



FARMHOUSE FRATERNITY & FOUNDATION STYLE GUIDE

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Farmhouse Fraternity International, Inc. | 1021 Jefferson Street | Kansas City, MO 64105 | (816) 891-9445 | www.farmhouse.org | [@FarmHouse1905](https://twitter.com/FarmHouse1905)

Welcome

What is a brand? Many believe a brand is the physical mark that identifies an item or an organization. While that is partially true, we believe our brand more broadly encompasses the words that define our brand and, most importantly, the actions of the members who live these words on campuses and in communities each and every day.

We are all stewards of our brand. Our adherence to our brand standards is just one of the ways we present our shared beliefs and preserve the FarmHouse brand for those who will follow. The guidelines below should help you better understand the meaning behind our brand mark and provide direction on how to use the brand in personal and Fraternity communications.

About This Guide

This guide is intended to provide communications and marketing guidance to FarmHouse chapter and association leaders to better deliver a consistent Fraternity brand through visual and written communication to the general public, alumni and potential new members. Because social media is such an evolving media, guidelines and governance are managed via a separate document. This guide should enable members and friends to consistently and positively represent the Fraternity locally, regionally and nationally. Actions of all members will help ensure the health and positive recognition of the Fraternity.

This guide consists of five key sections:

- An overview of the brand's positioning statement and key messages
- Brand marks and guidelines for how to use them
- Foundational guidelines for writing and editing written communications
- Definitions of key Fraternity, Greek and campus terms
- Social Media Guide

This document is evaluated semi-annually to best reflect the Fraternity and the environments in which our members engage. If you have any questions about the guidelines or have suggestions for improvement, please contact the Fraternity's director of marketing and communications or your chapter leadership consultant.

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Strengthening Our Brand

FarmHouse Fraternity

With a rich history dating back to 1905, FarmHouse was and is one of the most unique organizations in the fraternity community. Founded on an incredibly strong values-system that continues to guide the Fraternity today, FarmHouse recently set out to revisit and update its core brand elements, to re-evaluate the position of the Fraternity, and to tell a more compelling and relevant story about why FarmHouse stands apart. In revisiting our mission, vision, values and brand story, we wish to strengthen the FarmHouse brand and communicate our story in the most compelling way possible.



Our Logo

Updated in 2017, our logo mark reflects our objectives, principles and attributes in all aspects of its design.

Tagline

Progress Shall Mark Our Every Step

From the beginning, we have been led by the phrase “progress shall mark our every step” as we work to better ourselves and those with whom we are in fellowship. Adopting this from The Object shows a strengthened commitment to personal achievement, as well as our desire to have a positive impact on society and the world around us.

Our Mission

To create a community of brotherhood that cultivates the potential of our members, strengthens values, and provides unique leadership and personal growth opportunities to build exceptional men.

Vision

Our vision is a membership empowered and inspired to leave a lasting, positive impact on their communities—locally and worldwide.

Values

The principles we believe are the foundation to each member’s personal and the Fraternity’s overall growth. FARMHOUSE is more than a namesake, it’s what we stand for.

Our Story

FarmHouse is unlike any other fraternity, even in its name—that’s because we’re a brotherhood built around more. We achieve good things together, by living values proven to build great men. Our organization offers unique, lifelong opportunities for our members to better themselves, their communities, and the world.

FarmHouse is a welcoming home away from home, where students can come together and encourage each other, learn from each other, and enjoy fellowship. For over a century, this environment has produced lifelong friendships, and remarkable leaders in a variety of industries and public service, with a fraternity experience members can be proud of for life.

Strengthening Our Brand

Core Principles & Beliefs

FarmHouse is Faith-Led

While we are deeply rooted in our faith and believe a shared commitment to this value makes us stronger as a brotherhood. We are not an exclusively Christian organization and welcome men of all faiths.

We have a Strong Agricultural Heritage

At the time of our founding, seven young men set out to honor agricultural and rural life through a strong value set and a commitment to an organization that celebrated personal growth and the contributions of its members. While we continue to honor this important heritage, we recognize our members' interests, majors and careers extend far beyond agriculture. Rather than limit ourselves and the organization, we choose to honor our story without letting it define us today, choosing instead to celebrate the values upon which we were founded that continue to connect us today.

We are Inclusive

From the beginning, we have been led by the phrase “progress shall mark our every step” as we work to better ourselves and those with whom we are in fellowship. We recommit ourselves to the idea of personal achievement, as well as sacrifice and service, as we hope to contribute to the betterment of all people. We believe that the guiding principles of our Fraternity, which include honesty, high moral character, scholarship and service, are for everyone — regardless of race, ethnicity, sexual orientation, religion or class.

We are All Members

Once a member of FarmHouse, always a member. We see no need to categorize members by their academic standing and moving forward will eliminate the use of “undergraduate member,” “active member” or “alumni member” unless absolutely necessary.

Builder of Men Initiative

Introducing the Builder of Men Initiative: Previously just a tagline, these initiatives carry the tradition of improving and building men to leave a lasting, positive impact on their communities — locally and worldwide. As the overarching home for FarmHouse Fraternity and FarmHouse Foundation educational programs and experiences, the Builder of Men Initiative is the epitome of “husband the fruits of one’s accomplishments with prudence and intelligence” represented by the sheaf of wheat in the FarmHouse Coat of Arms.

Programs:

Association Leadership Summit: The Association Leadership Summit (ALS) is a new program in 2022, intended to assist with the education of our local association leaders.

