



NGAT

National Guard Association of Texas
3706 Crawford Ave
Austin, Texas 78731
512-454-7300

STYLE GUIDE

Standard Operating Procedures (SOP)

Approved by the NGAT Board of Directors
(Pending Approval)

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National Guard Association of Texas

STYLE GUIDE STANDARD OPERATING INSTRUCTIONS (SOP)

1. **PROPONENT:** This SOP is established by the National Guard Association of Texas (NGAT). Submit suggested changes to this SOP to NGAT, ATTN: Executive Director, 3706 Crawford Ave, Austin, Texas 78731. Suggested changes will then be forwarded to the NGAT Communications Committee for consideration.

2. **PURPOSE:** The purpose of the NGAT Style Guard Standard Operating Procedure (SOP) is to establish specific identity and visual image standards for the Association. Organizations nationwide have recognized the importance of image consistency, cohesive standards, and successful branding. Visual identity used consistently over time will provide and enhanced image, instant recognition, and higher recall among prospective members. Consistency in visual identity also protects the Association's patents, licenses and trademarks and increases the value of our identity over the long term. This SOP will also provide procedural guidance for the preparation of documents and materials that represent NGAT to our members, sponsors, supporters, and the general public.

This SOP is designed to answer as many questions as possible; however, no guide can be one hundred percent inclusive of all areas of concern. Any questions will be directed to the NGAT Executive Director.

3. **PROCEDURES:** This SOP provides specific information on the usage of the NGAT logo, letterhead, PowerPoint presentations, and other branded items. The procedures contained herein do not apply to the National Guard Association of Texas Educational Foundation (NGATEF), Texas National Guard Foundation (TXNGF) or the Military Forces Conference Foundation (MFCF) logos or materials, which are the sole property of each of these foundations managed by NGAT. NGAT logos, wordmarks, and document templates (word and PowerPoint) contained within this SOP can be found as stand-alone items on the NGAT website (www.ngat.org) and are located under the News tab, Document Library. Downloading these items for use constitutes acknowledgement and agreement to follow the identity standards set forth in this publication.

4. **NGAT LOGO:**

- a. The NGAT logo is the basic visual element that identifies the Association. The first NGAT logo was designed in 1959 by a group of warrant officers who established the Association. Throughout the years the NGAT logo has had minor changes. Example 4a is a historical look at how the NGAT logo has changed over the years.

(Example 4a)



1st NGAT Logo
Established in 1959



2nd NGAT Logo
Established in Jan 1986



3rd NGAT Logo
Established in Jun 2001



4th NGAT Logo
Established in Aug 2005

(Example 4b)



5th NGAT Logo Established in
July 2016

- b. The current NGAT logo (Example 4b) consist of the National Guard Minuteman statue in between the “G” and the “A” of the letters NGAT with a Texas flag background on the NGAT letters. Underneath NGAT spelled out is the National Guard Association of Texas. The two primary colors used to signify the NGAT logo is Blue and Red.
- c. The **CMYK** color model refers to the four inks used in some color printing: Cyan, Magenta, Yellow, and key (Black). **RGB** refers to the primary colors of light, Red, Green and Blue, that are used in monitors, television screens, digital cameras and scanners. The following are the codes for the colors in the NGAT logo.
- Blue:** **CMYK** = C: 0, M: 22, Y: 95, K: 0 **RGB** = R: 32, G: 60, B: 115
Red: **CMYK** = C: 10, M 93, Y: 72, K: 1 **RGB** = R: 215, G: 55, B: 71
- d. The font used for the text National Guard Association of Texas is Call of Duty Ops. The font for the letters NGAT is a custom font and should not be altered.

- e. The NGAT logo is trademark protected under common law and is the property of the Association. It cannot be used by anyone outside the Association without permission. The NGAT logo is used to identify an item as an officially sanctioned document, product, or information pertaining to the Association. Texas National Guard units and other authorized groups/individuals may use the NGAT logo on documents but are not allowed to use the NGAT logo or wordmark on apparel or other products used for commercial sale or fundraising. Personnel desiring an NGAT branded product should be referred to the NGAT staff for additional information.
- f. To protect the NGAT trademark and promote a consistent visual identity, the NGAT logo may vary in size, but cannot be altered, tampered with, modified, or overprinted. Do not make any changes to the color or orientation of the logo. The relative ratio of the logo should be maintained always; to enlarge or reduce the size of the logo, extend or contract it from the corners only.
- g. No independently designed or conflicting logos shall be used or sanctioned by NGAT.
- h. Examples 4c shows varying ways the NGAT logo might appear. The logo can appear alone or in combination with the name NGAT in block letters; however, any time the “NGAT” wordmark is used, the guidance provided below must be followed. Use of the black/white logo may be used when color printing is unavailable.

