



**Scholastic
Art & Writing
Awards**

Alliance for
Young Artists
& Writers

Affiliate Partner Style Guide

Scholastic Art & Writing Awards Logo Application

Affiliate Partners can find the files for the Scholastic Art & Writing Awards logo in the [Affiliate Resource Site](#). Please note only this logo can be used.

The logo is available for Affiliate Partner use in the following formats: eps, png, and jpg. An eps file is a vector art file and can be sized up for signs and banners.

Correct



Incorrect



Scholastic Art & Writing Awards Logo Color Applications



Screen

RGB: 255, 182, 18

Print

CMYK: 0, 30, 95, 0

PMS: 1235



Screen

RGB: 116, 118, 120

Print

CMYK: 29, 23, 16, 51

PMS: Cool Gray 9

BW: 70% Black



RGB

228, 81, 44



RGB

255, 182, 18



RGB

61, 165, 69



RGB

0, 143, 204



RGB

133, 88, 160

Names and Titles

Alliance for Young Artists & Writers is a singular noun, i.e., the Alliance is and NOT the Alliance are.

Correct

Alliance for Young Artists & Writers
the Alliance (capitalize *the* when beginning a sentence only)

Incorrect

The Alliance for Young Artists & Writers
Alliance for Young Artists and Writers
The Alliance

Scholastic Art & Writing Awards is a plural noun, e.g., the Scholastic Awards are and NOT the Scholastic Awards is.

Correct

Scholastic Art & Writing Awards
Scholastic Awards
the Awards (capitalize 'the' when beginning a sentence)

Incorrect

The Scholastic Art & Writing Awards
Scholastic Art and Writing Awards
Scholastics

AFFILIATE PARTNERS

The official name is Affiliate Partner(s). This can be shortened to Affiliate(s). Affiliate Partner(s) and Affiliate(s) are always capitalized.

When communicating with students, you may refer to Affiliate Partner(s) as local Scholastic Awards program(s); e.g., check your local Scholastic Awards program's website for submission guidelines.

If you are an Art & Writing program, then:

- South Dakota Art & Writing Region of the Scholastic Art & Writing Awards
- South Dakota Region of the Scholastic Art & Writing Awards
- Scholastic Art & Writing Awards of South Dakota

If they are only Art or only Writing, then:

- South Dakota Art Region of the Scholastic Art Awards
- Scholastic Art Awards of South Dakota
- South Dakota Writing Region of the Scholastic Writing Awards
- Scholastic Writing Awards of South Dakota

When referencing an Affiliate Partner in the context of the Awards, the following should be written:

The University of South Dakota, an Affiliate Partner of the Scholastic Art & Writing Awards.

Example of using the organization's name:

The Scholastic Art & Writing Awards are presented by the University of South Dakota, an Affiliate Partner.

Educator vs Teacher

Educator is the preferred term since teaching is a particular profession while educator can include everyone who works with the students.

Alums and Alumni

Always capitalized

Grades

Correct

grades 7–12
students in grades 7–12

Incorrect

grades 7 through 12
7th-12th grades

Recipient vs Winner

Recipient is the preferred term.

E.g., Gold Key recipient, National Medal recipient, Award recipient

Works

Correct

Awarded works
National Medalists' works / Gold Key works / etc.
works from National Medal recipients / Gold Key recipients

Incorrect

Award-winning works
winning works

AWARD NAMES

At the regional level:

Gold Key
Silver Key
Honorable Mention

American Visions & Voices Nominees (Also separately as: American Visions Nominee and American Voices Nominee)

At the national level:

Gold Medal Art Portfolio
Gold Medal Writing Portfolio
Silver Medal with Distinction Art Portfolio
Silver Medal with Distinction Writing Portfolio
Gold Medal
Silver Medal

American Visions & Voices Medal (separately as: American Visions Medal and American Voices Medal)

Sponsored Awards:

Best-in-Grade Award
The New York Life Award
The Herblock Award for Editorial Cartoon
The Gedenk Award for Tolerance

Neiman Marcus Award for Fashion
Neiman Marcus Award for Jewelry
The RBC "Flaunt It" Award

NATIONAL CEREMONY

Correct

National Ceremony

National Ceremony at Carnegie Hall

Incorrect

Carnegie Hall Ceremony

NATIONAL STUDENT POETS PROGRAM is a singular noun, i.e., the National Student Poets Program is or the program is.

NSPP can be shortened to Student Poet(s) or National Student Poet(s) when referring to just the poets. Program can be used when referring to all of NSPP.

NSPP is only used internally.

SCHOLASTIC AWARDS SUMMER (SAS) is the overarching title of all Alliance Summer Programs, Workshops, Scholarships, Intensives, etc. Under the wide umbrella of SAS we communicate the specifics in the following way: SAS Programs, SAS Workshops, and SAS Scholarships.

Correct

SAS Programs

SAS Art Programs

SAS Writing Programs

SAS Workshops

SAS Writing Workshops

SAS Art Workshops

SAS Scholarships

SAS Writing Scholarships

SAS Art Scholarships

Incorrect

Summer Series

ASAP