Chapter Advisor Summit: The Chapter Advisor Summit brings chapter advisors together to better understand their role and ways to support young men adapt and succeed as college students and young professionals.

CO-OP Mentoring Program: FarmHouse Fraternity believes every undergraduate should have a mentor. One who supports the student holistically,

providing career support as well as personal guidance.

Excelsior: Excelsior is the Fraternity’s achievements program and also serves as the basepoint for Fraternity Awards each year.

FarmHouse365: FarmHouse365 encompasses the day-to-day education and training of members at the chapter level.

FarmHouse Leadership Institute: The FarmHouse Leadership Institute (FLI) hosts select chapter officers for a four-day institute designed to help chapter officers learn more about their roles, build connections with other FarmHouse members, learn valuable leadership skills, and set strategic goals for their chapter.

Power of 7 Seminar: FarmHouse undergraduates who are juniors and seniors are invited to apply to attend an exclusive weekend of networking, interacting and learning from FarmHouse leaders business and industry including agriculture, finance, technology, law and real estate.

To Be & Become Emerging Talent Retreat: To Be and Become (TBB) is meant for freshman and sophomore members with leadership aspirations.

Strengthening Our Brand

FarmHouse Foundation

The FarmHouse Foundation serves an incredibly important role: to support FarmHouse Fraternity in the execution of its mission by providing financial support and other resources for educational initiatives to benefit members. In an effort to reinforce the significance of the relationship between both organizations, we have updated the core brand elements for the Foundation, with an emphasis on brand entities and support.



Our Logo

The Foundation logo has been updated to be more consistent with the Fraternity logo. The changes ensure the logos feel related, but subtle nuances also ensure each can stand fully on its own.

Mission

To cultivate donor passion and support to advance FarmHouse Fraternity's mission and help members achieve excellence.

Vision

Our vision is sustained financial support to fund the Fraternity's educational initiatives that help build FarmHouse members into the best men they can be.

Brand Story

The FarmHouse Foundation is a 501(c)(3) public educational foundation, organized in 1965 as

a Trust, to support the Fraternity and its high standards of scholarship, character, personal growth, unity and leadership among members of FarmHouse Fraternity, Inc.

The funds entrusted to the Foundation are used for educational grants and scholarships including assistance to students based on financial need

and merit, study abroad opportunities, values-based leadership programs, educational initiatives, as well as loans and grants to improve housing and living/learning environments for members of the Fraternity.

The Foundation, through its Board of Trustees and Staff, oversees fundraising efforts and administers grants and finances of the Foundation for the benefit of members of the Fraternity.

Key Areas of Impact

The FarmHouse Foundation provides a variety of educational grants to the Fraternity, to help them support members including:

Leadership Training: Grants to expand leadership and personal growth opportunities to members.

Education: Grants to provide International Fraternity and chapter-based programming, educational opportunities, mentoring and resources to advance the "outside the classroom" education of members.

Scholarships: Academic scholarships to reduce financial burdens for undergraduate members and enable them to broaden their horizons through educational and study abroad opportunities.

Research: Research to help inform data-driven decision-making within FarmHouse, demonstrate

the positive impact of fraternity and better understand student members' needs.

Computer & Affiliated Technology: Grants to upgrade computers and technology in chapter houses to meet ever-changing technology needs of students and ensure technology is never a barrier for undergraduate success.

Chapter Housing: Grants to support the educational portion of new or renovated chapter houses to provide safe and affordable living/learning facilities for undergraduate members.

Fraternity Support: Continuing the important work of the Fraternity and Foundation by investing in the operations of the International Office, membership database, joint communications, *Pearls & Rubies* and preserving FarmHouse's rich heritage.

Brand Marks and Guidelines

While our motto is written in our core brand mark, our objectives, principles and attributes are reflected in the design of the mark.

- The use of a shield conveys fraternity and reflects a modernization of our historic crest shape.
- The nine white lines are a nod to our historic heritage and agricultural roots, in representing growth in a field of crops. This field may be comprised of individuals, but collectively forms a band that as a brotherhood collectively achieves much. The nine lines also represent the nine principles of the Fraternity — faith, ambition, reverence, morality, honesty, obedience, unity, service and excellence. The use of green and white also represents the lifelong affiliation of our membership in the Fraternity, from a new member (green) to that of an alumnus (white).
- The FH in yellow differentiates the mark when it stands alone (without the word lock-up). It is intentionally anchored (touching the shield and band) as to convey a sense of strength and our strong, 110+ year foundation. The use of two letters, F and H, makes the mark recognizable as being that of FARMHOUSE to observers. The FH also is anchored in gold to reflect our undergraduate chapter members — the “face” of the organization today.
- The sash with three stars — a very familiar element of our formal crest — is important as it represents the attributes of the Fraternity as a whole, as well as the character of the individual members who comprise the Fraternity. This brings forward a personal element to the mark to convey meaning to the individual members. The diagonal sash brings both our history (nine lines) and our current membership (FH in gold) together.
- Lastly, the overall font selection is a bold, clean choice, contemporary in feel, but pairs well with a shield. Using all CAPS allows the name FARMHOUSE to stand alone, as well as with the mark.



