W. P. Carey Brand Book
A guide to marketing and communications content at ASU’s W. P. Carey School of Business
Introduction

At the W. P. Carey School of Business at Arizona State University, business is and will always be personal. That’s why — even as one of the largest and highest-ranking business schools in the United States — we know that numbers only tell part of our story. The more the W. P. Carey School thrives, the more we credit our global, diverse, and dynamic community. To our world-renowned faculty, inspiring alumni, dedicated staff, and outstanding students: Your success is our success.

Continuing to foster our brand equity is just one of the ways we say thank you.

Even though branding is part of our daily marketing and communications routine, we think of it as a much bigger team effort that involves everyone at the W. P. Carey School of Business. All of us play an important role in conveying our visual and verbal identities, which in turn determine how the W. P. Carey School is perceived both locally and abroad. And the more we strengthen our brand — the more we strengthen our community.

That’s where the W. P. Carey Brand Book comes in, to inform the look, feel, and character of W. P. Carey marketing and communications content. Think of it as your guide to what we’re all about, as well as your first point of reference regarding our stance on things like content, our logo, typography, our color palette, and imagery. You’ll also find examples of some of our best work and resources to help you out along the way.

Using the Brand Book

The W. P. Carey Brand Book is designed to be as accessible as possible. Check out the footer at the bottom of every page — this recurring element will help you jump from section to section and quickly find the information you’re looking for. Just click on any of the section titles, and you’ll see exactly what we mean. For best results, we recommend opening this interactive document with Adobe Acrobat or Adobe Reader.

The Brand Book contains loads of high-level information, as well as some specific tips and tricks related to writing and styling content in our lexicon.

Feel free to reach out the marketing and communications team if you have any questions regarding information contained herein. And be sure to let us know if we missed any critical topics or terms! The Brand Book is a living document that we’ll happily grow over time.
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Creating solutions for the planet requires problem-solvers from around the globe — the precise kind of professionals graduated and employed by the W. P. Carey School of Business. From our world-renowned faculty representing six continents to the thousands of outstanding students who join us every year from around the world, we welcome diversity and encourage global thinking.

**Vision**
The W. P. Carey School of Business creates leaders who:
- Rethink the nature of business
- Engage the world
- Create a better future

**Mission**
The W. P. Carey School of Business educates tomorrow's business leaders, takes an entrepreneurial approach to learning, and conducts groundbreaking research in order to create positive change on a global scale.

**Values**
- Excellence
- Integrity
- Impact
- Community
The business school at Arizona State University was founded in 1955. Named in honor of our benefactor — the late philanthropist Wm. Polk Carey — the W. P. Carey School is now one of the biggest and top-ranked business schools in the nation.

Wm. Polk Carey
The late Wm. Polk Carey was a visionary real estate investor, generous philanthropist, and ASU benefactor. In 2003, Mr. Carey announced a $50 million gift from his educational and philanthropic foundation to the business school at ASU. At the time, the donation was the second-largest gift ever made to a U.S. business school. He once said of this gift, “The key to future economic growth is quality education, and this school will be dedicated to producing our country's next generation of business leaders.”

In recognition of the extraordinary support, Arizona State University renamed the business school in his honor. The gift has been instrumental in helping the W. P. Carey School of Business become one of the world's top business schools, with various programs ranked Top 30 nationwide by U.S. News & World Report, The Wall Street Journal, and Financial Times.

Mr. Carey passed away in January 2012 at the age of 81, after an incredible career in finance lasting over 60 years.

Arizona State University
We are fortunate to be part of an institution that has become the foundational model for the New American University — an innovative paradigm for the public research university that transforms higher education. ASU’s vision for the New American University involves rigorous commitment to excellence, access, and impact in everything that it does. Diversity underpins this vision. Measuring ourselves by whom we include and how they succeed, ASU is committed to creating an environment that promotes empowerment and voice among all members of the university community.

The W. P. Carey School is rethinking the nature of business to engage the world and create a better future. Diversity is a major component of this vision as well. Our commitment to diversity and inclusiveness extends from the classroom to our campus and community.
Content

Content plays an important role at the W. P. Carey School of Business, not only as a marketing tool, but also a reliable means through which external audiences can find, know, and understand our b-school. So whether we’re engaging prospective students, recruiting new faculty, or helping external audiences get a feel for the W. P. Carey way of life, it’s critical that we tell a consistent and compelling story.

As one of the largest business schools in the country, our story is the sum of thousands. Capturing that diversity in a few hundred words (or less) takes a bit of patience, and lots of practice. Our marketing and communications team has gotten it down to something of a formula, made up of an audience-centric content strategy, the right tone and voice, and a sprinkle of naming standards — plus a W. P. Carey lexicon that irons out the stylistic details.
Content Strategy

Our marketing and communications team creates synergies across many channels, aimed at multiple audiences. This involves multiple types of content, disseminated via mobile-optimized emails, airport bins, the W. P. Carey website, billboards, our undergraduate and graduate blogs, radio spots, magazines, digital display ads, and more. As much as possible, content is driven by and designed for each audience and channel, with the intent to inform and engage.

It sounds pretty technical, but it's really a matter of connecting with the right people at the right time, in the right way and using the right message. When everything is right, it will make sense. Like connecting with prospective students while they're researching business programs online, through a digital display ad that shows how our b-school stands out from the rest. Or promoting our groundbreaking research and global impact in industry publications, so future faculty can picture themselves on the cutting edge of business research.

When everything's said and done, our content objectives are simple:

- Reflect and represent our quality, our values, and our culture
- Emphasize information for prospective students first and foremost
- Make key messages relatable and easy to find
- Provide the audience with a step they can take now and next
- Deliver relevant content that also advances our strategic goals

Primary Themes

Instead of rattling off the ways in which we rule the b-school world, we listen to our students and alumni. They're subject matter experts on our academic programs and learning environment, as well as our quality, values, and culture. They're familiar with the competitive edge you can gain with a W. P. Carey degree, the importance of curricula with real-world context, and the value of learning in such a tight-knit community.

There's no better testimonial than one that's tried, and true. So we strive to be informative rather than encyclopedic, and let our best advocates tell us why the W. P. Carey School is different and valuable rather than the other way around. Doing so is one of the best ways to highlight our greatest attributes, while meeting the needs of diverse audiences.

Our primary themes represent the benefits most commonly expressed by our students and alumni, as of 2015. We'll be sure to keep them updated based on new and exciting things we hear around campus. Wherever possible, content should reinforce our brand by addressing one or more of the following themes:

- **Paying for school** — Cost of tuition versus other schools, financial aid, scholarships
- **Convenience and flexibility** — Work-life balance; multiple campuses; evening, weekend, and online classes; many degree options and ways to customize
- **Quality education** — Top rankings, world-renowned faculty, motivated peers, opportunities to excel outside the classroom
- **Return on investment** — Career resources combined with competitive tuition, job placement
- **Finding your fit** — Small class sizes, ways to get involved, constant interaction with classmates and faculty
- **Career preparation** — Career resources, connecting with recruiters and executives, real-world learning
- **Personal attention** — Dedicated staff and student services, student ambassadors, business school council, faculty availability (even for online students)
- **Online learning** — Experience in the market and pedigree, consistently top-ranked, high-touch programs, same online degrees as on-campus formats
- **Location** — 300 days of sunshine, entrepreneurial spirit of the West, newer city with new ideas, close to everything; multiple campus locations and access to great companies and recruiters
Our Audiences

W. P. Carey marketing and communications content can address many audiences: prospective students, corporate recruiters, deans and faculty from other institutions, current students, donors, alumni, and the business community both local and abroad.

High-quality marketing and communications content is created for a well-defined audience. So as much as possible, we need to make sure we’re talking to the right people about the right stuff. We have existing relationships and methods of communicating with the majority of our audiences. Prospective students, however, have needs that are vastly independent from those of our other audiences — and they’re more difficult to engage.

Because of this, W. P. Carey marketing and communications content that is meant to serve broad groups of people should address our prospective students first and foremost. This supports our long-term engagement strategy, and enhances our ability to reach and convert prospective students with relevant, actionable messaging.

Voice and Tone

Voice is our personality, and the voice our audiences hear when they read our content. Our overarching voice is business casual, meaning it’s formal enough to be credible but informal enough to feel like you’re talking to a friend. It’s professional but engaging, and conversational yet authoritative. It’s active because it inspires action, and it’s aspirational because those actions are specific to you and your future.

Voice is the way in which we express our tone, and tone is all about attitude. Our tone is purposeful, honest, conversational, professional, engaging, authoritative, active, and aspirational.
Naming Standards

Consistently naming our b-school and its offerings is one of the most important ways we can strengthen our brand identity, because names are the easiest differentiator our audiences can remember us by. Our names appear on every piece of W. P. Carey marketing and communications content — adopting and applying them in a consistent, accurate way helps us convey a single, clear message about who we are, what we do, and why that’s important.

The W. P. Carey School of Business
Our official name is the W. P. Carey School of Business. This replaces preexisting names such as ASU BUSINESS, ASU College of Business, College of Business, or any other expressions historically used to refer to business education at ASU.

On all mentions, “W. P.” is always capitalized, with a space in between and periods following each letter.

Use non-breaking spaces (preceding the “P” and “Carey”) to ensure W. P. Carey always appears on a single line. In HTML, this would read W.&nbsp;P;&nbsp;Carey. In Microsoft Word, use the shortcut Ctrl+Shift+Space to enter a non-breaking space.

The phrase “school of business” is capitalized only when preceded by “W. P. Carey.”

On first reference, use the full name W. P. Carey School of Business at Arizona State University or ASU’s W. P. Carey School of Business, or W. P. Carey School of Business. On subsequent references, the terms W. P. Carey or W. P. Carey School are acceptable.

To avoid confusion with the Johns Hopkins Carey Business School, do not use shortened references like Carey School of Business, Carey School, or Carey.

When referring to members of the school community, preface the member group with the term W. P. Carey (e.g., W. P. Carey faculty, W. P. Carey students).

Academic Degrees, Programs, Research Units, and More
Please refer to the lexicon for a full explanation of additional naming standards, regarding our academic degrees and programs, academic departments, research units, and more.
Lexicon

Our lexicon is organized like a dictionary, with entry words alphabetized in boldface. Some entries simply give you our preferred spelling, hyphenation, or capitalization of a word, whereas others explain rules of usage. We’ve also included related topics as gray boldface links, so you can click on them to find additional information relevant to your initial search.

This lexicon should be the first point of reference for questions of spelling, as well as the preferred usage of industry-, university-, and W. P. Carey-specific terminology. Exceptions to both the ASU Communication Guide and AP Stylebook are included in the lexicon, though may not be noted as such.

Abbreviations, Acronyms

Any shortened form of a word or phrase. Use periods in most two-letter abbreviations; undergraduate degrees are an exception to this rule (e.g., BS, BA). Refer to the ASU Communication Guide for official abbreviations of university campuses, colleges, and offices.

In general, avoid using abbreviations or acronyms on first reference unless readily understood by your audience.

W. P. Carey acronyms may be used to shorten the names of academic degrees, research units, and other groups and events as needed. For content facing external audiences, always spell out an acronym on first reference, followed by its abbreviated form within parentheses. Building codes are not acronyms, and as such follow separate rules.

Please note that use of the acronym “WPC” requires approval.

