



TAU KAPPA EPSILON

— Better Men for a Better World —

COMMUNICATION, BRAND & STYLE GUIDE

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**OUR MISSION
IS TO AID
MEN IN THEIR
MENTAL, MORAL
AND SOCIAL
DEVELOPMENT
FOR LIFE.**



TAU KAPPA EPSILON BRAND GUIDE

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INTRODUCTION



For over a century, Tau Kappa Epsilon has provided leadership to young men, aiding them in their mental, moral and social development as they prepare for their future. Tau Kappa Epsilon is committed to advancing its vision of creating lifelong relationships that enhance educational, interpersonal, community and professional success. This is made possible only by attracting and recruiting men who wish to contribute to the advancement of society through the personal growth of our members, and service to others. For this reason, the Tau Kappa Epsilon brand is sacred.

By maintaining a consistent visual identity, we can successfully communicate the principles and traditions of Tau Kappa Epsilon, inspiring others to understand, follow and share them. The information within this manual outlines the standards that dictate the Tau Kappa Epsilon brand. It should be consulted as a guide for ensuring that the Tau Kappa Epsilon brand is represented accurately and consistently in all applications.



BASIC GUIDELINES

By maintaining a consistent visual identity, we can successfully communicate the principles and traditions of Tau Kappa Epsilon. Our brand is built on a rich visual history and protecting our brand is a crucial part of protecting our history and forging our future. Our brand identifies us.

- | | |
|-----------------------------|--|
| 1.1 Visual Identity | 1.5 Banner Mark on Colored Backgrounds |
| 1.2 Banner Mark Free Space | 1.6 Primary Colors |
| 1.3 Banner Mark Versions | 1.7 Program Marketing Colors |
| 1.4 Alternative Houseplates | |

DESCRIPTION OF THE TKE VISUAL IDENTITY

Tau Kappa Epsilon's visual identity and trademarks tell the rich history of our organization. The Houseplate Logo is a powerful image evoking the mission and values of our members. It is a visual bond and forms a connection between us. The Houseplate originated as a plate built into chapter houses and was used as early as the 1920s. The upside down triangle has been in use since 1908 as seen in THE TEKE Magazine.

Our trademarks are governed by the International Constitution (Black Book) of TKE. Specifically, Article XII, Section 6 reads as follows:

SEC. 6. Registered Trademarks. Registered trademarks of the Fraternity are for personal use of members and for collegiate chapter affairs. Registered trademarks of the Fraternity may not be used for commercial purposes without permission of the Chief Executive Officer. Items bearing TKE trademarks may not be sold outside the chapter fabricating the items without permission of the Chief Executive Officer.



This is the TKE Better Men for a Better World banner mark. (Stacked Version)



The Houseplate only is the informal presentation of the logo without the logotype. The rich history of the TKE triangle allows it to stand alone in certain informal applications. This version is suitable for use in casual communications and apparel.



The banner mark consist of the Houseplate and the word mark.



The full logotype stacked version is available to make the full logotype functional in a wide variety of applications—without need for modification. Under no circumstances should the logotype be used separate from the Houseplate.

BANNER MARK FREE SPACE

Better Men for a Better World

It is important to keep our marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the logo mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the symbol itself and our organization name – they have a fixed relationship that should never be changed in any way.

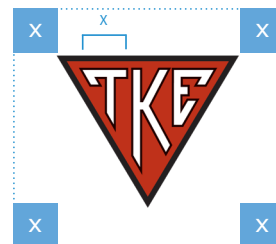
If an exception needs to be made for a specific product or application, it must be reviewed and approved by the Offices of the Grand Chapter.

Version A of the banner mark is preferred.

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



Version B of the banner mark is a secondary option when the wide version makes the text illegible. Like the version above, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

**Logo Symbol Clearspace**

BLACK AND WHITE ALTERNATIVES

Better Men for a Better World

The two color single line banner mark is the primary banner mark. It should be placed on a white background whenever possible. However, there are circumstances where alternative banner mark versions are permitted due to limited print colors or cost savings.

There are three options for single color printing. The white option on a dark background, black on a white background and the less frequently used red on a white background.

In no case should gray be used for single color options.



#WeAreTKE

ALTERNATIVE HOUSEPLATES

Since our Declaration of Principles, written in 1907-1908, Tau Kappa Epsilon has maintained the idea that exclusiveness is the direct antithesis of a true fraternity. Our Founders believed in an entity that would value all equally, leave a mark on the world, and instill dedication to its

members for life. To celebrate that commitment, TKE has created a series of alternative Houseplates that celebrate and uplift our diverse communities. Many communities, but #WeAreTKE.



Pride Houseplate: Celebrating our LGBTQ+ community.



Black Lives Matter Houseplate: Celebrating our communities of color.



Maple Leaf Houseplate: Celebrating our Canadian Fraters.



America Houseplate: Celebrating our country of origin.

Suggestions for additional communities to be considered for Alternative Houseplates can be sent to TKEOGC@TKE.org.

USING THE BANNER MARK ON COLORED BACKGROUNDS

In order to ensure consistency across elements, the colored banner mark should always be placed against a white background. However, there will be situations where the colored banner mark versions need to be applied to an image, colored or black background (technical issues or specific elements for example). In these situations use the banner mark with white bounding box.

The banner mark construction frame defines the white bounding box. See 2.2 Banner mark Construction for further

details. If reproduction colors are limited, an alternative black or white banner mark version may be used. The alternative black banner mark version can be applied on any colored background, as long as the banner mark remains clear and legible. The alternative white banner mark version is only used on a solid black background.



The alternative black banner mark version can be used on any colored background, as long as the contrast is strong. Please note this version is only permitted if print colors are limited.



The alternative white banner mark version is only to be used on a solid black background.



Never place the black banner mark version on a colored background that reduces its clarity.

PRIMARY COLORS AND DEFINITIONS

The primary color palette of Tau Kappa Epsilon is cherry, gray and black. This color palette is based on the TKE Coat of Arms. The use of these two primary colors forms a strong,

simple and recognizable visual identity. The use of the color black provides the necessary functionality and utility for complete imagery.

PRIMARY COLOR TKE CHERRY

Pantone: 1805C

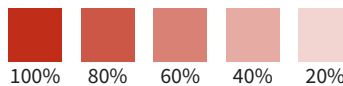
4-color (CMYK): C:0 M:91 Y:100 K:23

RGB: R:173 G:38 B:36

HEX: #AD2624



COLOR TONES



THE GRADIENT



PRIMARY COLOR TKE GRAY

Pantone: Cool Gray 9C

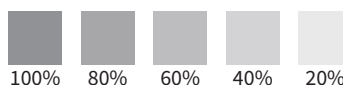
4-color (CMYK): C:0 M:1 Y:0 K:51

RGB: R:145 G:145 B:148

HEX: #919194



COLOR TONES



THE GRADIENT



PROGRAM MARKETING COLORS

COLORS AND DEFINITIONS

A rotating selection of supporting secondary color palettes have been developed to enable creative flexibility. These colors should be used sparingly and should not interfere or overpower the primary colors. Doing so would cause brand confusion. These colors are subject to change without notice, typically on a biennial schedule. Before using secondary colors, verify with the official brand guide to

confirm the current selection. Using older versions of the secondary color palette is not permitted.