Graphic Identities/Logos Toolkit

Primary Fraternity Logo

Vertical Format



Horizontal Format



Other Formats

*Use when needed for space
or production accommodations*



FarmHouse Crest

For approved use in Fraternity-specific usage situations

Vertical Format



Established 1905

FARMHOUSE
FRATERNITY

Horizontal Format



Established 1905

FARMHOUSE
FRATERNITY

Builder of Men Programs

Primary BOM Logo



Programs

Available in full-color and one-color for use when needed for space or production accommodations



FarmHouse Foundation

Primary Foundation Logo

Vertical Format



Horizontal Format



Other Formats

*Use when needed for space
or production accommodations*



Clear Space & Minimum Size

Clear Space

One "M" height of clear space should always be used with the Fraternity and Foundation logos



Clear Space

One "M" height of clear space should always be used with the Fraternity and Foundation logos



Fonts & Color Palette

GOTHAM

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Gotham is the official font. Helvetica and Arial are acceptable substitutes on web and platforms where Gotham is not available.

Helvetica and Arial should not be used to recreate logotype.

CORPORATE

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

HELVETICA

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

ARIAL

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Colors

One "M" height of clear space should always be used with the Fraternity and Foundation logos



Green

Pantone 349C
C:90 M:33 Y:99 K:25
R:0 G:105 B:56
Hexidecimal: #006938



Gold

Pantone 116C
C:0 M:18 Y:100 K:0
R:255 G:206 B:0
Hexidecimal: #FFCE00



Gray

Pantone 425C
C:66 M:56 Y:53 K:29
R:84 G:87 B:90
Hexidecimal: #54575A



Blue

Pantone 290C
C:42 M:8 Y:2 K:0
R:141 G:198 B:232
Hexidecimal: #B9D9EC



Black

Pantone Process Black
Hexidecimal: #000000



White

Pantone White
Hexidecimal: #FFFFFF

Foundational Guidelines for Writing and Editing Written Communications

Below are style rules that will be commonly used in writing for the Fraternity. For specific grammar or usage guidelines, consult the Associated Press Style Book.

- abbreviations ... Do not use acronyms that the reader would not quickly recognize on first reference. Use the acronym on second reference.
- addresses Use Ave., Blvd., and St. with numbered addresses, but spell out when referencing a street name without a number, e.g., FarmHouse Fraternity is located on Park Avenue.
- ages Always use figures. Junior John Doe is 21. When used as an adjective, use hyphens. John Doe is a 21-year-old junior.
- a.m., p.m. Lowercase and with periods.
- annual Events are not annual until they have occurred at least two years in a row. For a first-time event, use inaugural.
- capitalization Avoid unnecessary capitals. Always capitalize proper nouns. Common nouns, such as award, should be capitalized when referring to a specific item. Always capitalize formal titles when used immediately before a name. Lower case titles when used alone or set off by commas.
- dates Always use Arabic figures without th, st and nd. July 4, not July 4th. Do not place a comma between the month and year if the day is omitted. July 4, 2016 or July 2016.
- dollars Always lowercase.
- initials Use periods and no space when an individual uses initials instead of a first name.
- months Always capitalize when referencing a month. Abbreviate Jan., Feb., Aug., Sept., Oct., Nov. and Dec. when used with a specific date. Spell out each month when using alone or with a year alone. July 2016. See dates.
- sports The names of sports are not capitalized. The football team plays at noon today.
- times Always use figures except for noon and midnight. The event is at 7 p.m.



Proofreader's Marks

(adapted from designerstoolbox.com)

Mark	Meaning	Mark	Meaning	Mark	Meaning
	Delete (take out)		Insert (or substitute) en-dash		Move text left
	Disregard proof correction mark ^{stet}		Insert (or substitute) em-dash		Move text right
	Close up		Insert (or substitute) period		Transpose items
	Change to <u>capital</u> letters		Insert (or substitute) comma		Insert brackets into the text
	Change to a ^{lc} lowercase letter		Insert space into the text		Insert parentheses into the text
	Change to <u>small</u> capital letters		Correct alignment of text		Invert ^{SIU} piece of text
	Change to <u>underlined</u> letters		Begin new paragraph		
	Change to <u>bold</u> type		Center text		
	Change to italic ^{itals} letters		Move text down		
	Replace with ^{wf} correct font		Move text up		

External and Email Correspondence

As a representative of not only your local FarmHouse chapter, but the International Fraternity as well, you should strive to maintain the highest communication standards, especially in written and email correspondence. Whether writing a thank you or sending a mass chapter email to conduct Fraternity business, keep in mind these tips:

- Use salutation line (e.g., “Dear Mr. Smith:”) with a colon, dash or comma.
- Use a closing line (e.g., “Sincerely,” “Fraternally,” or “Interfraternally,”).
- Type your name (first only if casual email or both first and last name if formal).
- Use a signature that states your first name, last name, title and the best ways to contact you (phone, email, social media, etc.).
- Always check your spelling before sending.
- Remember: anything you send via email can be easily forwarded to anyone else.
- Try to keep email correspondence short and easy to understand.

No approvals are required for these communications, but please contact your Chapter Advisor, Regional Director or International Headquarters if you have questions about a communication.



Fraternity Communication Tone of Voice

The tone of voice in official chapter communications, especially external communications, should be professional but friendly and approachable. Keep in mind the FARMHOUSE values when communicating within the chapter and with others.

Glossary and Style Usage

Common Fraternity Terms

activate/activation: Do not use the word activate when referring to Initiation. The proper term today is initiation/initiated.

