AIA

Content Style Guide

2021

Contents

Overview

Overview

This guide outlines the rules that govern voice, tone, style, and quality of AIA content. We also provide tips and best practices on writing for the web.

This is a living document, so pay close attention to the date on the cover. You can find the most up-to-date version on Brandfolder (brandfolder.com/aia/national).

A content style guide ensures we put our audience first and creates consistency.

What is content?

Content is information that appears on any of AIA's channels, such as:

- AIA communication channels
- AIA-owned website properties (and everything that appears on them)
- emails (newsletters, marketing, transactions, notifications)
- reports
- social media
- video
- infographics and images
- presentations
- branded products and publications

What makes good content?

There are five jobs a piece of content can have. It can:

- **Persuade:** Causes the user to hold a belief or position or take action through reasoning or argument
- **Inform:** Provides the user with information about a specific topic
- **Validate:** Gives the user access to specific facts, so they can fact-check
- **Instruct:** Teaches the user how to do something
- **Entertain:** Helps the user pass time

Additionally, good content:

- is clear, concise, and useful
- solves a customer problem or answers a question
- speaks as a human, avoiding jargon, buzzwords, and conflated language
- connects with people's emotions
- is aligned with our brand
- meets immediate information needs in a helpful, sincere way
- motivates people to take action
- is well-written and free of spelling and grammar errors
- supports AIA's mission
- is relevant and valuable to our audiences

Audience & messaging

Audience

Writing for a specific audience is key to creating successful content. Additionally, the most important portion of identifying the audience is identifying the primary audience. Many times, well-intentioned copy becomes convoluted because it is written for "everyone" or many different audiences.

Not every user is licensed, pursuing licensure, or an AIA member. Not every AIA member is an architect. Some of the most innovative designers are making their own paths, integrating training and practice in diverse fields.

AIA audiences

In general, AIA communicates with two major audiences: members and the public. But within those two groups, there are specific personas.

Personas

Content written to address members should feel approachable and inclusive. AIA is serving in their best interests. Therefore, when addressing members, we should not sound as if we are in an ivory tower.

Architects/designers (members)
- Advance my career in the architecture profession
- Achieve business success for my firm
- Advance my standing in the architecture profession
- Advocate for or influence issues affecting architecture
- Advance the practice of architecture
- Appreciate great architecture
- Partner with an architect
- Advance my career as an architecture academic
- Educate and inspire future architects

Emerging professional
- Want to become an architect
- Advance my career in the architecture profession
- Advance my standing in the architecture profession
- Advocate for or influence issues affecting architecture
- Advance the practice of architecture
- Appreciate great architecture

Vendor, consultant, or service provider
- Have an architect specify my product
- Advance my career in the architecture profession
- Advance the practice of architecture
- Advance my career as an architecture academic
- Advocate for or influence issues affecting architecture
- Partner with an architect
- Advance my standing in the architecture profession
- Educate and inspire future architects

Buyer of architectural services
- Hire an architect
- Appreciate great architecture
- Advance my standing in the architecture profession

Influencer
- Advocate for or influence issues affecting architecture
- Appreciate great architecture
- Hire an architect

Public

Four core communication messages

Here are four points to make when creating content about an architect's contributions:

Architects work with clients

If you've ever really talked with an architect, you've seen that they view what they do as not just work, or a practical process, but as a passion. They get their greatest creative enjoyment from a true team effort with their client.

Architects strengthen society

We all want livable, sustainable, and inspiring communities, ones that respect the past, present, and future. Values, vision, and ethical responsibility can be designed into a community.

Architects design solutions

Architects are problem-solvers and community-builders who bring passion and innovation in helping clients achieve their goals. They take the client's vision, find ways to enhance it, and lead it to reality.

Architects transform communities

Architects see architectural solutions that can have a lasting impact for an entire community. Architects help buildings work better for society—and enable society to perform better. It's what drives them in any project, large or small.

Jargon

Be mindful of using overly complex terms when delivering technical information to the public. Using plain English and layman's terms can have the strongest impact with any audience. Overly technical jargon and "archispeak" is off-putting and can alienate clients, journalists, and the general public.

