



Style Guide

Who We Are

The Diverse Elders Coalition (DEC) advocates for policies and programs that improve aging in our communities as American Indian and Alaska Native Elders; Asian American, Pacific Islander, and Native Hawaiian older adults; Black and African American older adults; Hispanic and Latinx older adults; and LGBTQ+ (lesbian, gay, bisexual, transgender, queer and questioning, and additional identities) older adults. Together, we are made up of six national organizations representing a growing majority of millions of older people throughout the country.

We come together to promote policy changes and programmatic solutions that respond to this demographic shift and will remove the barriers facing our communities. **We envision a world where all older adults can live full and active lives as they age.**

Facebook/DiverseElders

Twitter @DiverseElders

DEC Branding

LOGOS



COLOR PALETTE



Language/Grammar

- Always use pronouns when introducing yourself (for example: he/him, she/her, they/them). Don't assume the pronouns of others, ask them
- We don't use "elderly," but instead use "older adults" or "elders"
- We don't use "minorities," but instead use "traditionally or often marginalized"
- We use the Oxford comma (for example: bananas, apples, and oranges)
- We list our member organizations in alphabetical order
- We capitalize "Members" and "Coalition" when talking about a Member of the Coalition

Our Coalition Members



National Asian Pacific Center on Aging (NAPCA): The nation's leading advocacy and service organization committed to the dignity, well-being, and quality of life of Asian Americans, Native Hawaiians, and Pacific Islanders as they age.

Preferred terminology: Asian American Native Hawaiian Pacific Islanders (AANHPI)



National Caucus and Center on Black Aging, Inc. (NCBA): NCBA helps protect and improve the quality of life for older adults. NCBA is one of the country's oldest organizations dedicated to aging issues and the only national organization devoted to low-income aging.

Preferred terminology: Black and African American

- Black is used to refer to foreign-born Black individuals who do not identify as American, but by their country of origin (e.g., Ethiopian, Somali)
- African American is used to refer to Black individuals who are born in the United States with African ancestry



National Hispanic Council on Aging (NHCOA): The nation's premier constituency-based organization that advocates, celebrates, and enhances the quality of life for Hispanic and Latino older adults, their families, and their communities.

Preferred terminology: Hispanic and/or Latino(s)

- To be gender-inclusive, use Latinx



National Indian Council on Aging (NICOA): Founded by members of the National Tribal Chairmen's Association, NICOA is a national organization to advocate for improved, comprehensive health and social services for American Indian and Alaska Native Elders.

Preferred terminology: American Indian and Alaska Native

- After first reference, Native is acceptable
- In print, AI/AN can be used as an abbreviation, but not digitally
- When speaking about the American Indian and Alaska Native community, Elders is capitalized
- "American Indian and Alaska Native" can be referred to as both political identities (as citizens of sovereign nations) and/or ethnic and cultural identities



SAGE | Advocacy and Services for older LGBTQ+ people: SAGE is the world's largest and oldest organization dedicated to improving the lives of LGBTQ+ older people. SAGE offers supportive services and consumer resources for LGBTQ+ older people and their caregivers.

Preferred terminology: LGBTQ+ (lesbian, gay, bisexual, transgender, queer and questioning, and additional identities)



Southeast Asia Resource Action Center (SEARAC): SEARAC is a national civil rights organization that builds power with diverse communities from Cambodia, Laos, and Vietnam to create a socially just and equitable society. As representatives of the largest refugee community ever resettled in the United States, SEARAC stands together with other refugee communities, communities of color, and social justice movements in pursuit of social equity.

Preferred terminology: Southeast Asian Americans or Southeast Asian American communities