(Example 4c)



5. **WORDMARK:** The Association is known by members, organizations, and partners by the short title “NGAT”, which is also established as the Association’s wordmark. The NGAT font with the Texas flag in the background is a specially designed font and cannot be reproduced. As such, any time the word “NGAT” is used on a document, website, publication, apparel or other items, this specialized font must be used. In 2016, the Association established “Call of Duty Ops” as the standardized font for our wordmark. The word NGAT may at times need to be displayed without the Texas flag in the background. In those cases, “NGAT” will be shown in all capital letters, and will generally be displayed in solid black color, although the NGAT Office may authorize the use of another solid color. At no time will additional shadowing or special effects be used on the font. An example of the font is shown in Example 5a.

(Example 5a)

NGAT NGAT NGAT

6. **LETTERHEAD AND CORRESPONDENCE:** Only the NGAT Staff, Board of Directors and Committee Chairs are authorized to use the official NGAT letterhead and will only do so when conducting business in their capacity as an Association officer or staff member.

There are two types of correspondence which can be prepared using the NGAT letterhead, as shown below. The body and contents of both types of correspondence will be prepared using Times New Roman 11 or 12 font and will have one (1) inch margins on the top, bottom, and both sides. Correspondence will be single spaced with a double space between paragraphs. All correspondence should be checked for spelling, typographical, and grammatical errors before signature to ensure the final product portrays a professional appearance and style.

- a. **Letters:** Correspondence addressed to external individual, organizations, or corporations will be prepared in block style letter format. A letter will contain the date, centered at the top of the page using civilian formatting (month spelled out, date, year). The addressee’s full name and complete mailing address. Salutation will include current or retired rank when known and/or appropriate for the correspondence. Unnumbered paragraph will begin flush with the left margin. The letter will include a complimentary closing of “sincerely,” beginning at the center of the page following the last paragraph. The signature block will begin four spaces below the closing and will also begin at the center of the page. Signature blocks will generally include the full name on the first line, with the title of the writer below. Rank and other credentials may be included behind the writer’s name or on the second line of the signature block, if desired. A sample of the basic memorandum is in example 6a.

Example 6a – NGAT Letter Format



NATIONAL GUARD ASSOCIATION OF TEXAS
3706 Crawford Ave, Austin, TX 78731
512-454-7300 www.ngat.org

July 1, 2022

Mr. John Lewis
2020 NGAT Lane
Austin, Texas 78731

Dear Mr. Lewis,

Only the NGAT staff, Officers of the Association, Committee Chairs, and Directors are authorized to use the official NGAT letterhead and will do so only when conducting business in the capacity as an Association Officer or staff member. NGAT letterhead is not authorized for use by units in the Texas Military Department.

Correspondence addressed to external individual, organizations, or corporations will be prepared in the block style letter format. A letter will contain the date, flush with the left margin at the top of the page using civilian formatting (month spelled out, date, year).

The addressee's full name, complete mailing address, salutation and unnumbered paragraphs will begin flush with the left margin. The letter will include a complimentary closing of "Sincerely," beginning flush with the left margin following the last paragraph.

The signature block will begin four spaces below the closing and will also be flush with the left margin. Signature blocks will generally include the full name on the first line, with the title of the writer below. Rank and other credentials may be included behind the writer's name or on the second line of the signature block, if desired.

Sincerely,



Len Tallas, CW4 (Ret)
Executive Director

Or

Len Tallas
CW4, (Ret) or CW4, TXARNG (Currently serving)
Executive Director

- b. **Memorandums:** Correspondence intended for internal (NGAT) distribution or addresses will be prepared using a Memorandum format. The word MEMORANDUM in bold letters will be prominently displayed at the top of the page, located flush on the left margin, before the headers. A memorandum will contain the following headers: DATE: (may be stated in civilian or military format) and will include the day, month spelled out and year, TO: (addressee), FROM: (originator), and the SUBJECT. Paragraphs in a memorandum will be numbered sequentially. No complimentary closing is used on a memorandum and the signature block, will be flush with the left margin. A sample of the basic memorandum is in example 6b.

