CMAA Style Guide

The CMAA Style Guide is the official communications guide updated annually. For any questions, please contact Melissa Low, CAE, Senior Director, Communications & Advocacy, at 703-739-9500 or *melissa.low@cmaa.org*.

CMAA Logo Usage

Seal | Wordmark
Logo

CMAA Logo

As the primary identifier of the Club Management Association of America, it is essential that the CMAA Logo and the individual components – the CMAA Seal and the Club Management Association of America Wordmark – are not altered in any way. Please do not re-create the Logo or either of the two elements and only use the approved official electronic artwork.

Seal and Wordmark

The two elements that make up the CMAA Logo, the Seal and Wordmark, can be used together or separately. As the prototypical application illustrates, the Seal can be used as a graphic element for greater impact or when space is limited.

The CMAA Wordmark is sometimes replaced by an event-based graphic created by CMAA. The Seal must maintain its original proportion, though the minimum width can vary accordingly.

Clear Space and Minimum Size

In typical cases, the CMAA Logo is surrounded by a field of clear space to isolate it from competing graphic elements and to increase legibility. The clear space minimum is equal to the width of the letter 'C' within the CMAA Seal.

In print media, do not use the Logo below two inches in width.

In online media, do not use the Logo below **180 pixels** in width. CMAA logos must also be rendered as scalable vector graphics (.svg) to maintain sharpness and clarity of the logo at all screen resolutions.

CMAA Logo Usage *(continued)*

The CMAA Logo may be used by both CMAA members and chapters in good standing.

■ The use of the CMAA Logo by any member of the Association in good standing is authorized for the members' business cards, stationery, and envelopes where the member's name is imprinted on the paper.

Members of the Association in good standing may use the phrase "member of CMAA" or use any logo, emblem, insignia, or phrase indicative of membership as approved by the Board of Directors.

In such instances, the size limitations on page two may not be realistic. Please contact CMAA staff for specific Logo usage guidance.

■ Use of the CMAA Logo shall be in good taste and within acceptable business practices as determined by CMAA. CMAA reserves the right to limit or revoke the use of the Logo by members and chapters, if warranted.

■ The CMAA Logo may not be used for any commercial purpose unless approved specifically by CMAA.

■ Use of the CMAA Logo does not represent approval by CMAA of the content of websites, digital marketing, circulars, brochures, and other such promotional materials without prior written permission of the Association. A copy of the proposed material or depiction showing the use of the Logo must accompany all requests for permission.

■ Members and chapters may not adopt, publicize, promote, or otherwise convey any policy or principle in the name of CMAA that has not been officially adopted by the Association.
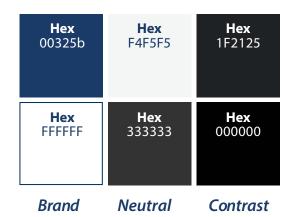
Sample Member Usage

Email Signature

Business Card

Color

Spot Color	Process Color	RGB	Hex
Pantone 540C	Cyan: 100	Red: 0	00325b
Pantone 540U	Magenta: 55	Green: 51	
	Yellow: 0	Blue: 102	
	Black: 55		

The color definition for the CMAA Logo is as important as the individual graphic elements. It is critical that the color definitions to the left be used as reference when considering the reproduction of the CMAA Logo in color. In limited situations, the Logo can also appear in all white (reverese). The Logo works best in reverse when a photo or non-solid background may affect the Logo's legibility.

Web Color

CMAA web pages should be designed with a consistent and minimal color palette to ensure content is easily accessed and consumed by the viewer. CMAA relies on text heavy blocks of content with color application to suit viewer needs.

Blocks of content and text should create contrast and be legible with color selection. These colors provide a neutral foundation upon which content can be developed without disrupting brand focus.