Official names and corresponding acronyms specific to the W. P. Carey School include the following:

- Academic Degrees, Programs
  - Bachelor of Arts (BA)
  - Bachelor of Science (BS)
  - Executive MBA (EMBA)*
  - Master of Accountancy (MACC)
  - Master of Business Administration (MBA)*
  - Master of Science in Business Analytics (MS-BA)**
  - Master of Science in Finance (MS-FIN)**
  - Master of Science in Global Logistics (MS-GL)**
  - Master of Science in Information Management (MSIM)
  - Master of Science in Management (MiM)**
  - Master of Real Estate Development (MRED)
  - Master of Taxation (MTax)**

- Research Units
  - Center for Advancing Business through Information Technology (CABIT)
  - Center for Services Leadership (CSL)
  - Center for Supply Networks (CaSN)**
  - Center for the Advanced Study in Economic Efficiency (CASEE)
  - Center for Environmental Economics and Sustainability Policy (CEESP)
  - Health Sector Supply Chain Research Consortium (HSRC-ASU)**

- Groups, Events, and Other
  - Department of Information Systems Club (DISC)
  - Economic Club of Phoenix (ECP)
  - Graduate Career Center (GCC)
  - Hispanic Business Alumni (HBA)
  - Investment Banking Industry Scholars (IBIS)
  - Undergraduate Business Career Center (BCC)
  - Young Women in Business (YWIB)**
Lexicon

*MBA programs are an exception to the rules. The acronym MBA stands on its own in first reference to Master of Business Administration, and need not be explained in marketing and communications content. The terms Executive MBA and EMBA should also stand alone — there is no need to put EMBA in parentheses following Executive MBA. In situations where an audience may not know what EMBA stands for, avoid use of the acronym altogether.

**Use a non-breaking hyphen on all references, for the hyphenated acronyms above.

***Please note the appropriate capitalization and formatting of these acronym forms.

ACT  All caps, in reference to the college readiness assessment.

Academic degrees, programs  For general information, use forms such as bachelor's degree, master's degree, and doctoral degree. While the MBA and PhD are degrees, it's redundant to use both in most cases. Do not capitalize the common forms (bachelor's, master's, doctoral) unless they appear at the beginning of a sentence. Omit periods in degree abbreviations (e.g., BA, BS, MBA, PhD). However, do use periods in degree abbreviations for editorial content (e.g., W. P. Carey Research and Ideas, KnowIT, KnowSCM, W. P. Carey Magazine).

The W. P. Carey School has 25+ business degree programs for undergraduate students. See bachelor's, bachelor's degree.

W. P. Carey offers eight specialized master's degrees, some in multiple formats. See master's, master's degree.

There are numerous ways to get your W. P. Carey MBA. See MBA.

The W. P. Carey School also offers doctoral degrees through each of its academic departments. See doctoral degree, doctorate, PhD.

Academic departments  The official names of departments and schools within the W. P. Carey School of Business are as follows:

- School of Accountancy
- Department of Economics
- Department of Finance
- Department of Information Systems
- Department of Management
- Department of Marketing
- Department of Supply Chain Management
- Morrison School of Agribusiness*

*In references to the Morrison School of Agribusiness, its name should always precede the W. P. Carey School of Business (e.g., Morrison School of Agribusiness at the W. P. Carey School of Business). Other departments and schools need not follow this rule (e.g., the W. P. Carey Department of Economics, the Department of Economics in the W. P. Carey School of Business).

Capitalize department and/or school names only when they are part of the official and formal name (e.g., the W. P. Carey Department of Marketing). Lowercase in all other uses (e.g., the marketing department).

Academic Ranking of World Universities  First published in June 2003 by the Center for World-Class Universities, Graduate School of Education of Shanghai Jiao Tong University. More than 1,200 universities are ranked every year and the best 500 are published. See rankings.
 Lexicon

**academic titles**  Capitalize and spell out formal titles when they precede a name (e.g., Associate Professor Jane Doe). Lowercase elsewhere (e.g., Jane Doe is an associate professor). Lowercase modifiers such as “department” in “department Chair John Doe.” This rule also applies to department-related modifiers, when they precede but are not part of a formal title (e.g., marketing Professor Jane Doe, Jane Doe is a marketing professor).

However, always capitalize and spell out formal titles for endowed faculty chairs and professorships (e.g., Jane Doe is the Edward M. Carson Chair in Service Marketing, Edward M. Carson Chair in Service Marketing Jane Doe). Do not lowercase or alter any portion of these titles.

**accept, except**  Accept means to receive. Except means to exclude.

**accountancy, accounting**  Use the term accountancy when paired with programs (e.g., undergraduate accountancy program, graduate accountancy program). Accounting can be used in text pertaining to either the Bachelor of Science in accountancy or Master of Accountancy (MACC), but never to replace the word “accountancy” in the formal degree name.

**addresses**  Follow **AP Stylebook** rules for addresses (delineated below). This is an exception to style suggestions in the **ASU Communication Guide**. See contact information for additional guidelines.

Use the abbreviations Ave., Blvd., and St. only with a numbered address (e.g., 450 E. Lemon St.). Spell out and capitalize when part of a formal street name, but without a number (e.g., Mill Avenue). Lowercase and spell out when used alone or with more than one street name (e.g., down the street, Mill and Southern avenues).

Similar words (e.g., alley, drive, road, terrace) are always spelled out. The same capitalization rules apply. Spell out and capitalize First through Ninth when used as street names; use figures for 10th and above.

Abbreviate compass points in caps with a period when used with a number, as part of a street name (e.g., 450 E. Lemon St.). Do not abbreviate without a number (e.g., East Lemon Street). No periods in quadrant abbreviations (e.g., NW, SE). Use periods in the abbreviation P.O. for P.O. Box numbers.

**admission**  Use admission, not admittance. In an academic setting, admission refers to formal or official acceptance; admittance refers to gaining physical entrance. Do not use admission in the plural form except when referring to ASU’s Office of Undergraduate Admissions.

**advisor**  Not adviser; exception to **AP Stylebook**.

**affect, effect**  Affect, as a verb, means to influence. Effect, as a verb, means to cause. Affect, as a noun, is best avoided. Effect, as a noun, means result.

**afterward**  Not afterwards.

**alma mater**

**alum**  Acceptable in conversational language pertaining to alumni.

**alumna, alumnae**  Refers to an individual female who has attended a school, alumnae for a group; use only for specific references to known, female individuals (e.g., W. P. Carey alumna Jane Doe).

**Alumni Hall of Fame, W. P. Carey Alumni Hall of Fame, Hall of Fame**  Capitalize as shown on all mentions. Write as “Alumni Hall of Fame” or “W. P. Carey Alumni Hall of Fame” on first reference. Subsequent references may be written as “Hall of Fame,” as long as doing so does not risk confusion with the similarly named and related faculty honor. The W. P. Carey Alumni Hall of Fame was established in 1977 to recognize alumni who have demonstrated leadership and achievement in their fields and in the community.
Lexicon

alumnus, alumni  Refers to an individual male who has attended a school, alumni for a group; use alumnus only for specific references to known, male individuals. Use alumni for groups of male and female graduates.

a.m.  Lowercase, with periods; avoid redundancy (e.g., 10 a.m. this morning). See time.

among, between  Generally, between introduces two items and among introduces more than two items. Between is occasionally used to express the relationships of three or more items, but only when considered one pair at a time.

ampersand (punctuation)  Limit use of the symbol to graphics, approved word marks, and proper names of external organizations. Do not precede with a comma. Not a suitable substitute for the word “and” in text, except in formats/headlines where space is limited. Do not use the ampersand in official ASU names in text.

anticipate, expect  Anticipate means to expect and prepare for something, while expect does not include the notion of preparation.

annual  An event cannot be described as annual until it has been held in at least two successive years.

apostrophe (punctuation)  Use to indicate possession, omitted letters (e.g., don’t, rock ‘n’ roll), and omitted figures (e.g., the class of ’62). Note that for omitted letters and figures, the apostrophe is concave facing left, cupping that which is left out. General rules for possessives are as follows:

- Add ’s to plural nouns and singular nouns not ending in s (e.g., the horse’s food)
- Add only an apostrophe to plural nouns that end in s (e.g., the horses’ food)
- Add ‘s to singular common nouns ending in s, unless the next word begins with s (e.g., the witness’s answer, the witness’ story)
- Add only an apostrophe to nouns that are plural in form, but singular in meaning (e.g., mathematics’ rules, measles’ effects)
- Treat nouns with the same singular and plural form as plural, even if the meaning is singular (e.g., the lone moose’s antler, one corps’ location)
- Use only an apostrophe for singular proper names ending in s (e.g., Dickens’ novels)
- Avoid excessive personalization of inanimate objects, giving preference to an “of” construction when suitable (e.g., the rules of mathematics, the effects of measles)

app  Short for application, acceptable on first reference (e.g., mobile app).

approximately  Replace with “about,” which is shorter and has the same meaning.

Arizona State University, ASU  Do not use the name “Arizona State” in the place of Arizona State University. ASU, however, is always acceptable. Arizona State University is the largest public research university in the United States under a single administration, with total student enrollment of more than 70,000 in metropolitan Phoenix, the nation’s sixth-largest city. ASU is creating a new model for American higher education, an unprecedented combination of academic excellence, entrepreneurial energy, and broad access. See New American University.

ASAP  All caps, no periods, to abbreviate as soon as possible.

associate degree  Do not use an apostrophe.
Lexicon

**Association to Advance Collegiate Schools of Business (AACSB)**
The W. P. Carey School of Business has been accredited by the Association to Advance Collegiate Schools of Business (AACSB) for more than 50 years. Always spell out the acronym on first reference, followed by the abbreviated form in parentheses.

- W. P. Carey School of Business, accredited 1962
- W. P. Carey MBA, accredited 1964
- School of Accountancy, accredited 1987

AACSB has become the gold standard of business-school accreditations, and is the most prestigious, longstanding, and internationally recognized accreditation available for schools of business.

**asterisk** (punctuation) Use an asterisk to refer the reader to a footnote placed at the bottom of a page or table. The asterisk follows sentence punctuation with no intervening space. In the footnote, leave no space after the asterisk. See footnote.

**a total of** Avoid this unnecessary phrase.

**Award, awards** Capitalize for an individual honor; lowercase in plural uses.

**BA** (abbreviations, acronyms) Acceptable on second reference to a Bachelor of Arts degree. See bachelor’s, bachelor’s degree.

**bachelor’s, bachelor’s degree** (academic degrees, programs) Acceptable in reference to W. P. Carey Bachelor of Arts or Bachelor of Science degrees (abbreviated BA, BS with no periods), which should only be capitalized in formal reference to degree type or title. The W. P. Carey School has 25+ business degree programs for undergraduate students, including nine Bachelor of Science majors and 18 concentrations for the Bachelor of Arts in business. Use all-encompassing language such as “business degree programs,” “bachelor’s degrees,” and “bachelor’s” when referencing more than one undergraduate degree.

For clarity, only write out the full, formal title of an undergraduate degree in marketing and communications content that is specific to a single degree program. You may describe any degree as a “bachelor's degree in business data analytics,” “W. P. Carey bachelor's degree in marketing,” “tourism degree from the W. P. Carey School of Business,” and so on. The W. P. Carey Bachelor of Arts degree is a BA in business, with a concentration in one of 18 areas:

- Chinese language and culture
- Communication
- Food industry management
- Global agribusiness
- Global leadership
- Global logistics management
- Global politics
- Human resources
- Law
- Public service and public policy
- Retail management
- Spanish language and culture
- Sports and media studies
- Statistics
- Sustainability
- Technology
- Tourism
- Urban Policy

Avoid using the term “concentration” unless it appears in the full, formal title of a W. P. Carey Bachelor of Arts degree. Write as “Bachelor of Arts in business with a concentration in communication,” “Bachelor of Arts in business with a concentration in statistics,” and so on.
Lexicon

The W. P. Carey Bachelor of Science degree is a BS in one of nine majors:

- Accountancy
- Business data analytics
- Business entrepreneurship
- Computer information systems
- Economics*
- Finance
- Management
- Marketing
- Supply chain management

*Also available concurrently with BSE in engineering management from the Ira A. Fulton Schools of Engineering.