Adviser: Capitalize adviser only when it directly precedes an individual's full name, i.e., Advisor John Doe.

alumnus/alumni: Alumnus is singular and alumni is plural. Chapter members transition to alumni membership following The Rubies Ceremony.

alumni: Capitalize when referring to a specific alumni association; lowercase when used in general reference.

associate chapter: A group of unaffiliated men recruited to build a new group to be installed as a FarmHouse chapter. Capitalize only when referring to a specific associate chapter.

associate member: One type of membership in FarmHouse Fraternity conferred by a local chapter. The Pearls Ceremony confers membership, and the requirements to confer this membership are outlined in the Bylaws of FarmHouse Fraternity.

bid: A term referring to the invitation a man is extended when he is sought by the chapter for prospective membership.

big brother: A mentor selected for each new member to offer support during the new member education period and beyond. New members may



be referred to as "little brothers." Preferred term rather than pledge father/son.

brother/brothers: Refers only to initiated members of the Fraternity. Use lowercase except when directly preceding an individual's name or as part of a formal salutation of a letter, i.e., Brother John Doe.

chapter: Chapter refers to the group of organized members. Use chapter for general references and Chapter for specific references, i.e., The Iowa State Chapter of FarmHouse Fraternity.

chapter meeting: The regularly scheduled meeting of the members of each local chapter. The Bylaws of FarmHouse Fraternity outline the requirements of chapter meetings.

founding member: One of the original or first men initiated at a new or reestablished FarmHouse chapter.

fraternity/fraternities: Do not use frat. Lowercase for general reference, but capitalize specific name, i.e., FarmHouse Fraternity, or when the word Fraternity stands alone to refer to FarmHouse.

Glossary and Style Usage

Greek/Greeks: Always capitalized

Greek-letter/Greek letter: Hyphenate if it precedes a noun; no hyphen if it follows a noun.

honorary member: One type of membership in FarmHouse Fraternity conferred only by the International Executive Board.

house: Refers to the physical location of the chapter residence. Do not use in reference to a chapter as a whole.

house director: Traditionally, elder to undergraduate chapter members who serve as resident advisors. House directors offer support and guidance to the chapter and its members. House mother also is an acceptable term when appropriate.

Interfraternity Council: Refers to the local association of national collegiate men's fraternities. Never Inter-Fraternity Council. Abbreviated IFC.

lifelong member: Membership in FarmHouse Fraternity is lifelong. Alumni members are encouraged to refer to themselves as current members of the organization instead of referencing past participation in the Fraternity. "I am a member of FarmHouse Fraternity" vs. "In college, I was in FarmHouse."

national, nationals: Not an acceptable term. The preferred term for FarmHouse staff is International Headquarters or referenced as FHHQ.

new member: A member of the Fraternity who has not yet initiated

potential new member: Preferred term for a participant in recruitment. Do not use rushee. Abbreviated PNM.

recruitment: A period, typically before the school year begins or during the first semester, in which each chapter hosts several events to promote itself to potential new members. Following the period, potential new members are then invited to join the Fraternity. Recruitment is the preferred term, replacing the previously popular term "Rush."

FarmHouse-Specific Terms

Awards-Chapter

Joan Chad Skinner Award: Always capitalized. Established in 1983 and named in memory of Joan Chad Skinner, the spouse of Robert L. Skinner (IA '46). Recognizes and honors those women who unselfishly give of their time, talents and love to further enhance the objectives and ideals of FarmHouse.

Darl E. Snyder Award: Always capitalized. The purpose of this award is to recognize associate and alumni members who, by their deeds, have contributed to the growth and development of the Fraternity. Established in 1970 and named in honor of the Fraternity's first full-time executive director, Darl Snyder (IA '42). It is intended to honor those men who have given of themselves so that the ideals of FarmHouse would become stronger and attain a meaning beyond that of mere words.

D. Howard Doane Award: Always capitalized. Established in 1947 by founder, D. Howard Doane, the award is given to the outstanding senior of each

chapter who is considered by his peers to have contributed the most to his chapter and his brothers. This is the most prominent award given by the Fraternity to individual chapter members.

Friend of FarmHouse Award: Always capitalize. The purpose of this award is to recognize and honor individuals, families, firms, corporations, organizations or others who have demonstrated a special friendship and contribution to any member, chapter, association, foundation or the International Fraternity.

Awards-National

Barnes Award for Outstanding Interfraternalism: Always capitalize. The Barnes Award for Outstanding Interfraternalism recognizes men and women who have offered outstanding interfraternalism and leadership in the fraternal movement. It is named after the award's inaugural honoree, Rick Barnes (TT '82), for his service to FarmHouse, to higher education and the fraternity/sorority craft.

Honorary Membership: One type of membership in FarmHouse Fraternity conferred only by the International Executive Board.

Master Builder of Men: Always capitalize. Created in 1950 by the National Executive Board as the highest honor that FarmHouse can bestow upon one of its alumni members. Neither position, wealth nor occupation enter into consideration for the award, but simply what he has done to help others.

Outstanding Officers: Awarded to outstanding president, recruiter and community service man of the year.

Glossary and Style Usage

Programming awards: Always capitalize. Awards chapters who provide outstanding member programming.

Ruby Cup: Outstanding chapter award presented each August to the overall outstanding chapter of the Fraternity. It is a traveling award that the top chapter gets to display for the year following their selection.

LeTourneau Outstanding Advisor Award: Always capitalize. Refers to award established in 2009 honoring longtime Idaho Chapter Advisor Dr. Duane “Doc” Le Tourneau (MN '44).

summa cum laude: Awarded to those chapters of FarmHouse qualifying as 30 percent (30%) or more above their respective campus’ undergraduate all men’s grade point average.

