

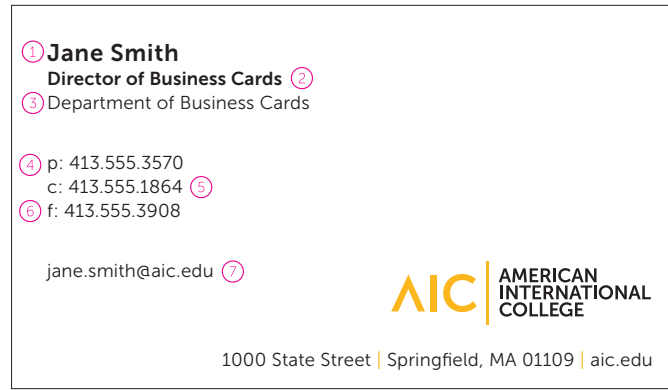
AMERICAN INTERNATIONAL COLLEGE

BUSINESS CARD GUIDELINES

INTRODUCTION

This document contains the best practices for submitting your business card request. While you'll have opportunities to choose your preference for formatting (e.g., name and title), please try to adhere to these guidelines as closely as possible. We would like to ensure a high amount of consistency for external constituencies receiving multiple cards from AIC faculty and staff.

LAYOUT GUIDE



- ① **Your name.** Appropriate pseudonyms may be used if that is how you identify professionally. Please see page 3 for information on accreditation.
- ② **Your title.** Please use your official AIC title - i.e., as it appears in official print and Web materials produced by the College.
- ③ **Your department.** Use only if your department is not evident from your title. For example, if your title is "Director of Marketing," do not include a department, since putting "Marketing" would be redundant.
- ④ **Your on-campus phone number.** You can include a second phone number below this if needed. Please use periods to demarcate numbers.
- ⑤ **Your cell phone number (if applicable).**
- ⑥ **Your office fax number (if applicable).**
- ⑦ **Your email address.** This will usually be your @aic.edu email, but you can include a second personal email below this if needed.

NOTES

Please note the following issues when requesting business cards.

TITLES

In keeping with contemporary usage outlined in the Chicago Manual of Style, please capitalize abbreviated degrees without periods: John Doe, PhD

The following list of degrees is excerpted from the Chicago Manual of Style:

EdD – Doctor of Education

EdM – Master of Education

JD (Juris Doctor) – Doctor of Law

PhD – Doctor of Philosophy

MEd – Master of Education

MFA – Master of Fine Arts

MLIS – Master of Library and Information Science

MLS – Master of Library Science

MPA – Master of Public Administration

MS or **MSc** – Master of Science

MSIS – Master of Science in Information Systems

MSN – Master of Science in Nursing

MSW – Master of Social Welfare or Master of Social Work

MT – Master of Teaching

ScM – Master of Science

MA – Master of Arts

MBA – Master of Business Administration

MD – Doctor of Medicine

PHONE NUMBERS

Phone numbers should always be in the following format: 555.555.5555

Please do not use parenthesis for area codes and do not use dashes to separate numbers.

PHONE NUMBERS

If your card requires a non-standard element specific to your position or department (for example, an off-campus building name/address), please contact Human Resources before placing your order.



EXAMPLES

John Smith

Associate Vice President of X and
Dean of Y
Division of X

Note: If you have two separate titles, do not include "and" - just each title on separate lines.

Jane Smith

Development Officer
Office of Development and Alumni Relations

Note: Even though "development" is in both the title and office, you would keep both because the office encompasses more than the title.

John Smith

PT-Physical Therapy Program Director
Assistant Dean, School of Health Sciences
Physical Therapy

Note: For this example, spelling out both titles eliminates the need for the department name.

Jane Smith

Residence Director
Office of Residence Life

Note: Even though "residence" is in both the title and the office,