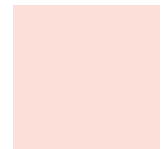
SECONDARY COLOR

Pantone: 171c

4-color (CMYK): C:0 M:78 Y:78 K:0

RGB: R:241 G:95 B:67

HEX: #F15F43



Color tones

SECONDARY COLOR

Pantone: 560 C

4-color (CMYK): C:6 M:0 Y:2 K:76

RGB: R:44 G:60 B:55

HEX: #2C3C37F



Color tones

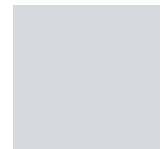
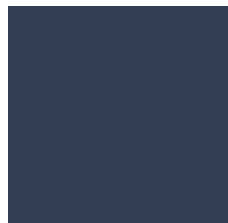
SECONDARY COLOR

Pantone: 7546 C

4-color (CMYK): C:13 M:8 Y:67 K:0

RGB: R:53 G:64 B:85

HEX: #354055



Color tones

SECONDARY COLOR

Pantone: 1235 C

4-color (CMYK): C:0 M:30 Y:94 K:0

RGB: R: 255 G:178 B:15

HEX: #FFB20F



Color tones



TAU KAPPA EPSILON FONT AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Tau Kappa Epsilon's communications.

2. 1 Primary Font

2.2 TKE Logotype Font

2.3 TKE Alternate Fonts

PRIMARY TKE FONT

We have selected Lato, Pill Gothic, Rotis Semi-Serif and Veranda, which helps to identify our unique brand while maintaining a complimentary design esthetic. Lato is our primary typeface.

Lato Medium for headlines is preferred

Lato Regular for sub-headlines is preferred.

Lato Regular for body copy is preferred. Lato Regular for body copy is preferred. Lato Regular for body copy is preferred.

Lato Bold for highlighting body copy is preferred. Lato Bold for highlighting body copy is preferred.

Lato

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9

TKE LOGOTYPE

ROTIS SEMI-SERIF

Rotis Semi-Serif is our logo typeface and should be used sparingly for display type and headers.

ROTIS SEMI-SERIF

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9

ALTERNATIVE TKE FONTS

Tau Kappa Epsilon maintains a selection of alternative fonts to be used to enhance our visual presence and design aesthetics. These fonts will be utilized for formal CEO communications, program marketing, specialty campaigns, event materials and multi media productions. These fonts should not be used to substitute our primary fonts.

Pill Gothic

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

PERMANENT MARKER

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Veranda

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

ACIER BAT (TEXT NOIR)

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Arial Narrow

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z



EXTENDED BRAND

The TKE brand consists of dozens of logos, iconography, imagery and language. In order to maintain our brand consistency and avoid confusion, it is important to verify that you are using the right features in the right way for the right projects.

- 3.1 Secondary Brand Elements
- 3.2 Logos, Programs & Honors
- 3.3 Additional Branded Elements
- 3.4 Coat of Arms

- 3.5 TKE Flag
- 3.6 Chapter Composites
- 3.7 TKE Licensing Program

KNOW THE BRAND:

SECONDARY BRAND ELEMENTS

Tau Kappa Epsilon's secondary brand elements include logos, images and themes beyond those that you find in our most basic logo package. These include the sub-brands for our programs, events and media as well as the visuals for our awards and honors. It is vital that you understand the intended use for all TKE images so that it is not misused or otherwise appropriated for a purpose other than its intended use.

Tagline

Better Men for a Better World is often mistaken for the mission of TKE.



TAU KAPPA EPSILON

—— Better Men for a Better World ——

- This tagline exists to provide a simple away to describe the impact that our organization's values and mission can have on our communities. It should not be confused with the TKE mission to "aid men in their mental, moral and social development for life."

Biennium Theme

Every two years, to mark the Fraternity's Biennial Conclave, we unveil the biennium theme.

- The biennium theme is a supplementary theme that will be utilized to motivate and inspire our members during the two years it is active. This messaging can be used to supplement your recruitment or to inspire your education. It should not be used in place of the Mission or tagline of TKE.

THE
EXPECTATION
OF
EXCELLENCE

KNOW THE BRAND:

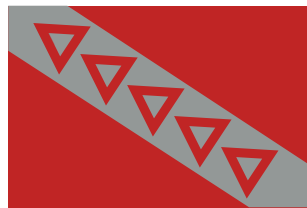
LOGOS, PROGRAMS & HONORS

Within the TKE brand, you will find a wide array of logos, images, icons, awards, jewels, honors, programs, platforms, clubs and titles. The visual and typographical elements associated with these should be safeguarded to protect their value and to minimize confusion. A common misuse can be found in the imagery for the Circle of Excellence award. The TKE Circle of Excellence is a group of Tekes who have achieved the highest level of professional success in their

chosen field of endeavor. These men have been recognized by their peers for extraordinary achievement. The Circle to recognize these Fraters, to welcome their input on the activities of the Fraternity and Foundation and to invite them to help develop our next generation of TKE leaders. Unfortunately, the COE logo is often used incorrectly on recruitment shirts or other local designs. This causes the value of the honor to be confused and diminished.



The Coat of Arms may be used only by official members of the Fraternity on stationery, jewelry, and other personal effects. It is used by the Fraternity upon its official stationery, membership certificates, and other documents. Distinctive and beautiful, the TKE Coat of Arms is vastly unique to that employed by any other Fraternity. Modified slightly several times during the early years of Tau Kappa Epsilon, the present Coat-of-Arms, adopted in 1926, was designed by Dr. Carlton B. Pierce and Ms. Emily Butterfield.



The TKE flag should always be displayed so as to represent the Coat of Arms. When hung from a flag pole or horizontally, the bend begins in the bottom right and continues to the upper left and the triangles should point to the upper left. When the flag is hung vertically, the bend begins in the bottom right and continues to the upper left and the triangles should point to the upper left as well.

TKE

Members and non-members, including candidates, are allowed to wear the TKE letters. Coat of Arms can only be worn by initiated members.



The Life Loyal Teke program provides Fraters with a tangible way to embrace the Fraternity for Life and provide support to TKE.



The Tau Kappa Epsilon corporate seal is only to be used on charters and certificates and pre-approved apparel with TKEStore.com.

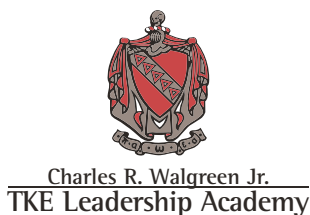
#IAMTKE

The official hashtag of TKE is #IAMTKE. The hashtag represents the idea that TKE unites members as one.

Programs



Our biennial meeting, Conclave, gets custom logo treatment for each event. Conclave is held in odd-numbered years.



Charles R. Walgreen Jr. TKE Leadership Academy uses the interlocking triangles.

Each graduate class is assigned a Roman number class year.



Regional Leadership Conferences use the gavel imagery to significant the importance of leadership from each Frater in the success of TKE.



Dr. William V. Muse Alumni Volunteer Academy uses the Key Leader imagery because of Dr. Muse's doctoral thesis on the Key Man leader theory.