For example, your user might not use words like "fenestration," "chamber," or "parti" regularly, if ever.

Use "windows" instead of fenestration, "room" versus chamber, or "design concept" as an alternative to parti.

Voice & tone

Voice & tone

This section explains the difference between tone and voice and defines the elements of each as they apply to AIA. Here's the easiest way to think about the difference between voice and tone: You have the same voice all the time, but your tone changes depending on your situation. For example, your tone at a meeting with your boss is probably different than your tone when you're out with friends. AIA always has the same voice, but our tone may change depending on product, situation, audience, etc.

Tone

AIA's tone is clear and direct. We're clear and direct in our language. Sometimes we like to have a little fun, but in an audience–appropriate way. We use hyperbole sparingly. We embrace exclamation points in email subject lines, headings, and some titles and text, though we don't go overboard. If you have to ask whether something is appropriate, it probably isn't.

Voice

AIA's voice is honest, friendly, and straightforward. Our priority is helping our members achieve their goals, be successful, feed their passion, and design a better world through community, advocacy, and knowledge. As the leading organization for architects and design professionals, we position our products and services as authoritative, reliable, and innovative. We believe in the power of showing value in an engaging way, not telling someone something is valuable and so it must be.

AIA is:

- smart but not stodgy, boastful, or arrogant
- confident but not cocky
- friendly and approachable but not too familiar
- informal but not casual
- innovative and a thought leader, though we generally refrain from using words like these to describe products and services
- not afraid to share an educated opinion or take a calculated risk
- doing cool stuff and passionate about this work

Tips

- Use active voice and positive language.
- Eliminate fluffy language and extra words.
- Use contractions: it's, we're, you'll, etc.
- Be short, concise, and helpful.
- Avoid slang, jargon, and technical or academic language (unless your content requires it).
- Avoid forced content and trying too hard to sound cool, hip, young, or relatable.
- Think about this from the perspective of the public and our allies.

Grammar & style

Overview

Good grammar reflects an overall, high level of quality. It is important to use this guide in the generation and editing of content. In cases that are not noted below, use a Merriam-Webster American dictionary and the AP Stylebook.

Referring to The American Insitute of Architects

When using the full name of the association, use "The" as in "The American Insitute of Architects." When using the acronym "AIA," do not precede it with "The."

Examples:

- The American Institute of Architects is a membership assocation.
- AIA is a membership association.
- Jane Smith, Assoc. AIA, is a member of The American Institute of Architects.

Acronymns

Limit your acronym use to keep AIA web pages and documents from looking like alphabet soup. If an organization or program is mentioned only once, use the full name. If it is used more than once, use the acronym in parentheses after the full name on first reference; on subsequent references, use only the acronym. Do not use acronyms in parentheses in a headline, subhead, or lead-in.

Common acronyms and their meanings:

- NCARB: National Council of Architectural Registration Boards
- ARE: Architect Registration Examination
- AXP: Architectural Experience Program
- LEED: Leadership in Energy and Environmental Design
- LU: learning unit
- GBCI: Green Business Certification Inc.
- CES: continuing education system
- HSW: health, safety, welfare
- MCE: mandatory continuing education
- ADA: Americans with Disabilities Act
- RIBA: Royal Institute of British Architects

Designations, degrees, & certifications

The best rule for degrees and certifications is to integrate them into the sentence.

Do this
She earned her doctorate at MIT.
He went to Stanford for his master's.
Julie has a Master of Architecture degree.
John earned a master's degree in architecture.
Rachel has a Bachelor of Arts in English.

Do not use periods in degrees or certifications after a name.

Example: PhD

The best rule of thumb:

Example: John Smith, AIA, PhD, Amazing Architects of America

The AIA designation always comes first. In public-facing content, only the AIA designation need be used, because the general public may be distracted by a long list of acronyms after a name.

Use commas around the AIA designation.

Example: John Smith, AIA, is an architect with offices in New York and London.

Apostrophes

Apostrophes should only be used to show possession, ownership, and in contractions.

Example: parents' newsletter, my mother's doctor, Mark's event really went well, last year's conference

Don't use an apostrophe in "it's" when it indicates possession, as in this example: The Cabinet Office said that in its report.

