

Appendix A

Arkansas State University System Style Guide

The Arkansas State University System Style Guide is incorporated here in full. Questions about the ASU System Style Guide may be directed to the Vice President for Strategic Communications.

- Arkansas State University System should be used on first reference, then ASU System on second and subsequent references. "A-State System" is incorrect.
- Arkansas State University Board of Trustees on first reference, then board or trustees on second and subsequent reference. "A-State Board of Trustees" is incorrect. It's a system board and not a Jonesboro campus board.
- Arkansas State University, A-State, Arkansas State and the Red Wolves mascot refer ONLY to the Jonesboro university campus. Neither the system nor the two-year colleges use the A-State or Arkansas State name or logo. Use Arkansas State University on first reference, then A-State or Arkansas State on second and subsequent references. "ASU" and "ASU-Jonesboro" are no longer used to refer to the Jonesboro university campus except informally or in state government reporting (e.g. ADHE).
- When written in prose or headlines, capitalize the "A" and "S" with a hyphen for A-State. Do not use "ASate", "Astate," "stAte," or "ASTATE" for this type of second reference. Only when social media or other computer applications do not allow for a hyphen is "ASate" the acceptable alternative. Again, please note the capital "A" and "S".
- Use Arkansas State University-Beebe, Arkansas State University-Mountain Home, Arkansas State University-Newport or Arkansas State University Mid-South on first reference, then ASU-Beebe, ASU-Mountain Home, ASU-Newport or ASU Mid-South on second and subsequent references. ASUN, ASUB, ASUMH and ASU Mid-South are acceptable for headlines. Again, Arkansas State University-Jonesboro and ASU-Jonesboro are not correct usage.
- The Arkansas State University System includes Arkansas State University, in Jonesboro; five two-year institutions: ASU-Beebe, ASU-Newport, ASU-Mountain Home, ASU Mid-South, in West Memphis, and ASU Three Rivers, in Malvern; Arkansas State University Campus Queretaro in the State of Queretaro, Mexico; and the newest addition, Henderson State University, a four-year institution in Arkadelphia. ASU-Beebe also has campuses in Heber Springs and Searcy and an instructional site at Little Rock Air Force Base. ASU-Newport also has campuses in Jonesboro and Marked Tree.
- The following are subsidiary campus names along with second reference options:

-- We no longer use ASU-Heber Springs, ASU-Searcy or ASU-Little Rock Air Force Base to refer to ASU-Beebe affiliated campuses. Apply names of those campuses using this style: Arkansas State University-Beebe at Heber Springs on first reference, then ASU-Beebe at Heber Springs on second and subsequent references. Also, use Arkansas State University-Beebe Online and then ASU-Beebe Online to refer to online classes and enrollment.

-- For Arkansas State University-Newport campuses in Jonesboro and Marked Tree, use Arkansas State University-Newport at Jonesboro or Arkansas State University-Newport at Marked Tree on first reference. On second reference, acceptable uses are ASU-Newport at Jonesboro, ASU-Newport at Marked Tree, ASUN at Jonesboro and ASUN at Marked Tree.

-- Use Arkansas State University Campus Queretaro for the campus in Mexico. Use A-State Campus Queretaro or A-State CQ on second and subsequent references. ASU-Queretaro, ASUCQ and ASUQ are not acceptable uses. In Mexico only, the style is Arkansas State University Campus Querétaro, México.

-- For guidance on references to New York Institute of Technology at A-State, see the NYIT entry in the A-State Style Guide.

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