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banner: In addition to the official flag of FarmHouse, the Fraternity also has two approved banners. These banners may be displayed in less formal environments, but should not be included in any ritual ceremonies or displayed with the U.S. or Canadian flags. The older version of the banner is a green backdrop, with gold outline and the letters FH. The contemporary banner is white with gold outline and the Fraternity’s shield with the letters FH in green. In short, banner is for more informal use and flag is for official, formal use.

Chapter Advisory Committee: The formal name for chapter advisors.

Coat of Arms/crest: Always capitalize Coat of Arms. A combination of the physical or graphic representation and a technical heraldic description.

FarmHouse Coat of Arms is our crest and its description.

FarmHouse Fraternity, Inc.: This is the full, legal name of the organization. Use sparingly or for formal occasions when appropriate. In most cases, FarmHouse or FarmHouse Fraternity is sufficient.

FARMHOUSE: See values.

FH: Acceptable second-reference abbreviation.

flag: It is appropriate to display the Fraternity flag only under the same conditions it is appropriate to display the national flag. For example, the flag should only be displayed at night if it is illuminated, should not be displayed in the rain, should never hang low enough to become tattered or torn and should never be flown when in less than flawless condition. The Fraternity flag should hang under the country flag when the pole from which it is hanging is tall and sturdy enough or should be hung to the right of the country flag and slightly lower.

flower: The official flowers of the Fraternity are white and red roses, equal in number.

Foundation: Full name is the Farmhouse Foundation; the Foundation is acceptable on second reference and is always capitalized. The vision of the FarmHouse Foundation is to provide for the continuing development and growth of FarmHouse International Fraternity through fund raising activity, stewardship of Foundation resources and honoring the bequests of alumni and friends of the Fraternity.

- **Philanthropy Laureate:** Always capitalized. This distinguished designation for outstanding philanthropic support is the highest honor bestowed by the Foundation. The recipient(s)

must have exhibited great philanthropic intent throughout his/her life and have some connection with FarmHouse as a brother, spouse, parent, relative, etc.

- **Board of Trustees:** Always capitalize. The FarmHouse Foundation Board of Trustees makes planning and policy decisions and promotes goodwill and supports the International Fraternity.
- **Councils:** Local branches of the FarmHouse Foundation that conduct fundraising activities with the assistance of the Foundation.
- **Ruby Society:** The Ruby Society is the FarmHouse Foundation’s undergraduate giving society. Membership in the Ruby Society directly supports undergraduate programs.
- **Power of Seven Seminar:** This seminar is a think-tank on the nation and FarmHouse Fraternity. The program is an informal forum, conducted under the leadership of the Foundation Trustees, on the international business climate and economy with an emphasis on agriculture, technology, healthcare and entrepreneurship.

Founders’ Day: FarmHouse Fraternity’s Founders’ Day is April 15, 1905. Always capitalize.

International Executive Board: Always capitalize. This Board is composed of eight alumni members who are elected for four-year terms at the Biennial Conclave by chapter and association delegates. The executive director is an ex-officio member. Abbreviated IEB.

Glossary and Style Usage

Jewelry: Information on pins and badges can be found in the FarmHouse Ritual. New member pins, monogram lapel pins and several styles of membership badges are available and described in the jewelry brochure along with chapter letter guards and officer dangles. Go to www.FarmHouse.org for pictures and an order form.

- **New Member Pin:** The new member pin is to be worn at the times it would be appropriate to wear the recognition pin or standard badge. Customarily the new member pin is worn on jacket lapels, but it may also be worn “over the heart” on the left side of the chest on collared shirts, sweaters or vests.
- **Badge:** The badge (standard or jeweled) is worn on collared shirts, sweaters or vests. The badge should be worn on formal occasions or as appropriate when representing the Fraternity, more specifically, when the wearer wishes to show visible affiliation to the Fraternity, for example at times such as a job interview, a wedding, a funeral or university/community event.
- **Recognition Pin:** The recognition pin is customarily worn on jacket lapels. It may also be worn “over the heart” on the left side of the chest on collared shirts, sweaters or vests. The recognition pin should be worn on formal occasions, in the same context as the badge. Both the standard badge and the recognition pin may be worn at the same time, but never on the same garment.
- **Board Recognition Pin:** Every member of the Fraternity who serves on the International

Executive Board receives a recognition pin. The square-shaped, gold pin includes the letters FH and is a recognizable sign of the member’s commitment to FarmHouse in sharing his time and talents as a volunteer leader to the Fraternity’s governing Board. The pin may be worn with the badge and should be worn on the lapel of a jacket.

- **President’s Badge:** During his term of office the president of the International Executive Board will receive and be permitted to wear the President’s Badge. This special badge is a larger size of the Fraternity’s jeweled badge. It is specially handcrafted and is comprised of 24 karat gold, pearls, rubies and diamonds. Attached to the badge is a diamond-head president’s gavel pin. This is to be worn by the president at official Fraternity events. The same etiquette for the standard or jeweled badge applies to the use and wearing of the President’s Badge.
- **Past President’s Pin:** When a president leaves his term of office to the International Executive Board, he receives the Past President’s Pin. This special pin is a president’s gavel with a diamond stone inlaid in the gavel head. The pin may be worn on the lapel of a jacket or may be worn on the chest, near the heart, in tandem with the member’s Fraternity badge. The pin is a sign of appreciation to the member for his leadership of the Fraternity and is a recognizable sign of his stature within the Fraternity having presided as president of the International Executive Board.

objective: The objective of FarmHouse Fraternity is to build the whole man through four-fold development: intellectually, spiritually, socially/ morally and physically.

tagline: The tagline of the Fraternity and the FarmHouse Foundation is “Progress Shall Mark Our Every Step.”

