

4.0 LANGUAGE

4.0 LANGUAGE

APA Language

A strong voice also must be a consistent voice.

The following editorial guidelines complement the graphic identity guidelines outlined in the Elements Section of this manual. Together, these key elements will ensure a unified tone to all materials from APA, AICP, Divisions, Chapters, and student organizations.

4.1 Nomenclature

- 4.1.2 APA
- 4.1.5 AICP
- 4.1.9 Divisions
- 4.1.10 Chapters
- 4.1.12 Planning Student Organizations

4.2 Style

- 4.2.2 Authority
- 4.2.4 Communities
- 4.2.5 Possessives & Other Style Questions

4.1 NOMENCLATURE

APA Nomenclature

Nomenclature refers to a system of names and language. An important part of our brand is how we use nomenclature to express relationships and hierarchies within the APA family.

The following guidelines explain how to use APA’s system of nomenclature consistently and accurately.

4.1 Nomenclature

- 4.1.2 APA
- 4.1.5 AICP
- 4.1.9 Divisions
- 4.1.10 Chapters
- 4.1.12 Planning Student Organizations

4.2 Style

- 4.2.2 Authority
- 4.2.4 Communities
- 4.2.5 Possessives & Other Style Questions

4.1 Language | Nomenclature | APA

4.1.2 APA 4.1.5 AICP 4.1.9 Divisions 4.1.10 Chapters 4.1.12 Planning Student Organizations

APA Nomenclature

Follow these guidelines when referring to the national organization.

The full name of the national organization is American Planning Association. It is customary in text (and speech) to have the article *the* before this proper name. Yet, because the word *the* is not part of the proper name, do not capitalize it, unless of course it begins the sentence.

The article is lowercase, never uppercase, unless it begins the sentence.

Right:
Welcome to the 2007 National Planning Awards luncheon sponsored by the American Planning Association.

Wrong:
Welcome to the 2007 National Planning Awards luncheon sponsored by American Planning Association

When a shorter version of the proper name is appropriate, you may use the acronym APA, which does not take the article *the*.

Right:
The program was sponsored by APA.

Wrong:
The program was sponsored by the APA.

4.1 Language | Nomenclature | APA

4.1.2 APA 4.1.5 AICP 4.1.9 Divisions 4.1.10 Chapters 4.1.12 Planning Student Organizations

APA Nomenclature
continued

Follow these guidelines when referring to the national organization.

Always use the full proper name for the first reference. If the acronym APA will be used later in the document, then follow the first reference with the acronym in parentheses.

Right:
Welcome to the 2007 National Planning Awards luncheon sponsored by the American Planning Association (APA) and its professional institute, the American Institute of Certified Planners (AICP).

Definition of first reference:

In a printed document, the first reference is the first time the words appear within the text.

On a website, the first reference is the first time the words appear in the text on a given page.

APA continues its commitment to diversity with the Diversity Summit on Monday afternoon. Following on the work of last year’s Minority Summit, the session discusses how APA promotes inclusion.



4.1 Language | Nomenclature | APA

4.1.2 APA 4.1.5 AICP 4.1.9 Divisions 4.1.10 Chapters 4.1.12 Planning Student Organizations

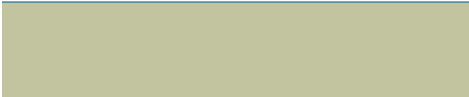
APA Nomenclature
continued

Follow these guidelines when referring to the national organization.

Do not separate the letters with periods in the acronym.

Right:
APA continues its commitment to diversity with the Diversity Summit on Monday afternoon. Following the work on last year’s Minority Summit, the session discusses how APA promotes inclusion.

Wrong:
A.P.A. continues its commitment to diversity with the Diversity Summit on Monday afternoon. Following the work on last year’s Minority Summit, the session discusses how A.P.A. promotes inclusion.



4.1 Language | Nomenclature | AICP

4.1.2 APA 4.1.5 AICP 4.1.9 Divisions 4.1.10 Chapters 4.1.12 Planning Student Organizations

AICP Nomenclature

Follow these guidelines when referring to the American Institute of Certified Planners.

The full name of the professional institute is American Institute of Certified Planners. It is customary in text (and speech) to have the article *the* before this proper name. Yet, because the word *the* is not part of the proper name, do not capitalize it.

The article is lowercase, never uppercase, unless it begins the sentence.

Right:

I am certified by the American Institute of Certified Planners.

Wrong:

I am certified by American Institute of Certified Planners.

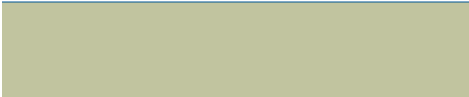
When a shorter version of the proper name is appropriate, you may use the acronym AICP, which does not take the article *the*.

Right:

My associate will be certified by AICP this year.