Write as "Bachelor of Science in marketing," "Bachelor of Science in finance," and so on.

**Bachelor of Arts (BA)** See bachelor's, bachelor's degree. See also, academic degrees, programs. See also, abbreviations, acronyms.

**Bachelor of Science (BS)** See bachelor's, bachelor's degree. See also, academic degrees, programs. See also, abbreviations, acronyms.

**backup (n. and adj.) and back up (v.)**

**backward** Not backwards.

**Barrett, the Honors College** Write with a comma as shown. Use the full name on first reference (e.g., Barrett, the Honors College at Arizona State University is a selective residential college that recruits academically outstanding undergraduates). Subsequent mentions may use the short form (e.g., students who enter ASU through Barrett also enroll in a disciplinary college). Never follow with a comma unless the name appears at the end of a clause that requires a comma. See W. P. Carey Leaders Academy.

**BCC (abbreviations, acronyms)** Acceptable on second reference to the Undergraduate Business Career Center (BCC).

**benefit, benefited, benefiting**

**beside, besides** Beside means at the side of; besides means in addition to.

**bi-** The rules in prefixes apply, but in general no hyphen (e.g., bilingual, bimonthly, bifocal, bipartisan, bilateral).

**bimonthly** Means every other month. Semimonthly means twice per month.

**Big Data** Capitalize in marketing and communications materials. Lowercase in editorial content, such as W. P. Carey Research and Ideas and W. P. Carey Magazine.

**board** Capitalize only when part of a formal name.

**board of directors** Capitalize only when part of a formal name.

**bold (formatting)** Use sparingly. As a rule of thumb, use should be limited to typographic treatments that are part of a design and/or headlines, not as a method of highlighting words or phrases within a paragraph.

**BS (abbreviations, acronyms)** Acceptable on second reference to a Bachelor of Science degree. See bachelor's, bachelor's degree.

**b-school (abbreviations, acronyms)** Acceptable in less formal copy, in place of "business school."
Lexicon

building    Never abbreviate. Capitalize the proper names of buildings, including the world building if it is an integral part of the proper name. Use the full names of ASU buildings when communicating to external audiences. However, building codes may be used in tables, when giving directions, and for standard blocks of contact information. See Business Administration building. See also, Business Administration C-Wing. See also, McCord Hall. Access official ASU building names and building codes by campus:

- Downtown Phoenix campus
- Polytechnic campus
- Tempe campus
- West campus

bullets, bulleted lists (formatting)    See lists.

bureau    Capitalize only in formal organization/agency title.

bus, buses    Transportation vehicles. Verb forms: bus, bused, busing.

Business Administration building    Building code: BA. Business Administration building is the official name of this facility. Business Administration is the common name of this facility. "Building" is not an integral part of this facility's name, and as such need not be capitalized. The Business Administration building is part of the business complex on ASU's Tempe campus. See building for additional usage guidelines.

Business Administration C-Wing    Building code: BAC. Note that Business Administration C-Wing is the official name and the common name of this facility, and does not include the word "building." The Business Administration C-Wing is part of the business complex on ASU's Tempe campus. See building for additional usage guidelines.

Business Alumni Chapter    Capitalize as shown on all mentions. However, lowercase "chapter" when used alone. All W. P. Carey graduates are Business Alumni Chapter members.

Business Ambassadors    Capitalize as shown on all mentions. However, lowercase “business” and “ambassadors” when used alone. Prospective undergraduate students can rely on Business Ambassadors to tell them more about the student experience, answer their questions about the admission process, and help them make a smooth transition into their program. New ambassadors are recruited during the fall semester.

business names    See company names.

by-    The rules in prefixes apply, but in general no hyphen (e.g., byproduct, bypass, byline).

CABIT (abbreviations, acronyms)    Acceptable on second reference to the Center for Advancing Business through Information Technology (CABIT). See research units.

cactus, cactuses

campus    Lowercase. On first reference to an ASU campus, use the full name as follows:

- ASU's Tempe campus
- ASU's Downtown Phoenix campus
- ASU's Polytechnic campus
- ASU's West campus
Lexicon

Subsequent mentions can be more familiar:

- The Tempe campus, Tempe campus
- The Downtown Phoenix campus, Downtown Phoenix campus
- The Polytechnic campus, Polytechnic campus
- The West campus, West campus

The ASU locations in Lake Havasu City and at Eastern Arizona College are not referred to as campuses. Offerings in Lake Havasu may be described with either of these ASU-approved names: ASU Colleges at Lake Havasu, ASU at Lake Havasu.

Camp Carey  Capitalize as shown on all mentions. However, lowercase “camp” when used alone. A distinct and highly interactive outdoor adventure attended by first-year undergraduate students in the W. P. Carey School of Business.

cancel, canceled, canceling, cancellation

capitalization  (formatting)  In general, avoid unnecessary capitalization. Use only when needed, based on the following principles. W. P. Carey-specific phrases with unique capitalization rules can be found throughout the lexicon.

Capitalize the first word in a statement (including quoted material) that stands as a sentence.

Capitalize the principal words in composition titles.

Capitalize the initial letters of magazine names but do not place in quotes. Lowercase magazine unless it is part of the publication's formal title (e.g., Harper's Magazine, Newsweek magazine, Time magazine).

Capitalize proper nouns that constitute the unique identification for a specific person, place, or thing (e.g., Jane, Tempe, Sun Devil). Lowercase the common noun elements of names in plural uses (e.g., Mill and Southern avenues).

Per ASU design standards, all expressions of headlines should be lowercase, with the exception of quotes, proper names, and legal names. Headings and subheadings used on the W. P. Carey website or any of its online properties are not subject to this rule. W. P. Carey marketing and communications content considers this rule on a case-by-case basis. In general, any phrase that has punctuation in it (other than “W. P. Carey”) should be treated like a sentence, and capitalized as such.

Capitalize words that are derived from a proper noun and still depend on it for their meaning (e.g., English, Shakespearean). Lowercase words that are derived from a proper noun but no longer depend on it for their meaning (e.g., herculean).

CAPS Research  See research units.

CASEE  (abbreviations, acronyms)  Acceptable on second reference to the Center for the Advanced Study in Economic Efficiency (CASEE). See research units.

CaSN  (abbreviations, acronyms)  Acceptable on second reference to the Center for Supply Networks (CaSN). Capitalize as shown. See research units.

center  Lowercase unless part of an official name or title. See research units.

CEESP  (abbreviations, acronyms)  Acceptable on second reference to the Center for Environmental Economics and Sustainability Policy (CEESP). See research units.

Center for Advancing Business through Information Technology (CABIT)  See research units. See also, abbreviations, acronyms.

Center for the Advanced Study in Economic Efficiency (CASEE)  See research units. See also, abbreviations, acronyms.
Lexicon

**Center for Competitiveness and Prosperity Research**  See research units.

**Center for Entrepreneurship**  See research units.

**Center for Environmental Economics and Sustainability Policy (CEESP)**  See research units. See also, abbreviations, acronyms.

**Center for Real Estate Theory and Practice**  See research units.

**Center for Services Leadership (CSL)**  See research units. See also, abbreviations, acronyms.

**Center for the Study of Economic Liberty**  See research units.

**Center for Supply Networks (CaSN)**  See research units. See also, abbreviations, acronyms.

**CEO, CFO, COO**  CEO is acceptable in all references for chief executive officer. This is an exception to the ASU Communication Guide. Use chief financial officer on first reference and CFO thereafter. Use chief operating officer on first reference and COO thereafter. Spell out all other C-level positions.

**chairman, chairwoman**  Capitalize as formal title before a name. Do not capitalize as a casual, temporary position. Do not use chairperson, chair, or co-chair unless it is an organization’s formal title for an office.

**chapter**  Capitalize when used with a numeral in reference to a section of a book or legal code. In reference to an individual chapter of an organization, capitalize only as part of the formal name. See Business Alumni Chapter.

**check-in**  Capitalize as formal title before a name. Do not capitalize as a casual, temporary position. Do not use chairperson, chair, or co-chair unless it is an organization’s formal title for an office.

**chief**  Capitalize only as a formal title before a name.

**city**  Capitalize if part of a proper name, an integral part of an official name, or a regularly used nickname (e.g., Kansas City, New York City, City of Light, Fun City).

**citywide**

**co-**  Retain hyphen when forming nouns, adjectives, and verbs that indicate occupation or status (e.g., co-host, co-signer, co-owner). Use no hyphen in other combinations (e.g., coed, coeducation, cooperate, cooperative, coexist, coordinate, coordination).

**collective nouns**  Nouns that denote a unit take singular verbs and pronouns (e.g, class, committee, crowd, family, group, herd, jury, orchestra, team). See faculty, faculty members.

**college**  Capitalize only when part of a proper name. In reference to an ASU unit, use the full name on first reference, and the official abbreviation for subsequent references. Avoid using acronyms in reference to any ASU unit. See the ASU Communication Guide for official college names and abbreviations.

**colon**  (punctuation)  The most frequent use of a colon is at the end of an introductory sentence, preceding a list or tabular information. Capitalize the first word following a colon only if it is a proper noun or the start of a complete sentence. Colons go outside quotation marks unless they are part of the quotation itself. Refer to the AP Stylebook for additional guidance regarding punctuation.

**comma**  (punctuation)  To enhance readability, use a comma before the conjunction in a simple series in marketing materials. This is an exception to the AP Stylebook and the ASU Communication Guide.
Lexicon

Note that the serial comma is not used in W. P. Carey media relations content or press releases, W. P. Carey Magazine, W. P. Carey Research and Ideas, KnowIT, and other editorial channels.

**company, companies**  Use Co. or Cos. when a business uses either word at the end of its proper name (e.g., Ford Motor Co., American Broadcasting Cos.).

**company names**  The W. P. Carey School respects a company’s preferred spelling of its own name, as well as those of its brands and products. Check company- and brand-owned websites to determine preferred spelling and use the names as they appear in text (not in a logo).

Company names listed in recruiting materials, whether business- or student-facing, should use the company’s preferred name in full. In prose, it is generally acceptable to use the abbreviated form of an organization’s name, with terms such as “Corp.,” “Inc.,” and “Ltd.” excluded.

Do not use all-capital-letter names unless the letters are individually pronounced (e.g., BMW). Others should be uppercase and lowercase (e.g., Ikea not IKEA, USA Today not USA TODAY).

**complement, compliment**  Complement denotes completeness or the process of supplementing something (e.g., a complement of skills and knowledge, applied learning experiences complement coursework). Compliment denotes praise or the expression of courtesy (e.g., the professor complimented her students, he was flattered by the compliments on his project).

**compose, comprise, constitute**  Compose means to create or put together (e.g., the United States is composed of 50 states). Comprise means to contain, to include all, or to embrace (e.g., the United States comprises 50 states). Constitute means to form or make up (e.g., fifty states constitute the United States).

**compound adjectives**  Always hyphenate compound adjectives, except with adverbs ending in -ly. See hyphen.

**contact information**  See addresses for additional rules. See also, email address and phone numbers. A standard contact block including contact information of a W. P. Carey unit should be written as follows:

Graduate Programs  
McCord Hall  
450 E. Lemon St.  
Tempe, AZ 85287-4906  
480-965-3332  
wpcareymasters@asu.edu

In most cases, the contact should be an office instead of an individual. The fewer potential updates to this information, the better. Do not use the prefix “Phone:” unless you have and use a fax number as a general point of initial contact. In that case, “Phone:” and “Fax:” are appropriate. Phone numbers are hyphenated. Other lines within the contact block need not be explained using prefixes.

