

Al-Anon Family Groups Southern Africa Branding Guide

February 2018

Overview

This Guide is meant to ensure that all communications, both internal and public, have the same look and feel, formats, conform to WSO style guides, and have the correct usage of our logos.

This standardization eliminates confusion with other 12 Step organisations, are clearly identified as being from the Al-Anon Family Groups, including Alateen, and inform both our members and publics what we do, how we do it and how we can help those in need.

All global brands need a branding guide to ensure they present a consistent and recognizable message at all levels. It behooves us as representatives of AFG to follow these guidelines as closely as possible. Any queries should be addressed at 1. Area level PO coordinator and or 2. National PO coordinator.

As Al-Anon South Africa, we have committed to WSO to uphold these guidelines, something WSO takes very seriously.

LOGOS

The misuse of our logos is very common. The following will help you when formulating documents.

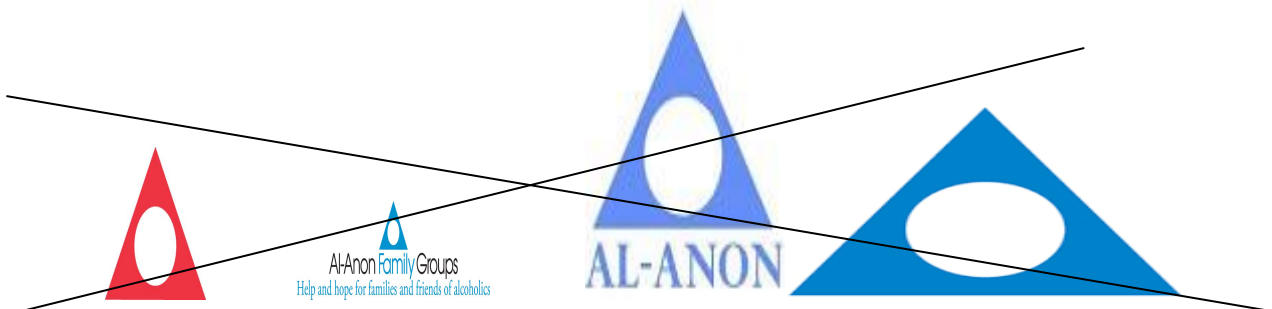
For simple use, the following logos are currently approved:



As you can see, the colours vary – this is due to your monitor or screen, paper used, printer, etc. If you are going to print something, the Al-Anon logo is done in Pantone Process Blue and the Alateen logo is done in PMS 032

If you are not using colour it is OK to use black on white. Please do not reverse the logo as white out of any colour

NOTE: Many of us DISTORT the logo unwittingly:



If you want to change the size of the logo. Click on the image, when you see the box, click on the corner tag, hold down the SHIFT key and drag to the size you want, the image will keep its original proportions. Avoid pixilation.

General guidelines

1. Most Al-Anon (AFG) correspondence and internal documents use Arial 12 or 11, for readability. Generally, documents are single-spaced with a double space between paragraphs. Spacing after a period is one space. Please note: We use South African English and spelling in all local correspondence.
2. Our names are:
 - a. Al-Anon Family Groups – Please DO NOT use Alanon, AlAnon, Al-anon etc. It MUST have the hyphen (with no spaces before & after), and the upper case for **BOTH As**.
 - b. Alateen is simply Alateen, with no variations
 - c. Al-Anon Adult Children may be referred to as AAC – **NOT ACA** – that is a different organisation, nor is it AACA.
 - d. When typing the word, “Al-Anon” *always* insert a non-breaking hyphen: CTRL+shift+hyphen. When working in a document where Al-Anon appears many times, use the Find and Replace function in Word. Do not use a hard space to fix the problem of Al-Anon separating, as it will affect the presentation of a published document.
Note: The only exception is when writing emails, which don’t recognise the non-breaking hyphen.
3. When quoting any of the Legacies, Preamble, Serenity Prayer, Al-Anon Declaration, Suggested Welcome, or Suggested Closing, copy and paste the wording from the Macros documents rather than typing it. The documents can be found under S:/Macros 05. They are password-protected and can be opened as “Read Only.”
4. When referring to any piece of Al-Anon literature, include the catalogue number in parenthesis the first time it is mentioned, e.g., *Discovering Choices* (B-30). Subsequent referrals in the document can be made by title only.

