

Professional Business Associates

STYLE & REFERENCE MANUAL

2015-16 Edition

Professional Business Associates has established a standard style for all documents that are produced for the Workplace Skills Assessment Program. These styles can be found on the following pages. Please review the styles carefully in preparing the Workplace Skills Assessment Program documents. **Documents must be prepared using the formats specified in this manual. The *Style & Reference Manual* is the final authority for grading of Competitive Events.**

Formatting Notes

- **Documents in the *Style & Reference Manual* may not show the correct top margins due to the instruction box at the top of the page.**
- Use left justification of documents unless otherwise indicated.
- Use a 12-point Times New Roman font unless otherwise indicated—including headers and footers.
- Default line spacing should be single spaced.
- Default paragraph spacing before and after should be 0 pt.
- Spacing Guidelines:
 - One or two spaces may be used between the two-letter state abbreviation and the ZIP code.
 - One or two spaces may be used following the end-of-sentence punctuation.
 - One or two spaces may be used after a colon.
 - For a dash, use either the dash key or two hyphens (no spaces before, between, or after).
 - Spacing must be consistent throughout the document.
- When using the abbreviation for Post Office in an inside address, it should be as follows:
P.O.
- In a series, the comma before the conjunction is optional.
- Main and subheadings should be keyed in boldface in all documents except in the report format.
- Header and footer margins are .5" unless otherwise indicated.
- All signature lines will be 2".
- Enumerations and bullets are formatted the same way in letters and memos. (See memo for example.)
- All long quotes are indented .5" from the right and left margins.
- For reports: MLA Style should be followed. Bullets should not be used. Enumeration may be used.
- **Please note: the *Style & Reference Manual* is the final authority for grading Competitive Events.**

PRODUCTION STANDARDS

Criteria for the evaluation of computer-generated items

I. Method of Evaluation

- A. Student completion time will be used to determine ranking in case of a tie.
- B. The same evaluator determines the document's scoring level and calculates points earned.
- C. Another evaluator calculates and verifies total points earned.
- D. Left justification of documents is to be used unless otherwise indicated.
- E. Use a 12-point Times New Roman font unless otherwise indicated.
- F. Default line spacing should be single spaced.
- G. Default paragraph spacing before and after should be 0 pt.
- H. Spacing Guidelines:
 - One or two spaces may be used between the two-letter state abbreviation and the ZIP code.
 - One or two spaces may be used following the end of sentence punctuation.
 - One or two spaces may be used after a colon. For a dash, use either the dash key or two hyphens (no spaces before, between, or after).
- I. Spacing must be consistent throughout the document.
- J. A word cannot have more than one error; for example, the word "bokkeepre" contains only one error.
- K. Software templates may be used where applicable but must be modified to meet the standards of Professional Business Associates.
- L. A contestant may receive pro-rated credit for only one partially completed job.
- M. More than one style may be accepted if a model is not shown in the *Style & Reference Manual*.

II. Scoring/Errors

Four levels of scoring:

0 errors	(100% of assigned point value of each document)
1 error	(90% of assigned point value of each document)
2 errors	(70% of assigned point value of each document)
3 or more errors	(0% of assigned point value of each document)

Each occurrence of the following counts as one error:

1. Misspelling
2. Typographical error
3. Grammatical error
4. Incorrect punctuation
5. Incorrect capitalization
6. Incorrect hyphenation
7. Addition of word(s)—each word added is an error
8. Omission of word(s)—each word omitted is an error
9. Omission of enclosure or attachment notation
10. Omission of reference initials
11. Omission of contestant number and/or job number in footer (must have both). If all or part is missing, count as one error.
12. Format error: If it is clearly evident that the Style & Reference Manual format is not followed, 0% of the assigned point value for that document is awarded. If it is clearly evident that an attempt was made to follow the Style & Reference Manual format, format mistakes will count as one error each.

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PROFESSIONAL BUSINESS ASSOCIATES (*bold, all caps*)

(DS)

Agenda (*bold*)

(DS)

Regular Meeting of Board of Directors (*bold*)

(DS)

Tuesday, March 29, 20__, 1 p.m. (*bold*)

(DS)

Board Room, Sixth Floor (*bold*)

(QS)

1. Call to Order—Nancy Wells, Chief Executive Officer

(DS)

2. Roll Call—Harvey Rosen, Secretary

3. Reading of the Minutes—Harvey Rosen, Secretary

4. Treasurer's Report—Julie Smith, Treasurer

5. Other Officer Reports

6. Committee Reports

Accounting—Larry Owens

Social—Bernice Adams

(SS)

Fundraising—Kathy Ludwig

(DS)

7. Unfinished Business

Dues Increase

(SS)

Name Change

(DS)

8. New Business

Purchase of Folders

(SS)

Anniversary Celebration

(DS)

9. Date of Next Meeting

(DS)

10. Adjournment

Notes:

- Do not enumerate if times are used.
- If times are used, they can be aligned at the colon or left aligned.
- Numbers may be left or right aligned.
- Indents are all ¼" from previous level.
- Do not include "Date of Next Meeting" unless a date is provided.