Do not use
The Cabinet Office said that in it's report.

And in dates, years, or groups of organizations/professions:

Example: PCTs, 1980s, CVSs, GPs

Bulleted lists

Use round bullets. If an item is a full sentence, capitalize the first word and use a period at the end. If the bulleted item is not a complete sentence, it should begin with a lowercase letter (unless the first word is a proper noun). Bulleted lists should be consistent in structure. In other words, if one item is a complete sentence, all items should be. Try to keep lists between three and five items.

Do this
The course covers top issues in water sustainability today:
- greywater management
- cooling and heating efficiency
- water recycling

Reasons to attend the AIA Conference on Architecture 2020:
- You can get your next job.
- You can earn LUs.
- Everyone will ask where you are if you don't show up.

Don't number items in a list unless you're writing about steps in a process.

Cities & states

In a list/listing, use "city, state."

The names of the 50 U.S. states should be spelled out when used in the body of a story, whether standing alone or in conjunction with a city, town, village or military base. No state name is necessary if it is the same as the dateline.

Atlanta	Indianapolis	Pittsburgh
Baltimore	Las Vegas	St. Louis
Boston	Los Angeles	Salt Lake City
Chicago	Miami	San Antonio
Cincinnati	Milwaukee	San Diego
Cleveland	Minneapolis	San Francisco
Dallas	New Orleans	Seattle
Denver	New York	Washington
Detroit	Oklahoma City	
Honolulu	Philadelphia	
Houston	Phoenix	

Commas

Use a serial (Oxford) comma in lists. Example: Creating an account provides the ability to sync information across mobile phones, tablets, and a web-based app.

Do not place commas before LLP, LLC, Inc., or PC.

Dates

In general, always write out the month and day in full. For example: Classes begin August 25. Purdue University was founded May 6, 1869. The semester begins in January. Don't use possessive case with years. The 1800s. The '90s.

It's OK to use numerals in email subject lines to save on character count. If you lead with a numeral, initial cap the first letter of the first word that follows the numeral. It's also OK to use numerals in text on email hero images and display ads.

Always write out centuries in full:
CAN Mezzanine was founded in the twenty-first century.

Demographics

When demographic information is important, here are some examples of preferred terms:
People with lower incomes, people experiencing poverty or homelessness, a person who uses a wheelchair, affordable housing, people with mental illnesses, people with intellectual disabilities, visual impairment

Here are some terms to avoid:
At-risk, disadvantaged, handicapped, wheelchair-bound, poor, urban or rural (when used as euphemisms), low-income housing, third world

Gender
Use gender-inclusive language. You can alternate he and she, use "humankind" instead of "mankind," use "chair" instead of "chairman/woman," and use "firefighter" or "server" instead of "fireman" or "waitress."

Race and ethnicity
When racial or ethnic information is important to the context of a communication, be specific whenever possible by referring to, for instance, Black Americans, Chinese Americans, or members of the Seminole Tribe of Florida.

Examples: The poll found that Black and Latino Americans are bearing the brunt of the pandemic's financial impact, **not** minorities are bearing the brunt of the pandemic's financial impact.

Most of the magazine's readers are Black women, **not** most of the magazine's readers are minority women.

For additional guidance on demographics, gender, and other sensitive topics, refer to the AP Stylebook.

Username: webteam@aia.org
Password: Ed1tCOntent

Please see the additional list of alternate terms on page 24.

En dashes, em dashes, & hyphens

Use an en dash to indicate time or a range. Close up spaces around the en dash.

For example: 9–11am, Monday–Friday.

Use an em dash for emphasis or to set off a thought or clause. Close up spaces around the em dash.

For example: Knowledge Communities provide a variety of ways to learn and connect with your peers—join 1 of 21 KCs today!

Use hyphens sparingly. More often than not, words with hyphens can be written as one word without causing confusion.

For example, there is no need for a hyphen in:
email, online, website, reimburse, redevelopment, underfunded, noticeboard

Use a hyphen when two vowels are alike:
re-elect, co-opt

Other exceptions to the rule include:
part-time, half-term

If in doubt, consult a dictionary.

