Videogames and Esports Foundation Writing Style Guide

Videogames and Esports Foundation
Official Name:
Videogames and Esports Foundation
        Second Reference: VEF

About Videogames and Esports Foundation:
The Videogames and Esports Foundation brings unity to the esports industry as the first non-profit built from necessity. The esports industry has and will continue to grow faster than expected. VEF works to be proactive through its initiatives of supporting disenfranchised students and educators, game designers, streamers and organizations to lead the next generation of gamers.

Year Founded:
2018 by a group of esports professionals from the Kansas City area.

Videogames and Esports Foundation Address:
13505 S. Mur-Len Road
Suite 105 #155
Olathe, KS 66062

Email:
contact@vef.gg

Official Service Names
Esports Education Network
        Step 1 - "What is Esports?" - Free Course
        Step 2 - Why School Esports Matter? - Free Course
        Step 3 - How to Start a School Esports Club - Free Course
        Step 4 - Certified Esports Club Sponsor - Free Course
        Step 5 - How Esports Scholarships Work - Free Course
Temporary Restrictive Fund Program
Speaking, Panels, Presentations, Interviews

Boilerplate:
The Videogames and Esports Foundation is a 501(c)(3) non-profit organization that strives to create an inclusive, safe and aspirational network of gaming communities for all. VEF provides grants and scholarships to disenfranchised students, educators, game designers, streamers and organizations in the gaming and esports industry.

Official Font:
DIN Condensed, Size 12 pt.
Futura, Size 12 pt.

Voice and Tone:

<u>Voice</u>
The voice of all Videogames and Esports Foundation materials is informative, positive and fun. It will focus on VEF's mission of creating an inclusive and safe network of gaming communities and spreading the message of donating to help continue operations to support disenfranchised students, educators, game designers, streamers and organizations in the gaming and esports industry.

> Example: "Learn more about scholarships and grants given out by the VEF. Over $500,000 in #scholarships and #grants have been distributed by the VEF to #students who won through online #esports competitions with esports organizations. 🎮More info: VEF.gg #education #school #college"

<u>Tone</u>
The tone of all Videogames and Esports Foundation materials varies depending on the content and goal of each post, but matches the voice.

> In Response to a Donation: "Thank you for helping support the access to a STEM education in low income schools and helping disenfranchised students gain access to gaming and esports clubs. 👏🎮 #STEM #esports"

Official Names and Titles:
Mason Mullenioux - Co-Founder
> Second Reference: Mullenioux

Bubba Gaeddert - Executive Director and Co-Founder
> Second Reference: Gaeddert

Connor Alne - Volunteer Contributor & Esports Education Network Creator
> Second Reference: Alne

Glossary of Terms:
<u>Partners</u>
An organization or company working with the Videogames and Esports Foundation on a long-term basis is referred to as a "partner"

<u>Advisors</u>

Individuals who provided guidance in the space of the esports and gaming industry, how to run a business, how to run this organization and how to create the courses they provide. They are referred to as "advisors"

Esports Industry/Gaming Terms
Battle Royale
comp
console
esports
FPS (first person shooter)
gamer
LAN (local area network)
MOBA (multiplayer online battle arena)
norms
PC (personal computer)
RPG (role-playing game)
specs
streaming

Social Media:
Social Media Handles:
Facebook:
VEF: Videogames and Esports Foundation

X:
VEF: @VEF_gg

Instagram:
VEF: @videogamesandesportsfoundation

Twitch:
VEF: @VEF_gg

TikTok:
VEF: @vef_gg

Social Media Hashtags:
#VEF
#esports
#scholarships

#STEM
#gaming
#grants
#education
#videogames

Press Materials:
Print vs. Digital Writing:
Pieces should be the same.

Font:
Times New Roman, Size 12 pt.
1.15 Spaced

Format for Press Materials:
"Videogames" is written as one word when referring to The Videogames and Esports Foundation. When not referring to VEF, write as "video games."
Write "MORE" (centered) at the end of each continuing page
Write ### (centered) at the end of each document
Utilize AP Style for all press materials

AP Style Guidelines:
Percentages:
Write out the word "percent" for everything except social media posts.

Numbers:
Write out numbers one through nine.
Use numerals for numbers 10 and above.

Dates:
When writing out a date with month, day and year, or month and day, abbreviate longer months as follows:

> Jan.
> Feb.
> Aug.
> Sept.
> Oct.
> Nov.
> Dec.

When writing out a date with only the month and year, do not abbreviate longer months as seen above.

Generations:

Baby Boomers:
Referred to as "Baby Boomers" on first reference and "Boomers" on second reference.
Born between mid-1940s and 1964.

Generation X:
Referred to as "Generation X" on first reference and "Gen X" on second reference.
Born between mid-1960s and 1980.

Generation Y (Millennials):
Referred to as "Generation Y" on first reference and then "Gen Y" or "Millennial" on second reference.
Born between early 1980s and 1994.

Generation Z:
Referred to as "Generation Z" on first reference and "Gen Z" on second reference.
Born between mid-1990s and 2009.

Generation Alpha:
Referred to as "Generation Alpha" on first reference and "Gen Alpha" on second reference.
Born after 2010.