Business Plan (bold)**Part I—Executive Summary (bold)**

The Executive Summary describes the business plan in enough detail to encourage the reader to turn the page and read the information contained in the section that follows. You should pay close attention to what is written in this section. Often the reader will attempt to pass judgment based on what is contained in this part of the plan. With this in mind, the individual must generate a desire in the reader to want to invest and/or participate in the company. This is typically the last segment of the Business Plan to be written.

Part II—Description of Proposed Business (bold)

This section describes the company: what the company is, where the idea came from, and other information that will intrigue the reader.

Part III—Objectives of the Business (bold)

This section will contain the Mission and Vision statements of the company.

Part IV—Proposed Business Strategies (bold)

This section will touch on short-term goals and a long-range plan.

Part V—Product(s) and/or Service(s) to be Provided (bold)

The product and/or service to be provided by the company is described in this section. Included in this write-up could be an explanation as to why people will buy the product or service. What is unique about the product in relation to the competition is illustrated. Any special information about the product is shown in detail and a physical representation of the product or service needs to be presented (i.e., prototype or brochure).

Part VI—Management and Ownership of the Business (bold)

Create an organizational chart to identify the “key” players in the organization. Included are the company’s officers and their roles and responsibilities. Outside investors and members of the Board of Directors are identified. The descriptions of the company’s officers are to illustrate their competencies and qualifications for filling their roles.

Part VII—Marketing Analysis (bold)

This section of the plan describes the target market and why these individuals were chosen as the primary customers. Identifying your business and its competitive edge will be illustrated in this section. The target customer needs to be described. Methods of identifying and attracting customers, the type of sales force, and any specific distribution channels is to be included, as is the company’s pricing policy.

Part VIII—Financial Analysis (*bold*)

This section contains detailed financial information about the organization. The source of start-up cash and major capital expenditures is to be identified. This section will provide a balance sheet as it pertains to the opening day of business. This will define the financial standing and situation when the customer is served.

(NOTE: The financial analysis section may be less detailed for Secondary students.)

Part IX—Supporting Documentation (*bold*)

Include any and all information that supports your efforts in other sections. This may include layouts, brochures, flyers, business cards, résumés, product designs, prototypes, etc. These items and pages are not included in the total number of pages.

<p>BUSINESS PLAN--Second and Subsequent Page Header: Name of Company <i>(key the word Page followed by the page number)</i> Page 2</p>

ITINERARY (bold)
(DS)
Nancy Wells (bold)
(DS)
April 1-3, 20__ (bold)

(QS)

Sunday, April 1 (bold)

(DS)

9:02 a.m. Depart Columbus, Port Columbus International Airport (CMH)
Delta Airlines, Flight 684 (non-stop) (breakfast served)

(DS)

12:32 p.m. Arrive New York City, LaGuardia Airport (LGA)

(DS)

Monday, April 2 (bold)

9:30 a.m. Breakfast appointment with Jane Smith, Chamber of Commerce
representative, at the Plaza Hotel, 200 Broad Street, Circle Restaurant,
regarding survey for possible branch in New York City

1:00 p.m. Meeting with Phil Langton at the Waldorf Hotel, Suite #345

3:30 p.m. Appointment with Francis Evans at Citibank, 410 Norway Avenue,
regarding loan (take last quarter's financial statements)

Tuesday, April 3 (bold)

8:00 a.m. Breakfast with Julie Crampton, Office Enterprises

3:00 p.m. Depart New York City, LaGuardia Airport (LGA) Delta Airlines, Flight
410 (non-stop)

4:15 p.m. Arrive Columbus, Port Columbus International Airport (CMH)

Notes:

- Times can be aligned at the colon or left aligned.
- Indents are ½" from the left margin.
- Detail information begins at 1.5" from the left margin.
- Each entry is single spaced.

ITINERARY—Second and Subsequent Page Header
Itinerary of ____
(key the word Page followed by the page number) Page 2

Ms. Julie Smith, Manager
Human Resources Department
Professional Business Associates
5454 Cleveland Avenue
Columbus, OH 43231-4021

Note:

- One or two spaces may be used between the two-letter state abbreviation and the ZIP code.