Hex 00325b	Hex F4F5F5	Hex 1F2125
Hex FFFFFF	Hex 333333	Hex 000000

Brand *Neutral* *Contrast*

Other CMAA Brands

CMAA has a number of services and products that are also treated as brands. The following logos are official graphic images associated with CMAA products/services/brands:

Business Management Institute
Pantone: Black **CMYK:** C0 M0 Y0 K100
RGB: R0 G0 B0 **Hex:** 000000

The Club Foundation
Navy: 540C **CMYK:** 100C 55M 0Y 55K
RGB: R0 G55 B104 **Hex:** 003768
Aqua: NA **CMYK:** 100C 0M 40Y 0K
RGB: R0 G170 B173 **Hex:** 00AAAD

Premier Exhibitor and
Premier Exhibitor Plus
Pantone: 3272C **CMYK:** C100 M0 Y40 K10
RGB: R0 G156 B158 **Hex:** 009c9e

Club Resource Center
Pantone: 540C **CMYK:** 100C 55M 0Y 55K
RGB: R0 G55 B104 **Hex:** 003768

CMAA University
Pantone: 540C **CMYK:** 100C 55M 0Y 55K
RGB: R0 G55 B104 **Hex:** 003768

International Wine Society
Pantone: 209C **CMYK:** C0 M83 Y34 K51
RGB: R139 G40 B66 **Hex:** 8b2842

Club Spa and
Fitness Association
Pantone: 295C **CMYK:** C96 M80 Y32 K43
RGB: R19 G46 B83 **Hex:** 132e53

Women in Club Management
Pantone: Black **CMYK:** C0 M0 Y0 K100
RGB: R0 G0 B0 **Hex:** 000000

CMAA Young Professionals
Navy: 540C **CMYK:** 100C 55M 0Y 55K
RGB: R0 G55 B104 **Hex:** 003768
Green: 000 **CMYK:** C40 M0 Y100 K0
RGB: R166 G206 B57 **Hex:** a6ce39

CMAA World Conference
and Club Business Expo
(New Design Annually)
CMYK: C99 M88 Y21 K7
RGB: R36 G62 B125 **Hex:** 243E7D

Mid-Management Conference
CMYK: C0 M90 Y90 K15
RGB: R207 G56 B40 **Hex:** CF3828

Leadership/Legislative
Conference (LLC)
(New Design Annually)
CMYK: C70 M90 Y0 K20
RGB: R91 G49 B128 **Hex:** 5B3180

National Student
Education Conference
(New Design Annually)
Pantone: 201C **CMYK:** C24 M100 Y77 K18
RGB: R163 G32 B53 **Hex:** a31f37

CMAA Strategic Partner
CMAA Business Partner
Pantone: 540C **CMYK:** 100C 55M 0Y 55K
RGB: R0 G55 B104 **Hex:** 003768

Education Partner
Pantone: 540C **CMYK:** 100C 55M 0Y 55K
RGB: R0 G55 B104 **Hex:** 003768

Member Recognition

Certified Club Manager

Certified Chief Executive

CMAA Honor Society

Master Club Manager

CMAA Diversity, Equity & Inclusion

CMAA Fellows

CF Contributor

Wine Society Member

**Conference Attendee
(May Change Annually)**

Legal Notices, Trademarks, and Copyrights

CMAA's trademarks, service marks, and trade name are valuable assets. Because CMAA intends to protect these assets and strengthen its image and brand identities, we require that use of all trademarks reflect a positive image and do not confuse or deceive members or the public. Only CMAA can use the CMAA logo in advertising, promotional, and sales materials. CMAA authorizes logo usage on a case-by-case basis, and it must always be in conjunction with the appropriate terms that define the relationship.

For approval, please contact Melissa Low at 703-739-9500 or **melissa.low@cmaa.org**. The CMAA website and brands are protected under appropriate law.

The CMAA name, brand logos, trademarks, and service marks are among the most critical elements of our identity and convey the many aspects of our value.

Trademark: What is a trademark?

