

LEARN TO SKATE USA

StyleGuide



POWERED BY



TOYOTA

LEARN TO SKATE USA STYLE GUIDE

Mission: To provide and fun and positive experience that will instill a lifelong love of skating.

This style guide is specifically intended for writing purposes to create consistency throughout the organization and programs to better streamline the message Learn to Skate USA conveys to the public.

Learn to Skate USA's websites, contributing writers and program directors/instructors should use this guide in order to adhere to the organization's writing style. Not all skating terms/events are listed here. Please refer to the [U.S. Figure Skating Style Guide](#) for figure skating-specific terms as well as general grammar, capitalizations, cities/states/country names, etc. We adhere to the Associated Press style (exceptions are noted).

If you have questions, please contact media@learntoskateusa.com.

THE TOP EIGHT

Here the top eight most common style references.

Learn to Skate USA

Capitalize "Learn" and "Skate" with USA (no periods in between). The official name is Learn to Skate USA, Powered by Toyota, and should be referred to as such on first mention and Learn to Skate USA on all other mentions. Learn to Skate, LTSUSA and LTS are not acceptable.

Learn to Skate USA, Powered by Toyota

The official name of Learn to Skate USA. Use on first mention of the program.

Basic Skills

The name of a curriculum offered by Learn to Skate USA. Do not refer to Learn to Skate USA as Basic Skills or the Basic Skills Program.

Adaptive Skating

The umbrella curriculum term for Special Olympics (see pg. 4) and Skate United (see pg. 4). Use Adaptive Skating to refer to all programs under the umbrella. Use Special Olympics and Skate United when referring to the specific programs.

Capitalize Learn to Skate USA levels and curriculum

Capitalize all references to curriculum names (i.e., Basic Skills, Free Skate 2, Adult, Speed 3, etc.).

U.S. Figure Skating

Abbreviate United States with periods and no space between the letters. The legal name of the organization is the U.S. Figure Skating Association, but in text it should always be referred to as U.S. Figure Skating. USFSA and USFS are not acceptable.

USA Hockey

Abbreviate United States of America with no periods or space between the letters.

US Speedskating

Abbreviate United States with no periods and no space between the letters. Speedskating is one word in the organization title. (The sport of speed skating is two words – see pg. 4)

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A

Acronyms

Learn to Skate USA discourages the use of acronyms in any public-facing communications. (i.e., LTS, LTS USA, USFS, NSM are not acceptable)

Adaptive Skating

The umbrella curriculum term for Special Olympics (see pg. 4) and Skate United (see pg. 4). Use Adaptive Skating to refer to all programs under the umbrella. Use Special Olympics and Skate United when referring to the specific programs.

Axel

A one-and-a-half jump that takes off from a forward outside edge. Named after Axel Paulsen.

Axel Club

Members of Learn to Skate USA and U.S. Figure Skating who land their Axel can apply to be a part of the Axel Club, a program approved by Learn to Skate USA and U.S. Figure Skating. Skaters submit their information to receive a certificate and gift and can find their name on the digital Axel Club Hall of Fame.

B

Basic Skills

The name of a curriculum offered by Learn to Skate USA. Do not refer to Learn to Skate USA as Basic Skills or the Basic Skills Program.

Bring-a-Buddy

During National Skating Month (or any time of year for a membership campaign), programs can hand out “Bring-a-Buddy” coupons. Skaters can bring a friend and turn in this coupon so their friend can skate for free with them during a Learn to Skate USA class.

C

Capitalize Learn to Skate USA levels and curriculum

Capitalize all references to curriculum names (i.e., Basic Skills, Free Skate 2, Adult, Speed 3, etc.).

Compete USA

Skaters in Learn to Skate USA’s Snowplow Sam, Basic Skills, Hockey, Free Skate, Adult and Adaptive Skating curricula are eligible to compete in Compete USA events. Compete USA, approved by Learn to Skate USA, is an introductory competitive setting that promotes fun at all levels.

counterclockwise

crossover(s)

curriculum vs. curricula

A curriculum is a singular class or subject. Curricula is the plural of curriculum. (i.e., Basic Skills is a curriculum; Learn to Skate USA offers over a dozen curricula)

D

director(s)

Always lowercase, unless introducing it with the program and

full title before a name (i.e., Brooklyn Blades on Ice Learn to Skate Director GraceAnn Demarest).

E

F

G

H

I

instructor(s)

Always lowercase

J

K

L

LearnToSkateUSA.com

Capitalize the first letter of each word in the website name.