STATE OF _____ (bold)
(DS)

COUNTY OF _____ (bold)
(DS)

AFFIDAVIT (bold)

(DS)

I, Mary R. Smith, upon oath, state as follows:

(DS)

1. On January 8, 20___, Thursday, that I never saw Mr. Jonah with any personnel files that night.

(QS)

_____ **(2” line)**

Mary R. Smith

(DS)

WITNESS my hand and official seal in the County and State aforesaid this _____ day of

(DS)

_____ **(1½” line)**, 20___.

(QS)

_____ **(2” line)**

Notary Public

IN THE DISTRICT COURT OF THE SEVENTH JUDICIAL DISTRICT
OF THE STATE OF OKLAHOMA, IN AND FOR THE COUNTY OF TULSA

IN RE THE MARRIAGE OF)	
)	Case No. 2016-438
REBECCA SWAIN,)	
Petitioner,)	DECREE OF DISSOLUTION
)	OF MARRIAGE
and)	
)	
ROMERO SWAIN,)	
)	
Respondent.)	
_____)	

This matter came on for hearing on the ____ day of _____, 2016, upon the Petition filed herein and upon the testimony of Chad Bobb and Angie Bobb. The Court finds that the parties were residents of the state of Colorado for more than six (6) months immediately preceding the filing of this Petition. The Court finds that it has full and complete jurisdiction to determine the case.

The Court further finds that the parties on February 14, 2015, entered into a Separation Agreement, a copy of which is attached hereto and made a part thereof; that each party acknowledged under oath that she/he has voluntarily entered into the Separation Agreement and is satisfied with its terms, and the Court therefore approves same; and that each party further acknowledged under oath that she/he seeks a Dissolution of Marriage.

IT IS THEREFORE ORDERED, ADJUDGED, and DECREED that the marriage of the parties is hereby dissolved and that the Separation Agreement attached hereto as Exhibit A is hereby made a part of this Decree as if fully rewritten herein.

DONE IN OPEN COURT this ____ day of _____, 2016.

District Judge

**IN THE CIRCUIT COURT OF THE
4TH JUDICIAL CIRCUIT IN AND
FOR JEFFERSON COUNTY, OHIO (*bold*)**

(DS)
JAN CUMMENT,

(DS)
Plaintiff,

(DS)

v.

(DS)
SUSAN LONG,

CASE NO. DA-4444

(DS)
Defendant.

_____/ **(2" line)**

(DS)

INTERROGATORIES (*bold*)

(DS)

1. Please state your name and current address.

(QS)

2. List all former names and when you were known by those names. State all addresses where you have lived for the past ten (10) years, the dates you lived at each address, your Social Security number, and your date of birth.

(QS)

3. Describe any and all policies of insurance.....



13. Please state if you have ever been a party, either plaintiff or defendant, in a lawsuit other than the current matter and if so, state whether you were plaintiff or defendant, the nature of the action, and the date and court in which such suit was filed.

(QS)

(Attorney of Record)



INTERROGATORIES
Second and Subsequent Page Footer
Page 2 of 2—Interrogatories
Contestant Number

**IN THE CIRCUIT COURT OF THE
4TH JUDICIAL CIRCUIT IN AND
FOR JEFFERSON COUNTY, OHIO (*bold*)
(DS)**

JAN CUMMENT,
(DS)

Plaintiff,

(DS)

v.

(DS)

SUSAN LONG,

CASE NO. DA-4444

(DS)

Defendant.

_____/ (2" line)

(DS)

FINAL JUDGMENT (*bold*)

(DS)

THIS CAUSE having come on for trial on September 25, 20____, and in view of the foregoing, it is

ORDERED AND ADJUDGED that Plaintiff JAN CUMMENT shall recover from Defendant SUSAN LONG the total sum of Fifteen Thousand and 00/100 Dollars (\$15,000.00), for all of which let execution issue.

This judgment shall bear interest at the rate of seven percent (7%) per annum until paid in full.

DONE AND ORDERED in Chambers at Fort Lauderdale, Jefferson County, Ohio, this _____ day of _____ (*1½" line*), 20____.

(QS)

COUNTY JUDGE

Copies furnished:

DURABLE POWER OF ATTORNEY (bold)

(DS)

Know All Men By These Presents: (bold)

(DS)

That JUAN CIMMENT, Grantor, has made, constituted, and appointed, and by these presents does make, constitute, and appoint KATHY CIMMENT SMITH his true and lawful attorney-in-fact for him and in his name, place and stead, for the sole and singular purpose of:

(DS)

(SS)

1" right/left indent

executing any and all documents necessary or required to establish or create a joint account between JUAN CIMMENT and KATHY CIMMENT SMITH at Mingo National Bank or any other banking or savings and loan institution, and further, KATHY CIMMENT SMITH is further empowered to make, do, and transact any and every kind of business of whatsoever kind and whatsoever nature on behalf of Grantor,

(DS)

giving and granting unto KATHY CIMMENT SMITH, said attorney-in-fact, full power and authority to do and perform all and every act and thing whatsoever requisite and necessary.