Province Forums use the pillar imagery to signify the gathering of Fraters to meet and discuss best practices.

Media



THE TEKE magazine is the official educational journal of Tau Kappa Epsilon Fraternity.



The TKE Nation Podcast launched in 2019 to provide Tekes with educating, inspiring or entertaining stories from across TKE Nation.



MyTKE.org allows Fraters to keep in touch with their chapter's news updates, view upcoming events and much more.

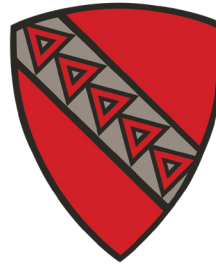
Additional Branded Elements



The TKE Circle of Excellence is a group of Tekes who have achieved the highest level of professional success in their chosen field of endeavor. It should not be used for any other purpose.



The TKE 10 in 10 logo lockup represents our newest commitment to St. Jude Children's Research hospital. This lock up is not to altered in any way. All St. Jude related branding must be approved by the St. Jude brand.



The purpose of the Order of the Shield is to acknowledge and recognize those Fraters who have engaged in defending peace and freedom by serving their country's armed forces whether in the active, reserve, or National Guard.



The TKE Alumni Shield can be used by any TKE alumni Frater. It is often used on apparel and products geared towards alumni.

KNOW THE BRAND: THE TKE Foundation



In partnership with TKE, the TKE Foundation supports programs and services that build Better Men for a Better World. Classified as a not-for-profit 501 (c) (3) organization by Internal Revenue Code (U.S.A.), contributions made to the TKE Foundation are tax-deductible. The current logo is the only one that should be used.

Outdated TKE Foundation Logos



THE
**EXPECTATION
OF
EXCELLENCE**



COMMON BRAND ELEMENTS

COAT OF ARMS

TKE's Coat of Arms is not called a crest. In addition, the standard Coat of Arms from 1926 should be the only one used on apparel, social media or displayed anywhere. The Coat of Arms was one of the first, as well as one of the last, symbols of Tau Kappa Epsilon to be designed and adopted. The first Coat of Arms (often referred to as the "Alpha Crest") first appeared in approximately 1902. Very little is known

about the origin of the first Coat of Arms and its author still remains unidentified. Dr. Carlton B. Pierce (Delta), in conjunction with Miss Emily Butterfield (a founder of Alpha Gamma Delta Sorority and expert in heraldry), designed the present day Coat of Arms which was adopted at the 17th Conclave in 1926.

Requirements:

The Coat of Arms consists of a shield of the Norman form, upon which is a bend with five equilateral triangles, surmounting a scroll bearing the initial letters of a secret motto in Greek, and surmounted by a skull. This assemblage is done in the official colors (cherry and gray) properly mantled. Its symbolism is revealed by the initiation ritual. The Coat of Arms may be used only by official initiated members of the Fraternity on stationery, jewelry, and other personal effects. Distinctive in form, the TKE Coat of Arms is unique to that employed by any other fraternity.



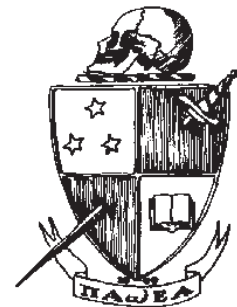
The "Alpha Crest" : 1902-1913



The "Minchin Coat of Arms": 1913-1924



The "Bastard Crest": 1924-1926



COMMON BRAND ELEMENTS

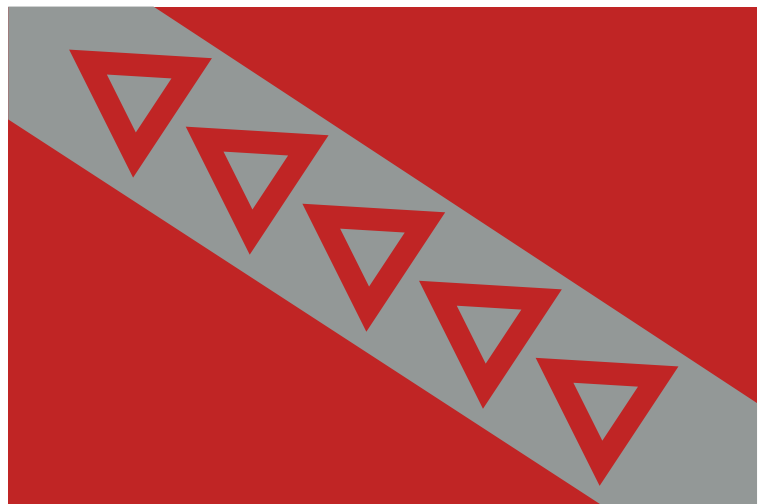
TKE FLAG

The present design of the TKE flag, as adopted at the 1961 Conclave, featured five voided triangles, in cherry, on a gray bend surmounting a cherry field. Similar to the shield within the Coat of Arms, the flag is readily associated with Tau Kappa Epsilon. Fraternal traditions very carefully specify the use of the Fraternity flag, with the U.S. or Canadian flag taking precedence by flying either above or at the left of the

Fraternity's emblem. The Fraternity flag is displayed at full-staff on national holidays or celebrations and at half-staff on days of institutional mourning. The Fraternity flag may be used to drape the coffin of a member.

Requirements:

Chapters may fly the Fraternity flag at any time, but it should be displayed alone on (a) days of Fraternity celebration, such as Founders' Day; (b) the days when the Conclave of the Grand Chapter is in session; (c) during official or invited visits of a Past Grand Prytanis, Grand Officer, or any other representative of the Fraternity; or (d) whenever ordered by the Grand Prytanis, Grand Chapter, or Grand Council.



The TKE flag should always be displayed so as to represent the Coat of Arms.

When hung from a flag pole or horizontally, the bend begins in the bottom right and continues to the upper left and the triangles should point to the upper left.



When the flag is hung vertically, the bend begins in the bottom right and continues to the upper left and the triangles should point to the upper left as well.



COMMON BRAND ELEMENTS

CHAPTER COMPOSITES

Fraternal composites are a longstanding tradition within Greek organizations. These composites are taken annually, depicting individual headshots of the entire active chapter membership. These professionally produced pieces represent a chapter's place in history and will live on for generations, often being displayed in a chapter facility for years to come. Composites should be a positive representation of the men of Tau Kappa Epsilon, as well as the mission and values of the International Fraternity.

Any violation of these requirements will result in the offending member's headshot being removed and listed as "Not Pictured" in the final composite. The Fraternity urges chapters to maintain a professional nature when taking headshots with the selected composite vendor to ensure all members will be included.