Example 6b – NGAT Memorandum Format



NGAT
NATIONAL GUARD ASSOCIATION OF TEXAS

NATIONAL GUARD ASSOCIATION OF TEXAS
3706 Crawford Ave, Austin, TX 78731
512-454-7300 www.ngat.org

MEMORANDUM

Date: July 1, 2022

TO: NGAT Executive Committee

FROM: Membership Director

SUBJECT: Preparation of a Memorandum

1. Correspondence intended for internal (NGAT) distribution or addresses will be prepared using a memorandum format. Only NGAT staff, Officers of the Association, Committee Chairs, and Directors are authorized to use the official NGAT letterhead and memorandum format and will do so only when conducting business in their capacity as an Association Officer or staff member.

2. The word MEMORANDUM in bold letters will be prominently displayed at the top of the page, located flush on the left margin, before the header. A memorandum will contain the following headers: DATE: (may be stated in military format – day, month spelled out and year), TO: (addressee), FROM: (originator), and the SUBJECT. Paragraphs in a memorandum will be numbered sequentially. No complimentary closing is used on a memorandum and the signature block will be flush with the left margin.

3. The signature block will begin four spaces below the closing and will also be flush with the left margin. Signature blocks will generally include the full name on the first line, with the title of the writer below. Rank and other credentials may be included behind the writer's name or on the second line of the signature block, if desired.

Len Tallas
Len Tallas, CW4 (Ret)
Executive Director

Or

Len Tallas
CW4, (Ret) or CW4, TXARNG (Currently serving)
Membership Director

7. NGAT BUSINESS CARDS:

- a. A standard business card format approved for official NGAT use is shown in Example 7a. The person's name will be listed in the upper right corner of the business card and may be followed by a military rank and/or other credentials. The person's NGAT position title will be listed directly under their name on the card flushed to the left. The business card will include the colored NGAT logo in the lower left-hand corner of the card as shown in Example 7a and the NGAT office address on the center right side of the card, to include the person's email address and the NGAT website address. The NGAT office phone number will be listed in the bottom right corner of the card along with the NGAT fax number. The person may include their cell phone number if they so desire.

(Example 7a)



- b. Business cards are authorized for all NGAT staff at Association expense. NGAT Board of Directors will request business cards through the NGAT Executive Director.

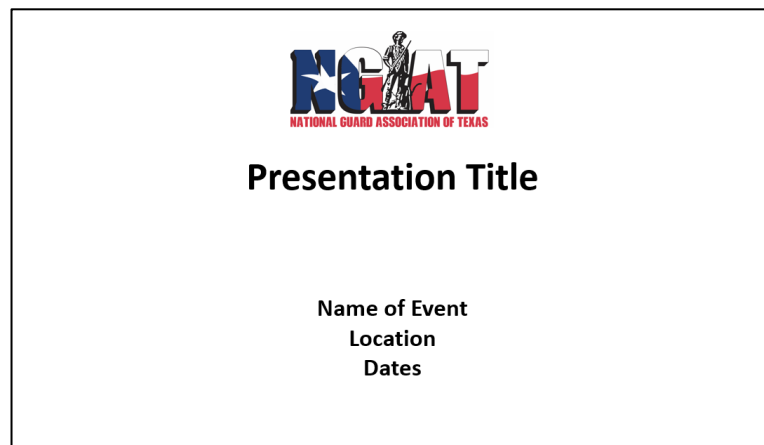
8. NGAT POWERPOINT BRIEFING:

- a. NGAT Officers, Directors and Office staff are often asked to provide presentations on behalf of the Association. In this case, a standardized PowerPoint template has been developed and will be used (Example 8a below). This template is provided as a stand-alone document and is available on the NGAT website, under About/Board of Directors.
- b. In addition to using the standardized PowerPoint template, the following general rules are provided and should be utilized when preparing your content and information on the slides. First, always ensure your data is accurate and a true reflection of NGAT; if unsure of your content, submit your prepared slides to the NGAT Office for review and approval before your presentation.

c. Basic PowerPoint Guidelines:

- Parts of a presentation: Intro, Overview, Body, Conclusion, References
- Use at least a 40-font size for headers/titles; 30 font size for subtitles, and 20- 26 font size for text. Be consistent with the font size from slide to slide
- Preferred fonts are Arial, Lucinda Console, and Georgia
- Keep it simple - make bullet points easy to read
- Use consistent and concise wording
- Avoid excessive verbiage and too much text on a single slide, list only key points
- Don't use all caps - it makes it difficult to read
- Use a bold font or change the color of the text to make something stand out to readers
- No more than 7 bullets per slide; no more than 7 words per bullet
- If using the NGAT wordmark or logo, ensure you follow the rules given above.

