



Tipsheet for ASABE Communications

ASABE communications should always reflect the ASABE brand, in language appropriate for the medium. A social media post, event flyer, and technical publication may differ in scholarly tone, but all should safeguard the authority and esteem that the Society has earned over its century-plus history.

Follow these tips for effective communications, and contact ASABE Communications or Publications editorial staff for additional guidance if needed.

Writing

- Be mindful of the diversity of your audience and use thoughtful, inclusive language and images.
- In general, use clear language and focus on brevity, with short, uncomplicated sentences. Strunk and White Elements of Style is a useful resource for grammar, punctuation, and writing clarity.
- Select a well-regarded style guide, such as AP, CMOS, or APA, for editorial style. ASABE Publications and Communications staff maintain in-house style guides and can provide guidance, especially on technical and Society-related terms and usage. Perhaps more important than the particular style guide chosen is the consistency with which rules are applied. Oxford comma or no? *Calif.* or *CA*? *Email* or *e-mail*? Make a choice and, to every extent possible, stick with it.
- Bullet points can be used to good effect, but be consistent in use of full or partial sentences, parallel language, and ending punctuation.
- Never rely on an automated spellchecker: Enlist the help of one or more proofreaders to review material prior to publishing.

Layout

- Minimize the number of font variations used in a given piece, and consider that regular font, boldface, italics, size, and color each represent a variation.

- Select a style for placing headers and body text—centered or justified left/right—and use consistently throughout the document.
- Make thoughtful use of whitespace for a more pleasing and effective communication.
- Include images and illustrations for an eye-catching effect, with content appropriately scaled for the medium. Fine visual detail that helps provide emotional pull on a brochure may be lost in a social media post.
- If creating a collage, select images that present a variety of subjects, color contrast, and focal range.

Miscellaneous

- Include an ASABE logo, following the [ASABE Brand Style Guide](#) for use and placement.
- Take advantage of the fonts, colors, and assets included in the ASABE Brand Style Guide to extend the ASABE brand.
- Do not use copyrighted materials (illustrations, images, music).
- Subjects in imagery should always reflect conformance with ASABE standards.
- Include a web address and, where appropriate, an individual contact.
- Apply social media icons when appropriate.