



2012
FFA STYLE GUIDE



FFA STYLE GUIDE

How and why to use this style guide

For the National FFA Organization, it is at once challenging and necessary to ensure that our communication – from published periodicals and brochures to the website – is consistent and professional. Our task is compounded by the fact that we use some terms that can be interpreted, especially by people without an agricultural background, several different ways. We can all point to examples in which a publication from one team capitalizes something that another publication does not. We are striving to eliminate those inconsistencies, and this style guide can be a valuable tool to help us reach that goal.

Don't be discouraged by the size of this manual. Built for use in different ways by different people, the FFA Style Guide is divided into sections that affect everyone who compiles information for distribution by FFA. To enable quick checking, these sections are set up like dictionaries, with entries arranged alphabetically. The entries represent a combination of basic English and specific FFA terminology. Even if a document is not being "officially" published – such as a letter to a member or potential sponsor – the slightest grammatical error and misspelling can be embarrassing and connote carelessness. This reflects negatively on the organization and is something we want to avoid. It's a good rule of thumb to play it safe and check your writing against the style guide, even when you are positive you're right.

The National FFA Organization uses the Associated Press (AP) stylebook as its source; however, the FFA Style Guide takes precedence over AP style on matters where the two guides differ. Additional standards may be determined as new words, phrases and acronyms are adopted by the organization. Remember to check this style guide first if in doubt, since dictionaries and other sources may vary on some rules or spelling. The FFA Style Guide always takes precedence over other sources. Please contact the Marketing, Communications and Branding Division if you have any questions about style.

A few FFA/agriculture abbreviations

Agricultural Career Network	AgCN
American Agricultural Editors' Association	AAEA
American Association for Agricultural Education	AAAE
Building Leaders and Strong Teams of Officers	Blast Off
Career Development Event	CDE
International Collegiate Agricultural Leadership Program	I-CAL
International Leadership Seminar for State Officers	ILSSO
Living to Serve	LTS
Local Program Success	LPS
National Agri-Marketing Association	NAMA
National Association of Agricultural Educators	NAAE
National Association of Agricultural Journalists	NAAJ
National Association of Farm Broadcasters	NAFB
National Association, Supervisors of Agricultural Education	NASAE
National Young Farmer Educational Association, Inc.	NYFEA
National Leadership Conference for State Officers	NLCSO
National Council for Agricultural Education	The Council
National Postsecondary Agricultural Student Organization	PAS
New Century Farmers	NCF
New Farmers of America	NFA
Partners in Active Learning Support	PALS
State Presidents' Conference	SPC
Supervised Agricultural Experience Program	SAE
Washington Leadership Conference	WLC

STYLE GUIDE A TO Z

A

abbreviations and acronyms (see list in front of the style guide).

On first reference, always spell out the exact full name, using proper capitalization. Avoid awkward constructions: Do not follow an organization's full name with an abbreviation or acronym in parentheses or set off by dashes. If an abbreviation or acronym would not be clear on second reference without this arrangement, do not use it.

academic degrees

Avoid an abbreviation and use instead a phrase such as : *John Jones, who has a doctorate in psychology...* Use an apostrophe in bachelor's degree, a master's, etc., but there is no possessive in Bachelor of Arts or Master of Science. Do not capitalize the type of degree.

She earned a master's in agricultural education and agribusiness.

accept/except

Accept means to receive willingly. Except means to take out or leave out from a number or a whole.

acronyms

Similar to abbreviations, acronyms are a collection of capital letters standing for a full, proper name or title. When writing FFA acronyms for publication, remember that the letters may mean something different outside the context of FFA.

To avoid confusion, always use the full phrase or title on first reference. On second reference and every use thereafter, only the acronyms are needed. The exception to this is "FFA," since we do not use "Future Farmers of America." Do not use periods within acronyms or abbreviations: *FFA, not F.F.A.* When using acronyms after the first reference, be consistent. If you've already defined your term once, use the acronym on every occasion thereafter within a single document.

advisor

Always advisor, not adviser. The proper term for the agriculture instructor when he or she is performing FFA-related responsibilities.

affect/effect

Affect is a verb; effect is (usually) a noun. When you affect something, you have an effect on it. The exception to the rule is when you use effect as a verb meaning to bring about or accomplish, as in “to effect a change.”

The virus affects only Microsoft-based programs. The movie had an effect on me.

affiliate

Term used in reference to local alumni groups. Never call an alumni affiliate a chapter. It should be capitalized only when used as part of a proper noun.

The Denmark FFA Alumni Affiliate donated money to the local FFA chapter.

Local FFA alumni affiliates should submit dues by Oct. 15.

afterward

Not afterwards.

ag

Use the word “ag” only in informal writing – and with “Team Ag Ed.” In formal writing, use “agriculture” or “agricultural” (see below). If someone is quoted using ag ed instead of agricultural education, then use ag ed. Lowercase unless the term is part of a title or formal name.

ages

Always use figures for people and animals. Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun.

A 15-year-old boy competed in the event.

The boy is 15 years old.

The race is for 9-year-olds.

agribusiness

One word

agricultural/agriculture

When used as an adjective (describing something), the term “agricultural” is appropriate (it’s always agricultural education). When used as a noun, the term “agriculture” is correct. Note: always use agriculture teacher/instructor/educator/student (remember that the teacher isn’t agricultural, she’s human. She teaches agriculture.) The phrase “agricultural industry” is incorrect. Use either “agriculture” or the “industry of agriculture.”

The industry of agriculture encompasses more than 300 careers.

There are more than 300 careers in agriculture.

agricultural literacy

agriculturalist

Someone who works in the industry of agriculture. Agriculturalist is preferred to agriculturist.

Agricultural Career Network (AgCN)

On first reference, always use the full name. On the second reference and thereafter, use AgCN.

agricultural content

agricultural education

Term used in reference to the instructional program that includes FFA. Replaces the term “vocational agriculture” in most instances. Do not use “agriculture education.” Lowercase unless the term is part of a title or formal name. If a high school teacher teaches agriculture, then she teaches agriculture, not agricultural education. Never use “agricultural science education.” We will, however, make reference to the science connection in other verbiage, particularly the “science, business and technology of agriculture” phrase that works so well.

Agriculture, Food and Natural Resources National Content Standards

Spell out full name on first reference. Use “AFNR” on second reference and thereafter.

agri-entrepreneurship

Always hyphenate.

agriscience

Agriscience is the term for common use in reference to curriculum or career areas. Do not hyphenate.

Steve McCallion teaches bioengineering and genetics in his agriscience classes.

Agriscience Teacher of the Year program

Agriscience Teacher of the Year program is the official name. The program is now administered by the National Association of Agricultural Educators (NAAE), not FFA.

Linda Rist was named the Agriscience Teacher of the Year.

alumni

See also National FFA Alumni Association. Alumnus, alumni, alumna. Alumni can be used when referring to a group of men and women. Use alumnus (singular) to refer to a man who has attended a school or belonged to an organization. For women, the singular is alumna. Can be shortened to alum, but only for informal purposes.

An alumnus of Baylor University, Joe is a prominent attorney.

She's an alumna of Campfire Girls.