Example 8a – NGAT PowerPoint Template

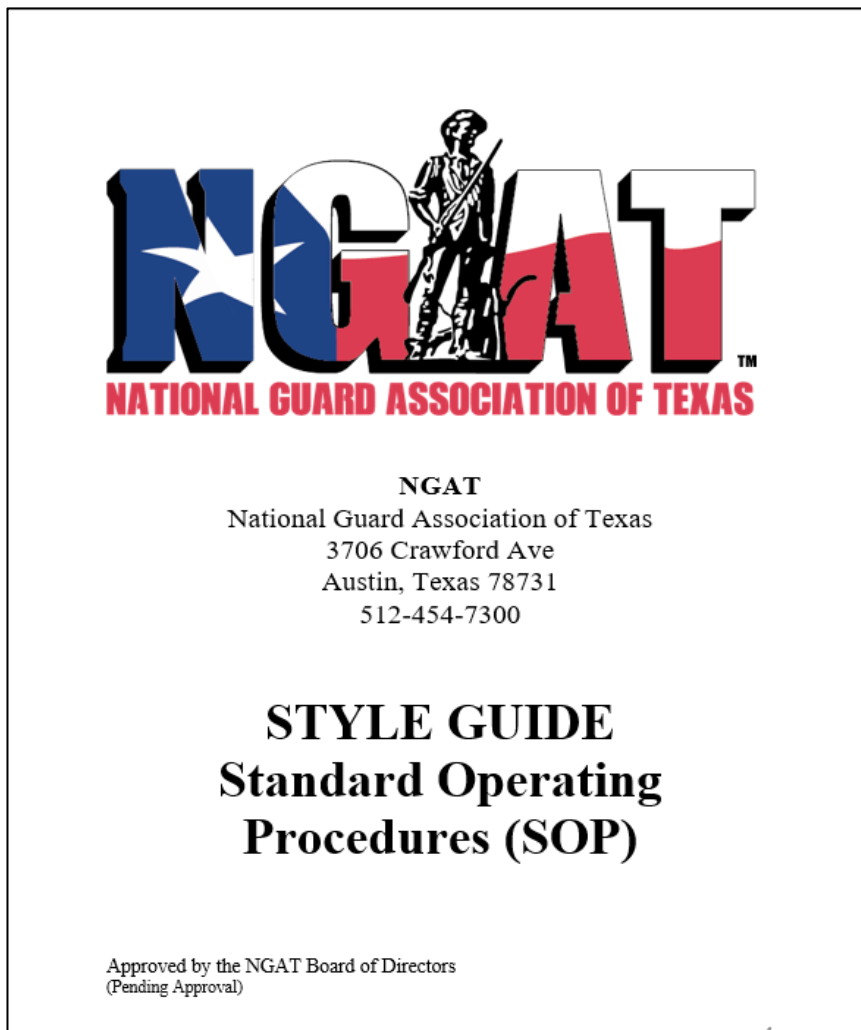


9. STANDARD OPERATING PROCEDURES:

- a. The document used by NGAT to designate specific policies and procedures and to provide guidance to our members in the Standard Operating Procedures (SOP). Preparation and update of SOPs are the responsibility of the appropriate Committee Chair, officer, and/or staff member.
- b. All SOPs (new and updated) must be approved by the NGAT Executive Committee before publication. SOPs which dictate procedures to be followed by a committee, should be reviewed for concurrence by Committee members before submission to the Executive Committee for final approval. SOPs may be updated, reviewed, and republished any time if contents require change as determined by the responsible Committee Chair. All SOPs will be reviewed, approved, and republished every five years as a minimum.

- c. All SOPs will be prepared using a standardized format. The SOP will begin with the following three major paragraphs: Proponent, Purpose, Procedures, and will end with a paragraph for the Effective Date and Attachments (if included). Other paragraphs may be added to the body of the SOP as needed to provide the specific information desired. Any additional documents included with the SOP will be listed as Annexes (i.e., Annex A, Annex B, etc.).
- d. All SOPs will be prepared using Arial or Times New Roman size 12 font with single-spaced text and double-spacing between paragraphs. The SOP will have a standard one (1) inch margin on the top, bottom, and both sides.
- e. Approved SOPs will be published on the NGAT website under Resources/Document Library folder where members can have direct access to the information at any time.