For contact information of an individual, it may be more appropriate to use an office number followed by the ASU building code, rather than the entire building name. Insert this information following the street address, separated by a comma. Use the individual's unit rather than job title, unless both are required. When both are required, follow the job title with the unit, separated by a comma. Write a standard contact block for individuals as follows:

Jane Doe  
Graduate Programs Office  
450 E. Lemon St., 200 MCRD  
Tempe, AZ 85287-4906  
480-965-3332  
jane.doe@asu.edu
concentration  Allows MBA students to gain significant depth in a discipline of their choice. Lowercase. See MBA. See also, academic degrees, programs.

The term concentration is also used with the majority of W. P. Carey doctoral programs. See doctoral degree, doctorate, PhD for specific information on usage.

concurrent degree  Students may earn two degrees at the same time, both within the W. P. Carey School and through other ASU colleges. Do not use the term dual degree.

continual, continuous  Continual means a steady repetition, over and over again (e.g., the merger has been the source of continual litigation). Continuous means uninterrupted, steady, unbroken (e.g., all she saw ahead of her was a continuous stretch of desert).

contraction  Formal word choice can complicate a simple message. Contractions are characteristic of casual diction, which helps develop a conversational voice and personable, engaging tone in W. P. Carey marketing and communications content. Use your best judgment when it comes to contractions, understanding that more formal subject matter (e.g., rules and regulations) should be written using more formal language.

coursework  One word. This is an exception to the ASU Communication Guide.

credit hours  Preferred over semester hours.

CSL (abbreviations, acronyms)  Acceptable on second reference to the Center for Services Leadership (CSL). See research units.

Custom Corporate MBA (academic degrees, programs)  Official name of the W. P. Carey Custom Corporate MBA program, which allows organizations to create a distinct curriculum around specific business needs. See MBA. See also, academic degrees, programs.

cutting edge (n.), and cutting-edge (adj.)

dash (punctuation)  A dash most often replaces the comma, semicolon, colon, or parentheses. Place a space before and after a dash in all uses.

The em dash can create a more emphatic separation or mark an abrupt change (e.g., Combine your MBA with another degree — within the W. P. Carey School or from another ASU college — in less time and for less expense than earning them separately.). When a phrase that otherwise would be set off by commas contains a series of words that must be separated by commas, use dashes to set off the full phrase. Dashes can also be used for quote attribution, following the quote and preceding the name of a source. In general, avoid overuse of dashes to set off phrases where commas would suffice.

The en dash is slightly shorter than the em dash. It is commonly used to indicate a range, including ranges of time, numerals, and percentages, except when the words "to" or "and" are preferable (e.g., 1 – 2 p.m., from 1 to 2 p.m., between 1 and 2 p.m.).
Lexicon

days, months, years, seasons, time (formatting) In sentences, spell out days of the week (e.g., on Friday). In tabular material and when space is limited, you may choose to abbreviate the day of the week if it appears with a specific date: Thurs., July 12. Follow the abbreviated day with a period and set off with a comma as shown.

When dates stand alone, use figures without added letters and do not set off with a comma (e.g., July 12). Do set off with a comma when a phrase includes the month, day, and year: July 12, 2014.

In sentences, use figures with added letters (e.g., July 12th) — this exception should be limited to event-specific and less formal copy, particularly those geared toward an undergraduate audience. Use your best judgment regarding the appropriateness of this format.

At times, distinct content formats — especially those with limited space — may require distinct date formats. Space-limited pieces may opt to write dates with a slash (e.g., 1/29). However, use a consistent format throughout a single piece or across a related set of materials. In formal applications such as official university invitations, spell out the day of the week and the month, even when a date is included: Tuesday, February 1, 2012.

Spell out all months when standing alone, or with only a year. Abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. when a month appears with a specific day (e.g., Jan. 10, Sept. 6). Spell out March, April, May, June, and July even if used with a day (e.g., May 9, April 10).

Use figures for years at the start of a sentence, an exception to general rules regarding numerals. Indicate spans of decades or centuries in numeral form, followed by a lowercase "s" with no apostrophe (e.g., the 1980s). Show an academic year in text using an en dash, surrounded by spaces between the years (e.g., 2015 – 2016).

Lowercase seasons unless the word begins a sentence, appears in a headline, or is part of a formal name (e.g., the fall semester, spring break, Winter Olympics).

Use figures for time other than noon and midnight. However, use numerals for noon and midnight in ranges of time, and as needed for consistency. On the hour, use a single numeral rather than one followed by a colon and two zeros. For ranges of time in tabular material, separate the times with an en dash surrounded by spaces (e.g., 5 – 6 p.m.). In text, use the word "to" rather than the en dash (e.g., 5 to 6 p.m.).

Dean's Council Capitalize as shown on all mentions. However, lowercase "dean" and "council" when used alone. The Dean's Council is a national group of prominent business executives invited by the dean to play a leadership role in shaping the future of the W. P. Carey School of Business. Members of the council serve as advisors to the dean and as advocates for the school in their own organizations and the community.

Dean's Council Executive of the Year Award Each year, the Dean's Council Executive of the Year Award honors a business leader whose contributions are recognized as significant, whose inspired management has created and sustained superior organizational performance, and whose achievements exemplify a model for future business leaders. See Award, awards.

decision-maker, decision-making Hyphenate in all uses.

Department of Economics in the W. P. Carey School of Business, W. P. Carey Department of Economics Capitalize and construct the full, formal department name using either of these forms. See academic departments.

Department of Finance in the W. P. Carey School of Business, W. P. Carey Department of Finance Capitalize and construct the full, formal department name using either of these forms. See academic departments.
Lexicon

**Department of Information Systems Club (DISC)** See abbreviations, acronyms. For KnowIT content, write as DISC (Department of Information Systems Club).

**Department of Information Systems in the W. P. Carey School of Business, W. P. Carey Department of Information Systems** Capitalize and construct the full, formal department name using either of these forms. See academic departments.

**Department of Management in the W. P. Carey School of Business, W. P. Carey Department of Management** Capitalize and construct the full, formal department name using either of these forms. See academic departments.

**Department of Marketing in the W. P. Carey School of Business, W. P. Carey Department of Marketing** Capitalize and construct the full, formal department name using either of these forms. See academic departments.

**Department of Supply Chain Management in the W. P. Carey School of Business, W. P. Carey Department of Supply Chain Management** Capitalize and construct the full, formal department name using either of these forms. See academic departments.

**DISC (abbreviations, acronyms)** Acceptable on second reference to the Department of Information Systems Club (DISC).

**doctoral degree, doctorate, PhD (academic degrees, programs)** The abbreviation PhD should be capitalized as seen here, without periods.

With the exception of the PhD in economics, each doctoral degree conferred by the W. P. Carey School is a PhD in business administration with a concentration in a chosen field (e.g., PhD in business administration with a concentration in management). The PhD in economics is the correct form for that discipline.

Available concentrations for the PhD in business administration are as follows: accountancy, agribusiness, finance, information systems, management, marketing, supply chain management.

Do not capitalize the above concentrations unless they appear in a headline, bulleted list, or other format with distinct capitalization rules. It is acceptable to refer to doctoral studies as "the PhD program" instead of writing out the full, formal title on every mention. See academic degrees, programs.

**Downtown Phoenix campus, ASU’s Downtown Phoenix campus** In the heart of Arizona’s capital, ASU’s Downtown Phoenix campus creates strong academic and career connections for students with media, health care, corporate, and government organizations. State-of-the-art living and learning facilities offer students a high quality academic experience woven into the Valley’s metropolitan core. See campus.

**dual degree** Do not use this term in place of concurrent degree.

**e- (abbreviations, acronyms)** The abbreviation for electronic is acceptable in most circumstances. Do not hyphenate the term email, but do hyphenate other e- terms (e.g., e-book, e-reader, e-newsletter, e-commerce).

**Economic Club of Phoenix (ECP)** See abbreviations, acronyms.

**ECP (abbreviations, acronyms)** Acceptable on second reference to the Economic Club of Phoenix (ECP).

**e.g. (abbreviations, acronyms)** For example. Followed by a comma.

**ellipsis (punctuation)** In general, treat this as a three-letter word, with a space before and after the symbol. Used to indicate the deletion of one or more words.
Lexicon

email (abbreviations, acronyms)  Acceptable in all references for electronic mail. Do not hyphenate.

e-mail address (formatting)  Lowercase. Avoid splitting onto two lines. See also, contact information.

EMBA (abbreviations, acronyms)  See Executive MBA, EMBA.

em dash (punctuation)  Use to create a more emphatic separation or to mark an abrupt change. See dash.

emeritus, emeriti  Applies to male and female (e.g., Jane Doe is a professor emeritus of journalism).

en dash (punctuation)  Can be used to indicate a range in tabular material, or in prose with limited space. See dash. See also, time. See also, numerals. See also, percentages.

e.t.c. (abbreviations, acronyms)  Et cetera. Use period, set off with comma, spell out as "and so forth" where appropriate.

Executive Connections  Capitalize as shown on all mentions. However, lowercase "executive" and "connections" when used alone. An integral part of the W. P. Carey Full-time MBA program, Executive Connections pairs students with a volunteer group of senior executives, who coach and mentor students as they embark on new career opportunities. The level of access and the number of coaching opportunities available to students through the Executive Connections program are rare among top business schools. See MBA.

Executive MBA, EMBA (academic degrees, programs)  Official naming schemes for the W. P. Carey Executive MBA. Wherever possible, Executive MBA and EMBA should be preceded by the term W. P. Carey, unless doing so compromises readability. Prefer the term Executive MBA on first reference. Thereafter, the acronym EMBA is an acceptable alternative. Use of the term EMBA is not, however, a requirement. See also, MBA. See also, academic degrees, programs.

faculty, faculty members  According to AP Stylebook, faculty is a collective noun denoting a unit, and as such takes a singular verb in customary American usage (e.g., The faculty is trained). Express the plural by using faculty members (e.g., Faculty members are trained.).

Faculty Hall of Fame, W. P. Carey Faculty Hall of Fame, Hall of Fame  Capitalize as shown on all mentions. Write as "Faculty Hall of Fame" or "W. P. Carey Faculty Hall of Fame" on first reference. Subsequent references may be written as "Hall of Fame," as long as doing so does not risk confusion with the similarly named and related alumni honor. The Faculty Hall of Fame was established in 1977 to recognize retired and semi-retired faculty members who have made extraordinary contributions to the advancement of business education and to the W. P. Carey School overall.

exclamation point (punctuation)  Use sparingly, to express a high degree of surprise or other strong emotion; limit use to content geared toward an undergraduate audience or when a similarly informal tone is appropriate.
Lexicon

**FAFSA**  Spelled out on first reference as Free Application for Federal Student Aid (FAFSA). ASU's Federal School Code (all initial caps) is 001081. In subsequent references, use school code (lowercase).

**fall**  Lowercase unless part of a formal title, or when used to denote a particular semester (e.g., in the fall, Fall 2014). See *days, months, years, seasons, time*.

**Financial Times**  Italicized. Note the capitalization. See *italics*. See also, *rankings*.

**firsthand** (adj. and adv.)

**flier, flyer**  Flier is the preferred term for an aviator or handbill. Flyer is the proper name of some trains and buses (e.g., The Western Flyer).

**footnote** (formatting)  When referring to specific information within a preceding paragraph or table, add an asterisk after the information in the paragraph or table (e.g., criteria may vary*), and before the footnote at the bottom of the page (e.g., *Explanation of why said criteria may vary).

When referring to an entire paragraph or table in general, do not use an asterisk, and use the word “note” in all caps followed by a colon to provide complementary information (e.g., *Note: More information about the preceding paragraph and/or table*).