It's a pleasure to speak to the alumni gathered here tonight.

a.m./p.m.

Lowercase, with periods. The abbreviations EST, EDT, CDT, etc., are acceptable on first reference for zones used within the continental United States, Canada and Mexico only if the abbreviation is linked with a clock reading: 9 a.m. PST. *See also time and time zones.*

Ampersand (&)

Only use an ampersand when it is part of an official title. Spell out in all other instances.

artwork

One word in all uses.

assure

You assure a person by making him confident. You can only assure a person, not a thing. Never use as in "assure the wording is correct." See also ensure/insure.

I assure you this will be corrected.

audiotaping, audiovisual

One word, not hyphenated. In informal writing, AV may be used.

awards

Exact titles for some of the many FFA awards include:

American Star Awards

American Star Farmer

American Star in Agribusiness

American Star in Agriscience

American Star in Agricultural Placement

Career Development Events (CDEs)

Distinguished Service Citations (DSC)

Honorary American FFA Degree

National Chapter Awards or Model of Innovation awards

National FFA Agriscience Fair

Agricultural Proficiency Awards

VIP Citations

B

baby boomer

no hyphen, lowercase

backward

Not backwards.

band, chorus and talent

Should be written as follows in first reference:

National FFA Band

National FFA Chorus

National FFA Talent

In second reference, use national band, national chorus or national talent when they stand alone.

The National FFA Band is terrific. The national band members love music.

If you must combine, use National FFA Band, Chorus and Talent on first reference. On second reference in this case, use band, chorus and talent.

Bankers Life Fieldhouse

Formerly known as Conseco Fieldhouse. Site of the convention and expo main stage in Indianapolis.

board of directors

Never capitalize board of directors or board of trustees when they stand alone.

The national organization is headed by a board of directors.

Capitalize them when linked with the organization's name.

The National FFA Board of Directors met in January. The board passed a motion to...

broadcast

Use this word (not broadcasted) to present both present and past tense.

bull riding

Two words, no hyphen.

bus/buses

Not busses.

C

cancel, canceled, canceling, cancellation

One "l" in canceled and canceling.

capital, capitol

A capital is the city where a seat of government is located or (when referring to money) a type of expenditure, equipment or property. Do not capitalize unless part of a proper noun, such as a business name. A capitol is the specific building of state or federal government. Capitalize when used in conjunction with U.S. or a state name, or when using the word as a proper noun. Don't capitalize when referring to more than one capitol.

Indianapolis is the capital of Indiana.

He works at Capital City Ford.

Students toured the Nevada State Capitol as part of their excursion.

The officers visited 43 state capitol buildings during their year of service.

career and technical education

The preferred term to the word “vocational.”

career development event(s)

Spell out on first reference. Use CDE on second reference and thereafter. When using “career development event(s),” capitalize when the letters “FFA” are present, as the event now becomes a proper noun; do not capitalize without “FFA.” When using the plural of the acronym, simply add an s; no apostrophe is needed (CDEs). If you have already used the full name on first reference, then use the acronym thereafter.

...in the midst of the floriculture career development event.

Nancy participated in the FFA Parliamentary Procedure Career Development Event.

She placed in the National FFA Floriculture Career Development Event. Four members competed in this CDE.

As the floriculture CDE winner, she was interviewed by Tom Brand.

career pathways

FFA study programs are broken out into eight distinct career pathways to help FFA members focus on their area of interest and increase their expertise:

Agribusiness Systems

Animal Systems

Biotechnology Systems

Environmental Service Systems

Food Products and Processing Systems

Natural Resource Systems

Plant Systems

Power, Structural and Technical Systems

Uppercase the word “Systems” when referring to the official name of the career pathway.

career show

This term is no longer used. See National FFA Convention & Expo.

Career Success Tours

Use the official title on the first reference; use “tours” thereafter.

CD-ROM

Acronym for Compact Disk – Read Only Memory. Capitalize the acronym and use a hyphen as indicated.

chapter

Capitalize the word “chapter” only when used with the name of a specific FFA chapter.

The Salinas FFA Chapter is one of several FFA chapters participating in NLC SO.

Using only the name of the chapter without the word “chapter” is also acceptable.

The Salinas FFA is one of several FFA chapters participating in NLC SO.

Do not add the words “high school” to the chapter name unless it’s officially part of the chapter name.

chapter tees

Acceptable when writing merchandise copy. The official title of the chapter tee contest is FFA Chapter Tee Design Contest.

colors

Do not capitalize the names of the FFA colors. Colors should be written “national blue” and “corn gold.”

Collegiate FFA

A type of FFA membership that allows a member to be involved beyond the high school level. Collegiate membership is offered only to members at colleges and universities.

comma

Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series.

RIGHT: FFA operates on local, state and national levels.

WRONG: FFA operates on local, state, and national levels.

Put a comma before the concluding conjunction in a series, however, if an integral element of the series requires a conjunction.

Before his speech, Ryan had milk, toast, and ham and eggs for breakfast.

comprise

Traditionally means comprehend or contain, not constitute. In other words, a zoo comprises animals – it’s not comprised of them (though it is composed of them). Avoid the phrase “is comprised of.”

contact

When placing contact information in a document, use the following format:

Contact: Kristy Meyer, 317-802-4205 or kmeyer@ffa.org.

Always list the phone number first, then the email address.

continual vs. continuous

Continual means “happening over and over again;” continuous means “happening constantly without stopping.” If you’re continually on the Internet, it means you keep going on; if you’re continuously on the Internet, it means you haven’t gone off at all.

convention and expo

Refer to the annual meeting of FFA as the “2012 National FFA Convention & Expo,” or the “85th National FFA Convention & Expo,” or the “National FFA Convention & Expo” on first reference. The following are acceptable on second reference: “convention and expo;” “national convention and expo;” or just “convention” or “expo.”

Plan now to attend the 85th National FFA Convention & Expo.

Welcome to the 2012 National FFA Convention & Expo.

At the national convention and expo, I met several FFA members.

The National FFA Convention & Expo is the largest annual student convention.

Our advisor told us to meet her at the expo.

corp or corps

Do not use a period.

couple of

When referring to a number, always use the word “of” with “couple.”

courtesy titles

In general, use them only for salutation in a letter. In formal writing, do not use Miss, Mr., Mrs. or Ms. in first reference. Use first and last name in first reference and only the last name in second reference.

Jane Smith, from Keokuk, Iowa, won the \$100 prize. Smith, a senior, will use the cash for a vacation.

Dear Mr. Jones:

An exception may be in feature writing for members, where we tend to refer to students by their last name. In some instances, it’s OK to refer to the student by first name throughout the story.

D

dates

In formal writing, spell out months in their entirety when they stand alone. In more casual writing, the abbreviation is acceptable for all months except March, April, May, June and July. Spell out days of the week; do not abbreviate unless in tabular form.

The convention will begin in October.

Please respond by Jan. 15.

daylight saving time

Not “savings.” No hyphen.

definitely

Not “definitely.”

departments

FFA does not have departments, it has teams.

dimensions and spacing

Use figures and spell out inches, feet, yards, etc. to indicate depth, height, length and width. Hyphenate adjectival forms before nouns.