Programs

Biennial Conclave: Always capitalized. Conclave is the biennial meeting of the entire Fraternity. This is often referred to as a convention in other fraternal organizations.

FarmHouse Leadership Institute: FarmHouse Leadership Institute (FLI) is a four-day program that occurs the first week of January in Kansas City, Missouri. This dynamic program equips chapter officers with the tools, resources and support needed to excel during their terms of office.

To Be and Become...The FarmHouse Emerging Talent Retreat: A three-day retreat comprised of outdoor adventure learning, facilitated workshops and team building activities geared toward the development of leadership and personal growth. Attended by one recently initiated member of each chapter in May.

Volunteer Leadership Summit: A conference designed to educate and support chapter advisors and association officers. Held as a part of Conclave and as a stand-alone conference in off. Conclave years.

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Glossary and Style Usage

Publications: Names of official FarmHouse Fraternity Publications are always italicized.

Pearls & Rubies: A magazine published three times per year, sent to all FarmHouse members around the world. It is designed to strengthen the ties of brotherhood, provide a medium of communication between the chapters and alumni and to aid in more fully acquainting the general public, particularly parents of members, potential new members and university administration and faculty, with the men of FarmHouse and their ideals.

Inside FH: A monthly newsletter sent to chapter members, advisors and other Fraternity leaders — keeping all updated of Fraternity news, notes and reminders.

values: Core values of the Fraternity are FARMHOUSE (Faith, Ambition, Reverence, Morality, Honesty, Obedience, Unity, Service and Excellence.) Always use the FARMHOUSE acronym when referring to the official Fraternity values.

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Ritual: Lowercase for general reference, but capitalize specific name. When capped, refers to the Fraternity's Ritual. Ritual handbook contains detailed information of membership extent, ceremonies and the builder of men week, as well as glossary of FarmHouse terms.

shield: New mark adopted in 2016.



Naming, capitalization and punctuation of Chapter Names

Formal Name: Chapters are designated by the institution name at which they are established, e.g., The Iowa State University Chapter of FarmHouse Fraternity.

Informal Name: Use more common name for university/college, e.g., Iowa State.

Chapter Abbreviations: State abbreviation or two-three-letter university name designated by the national office, e.g., IA. When referring to a member, first/last name, chapter abbreviation and year of initiation are included, e.g., John Doe (IA '95).

Campus	Location	Date Founded	Abbreviation
University of Missouri	Columbia, Missouri	April 15, 1905 Oct. 23, 2021	MO
University of Nebraska	Lincoln, Nebraska	September 1911	NE
University of Illinois	Urbana, Illinois	October 15, 1914	IL
University of Wisconsin	Madison, Wisconsin	May 28, 1921	WI
Kansas State University	Manhattan, Kansas	June 2, 1921	KS
Iowa State University	Ames, Iowa	January 22, 1927	IA
Oklahoma State University	Stillwater, Oklahoma	May 12, 1928	OK
University of Minnesota	Saint Paul, Minnesota	April 22, 1931	MN

Campus	Location	Date Founded	Abbreviation
Michigan State University	East Lansing, Michigan	April 25, 1936	MI
Colorado State University	Fort Collins, Colorado	April 19, 1949	CO
University of Wyoming	Laramie, Wyoming	October 22, 1950 January 16, 2010	WY
University of Kentucky	Lexington, Kentucky	May 12, 1951	KY
Purdue University	West Lafayette, Indiana	April 16, 1952	PU
North Carolina State University	Raleigh, North Carolina	May 15, 1954	NC
University of Arkansas	Fayetteville, Arkansas	October 2, 1954 April 24, 1999	AR
North Dakota State University	Fargo, North Dakota	April 23, 1955	ND
Washington State University	Pullman, Washington	May 7, 1955	WA
University of Idaho	Moscow, Idaho	October 12, 1957	ID
University of Tennessee	Knoxville, Tennessee	November 7, 1959	TN
Mississippi State University	Starkville, Mississippi	April 11, 1964	MS
Oregon State University	Corvallis, Oregon	December 20, 1964 October 13, 2019	OR
University of Georgia	Athens, Georgia	May 8, 1965	GA
South Dakota State University	Brookings, South Dakota	May 21, 1966	SD
Auburn University	Auburn, Alabama	May 28, 1971	AU
University of Alberta	Edmonton, Alberta, Canada	April 20, 1974	AL
Texas Tech University	Lubbock, Texas	April 15, 1978	TT
Montana State University	Bozeman, Montana	April 21, 1979	MT