**formatting**  In general, follow rules specific to content type and audience. Explore distinct rules in context:

- bold
- bullets
- capitalization
- contact information
- *days, months, years, seasons, time*
- email address
- italics
- lists
- numerals
- phone numbers
- percentages
- rankings
- sentence
- time
- URLS

**freshman** (one first-year student) and **freshmen** (group of first-year students)

**full time** (adv.), and **full-time** (adj.)

**Full-time MBA** (academic degrees, programs)  Official name of the W. P. Carey Full-time MBA program. Note correct capitalization and formatting; write with a non-breaking hyphen. See *MBA*. See also, *concentration*. See also, *academic degrees, programs*.

**GCC** (abbreviations, acronyms)  Acceptable on second reference to the Graduate Career Center (GCC).

**GMAT**  All caps, in reference to the entrance exam.

**GPA**  All caps without periods.

**Graduate Career Center (GCC)**  See *abbreviations, acronyms*.

**GRE**  All caps, in reference to the entrance exam.

**halftime** (in sports copy), **half-time** (adj.), **half time** (n.)
Lexicon

**HBA** (abbreviations, acronyms) Acceptable on second reference to Hispanic Business Alumni (HBA).

**health care** Two words, unless otherwise indicated by content environment. For instance, written as one word on the W. P. Carey website to enhance SEO.

**Health Sector Supply Chain Research Consortium (HSRC-ASU)** See research units. See also, abbreviations, acronyms.

**Hispanic Business Alumni (HBA)** See abbreviations, acronyms. See also, Business Alumni Chapter.

**Huizingh Undergraduate Teaching Award** Established in 2007 in honor of Professor William Huizingh, the Huizingh Undergraduate Teaching Award recognizes and rewards outstanding faculty members for providing a challenging and rewarding classroom experience, inspiring students to realize their full potential, mentoring students as they make their career choices, demonstrating and promoting teaching excellence, developing new and innovative business programs, and providing service and leadership to undergraduate students. See Award, awards.

**hyphen** (punctuation) Less is more. Always hyphenate compound adjectives, unless they involve an adverb ending in -ly (e.g., a top-ranked school, a nationally recognized program). Use hyphens to avoid ambiguity, or to form a single idea from two or more words. In general, never hyphenate adverbs ending in -ly.

**IBIS** (abbreviations, acronyms) Acceptable on second reference to Investment Banking Industry Scholars (IBIS).

**i.e.** (abbreviations, acronyms) That is. Followed by a comma.

**indispensable**

**in order to** Avoid this phrasing. Omit or rewrite for power or clarity.

**Internet** Initial caps unless used to form a modifier (e.g., the Internet is ripe with resources, an internet-based learning tool).

**Investment Banking Industry Scholars (IBIS)** Investment Banking Industry Scholars (IBIS) is a targeted career program that prepares W. P. Carey undergraduate students to thrive in the competitive investment banking industry. See abbreviations, acronyms.

**ITALICS** (formatting) Only use italics to format newspaper, magazine, book, and other publication titles (e.g., *U.S. News & World Report*, *Public Accounting Report*). This is an exception from the ASU Communication Guide and *AP Stylebook*, made to accentuate and set off rankings sources from surrounding text in marketing and communications materials. See rankings.

**John W. Teets Outstanding Teaching Award** Established in 1999, the John W. Teets Outstanding Teaching Award recognizes instructors and graduate assistants who are chosen by students as the most elite members of the academic and teaching community. See Award, awards.

**JPMorgan Chase Economic Outlook Center** See research units.

**junior, senior** Abbreviate as Jr. and Sr. only with full names of persons. Do not precede with a comma.

**know-how**

**KnowIT** Online publication within the W. P. Carey Research and Ideas family. Distributes a range of stories on alumni, faculty research, current students, and industry connections, pertaining to the W. P. Carey Department of Information Systems. See W. P. Carey Research and Ideas.
Lexicon

Lawrence R. Klein Award, Klein Award  Capitalize as shown on all mentions; Klein Award is acceptable on second reference. The Lawrence R. Klein Award is presented annually by the W. P. Carey School of Business in association with the nationally recognized Blue Chip Economic Indicators newsletter, recognizing consistency and accuracy in economic forecasting. Each year, the Klein Award ceremony connects W. P. Carey alumni, faculty, staff, and students with economic leaders in New York City. See Award, awards.

lists (formatting)  Use bullets for items that need not be read in a particular order. Organize alphabetically when listing similar items (e.g., courses in a degree program, potential career paths), and in the order best suited to the subject matter when listing ideas (e.g., the benefits of a degree program, key takeaways of a workshop). Use numerals for items that need to be read in a specific order, such as with step-by-step instructions; order sequentially.

For both bulleted lists and numbered lists, begin each list item with a capital letter; this is done to improve readability, provide readers with consistency, and enhance the professional appearance of W. P. Carey marketing and communications content. Use parallel structure wherever possible. When either a bulleted or numbered item is a complete sentence, do not punctuate unless every item in the list is also a complete sentence. Wherever possible, introduce a bulleted list or numbered list with a sentence that ends with a colon. Do not use the lead-in statement to create a single sentence that includes the listed items.

login (n.), and log in (v.)

logoff (n.), and log off (v.)

logon (n.), and log on (v.)

LSAT  Use only the initials in reference to the entrance exam; all caps without periods.

L. William Seidman Research Institute  See research units.

MACC (abbreviations, acronyms)  Official acronym of the W. P. Carey Master of Accountancy (MACC). See also, master's, master's degree. See also, academic degrees, programs.

major map  Lowercase.

master's, master's degree (academic degrees, programs)  The W. P. Carey School of Business offers eight specialized master's degrees. Wherever possible, write out the full, formal name of a W. P. Carey specialized master's degree on first reference, preceded by the term W. P. Carey as often as is appropriate. Exceptions may be made for page headers, in print and online.

Thereafter, any of these programs can be described using an official acronym/abbreviation or the common terms master's and master's degree. Wherever possible, precede official acronyms and abbreviations with the term W. P. Carey, except in cases where doing so compromises readability.

Neither master nor master's should be capitalized unless part of the formal degree name (e.g., master's in business analytics, master's degree in business analytics, Master of Science in Business Analytics). See academic degrees, programs.

Please note that program names and abbreviations should be formatted as written below, using non-breaking hyphens and specified capitalization. The official names and abbreviations of each W. P. Carey specialized master's degree are as follows:

- Master of Accountancy (MACC)
- Master of Science in Business Analytics (MS-BA)*
- Master of Science in Finance (MS-FIN)
- Master of Science in Global Logistics (MS-GL)
- Master of Science in Information Management (MSIM)**
Master of Science in Information Management (MSIM) (academic degrees, programs) Specialized master's degree delivered as a 16-month online program (Online MSIM) and 12-month evening program (Evening MSIM) by the W. P. Carey Department of Information Systems. See master's, master's degree.

Master of Science in Management (MiM) (academic degrees, programs) Full-time, 9-month master's in management offered by the W. P. Carey Department of Management. See master's, master's degree.

Master of Science in Global Logistics (MS-GL) (academic degrees, programs) Full-time, 9-month master's in global logistics delivered on ASU's West campus by the W. P. Carey Department of Supply Chain Management. See master's, master's degree.

Master of Real Estate Development (MRED) (academic degrees, programs) Transdisciplinary, 9-month program delivered by the W. P. Carey School of Business, in partnership with ASU's Sandra Day O'Connor College of Law, Herberger Institute for Design and the Arts, and Del E. Webb School of Construction. See master's, master's degree.

Master of Science in Finance (MS-FIN) (academic degrees, programs) Full-time, 9-month finance master's delivered by the W. P. Carey Department of Finance. See master's, master's degree.

Master of Science in Business Analytics (MS-BA) (academic degrees, programs) Full-time, 9-month program delivered on ASU's Tempe campus or 16-month program delivered 100% online (Online MS-BA), by the W. P. Carey Department of Information Systems and Department of Supply Chain Management. See master's, master's degree.

Master of Accountancy (MACC) (academic degrees, programs) Full-time, 9-month specialized master's program delivered on ASU's Tempe campus by the W. P. Carey School of Accountancy. See master's, master's degree. See also, accountancy, accounting.

MBA (academic degrees, programs), (abbreviations, acronyms) The acronym MBA is acceptable on first reference to Master of Business Administration. The collective term W. P. Carey MBA can be used to refer to the MBA program as a whole, or when referring to the qualities it offers (e.g., The W. P. Carey MBA is focused and flexible, whether you’re returning to school full time or plan to earn your degree while you work).

On first reference, write out the name of a specific W. P. Carey MBA program preceded by the term W. P. Carey. Thereafter, use the official program name, the acronym MBA, or the collective term W. P. Carey MBA as is appropriate. The official names and abbreviations (if applicable) of each W. P. Carey MBA program are as follows — please note the correct capitalization of each:

- Full-time MBA
- Online MBA
- Part-time MBA*
- Executive MBA (EMBA)**
- Custom Corporate MBA

*The MS-BA is available online or on campus. The abbreviation MS-BA (written with a non-breaking hyphen) can be used to refer to either the online or the on-campus program. Information specific to the online program should use the term Online MS-BA, capitalized as written and using a non-breaking hyphen.

**There are two W. P. Carey MSIM programs: the Evening MSIM and the Online MSIM. Use these terms when disseminating information specific to either, noting the correct capitalization as seen here.

Master of Science in Information Management (MSIM) (academic degrees, programs) Specialized master's degree delivered as a 16-month online program (Online MSIM) and 12-month evening program (Evening MSIM) by the W. P. Carey Department of Information Systems. See master's, master's degree.
Lexicon

*There are two W. P. Carey Part-time MBA programs: the Evening MBA and the Weekend MBA, which can also be written as Part-time MBA (Evening MBA) and Part-time MBA (Weekend). Depending on the audience and format of marketing and communications content, use your best judgment to determine which naming scheme is more appropriate.

**Write as Executive MBA or EMBA — there is no need to put the term EMBA in parentheses following Executive MBA. In situations where an audience may not know what EMBA stands for, avoid use of the acronym altogether. The acronym EMBA is acceptable on second reference to the W. P. Carey Executive MBA. Precede the acronym EMBA with the term W. P. Carey as often as is appropriate, considering readability.

McCord Hall  Building code: MCRD. McCord Hall is the common name of this facility; Robert K. and Sharon Dupont McCord Hall is the official name of this facility. Prefer the common name of this facility, unless otherwise advised by context. McCord Hall is part of the business complex on ASU’s Tempe campus. See building for additional usage guidelines.

Meet the Firms  Capitalize as shown when referring to the annual event sponsored by the W. P. Carey School of Accountancy and Undergraduate Business Career Center (BCC). Held during the fall semester, Meet the Firms connects students in undergraduate and graduate accountancy programs with leading accounting professionals.

midnight  Written out. However, do use numerals for midnight in ranges of time, and as needed for consistency.

MiM (abbreviations, acronyms)  Official acronym of the W. P. Carey Master of Science in Management (MiM). Note the correct capitalization. See also, master’s, master’s degree. See also, academic degrees, programs.

months  See days, months, years, seasons, time.

more than  Use more than instead of over in numeric references. Use over in spatial relationships.

Morrison School of Agribusiness at the W. P. Carey School of Business, Morrison School of Agribusiness at ASU’s W. P. Carey School of Business  Capitalize and construct the full, formal department name using either of these forms. Note that in references to the Morrison School of Agribusiness, its name should always precede the W. P. Carey School of Business. See academic departments.

MRED (abbreviations, acronyms)  Official acronym of the W. P. Carey Master of Real Estate Development (MRED). See also, master’s, master’s degree. See also, academic degrees, programs.

MS-BA (abbreviations, acronyms)  Official acronym of the W. P. Carey Master of Science in Business Analytics (MS-BA). Write with a non-breaking hyphen. See also, master’s, master’s degree. See also, academic degrees, programs.