He is 5 feet 6 inches tall, the 5-foot-6-inch man. The rug is 9 feet by 12 feet, the 9-by-12 rug.

Use an apostrophe to indicate feet and quote marks to indicate inches (5'6") only in very technical contexts. When using dimensions in phrases, such as 10 x 15, use spaces around the “x.”

directions and regions

Lowercase when referring to a compass direction; capitalize when a region is being designated.

Michigan is north of here. My family is from the Midwest. The South lost the war.

But if a region is being identified that is not part of an official designation, use lowercase.

We're from southern Alabama. He experienced the raw emotion so common in Northern Ireland.

If in doubt, opt for lowercase. Do not capitalize FFA regions. They are not necessarily geographic regions. Ohio is in the eastern region but is generally considered a state in the Midwest.

The central region had 258 American FFA Degree recipients this year.

Capitalize only when part of a title:

Central Region Vice President Alicia Hodnik.

disability

When writing about individuals with disabilities, always focus on the individual and not the disability.

For example, individuals with hearing impairments; individuals with visual impairments; individuals who use wheelchairs; an individual who uses a wheelchair; hearing-impaired and speech-impaired individuals; individuals with special needs.

disc/disk

Use “disk” for computer-related terms.

download

Copying a document or file from the Internet to a personal computer.

E

email

Electronic mail. Can be a noun or verb. Do not hyphenate. Capitalize only at the beginning of a sentence or as part of a formal title.

e-Moment®

A tool used within LifeKnowledge. The term stands for “engaging” moment and is a registered trademark of the National FFA Organization. Use the ® with first reference only.

each/every

“Each” is a singular noun that requires a singular verb. “Every” is a bit trickier, but it also requires a singular verb and singular pronouns. The following examples make this easier to understand:

WRONG: Each of them have a place.

RIGHT: Each of them has a place.

WRONG: Every one of the papers have been graded.

RIGHT: Every one of the papers has been graded.

WRONG: Every one must sign their name.

RIGHT: Every one must sign his or her name.

e-newsletter

Hyphenate as shown.

e.g.,

Meaning “for example,” it is always followed by a comma.

etc.

An abbreviation for et cetera, which means “and so forth.” It is always followed by a period.

ensure/insure

Ensure means to guarantee. Always use ensure except when you specifically mean insurance as in monetary value of property, life and limb.

We want to ensure the project is successful.

We will make every effort to ensure your satisfaction.

The pension fund was fully diversified, ensuring the relative safety of its assets.

He insured the contents of his home with riders to his original policy.

exact same

Use either “exact” or “same,” not both together. “Exact same” is redundant.

expo

As a stand-alone, always lowercase. An acceptable alternative to the name “expo” is “event.”

extracurricular

No hyphen.

everyday/every day

“Everyday” is an adjective. “Every day” is an adverb.

She goes to work every day.

He wears everyday shoes.

everyone/every one

Two words when it means each individual item:

Every one of the clues was worthless.

One word when used as a pronoun meaning all persons:

Everyone wants his life to be happy.

(Note that “everyone” takes singular verbs and pronouns).

F

4-H

Use a hyphen between the number 4 and capital H.

Feeding the World—Starting at Home

The official name of the organization’s hunger initiative. There are no spaces around the en-dash. The FFA Rally to Fight Hunger (the word “The” is not part of the official title), falls under the initiative’s umbrella and will take place during the 2012 National FFA Convention & Expo. On second reference, refer to this event as the rally.

FFA

The official name is the National FFA Organization. Refer to the organization by the initials FFA. Do not use periods with the initials. Always treat the name of our organization with respect. On first reference, the full name, National FFA Organization, should be used and capitalized accordingly. For informal references, do not capitalize the word “national” with FFA, unless the full title is being used. It should always be referred to as FFA and not the FFA. The only time the word “the” should be used is in referring something that belongs to FFA.

WRONG: Kristy is a member of the FFA.

RIGHT: Kristy is a member of FFA.

RIGHT: We attended the FFA workshop during national convention.

In printed materials for media, “(formerly Future Farmers of America)” may be used in parentheses when essential to communicating an understanding of the organization for readers. The following is the official text developed to explain what FFA stands for. Use this entire approved text whenever appropriate to do so:

FFA is a dynamic youth organization within agricultural education that changes lives and prepares students for personal growth, premier leadership and career success. FFA was created in 1928 as Future Farmers of America, and in 1988, the name was changed to the National FFA Organization to represent the growing diversity of agriculture. Today, more than half a million student members are engaged in a wide range of agricultural education activities, leading to more than 300 career opportunities in the food, fiber and natural resources industry. Student success remains the primary mission of FFA.

The letters FFA stand for Future Farmers of America; however the official name of the organization was changed in 1988 to the National FFA Organization. During the past 82 years, FFA and agricultural education have grown to encompass all aspects of agriculture, from production farming, agribusiness and forestry to biotechnology, marketing and food processing.

You can learn more about FFA at our website, FFA.org.

FFA'er

Refrain from using FFA'er when indicating an FFA member. "FFA member" is acceptable. Do not use "FFA student." Always use "FFA member."

FFA's

Our brand is uncluttered and more powerful when the three letters FFA stand alone. Whenever possible, do not make the acronym possessive. In all writing, try to rework your phrase so that FFA stands alone. Attempt to avoid this when speaking as well as writing.

WRONG: FFA's new programs

RIGHT: the new FFA programs

FFA boilerplate

Use the following paragraph at the end of all FFA news releases:

The National FFA Organization is a national youth organization of 540,379 student members as part of 7,489 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The FFA mission is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. The National FFA Organization operates under a federal charter granted by the 81st United States Congress and it is an integral part of public instruction in agriculture. The U.S. Department of Education provides leadership and helps set direction for FFA as a service to state and local agricultural education programs. For more, visit the National FFA Organization online (<http://www.FFA.org>), on Facebook (<http://www.facebook.com/nationalFFA>), on Twitter (<http://twitter.com/nationalFFA>) and FFA Nation (<http://FFAnation.FFA.org>).

FFA Chapter Tee Design Contest

FFA copy elements

On all printed documents from FFA, there are three things that must appear. They are the FFA mission, the agricultural education mission and the equal employment opportunity statement.

FFA MISSION STATEMENT: FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education.

THE AGRICULTURAL EDUCATION MISSION: Agricultural education prepares students for successful careers and a lifetime of informed choices in the global agriculture, food, fiber and natural resources systems.

DIVERSITY STATEMENT: The National FFA Organization affirms its belief in the value of all human beings and seeks diversity in its membership, leadership and staff as an equal opportunity employer.

U. S. DEPARTMENT OF EDUCATION STATEMENT: The National FFA Organization is a resource and support organization that does not select, control, or supervise state association, local chapter

or individual member activities. Educational materials are developed by FFA in cooperation with the U.S. Department of Education as a service to state and local agricultural education agencies.

The following FFA vision statement should be use when and where space allows:

FFA VISION: Students whose lives are impacted by FFA and agricultural education will achieve academic and personal growth, strengthen American agriculture and provide leadership to build healthy local communities, a strong nation and a sustainable world.