Numbers

When writing figures, please use the following:

- For numbers one to nine, use words.
- For 10, upwards, use figures.
- Seven-year-old Masood received an award.
- Media has 11 new applicants.

Where there is a mixture of the two in the same sentence, use all figures:
There are 8 organizations working with 10,000 people.

Do not begin a sentence with a numeral, even if it is 10 or above. Example: Twelve types of wood were used for this project.

Percent

Do not spell out. Use the percent symbol (%) in every instance.

Phone numbers

(202) 123 4567

Times

Express the time using the 12-hour clock:

The meeting will run from 10am–1:15pm. An en dash (–) should be used for times that are inclusive; no spaces. Omit :00 if the time is at the top of the hour.

Titles

Generally, capitalize formal titles when they appear before a person's name, but lowercase titles if they are informal, appear without a person's name, follow a person's name, or are set off before a name by commas.

Examples:

AIA Chief Economist Kermit Baker, Hon. FAIA, will host a panel discussion.
Kermit Baker, Hon. FAIA, chief economist for AIA, will host a panel discussion.

Titles of publications

The names of books, movies, reports, and other publications should be italicized and title case.

URL

When written in copy, omit the http://www unless it is necessary for the link to work.

United States

When written as an abbreviation, periods should be used, except in headlines. Example: We are improving business conditions by facilitating fair trade and ensuring U.S. firms stay competitive.

Universities & colleges

Academic institutions and departments:

Follow the institution's style whenever possible.

For schools and departments, follow style and use lower case if in doubt: "Researcher with the School of Applied Technology" and "teaches sustainability courses in the architecture department," for instance.

For institutions, use full names for universities that are part of a system: "University of California, Irvine."
Use an en dash (–) for a branch campus: "University of Wisconsin–Whitewater."

Writing digital content

Editorial content & general web content

There are a number of great resources on writing for the web. Rather than repeat all of their sage advice, here are two of our favorites, plus tips and guidelines to help you get started.

Letting Go of the Words, Second Edition

Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content

Structure

Put the information readers will be looking for first, and add supporting details and background after that. Avoid placing a lengthy preamble on any page.

In online writing:

- Use subject–verb–object sentence structure.
- Try for one fact per sentence.
- Keep paragraphs short (two to three sentences) and focused on a single idea.
- Cut back on clauses.
- Don't assume users will read every word (they won't).

Keep mobile device users in mind. Page design will evolve, of course, but if you strive to keep your writing short, you'll have a better chance of ensuring the variation among devices doesn't damage the user experience.

Introductions are for letting people, in direct language, know what they will find on the page. Do not welcome them to the page, thank them for visiting, or say, "on this page you will find…" By this point, we all know why we're here, and users will be eager to access the information they want most.

Shortcuts for better (shorter) writing

Word count depends on the type of content; Google now ranks pages with 1,500 words more highly than in the past. But more than length, it's about value, information, and quality.

Page design often reduces the amount of horizontal space available to copy and makes paragraphs seem longer than they would look in print (or even in Word). Limit paragraphs to two to three sentences.

Keep a list of shorter ways to say certain phrases. Here's a start:

- Use "Before" instead of "Prior to."
- Use "Ask" instead of "Request."
- Use "Buy" instead of "Purchase."
- Use "Can" instead of "May be able to."
- Use "If" instead of "In the event."

Headlines & subheads

Headlines: 8 to 10 words; <50 characters

Headlines are the first, and perhaps only, chance you'll have to make a positive impression on a reader. They also catch eyes and attention and direct users around the page. Ideally, a user could read only headlines and subheads and still get the gist of the content on the page.

Good headlines are emotional and lyrical, underscore the importance of the article, display a notion of expertise.

Headlines and subheads are written in sentence case. This means only the first word, and proper nouns, should be capitalized.

When in doubt, choose a simple headline over a catchy or clever one—humor is hard.

But sometimes, a longer, detailed, and catchy headline can top off a page. If that's the case, follow up this headline with simple subheads that steer users toward content they need.

Some pages will have a lead-in—a few lines introducing the subject. A good target range for these is 15 to 35 words.