MS-FIN (abbreviations, acronyms)  Official acronym of the W. P. Carey Master of Science in Finance (MS-FIN). Write with a non-breaking hyphen. See also, master’s, master’s degree. See also, academic degrees, programs.

MS-GL (abbreviations, acronyms)  Official acronym of the W. P. Carey Master of Science in Global Logistics (MS-GL). Write with a non-breaking hyphen. See also, master’s, master’s degree. See also, academic degrees, programs.

MSIM (abbreviations, acronyms)  Official acronym of the W. P. Carey Master of Science in Information Management (MSIM). See also, master’s, master’s degree. See also, academic degrees, programs.
Lexicon

**MTax** (abbreviations, acronyms) Official acronym of the W. P. Carey Master of Taxation (MTax). Note the correct capitalization. See also, master's, master's degree. See also, academic degrees, programs.

**naming standards** A range of naming standards are covered in the lexicon. Explore distinct rules in context:

- abbreviations, acronyms
- academic degrees, programs
- academic departments
- Arizona State University, ASU
- bachelor's, bachelor's degree
- campus
- doctoral degree, doctorate, PhD
- master's, master's degree
- MBA
- New American University
- research units
- W. P. Carey Magazine
- W. P. Carey Research and Ideas
- W. P. Carey School of Business

**New American University** The preferred way to describe ASU is as a New American University, since others are following our example. This term may be preceded by the words a, the, or this. When used at the beginning of a sentence or in isolation, all words in the term (including a, the, or this) should be capitalized (e.g., A New American University is an institution that believes it is possible to be simultaneously excellent and broadly accessible). When used inside a sentence or phrase, the term should have an initial lowercase (a, the, or this), but the remainder of the term should begin with capital letters (e.g., Arizona State University is a New American University).

**9-month** An exception to general rules for numerals, as a distinct selling point for many of our master's degree programs.

**nonacademic**

**noon** Written out. However, do use numerals for noon in ranges of time, and as needed for consistency.

**nonprofit** One word, no hyphen.

**number ranges** See numerals.

**numbered lists** See lists.

**numerals** (formatting) Spell out numerals one through nine, and use figures for numerals 10 and greater. Note that in specific contexts, numerals follow distinct rules. See phone numbers. See also, contact information.

However, do use a figure for the number nine in reference to our 9-month programs — a key benefit of many W. P. Carey specialized master's degrees (e.g., 9-month Master of Science in Finance, 9-month Master of Accountancy). Rather than spelling out the numeral in 9-month when it appears at the beginning of a sentence, attempt to recast the content to maintain consistent branding.

Always spell out numerals at the beginning of a sentence, unless it is a calendar year. This rule also applies to descriptions of program length. Avoid using a spelled out numeral and a corresponding figure in the same sentence. Spell out first through ninth and use figures for 10th and above, unless part of a formal name or title.
Lexicon

For number ranges, use an en dash with a space on either side (e.g., 11 – 12). See dash. Use this format for calendar year ranges, such as the current or following academic year (e.g., 2015 – 2016).

Separate ranges of time and percentages with “to” in text, and with an en dash surrounded by spaces in tabular material.

**off campus** (adv.), and **off-campus** (adj.)

**off site** (adv.), and **off-site** (adj.)

**on campus** (adv.), and **on-campus** (adj.)

**100% online** Exception to general percent rules. Use the percent sign when describing W. P. Carey programs delivered 100% online.

**online** No hyphen.

**Online MBA** (academic degrees, programs) Official name of the W. P. Carey Online MBA program. Use noting the correct capitalization. See MBA. See also, academic degrees, programs.

**Online MS-BA** (academic degrees, programs) Official name of the 100% online Master of Science in Business Analytics (MS-BA). See master’s, master’s degree. See also, academic degrees, programs.

**Online MSIM** (academic degrees, programs) Official name of the 100% online Master of Science in Information Management (MSIM), which is also offered two evenings per week on ASU’s Tempe campus as the Evening MSIM. See master’s, master’s degree. See also, academic degrees, programs.

**over** Use over when referring to spatial relationships. Use more than with numerals.

**parentheses** (punctuation) Used to set off some abbreviations and acronyms from surrounding text. See abbreviations, acronyms.

**part time** (adv.), and **part-time** (adj.)

**Part-time MBA** (academic degrees, programs) Official name of the W. P. Carey Part-time MBA; write with a non-breaking hyphen. Use the term Part-time MBA when referring to the program as a whole. The Part-time MBA is delivered two ways: the Evening MBA and the Weekend MBA, which can also be written as Part-time MBA (Evening) and Part-time MBA (Weekend). Note the appropriate capitalization and formatting of each.

Use the terms Evening MBA and Weekend MBA — or Part-time MBA (Evening) and Part-time MBA (Weekend) — in content specific to either. Depending on the audience and format of marketing and communications content, use your best judgment to determine which naming scheme is more appropriate. See MBA. See also, academic degrees, programs.

**percent** Spell this out in most text. However, the symbol should be used in the phrase 100% online. See percentages.

**percentages** (formatting) Use whole figures and decimals for percent and percentages (e.g., 1 percent, 2.5 percent). For a range that appears in prose, use a text format rather than a dash (e.g., 12 to 15 percent, between 12 and 15 percent). Ranges that appear in tabular material can alternatively separate percentages with an en dash surrounded by spaces. See dash. For amounts less than one percent, precede the decimal with a zero (e.g., 0.6 percent). See also, numerals.
Lexicon

**period** (punctuation)  Use a period at the end of a declarative sentence. Also use a period as follows:

- End of a mildly imperative sentence; use an exclamation point sparingly if greater emphasis is desired
- End of some rhetorical questions; a period is preferable to a question mark if a statement is more of a suggestion than question
- End of an indirect question
- In some abbreviations; see abbreviations, acronyms

**phone numbers** (formatting)  Use figures with dashes (e.g., XXX-XXX-XXX). Do not use parentheses around the area code. If needed, write in an extension with a comma separating it from the rest of the number (e.g., XXX-XXX-XXX, ext. XX). See contact information.

**Phoenix Metropolitan Area, the Phoenix Metro, metropolitan Phoenix**  Centered on the city of Phoenix, includes much of the central part of Arizona. Capitalize as shown, using the full name “Phoenix Metropolitan Area” on first reference, and abbreviated form “the Phoenix Metro” on subsequent references. However, lowercase “metropolitan” to describe the area in a general rather than specific sense, as in “metropolitan Phoenix.” This construction may also be preferable in situations where the proper name diminishes readability. Use your best judgment regarding the appropriateness of these terms, based on the familiarity of your audience.

**Polytechnic campus, ASU’s Polytechnic campus**  The Polytechnic campus, located in Mesa in the East Valley, is home to students who are exploring interdisciplinary science, engineering, management, technology, and education. Thousands of square feet of innovative laboratory space make way for exciting project-based learning. A new freshman residence hall, dining facility, and student recreation center complement the growing campus community. See campus.

**postgraduate**

**prefixes**  Except for cooperate and coordinate, use a hyphen if the prefix ends in a vowel and the word that follows begins with the same vowel (e.g., pre-eminent). Use a hyphen if the word that follows is capitalized (e.g., trans-Atlantic). Use a hyphen to join doubled prefixes (e.g., sub-subparagraph). While some are included in the lexicon, refer to AP Stylebook for additional guidance regarding specific prefixes.

**prerequisite**

**problem-solving**  Always hyphenated.

**Public Accounting Report**  Italicized. Note the capitalization. See italics. See also, rankings.

**punctuation**  Explore distinct rules in context:

- ampersand
- apostrophe
- asterisk
- colon
- comma
- dash
- ellipsis
- exclamation point
- hyphen
- parentheses
- period
- question mark
- quotation marks
- semicolon
- slash
Lexicon

question mark (punctuation)  Limit use to less formal content and direct questions, which may or may not be rhetorical. Avoid when there is a more direct way of conveying the same information. May also be used in quoted material.

quotation marks (punctuation)  Use double quotation marks for direct quotes, and single quotation marks for quotes within quotes. The period and comma appear within quotation marks. The dash, semicolon, question mark, and exclamation point go within quotation marks when they only apply to the quoted material, and outside the quotation marks when they pertain to the sentence as a whole.

rankings (formatting)  Rankings are incredibly important to business schools and there are specific rules about their treatment. Publications are italicized, the full name of the ranking is always used, and the year must be attributed, whether in text or, as is often the case with *U.S. News & World Report*, in an accompanying graphic.

In graphics, advertisements, and approved marketing uses only, rankings can be written with a number sign followed by a numeral, with no space in between (e.g., #2 Online Graduate Business Programs). Elsewhere, use the abbreviation “No.” with an initial cap and period, and space preceding the ranking numeral (e.g., No. 2 for Online Graduate Business Programs).

When acknowledging a ranking among a certain group, capitalize the word “Top,” as in “The Department of Supply Chain Management is consistently ranked Top 5 in the nation by *U.S. News & World Report.*” If, on the other hand, you are simply noting that we are ranked, use the term top-ranked: “One of the top-ranked business schools in the West.” Please consult the marketing and communications team for approved uses of rankings-related graphics.

research units  Use the full name of W. P. Carey research units on first reference, followed by its official acronym within parentheses (as applicable). Subsequent references may use an official abbreviation as available, or broad terms related to the research unit (e.g., the center, the network, the consortium). See abbreviations, acronyms.

Lowercase common nouns when used as a broad term to describe a research unit (e.g., center, institute, consortium, network). Capitalize common nouns only when used in the research unit’s full, formal name (e.g., Center for Entrepreneurship).

Official names and abbreviations of W. P. Carey research units are listed alphabetically as follows:

- CAPS Research
- Center for Advancing Business through Information Technology (CABIT)
- Center for the Advanced Study in Economic Efficiency (CASEE)
- Center for Competitiveness and Prosperity Research
- Center for Entrepreneurship
- Center for Environmental Economics and Sustainability Policy (CEESP)
- Center for Real Estate Theory and Practice
- Center for Services Leadership (CSL)
- Center for the Study of Economic Liberty
- Center for Supply Networks (CaSN)
- Health Sector Supply Chain Research Consortium (HSRC-ASU)
- JPMorgan Chase Economic Outlook Center
- L. William Seidman Research Institute

residential business communities, the Business Community  Use *residential business communities* to generally describe one or more residential opportunities available to W. P. Carey undergraduate students (e.g., W. P. Carey students live together, get together to study, and become lifelong friends in our residential business communities). This form provides a sense of expanse, variety, and choice. Favor this form on first reference.
Lexicon

Use "the Business Community" for descriptions regarding the overall opportunity and experience, to provide a sense of inclusion and importance (e.g., The Business Community is not only your home away from home — it’s a community that promotes an active and social student experience for W. P. Carey students.). Avoid using this form on first reference, as it can be misconstrued without adequate explanation.

resume  No accent marks.

School of Accountancy in the W. P. Carey School of Business, W. P. Carey School of Accountancy  Capitalize and construct the full, formal department name using either of these forms. See academic departments. See also, accountancy, accounting.

seasons  See days, months, years, seasons, time.

semicolon (punctuation)  Use the semicolon to indicate a greater separation of thought and information than a comma conveys, but less than a period implies. Use to clarify segments of a lengthy series or when segments contain material that must be set off by commas. In general, avoid using semicolons unless necessary. May be replaced with dashes where appropriate.

sentence (formatting)  Separate sentences with a single space; begin with a capital letter.

slash (punctuation)  A forward slash is typically seen in and/or and his/her statements. Avoid using this construction wherever possible. However, a slash may be acceptable to describe particular program schedules (e.g., a Monday/ Wednesday or Tuesday/Thursday schedule), and in dates (e.g., 1/29) in space-limited content. See days, months, years, seasons, time.

Social Security  Capitalized. When referring to the number, as in Social Security number, note that number is not capitalized.