FFA Creed

On first reference, use FFA Creed. On second reference, use Creed. Always uppercase the “C” in “Creed.”

FFA degrees

The names of FFA degrees should be capitalized and include the letters “FFA” on first reference, meaning the degrees become proper nouns. Discovery FFA Degree, Greenhand FFA Degree, Chapter FFA Degree, State FFA Degree, American FFA Degree, Honorary American FFA Degree. On second reference, they may be referenced more casually. The exception? Always capitalize “American.”

More than 2,400 FFA members received the organization’s highest honor, the American FFA Degree.

He received his Greenhand degree last year.

She holds the American degree.

FFA emblem

When appropriate, use this statement: The FFA emblem and the letters F-F-A are registered trademarks of the National FFA Organization.

FFANet

FFA.org

FFA.org is the official name of the national FFA website. Use FFA website on second reference. The “www.” is not necessary. Uppercase FFA in all web addresses.

Visit FFA.org for more information.

For details, visit www.FFA.org/collegiate.

FFA staff

The term “national FFA staff” is also acceptable.

FFA Week

Should be written as follows: “FFA Week” or “National FFA Week.”

The 2012 FFA Week theme is “I Believe.”

farther/further

Farther refers to physical distance. Further refers to an extension of time or degree.

We walked farther into the woods.

He explained his theory further using hands-on examples.

Food for America

Refers to the program to teach young people about Food for America. Do not abbreviate.

foundation

See National FFA Foundation.

full-time/full time

Use full-time as an adjective and full time as a noun.

fundraising

Whether used as a noun, adjective, adverb or verb, do not hyphenate.

Fundraising by the National FFA Foundation supports FFA programs and activities.

G

Greenhand

H

hashtag

headlines and subheads

For all heads and subheads, only uppercase the first letter, proper nouns and official titles. Use lowercase for the rest.

Six collegiate students travel to Africa for once-in-a-lifetime experience

Winners of National Chapter Awards announced

high school

Two words. Capitalize only when part of a proper name.

high school agriculture

Use “high school agriculture” only when referring to programs specifically for high school students (middle schools may feel left out). When referring to the instructional program, use the term “agricultural education.” Use lowercase and do not abbreviate. It’s “high school agriculture,” not “high school ag.”

homepage

A company or organization’s domain on the web. One word.

HTML

Hypertext markup language – the computer language behind the webpages you see.



inbox

i.e.,

Abbreviation for “that is.” Always use periods after the two letters. It is always followed by a comma.

Indiana Convention Center (ICC)

Not Indianapolis Convention Center.

inservice

The term “inservice” may be used as an adjective with a noun such as training, education, workshop, etc. Do not hyphenate “inservice.” It should only be capitalized when referring to a particular event.

I recently attended the 2012 National FFA Inservice.

While at inservice, we discussed the new national standards.

instructor

The individual in charge of an agricultural education program. He or she is not the “FFA teacher” (see advisor).

Internet

The global computer network. Capital “I” to denote a proper noun.

irregardless

Is not a word.

it’s/its

Memorize this rule: It’s with an apostrophe means “it is;” its without an apostrophe means “belonging to it.” Don’t go apostrophe crazy. If you can’t use “it is” in place of the word in question, leave the apostrophe out.

The committee achieved its goals.

The project reached its deadline.

It’s my turn. I don’t think it’s going to happen.

It’s not my fault the product didn’t live up to its potential.

J

junior, senior

Abbreviate as Jr. and Sr. only with full names. Do not precede with a comma:

Joseph P. Kennedy Jr.

The notation “II” or “2nd” may be used if it is the individual’s preference. Note, however, that “II” and “2nd” are not necessarily the equivalent of “junior”—they often are used by a grandson or nephew. If necessary to distinguish between father and son in second reference, use the “elder Smith” or “the younger Smith.”

K

Kentucky Exposition Center (KEC)

One of the locations for the National FFA Convention & Expo in Louisville, Ky.

Kentucky International Convention Center

key chain

KFC Yum! Center

kilobyte (KB)

A unit of computer memory or data storage capacity equal to 1,024 bytes.

L

learnbook

LifeKnowledge®

One word with uppercase “L” and “K.” Use the ® on first reference. Omit thereafter.

login/log in

One word when used as a noun; two words when used as a verb.

longterm

One word. Hyphenated the word when it’s a compound modifier

Her position is longterm.

She has a long-term goal.

longtime

M

megabyte (MB)

A unit of computer memory or data storage capacity equal to 1,048,576 bytes.

Merchandise Center

On first reference, use full name, the National FFA Merchandise Center. After first reference, just use merchandise center.

Me, We, Do, Serve

The four stages of personal development. When used together, use the above construction. Apart, uppercase each individual word.

In the Me, We, Do, Serve model, FFA members learn personal development.

In the Me stage, FFA strives to raise our students' self-awareness through self-discovery.

midnight

Always lowercase.

mission

In regards to the FFA mission, lowercase.

money

\$6, not \$6.00. \$1,000, not \$1000.00.

motto

Do not capitalize the word "motto" in FFA motto.

months

(see dates)

multitask

No hyphen

N

names

After first reference in all hard news stories or press releases, use only the subject's last name. In feature stories, it is acceptable to use the subject's first name.

National FFA Advisor Dr. Steve A. Brown is an employee of the U. S. Department of Education, and this distinction should be mentioned in formal communications. Dr. Brown has a doctorate in education, so his correct academic designation is "Steve A. Brown, Ed.D." On second reference, use "Dr. Brown" or simply "Brown." Follow the examples below for different types of communication:

1. Formal written communication (news releases, publications)

Include the U.S. Department of Education title when mentioned in press release, publications, introductions, communications, etc. Example: "Dr. Steve A. Brown, national FFA advisor and board chair, educational program specialist, Agriculture, Food and Natural Resources (AFNR), Office of Vocational and Adult Education, U.S. Department of Education, said . . ."

2. On the video screen at the National FFA Convention & Expo or other official presentations (font sizes may be adjusted to highlight name and FFA title):

Dr. Steve A. Brown
National FFA Advisor and Board Chair

and

Educational Program Specialist
Agriculture, Food and Natural Resources (AFNR)
Office of Vocational and Adult Education (OVAE)
U.S. Department of Education

3. Signature Block:

Steve A. Brown, Ed.D.
Educational Program Specialist
Agriculture, Food and Natural Resources (AFNR)
College and Career Transition Branch (CCTB)
Division of Academic and Technical Education (DATE)
Office of Vocational and Adult Education (OVAE)
U.S. Department of Education

or

Steve A. Brown, Ed.D.
Educational Program Specialist
Agriculture, Food and Natural Resources (AFNR)
Office of Vocational and Adult Education (OVAE)
U.S. Department of Education

Note: Dr. Brown's official title format is name, title, specialty, branch, division, office, department. It is acceptable to leave off branch and division in most cases.

National Collegiate Agriculture Ambassador program

National FFA Advisor

Uppercase as a title used before a name.

National FFA Advisor Steve A. Brown is from Missouri.

Lowercase when used as a title after a name or on general reference.

Steve A. Brown is the national FFA advisor.

The national FFA advisor is Steve A. Brown.