Keywords are important for search engine purposes, especially when they're in headlines and subheads. But don't distort your writing to needlessly and artificially include keywords.

Subheads should lead a user through a page and direct attention to what's covered in each section.

Examples (headline or H1, followed by three subheads, which would appear as H2 or H3 in copy):

[H1] Can you afford risk? Insurance options for small firms
[H2] Employee issues
[H2] Infrastructure protection
[H2] Top three decision points

[H1] Here's how to keep up with energy efficiency technology
[H2] Current challenges
[H2] What's new for 2016
[H2] Classes and resources

Links

When linking with an external website, please select "open in a new tab." When linking within aia.org, it is not necessary to select "open in a new tab." Your motivation for including links should be what's useful and compelling for readers. A link to a long piece of information can be a time-saver for readers. But if you can paraphrase a piece of information, it's probably not necessary to link to it.

Links that send users on long information chases don't serve them well. Avoid jump or anchor links—current design and user practices usually make them unnecessary.

Tiles & directive copy

Tiles contain links and focus on a user's action. Keep them concise and simple.

Do this
Find your Design and Health course
Browse new books

If you want a user to take action, try the "if-then" construction. Open with what a user wants or a piece of familiar information, then show them the action they can take.

Do this
For the best choice in hotels, register early.
If you're already a member, find out more.

Not this
Early registration offers the best choice in hotels.
More information is available for members.
Click here for more information.

Photo captioning

As a general rule, web photos should have captions (the main image on a page, known as a hero image, would be an exception). Don't describe what you can already see in the photo. Instead, use words strategically to add context, tell a story, or clarify. You rarely need to say "above" or other directional information or refer to the photo.

Do this
MartinezCroft principals Joe Martinez and Samantha Croft revitalized downtown with the completion of the residential project.

Not this
Shown in the photo above, (left to right) Jones, Smith, and Jackson are depicted shaking hands as they stand in front of the new building.

Credits

Photography and illustration are critical parts of architecture and design communication, and we should make an effort to fairly and fully credit those who produce and own them. Use very brief descriptions of the images if more than one credit is needed. Credit: [source]. Examples:

Jane Doe/AIA
Jane Doe/AP
CNN/Getty Images
user_name/Flickr Creative Commons
Credit: Jane Doe, AIA
Credit: ©Getty Images
Credit: Bob Smith for CNN
Credit: (L–R) Bob Smith for CNN; Jane Doe, AIA; ©Flickr

Search engine optimization

Your page title and meta description are two of the most important elements on your page.

Title Tags: title tags are clickable headlines that appear in search results and are extremely critical from an SEO perspective.

According to Google, "Titles are critical to giving users a quick insight into the content of a result and why it's relevant to their query. It's often the primary piece of information used to decide which result to click on, so it's important to use high-quality titles on your web pages."

Search engines like Google typically display the first 50–60 characters of a title. Google will display the full title to your page as long as you keep your title tag under 60 characters.

Here are some other best practices to keep in mind when creating title tags:

- Include your target keywords.
- Write a title that matches search intent.
- Avoid creating duplicate title tags.
- Avoid keyword stuffing.
- Keep it descriptive but concise.

The guiding principle? Construct straightforward messages in natural writing and speaking patterns.

Meta descriptions

The second most important meta tag on a page is the meta description.

A meta description is a brief summary of a page in search engine results pages (also known as "SERPs" or "SERP") displayed below the title tag.

Meta descriptions do not directly impact search rankings, but they can influence click-through rates. Google explains it best: "A meta description tag should generally inform and interest users with a short, relevant summary of what a particular page is about. They are like a pitch that convinces the user that the page is exactly what they're looking for."

Google typically truncates meta descriptions to 155–160 characters, so make sure you provide an accurate summary of your content while keeping it under 160 characters.

Here are some best practices to follow when writing your meta descriptions:

- Write unique meta descriptions for each page.
- Use action-oriented copy.
- Include your target keywords.
- Match search intent.
- Provide an accurate summary.