Example 9a - Standardized SOP Cover Sheet



10. NGAT COMMITTEE CHARTERS: Per the NGAT Bylaws Article XII-Committees the NGAT President shall appoint the Chair of the following committees: Audit and Compliance Committee, Finance Committee, Government Affairs Committee, Nominating Committee. Other Committees/Task Forces shall be formed as necessary by the NGAT Board of Directors, who shall prescribe their duties and composition. Chairs shall be appointed by the President. Committee shall be conducted IAW with their SOP. Committee SOP will include a Committee Charter that will be used for briefing purposes as shown in example 10a. Black copy is in example 10b.

Example 10a – How to complete a NGAT Committee Charter



How to fill out the charter

INPUTS:
Products/resources that the committee uses during meetings to help inform decision-making. Identify those items that will assist in your planning.

OUTPUTS:
Products/resources that the committee will create as a result of each committee meeting or as a final product.

Communications Plan:
Think of this as your committee's mini meeting schedule. Its used to keep the team on focus and helps everyone plan ahead for future meetings. It can include internal (within the committee) or external meetings

Objective/Purpose:
Describe why the committee was created

Scope & communication plan

Committee name: Communications Committee **Committee Lead:** Kenn White

Objective/Purpose – Identify communications objectives, strategies, and tactics required for the successful execution of an integrated marketing plan and communications activities with NGAT's strategic goals

Inputs:	Members	Stakeholders
<ul style="list-style-type: none"> Membership data/metrics Survey results social media analytics NGAT Strategic plan (goals/obj) SWOT analysis 	<ul style="list-style-type: none"> Best practices Marketing budget 	<ul style="list-style-type: none"> Kenn White Theresa Billeck-Zuniga Shandra Sponsler George Hurd Rob Casias
Outputs	Milestones (based off of the strategic planning cycle)	
<ul style="list-style-type: none"> NGAT communications plan key marketing and communications objectives tactical calendar 	<ul style="list-style-type: none"> branding and messaging Target Audiences Communications vehicles Executive Summary 	<ul style="list-style-type: none"> Q1 (APR) Review organizational performance & set objectives Q2 (MAY) Draft plan due/ input to budget Q3 (JUL) Communications plan; publish executive summary Q4 (NOV) Assess plan (Sept to August)

Committee Communications Plan

What	Who/Target	Purpose	When	Type (conf call, IPR, DCO, email...)
Initial planning meeting	Committee members; NGAT staff	Review analytics; develop initial timeline. ID Objectives	April	Meeting/Austin (prior to board meeting)
Plan approval by board of directors	Committee members; BOD	Gain board acceptance/stakeholder responsibilities	July	Conference call; google drive/email
Electronic meeting	Committee members	Reassess performance indicators	Nov	On line/email

NATIONAL GUARD ASSOCIATION OF TEXAS | Committee Charter

Milestones. Identify Key events or dates that are tied to a product or decision for the committee

What: Describe the type of meeting for the group.

Who/Target: Describe who is the audience for the meeting

Purpose: Describe why you are having the particular meeting.

When: Identify time and date.

Type: Identify if this is a conference call, in-person, email meeting, etc.

Example 10b – Blank NGAT Committee Charter



Scope & communication plan

Committee name:		Chairman: Chair:	
Objective/Purpose:			
Inputs:		Members	
Outputs		Date	
Committee Communications Plan			
What	Who/Target	Purpose	When
			Type (conf call, IPR, DCO, email...)

11. **NGAT WEBSITE:** The NGAT staff and assigned NGAT members are responsible for maintaining the NGAT website which can be found at www.ngat.org. The current website uses the WordPress program. Personnel involved in the maintenance and posting of information to the website will ensure the NGAT logo and wordmark are used appropriately as explained in this SOP. They will also ensure the website is easily accessible to our membership, with consistency in navigation options and directory structure. The website should be constantly updated with current information as it pertains to NGAT. Our website is a key component to the Association's branding and image and must reflect a professional appearance and style.

12. **E-COMMUNICATIONS:** Communication with our membership is done in several ways to include regular email and periodic email blasts using vertical response. These e-communications go to all members who have an active email address on file in their member profile. Once again, branding for these communications includes the NGAT wordmark and/or logo, as shown below. Visual consistency of fonts and information provided, as well as accuracy in spelling and grammar should be observed to ensure ease of reading and a professional appearance and style. These communications options are restricted to the NGAT staff and selected members of the NGAT Executive Committee.

13. **EFFECTIVE DATE:** The effective date of this SOP is **XXXXXXXX**. This is the first edition of this SOP and it supersedes all previous operating instructions or documents that conflict with this guidance.