A trademark includes any word, name, symbol, or device, or any combination thereof, used, or intended to be used, in commerce to identify and distinguish the goods of one manufacturer or seller from goods manufactured or sold by others, and to indicate the source of the goods. In short, a trademark is a brand name. Use the ® symbol to indicate a registered trademark and the ™ symbol to indicate a trademark.

Service Marks: What is a service mark?

A service mark is any word, name, symbol, device, or any combination thereof, used, or intended to be used, in commerce, to identify and distinguish the services of one provider from services provided by others, and to indicate the source of the services.

Symbols on Printed or Electronic Material

Always use the ® or ™ symbol (as appropriate) with the first and the most prominent appearance of a CMAA mark in a particular piece of printed or electronic material. If this is done, it is not necessary to use the symbol with subsequent appearances of the CMAA mark in the same piece of material.

Symbols on Websites and Web Pages

Always use the ® or ™ symbol (as appropriate) on the first and most prominent appearance of a CMAA mark on a website home page, each top level website page and on all website pages that are externally linked.

Proprietary Notices

Each document or other piece of material (e.g., marketing materials, white papers, advertisements, press releases, brochures, invoices and website pages) and products (or their packaging, containers or labels) that use a CMAA Mark should contain a legal line in the following form:_____ and _____ are either registered trademarks or trademarks of CMAA in the United States and/or other countries. If you have any questions regarding CMAA's style guidelines, please contact Melissa Low at 703-739-9500 or **melissa.low@cmaa.org**.

Official CMAA Communications and Publications

CMAA has communications and publications that are used to communicate on a regular basis with our members or certain sub-sets of our members.

Just In Time – Delivered via e-mail, Just In Time e-mails will include a specific call to action and a deadline for completion. These e-mails are designed to illicit an immediate response and will be sent out to CMAA member as needed. Examples would include a time-sensative legislative and regulatory alert or an approaching registration deadline.

CMAA Alerts – These e-mails will highlight an issue of major importance and relevance to CMAA's entire membership. Distributed infrequently, these e-mails will include information of which you need to be immediately aware. Examples would include a date change of an annual event or a major industry announcement.

Trends – This category reflects communications which disseminateindustry trend information, practical guidance and information that will help CMAA members do their jobs more efficiently and effectively, including Outlook, Club Management magazine and the CMAA Webinar series. Trends will be delivered in a number of mediums including e-mail, in print and online via the website. All contain relevant and topical information but it is not necessary to be read or acted upon immediately.

Club Management

Club Management is the official magazine of CMAA. Published bi-monthly, the magazine focuses on the day-to-day operations of clubs and those who run them.

Outlook

Outlook is a bi-monthly publication for the CMAA membership distributed electronically.

Interactive Community – This category focuses on dialogue fostering networking and relationships drawing upon industry expertise and is primarily member-led. Opportunities for this dialogue exist in CMAA's active LinkedIn Forums, the weekly Back of the House blog, Twitter, and Facebook. What is great about the Interactive Community is that you can choose to participate in the mediums that you want to be a part of and CMAA will share relevant information in the manner in which you want to receive it.

Back of the House

The Back of the House blog was developed specifically for the club manager, staff and board. This resource is updated weekly with information and advice from industry professionals on relevant club topics and issues as well as legislative and regulatory information from the Legislative Report blog.

Let's Talk Club Management Podcast

Let's Talk Club Management is a monthly podcast dedicated to giving an in-depth look at the club management profession. With insider stories of first-hand experiences to best practices from your Association leaders, CMAA looks to provide you with the best information (with a side of fun).

Social Media

CMAA strives to communicate with our members where they are – and that includes being present on a variety of social media platforms. These resources are available to all members and are often updated multiple times a day with important information from National HQ, events, fun facts, blog posts and industry news.