With each composite, the Offices of the Grand Chapter expects:

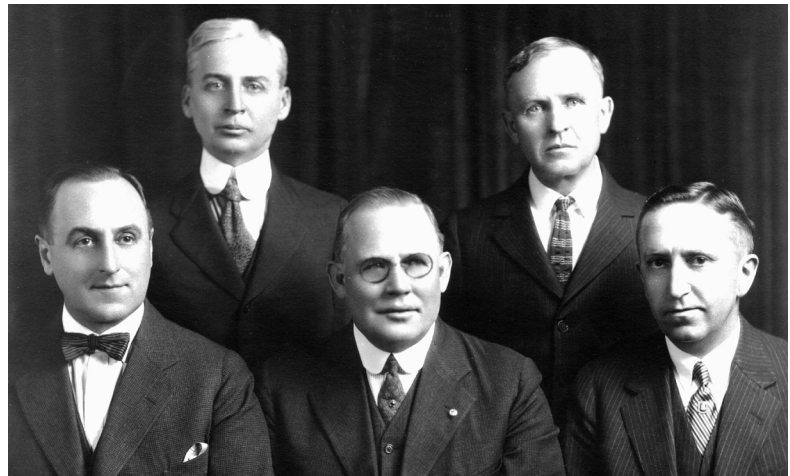
- Each member to be photographed in a coat and tie;
- Be clean-shaven or have appropriate or well-groomed facial hair;
- Chapter designations to be hyphenated where appropriate (Omega-Omega);
- Our primary Coat of Arms used in either full color or single color form;

The Fraternity does allow, at the chapter's sole discretion:

- Inclusion of TKE Chapter Sweetheart(s), House Director(s)/Chef(s), appropriate Campus Administrators, and/or TKE Volunteers (such as Chapter Advisor, Board of Directors Chairman, House Corporation officers, etc);
- Inclusion of chapter pets such as a house dog

The Fraternity does not allow, under any circumstances, the inclusion of:

- Gag photography including but not limited to: Use of props, comedic or offensive poses, facial expressions, makeup, gag hairstyles, costumes or related items such as sunglasses, hats or chains, as well as references to sex, drugs or alcohol;
- Previous Coat of Arms or any alterations to the Coat of Arms including shadows, highlights or glows;
- Recognition of any other chapter tradition for non-members outside of Sweetheart, including but not limited to little sister(s) or girlfriend(s).



COMMON BRAND ELEMENTS

TKE Licensing Program

The Tau Kappa Epsilon Fraternity is the exclusive owner of Tau Kappa Epsilon trademarks, and it is our legal duty to protect them. In order to preserve the heritage of our name and to maintain ownership of our trademarks, we have a licensing program in place to monitor their use.

The Tau Kappa Epsilon Fraternity recognizes certain vendors as “Authorized Licensed Vendors” of products or merchandise bearing the Fraternity’s name or symbols.

These vendors work in cooperation with the Fraternity’s Professional Staff to develop and market TKE products and services that reflect our Fraternity’s values.

Tau Kappa Epsilon partners with GreekLicensing.com to administer licenses, and we are always looking for new quality vendors to add to our program.

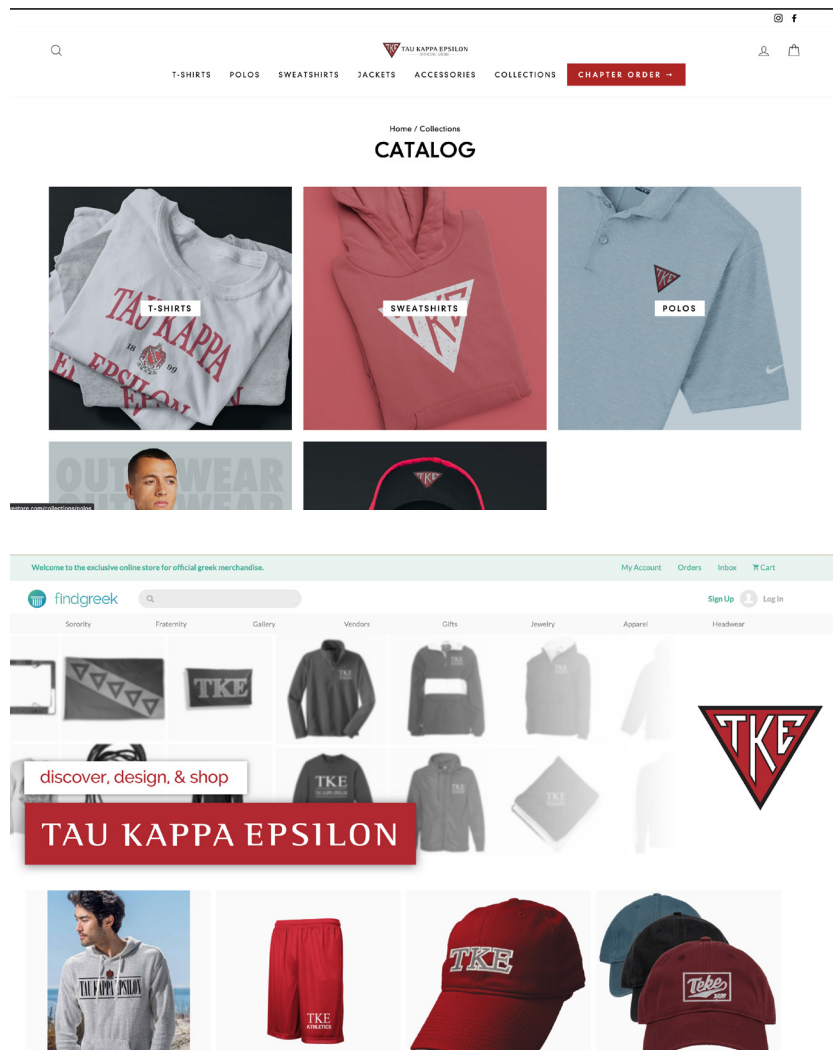
Visit TKE.org/Shop for more.

Trademark Usage

- The Black Book is clear that these are for personal use of members and for chapter affairs. Registered trademarks of the Fraternity may not be used for commercial purposes without permission of the Chief Executive Officer.

Key Vendors

- GreekLicensing.com - Is the best place to begin for all licensing needs.
- FindGreek.com - A better way to shop for Tau Kappa Epsilon gear.
- TKEStore.com - The official store of Tau Kappa Epsilon Fraternity.
- GreekMarketplace.net/TKE - An excellent store to purchase Fraternity badges, lavalieres, and other TKE jewelry.
- TKE.org/HerffJones - The Greek Division of Herff Jones is the official jeweler to Tau Kappa Epsilon.
- TKE.org/Ritual - The Fraternity’s official vendor for ritual equipment.



**“WE CAN REALIZE
THE IMPORTANT
BEARING THE
LITERARY FORUM
OF OUR FRATERNITY
WOULD HAVE ON
OUR FRATERNITY”**

- OPPORTUNITY OUT OF DEFEAT



TAU KAPPA EPSILON STYLEBOOK

A large, light red, stylized number '4' is positioned in the upper left quadrant of the page. It has a thick, hand-drawn appearance with a slight shadow effect.

Style Guide

Tau Kappa Epsilon utilizes the AP Stylebook as the base for our style. Due to the industry in which we operate, there are many deviations from this style that will be covered in this section. If not directly covered here, refer to AP Style.

4.1 Abbreviations and Acronyms

4.2 The Language of TKE

ABBREVIATIONS AND ACRONYMS:

USAGE GUIDE

Tau Kappa Epsilon uses a lot of abbreviations and acronyms in our regular jargon. The outline below provides the appropriate usage of each.

In the abbreviation or acronym's first use, spell out the full title first and then on its second and future references, use the appropriate abbreviation or acronym.