Wrong:

My associate will be certified by the AICP this year.



4.1 Language | Nomenclature | AICP

4.1.2 APA 4.1.5 AICP 4.1.9 Divisions 4.1.10 Chapters 4.1.12 Planning Student Organizations

AICP Nomenclature
continued

Follow these guidelines when referring to the American Institute of Certified Planners.

Always use the full name for the first reference. If the acronym AICP will be used later in the document, then follow the first reference with the acronym in parentheses.

Definition of first reference:

In a printed document, the first reference is the first time the words appear within the text.

On a website, the first reference is the first time the words appear in the text on a given page.

Right:

The American Institute of Certified Planners (AICP) is creating a new manual to prepare planners who want to take the AICP exam.

4.1 Language | Nomenclature | AICP

4.1.2 APA **4.1.5 AICP** 4.1.9 Divisions 4.1.10 Chapters 4.1.12 Planning Student Organizations

AICP Nomenclature
continued

Follow these guidelines when referring to the American Institute of Certified Planners.

Early in every document, it should be made clear that AICP is the American Planning Association’s professional institute. This language mirrors the graphic identity. (*See combined APA & AICP signature on page 3.1.6*). If the American Planning Association has already been abbreviated to APA, it is acceptable to refer to AICP as APA’s professional institute.

Right:

AICP, the American Planning Association’s professional institute, brings you the latest developments in planning innovation training.

Right:

AICP, APA’s professional institute, brings you the latest developments in planning innovation training.

4.1 Language | Nomenclature | AICP

4.1.2 APA **4.1.5 AICP** 4.1.9 Divisions 4.1.10 Chapters 4.1.12 Planning Student Organizations

AICP Nomenclature
continued

Follow these guidelines when referring to the American Institute of Certified Planners.

Do not separate the letters with periods in the acronym.

Right:
The American Institute of Certified Planners (AICP) today announced its revised certification guidelines. It is AICP’s second revision to the guidelines.

Wrong:
The American Institute of Certified Planners (A.I.C.P.) today announced its revised certification guidelines. It is A.I.C.P.’s second revision to the guidelines.



4.1 Language | Nomenclature | Divisions

4.1.2 APA 4.1.5 AICP **4.1.9 Divisions** 4.1.10 Chapters 4.1.12 Planning Student Organizations

Divisions Nomenclature

Follow these guidelines when referring to Divisions within the American Planning Association.

All of the following are correct:

If the first use of the division name is also the first appearance of the name American Planning Association, then follow the name with the acronym APA.

The Environmental, Natural Resources, and Energy Division of the American Planning Association (APA) today announced its priorities for the coming year.

The division names containing the acronym APA should be used only when the full name of the national organization has already been used, followed by the acronym in parentheses.

The Environmental, Natural Resources, and Energy Division of APA is working actively on green planning measures.

It is also acceptable to use the acronym APA as a prefix, immediately before the division name. But again, this can only happen after the full proper name of the national organization has already been used, followed by the acronym in parentheses.

The APA Environmental, Natural Resources, and Energy Division has members in all 50 states.

4.1 Language | Nomenclature | Chapters

4.1.2 APA 4.1.5 AICP 4.1.9 Divisions **4.1.10 Chapters** 4.1.12 Planning Student Organizations

Chapters Nomenclature

Follow these guidelines when referring to Chapters within the American Planning Association.

All of the following are correct:

If the first use of the chapter name is also the first appearance of the name American Planning Association, then follow the name with the acronym APA. Note that the article is lowercase, following the same article rules as APA and AICP.

The chapter grant has been awarded to the Kentucky Chapter of the American Planning Association (APA).

Chapter names containing the acronym APA should be used only when the full name of the national organization has already been used, followed by the acronym in parentheses. Again note that the article is lowercase, following the same article rules as APA and AICP.

The American Planning Association (APA) has chapters in every state. APA Georgia is holding its annual conference next month.

The chapter names containing the acronym APA should be used only when the full name of the national organization has already been used, followed by the acronym in parentheses.

In partnership with the Washington State Department of Community, Trade and Economic Development, the Washington Chapter of APA is co-hosting an overview of the legal basis of planning in Washington State.

4.1 Language | Nomenclature | Chapters

4.1.2 APA 4.1.5 AICP 4.1.9 Divisions **4.1.10 Chapters** 4.1.12 Planning Student Organizations

Chapters Nomenclature
continued

Follow these guidelines when referring to Chapters within the American Planning Association.

Please note that referring to chapters by inserting the two-letter state postal abbreviation before APA is no longer on brand.

Right:
APA South Carolina

Wrong:
SCAPA

Similarly, do not add the two-letter postal abbreviation after APA.

Right:
APA Washington

Wrong:
APAWA

Chapters should not use these incorrect acronyms as they create inconsistencies and confuse our audiences.

