\Style Guide\Style Guide>.
- Hard copies of the AP Style Guide are available at 625 and 820.
- The online version of the AP Style Guide is available at: apstylebook.com. Contact David (x 4037) or Matt (x 4458) for the username and password.

Company Name	Usage
Sovereign Deed	In body of text
Sovereign Deed, LLC	In address; in first text reference only
SD	Never used to replace “Sovereign Deed.”
Sovereign Deed’s	Possessive form is never used.

Membership Terms	Usage
AutoPak	Always capitalized; one word
Communications	Always capitalize when identified as the component of Membership
CarPak	Always capitalized; one word
CorePak Emergency Response Module	Always capitalized
CorePak Health Protection Module	Always capitalized
CorePak Health Protection Module Supplement	Always capitalized
CorePak Sustenance Module	Always capitalized
CorePak Sustenance Supplement	Always capitalized
EvacPak	Always capitalized; one word
EvacPak Supplement	Always capitalized
Family Response Plan	Always capitalize when identified as the component of Membership
Home Threat Mitigation	Always capitalized
Member (s)	Always capitalized
Membership	Always capitalized
MicroPak	Always capitalized; one word
Personal Provisioning	Always capitalize when identified as the component of Membership
Preparedness & Planning	Always capitalized; use “&” not “and”
ReservePak	Always capitalized; one word

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Tiered Services	Usage
Evacuation	Always capitalize
Shelter	Always capitalize
Rescue	Always capitalize
Tiered Services	Always capitalize

Sovereign Deed Terms	Usage
Plan. Provide. Protect.	Always capitalize; follow each word with a period; follow each period with two spaces
Plan. Provide. Protect...The Sovereign Deed Promise	Always capitalize
Sovereign Deed Emergency Operations Center	Always capitalize
Sovereign Deed Desktop Reference of Hazards	Always capitalize

Technical/Industry Terms	Acronyms
Chemical, biological, radiological, nuclear, or explosive(s)	CBRNE(s)
Hazardous material(s)	HAZMAT(s)
High net worth	HNW
Local Response Center(s)	LRC(s)
Major metropolitan area(s)	MMA(s)
National Headquarters	NHQ
National Response Center(s)	NRC(s)
Regional Response Center(s)	RRC(s)
Specific Area Messaging Encoding	SAME
Standard operating procedure(s)	SOP(s)

Additional Acronyms on the SDKM

Note: The above is not an all-inclusive list, rather a sample of some of the most common technical/industry terms and corresponding acronyms used at Sovereign Deed. A more comprehensive list of abbreviations and acronyms, as well as relevant dictionaries and directories, can be accessed by [clicking here](#).

Acronym Usage	
First reference in document	Use full term and acronym (See below)
Secondary/future references	Use acronym only (See below)
First reference in text box or chart	Define term again in first reference of the main text.

First reference: *“The National Response Center (NRC) will warehouse supplies and personnel that do not need to be delivered to Members within the first several days of an event.”*

Secondary/future references: *“Equally important, the NRC will coordinate the execution of Response Plans and provide communications support to each of our Members and all of our Response Centers and rescue personnel.”*

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The document templates listed below can be found in [G:/SD Templates](#). Each template is formatted and styled and directs you where to enter text. The “Report” template is the most versatile and can be conformed to most documents. When you are finished working in a template, you must “Save As” in order to customize the template to your document. The following tables list the formatting properties of “Bullets,” “Captions,” “Capitalization,” “Headings” and “Corporate Typeface.” Please note, though, that these are already formatted in the templates.

Document Templates	
Bio form	Report
Fax cover sheet	White paper
Inter-office memo	
Letterhead	
New employee announcement	

Bullets	
Capitalization	First letter after bullet is always capitalized.
Font	Text in all bullets is Arial 11.
Indentation	Each set of bullets is indented. First letter starts ¼ inch after bullet; subsequent lines start directly below initial capital letter, not under bullet (See below)
Periods	Periods after bullet if sentence; none if bullet is fragment
Spacing	Always double spaced between bullets
Style	First set are filled circle; 2 nd set are hollowed circle, 3 rd set are filled squares

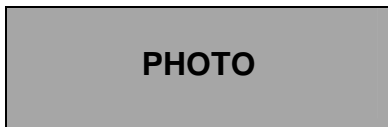
Bullet hierarchy with correct indentation

- Store a minimum two-week supply of water and food, notably nonperishable food, which is easy to store and cook, and requires little or no water for preparation.
- Plan for disruption of services, including those at hospitals and other health care facilities, banks, stores, restaurants, government offices and post offices.
 - Consequently, be sure to have an ample supply of critical medicines, including everything requiring a prescription.
 - The disruption of services is likely to cause limited public transportation, so be sure to always keep a car at home.
 - If you don’t have a car, create a plan to rely on alternative transportation from a family member or friend.
 - Always keep a check list, and review it periodically to ensure that you stay current with your plan.