National FFA Agriscience Fair

The official name is the National FFA Agriscience Fair. The term "agriscience fair" on second reference is acceptable. Use "national agriscience fair" to distinguish between state competition.

National FFA Alumni Association

Always use National FFA Alumni Association on first reference. For second reference and beyond, “FFA Alumni” is appropriate. FFA Alumni have affiliates, not chapters. If the word “FFA” is not paired with the award “alumni,” lowercase the “a” (alumni).

National FFA Alumni Bylaws

Use the official title on the first reference; use “alumni bylaws” thereafter.

National FFA Alumni Council

Use the official title on the first reference; use “alumni council” thereafter.

National FFA Board of Directors

Always use National FFA Board of Directors on first reference. After first reference, “board of directors” is appropriate.

National FFA Center

Always capitalize when used as National FFA Center. Do not capitalize “center” when used alone.

They will meet at the center.

National FFA Constitution and Bylaws

When combined, use the full name on first reference. On second reference and thereafter, use “constitution and bylaws.” When separated, use “National FFA Constitution” on first reference and “constitution” thereafter and “National FFA Bylaws” on first reference and “bylaws” thereafter.

National FFA Convention & Expo

Refer to the annual meeting of FFA as the “2012 National FFA Convention & Expo,” or the “85th National FFA Convention & Expo,” or the “National FFA Convention & Expo” on first reference. The following are acceptable on second reference: “convention and expo;” “national convention and expo;” or just “convention” or “expo.” National FFA Expo is acceptable.

Plan now to attend the 85th National FFA Convention & Expo.

Welcome to the 2012 National FFA Convention & Expo.

At the national convention and expo, I met several FFA members.

The National FFA Convention & Expo is the largest annual student convention.

Our advisor told us to meet her at the expo.

National FFA Convention & Expo Courtesy Corps

Use the official title on the first reference; use “courtesy corps” thereafter.

national FFA delegates

Do not uppercase. After first reference, “delegates” or “national delegates” is appropriate.

national FFA delegate process

Always lowercase.

National FFA Executive Secretary

This position is an employee of the U. S. Department of Education and this distinction should be mentioned in formal communications. On first reference, use full name. Thereafter, use “executive secretary.”

National FFA Foundation

In formal organizational writing, always mention the National FFA Foundation when referring to a sponsored project, activity or award.

The State Presidents’ Conference is sponsored by CHEVY TRUCKS as a special project of the National FFA Foundation.

Use the phrase “sponsored as a special project of the National FFA Foundation” or an approved variation thereof. On first reference, use the following terms and capitalize accordingly: *National FFA Foundation; National FFA Foundation Sponsors’ Board; National FFA Foundation Executive Council.*

On second reference, use these terms and do not capitalize unless using “FFA”: *FFA Foundation or foundation; foundation sponsors’ board; foundation executive council or executive council.*

The following boilerplate should be used on all foundation press releases:

About National FFA Foundation

The National FFA Foundation builds partnerships with industry, education, government, other foundations and individuals to secure financial resources that fund FFA activities, recognize member achievements, develop student leaders and support the future of agriculture education. Governed by a 19-member board of trustees comprised of educators, business leaders, individual donors and FFA alumni, the foundation is a separately-registered nonprofit organization. About 82 percent of all sponsorship dollars received by the foundation support FFA members and agricultural education opportunities. For more, visit the National FFA Foundation at <http://www.FFA.org/Give>.

National FFA Foundation mission statement

The National FFA Foundation builds partnerships with industry, education, government, foundations and individuals to secure resources for the future of education, agriculture and student leader development.

National FFA Foundation Sponsors' Board

Always use National FFA Foundation Sponsors' Board on first reference. After first reference, sponsors' board is appropriate.

National FFA Organization

The National FFA Organization changed to its present name in 1988, in recognition of the growth and diversity of agriculture and agricultural education. Refer to the organization by the acronym FFA.

The National FFA Organization is located in Indianapolis.

Express as "FFA" or "the organization" on second reference. Do not use the abbreviation NFFA. Never use the phrase "National FFA" in place of the organization's name.

National FFA Officers

The correct name for the organization's national officers is the National FFA Officers. Capitalize whenever referring to this official group as a proper noun, but lowercase if referring casually to the group.

We present the 2011-2012 National FFA Officers!

The national officers have been busy in their travels.

In text, biographies and introductions, capitalize only when the national officer title immediately precedes the student's name. Lowercase officer titles when they stand-alone. Do not hyphenate vice president. The year may be used if the story is about a former officer (e.g., 2008-2009 National FFA President Paul Moya). Refer to the National FFA Officers as follows:

Ryan Best, national president.

National FFA President Ryan Best.

The national president spoke at the banquet.

National FFA Officer Team or National FFA Officer Family are also acceptable.

national FFA staff

Lowercase "national." Or just use "national staff."

nationalities and races

Capitalize the proper names of nationalities, peoples, races, tribes, etc.: African American, Chinese (both singular and plural), Eskimo (plural Eskimos), Japanese (singular and plural), Native American. While the terms Latino and/or Hispanic can be used to identify individuals whose ancestry comes from a variety of countries where Spanish is primarily spoken, make every effort to use specific nationalities (Mexican, Puerto Rican, Brazilian, Argentine, etc). Lowercase black (noun and adjective) and white.

New Farmers of America (NFA)

Former organization for African-American males. The correct terminology for its relationship with FFA is that it was incorporated into FFA in 1965.

nominating committee

The name of the committee that nominates the National FFA Officers. Lowercase in all instances.

none

In general, use plural verbs and pronouns.

None have passed this way. He saw that none of them were ready.

nonmember

Not hyphenated unless a proper pronoun.

nonprofit

One word. Do not use not-for-profit or non-profit.

noon

Always lowercase.

numbers

In general, spell out single-digit numbers in text, but use numerals for 10 and above. Never begin a sentence with a numeral; either spell out the number or rewrite the sentence to move the number from the beginning. Very large round numbers should be spelled out (one million instead of 1,000,000) except when a dollar sign is present; then use a numeral and spell out million or billion. Dates should always get numerals (Oct. 31, 1966).

Available in sets of six, eight or 12.

He made \$3 million last year.

O

officers

See National FFA Officers and State FFA Officers.

Official Casual Dress

In all instances, uppercase.

Official Dress

In all instances, uppercase.

Official FFA Manual

official jacket

online

On the Internet, on an electronic network. One word.

Online Convention Registration (OCR)

Uppercase on first reference. After first reference, use abbreviation OCR.

on-site

Never onsite. When the adjective “on-site” comes before the noun it is modifying, it takes the hyphen. When it comes after the noun, it takes no hyphen.

We have many activities on site.

We have many on-site activities.

over

In general, use the word “over” to indicate spatial relationship only. It is grammatically incorrect to use it in reference to numbers. In almost all instances, replace with more than.

WRONG: Over 150,000 people have tried it.

RIGHT: More than 150,000 people have tried it.

P

part-time/part time

Use part-time as an adjective and part time as a noun.

percentages

In copy, spell out “percent.” Do not use the “%” symbol. Use figures for percent and percentages.

The study revealed that 9 percent of the high school’s student population owns a tractor.