Programs:

AVA

Alumni Volunteer Academy

Forums

Province Forums, not PF

KLT

Key Leader Training

RLC

Regional Leadership Conference

RPC

Regional Planning Conference

TKELA

Charles R. Walgreen Jr. TKE Leadership Academy

Titles & Roles:

BOA

Board of Advisors; the letters C, VC, S and T are added when referring to the Chairman, Vice Chairman, Secretary and Treasurer respectively

CA

Chapter Advisor

Cryso

Crysophylos (Treasurer)

Epi

Epiprytanis (Vice President)

GPA

Grand Province Advisor

Gram

Grammateus (Secretary)

GC

Grand Council

Heg

Hegemon (Educator)

Hist

Histor (Historian)

PA

Province Advisor

PGCM

Past Grand Council Member

PGP

Past Grand Prytanis

PGO

Past Grand Officer

Pry

Prytanis (President)

Pylo

Pylortes (Sergeant-At-Arms)

VGP

Venerable Grand Prytanis

Honors:

KOA

Knights of Apollo

OGE

Order of the Golden Eagle

OotF

Order of the Founders

OotN

Order of the North

OSE

Order of the South

OotS

Order of the Shield

ABBREVIATIONS AND ACRONYMS:

USAGE GUIDE

Administrative:

AAs

Alumni Associations

AAC

Alumni Advisory Committee

AMF

Annual Membership Fee

BM4BW

Better Men for a Better World

BP

Blueprint

CAC

Collegiate Advisory Committee

CAF

Chapter Assessment Fee

CF

Candidate Fee

CSP

Conclave Savings Plan

DNI

Did Not Initiate

DOP

Declaration of Principles

IF

Initiation Fee

FC

Finance Charges

FFL

Fraternity for Life

FHF

Founders Housing Fund or
Founders Housing Fee

FIT

Facilitator in Training

FS

Fraternal Services

FSLAQ

Fraternity/Sorority Life Administrator
of the Quarter

HQ

Headquarters

IFC

Interfraternity Council

KRA

Key Result Areas

LLT

Life Loyal Teke

MDP

Membership Development Program

MQB

Membership Quality Board

NIC

North American Interfraternity Con-
ference

OGC

Offices of the Grand Chapter

OOD

Opportunity Out of Defeat

PF

Penalty Fee

RCB

Red Carnation Ball

RM/Insurance

Risk Management Insurance

RMF

Risk Management Fee

VOTM

Volunteer of the Month

YITB

Yours In The Bond

THE LANGUAGE OF TKE:

TKE SPECIFIC STYLEBOOK

TKE has developed a stylebook that is specific to the needs and history of our organization. The contents below are a set of standards for the language of our organization.

Our stylebook establishes standard style requirements to improve communication by ensuring consistency both within a document, email or spoken language. Because practices vary, a style guide may set out standards to be used in areas such as punctuation, capitalization, citing

sources, formatting of numbers and dates, table appearance and other areas. The style guide may require certain best practices in usage, language composition or visual composition.

Reference the AP Style Guide If Not Shown Here:

academic degrees

If mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: Fatima Kader, 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.

Also: an associate degree (no possessive).

Use such abbreviations as B.A., M.A., LL.D. and Ph.D. only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Use these abbreviations only after a full name — never after just a last name.

When used after a name, an academic abbreviation is set off by commas: John Snow, Ph.D., spoke.

Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for

the degree in the same reference. See doctor, Master of Arts, Master of Science, Master of Business Administration.

academic departments

Use lowercase except for words that are proper nouns or adjectives: the department of history, the history department, the department of English, the English department, or when department is part of the official and formal name: University of Connecticut Department of Economics.

academic titles

Capitalize and spell out formal titles such as chancellor, chair, etc., when they precede a name. Lowercase elsewhere.

Lowercase modifiers such as department in department Chair Jerome Wiesner.

See doctor and titles.

Active

An initiated man (lowercase) Depending on the context, typically it's used for only collegiates.

adviser/advisor

Disregard the AP style preference for adviser. TKE prefers the use of advisor.

alumna, alumnae, alumni, alumnus

alumna - singular, female

alumnae - plural, women only

alumni - plural, men only or men and women

alumnus - singular, male

alum - singular, male or female;

appropriate only in informal contexts

See gender-neutral language

Alumni Association/Chapter

Capitalize when referring to a specific name. (The Alpha Alumni Association but there are many alumni associations throughout the country.)

Alzheimer's disease

A progressive, irreversible neurological disorder and the most common form of dementia.

Most victims are older than 65, but

Alzheimer's can strike at earlier ages.

Symptoms may include memory loss, impairment of judgment,

disorientation, personality change,

difficulty in learning and loss of language skills. Alzheimer's disease is defined by specific changes in the brain that occur before symptoms appear. Current drugs only ease symptoms and don't reverse the course of the disease.

annual

Avoid the term first annual.

annual meeting

Lowercase in all uses.

Apollo

The mythological ideal or patron of Tau Kappa Epsilon. (Always capitalize.)

Association

Do not abbreviate. Capitalize as part of a proper name: American Medical Association. (Example: Circle City Alumni Association)

Awards & Honors

Chapter Awards

- Excellence in Recruitment - Results
- Excellence in Recruitment - Chapter Size

- Excellence in Involvement - Community Service
- Excellence in Involvement - Alumni Relations
- Excellence in Achievement - Academic Success
- Excellence in Achievement - Education
- Excellence in Achievement - St. Jude
- Excellence in Achievement - Risk, Health and Safety
- Most Improved Recruitment
- Top Recruiting Chapter
- Most Improved Chapter
- 100% KRA Award
- Top TKE Chapter

Alumni Association Awards

- Alumni Association of the Year

Collegiate (Individual) Awards

- Top Teke Award
- Top TKE Recruiter

Alumni (Individual) Awards

(Note: Awards below are listed in rank order from lowest to highest award)

- Volunteer of the Month

- Volunteer of the Year
- Foundation's Apollo Award
- Excellence in Education
- Key Leader Award
- Advisory Hall of Fame
- Circle of Excellence
- Alumnus of the Year
- Order of the Silver Maple Leaf
- Foundation's Medal of Excellence
- Grand Prytanis Award
- Foundation's Fraternity for Life Award
- Order of the Golden Eagle

Non-Member Awards

(Note: Awards below are listed in rank order from lowest to highest award)

- Salisbury-Scott Award
- Amanda Baker Inspiration Award
- Jean Cochran Fraternity Dedication Award

Bachelor of Arts, Bachelor of Science

A bachelor's degree or bachelor's is acceptable in any reference. See *AP Style Guide's academic degrees for guidelines on when the abbreviations B.A. or B.S. are acceptable.*

THE LANGUAGE OF TKE:

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Badge

The membership badge is not known as a pin or button (lowercase).

Better Men for a Better World

TKE brand tagline. See [TKE.org/Resources/Desired-Aims-and-Outcomes](https://tke.org/Resources/Desired-Aims-and-Outcomes)

biannual, biennial

Biannual means twice a year and is a synonym for the word semiannual. Biennial means every two years. TKE's Conclave is a biennial Conclave.

board

Capitalize only when an integral part of a proper name. See *AP Style Guide's capitalization*.