Spirit of Enterprise Award, Spirit of Enterprise Awards  The Spirit of Enterprise Awards is Arizona’s premier celebration of entrepreneurship. Capitalize “Awards” only in reference to the annual event; lowercase “awards” in reference to more than one Spirit of Enterprise Award, as in “Spirit of Enterprise awards.” Spirit of Enterprise awards honor ethics, energy, and excellence in entrepreneurship. See Award, awards.

spring  See days, months, years, seasons, time.

Spring to Success  Capitalize as shown on all mentions to the annual recruiting event exclusively for students in the W. P. Carey School of Business. Sponsored by the Undergraduate Business Career Center (BCC), Spring to Success is the biggest business-only career fair of the academic year.

statewide

summer  See days, months, years, seasons, time.

Sun Devil

Sun Devil CareerLink  Capitalize and construct as shown on all mentions. No space between “Career” and “Link.”

Technovation  Italicized. See italics. See also, rankings.

Tempe campus, ASU’s Tempe campus  ASU’s Tempe campus welcomes students studying a wide range of majors. High-tech laboratories and modern facilities create a dynamic and engaging learning environment, encouraging undergraduates to participate in multidisciplinary research. The Sun Devils Athletics facilities, performing arts venues, museums, and vibrant downtown Tempe location complement this diverse university environment. See campus.
Lexicon

**Texas A&M University and University of Florida Management Research Rankings**
Not italicized. Note the correct spacing, capitalization, and punctuation.
See rankings.

**time** (formatting) Use figures for times other than noon and midnight. However, do use figures for noon and midnight in ranges of time (e.g., 12 – 6 p.m., 12 to 6 p.m.), and as needed for consistency. Separate ranges of time with “to” in text, and with an en dash surrounded by spaces in tabular material. See numerals.
See also, dash.

Extra zeros are not necessary for events that start on the hour. Use a.m. and p.m. as needed with a space between the figure and the abbreviation, lowercase with periods (e.g., 11 a.m. to 6 p.m., 12 to 6 p.m.). Do not add descriptive language. See also, days, months, years, seasons, time.

**top tier** (n.) and **top-tier** (adj.)

**top-ranked** Use this term for general references to W. P. Carey rankings, as in "One of the top-ranked business schools in the West." Specific references to W. P. Carey rankings follow different rules; see rankings for additional guidelines.

**toward** Not towards.

**transdisciplinary** Term reserved for content pertaining to the W. P. Carey Master of Real Estate Development (MRED), a unique partnership between the highly ranked W. P. Carey School and ASU’s highly regarded schools of law, design, and construction.

**Turken Family Outstanding Graduating Senior Award, Turken Family Outstanding Graduating Senior** Capitalize and construct the official title of this honor as shown, as in "Jane Doe received the Turken Family Outstanding Graduating Senior Award for Fall 2014." However, it is acceptable to instead write as "Jane Doe was named the Turken Family Outstanding Graduating Senior for Fall 2014." Use the form that best supports readability.

**Undergraduate Business Career Center (BCC)** See abbreviations, acronyms.

**unique** Use this adjective with caution. Means none other like it exists. Distinct can be used more broadly.

**university** Capitalize only when part of a formal name (e.g., Arizona State University, resources provided by the university, university-wide event).

**university-wide**

**URLs** (formatting) Always lowercase unless case sensitive. Omit http:// and www prefixes. If a URL requires two lines, split the URL after a slash or dot. If a sentence ends with a URL, follow it with a period; in digital content, do not hyperlink said period.

**U.S.** (abbreviations, acronyms) Use with periods as abbreviated form of United States.

**U.S. News & World Report** Italicized. Note the periods, ampersand, and capitalization. See italics. See also, rankings.
Lexicon

The UTD Top 100 Business School Research Rankings™, University of Texas at Dallas Business School Research Productivity Rankings, University of Texas at Dallas Top 100 Business School Research Rankings
All forms acceptable in reference to this ranking source; either of the latter forms may be preferable in more formal content. Note the correct capitalization and formatting. Use your best judgment regarding which title is most appropriate. See rankings.

Valley of the Sun, the Valley Use full name on first reference, and abbreviated form on subsequent references. Use your best judgment regarding the appropriateness of these terms, based on the familiarity of your audience.

The Wall Street Journal Italicized. Note the capitalization. See italics. See also, rankings.

Web Abbreviation for World Wide Web. Do not capitalize when part of a compound adjective.

webinar, webpage, website Web-related nouns are written as one word, lowercase. Exceptions include Web address, Web feed, Web host, Web style. In general, avoid unnecessary capitalization by substituting similar terms.

Weekend MBA, Part-time MBA (Weekend) (academic degrees, programs)
Official naming schemes for the Part-time MBA program, delivered through a combination of online and on-campus courses. Core classes are held on ASU’s Tempe campus every other weekend, from 4:30 to 9 p.m. on Friday and from 8 a.m. to 5 p.m. on Saturday. See Part-time MBA. See also, MBA. See also, academic degrees, programs.

West campus, ASU’s West campus At ASU’s West campus, in northwest Phoenix, students study business, education, and interdisciplinary arts and sciences. Patterned after the University of Oxford’s architecture, this inviting campus creates a close-knit community. Enhancing the student experience, the campus welcomes a new residence hall, dining facility, and recreation center. See campus.

worldwide

WPC 101 Capitalize and construct as shown on all references to the undergraduate course. WPC 101 provides a small, open environment for dialogue and discovery. Business students explore their academic and career goals, participate in meaningful discussions, gain exposure to new people and ideas, become familiar with facilities and resources, and acquire the tools they need to succeed in the W. P. Carey School of Business.

W. P. Carey Executive Education, executive education Capitalize as shown in reference to nonacademic professional development programs offered by the W. P. Carey School of Business. However, lowercase “executive education” when used alone. W. P. Carey Executive Education provides individuals and teams with a one-stop-resource for professional growth, through a range of certificates, workshops, customized programs, and more. Our executive education team is committed to addressing the professional development needs of all organizations. Note that while “exec ed” is often used internally, it is not recommended for use in any nonverbal communications, and should never be used with external audiences.
Lexicon

**W. P. Carey Leaders Academy, Leaders Academy**  Capitalize as shown on all mentions. Use “W. P. Carey Leaders Academy” on first reference. Subsequent references may use “Leaders Academy.” However, lowercase “leaders” when used alone. Do not use “academy” alone, as it can mean different things to different audiences. For that reason, it is never acceptable to refer to the Leaders Academy as “the academy” or to Leaders Academy students as “academy students.”

The W. P. Carey School recognizes and rewards academic excellence through the W. P. Carey Leaders Academy. Leaders Academy students have access to exclusive academic, professional, and co-curricular opportunities. See Barrett, the Honors College.

**W. P. Carey Magazine**  Published in print and available online, W. P. Carey Magazine reflects the diverse interests and achievements of W. P. Carey alumni, faculty, students, and businesses.

**W. P. Carey MBA**  Acceptable on first reference. See MBA. The collective term W. P. Carey MBA can be used to refer to the MBA program as a whole, or when referring to the qualities it offers (e.g., The W. P. Carey MBA is focused and flexible, whether you’re returning to school full time or plan to earn your degree while you work).

**W. P. Carey School of Business, W. P. Carey School of Business at Arizona State University, ASU’s W. P. Carey School of Business**  Use any of these forms on first reference; capitalize and construct as shown on all mentions. Note that “W. P.” is always capitalized, with a non-breaking space in between and periods following each letter. In addition, the phrase “school of business” is only capitalized when preceded by “W. P. Carey.” On subsequent references, the terms “W. P. Carey” or “W. P. Carey School” are acceptable.

**W. P. Carey Research and Ideas**  An editorial family and online publication home to the latest research and analysis from the W. P. Carey School of Business at Arizona State University. Highly searchable online library includes articles categorized from business discipline down to topic area in accounting, agribusiness, economics, finance, health, management, managing IT, marketing, real estate, supply chain, and more.

Editorial family includes the KnowSCM newsletter and KnowIT, also available online.

**years**  See days, months, years, seasons, time.

**Young Women in Business (YWiB)**  See abbreviations, acronyms.

YWiB (abbreviations, acronyms)  Acceptable on second reference to Young Women in Business (YWiB) event.
Our Logo

Our logo is one of the most visible and important elements of our branding strategy. To maintain consistency, we ask that all W. P. Carey departments, offices, centers, and groups follow these guidelines whenever using the W. P. Carey logo.

In all uses, our logo should appear unaltered and in its full colors: solid black, solid white, maroon, or gold when on a black background.

In external uses, the W. P. Carey logo should contain the words “Arizona State University” spelled out below a thin black underline. For internal purposes only, use of the university name and black line is not required. Examples of external and internal use cases are delineated below.

External Use
- All external-facing advertising, including both digital and print
- Use by the media, agencies, and partners
- Printed materials for use with any external audience
- Use on the W. P. Carey website

Internal Use
- Printed materials for an on-campus audience
- Use in on-campus digital or printed signage
- Email communications with current students, faculty, or staff
- In response to prospective students who initiate contact

The horizontal logo is always preferred. Our stacked logo is for limited-space use, such as online banner ads, remnant print ads, and certain preapproved merchandising items.

Outside use of the W. P. Carey logo must be approved by the marketing and communications team.
Logo Size

When used in print, the horizontal W. P. Carey logo should be at minimum **0.56 inches** tall for external application and **0.37 inches** tall for internal application.

When used in digital media, the horizontal W. P. Carey logo should be at minimum **40 pixels** tall for external application and **25 pixels** tall for internal application.

Please use the proper logo file, based on the nature of your project. Print media including brochures, postcards, posters, white papers, and printed displays should use JPEG, PDF, or EPS files in CMYK. Digital media including the website, blogs, PowerPoint presentations, and videos should use PNG or SVG files in RGB.

Use the proper logo file and size for print and digital media. External use of our logo should be a minimum size of **0.56 x 2.42 inches** (print) or **40 x 173.5 pixels** (digital).
Area of Isolation

The protected area around all versions of our logo is called the “area of isolation.” No graphic elements, titles, text, background color changes, or other design elements may occur in this protected space. The area of isolation around our logo should be 1/4 of its height, surrounding it on all sides.

Our logo’s area of isolation is 1/4 of its height, surrounding it on all sides.
Typography

Typography is an important element of the W. P. Carey brand. Just as our logo helps our audience identify us locally and abroad, typography strengthens our visual identity across mediums. These guidelines are meant to provide you with an overview of our preferred fonts, as well as the ways in which they can be used to best illustrate our brand look and feel.
Akzidenz-Grotesk Pro

Akzidenz-Grotesk Pro is the primary typeface of the ASU brand, and the only allowable font to be used for this purpose. ASU selected this font because it is the originator by which many were inspired — part of what the ASU brand is all about.

One of the primary classic sans-serif typefaces designed in 1896, Akzidenz-Grotesk Pro was the first sans-serif to see widespread use and influenced many later typefaces. It conveys strength, clarity, originality, influence, and authority with subtle distinctions from Helvetica, Univers, and many other fonts.
Berthold Akzidenz-Grotesk

Berthold Akzidenz-Grotesk Light, Medium, Regular, and Super are used for pullouts, captions, and body copy in *W. P. Carey Magazine*.

Berthold Akzidenz-Grotesk is not used in new *W. P. Carey* marketing and communications materials. Although it may appear in our older materials, we are phasing out this typeface in favor of Akzidenz-Grotesk Pro.

New *W. P. Carey* marketing and communications content should use Akzidenz-Grotesk Pro.
Roboto is an open type family with a mechanical skeleton and largely geometric forms, which also features friendly and open curves. This makes for a slightly wider and rounder typeface with greater clarity and optimism.