The guide is 20 percent off.

phone numbers

Use dashes between area code, prefix and suffix. No parentheses.

317-817-5348, not (317) 817-5389

photo policy for FFA members and participants

FFA uses the following statement on registrations for conferences and the national convention and expo to allow for FFA to use images of our members on promotional materials:

Multi-Media Policy: The National FFA Organization and National FFA Alumni Association staffs and designees take photos, video or other recordings of participants at our conferences and national convention. Be aware that these photos and videos are for National FFA Organization use in future catalogs, brochures, podcasts, promotional videos or on our website. Your attendance at one of our conferences or national convention implies your consent to be photographed, videotaped and recorded for these purposes.

A release form should be signed by all students who appear in FFA videotapes, printed materials and any additional promotional items. This gives FFA permission to use their photograph. Contact MCB for a supply of forms. The only exception is in the case of general crowd shots, like the National FFA Convention & Expo, which are considered general visibility. If you are visiting a chapter or have other needs for a photo release, the release on the following page should be given to the advisor(s) ahead of your schedule visit to allow for parental permission.

In order to have all of our creative materials readily accessible, MCB stores all our original materials including source videotape, photographic slides and negatives, and original artwork. Contact your MCB consultant for details. Each bid specification form states that all artwork becomes the property of the National FFA Organization.

Procedure for storing original source footage shot for a videotape is to provide all tapes with their logs to your MCB contact and they will be stored in the video library for future needs.

All photographic slides, photographs, graphics on disk and artwork or art should be given to MCB for recording and storage. This storage process will enable us to quickly reprint materials.

National FFA Organization Promotional Release

I, _____, hereby irrevocably consent and authorize the National FFA Organization (hereafter referred to as Proprietor), to use the image of my appearance, that you have taken during this period, _____ to _____, in a promotional video, film or photograph of the Proprietor, and for any other related purposes of the Proprietor, without any fee whatsoever.

I further acknowledge that you are the owner of all rights in and to the video, film or photograph of my image. I am over eighteen years of age or, if not, my parent will sign below.

Parents signs if student is under 18 years of age

Signature of student is required

Date

plagiarism

Merriam Webster's Collegiate Dictionary defines plagiarize as "to steal and pass off (the ideas or words of another) as one's own : use (a created production) without crediting the source." The National FFA Organization will not tolerate plagiarism in any form by any FFA staff member or vendor charged with producing materials for FFA audiences. As a national education organization, FFA takes the strictest view of plagiarism as unethical and detrimental to the brand, image and reputation of FFA.

plurals

Use an apostrophe only to indicate ownership. Otherwise, just add an "s." For example, NLCSO's identifies something at a specific conference.

Perry has been chosen as his NLCSO's conference speaker.

NLCSOs identifies more than one.

Ruth has attended two NLCSOs.

postmarked

One word. Do not hyphenate.

premier/premiere

"Premier" means first in rank or performance. "Premiere" means debut of a performance, movie, etc.

principal/principle

Principal is a noun and adjective meaning someone or something first in rank, authority, importance or degree. At FFA, we generally use principal to refer to a school principal, but it can also mean capital and monetary value. Principle is a noun that means a fundamental truth, doctrine or motivating force.

Joe Smith is the principal at Pike High School.

He stands firm, deeply rooted in this principle.

proficiency awards

On first reference, use the official name: Agricultural Proficiency Awards. Proficiency awards should be written as follows:

National FFA Agricultural Communications Proficiency Award.

national agricultural communications proficiency award.

Program of Activities (POA)

Activities specified by the three standing committees, which are to be accomplished by the local chapter, district, region, or state association. It is not referred to as the “Program of Work.” On second reference and thereafter, use POA.

publications

Italicize publication titles in all references.

R

rarely ever

Redundant. Use rarely.

re-

Generally, only use a hyphen if the prefix ends in a vowel and the word that follows begins with the same vowel.

re-elect

re-enact

re-engage

re-examine

For many other words, the sense is the governing factor:

recover (regain)

re-cover (cover again)

reform (improve)

re-form (form again)

resign (quit)

re-sign (sign again)

record books

record keeping

resume

Do not use accents.

S

SAE

The abbreviation for “supervised agricultural experience” program, which is defined as the individualized experience program designed in cooperation with the student, parents, agriculture instructor and, in some cases, employers to provide each student the opportunity to practice, in as near a real-life situation as possible, that which has been learned in the classroom. Correct use on first reference is “supervised agricultural experience program.” Once you have defined the abbreviation, use it consistently thereafter within the context of a single document. SAE is a program, not a project. When using the plural, simply add an “s”; no apostrophe is needed (SAEs). It’s OK to use “supervised agricultural experience.”

School-to-Career

A national education initiative stressing connections between school and careers. In “school-to-career language” FFA key components are: school-based or contextual learning—classroom/laboratory instruction; work-based learning—SAE; a connecting activity—FFA.

self-

Always hyphenate.

self-assured

self-defense

self-image

slash (/)

When using this punctuation, do not include spaces around it.

WRONG: The FFA Latino / Hispanic celebration will take place in October.

RIGHT: The FFA Latino/Hispanic celebration will take place in October.

spaces

Use one space between sentences for letters, memos, internal documents, printed materials, newsletters, brochures, manuals and posting on the website. Use two spaces after a colon but do not capitalize the word following the colon unless it begins a complete sentence.

special needs

(see disability)

Sponsors and Judges Dinner

No apostrophes needed in this title.

Sponsors' Board

This title does have an apostrophe at the end of sponsor.

Star awards

Stars are named, not awarded. Chapter Star Farmer, State Star Farmer, etc. The four highest awards the organization can bestow are the American Star Farmer, American Star in Agribusiness, American Star in Agriscience and American Star in Agricultural Placement. Always use the full, formal title in formal writing. At FFA, we generally refer to the Star awards as a proper noun, and therefore, they are almost always capitalized.

Steven Friess was named American Star Farmer.

state FFA officers

Do not uppercase. Use state FFA officers on first reference. After first reference, "state officers" is appropriate.

State Presidents' Conference

This conference is for all state FFA presidents, not just one. In the word "Presidents" the apostrophe goes after the "s."

state abbreviations

Use the following state abbreviations when identifying a city and state in copy:

Alabama	Ala.	Nebraska	Neb.
Arizona	Ariz.	Nevada	Nev.
Arkansas	Ark.	New Hampshire	N.H.
California	Calif.	New Jersey	N.J.
Colorado	Colo.	New Mexico	N.M.
Connecticut	Conn.	New York	N.Y.
Delaware	Del.	North Carolina	N.C.
Florida	Fla.	North Dakota	N.D.
Georgia	Ga.	Oklahoma	Okla.
Illinois	Ill.	Oregon	Ore.
Indiana	Ind.	Pennsylvania	Pa.
Iowa	Iowa	Rhode Island	R.I.
Kansas	Kan.	South Carolina	S.C.
Kentucky	Ky.	South Dakota	S.D.
Louisiana	La.	Tennessee	Tenn.
Maryland	Md.	Vermont	Vt.
Massachusetts	Mass.	Virginia	Va.
Michigan	Mich.	Washington	Wash.
Minnesota	Minn.	West Virginia	W.Va.
Mississippi	Miss.	Wisconsin	Wis.
Missouri	Mo.	Wyoming	Wyo.
Montana	Mont.		