For more information on SEO best practices, visit the Semrush Blog, semrush.com/blog/seo-best-practices/

Word list

A

air-condition (verb) **air-conditioning** (noun)

architect use only when referring to licensed architects; for all others use designers or design professionals.

ARCHITECT Magazine

Architect Registration Examination (ARE®) spell out on first reference. Use the registered symbol only on the first reference.

architecture professional

Architectural Experience Program (AXP)

Art Deco style also known as Style Moderne. Always capitalize when referring to the architectural style.

B

background

backward not backwards, per AP

B.Arch commonly used abbreviation for the Bachelor of Architecture degree; OK on first reference.

Baroque style always capitalize when referring to the architectural style.

Bauhaus always capitalize when referring to the architectural style.

Beaux-Arts always capitalize and hyphenate when referring to the architectural style.

bilevel

bioswale

blackwater

board-and-batten (adjective) **board and batten** (noun)

board of directors always capitalize when referring to the AIA Board of Directors. Do not capitalize when shortening to "the board."

brise-tsoleil

Brutalism also known as the Brutalist style; Brutalism and Brutalist should always be capitalized when referring to the architectural style.

buildup

byproduct AP exception to Webster's

C

Cape Cod style always capitalize when referring to the architectural style.

carbon neutral (noun) **carbon-neutral** (adjective)

charrette an intense effort to complete a design project within a specified time

Classical style always capitalize when referring to the architectural style.

classicism

classicist

close-up (noun, adjective)

co- do not hyphenate when forming nouns, adjectives, and verbs that indicate occupation or status (coauthor, cofounder, coworker, etc.).

Colonial style always capitalize when referring to the architectural style. Lowercase when used as an adjective (a colonial house).

Colonial Revival style always capitalize when referring to the architectural style.

composite panel

cul-de-sac

curtain wall (noun) **curtain-wall** (adjective)

custom-built

custom-designed

cutout (noun and adjective) **cut out** (verb)

D

daylighting

decision maker (noun) **decision making** (noun) **decision-making** (adjective)

deconstruction

décor

design-bid-build

design-build

double-hinged

double-hung

double-wide

downlighting

downlit

downzoning

ductwork

E

Empire style always capitalize when referring to the architectural style.

energy efficiency (noun) **energy-efficient** (adjective)

entryway

F

Federal style always capitalize when referring to the architectural style.

follow-up (noun and adjective) **follow up** (verb)

G

Georgian style always capitalize when referring to the architectural style.

glued laminated timber also known as glulam. A structural lumber product made by laminating stress grade lumber with adhesive, usually with the grain of all piles parallel.

Gothic Revival style also known as Early Gothic Revival and Late Gothic Revival; always capitalize when referring to the architectural style.

Grade capitalize and hyphenate when used with a numeral to describe the quality of a material (e.g., The architect preferred to use Grade-1 lumber).

grayfield

gray water

Greek Revival style always capitalize when referring to the architectural style.

groundswell AP exception to Webster's

groundwater

guardrail

H

handrail

hand sketch, hand sketching

hardscaping

hardwood

health care

I

in-house (adjective or adverb)

International Style always capitalize when referring to the architectural style movement; in this usage, capitalize "Style," too.

J

K

L

laminated-veneer lumber also known as LVL

LEED rating system

LEED Green Associate

LEED AP Building Design + Construction (LEED AP BD+C)

LEED AP Operations + Maintenance (LEED AP O+M)

LEED AP Interior Design + Construction (LEED AP ID+C)

LEED AP Neighborhood Development (LEED AP ND)

LEED AP Homes

Learning Unit or LUs are defined by their type—HSW or Elective—and are listed as LU|HSW and LU|Elective.
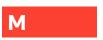
life cycle

live course a learning program delivered live via the internet (through ON24, Adobe Connect, Zoom, GoToWebinar, etc.).

live event a collection of live courses that takes place on one or more days.

live/work not live-work

login (noun and adjective forms) **log in** (verb)

low-VOC an adjective used to describe products with low levels of volatile organic compounds (VOCs)

M

M.Arch commonly used abbreviation for the Master of Architecture degree; OK on first reference.

Mayan Revival style always capitalize when referring to the architectural style.

McMansion

Mediterranean Revival style always capitalize when referring to the architectural style.