Join the conversation:

https://www.facebook.com/MyCMAA

@CMAA

https://www.linkedin.com/grp/home?gid=40488&sort=RECENT

http://www.flickr.com/photos/cmaa

clubmanagement1927

Resources – This category is all about promoting learning and driving decisions. Our resources are comprised of our wealth of tools, programs, and services benefitting CMAA members and their clubs including CMAA's expansive website, Research Archives, CMAA University, and the Club Resource Center.

Other

Chapter Digest

Chapter Digest is an online monthly newsletter that is distributed electronically to the CMAA chapter officers and managing directors. The mission of the newsletter is to provide information and training tools for chapter leaders to perform their duties effectively.

The Grapevine

The Grapevine is a quarterly newsletter that is emailed to all of the International Wine Society members. This newsletter features various wine-related topics in each issue and keeps members up to date about what is going on in the Society.

CMAA Typography

CMAA engages its audience using several communication tools. Because these tools find themselves in various platforms, they include a variety of typefaces that may be used interchangeably.

In order to help focus and solidify the CMAA visual brand, we limit the available choice of fonts to Sans Serif type faces that have several different weights ranging from Light and Light Italic to ExtraBold and ExtraBold Italic.

Some examples of typical workhorse typefaces are:

Online Media: Monserrat, Arial

Print Media: Myriad Pro, Helvetica Neue, Arial

The CMAA Logo is built with the GilSans typeface. This font is used exclusively for the Logo to maintain a unique status.

CMAA events which receive their own logos can also incorporate outstanding typefaces to promote these events above and beyond typical communications.

Examples of fonts being used as event-specific fonts:

Grapevine 2020: Acumin Pro

San Diego 2022: BioSans, Aleo

Style References

This style guide lists supplements several standard style guides, dictionaries, and other reference material. If you can't find something in our style guide, look in these references or refer your question to the department editor.

- FIRST source for style and spelling: CMAA Style Guide A toZ
  This reference includes exceptions to the three resources noted below (as well as reminders of some style rules and word treatments found in these resources.)

- SECOND source for style: 17th edition of The Chicago Manual of Style

CMAA Communication and Language

CMAA employs a members' first strategy, emphasizing the achievements of and benefits to our members, first and foremost. When writing for association publications, all writers should keep this in mind. We serve to alleviate and provide solutions to their challenges. We should avoid all language that intends to sell to our members, instead connecting our members with services and resources which can provide solutions and enable their success. We must highlight the benefits of membership.

Writing for Web vs. Writing for Print

When creating content for CMAA publications, it is important to consider where material will be presented. People consume information differently across various mediums and nowhere is this distinction more apparent than between online and print.

When writing for association publications, we should keep in mind that online content should be concise. Reproduction of printed materials is not preferred – often the copy is too long and buries the lead. Brevity in web writing aids in clarity and aesthetics, and makes the user experience more enjoyable.

CMAA Style A to Z

A

acronyms

Spell out full name the first time it appears, and follow with acronym in parentheses – Club Management Association of America (CMAA) or can be referred to as the Association.

The Club Foundation (CF), or can be referred to as the CF or the Foundation. If the acronym appears in the sentence immediately following the one in which the name appears, do not include the acronym in the first sentence.

Examples:
Correct: We work at the Club Management Association of America. CMAA is located in Alexandria, VA. The Association is a short walk from the King Street metro.

Incorrect: We work at the Club Management Association of America (CMAA). The Association is located in Alexandria, VA. CMAA is a short walk from the King Street metro.

Active Voice

Active voice should be used instead of passive voice

ALLCAPS

Allcaps text should be avoided within webpage or print copy, including headers

ampersand

Use & only in display type (for ex., heads and subheads) or when citing a business or firm that has an ampersand in its title, not in text. May be used in job titles.

B

Bulleted lists (aka vertical lists)

A vertical list is best introduced by a complete grammatical sentence, followed by a colon. Items carry no closing punctuation unless they consist of complete sentences. If the items are numbered, a period follows the numeral and each item begins with a capital letter.