Do not abbreviate the following states: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, Utah and District of Columbia. Use the two-letter Postal Service abbreviations only with full addresses, including zip code.

He lives in Indianapolis, Ind.

His address is 6060 FFA Drive, Indianapolis, IN 46278

When using a city and a state in copy, place one comma between the city and the state name, and another comma after the state name, unless ending a sentence.

Beginning in 2013, the national FFA convention will be held in Louisville, Ky., and Indianapolis, Ind.

T

task force

Team Ag Ed

Team Ag Ed is a united effort in promoting local program success and includes the following organizations and groups: The National Council for Agricultural Education; AgrowKnowledge; Agricultural Education Division of the Association for Career and Technical Education; American Association for Agricultural Education; National Association of Agricultural Education; National Association of Supervisors of Agricultural Education; National FFA Alumni Association; National FFA Foundation, Inc.; National FFA Organization; National Farm and Ranch Business Management Education Association; National Postsecondary Agricultural Student Organization; and National Young Farmer Educational Association.

team building

Two words. Hyphenate as an adjective.

teammate(s)

teenager/teenage

One word, no hyphen. Do not use teenaged.

telephone numbers

see phone numbers.

that/which

In general, you don't need a comma when using "that" in a sentence, but you do need a comma when you use "which." Both are relative pronouns. When at all possible, use "that" and avoid "lapsing into a comma."

She used a new brand of coffee that didn't keep her awake.

She read the memo, which mentioned the appointment.

three-circle model

360°

Refer to this leadership conference as 360°. Always uppercase the themes that go along with this conference.

360° Vision Conference

2012-2013 Vision Conference

The themes for the next conferences will be Vision and Influence.

throughout

one word, no hyphen

time

6 p.m., not 6:00 p.m. Use “noon” to represent 12 p.m. and “midnight” to represent 12 a.m. The abbreviations EST, EDT, CDT, etc., are acceptable on first reference for zones used within the continental United States, Canada and Mexico only if the abbreviation is linked with a clock reading: 9 a.m. PST..

time zones

Capitalize the full name of the time in force within a particular zone: Eastern Standard Time, Eastern Daylight Time, Central Standard Time, etc. The abbreviations EST, EDT, CDT, etc., are acceptable on first reference for zones used within the continental United States, Canada and Mexico only if the abbreviation is linked with a clock reading: 9 a.m. PST. Do not set off the abbreviations with commas. Lowercase all but the region in short forms: the Eastern time zone, Eastern time, Mountain time, etc.

titles

In general, confine capitalization to formal titles used directly before an individual’s name.

National FFA President Ryan Best spoke at the Indiana state convention.

Lowercase and spell out titles when they are not used with an individual’s name.

The national FFA president spoke at the Indiana state convention.

Lowercase and spell out titles in constructions that set them off from a name by commas.

The national FFA president, Ryan Best, spoke at the Indiana state convention.

toward

Not towards

T-shirt

hyphenate, lowercase “s.” “Tee” is also acceptable.

turf grass

Two words.

212°

Refer to this leadership conference as 212°. Always uppercase the themes that go along with this conference.

212° Growth Conference

2012-2013 Virtues Conference

The themes for the next conferences will be Virtues and Growth.

U

U.S. Department of Agriculture (USDA)

Use full name in first reference. Abbreviate after that.

U.S. Department of Education

Both the national FFA advisor and national FFA executive secretary are employees of the U.S. Department of Education. Do not use “USDE” as this abbreviation could be confused with the U.S. Department of Energy. On second reference, use “the Department” or the “Department of Education.”

United States

Use periods in the abbreviation, U.S.

URL

Abbreviation for Uniform Resource Locator, the global address of documents and other resources on the World Wide Web. The unique address for a file that is accessible on the Internet. The word “website” is preferred over URL. If you must list an URL in print/promotional copy, use a short URL rather than a long one. Most FFA programs/webpages have a short URL option. For example:

Avoid long URLs: <https://www.FFA.org/programs/collegiate/Pages/default.aspx#>.

Instead, go with the short URL: www.FFA.org/Collegiate.

If you need to request a short URL, send a request to FFA Web Submit, FFAWebSubmit@FFA.org.

V

video titles

Video titles, like other composition titles, should be in italics.

Make it Happen is a video about recruitment.

vocational

The more modern and acceptable term is career and technical education (spell out “and”; do not use “&”). The word “vocational” should only be used in the name Office of Vocational Education (OVAE) and in reference to legislation that contains the word “vocational” in the title.

W

webpage

Use as one word. Refers to a specific page within a website.

website

Use as one word. Refers to the entire site, usually directed to the homepage.

weeklong

One word.

who/whom

Use “whom” only when the pronoun is the object of a verb or preposition. The FFA member to whom the tractor was rented left the window open. Use “who” when the pronoun is the subject of a sentence, clause or phrase. The FFA member who rented the tractor left the window open. To tell the difference, if it isn’t clear, substitute a different pronoun—such as she/her (she = who; her = whom)—to better see which form is correct.

World Wide Web

The commercial part of the Internet. Web for short, or “www” as part of a web address.

Y

yearlong

one word, no hyphens.

your/you're

The word “your” is a pronoun that denotes ownership, and is used whenever referring to an object or trait that belongs to a person. The contraction you’re combines the words you are, and should only be used where you are could be substituted.

You dropped your wallet.

I was reviewing your strengths and weaknesses.

You’re a real asset to this team.

Please let me know what you’re doing.

You Talk. We Listen.

Z

ZIP codes

Use two spaces between state and ZIP code. Use zip + four whenever possible.

Indianapolis, IN 46268-0960

FFA NAME, LETTERS AND EMBLEM GUIDELINES

For the staff of the National FFA Organization,
National FFA Foundation and National FFA Alumni Association

This document is meant to be a quick reference for using the FFA name, letters and emblem. For additional information or guidance, contact the Marketing, Communications and Brand Management Division or refer to the Official Board Policy on FFA Trademarks at https://www.FFA.org/documents/med_logopolicy.pdf

Adherence to these guidelines will maintain consistent brand imagery, promote quicker identification and increase media reach.

We ALL share the responsibility of making sure that the FFA trademarks are used correctly.

SUGGESTED RESPONSES TO FREQUENTLY ASKED QUESTIONS:

What is the National FFA Organization?

The National FFA Organization is a dynamic youth organization that changes lives and prepares students for the real world. The FFA mission states, “FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education.”

How has FFA changed since it was founded?

The Future Farmers of America was founded in 1928 to provide leadership training for boys who were studying agriculture. Over the years, the organization expanded its original goal, merging with the New Farmers of America (an organization for African-American boys who were studying agriculture in the segregated South) and admitting women as members in the 1960s. In 1988, the official name of the organization was changed to National FFA Organization to reflect the growing diversity in its membership and in the field of agriculture. Today, FFA uses agricultural education to prepare its members for more than 300 careers in the science, business and technology of agriculture.

What is the FFA emblem?