IN WITNESS WHEREOF, I have hereunto set my hand and seal this ____ day of

_____ (*1½" line*), 20____.

(QS)

_____ (*2" line*)

Notary Public

Signed and sealed in the presence of

(QS)

Witness

JUAN CIMMENT

(QS)

Witness

Durable Power of Attorney
of Juan Ciment

(DS)

Page 1 Initials _____ (**this line is 10 pt. font size**)

Separation Agreement

Top Margin: 1”

Side Margins: 1”

Spacing of Body Text: SS

Between paragraphs: DS

This document should fit on 2 pages

SEPARATION AGREEMENT

Chad Bobb, referred to as Husband, and Angie Bobb, referred to as Wife, agree as follows:

The parties were lawfully married on February 14, 2001, at Las Vegas, Nevada. The parties now agree to live separate and apart. The parties nevertheless desire to resolve certain issues and have entered into this agreement.

The parties have a child born of this marriage, referred to as Child, who is as follows:

Name	Age	Date of Birth
1. Amber Bobb	13	10/27/2005

The parties have made a complete disclosure to one another of financial matters, and each is satisfied that they have had sufficient disclosure of individual and joint finances.

The parties have each been advised by counselors of their own choice regarding their legal rights and any disclosures made herein.

Husband shall assume the following debts and shall not hold Wife responsible for the same:

1. Las Vegas, NV, residence \$189,000
2. Medical bills (Husband and child) \$1,400

Wife shall assume the following debts and shall not hold Husband responsible for the same:

1. Credit card debt \$15,500
2. Automobile bill \$270/mo
3. Medical bills (Wife) \$800

Neither party shall incur any further debts which may result in joint liability. In the event that either party incurs a debt on joint credit of the parties, that party shall be responsible for the total amount of that debt.

As child support, Wife shall pay support monthly in the amount of Eight Hundred and no/100 Dollars, \$800.00.

Personal property of the parties shall be divided as follows:

Husband shall have the following property:

1. Las Vegas, NV, residence and furnishings
2. Personal effects

Wife shall have the following property:

1. 2007 Honda Accord
2. Personal effects

Any property not specifically divided herein shall be subject to distribution at a later time.

The parties agree that this agreement is intended to be a final disposition of the matters agreed upon herein. This agreement may be introduced into evidence and incorporated in a final decree of dissolution of marriage. In the event that any disputes occur regarding this agreement, the prevailing party shall be entitled to reasonable attorney's fees regarding such enforcement.

Chad Bobb

Date

Angie Bobb

Date

<p>SEPARATION AGREEMENT—Second Page Footer <i>(key in page number at the bottom center of the page:)</i> 1</p>

Letter
First Page Top Margin: 2"
Second and Subsequent Page Top Margin: 1"
Side Margins: 1"
Use open punctuation

November 16, 20__ (use current date unless otherwise specified)

(QS)

Mr. Larry Brown, President
Brown Office Supplies
1101 Horte Road
Chicago, IL 60601-1234

(DS)

Dear Mr. Brown

(DS)

ACCOUNT BALANCE (if no subject line, then only *DS* after salutation)

(DS)

Your current balance on the enclosed invoice is long overdue. We are planning to turn your records over to a collection agency soon.

It is important that you contact our accounting department immediately to arrange an easy payment plan that will be satisfactory to both parties.

Please contact Roger Owens, your account representative, at 601-555-0014.

(DS)

Sincerely

(QS)

Nancy Wells
Chief Executive Officer

(DS)

xx

(DS)

Enclosure(s)

(DS)

c Roger Owens
Harvey Rosen

LETTER—Second and Subsequent Page Header
At left margin: Name of Addressee or Company
(key the word *Page* followed by the page number) Page 2
Date
Spacing of Header Information: **SS**

Marketing Plan (bold)**Part I—Synopsis or Mini-plan (bold)****(DS)**

This section contains an Executive Summary. An Executive Summary defines and illustrates the content of the Marketing Plan. It should be no more than one page in length so as to allow the reader to determine his/her interest in reading the balance of the plan.

Part II—Company Goals (bold)**(DS)**

Included in this part of the Marketing Plan are the objective and/or goals established for the organization. There are items that will generally result in and/or produce outcomes for the company to achieve.