OR

In a numbered vertical list that completes a sentence begun in an introductory element and consists of phrases or sentences with internal punctuation, semicolons may be used between the items, and a period should follow the final item. Each item begins with a lowercase letter. Such lists, often better run into the text, should be set vertically only if the context demands that they be highlighted. If bullets were used instead of numbers in the example above, the punctuation and capitalization would remain the same.

C

capitalization

In headlines, capitalize the following:

■ first and last words of headline;

■ nouns, pronouns, adjectives, adverbs and verbs (including "Are" and "Is," but lowercase "to" in "to Be" because of infinitive rule; lowercase articles – e.g., "an," "a," "the").

With titles, follow these capitalization samples:

■ Michele Gyuras, Manager, Member Solutions, CMAA

■ CMAA Member Solutions Manager Michele Gyuras; and

■ CMAA's coach Kevin MacDonald (coach is the name of a profession and an adjective, it is not a title).

Lowercase letters in words that are not proper nouns/names (i.e., when not a proper noun, lowercase "p" in partnership, "c" in chapter(s), "s" and "a" in silent auction, etc.).

Always capitalize the following:

■ chairman titles (Education Chairman);

■ The Club Foundation;

- CMAA Board of Directors (but: the club's board of directors);

- CMAA department names (Education Department);

- committee names (CMAA Bylaws Committee; but: the chapter's bylaws committee);

- Conference, Pre-Conference, At-Conference;

- names of clubs and chapters ("Windy Breeze Club, Delaware Chapter" – but "several clubs belong to CMAA chapters");

- membership status (Professional or Alumnus);

- types of certification credits (CMI Education credits, Association Activity credits)

On print forms, be consistent with treatment of words indicating information to be completed.

Name: _____

Membership ID or Number: _____

Address: _____

City/State/ZIP:_____

Business Phone: _____

Mobile Phone:_____

Email:_____

Website: _____

clubhouse

ClubCareers

Club Resource Center (CRC)

comma

Use the oxford comma.

CMAA Partnership Network

Club Car
Two words

ClubProcure
One word, no space.

Entegra

E-Z-GO

GGA Partners

Insperity

John Deere Golf
Don't forget the "golf".

Jonas

KOPPLIN KUEBLER & WALLACE

RSM

Textron Golf

Toro
Logo should be followed by "Count On It".

Continuation notations on formatted pages

Most specifically applicable to CMAA's newsletters. The notation of "continued on page X" is used when the item ends with the period and the article continues on a jump page. The notation is not used when item breaks in the middle of the sentence and continues on the next formatted page.

D

database

decision makers

Two words.

decision-making

Hyphenated word.

degrees

Spell out (78 degrees); do not use symbol.

DVD

E

ellipses

Example: Learn… Celebrate… Connect! A fourth dot represents the period at the end of a sentence.

email

No hyphenation of this word.

Do not italicize in text.

Make clickable on web or in digital publications

Email signature

Melissa Low
Senior Director, Communications and Advocacy
Club Management Association of America
1733 King St, Alexandria, VA 22314
Phone: 703-739-9500 ext. 286

Em Dashes

Use an em dash instead of two hyphens. There should be no spaces around an em dash.
Example: word—word

En Dashes

Should always be used for spans or ranges of numbers, dates, and times. There should be no spaces around an en dash. Example: October 6–11, 2022

Events

Club Leadership Summit (Summit)

Leadership/Legislative Conference (LLC)

Mid-Management Conference (MMC)

National Student Education Conference (NSEC)

World Conference and Club Business Expo (World Conference)

exclamation points

For effective emphasis, use sparingly – only for commands and true exclamations ("Stop!" and "What a wonderful event!"; but "Plans for the event are wonderful." and "Join us for this wonderful event."); rewrite content to prevent more than a few exclamations/commands per publication.

F

fax

Only capitalize at the start of a sentence

Fewer than or Less than

Fewer is used for things you can count; less than is used for things you can't count.