5. Use *italics* to indicate emphasis in a sentence, rather than **bold** or ALL CAPS, or ALL CAPS UNDERLINED; you do not want to give the impression that YOU'RE YELLING AT WHOEVER IS READING YOUR DOCUMENT, e.g., "This was a perfect example of not jumping in with my *will*."
Note: The only exception is when referring to working titles of books, pamphlets and service tools, e.g., "We are still accepting sharings for the NEW DAILY READER (working title)."
6. In a list, there is usually no need to use a comma before "and."
7. Use www.alanon.org as website address for print publications. Use www.alanon.org for electronic media.
8. When referring to the website for members, use Members website (no apostrophe).

Al-Anon words that are always capitalised and corresponding acronyms, if available.

- Spell out the word the first time it appears in the document, followed by the abbreviation in parentheses, e.g., The World Service Office (WSO) is the headquarters of Al-Anon Family Groups. The WSO is located in Virginia Beach.
- Abbreviation plural: use a lower case "s" as in LDCs, GRs, etc. Please note when using an acronym as a plural, there is no apostrophe – NOT GR's, CD's

Note: the words internet, social media and website are not capitalised, and website is one word.

Al-Anon Adult Children (AAC)
Alateen
Alateen Group Sponsor
Al-Anon/Alateen
Al-Anon Declaration or Al-Anon/Alateen Declaration
Al-Anon Family Groups (AFG)
Al-Anon Family Group Headquarters, Inc.
Al-Anon Family Group Trust (AFGT)
Al-Anon Family Group Headquarters (Canada) Inc. [Note: no comma after (Canada)]
Al-Anon Information Service (AIS) [also Information Services/Intergroup]
Al-Anon Member Involved in Alateen Service (AMIAS)
"Al-Anon World Service Conference Charter" (use quotation marks)
Alcoholics Anonymous (A.A.) [except in the Traditions, where AA is used]
Alternate (when part of a title, e.g., Alternate Delegate)
Area (when referring to Al-Anon term)
Area Service Committee (ASC)
Area Service Board Member (ASBM)
Area Service Office (ASO)
Area World Service Committee (AWSC)
Assembly (when referring to Al-Anon term)
At-Large (Committee member)
Board Mission Statement

Board of Trustees (BOT)
Board Vision Statement
By-Laws (BY-LAWS all caps <i>only</i> when referring to U.S. or Canadian AFG corps)
Clearing House (AI-Anon's first office) [otherwise spelled: clearinghouse]
Conference Approved Literature (CAL)
Conference (when referring to WSC)
Cooperating with the Professional Community (CPC)
Corporate Identity (CI)
Current Mailing Address (CMA)
Delegate
District
District Representative (DR)
Een Dag op 'n Keer (EDOK)
Executive Committee
Gauteng and Districts (G&D)
General Service Board (GSB)
General Service Committee (GSC)
General Service Conference (GSC ??? clashes with General Service Committee)
General Service Office (GSO)
Group Phone Contact
Group Representative (GR)
Higher Power (HP)
International AI-Anon General Service Meeting (IAGSM)
Knowledge-Based Decision-Making (KBDM)
Kwa-Zulu Natal (KZN)
Kwa-Zulu Natal and Midlands (KZN & M)
Legacy(ies) (when referring to Steps, Traditions and Concepts)
Literature Distribution Centre (LDC)
Loner Member
Loner Member Contact
National AI-Anon Service Structure (NASS)
One Day at a Time (ODAT)
Policy Digest
Power (as in Power greater than ourselves)
Public Information (PI)
Public Outreach (PO)
Policy and Planning (P&P)
Public Service Announcement (PSA)
Region (when referring to AI-Anon term)
Regional Trustee (RT)
Service Sponsor
Sponsor (as a noun)
Strategic Plan Priorities
Standard Operating Procedure (SOP)
Suggested AI-Anon/Alateen Closing
Suggested AI-Anon Preamble
Suggested Alateen Preamble
Suggested AI-Anon/Alateen Welcome
Task Force (TF) [when cited with full name, e.g., Events Task Force]
Task Team (TT) ?
Together Empowering AI-Anon Members (TEAM)
Thought Force (ThF) [when cited with full name, e.g., Benefits of Twelve Step Work Thought Force]

Trustee
Trustee at Large (TAL) [no hyphen]
Twelve Steps
Twelve Traditions
Twelve Concepts of Service
United States (US) or USA
Warranties (as in General Warranties of the Conference)
Work Group (WG)
Work In Progress (WIP)
World Service Conference (WSC)
“World Service Handbook” (part of <i>Service Manual</i>) [subsequently referred to as Handbook.]
World Service Office (WSO)
<i>Note: Those listed in RED may change this year</i>