Chapter Names

Campus	Location	Date Founded	Abbreviation
West Virginia University	Morgantown, West Virginia	March 28, 1981	WV
Cal Poly University-Pomona	Pomona, California	November 20, 1982	CP
Tennessee Tech University	Cookeville, Tennessee	April 16, 1983	TNT
Illinois State University	Normal, Illinois	December 17, 1983	ILS
University of Nebraska-Curtis	Curtis, Nebraska	February 16, 1985	NEC
University of California-Davis	Davis, California	March 28, 1987	UCD
New Mexico State University	Las Cruces, New Mexico	October 3, 1987	NM
Morehead State University	Morehead, Kentucky	April 9, 1988	MH
University of Wisconsin-Platteville	Platteville, Wisconsin	April 15, 1989	WP
Cal Poly University-San Luis Obispo	San Luis Obispo, California	May 8, 1993	SLO
Western Kentucky University	Bowling Green, Kentucky	April 23, 1995	WKY
Clemson University	Clemson, South Carolina	April 29, 1995 February 7, 2015	CL
Troy University	Troy, Alabama	May 20, 1995	TR
Texas A&M University	College Station, Texas	April 17, 2004	TAM
University of Guelph	Guelph, Ontario, Canada	April 21, 2007	GU
Ohio State University	Columbus, Ohio	August 7, 2010 (1897)	OH
Virginia Polytechnic Institute and State University	Blacksburg, Virginia	October 16, 2011	VA
Tarleton State University	Stephenville, Texas	March 11, 2012	TS
Southern Illinois University	Carbondale, Illinois	April 4, 2014	SIU
Wichita State University	Wichita, Kansas	April 23, 2019	WS
Wilmington College	Wilmington, Ohio	April 27, 2019	WC
University of Central Missouri (associate chapter)			
University of Texas-Tyler (associate chapter)			



Social Media Guide



About this guide

This guide is intended to provide basic social media knowledge to FarmHouse chapter and association leaders so they may share their chapter's positive fraternity experience with the general public, alumni and potential new members. While social media can be fun and entertaining, it also is a powerful marketing tool that can impact FarmHouse's reputation locally, nationally and internationally. This guide is designed to increase the reach of FarmHouse across North America while also protecting our members and the image of the Fraternity.

Below are overall guidelines as well as specific tips for the most widely used channels among our members and alumni, including Facebook, Twitter, Instagram, YouTube, Snapchat and TikTok.

Social Media Overview

Social media should be used to educate, engage or entertain, but furthermore should position FarmHouse and the Greek community in a positive light.

Any social content or posts related to FarmHouse should achieve one of the goals below:

- Promote your chapter's community involvement
- Engage alumni
- Promote alumni and/or chapter events (within brand guidelines)
- Increase chapter awareness for recruitment efforts
- Promote the Fraternity as a whole and/or the Greek community
- Promote your university/college in a positive light

If your content does not meet any of the above criteria, do not share it. Remember your actions — both online and in real life — impact FarmHouse's reputation. Anything you post may be seen by:

- Potential members
- Current members
- FarmHouse advisors and alumni

- Members' parents and friends
- Local campus community (students and administrators)
- Local IFC/Panhellenic groups and community

Social media sites are public — anyone can view what you have posted, whether they see the original post, a screenshot or saved image.

In addition to one-off social posts, you need to think about the broader story you are telling whether it be through words, photos and/or videos. Ensure you:

- Post regularly. Do not just share the big moments, also share the everyday life. Do not go dark during the summer months or holidays.
- Engage. If someone comments on a post, reply to them or like their comment to show you are listening. Take it a step further by showing social support for your brothers in other chapters and other Greek chapters on your campus.
- Keep it clean. What values are on display by sharing this post? Does this post showcase our four-fold development? How will the public perceive this?

Social Media Guide

Additional dos and don'ts:

- Do refer to members by first name only.
- Do use the president's or chapter's generic email address if promoting something with contact information.
- Do share photos that demonstrate brotherhood, leadership, scholarship and/or fellowship.
- Do share congratulatory news about graduating members, accomplished alumni or new members.
- Do not post photos that include alcoholic beverage containers or drug paraphernalia.
- Do not post any written references to alcohol, drugs, drinking, weapons, sexual misconduct or racial slurs.
- Do not post anything related to personal political or religious views.
- Do not post confidential Fraternity or chapter matters on social channels.
- Do not post dates or times of chapter meetings.
- Do not use foul language.
- Do not share personal member information. (Do not directly tag a member in a photo or reveal their first and last name.)
- Do not share chapter account log-in information with all members. Only share with the chapter president, chapter officers primarily responsible for social media (no more than two) and a chapter advisor.

Platform-Specific Guidelines

FACEBOOK

Chapter Page: Facebook Pages are for businesses, brands and organizations to share their stories and connect with people. Like profiles, you can customize Pages by publishing stories, hosting events, adding apps and more. Additionally, Pages allow you to schedule posts for the future and adjust the format of your post (photo post, website link post, video post, etc.).

If you have a chapter Facebook Page, please make sure it includes the following:

Name: FarmHouse Fraternity – [University/College]

- *Please edit your chapter Page name to the format above. Please avoid abbreviations, chapter designations and acronyms.*

Profile photo: Please use the image(s) provided in the brand guidelines.

Cover photo: Please use the image(s) provided in the brand guidelines.

Address: Please insert your local chapter's physical address.

Email: Please add your president's or chapter's generic email address.

Page info: Please add your chapter's founding date as the start date.

- For your short description, please customize this blurb: This is the official page of the FarmHouse Fraternity at the [University/College].
- Please use this statement as your long description: The object of our Fraternity is to promote good



fellowship, to encourage studiousness, and to inspire its members in seeking the best in their chosen lines of study as well as in life. Progress shall mark our every step; and the spirit of congeniality shall reign at all times; and every member shall be honest with himself as with his brothers. Men elected to our membership are considered to be of good moral character, to be high in scholarship, to have the capacity for meeting and making friends, and to give promise of service to their fellow men and to the world. To be and become such may at times require a sacrifice of time, pleasures or comforts.

Please note: You cannot prohibit general consumers from discovering, liking and following your Page. People who like your Page and their friends can get updates in News Feed. Page information and posts are public and generally available to everyone on Facebook.