Mid-century modern (MCM)

mid-century modernism in this usage, do not capitalize.

Mission Revival style also known as Mission style. Always capitalize when referring to the architectural style.

Modernism always capitalize when referring to the architectural style movement.

multidisciplinary

multiuse

N

Neo-Classicism always capitalize when referring to the architectural style.

Neo-Modernism always capitalize when referring to the architectural style.

net zero energy building a general term applied to a building with a net energy consumption of zero over a typical year

New Urbanism always capitalize when referring to the urban design movement.

new urbanist (noun)

non-pressure-treated wood

nontoxic

O

P

particleboard

passive solar (noun and adjective)

party wall

Placemaking

post-construction

postindustrial

postmodern

Post-Modernism always capitalize when referring to the architectural style movement.

postmodernist

Prairie style alway capitalize when referring to the architectural style.

prebuilt

preconfigured

pre-consumer

predesign

prefabricated

pre-hung

premade

presets

pressure-treated wood

Q

Queen Anne style always capitalize when referring to the architectural style.

R

rain chain

rainscreen

rainwater

rammed-earth (adjective) **rammed earth** (noun)

real time (noun) **real-time** (adjective)

Regency style always capitalize when referring to the architectural style.

regional modernism do not capitalize "modernism" in this usage.

Romanesque Revival style also known as Neo-Romanesque. Romanesque Revival and Neo-Romanesque should always be capitalized when referring to the architectural style.

S

see-through

semi-custom (adjective)

semidetached

semidirect lighting

semi-indirect lighting

semiprivacy

Shingle style always capitalize when referring to the architectural style.

sight line

sitework

Spanish Colonial style always capitalize when referring to the architectural style.

Spanish Colonial Revival style always capitalize when referring to the architectural style.

sprayed foam insulation also known as spray foam

startup (noun and adjective)

Streamline Moderne style always capitalize when referring to the architectural style.

streetscape

sunshade

T

teardown (adjective and noun) **tear down** (verb)

time frame

timeline

tongue-and-groove

track lighting

trade-off

treehouse

Tudor style always capitalize when referring to the architectural style.

U

ultraefficient

underlayer

up-front (adjective) **up front** (adverb)

V

W

water-catchment (adjective)

website

wide-open (adjective)

work-around

X

Y

Z

zero-VOC

Alternative terms

deploy recommended alternative is install/begin/launch

ethnic minorities recommended alternative is ethnically diverse

homeless recommended alternative is houseless/displaced/ unhoused

master bedroom recommended alternative is bedroom/primary bedroom

micro aggression If you use this term, be clear about the specific behavior.

minority, racial minority (per AP Stylebook)

The term is acceptable as an adjective in broad references to multiple races other than white in the United States: We will hire more members of minority groups.

Be sure the term is accurate in each circumstance, since what constitutes a racial minority varies by location.

Be specific whenever possible by referring to, for instance, Black Americans, Chinese Americans, or members of the Seminole Tribe of Florida.

Examples: The poll found that Black and Latino Americans are bearing the brunt of the pandemic's financial impact, **not** minorities are bearing the brunt of the pandemic's financial impact.

Most of the magazine's readers are Black women, **not** most of the magazine's readers are minority women.

Do not use minority as a noun in the singular. The plural minorities is acceptable when needed for reasons of space or sentence construction. But phrasing such as minority students or minority communities is preferable.

pioneer recommended alternative is leader/lead

unskilled labor recommended alternative is workers/essential/ skilled labor/laborers

AIA products, services, & terminology

AIA Abbreviation for the institute's formal name, The American Institute of Architects. Never use "The AIA." Note the word "The" is capitalized when using "The American Institute of Architects."

AIA 2030 Commitment

AIA Best Practices

AIA Business Meeting The annual convening of voting delegates of AIA to review resolutions and by-laws changes, hosted at the AIA Conference on Architecture. When using the word "annual" to refer to this meeting, do not cap it (e.g., the annual AIA Business Meeting).