- An individual’s service position is capitalised, e.g., Committee Chairperson, *Forum* Coordinator, Group Treasurer, Sponsor, Service Sponsor, etc.
- The following words are not capitalised: group, meeting, member, longtime member (do not use long timer or old timer) and fellowship, unless referring to a specific group name, e.g., “Fun and Fellowship Al-Anon Family Group.”
- The words “committee” or “conference” are not capitalised unless referring to the name of a specific committee or conference, as in “On second reference, the Literature Committee and World Service Conference can be called the Committee and the Conference.” This principle also applies to thought force, workforce and task force.
- Capitalise “Public Outreach” when referring to a specific committee or service position, as in “Area Public Outreach Coordinator” and “Members of the Public Outreach Committee met via conference call to discuss...”
- Similarly, “Guideline” is capitalised, when used as part of the title of a specific guideline or when referring to the Al-Anon Guidelines, e.g., “The Al-Anon Guidelines are found on the Members website under Group Services.”

Publications

The titles of all Al-Anon publications and service materials are italicised and in title case e.g.:

The Al-Anon/Alateen Service Manual (P-24/27)

Many Voices, One Journey (B-31)

Taking a Group Inventory (G-8)

Conference Summary

The Forum

Al-Anon Faces Alcoholism

Area Highlights

Group eNews

News about Families of Alcoholics

Note: The one exception is *Alateen—a day at a time.*

- When referencing chapters, headings and article titles within a publication, quotation marks are used, e.g., refer to the “Public Outreach” portion of the “Digest of Al-Anon and Alateen Policies” section of the *Al-Anon/Alateen Service Manual*.
- When referencing a specific title within a publication, use the title exactly as it appears in that publication, whether it is in title case or sentence case, e.g., Read Chapter Four in *How Al-Anon Works* (B-22), “Understanding Ourselves and Alcoholism.” The following sharing, “Al-Anon’s greatest gift: finding balance in my life,” was published in the March 2015 issue of *The Forum*.

Slogans

Slogans should be treated like titles with regards to capitalisation and should be set in quotation marks. If the slogan is not quoted exactly, it should not be capitalised or set in quotation marks, e.g., In Al-Anon, I learned to “Let Go and Let God,” but letting go and letting God wasn’t always easy.

“But for the Grace of God” “Easy Does It” “First Things First” “How Important Is It?” “Just for Today” “Keep an Open Mind”	“Keep Coming Back” “Keep It Simple” “Let Go and Let God” “Let It Begin with Me” “Listen and Learn” “Live and Let Live”	“One Day at a Time” “Progress Not Perfection” “Think” (when referred to as a slogan) “Together We Can Make It”
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Sayings

There are several sayings sometimes used in Al-Anon that are not considered slogans. Sayings should be in lower case and set apart in quotation marks.

“this too shall pass” “gratitude changes your attitude” “to keep it you have to give it away” “mind your own business”	“principles above personalities” “take what you like and leave the rest” “learn, love and grow” “fake it until you make it”
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Mnemonic devices

The three Cs (Didn’t cause it; Can’t control it; Can’t cure it)
The three As (Acceptance, Awareness, Action)
HALT (Hungry, Angry, Lonely, Tired)
THINK (Thoughtful, Honest, Intelligent, Necessary, Kind)

Because of difficulty in translating, those are usually spelled out following the initials.

Hyphenated words

Al-Anon
French-speaking
Spanish-speaking
French- and Spanish-speaking
Knowledge-Based Decision-Making

non-alcoholic
non-member
toll-free
Catalogue numbers, e.g., P-24, B-30, S-4
Twelfth-Step work
Fourth-Step inventory

Note: cofounder, email, online and website are each one word, without hyphens.

Numbers

- Spell out numbers one through ten and use numerals for eleven and above. Spell out percent in text and/or headlines but not in charts or in information supporting charts.
Note: The exception is when a sentence begins with a number, *always* spell out the number.
- Spell out and capitalise all numbers related to the Twelve Steps, Traditions, and Concepts of Service: Fifth Step, Step Three, Concept Eleven, and Twelfth Step work.
- Avoid superscript, such as (10th, 11th and 12th) when referring to the Steps, Traditions and Concepts, e.g., “Tenth” “Eleventh” and “Twelfth” are preferred.
- Money
 - Include Rands and cents on order forms, as in R10.50