Part III—Description of Customers and Their Needs (bold)**(DS)**

This section should define the target market for your product/service. In order to sell products/services, marketing experts must understand the needs of consumers. Having a clear understanding of customer motivations will provide a clear direction for the overall marketing plan. Your market research should include the gathering of demographic information.

In the global market other considerations include communication, traditions and customs, and buying habits. What does your research reveal about your target market?

Part IV—Description of Pricing Strategy (bold)**(DS)**

Pricing involves many factors. The marketing plan must include your rationale for price setting. Included in this section will be all the elements affecting the production process. Differentiate between fixed and variable costs as well as the break-even point. Profit margin should be established in this section.

Part V—Competition (bold)**(DS)**

In this section you provide a clear picture of the overall market. How many other firms/businesses offer the same product/service? What is your plan to win over the customer base when they have a clear choice between your offerings and the other firms/businesses? Is there a place for your business?

Part VI—Marketing Mix (bold)**(DS)**

A good marketing plan answers questions regarding the promotion of the product/service. Will it appeal to buyers? How much should it cost? How does the seller get information distributed to potential buyers? Where should the product/service be sold? How does this product/service appeal to consumers in other countries? This section should include the factors of price, promotion, and location.

Part VII—Economic, Social, Legal, and Technological Trends (*bold*)
(DS)

Key factors in these areas have a dramatic effect on the success or failure of a business. This section should include your research findings as they relate to the product/service you are marketing. Make sure your findings relate specifically to your marketing plan.

Part VIII—Human Resource Requirements (*bold*)
(DS)

What is the organizational structure of your business? This section should include an organization chart that defines management, supervision, and all levels of employment within your organization as well as job descriptions, required education and skills, and work experience requirements.

Part IX—Marketing Timeline (*bold*)
(DS)

No marketing plan can be implemented without a timeline for yourself and your employees. Include timeframes for implementation of the specific strategies included in your Marketing Plan. Detail employee responsibilities for the items in the timeframe. Timeframes can be as short as one week or as long as one year.

Part X—Methods of Measuring Success (*bold*)
(DS)

How will you determine the success of your marketing plan and your business?

MARKETING PLAN
Second and Subsequent Pages:
Top Margin: 1"
Side Margins: 1"
Header: Name of Company
(key the word Page followed by the page number) Page 2

SOAP Medical Transcription Form

Top Margin: 1”

Side Margins: 1”

Patient Name Line: 2.5" from top

Second Page Text begins: 1" from top

Patient Name:

PCP: *(Right align Preferred Care Provider)*

Date of Birth: mm/dd/yyyy

Date of Exam: mm/dd/yyyy

Sex: *(Right align gender)*

(DS)

SUBJECTIVE: The patient is a 14-year-old female who fell from a horse on July 1, 20___. She suffered a fracture of the right inferior pubic ramus.

(DS)

OBJECTIVE: Blood pressure 150/84, pulse 76 with an occasional irregular beat. Exam is otherwise negative.

(DS)

ASSESSMENT: 1. Nondisplaced fracture, right pubic ramus.
2. Intense swelling.
3. Severe lower leg pain.
4. Hypertension.

(DS)

PLAN: The patient can discontinue crutches when swelling has decreased and there is no longer a limp associated with pain.

(QS from last line of report to signature line.)

Gene Loghlin, M.D.

(DS)

GL:xx

(DS)

D: mm/dd/yyyy *(key date of dictation)*

T: mm/dd/yyyy *(key date of recorded transcription)*

SOAP – Second and Subsequent Pages

At top left: Patient Name:

Doctor’s Name:

Exam Date:

(at top left margin, key the word Page followed by the page number) Page 2

Spacing for paragraphs as shown above.

Spacing from heading to body of report: DS

HPIP Medical Transcription Form

Top Margin: 1"

Side Margins: 1"

Patient Name Line: 2.5" from top

Second Page Text begins: 1" from top

Patient Name:

PCP: *(Right align Preferred Care Provider)*

Date of Birth: mm/dd/yyyy

Date of Exam: mm/dd/yyyy

Sex: *(Right align gender)*

(DS)

HISTORY OF PRESENT ILLNESS: The patient is a 14-year-old female who fell from a horse on July 1, 20___. She suffered a fracture of the right inferior pubic ramus.

(DS)

MEDICATIONS: 2 Advil every two hours as needed for pain and multivitamins with iron.

(DS)

PHYSICAL EXAMINATION: Blood pressure 150/84, pulse 76 with an occasional irregular beat. Exam is otherwise negative.