G

golf car

Not golf cart

H

health care

home page

hyphenation

No hypen is used in a compound modifier when the adverb or adjective ends with "ly" (e.g., a closely guarded secret).

I

internet

Lowercase i.

iPhone or iPad

Brand names that begin with a lowercase letter followed by a capital letter now retain the lowercase letter even at the beginning of a sentence or a heading.

L

Leadership/Legislative Conference (LLC)

Official event name.

login or log in

noun vs. verb

logon or log on

noun vs. verb

M

measurements

Use figures, and spell out words ("5 pounds," not "5 lbs.").

Mid-Management Conference (MMC)

Official event name.

mobile phone

money

If no cents, no decimal ($50 — not $50.00). If more than 3 digits, use commas ($2,003 — not $2003). For millions and higher round amounts, spell out word ($5 million). Clarify ranges: "$5 - 6 million" indicates a range of $1 million; "$5 - $6 million" indicates a much larger range.

more than

When referring to an amount, use "more than" instead of "over" ("CMAA has more than 5,000 members.")

Mr., Ms., Mrs.

Do not use before names. Except for Committee/ Board Meeting Minutes.

N

non prefix

No hyphen in words beginning with the "non" prefix exceptions: "non-member," "non-profit" and usage with proper nouns such as "non-Christian."

numbers

Spell out numbers lower than 10; use numerals for 10 and higher (two, second; 10, 10th,) – exception: for proper names, always use numerals (4th of July, 6th National Student Education Conference).

If a numeral must be used for one number in a series, use numerals for all (3 of the 12 clubs in the chapter).

Spell out all numbers used at beginning of sentence ("Fifteen clubs entered the contest…").

Use figures for weights, measurements, percentages and degrees (2 pounds, 5 feet, 4 percent, 6 degrees).

For millions and higher amounts, spell out word ($5 million).

O

offline, online

Do not use a hyphen.

on site and on-site

"I will register on site" — two words

"The on-site registration desk" – hyphenate for adjective

P

percent

Spell out (100 percent); do not use symbol (%) except when the percentage appears in a table or budget-related memo.

PGA TOUR

phone numbers

703-739-9500

001-703-739-9500

PO Box in addresses

No periods in PO Box.

Possessive proper nouns

If a proper noun is modifying another singular noun, the possessive form of the proper noun is not needed.

Examples: The CMAA Education Department
The CMAA World Conference on Club Management and Club Business Expo

If a proper noun is modifying a plural noun, the proper noun should take the possessive form.

Examples: ClubCareers' job listings
CMAA's annual events
CMAA's members' jobs

Publications

Publication titles should be italicized. This includes print publications and digital publications like including the *Back of the House Blog*, *The Grapevine*, and the *Let's Talk Club Management Podcast*.

Punctuation

■ Place a period inside a closing parenthesis if an entire independent sentence is enclosed in the parentheses. If it is an incomplete sentence, place the period outside the closing parenthesis.

■ Periods, commas, semicolons, question marks, and exclamation points all precede closing quotation marks.

■ Only one space should follow a period.

R

résumé

For employment résumés, place an accent over each "e."

round-table or roundtable

Hyphenate for adjective: "round-table discussion" and no hyphen for noun – roundtable: "I attended a roundtable."

S

seasons

Most often, not capitalized; when in doubt, do not cap; only cap when truly personified ("the BMI this spring"; "the trees in the springtime;" "Then Spring arrived, and we celebrated.").

Slash

There is no space around a "/" if it divides two words. Example: word/word.

States

Use postal abbreviations (VA, MD, AZ), no periods.

Suffixes

Use a comma between the last name and an academic suffix (e.g., Ph.D., CCM). Examples may be related to data conversion.

T

Time

Follow these models: (Note: Use an en-dash with no spaces before and after it.)

When listing on schedule: 9:00–10:00 a.m.

In running text: 9:00 to 10:00 a.m.

Use 12 noon instead of 12:00 p.m.

