

League of Constitutional Voters — Style Guide (one page)

Voice

Precise, plain, a little dry. Candidates and county auditors read this site. Short sentences. Numbers before adjectives. No exclamation points.

Nouns

- The organization is **the League**. Never "the movement," "the org," "LCV" in body copy (LCV is fine in file names and the logo mark).
- A person is a **member**. A chapter is a **chapter** (never "post," "unit," or "club").
- Former officeholders on the faculty roster are **the Bench**.

Lines kept verbatim, always

- Empowering voters. Defending the Republic.
- Nonpartisan by bylaw, not by promise.
- A government of consent starts with a choice on the ballot.
- One name is not a choice.

The verb chain

Find · Teach · Present · Start. "The League finds every empty ballot, teaches anyone how to run, presents every candidate on equal terms, and starts young citizens early."

The pillars and their taglines

- I. The Constitution — *Know the office. Take the oath.*
- II. Americanism & Citizenship — *Citizenship is something you do.*
- III. The Contested Ballot — *A choice on every ballot.*
- IV. Children & Youth — *Real responsibility, early.*

Program tagline

- Youth County — *A Saturday that starts a career.*

Buttons

Imperatives only. The approved set is in `steps/01-identity-sitewide.md § 1.3`.

Banned words and phrases

movement · fight · warrior · squad · patriot (as a tier or label) · "the largest" · "fastest-growing" · anti-anything · woke · any party name used as a label · any candidate name used with praise or blame · "Boys State" · "Girls State" · "Training Tuesdays" · "Americanism" as a program title.

Numbers

Every figure carries a date and a source in the same sentence or a footnote. Never round up. Small honest numbers beat large vague ones.

Candidates

Named only in voter guides and event listings, always as a complete set for the race, always alphabetically or in a disclosed random order, never with commentary. "No response" is the only permitted note on a candidate who declines.

Colors and type

Navy #0F2233 (primary) · gold #C9A227 (accent) · cream #F5F1E8 (background band) · ink #1A1A1A · grey #6B7280. Headlines in a serif (Georgia or the site's current serif); body and UI in the site's current sans.

Images

Diagrams, documents, rooms, tables, ballots, maps. No politicians, parties, rallies, or flags with slogans. Every image has alt text that states what it shows.