(DS)

IMPRESSION: Nondisplaced fracture, right pubic ramus. Intense swelling. Severe lower leg pain. Hypertension.

(DS)

PLAN: The patient can discontinue crutches when swelling has decreased and there is no longer a limp associated with pain.

(QS from last line of report to signature line.)

Gene Loghlin, M.D.

(DS)

GL:xx

(DS)

D: mm/dd/yyyy *(key date of dictation)*

T: mm/dd/yyyy *(key date of recorded transcription)*

HPIP – Second and Subsequent Pages

At top left: Patient Name:

Doctor's Name:

Exam Date:

(at top left margin, key the word Page followed by the page number) Page 2

Spacing for paragraphs as shown above.

Spacing from heading to body of report: DS

Memo headings are 12 pt. bold

MEMORANDUM (16 pt. bold font)

(DS)

TO: Tom Carlson, Julie Smith, Roger Meyer, Edna Renick

(DS)

FROM: Harvey Rosen, Financial Services

(DS)

CC: Nancy Wells, CEO

(DS)

DATE: September 9, 20__

(DS)

SUBJECT: Mandatory Payroll Deductions

(DS)

It has come to my attention that some employees believe that payroll deductions are optional. Please share the following information with the employees in your respective departments. It can be found on page 23 of our Personnel Manual.

Professional Business Associates is required by law to make certain deductions from your paycheck each time one is prepared. Among these are your federal, state, and local income taxes and your contribution to Social Security as required by law. These deductions will be itemized on your check stub.

I've attached the Compensation section from our HR Manual for your reference. Highlights from this section are listed below.

1. Direct Deposit
2. Payroll Deadlines
3. Making Changes to Tax Withholdings (W-4)
4. W-2 Form by January 30 of each year, current and former employees are provided W-2 Form for income tax purposes

If any of your employees have questions, please let me know; and I'll be more than happy to address them on an individual basis. Thank you for your time and attention to this matter.

(DS)

xx

(DS)

Enclosure(s) or Attachment(s) *(use whichever is appropriate, if any)*

MEMORANDUM—Second and Subsequent Page Header

At left margin: Name of Recipient

(at top left margin, key the word Page followed by the page number) Page 2

Date

Spacing of Heading Information: SS

PROFESSIONAL BUSINESS ASSOCIATES (bold)
(DS)
Minutes (bold)
(DS)
Regular Meeting of Board of Directors (bold)
(DS)
September 22, 20__ (bold)
(QS)

A regular meeting of the Board of Directors of Professional Business Associates was called to order at 5454 Cleveland Avenue, Columbus, Ohio, at 10 a.m. pursuant to the notice sent to all Directors in accordance with the bylaws.

(DS)

The following directors were present, constituting all the directors: Jared G. Allison II, Kenneth L. Calderone, Deborah Dean Daniels, and Gary Guyot.

Jared G. Allison II, Chairman, presided and David K. Rust, Assistant Secretary, recorded the proceedings of the meeting.

The minutes of the last meeting were approved.

Mr. Allison introduced Gregory A. Horn, Executive Vice President of Operations, who reported on August operations. Although sales were satisfactory, future prospects looked good. Gary Guyot reviewed the recommendations for building a new facility or renovating the existing facility to accommodate the corporation's information processing needs over the next ten years.

The next meeting of the Board will be held on November 24, 20__, at 10 a.m.

There being no further business, the meeting was adjourned at 1:05 p.m.

(QS)

Secretary (2" line)

MINUTES—Second and Subsequent Page Header
At left margin: Name of Company
(key the word Page followed by the page number) Page 2
Date
Spacing of Heading Information: SS

NEWS RELEASE (*bold*)

(DS)

From Nancy Wells
5454 Cleveland Avenue
Columbus, OH 43231-4021
614-555-5555

(DS)

Release June 1, 20__

(QS)

PROFESSIONAL BUSINESS ASSOCIATES EXPANDS (*bold*)

(QS)

Professional Business Associates is expanding its facilities by adding another 65,000 square feet of office space. The renovations should be completed by June 15, 20__. The expansion project, headed by Myrtle Warden, is anticipated to cost approximately \$15.5 million. An additional 350 employees will be hired over the next two years.

This expanded facility will allow Professional Business Associates to offer many more services, especially in the area of training on specially designed software packages. An open house is tentatively planned for July 5. More details will be forthcoming.

(more ...)

Notes:

- Double space below the last line of the document, center, and insert the symbols # # # (include spaces between number symbol).
- For a one-page news release, omit (more ...) and follow directions above.

