**Updated 2/8/21**

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**Graphical user interface, application

Description automatically generated with medium confidence**

**CAMPUS NAMES STYLE GUIDE**

• **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 System Board of Trustees on first reference, then board or trustees on second and subsequent references. “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” should not be used to refer to the Jonesboro university campus except when required by state government reporting (e.g. ADHE).** Additionally, it is not appropriate to refer to “Main Campus” regarding Arkansas State University in Jonesboro because the two-year institutions are not “branches” of A-State.

• When written in prose or headlines, capitalize the “A” and “S” with a hyphen for A-State.  Do not use “AState”, “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 “AState” the acceptable alternative.

• Use **Arkansas State University-Beebe, Arkansas State University-Mountain Home, Arkansas State University-Newport, Arkansas State University Mid-South or Arkansas State University Three Rivers** on first reference, then ASU-Beebe, ASU-Mountain Home, ASU-Newport, ASU Mid-South or ASU Three Rivers on second and subsequent references. ASUN, ASUB, ASUMH, ASU Mid-South and ASU Three Rivers are acceptable for headlines. Again, Arkansas State University-Jonesboro nor ASU-Jonesboro is not correct usage. Note that there are no extra hyphens with the Mid-South and Three Rivers names.

• Use **Henderson State University** on first reference, then Henderson on second and subsequent references. Henderson State is also acceptable. **“HSU” should not be used.** The mascot is the Reddies.

• 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 satellite campuses using this style: Arkansas State University-Beebe Heber Springs Campus on first reference, then ASU-Beebe Heber Springs or ASUB 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.

-- For Arkansas State University Three Rivers campus in Sheridan, use Arkansas State University Three Rivers at Sheridan. On second reference, acceptable uses are ASU Three Rivers at Sheridan or the Sheridan campus.

• 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.

• Campus mascots are:

– Arkansas State University Red Wolves

– Arkansas State University-Beebe Vanguard

– Arkansas State University-Mountain Home Trailblazers

– Arkansas State University-Newport Aviators

– Arkansas State University Mid-South Greyhounds

– Arkansas State University Three Rivers Eagles

– Henderson State University Reddies

Diagram

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Logo, company name

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Chart, scatter chart

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