Board of Directors

TKE breaks from AP Style and chooses to always capitalize when referencing our own boards. When writing about boards outside of our organization, AP Style Guide should be followed.

book titles

See *AP Style Guide's composition titles*.

brother

Term used by fraternity men in reference to one another (lowercase). Frater is preferred usage of this term.

brotherhood

lowercase. (bond of fraternal brotherhood; the brotherhood at Iowa State)

Bylaws

one word, not hyphenated (the Bylaws of Omega-Omega Chapter; an investigation showed a violation of its bylaws). See *The Black Book*.

bylines

Our standard byline consists of By, followed by the name (Chapter, University) in the byline field, and staff or volunteer position held as the bytitle, when appropriate.

campus

Capitalize when used with the full name of the campus. Lowercase when it stands alone.

Canada

Montreal, Quebec City and Toronto stand alone in datelines. For all other

datelines, use the city name and the name of the province or territory spelled out.

The 10 provinces of Canada are Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland and Labrador (but usually known as just Newfoundland), Nova Scotia, Ontario, Prince Edward Island, Quebec and Saskatchewan.

The three territories are the Yukon, the Northwest Territories, and Nunavut (created April 1, 1999).

The provinces have substantial autonomy from the federal government.

See *AP Style Guide's datelines*.

Candidate

New members who have begun the process of being educated in Tau Kappa Epsilon are not labeled as a pledge. Pledge is an outdated nomenclature that is no longer used. These new members are also sometimes referred to as associate members. (lowercase)

CEO, CFO, CIO, CRO, COO

Leading executives of a company. CEO is acceptable in all references for chief executive officer, who typically has the primary decision-making authority. This role is separate from Chief Financial Officer and Chief Operating Officer, but an individual may hold more than one of these positions at a time.

- Use Chief Financial Officer on first reference and CFO thereafter.
- Use Chief Operating Officer on first reference and COO thereafter.
- Use Chief Information Officer on first reference and CIO thereafter.
- Use Chief Risk Officer on first reference and CRO thereafter.

TKE breaks from AP Style and capitalizes the titles.

Chairman

Capitalize when the title precedes a name; keep it lowercase elsewhere. (Omicron Chapter Recruitment Chairman; he was elected chairman of the committee)

Chapter

Alpha Chapter of TKE; the Alpha chapter of TKE (When used in a sentence it is lowercase, example: Frater Smith is the son of John Smith (Alpha, Illinois Wesleyan) and has been assisting in various ways with the re-establishment of the Omega-Omega chapter for the past few months.)

When listing a Frater's home chapter, it should always be listed (Chapter, University) unless used in the sentence. Chapter designations always have a hyphen (Omega-Omega). *See University for specifics on formatting the school name.*

Chapter Advisor

"or" not "er-" (initial caps). *See Adviser/advisor.*

Chapter Eternal

Initial caps. (Charles Walgreen, Jr. entered the Chapter Eternal at age 100 on Saturday, Feb. 10.)

chapter house

Lowercase.

Charity, Esteem and Love

Does not need to be capitalized in a sentence. *See Love, Charity and Esteem.*

Circle of Excellence

See Awards and Honors: Honor given by the TKE Foundation
The Tau Kappa Epsilon Circle of Excellence is a group of Tekes who have achieved the highest level of professional success in their chosen field of endeavor. These men have been recognized by their peers for extraordinary achievement. Re-launched in 2007, the first inductees were grandfathered members of the 1978 Grand Prytanis Advisory Committee.

co-

Retain the hyphen when forming nouns, adjectives and verbs that indicate occupation or status:

co-author

co-chair

co-owner

co-sponsor

See AP Style Guide for more.

THE LANGUAGE OF TKE:

TKE SPECIFIC STYLEBOOK

Coat of Arms

Not hyphenated (initial caps) - TKE's Coat of Arms is not called a crest. In addition, the standard Coat of Arms from 1926 should be the only one used on apparel, social media or displayed anywhere. Other usage of previous Coat of Arms such as the Bastard Crest should not be used.

collective nouns (Offices of the Grand Chapter)

Nouns that denote a unit take singular verbs and pronouns: class, committee, crowd, family, group, herd, jury, orchestra, team. Some usage examples: The committee is meeting to set its agenda. The jury reached its verdict. A herd of cattle was sold. Most singular names take singular verbs, including places and university names in sports: Coldplay is on tour. Boston is favored in the playoffs. Stanford is in the NCAA Tournament. Some proper names that are plural in form take a singular verb: Brooks Brothers is holding a sale. PLURAL IN FORM: Some words that

are plural in form become collective nouns and take singular verbs when the group or quantity is regarded as a unit.

College

Lowercase unless referring to a proper name. (Columbia College; the college campus) Capitalize when part of a proper name: Dartmouth College. *See AP Style Guide's organizations and institutions.*

collegiate

Use this term to describe an undergraduate/graduate member. Do not use undergraduate in any language.

Colony

Capitalize when referring to a specific colony. (TKE Colony 748, University of Tennessee BUT TKE has several colonies working to become chartered.)

Colors

The "official" TKE colors used in printing/reproducing TKE cherry and gray are as follows:

- CHERRY (Coat-of Arms only): PMS

Red #199

- CHERRY (everything else): PMS Red #1805
- GRAY: PMS Cool Gray 9C

Comma

IN A SERIES: Use commas to separate elements in a series, but do not put a comma before the conjunction in most simple series: The flag is red, white and blue. He would nominate Tom, Dick, Harry or Jeannette. She goes to school, plays league soccer and takes private dance lessons. Include a final comma (Oxford Comma) in a simple series if omitting it could make the meaning unclear. The governor convened his most trusted advisers, economist Olivia Schneider and polling expert Carlton Torres. (If Schneider and Torres are his most trusted advisers, don't use the final comma.) The governor convened his most trusted advisers, economist Olivia Schneider, and polling expert Carlton Torres. (If the governor is convening unidentified advisers plus Schneider and Torres, the final comma is needed.)

Put a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction: I had orange juice, toast, and ham and eggs for breakfast. Use a comma also before the concluding conjunction in a complex series of phrases: The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.

Committee

Capitalize when referring to a specific committee. (the Judiciary Committee of Tau Kappa Epsilon; they will form a committee to plan homecoming.)

Conclave

Always capitalized when referring to the TKE Conclave. Our biennial convention is called Conclave and is held every other year in odd-numbered years. Conclave is a great celebration of brotherhood, where Tekes from all over the world come together for three days to select the leadership of the Fraternity, vote

on changes to the governing rules and policies, recognize our best and brightest Fraters and Chapters, participate in intense leadership development, and build friendships. First Conclave was held in 1909.

council, counsel

A council is a body of people or organizations, often appointed or elected. Capitalize councilor, councilman and councilwoman when used as a formal title before a name; otherwise, lowercase. Tau Kappa Epsilon uses council.

Counsel (n. or v.) refers to guidance, sometimes legal in nature and given by a lawyer, or a person or people who provide such guidance. He sought counsel from former bosses as he considered the job offer. Her counsel advised her not to answer questions. The attorney counseled her client.

Corporation

Capitalize when referring to a particular TKE entity (Tau Kappa Epsilon's Omega-Omega Chapter House Corporation).

Declaration of Principles

Capitalize.