Learn to Skate USA

Capitalize “Learn” and “Skate” with USA (no periods in between). The official name is Learn to Skate USA, Powered by Toyota, and should be referred to as such on first mention and Learn to Skate USA on all other mentions. Learn to Skate, LTSUSA and LTS are not acceptable.

Learn to Skate USA Management System

Learn to Skate USA, powered by Toyota

The official name of Learn to Skate USA. Use on first reference of the program.

Learn to Skate USA The Magazine

The official title of Learn to Skate USA’s print publication, published four times each year.

M

N

National Skating Month

Do not refer to this as NSM in stories (spell out), but it’s OK to abbreviate on forms and in certain web instances. Celebrated in January. During Olympic years, National Skating Month is celebrated in January and February.

O

P

Professional Skaters Association

Second reference: PSA

programs

Always lowercase, including when referring to a full program name, unless the term is used in the program name (i.e., Brooklyn Blades on Ice program vs. Burnsville Learn to Skate Program).

Q

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R

S

Skate Coach App

SkateFest

SkateSafe Program

Skate to great

Skate to great, one blade at a time!

Skate United

Move United's ice skating program operates under Learn to Skate USA's Adaptive Skating umbrella and is geared toward skaters with physical disabilities.

social media

Learn to Skate USA's social media channels are:

Facebook: [Learn to Skate USA](#)

Instagram: [@learntoskateusa](#)

Twitter: [@learntoskateusa](#)

YouTube: [Learn to Skate USA](#)

Tag @LearnToSkateUSA or use #LearnToSkateUSA to be featured on the program's channels.

Special Olympics

Special Olympics supports Learn to Skate USA and offers a curriculum under the Adaptive Skating umbrella for skaters with intellectual disabilities.

speed skating

Two words in reference to the sport. One word in US Speedskating (see pg. 4).

T

U

U.S. Figure Skating

Abbreviate United States with periods and no space between the letters. The legal name of the organization is the U.S. Figure Skating Association, but in text it should always be referred to as U.S. Figure Skating. USFSA and USFS are not acceptable.

U.S. Figure Skating Basic Skills Program

U.S. Figure Skating's former grass roots program and precursor to Learn to Skate USA. Only acceptable in historical reference.

USA Hockey

Abbreviate United States of America with no periods or space between the letters.

U.S. Ice Rink Association

US Speedskating

Abbreviate United States with no periods and no space between the letters. Speedskating is one word in the organization title. (The sport of speed skating is two words – see pg. 4)

V

W

X

Y

Z

LOGO USAGE AND BRAND GUIDELINES

For information on Learn to Skate USA's full brand guidelines and logo usage, refer to the [U.S. Figure Skating Brand Book](#):

Pg. 21: Learn to Skate USA logo usage and colors

Pg. 27: Snowplow Sam usage

Pg. 28: Fonts

Logo Usage

Use the Learn to Skate USA/Toyota lockup logo. For full logo usage, see pg. 21 of the [U.S. Figure Skating Brand Book](#).

BRAND GUIDELINES

Learn to Skate USA offers widespread communication for skaters, parents and coaches to support our mission. All communications should strive a unity and consistency with our brand identity.

Communication Objectives

- Increase awareness of Learn to Skate USA and the sport of ice skating in general
- Establish a fun and educational atmosphere to not only teach skaters but instill confidence in them to achieve realistic goals – on and off the ice
- Welcome new skaters – including children, adults and future generations – to the ice and empower them to embrace it
- Educate families and skaters on the lifelong rewards of skating
- Inform families and skaters about the various programs offered to ensure the best skating experience
- Reinforce the professional stature of Learn to Skate USA's world-class organization
- Assist directors, instructors and facilities by providing valuable and trustworthy information

Voice

Learn to Skate USA's voice should embrace characteristics that align with our mission and values. Our organization's brand personality is approachable and engaging.

- Positive
- Encouraging
- Purposeful
- Respected

Keep the language simple. Don't overdo unnecessary fluff that diminishes the primary message.

Be confident and professional. Focus on presenting our capabilities by being straightforward and sincere.

Brand Mantra

The more we skate, the more we realize we are learning something bigger.

We learn the joy of getting better every time we try something new.

We learn that every time we fall, we get right back up.

We learn that great challenges can be overcome to achieve greatness.

These are more than lessons in skating; they are lessons in life.

This is Learn to Skate USA, powered by Toyota.

CONTACT INFORMATION

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