AIA Center for Practice

AIA chapters not AIA Components

AIA Conference on Architecture The short-form name changes annually with the year. In 2020, the short form is A'20. Use the full name on first reference, "AIA Conference on Architecture 2020." For subsequent references, use "the conference," "the event," or A'20. The word "the" is not part of the official conference name. Use "The" at the beginning of a sentence, but use "the" when the name appears elsewhere in the sentence. In the shorter name, use an apostrophe, not an inch mark. Some typefaces default to an inch mark rather than a true apostrophe. The difference is sometimes difficult to see in body copy, but it is very noticeable in headlines and graphics. Never use the word "convention" to refer to this event.

AIA Contract Documents

AIA designations

    AIA a professional membership designation that denotes a licensed architect.

    Assoc. AIA a professional membership designation that denotes an architecture graduate who is working toward getting licensed or who works under the supervision of an architect.

    FAIA a professional membership designation that denotes an AIA Fellow.

    Int'l Assoc. AIA a professional membership designation that denotes an individual who is licensed to practice architecture in a country other than the United States.

    Hon. AIA a professional honor that recognizes the notable contributions and service of people outside of the architecture profession.

    Hon. FAIA a professional honor given that recognizes the distinguished achievements of non-US architects.

The Architect's Handbook of Professional Practice

AIA Honors & Awards

Awards honoring projects:

    AIA/ALA Library Building Awards

    Architecture Awards

    AIA/HUD Secretary's Awards

    COTE® Top Ten Awards

    Design for Aging Review Awards

    Education Facility Design Awards

    Edward S. Frey Award

    Healthcare Design Awards

    Housing Awards

    Innovation Awards

    Interior Architecture Awards

    Justice Facilities Review

    Regional & Urban Design Awards

    Religious Art & Architecture Design Awards

    Small Project Awards

Awards honoring people:

    AIA/ACSA Topaz Medallion for Architectural Education

    AIA College of Fellows Latrobe Prize

    Architecture Firm Award

    Associates Award

    Collaborative Achievement

    Edward C. Kemper Award

    Elbert M. Conover Award

    Fellowship

    Gold Medal

    Honorary Fellowship

    Honorary Membership

    Thomas Jefferson Awards for Public Architecture

    Whitney M. Young Jr. Award

    Young Architects Awards

AIA Knowledge Communities

    Academy of Architecture for Health (AAH)

    Academy of Architecture for Justice (AAJ)

    Building Performance (BP)

    Committee on Architecture for Education (CAE)

    Committee on Design (COD)

    Committee on the Environment (COTE®)

Construction Contract Administration (CCA)

Corporate Architects and Facility Management (CAFM)

Custom Residential Architects Network (CRAN®)

Design for Aging Knowledge Community (DFA)

Historic Resources Committee (HRC)

Housing and Community Development (HCD)

Interfaith Design (ID)

Interior Architecture Knowledge Community (IAKC)

Practice Management Knowledge Community (PMKC)

Project Delivery Knowledge Community (PD)

Public Architects Committee (PA)

Regional and Urban Design (RUDC)

Retail and Entertainment Knowledge Community (REC)

Small Project Design (SPD)

Technology in Architectural Practice (TAP)

DDx Design Database Exchange

National Associates Committee (NAC)

Regional & Urban Design Assistance Team (R/UDAT)

Sustainability Design Assistance Team (S/DAT)

Young Architects Forum (YAF)

AIA KnowledgeNet

AIA Client Insights Report

AIA Consensus Construction Forecast use AIA Consensus Construction Forecast on first reference; drop AIA in subsequent references.

AIA Center for Civic Leadership

AIA Firm Survey use AIA Firm Survey on first reference; drop AIA in subsequent references.

AIA Foresight Report

AIA Home Design Trends Survey use AIA Home Design Trends Survey on first reference and Home Design Trends Survey on subsequent mentions.

AIA MasterSpec® use "®" only on first reference. Additional reference can just be "MasterSpec."

AIA Small Firm Compensation Report

AIA Trust

AIAU never refer to AIAU as AIA University.

ArchiPrep

Architecture Billings Index (ABI)

AIA Compensation Report use AIA Compensation Report on first reference. Drop AIA in subsequent references.

College of Fellows

Communities by Design