Equilateral Triangle

Primary symbol of the Fraternity.

Esteem, Charity and Love

Does not need to be capitalized in a sentence. *See Love, Charity and Esteem.*

Foundation Ambassador

The Ambassadors Program was created in 2018 as a means of inviting donors to serve as active volunteers on behalf of the Foundation while enhancing fundraising efforts through engagement, promotion, stewardship and recruitment.

Ambassadors support the Foundation by assisting in stewardship efforts, recruiting new donors, representing the Foundation at regional and international events, and expanding their fraternal network while building connections with fellow Fraters and prospective donors.

THE LANGUAGE OF TKE:

TKE SPECIFIC STYLEBOOK

Foundation Business Council

The TKE Foundation Business Council is comprised of volunteers who work to further the Foundation's efforts to build Better Men for a Better World. Business Council members support the Board of Directors activities, Foundation-sponsored programs, and annual fundraising campaigns – and are invited to attend meetings of the TKE Foundation Board of Directors.

Members of the TKE Foundation Business Council sign a 5-year \$15,000 pledge, committing to donate \$3,000 a year or \$250 per month to further our efforts to build Better Men for a Better World.

Founder(s)

Use initial cap “F” when referring to a Founder or Founders of the Fraternity (Joseph Lorenzo Settles, James Carson McNutt, Clarence Arthur Mayer, Owen Ison Truitt, C. Roy Atkinson.)

Founders' Day

Put the apostrophe after the “s.” Events happen on or near January 10 of each year.

Frat vs. Fraternity

“Frat” is no longer an acceptable abbreviation nor synonym of fraternity. The term has taken on a negative connotation developed through pop culture's depiction of television shows and movies. Fraternities are organizations that work toward the betterment of men through mental, moral and social development.

Frater

Use initial cap “F” when referring to Frater.

Frater in the Bond

Use initial cap “F” and initial cap “B” when using this phrase. Example: He is a fellow Frater in the Bond.

Fraternity

When the fraternity in reference is TKE, always capitalize the word Fraternity. (He said that the Fraternity was a great influence on his life)

When referring to fraternities in general, do not capitalize (I was in a fraternity in college).

Fraternity/Sorority Life

Capitalize. Preferred usage instead of using Greek Life. Some campuses are using Sorority/Fraternity Life now.

Freshman, freshmen

Freshman can be either a noun or an adjective. As an adjective, it is always singular; as a noun, it can be plural. For example, “The freshman athletes arrived at the university” versus “The freshmen arrived at the university.”

gender-neutral language

See the AP Stylebook for details. In general, use terms that can apply to any gender where appropriate. Such language aims to treat people equally and is inclusive of people whose gender identity is not strictly male or female. As this is a male fraternity, be aware that our members should be referred to as male unless specifically noted by the member. *See the AP Stylebook for further details.* Balance these aims with common

sense, respect for the language, and an understanding that gender-neutral or gender-inclusive language is evolving and in some cases is challenging to achieve.

Grand Chapter

Capitalize. Defined in The Black Book Article II, Sec 2: The Grand Chapter shall consist of all members of the Fraternity. Members having voting rights shall be the Grand Council members, all living Past Grand Prytani, and one delegate from each collegiate chapter and alumni association.

Grand Council

Capitalize.

Greek/Greek Life

Capitalize. Fraternity/Sorority Life is preferred.

Greek organizations

Interfraternity Council (IFC), National Pan-Hellenic Council (NPHC), National Panhellenic Council (NPC), Unified Greek Council (UGC), Latino Business Student Association (LBSA), National Association of Latino

Fraternal Organizations (NALFO).

Headquarters

Capitalize when referring to the international Fraternity. (The Donald R. Tapia TKE International Headquarters is located in Indianapolis) Use as second reference to Fraternity Headquarters. But . . . there are many fraternity headquarters located in Indianapolis (lowercase). *See Nationals. See International HQ.*

honors

See Awards and Honors.

Houseplate

Primary logo mark of the Fraternity. It consists of a red triangle with the letters TKE placed inside in a specific manner and includes a black border. The houseplate originated as a plate built into chapter houses and was used as early as the 1920s as evidenced by THE TEKE magazine.

initiates

Lowercase.

initiation

Lowercase in the verb form: We initiated 20 members; we have 20 initiates. Capitalize when referring to a specific TKE ceremony: We just went through the Gamma Class Initiation Ceremony. When writing of when a Frater initiated into TKE, do not say "XXX was initiated" instead omit "was" and say "XXX initiated." In addition, a Frater is always initiated into TKE first. Example: Frater Tom initiated into TKE in 2005 at the Upsilon-Iota chapter at IUPUI. Also acceptable: Frater Tom initiated into TKE in 2005 at the Upsilon-Iota chapter (IUPUI). *See I was a Teke vs. I am a Teke.*

Interfraternity Council

The abbreviation IFC is acceptable on second reference.

International Constitution and Bylaws

Capitalize. *See The Black Book.*

Internationals/HQ vs. Nationals

See Nationals. See Headquarters.

THE LANGUAGE OF TKE:

TKE SPECIFIC STYLEBOOK

I was a Teke vs. I am a Teke

The only time a man should use the past tense in reference to his membership is if he has demitted and is no longer a member. TKE is the Fraternity for Life.

Jewel

The official jewel of Tau Kappa Epsilon is the white pearl.

Join a House vs. Join a Chapter or Fraternity

Men of Greek letter organizations do not join a house—they join a chapter or a fraternity. To join a house would infer someone's induction into a physical structure consisting of walls, windows and doors.

Key Result Areas (KRA)

Tau Kappa Epsilon's Grand Council establishes yearly Key Result Areas for the entirety of TKE Nation. These are created to help keep the Fraternity on track as the world's largest and best in the Greek world. It is always Key Result Areas and not Key Results Area or Key Results Areas.

Lavalier

Lavalier is a jeweled pendant (bearing the Fraternity's letters) worn on a chain around the neck. An accepted gift of a lavalier is called lavaliering and indicates a romantic commitment. (Usually not capitalized)

Leadership Academy (TKELA)

Charles R. Walgreen, Jr. TKE Leadership Academy – capitalize. Wherever possible spell out the full name of Charles R. Walgreen, Jr. TKE Leadership Academy. When referencing the program informally, it is acceptable to use Academy following the first reference of the full name. It should never be referred to as TLA or TKLA.

Life Loyal Teke

The designation of "Life Loyal Teke" applies to any member who has voluntarily enrolled in the Life Loyal Teke program. It should not be referred to as Life Loyal TKE. (capitalize)

Love, Charity and Esteem

Does not need to be capitalized in a sentence. Preferred order.

Membership Quality Board (MQB)

Capitalize.

National Founders

Capitalize. (Lester H. Martin, L.W. Tuesburg, William Wilson, and Wallace G. McCauley)

National Panhellenic Conference (NPC)

Umbrella organization for 26 (inter) national women's sororities.

Nationals vs. International Headquarters vs. HQ

Acceptable terminology when referring to Tau Kappa Epsilon includes: The Offices of the Grand Chapter, TKE IHQ, TKE HQ, International Headquarters and Professional Staff. Do not refer to as Nationals.