Roboto is new to the W. P. Carey School’s online presence and that of other colleges university-wide.

Roboto has six weights: Thin, Light, Regular, Medium, Bold, and Black.
Use of Lowercase Letterforms

Per ASU design standards, all expressions of headlines should be lowercase, with the exception of quotes, proper names, and legal names. W. P. Carey marketing and communications content considers this rule on a case-by-case basis. In general, any phrase that has punctuation in it (other than "W. P. Carey") should be treated like a sentence, and capitalized as such.

Color
Black and white (reversed) should be the primary color choices for most headlines. PMS 123 Gold and PMS 208 Maroon are the only other colors that should be used in headlines. These colors are part of the primary color palette and should be strictly adhered to.
Tracking and Kerning

Kerning refers to the space between letterforms themselves. Tracking refers to the total spacing of a block of copy. Overall, tight tracking for copy is recommended as part of our brand and is intended to be tight to help convey strength.

However, attention to spacing between letterforms needs to be taken into consideration. Exceptions to this rule are in cases where round letterforms may touch, such as the vowels side-by-side in the word “school” or “needs.”

The rule of thumb for the spacing of letterforms should be tight but not touching.

The boldface examples to the right illustrate tracking that’s too tight, tracking that’s too open, bad kerning, and correct tracking and kerning in Akzidenz-Grotesk Pro.

Too Tight — Tracking set to -100 em

Too Open — Tracking set to 20 em

Bad Kerning — Kerning and tracking randomized

Correct Tracking and Kerning — Tracking set to -20 em
Body Copy Formatting

Font
Akzidenz-Grotesk Pro Light or Regular are preferred for body copy.

Font Size
For print projects and some forms of digital media, 10 to 14 pts. is acceptable. Please keep in mind that these guidelines do not pertain to the W. P. Carey website or related online properties. Consider your audience when determining appropriate font size. Larger font size (12 to 14 pts.) is more appropriate for older audiences, whereas smaller font size (10 to 12 pts.) is more appropriate for younger audiences. Considering your audience will help you create a more effective marketing and communications content.

Leading
This is a variable that largely depends on your project requirements. By default, most word processing and design applications lead copy for optimum readability.

Alignment
The standard is to align left with ragged right. However, this too is a variable that depends on your project requirements. Use your best judgment when deciding whether body copy should be aligned left, right, or justified.

Optimal readability is always an important consideration when designing copy, and should be influenced by the audience.

Body Copy Example

we’re redefining business research
Addressing global challenges through new business knowledge — it’s at the core of what we do at Arizona State University’s W. P. Carey School of Business.

Our recent research explores supply chain efficiency, consumer patterns and behaviors, and the negative impact preconceived notions can have on negotiations.

We’re honored to be recognized globally for research productivity in scholarly journals, but we’re even more proud of the impact our research has in the real world.

MARKETING
□ How do feelings of personal control influence our buying habits?
□ Economics
□ Why do negotiations fail due to strategic uncertainty?
□ Supply Chain Management
□ How can organizations improve efficiency just by stocking warehouses differently?

discover more innovative knowledge:
wpcarey.asu.edu/research

W. P. CAREY SCHOOL OF BUSINESS
ARIZONA STATE UNIVERSITY
Stylizing Text

Never stretch, outline, or add effects to stylize type. An exception to this rule is the use of a subtle drop shadow when text is displayed over a photograph with uneven colors or textures, and legibility is an issue. However, use of drop shadows must be limited, as they are not preferred as part of the brand expression.

Limit use of drop shadows, which are not preferred as part of the brand expression.

Good Drop Shadow Example

lorem ipsum delorem
Colors evoke natural brand associations when used in a consistent way. For this reason, we use a limited number of brand-specific colors in W. P. Carey marketing and communications content.

Derived from ASU’s color palette, our primary and secondary colors improve the ease with which our audience recognizes and engages with the W. P. Carey brand across mediums.
Primary Colors

In addition to maroon and gold, black and white are key colors in our primary color palette. Black type on a white background or knockout type on an image will provide strength and clarity in our messaging.

Reduced reliance on maroon and gold will not weaken brand recognition. In fact, reserving specific whitespace for the logo and its iconic school colors allows it to shine without visual competition.

Always consider our brand colors maroon and gold for use in your project, adding black and white as foundational colors that allow maroon and gold to shine.

Over many years, ASU has developed equity in its core colors maroon and gold. Learn more about our colors and the university palette via the ASU Communication Guide.

Slight variations on our primary colors are recommended for merchandise and outdoor use. Refer to the ASU Communication Guide for detailed guidelines.

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**ASU Maroon**
- Pantone 208
- CMYK (coated) 10, 97, 37, 43
- CMYK (uncoated) 11, 94, 35, 31
- RGB 153, 0, 51
- HEX #990033

**ASU Gold**
- Pantone 123
- CMYK (coated) 0, 21, 88, 0
- CMYK (uncoated) 0, 28, 98, 0
- RGB 255, 179, 16
- HEX #FFB310

**Black**
- CMYK 60, 40, 40, 100
- RGB 0, 0, 0
- HEX #000000

**White**
- CMYK 0, 0, 0, 0
- RGB 255, 255, 255
- HEX #FFFFFF
Secondary Colors

When more color is desired, pure bright colors feel clear and direct. However, these colors can have a negative effect when used too liberally. Use these colors sparingly to complement the primary color palette. Bright colors are meant to be accent colors that provide contrast as needed.

Remember that there’s no need to use all the colors in our palette — use the colors that accurately reflect the message you’re trying to convey and match the tone of your project. Using too many colors can have a negative effect on messaging; many bright colors can appear overly primary, and many dark colors or a liberal use of black can appear too serious.

ASU Orange is most commonly used in W. P. Carey icons — refer to the Brand Book section on imagery for samples.

**ASU Gray**
- Pantone 431
- CMYK (coated) 45, 27, 17, 51
- CMYK (uncoated) 45, 24, 14, 44
- RGB 79, 85, 87
- HEX #4F5557

**ASU Natural**
- Pantone 402
- CMYK (coated) 10, 13, 16, 29
- CMYK (uncoated) 10, 9, 13, 32
- RGB 175, 165, 147
- HEX #AFA593

**Dark Maroon**
- CMYK (coated) 34, 95, 92, 51
- RGB 103, 20, 17
- HEX #671411

**ASU Orange**
- Pantone 1505
- CMYK (coated) 0, 52, 80, 0
- CMYK (uncoated) 0, 43, 82, 0
- RGB 244, 124, 0
- HEX #FA7C00
The W. P. Carey marketing and communications team uses photography and select illustrations to enhance our brand's visual representation. Whether depicting a physical space, the value of student-faculty relationships, or emotions that resonate with our values, we are as discerning as possible and only use imagery that accurately represents us.

Photography gives personality and life to marketing and communications content, and is used more often than illustrations. Photography and illustrations can also be used together, such as in the project to the right.
Styling Photographs

Photography use should give a sense of expanse and bold vision. Instead of framing or containing images, let them bleed off the page. This helps create the sense of the world beyond the page.

Other than color correction, images should have minimal editing. Props and found images can be useful in illustrating very specific messages while still maintaining a clean look. The photo effect used on the graduation cap to the right is an example of a preferred effect when using a two-color palette based on brand colors.
Photography | Undergraduates

Undergraduate students at the W. P. Carey School are from a wide variety of nations and cultures. Our imagery should reflect this fact, across students with ages ranging from 18 to 25. Photos of undergraduates should be well-lit but natural. Clothing can be appropriately casual, or more formal in career-focused settings.

Selected images should illustrate ASU values of individual achievement and success in higher learning, along with attributes specific to excellence in business, such as leadership, innovation, and entrepreneurship.

Our photography shows students in a variety of environments:

- Learning in the classroom
- Engaging individually with faculty and staff
- Meeting with employers to discuss career objectives
- Relaxing on campus during downtime
- Participating in events like Camp Carey

Wherever possible, we prefer candid shots that show emotion and interaction.

Capture the undergraduate experience using candid shots wherever possible — it's the best way to show emotion and interaction, while illustrating ASU and W. P. Carey values.
Photography | Graduates

Graduate students at the W. P. Carey School are from a wide variety of nations and cultures. Our imagery should reflect this fact, across students with ages ranging from 28 to 45. These students represent a wide age range — from the continuing undergraduate student, to the working professional, to the corporate executive.

Photos of undergraduates should be well-lit but natural. Clothing should be business-oriented, but can be casual or formal depending on the setting.

Our photography shows graduate students in a variety of environments:

• Learning in the classrooms at McCord Hall
• Engaging individual with faculty and staff
• Balancing the responsibilities of work and school
• Enjoying the company of fellow cohorts
• Relaxing on and off campus during downtime

Wherever possible, we prefer candid shots that show emotion and interaction.

Capture the graduate experience using candid shots wherever possible — it’s the best way to show prospective students what “business is personal” looks like, and what it could mean to them in the future.
The icons displayed to the right use a four-color palette, comprising ASU maroon, ASU gold, and ASU orange, with white as an accent when necessary.

The gap is a common element used to define space and separate connecting items. The gap acts as an outline, but is transparent to work within the design. White is used for areas that are too small or large to be transparent, without becoming a distraction.

The icons to the right were created for use in mobile responsive email templates, which are used for all recruiting and marketing emails to prospective graduate students. Each icon represents a primary benefit of the W. P. Carey School or a specific W. P. Carey program.
The ASU sunburst can be used (in whole or in part) in W. P. Carey marketing and communications materials. The sunburst should be a background element, rather than an isolated graphic. The sunburst works best in gold or tints of gold, on a solid gold background.

The sunburst works best on a solid gold background, but can also be used on a maroon background.
Add great content to great design, and the result is something we can all be proud of. Here you'll find some of our best work as of late, which solidly adheres to and harmonizes our content and visual guidelines. Giving it a glance, you'll understand the power of cohesive branding — and our overall look and feel.

These working examples illustrate proper use of content and visual guidelines in the W. P. Carey Brand Book.
W. P. Carey Brand Book
A guide to marketing and communications content
W. P. Carey Brand Book
A guide to marketing and communications content
W. P. Carey School advertising campaigns are built on one or more market-relevant messages, targeting an external audience of prospective students who may know very little about W. P. Carey. These advertising campaigns run for a specific period of time, across mediums such as billboards, digital banner ads, radio spots, print ads, and various others.

Ad campaigns sometimes use graphic elements outside of our usual brand guidelines. Used alongside our colors and logo, they can effectively communicate our brand look and feel through certain channels.

The "Really" campaign is an example of this; these ads highlight certain W. P. Carey program attributes that potential students have been pleasantly surprised by. This information is illustrated using a maroon word bubble, containing a reaction to that attribute or headline.

Animated digital ads should feature two bubbles, the first with the question — really? — followed by the reaction — really! — in the second.

In contrast, print ads and static digital ads need only include one bubble, containing the exclamatory — really! — reaction text.
The “Thanks” campaign also uses elements outside normal W. P. Carey brand guidelines, incorporating a typewriter font to illustrate active communication between a potential graduate student and their career, CEO, or dream job. These messages illustrate the power of higher ed in career advancement.

The *U.S. News & World Report* badge is a prominent part of campaign messaging, as an indicator of quality and legitimacy. Numerous variations of this message have run as billboards, digital banner ads, radio spots, and print ads, as well as airport bins in Southern California.

Our standard fonts and colors lend consistency and brand recognition to support this campaign.
Resources

Think of these resources as your W. P. Carey brand toolbox, where you can find additional information regarding topics in the W. P. Carey Brand Book, as well as some handy external pages that’re definitely worth bookmarking.

- ASU Communication Guide
- AP Stylebook
- Webster’s New World College Dictionary
- Roboto Typeface
- Akzidenz-Grotesk Pro (request via email)