Social Media Guide

Tips for managing a chapter's Facebook page:

- Share a post a minimum of once a week during the school year and a minimum of once every two weeks during the summer and winter holidays.
- Speak in the first person with a personable “we” or “us.”
- Ninety (90) characters or less provides highest engagement.
- Include a visual as often as possible. Visuals such as photos or videos receive more engagement than text or hyperlinks alone.
- Every moment lends itself to a shareable visual — from members walking to class and joining each other for dinner to extracurricular activities and social events.
- Share links to relevant community and campus news.
- Leverage organic audience optimization, which allows you to edit the audience for your organic posts to reach more engaged users, e.g., campus members, alumni.

TWITTER

Chapter Profile: Twitter profiles allow you to connect, share and consume news in real time with short, to-the-point messages. If your chapter has a Twitter account, please ensure the real name is set up to be: FarmHouse_College/University. Spell out the full school name as long as the character count permits. You can change your profile's name under account settings.

Please use a similar short description as provided on Facebook, listing your chapter name and university/college, e.g., Official account of FarmHouse Fraternity at the [university/college]. Also add your location and website, if applicable, to your Twitter bio.

Please note that like Facebook, your Twitter account and associated posts are public and anyone can see them, so follow FarmHouse brand guidelines and keep values in mind.

Do not know what to tweet? Start here:

- Follow @farmhouse1905 for content you can re-tweet or @reply to.
- Follow other Greek organizations on your campus, including your local Greek Life accounts, and re-tweet and reply to them as appropriate.
- Follow other local or campus organizations, sports teams and news outlets.
- Also make sure to follow chapter members and alumni members.

As mentioned, Twitter is great for real-time content so use it to communicate during special events for your chapter, campus and community — from sporting events to homecoming celebrations.

Tips for managing your chapter's Twitter page:

- Tweets under 90 characters perform best.
- Include images/videos whenever possible.
- Use hashtags to add value and connect with other relevant conversations.
- Minimize hashtag use to one to two per tweet for optimal performance.

RECOMMENDED HASHTAGS

Recommended hashtags include:

- #psmoes
 - #FHConclave
 - #FHTBB
 - #FHInstitute
 - #FHProud
- When sharing exciting news, tag @farmhouse1905 so they can re-tweet you and help spread the word.

INSTAGRAM

Chapter Profile: Instagram is the most popular social media channel among college students. As with Facebook and Twitter, please make sure your chapter account is named properly using the format provided: FarmHouse_University/College. If you already have an account, you can edit your name under settings.

Please note, like Facebook and Twitter, your Instagram account and associated posts are public and anyone can see them, so follow FarmHouse brand guidelines and portray the Fraternity's values accurately. Since Instagram is a visual sharing platform, we encourage you to only share visually appealing photos. Use filters to enhance your photos. Tip: If you are going to post a group photo, make sure it is horizontal.

As mentioned earlier, do not just share photos of special occasions. Share photos of everyday life at FarmHouse — from member activities to what is happening outside.

Social Media Guide

Tips for managing your chapter's Instagram page:

- Tag locations in photos to help others discover your chapter's profile.
- Use relevant hashtags to tag your content and increase discovery. On Instagram the more hashtags the better, as long as you are not spamming, and stick to tags that are relevant to your content. In addition to the hashtags listed above, some additional thoughts for this media are #Brotherhood and #FarmHouse.
- Post only as often as you have good visual content, but try to share something at least once a week or every two weeks. If you have a lot of content to share, do not exceed more than two posts a day.
- Follow @FarmhouseFraternity and re-gram any posts you like. Also tag @FarmHouseFraternity in posts you want the broader Fraternity to see.
- Posting to your Instagram Story allows users to see photos or videos for 24 hours. You can engage more by posting polls, questions and using FarmHouse branded stickers available within the GIF function.
- Similar to TikTok, Instagram Reels allow you to create videos using multiple clips, audio and AR effects to engage with your audience.

YOUTUBE

Please do not create a chapter account on YouTube. If you have a video, please submit it for review to the international office for consideration. If it aligns with our brand guidelines and values, it may be published to the international chapter's page.

Reminder: When submitting a video for consideration, please draft a description that explains the video.

Did you know: you also can use Facebook to publish and organize videos on your chapter profile?

SNAPCHAT

Please do not create a chapter account on Snapchat. While individual members may and likely have accounts, we will not allow individual chapter accounts.

Chapter Snapchat Geofilters

If interested in creating a Snapchat geofilter specific to your chapter, please adhere to all Snapchat guidelines. The geofilter cannot include Fraternity logos or any other registered trademarks of the Fraternity. The geofilter must be reviewed and approved by your chapter advisor before submitting to Snapchat for approval. For more information visit: <https://www.snapchat.com/geofilters>.

TIKTOK

Please do not create a chapter account on TikTok. If you have a video, please submit it for review to the International Office for consideration. If it aligns with our brand guidelines and values, it may be published to the international account.

OTHER SOCIAL MEDIA SITES

While individual members may engage in conversations on sites including, but not limited to, Yik Yak and Whisper, individual accounts representing the chapter and/or Fraternity are not allowed as they are anonymous in nature and tend to be mean-spirited.

GUIDELINES FOR MEMBERS ON PERSONAL SOCIAL CHANNELS

If a new or chapter member identifies himself as a member of FarmHouse Fraternity within the bio of his social media site(s), then all posts need to reflect FarmHouse in a positive light and demonstrate the Fraternity values. Please reference the Social Conduct 101 sheet for additional tips.