The FFA emblem (also called the crest emblem) is a cross section of an ear of corn topped with an eagle and containing other symbols of agriculture and education, including the rising sun, a plow, an owl, the words “Agricultural Education” and the letters “FFA.” The FFA emblem is representative of the history, goals and future of the organization. (For more information about the emblem symbols, see page 43.)

What do the letters “FFA” stand for?

The official name of the organization is National FFA Organization. The letters “FFA” stand for Future Farmers of America. These letters are a part of our history and our heritage that will never change. But FFA is not just for students who want to be production farmers; FFA also welcomes members who aspire to careers as teachers, doctors, scientists, business owners and more. For this reason, the name of the organization was updated to reflect the growing diversity and new opportunities in the industry of agriculture. Just as “USA” represents the United States of America, “FFA” represents the Future Farmers of America – and much more.

HOW MAY THE FFA NAME, LETTERS AND EMBLEM BE USED BY NATIONAL FFA STAFF?

The FFA name (National FFA Organization), letters (FFA) and emblem (see below) may be used by the National FFA Organization, National FFA Foundation and National FFA Alumni Association to identify national FFA programs and activities.

Following are basic requirements for using the FFA name, letters and emblem:

The FFA name, letters and emblem must be used in accordance with the Official Board Policy on FFA’s Trademarks: https://www.FFA.org/Documents/med_logopolicy.pdf

The circle-R registered trademark symbol (®) must always accompany the letters “FFA” when they are used as graphic elements, and it must always be used with the FFA emblem.

Approved fonts for the letters “FFA” are Times New Roman (below left) and Arial (below right).

FFA® FFA®

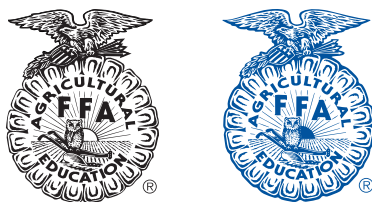
When printing the FFA emblem in full color, use the official colors:



	PMS	CMYK	RGB	Hexidecimal
	(Pantone Matching System®)	(Cyan, Magenta, Yellow, Black)	(Red, Green, Blue)	(Code for Web)
	Use these on art when only 1, 2 or 3 colors are needed for printing.	Use these specifications when printing in full color.	Use these when the art is only to be viewed on a screen.	
Blue	Reflex Blue	100C, 96M, 13Y, 9K	0R, 22G, 137B	001689
	PMS 661	100C, 90M, 9Y, 2K	0R, 53G, 149B	003595
Gold	PMS 116C (for coated paper)	1C, 18M, 99Y, 0K	255R, 218G, 39B	ffda27
	PMS 115U (for uncoated paper)	1C, 17M, 90Y, 0K	255R, 207G, 46B	ffcf2e
Red	PMS 485	6C, 98M, 100Y, 1K	225R, 38B, 28G	e1261c

When printing the FFA emblem in one color, use the line-art graphic of the FFA emblem. Printing the color emblem in one color will not produce the same results.

Use either black or blue when printing the FFA emblem in one color.



ANY EXCEPTIONS TO THESE COLORS MUST BE APPROVED BY THE MARKETING, COMMUNICATIONS AND BRAND MANAGEMENT (MCS) DIVISION.

The FFA name, letters and emblem must never be used to explicitly or implicitly endorse any product or service.

The FFA emblem must be used intact, in its entirety, and must not be defaced:

Other images should appear completely separate from the FFA emblem. Do not place text or other images over or on top of the FFA emblem.

The FFA emblem may not be screened under words or graphics, and it may not appear as a watermark behind other information.

No photo, drawing, symbol, word or other figure or object may be placed on or obscure the FFA emblem.

Do not replace or alter any of the elements in the emblem.

Do not “cut off” part of the emblem by running it off the edge of the paper in print media or other designs.

Keep the FFA emblem upright:

The FFA emblem should not be rotated or turned on its side.

The eagle’s head on the FFA emblem points to the left; the words “Agricultural Education” and the letters “FFA” must be readable and not reversed.

The appearance and shape of the FFA emblem should never be distorted (compressed or extended) to fit in a space.

Do not make the FFA emblem longer, taller, wider or angled. Do not alter the emblem’s shape in any way.

The overall size of the FFA emblem may be changed but the proportions must remain intact. (If you are not sure how to do this, please ask your MCS representative.) Do not make the FFA emblem so small that the letters in “Agricultural Education” are not clearly legible.

IMPORTANT NOTE: The letters “FFA” and the FFA emblem are registered trademarks that belong to the National FFA Organization. These marks are protected by trademark registration in the U.S. Patent Office and by Public Law 105-225, 105th Congress. The National FFA Organization has total authority in determining how these trademarks may be used.

Anyone outside of the National FFA Organization who wishes to use the FFA trademarks for any purpose must obtain permission from the National FFA Organization. The online logo request form is located at <https://www.ffa.org/PressRoom/Pages/LogoRequest.aspx>

How do I get an electronic file of these and other FFA logos?

To request an electronic file of the letters “FFA” or the FFA crest emblem, please contact Ginny Berg, Marketing, Communications and Brand Management Division.



The “Proud to Support” logo – also called the FFA ad mark – is used by sponsors to show their support of FFA. To request an electronic file of this logo, contact National FFA Foundation.



To request an electronic file of the National FFA Foundation logo, contact National FFA Foundation.



To request an electronic file of the National FFA Alumni logo, contact Phyllis McDonald, National FFA Alumni Association.



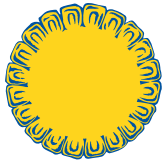
If you have questions about a specific use of any of these logos, please contact your MCS representative.

Which file format of the logo should I use?

	Vector	Raster
Common file extensions	.eps	.jpg, .tiff, psd., .gif, .png
For use when	the logo is to be printed professionally.	online viewing and in-house printing.

More about the symbols in the FFA emblem:

As a whole, the FFA emblem covers the broad spectrum of FFA and agriculture. Each element within the emblem has unique significance.



The cross section of the ear of corn provides the foundation of the emblem, just as corn has historically served as the foundation crop of American agriculture. It is also a symbol of unity, as corn is grown in every state of the nation.



The eagle is a national symbol that serves as a reminder of our freedom and ability to explore new horizons for the future of agriculture.



The rising sun signifies progress and holds a promise that tomorrow will bring a new day, glowing with opportunity.



The plow signifies labor and tillage of the soil, the backbone of agriculture and the historic foundation of our country's strength.



The owl, long recognized for its wisdom, symbolizes the knowledge required to be successful in the industry of agriculture.



The words "Agricultural Education" and the letters "FFA" are emblazoned in the center of the emblem to signify the combination of learning and leadership necessary for progressive agriculture.



The FFA Mission: FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education.

The Agricultural Education Mission: Agricultural education prepares students for successful careers and a lifetime of informed choices in the global agriculture, food, fiber and natural resources systems.

The National FFA Organization is a resource and support organization that does not select, control or supervise state association, local chapter or individual member activities except as expressly provided for in the National FFA Organization Constitution and Bylaws.

The National FFA Organization affirms its belief in the value of all human beings and seeks diversity in its membership, leadership and staff as an equal opportunity employer.