U

US or United States

For the abbreviation, not U.S. and not USA.

W

wait staff

Two words

Website URLs

The beginnings of a website URL are not needed within copy.

URLs are neither *italicized* nor <u>underlined</u> within copy.

Correct: cmaa.org

Incorrect: https://www.cmaa.org or www.cmaa.org

Avoid writing out URLs on the website or in digital publications (note: this makes it easier for screen reading devices or other assistive technologies to read the content to a user)

Example: Read our DEI Statement for more information.

Incorrect: Read https://www.cmaa.org/template. aspx?id=47342 for more information.

website

One word; do not capitalize.

web, web page

Do not capitalize.

World Conference and Club Business Expo

Official event name.

webinar, webcast, webcam, webmaster

Do not capitalize web in these instances.

Z

ZIP code

Digital-Specific Style Items
(website, newsletters, etc.)

ALLCAPS

Allcaps text should be avoided within webpage or print copy, including headers.

Alt Text

For Images: Alternative content should be available for all images, describing them rather than just titling them

For Multimedia: Alternate versions of content in multimedia should be available whenever possible (such as transcriptions for videos, podcasts, etc.)

Buttons

Buttons should be calls to action and begin with action verbs.

Examples: Register Now
                  Join a CMAA Chapter

Color Contrast

All color combinations (text on a background, button on a background, text on a button, etc.) should pass color contrast tests.

Useful sites for checking contrast:

https://color.adobe.com/create/ color-contrast-analyzer

https://webaim.org/resources/contrastchecker/

Header Style

Larger than text; title caps; no colon after a section header (let title speak for itself)

Images

Generally, images should not contain text that could be represented in page copy instead or as a text overlay. If an image must contain words (Example: a cover image of our magazine) it should be a .png file not a .jpg in order to preserve the crispness of the text. Some additional exceptions to this might be infographics, charts, graphs, and approved logos. Using text in webpage copy instead of embedded within an image aids with accessibility as well as search optimization strategies.

Permissions for all images used must be acquired by the creator/subject of the image. The following are also allowed: in-house creation of images, outsourced creation of images, stock photo galleries for which we have a subscription, stock photo galleries that are copyright free and/or creative commons licensed.

Captions should be placed beneath an image as applicable; not all images may have or need captions.

Image filenames should not contain spaces or special characters other than – or _. Filenames containing dates should be in the format YYYY-MM or YYYY-MM-DD.

Example: 2021-10-08

Incorrect: 10-08-2021

Images of people should have filenames of FirstnameLastnameYear.jpg or FirstnameLast-name-UsecategoryYear.jpg. Headshot size: 100px wide x 150px high

Link Appearance

Indicated by color and another style indicator (bold? Underline when hover?) for accessibility purposes.

Link Copy

Links should describe the content to which they link (i.e. descriptive links) for accessibility purposes as well as search optimization strategies. "Click here" and other variations should never be used.

Example: Register for the Chef Summit today!

Incorrect: Click here now!

Link Targets

Links to external (non-CMAA) websites should open for the user in a new tab with target="_blank". Links to internal (CMAA) website pages should open for the user in the same tab to preserve the user's journey.

Lists

Large blocks of text may best be represented as ordered or unordered lists. Lists should have a consistent bullet style. Items in lists should be written in parallel form.

Metadata/Head Tag Titles

There should be consistent style and format through-out site; no more than 64 characters long.

Examples:

World Conference & Club Business Expo | CMAA

Networking Events | CMAA World Conference & Club Business Expo

Navigation Items

Short and to the point; ideally, no more than 7 items per menu level (also see: Page Titles)

Page Titles

Page titles should be kept short and either mirror or contain the navigation item link copy.

Text Alignment

Main body text blocks and paragraph text blocks should be left-aligned (not centered, justified, or right-aligned). There may be specific cases where other alignments make sense for small bits of text, buttons, callouts, or links.