

To ensure that we are reinforcing the new name of the School and the brand, we will not be using the acronym (NYU SPS) visually or editorially for the first six months after the initial roll out in September 2014. Once this critical promotional period has passed, revised visual identity kits and editorial guidelines will be distributed.

What will change permanently is the position of the name of the Divisions and the Departments as they relate to the School itself.

#### School Name

**NYU School of Professional Studies**

Always use this for first mentions in body copy.

**School of Professional Studies  
or the School**

Use these for second and third mentions in paragraphs and on the same page of text with repeated mentions.

#### Do not use

**New York University School of Professional Studies**

**NYU SPS**

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#### Division Names

The School name must always appear before the Division name. Note: NYU should never be placed before the Division name.

**NYU School of Professional Studies Schack Institute of Real Estate**

Always use this for first mentions in body copy. (select examples)

**NYU School of Professional Studies Center for Global Affairs**

**NYU School of Professional Studies George H. Heyman, Jr.  
Center for Philanthropy and Fundraising**

**Schack Institute of Real Estate**

Use this for second and third mentions in paragraphs and on the same page of text with repeated mentions. (select examples)

**Center for Global Affairs**

**Heyman Center**

#### Do not use (select examples)

**NYU Schack Institute of Real Estate**

**NYU SPS Schack Institute**

**NYU Schack**

**NYU SPS Center for Global Affairs**

**NYU Center for Global Affairs**

**NYU SPS Tisch Center**

**NYU Heyman Center**

**NYU Tisch Center**

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#### Department Names

Department names should be expressed after the School and the Division names.

The NYU School of Professional Studies, Division of Programs in Business, Department of Strategic Communication, Marketing, and Media Management offers a broad array of programs for those who are interested in honing their skills in integrated marketing, public relations, and graphic communications management and technology.

Always use this for first mentions in body copy. (select example)

The Department of Strategic Communication, Marketing, and Media Management also provides a variety of experiential learning opportunities.

Use this for second and third mentions in paragraphs and on the same page of text with repeated mentions. (select example)