NEWS RELEASE—Second Page Header
(Page number align right) 2

OUTLINE SPACING (*bold*)

(QS)

I. VERTICAL SPACING

(DS)

- A. Title of Outline
 - 1. Two-inch top margin
 - 2. Followed by three blank lines
- B. Major Headings and Subheadings
 - 1. All major headings followed by double space
 - 2. All subheadings single **spaced**

(DS)

II. HORIZONTAL SPACING

(DS)

- A. Title of Outline Centered Over Line of Writing
- B. Major Headings and Subheadings
 - 1. Identifying Roman numerals at left margin or aligned on periods
 - 2. Identifying letters and numbers for each subsequent level of subheading aligned below the first word of the preceding heading

Notes:

- If complete sentences are used in outlines, they should be followed by an appropriate mark of punctuation.
- Do not use automatic numbering.
- Define a New Multilevel list using the following settings:

Level #	Number alignment	Aligned at	Text indented at
1 (I)	Left	0"	0.25"
2 (A)	Left	0.25"	0.5"
3 (1)	Left	0.5"	0.75"

- Define New List Style settings for each of the three levels to be Times New Roman, Regular, 12 pt. font.

Report
(MLA Style)
Top Margin: 1"
Side Margins: 1"
Spacing of Body: DS

Julie Smith (*Sender's Name*)
(DS)

Roger Meyer (*Recipient's Name*)
(DS)

Marketing Department (*Name of Recipient's Department or Job Title*)
(DS)

8 October 20__ (*use current date in military style (as shown)*)
(DS)

Report Format
(DS)

NOTE: The title is typed in Title Case (not all caps) and is not bold.

Whether written for personal or business use, a report should present a message that is well organized, stated simply, and clear in meaning. A report that does not meet these criteria reflects a lack of planning and preparation.

Planning a Report

Three steps should be taken in planning a report. Selecting the topic is not merely the first step, but also the most important one. It is vital that you choose a topic in which you have sufficient interest to do the necessary related reading and research (LePoole 197).

Preparing the Report

The following three steps should be utilized in preparing the report:

1. Look for data and authoritative statements.
2. Prepare a rough draft of the report, organizing the data into a series of related paragraphs. A sentence that follows enumerated items within the same paragraph should begin at the left margin.
3. Read the rough draft carefully.

Whether the report is typed or printed, it should be neat and arranged in proper format. A neat report presented in an orderly style makes an immediate positive impression on the reader.

Report—Second Page and Subsequent Pages
(*Right margin header—Contestant Number and Page #*) Smith 2

BUSINESS PROFESSIONALS OF AMERICA (*bold*)
(DS)
National Leadership Conference (*bold*)

(QS)

Students from Johnson High School will attend the 20__ National Leadership Conference of Business Professionals of America in New York, New York, April 22-April 26, 20___. The theme of the conference is “Destination: Success.” During the five-day conference, the students will participate in skills assessments, workshops, and an election campaign. Also, they will be enjoying some of the sights in the New York area.

More than 6,000 students nationwide will attend the conference as top representatives from the approximately 55,000 national members.

SALARY CHART (bold)
(DS)
Administrative Support Department (bold)
(QS)

Position	Current Salary	Percent Increase	Amount Increase	New Salary
Accountant	\$26,000.00	6.5	\$1,690.00	\$27,690.00
Accounting Clerk	19,000.00	5.0	950.00	19,950.00
Administrative Assistant	23,000.00	5.5	1,265.00	24,265.00
Data Entry Clerk	16,500.00	4.5	742.50	17,242.50
Data Processing Programmer	23,500.00	6.0	1,410.00	24,910.00
Executive Assistant	25,000.00	6.5	1,625.00	26,625.00
Office Assistant	16,000.00	0.5	80.00	16,080.00
Office Specialist	19,000.00	5.0	950.00	19,950.00
Total	\$168,000.00		\$8,712.50	\$176,712.50

Notes:

- Titles and subtitles should be boldfaced.
- Column headings may be centered over column or blocked at left of column. Column headings should be boldfaced. For two-line column headings, align headings at bottom of cell.
- Borders are optional unless otherwise stated.
- Always align contents to the bottom of the cell.
- Use currency style as shown. Currency style: Dollar signs on 1st and total row ONLY (if applicable).
- All columns containing numbers should be right or decimal aligned.
- All columns containing text should be left aligned.
- The body of the table may be single or double-spaced.
- Tables formatted as an individual document should be centered horizontally and vertically. Tables within a document should be centered horizontally unless otherwise indicated. DS before and after the table.
- Total line should be boldfaced.