It is important to remember that since our founding, we have always been an inclusive organization.

As such, we need to recognize our international Fraters with equal respect. By calling the Offices of the Grand Chapter “Nationals,” you are discounting the value of our international brotherhood. Suitable alternatives are: International Headquarters, Headquarters, HQ or the Offices of the Grand Chapter.

North-American Interfraternity Conference

Always capitalize. Abbreviate NIC on second reference.

Officers

Officer titles are always capitalized for both collegiate groups and alumni associations.

The Prytanis presides over all meetings and serves as the chief administrator of the chapter's affairs. The Epiprytanis must perform all of the duties of the Prytanis in his absence.

The Grammateus serves as the chapter's secretary, recording its proceedings and handling all correspondence not otherwise delegated.

The Crysophylos is the chief financial officer of the collegiate chapter, collecting all accounts from members and paying all bills when due.

The Histor records the address and personal history of each member and all matters of historical interest to the chapter.

The Hypophetes conducts all devotional exercises and has custody of all ritualistic ceremonies. The Pylortes acts as the doorkeeper or sergeant-at-arms at all meetings.

The Hegemon is the officer in charge of candidates for membership from the time of induction until their initiation is completed.

Official Family

Used to describe present and past members of the Grand Chapter (collegiate chapters, alumni associations, board of directors, etc.)

Offices of the Grand Chapter

When referring to TKE headquarters it should always be capitalized as shown here. It is also always going to be a singular.

Panhellenic Council

Local coordinating and governing organization for women's sororities.

Pledge vs. Candidate

By definition, to pledge means to make a promise to join an organization or group. In contrast, to be a candidate means to apply to join an organization or group. TKE stopped using pledge and refers to them now as candidates or associates.

Plural

The names of our TKE offices come from a mixture of Greek and English. Hence, there are no standards for pluralization. Here is what we use:

Prytanis	Prytani
Epiprytanis	Epiprytani
Grammateus	Grammateuses
Crysophylos	Crysophyli
Histor	Histors
Hypophetes	Hypophetes
Pylortes	Pylortes
Hegemon	Hegemons

THE LANGUAGE OF TKE:

TKE SPECIFIC STYLEBOOK

potential new members (PNM)

Don't capitalize. Used to describe individuals who have not become candidates yet.

Professional Staff

Capitalize. Also capitalize the titles (and acronyms) of all members of the Professional Staff. (ex. Regional Director, Chief Risk Officer, Programs & Events Coordinator, CEO, CIO, CFO). In a listing or in publications, use the following format: Alex Baker (Upsilon Iota, IUPUI).

Programs/programming area

This is very general. Lowercase (the programs) of the Fraternity but cap when referring to a specific program.

Province Advisor, Grand Province Advisor

Capitalize. We break from AP Style with the spelling of advisor. It is always to be spelled "or" and not "er."

Province Forum

Capitalize. Shouldn't ever be referred to as PFs.

Publications

Capitalize names of TKE resource guides. (The Official Officer Transition Guide)

Rebuilding

Use when referring to reviving a suspended chapter as opposed to starting a new one (expansion/colonize).

Red carnation

Official flower of the Fraternity.

Red Carnation Ball

A banquet and dance celebrated by most TKE chapters each year. (Capitalize)

Refounding

Refounding refers to any time a group is opened that follows its original founding. It is often used in the expression, refounding father, to indicate the member who was present during the groups rechartering.

Regional Director

Capitalize.

Regional Leadership Conferences (RLCs)

Capitalize.

Ritual

Should only be capitalized when specifically referencing our ritual. All others should be lower case.

Rush

Use recruitment instead.

Silver Book

Ritual Book

Special Projects Funds

This references a collective group of funds that can be used for a variety of special projects. The plural form is the correct usage.

St. Jude Children's Research Hospital

Capitalize; second reference use St. Jude. Do not refer to as St. Jude's.

Teke

a man who is a member of TKE.

Teke vs. TKE

See TKE vs. Teke.

The Black Book

The Bylaws and Constitution of Tau Kappa Epsilon. Initial caps and in quotation marks and include “The.”

The Bond

When referring to the Bond of TKE, it is always capitalized.

The Golden Book

Initial caps and in quotation marks. “The” is part of the name of the book.

THE TEKE magazine

TKE’s quarterly magazine. “The Teke” should be in all caps. Magazine is not part of the name and should not be initial capped. Magazines are not italicized or put in quotation marks.

The TKE Ritual

TKE has many ritualistic ceremonies, but they should be referred to by special name. There is no ceremony called “The TKE Ritual.”

The Teke Sitdown

This is a department in THE TEKE Magazine. When stylized for headers it is written in all lowercase. When written in a sentence, it is written as The Teke Sitdown or the Sitdown.

Titles

In TKE, always capitalize the following titles, no matter how they are used: Regional Director, Province Advisor, Grand Province Advisor, Chapter Advisor, Board of Advisors Chairman.

All other titles should be configured according to the AP Style Guide. *See Officers for proper officer capitalization.*

TKE vs. Teke

TKE is our organization whereas an individual member of our organization is a Teke. In no case, should either be written as Teek.

TKE Educational Foundation (TEF)

No longer in use. *See TKE Foundation.*

TKE Foundation (TKEF)

Always capitalize. Abbreviation is pronounced teek-ef and should

not be used outside of informal verbal communication. Preference is to call it the TKE Foundation or the Foundation and not use the abbreviation in any written communication.

Top Teke

Refers to the individual. (Not he was a Top TKE.)

Top TKE Chapter

Not Top Teke Chapter.

undergraduate

Lowercase. Do not use the term “active” for an undergraduate member of a chapter. Collegiate member is best. We do not refer to our members as undergraduates. We refer to them as collegiate. *See collegiate.*

THE LANGUAGE OF TKE:

TKE SPECIFIC STYLEBOOK

University

Capitalize only when referring to an actual school's name. (The university I am looking at is the University of Central Missouri) When listing the university in the standard format of (Chapter, University) omit the university and college labels (even when university is in the middle such as Indiana University Southeast). In an instance where the name of the school is both a college and a university, add in college. University will still be omitted. Example: Settles college should be listed as (Omega-Omega, Settles College) whereas Settles University is listed as (Omega-Omega, Settles).

Was a Teke vs. Am a Teke

People always say they used to be a Teke. It begs the question: What happened? Tau Kappa Epsilon is the Fraternity for Life. Even when a Frater passes, he is honored in the Chapter Eternal. Ensure continued and positive usage of membership.

Year range (ex: 2019-2021)

All four numbers must be used in both the first and second year for the sake of clarity. (Example: Does this mean 2019-2020, or is it a typo and someone just didn't type the 21 at the end?) The only exception will be to save space when necessary and without compromising clarity.

Yours in the Bond/YITB

Yours In The Bond. Correspondence between members of Tau Kappa Epsilon traditionally begins with "Dear Frater (last name)" and closes with the phrase "Yours in the Bond" or "YITB" as a reminder of our close fraternal affiliation.









TAU KAPPA EPSILON

— Better Men for a Better World —

Established January 10, 1899, Tau Kappa Epsilon is a men's social fraternity founded on the honest convictions of Love, Charity and Esteem.

For more information,
please visit TKE.org