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Captions	
Attribution	Right justified two lines above caption; Arial 9, italicized, not bold
Justification	Left justified under photo; Should not extend beyond the right edge of photo/chart/map
Length	Should not be longer than two lines
Periods	Always end caption with a period.
Spacing	One space separates caption and photo/chart/map
Style	Caption, Arial 10, bold, not italicized

Example:



New York Times photo (*Arial 9, italicized, not bold*)

Workers clear rubble from the The World Trade Center site. (**Caption, Arial 10, bold, not italicized**)

Capitalization	
Articles	“a,” “and,” “the,” only capitalized if first word of bullet, heading, sentence
Prepositions <ul style="list-style-type: none"> • Show relationship between noun/pronoun and another word 	“at,” “for,” “from,” “in,” “of,” etc. only capitalized if first word of bullet, heading, sentence
Initial capitalization	Capitalize first letter of first word in bullets, captions, headings and sentences
Title capitalization	First letter of each word is capitalized, except articles and prepositions

Headings	
Heading 1	Arial 16
Heading 2	Arial 14
Heading 3	Arial 13
Heading 4	Arial 12
Capitalization	First letter is always capitalized.
Justification	Left justified
Spacing	One space between heading/first line of text

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Corporate Typeface

Standardizing on a uniform set of typefaces creates a consistent and cohesive image for Sovereign Deed correspondence. The corporate typeface for titles, headlines, subheads and captions is Arial. The typeface for body or paragraph copy is Arial 11. This typeface should be utilized on Sovereign Deed professionally printed collateral and advertisements.

Sample Text

Arial

Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Punctuation

What follows is a brief explanation of rules for punctuation marks that are commonly misused. Please refer to the Punctuation Guide on p. 321 in the AP Stylebook or the “Punctuation Entries” tab in “Popular Topics” in the online version, for more thorough guidelines on these marks and for all punctuation marks.

Commas (,)

IN A SERIES: Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: *The flag is red, white and blue. He would nominate Tom, Dick or Harry.*

Put a comma before the concluding conjunction in a series, however, if an integral element of the series requires a conjunction: *I had orange juice, toast, and ham and eggs for breakfast.*

Use a comma also before the concluding conjunction in a complex series of phrases: *The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.*

Dashes (—)

ABRUPT CHANGE: Use dashes to denote an abrupt change in thought in a sentence or an emphatic pause: *We will fly to Paris in June — if I get a raise. Smith offered a plan — it was unprecedented — to raise revenues.*

SERIES WITHIN A PHRASE: When a phrase that otherwise would be set off by commas contains a series of words that must be separated by commas, use dashes to set off the full phrase: *He listed the qualities — intelligence, humor, conservatism, independence — that he liked in an executive.*

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Hyphens (-)

AVOID AMBIGUITY: Use hyphens only when not using them causes confusion: *The president will speak to small-business men.* (*Businessmen* normally is one word. But *the president will speak to small businessmen* is unclear.) Others: *He recovered his health.* *He re-covered the leaky roof.*

Parentheses ()

The temptation to use parentheses is a clue that a sentence is becoming contorted. Try to write it another way. If a sentence must contain incidental material, then commas or two dashes are frequently, more effective.

PUNCTUATION: Place a period outside a closing parenthesis if the material inside is not a sentence (*such as this fragment*).

(*An independent parenthetical sentence such as this one takes a period before the closing parenthesis.*) When a phrase placed in parentheses (*this one is an example*) might normally qualify as a complete sentence but is dependent on the surrounding material, do not capitalize the first word or end with a period.

Semicolon (;)

In general, use the semicolon to indicate a greater separation of thought and information than a comma can convey but less than the separation that a period implies.

TO CLARIFY A SERIES: Use semicolons to separate elements of a series when the items in the series are long or when individual segments contain material that also must be set off by commas: *He is survived by a son, John Smith, of Chicago; three daughters, Jane Smith, of Wichita, Kan., Mary Smith, of Denver, and Susan, of Boston; and a sister, Martha, of Omaha, Neb.*

Quotation Marks (“ ”)

FOR DIRECT QUOTATIONS: To surround the exact words of a speaker or writer: *“I have no intention of staying,” he replied.*

“I do not object,” he said, “to the tenor of the report.”

Franklin said, “A penny saved is a penny earned.”

A speculator said the practice is “too conservative for inflationary times.”

UNFAMILIAR TERMS: A word or words being introduced to readers may be placed in quotation marks on first reference: *Broadcast frequencies are measured in “kilohertz.”* Do not put subsequent references to *kilohertz* in quotation marks.

PLACEMENT WITH PUNCTUATION: The period and the comma always go within the quotation marks. The dash, the semicolon, the question mark and the exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.