4.1 Language | Nomenclature | Planning Student Organizations

4.1.2 APA 4.1.5 AICP 4.1.9 Divisions 4.1.10 Chapters **4.1.12 Planning Student Organizations**

Planning Student
Organizations Nomenclature

Planning Student Organizations are a vital link between APA and educational institutions. It is important that their names reflect both relationships.

Planning Student Organization names should be preceded by the letters APA and followed by the name of their related institution. On second reference, the acronym PSO is acceptable.

Planning Student Organization names should follow the letters APA, so it is clear they are affiliated and recognized by APA.

Right:
The APA Planning Student Organization at the University of Michigan holds meetings every month.

After the first use, the Planning Student Organization may use the acronym PSO.

The APA PSO at the University of Michigan held a symposium about planning green communities.

In partnership with APA Michigan, the APA PSO at the University of Michigan is hosting a student reception as part of this fall’s chapter conference.

Wrong:
The University of Michigan’s PSO is affiliated with APA.

4.2 STYLE

APA Style

A story is told best using a consistent style. The following guidelines will help tell the APA story.

4.1 Nomenclature

- 4.1.2 APA
- 4.1.5 AICP
- 4.1.9 Divisions
- 4.1.10 Chapters
- 4.1.12 Planning Student Organizations

4.2 Style

- 4.2.2 Authority
- 4.2.4 Communities
- 4.2.5 Possessives & Other Style Questions

4.2 Language | Style | Authority

4.2.2 Authority

4.2.4 Communities

4.2.5 Possessives & Other Style Questions

Speak with authority.

The American Planning Association is the nation’s foremost authority on planning. Adopt a style to reflect that expertise.

Strike a tone of sharing.
APA is *the* authority on planning, but the organization is not aloof or dictatorial. Instead, APA is eager to share its knowledge to advance the process of planning.

Right:
New urbanism is taking hold—both in practice and in the codes that govern community planning. But how well is it really working? Please join us for a roundtable discussion of the future of new urbanism and the next direction community planning might take.

Avoid writing in an *us versus them* tone.
If using *we* to describe APA or planners as a group, be sure to do so with warmth and collaboration.

Right:
We will discuss the future of new urbanism and how evolving regulations might affect community design.

Wrong:
We will discuss new urbanist regulations and what they might impose on us next.

4.2 Language | Style | Authority

4.2.2 Authority

4.2.4 Communities

4.2.5 Possessives & Other Style Questions

Speak with authority.
continued

The American Planning Association is the nation’s foremost authority on planning. Adopt a style to reflect that expertise.

Write in simple, declarative sentences.

Too often writers avoid simple sentences thinking a complicated sentence sounds smarter and more complete. In fact, complicated sentences often confuse the reader and rarely shed additional light.

Wrong:

Precipitation could possibly commence momentarily.

Right:

It might rain soon.

The strength of your ideas will come through more clearly in clear, simple language.

4.2 Language | Style | Communities

4.2.2 Authority

4.2.4 Communities

4.2.5 Possessives & Other Style Questions

Emphasize the importance of communities.

APA plays an invaluable role in the creation of strong communities. Remind readers, even those within the planning community, of this focus. The tag line—*Making great communities happen*—used in all signatures also reinforces this message.

Emphasize planners’ roles in creating communities of lasting value.

Strong communities cannot happen without quality planning. Point out the role of planners and the importance of the planning process. Take every opportunity to elevate the role of planners and planning.

Emphasize both planners and planning.

The two cannot be separated, and both are vitally important to the organization.

Educate the public.

Many people outside the planning profession may not know precisely what planners do. Explain a planner’s expertise and responsibility, and illustrate the ways that quality planning contributes to healthy communities.

Maintain a positive tone.

With positive language and the active voice, APA can promote its successes. Even when discussing an issue of concern, it is wise to point out how APA is addressing the problem. Focus on solutions and innovative approaches.

Market the idea of planning itself.

Let people know the positive outcomes of planning in their communities. Emphasize the role of planner as the professional who understands local concerns and helps to improve the community.

4.2 Language | Style | Possessives & Other Style Questions

4.2.2 Authority

4.2.4 Communities

4.2.5 Possessives & Other Style Questions

Possessives & Other Style Questions

When using APA, AICP, Division, Chapter, or student organization names in the possessive, follow the standard punctuation rules. For all style and usage questions not specifically addressed in this guidebook, follow *The Chicago Manual of Style*.

All of the following are correct:

APA’s bylaws are very clear.

Planners throughout the country respect AICP’s certification process.

APA Georgia’s steering committee is meeting next week.

This example refers to one division.

The Division’s concerns will be addressed at the meeting next week.

This example refers to more than one division.

The Divisions’ concerns will be addressed at the meeting next week.