SALARY CHART (bold)
(DS)
Administrative Support Department (bold)
(QS)

Underline column headings and DS after heading

<u>Position</u>	<u>Current Salary</u> (DS)	<u>Percent Increase</u>	<u>Amount Increase</u>	<u>New Salary</u>
Accountant	\$26,000.00	6.5	\$1,690.00	\$27,690.00
Accounting Clerk	19,000.00	5.0	950.00	19,950.00
Administrative Assistant	23,000.00	5.5	1,265.00	24,265.00
Data Entry Clerk	16,500.00	4.5	742.50	17,242.50
Data Processing Programmer	23,500.00	6.0	1,410.00	24,910.00
Executive Assistant	25,000.00	6.5	1,625.00	26,625.00
Office Assistant	16,000.00	0.5	80.00	16,080.00
Office Specialist	<u>19,000.00</u>	5.0	<u>950.00</u>	<u>19,950.00</u>
Total	\$168,000.00		\$8,712.50	\$176,712.50

Notes:

- Titles and subtitles should be boldfaced.
- Column headings may be centered over column or blocked at left of column. Column headings should be boldfaced. For two-line column headings, align headings at bottom of cell.
- Borders are optional unless otherwise stated.
- Always align contents to the bottom of the cell.
- Use currency style as shown. Currency style: Dollar signs on 1st and total row ONLY (if applicable). Single rule (underline) above the total numbers (if applicable).
- All columns containing numbers should be right or decimal aligned.
- All columns containing text should be left aligned.
- The body of the table may be single or double-spaced.
- Tables formatted as an individual document should be centered horizontally and vertically. Tables within a document should be centered horizontally unless otherwise indicated. DS before and after the table.
- Total line should be boldfaced.

TABLE OF CONTENTS (*bold*)

(QS)

PREFACE..... ii
(DS)

ALPHABETICAL LIST..... iv
(DS)

I. INTRODUCTION

(SS) { Philosophy..... 2
Purpose..... 3

II. SOFTWARE COMPARISON

(SS) { Cost Factors5
Hardware Requirements..... 6
Implementation Plan 7
Training Needs..... 12
Miscellaneous Factors..... 15

III. SUMMARY AND RECOMMENDATIONS

(SS) { Summary 18
Recommendations..... 22

BIBLIOGRAPHY 28

APPENDICES 30
(DS)

Appendix A: Glossary of Computer Terms 31
(DS)

Appendix B: Organizational Chart 35

Notes:

- Roman numerals can be left or right aligned.
- Page numbers should be right aligned with tab leaders.
- Indents/tab stops start at the left margin and are 1/2" from the previous level.

(approximately 3.5” from top 14 pt. bold)
Research Paper Title

(approximately 5” from top 14 pt. bold)
Contestant Number

(approximately 8.5” from top 14 pt. bold)
Name of Contest
(DS)
Date

Works Cited

Top Margin: 1"

Side Margins: 1"

Spacing of Body: DS

*(Right margin header—Contestant Number & Page #) Smith 13
If Works Cited is a standalone document, do not include header.*

Works Cited

(DS)

Cain, Kevin. "The Negative Effects of Facebook on Communication." *Social Media Today RSS*N.p., 29 June 2012. Web. 02 Jan. 2013. <<http://www.socialmediatoday.com>>."2009 Commencement." *YouTube*. YouTube, 27 May 2009. Web. 23 July 2009.Gaitskill, Mary. Interview with Charles Bock. *Mississippi Review* 27.3 (1999): 129-50. Print.Golding, William. *Lord of the Flies*. New York: Penguin, 2006. Print.---. *Lord of the Flies*. New York: Penguin, 2008. Print.

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Newsweek. 2 Aug. 2009: 32-37. Print.

Kunka, Andrew. "Re: Modernist Literature." Message to the author. 15 Nov. 2000. E-mail.

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Hotel, West Lafayette, IN. 23 May 2003. Keynote Address.

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Notes:

- The marking "---" is used to indicate a repeat in authors.
- List alphabetically by author. If no specific author referenced, alphabetize by first letter of first word of work cited.
- Use ½" hanging indent.

WORKS CITED—Second and Subsequent Page Header
(Right margin header—Contestant Number & Page #) Smith 2

Two-Letter State Abbreviations

STATE, DISTRICT, OR TERRITORY	TWO-LETTER ABBREVIATION	STATE, DISTRICT, OR TERRITORY	TWO-LETTER ABBREVIATION
Alabama	AL	Montana	MT
Alaska	AK	Nebraska	NE
Arizona	AZ	Nevada	NV
Arkansas	AR	New Hampshire	NH
California	CA	New Jersey	NJ
Colorado	CO	New Mexico	NM
Connecticut	CT	New York	NY
Delaware	DE	North Carolina	NC
District of Columbia	DC	North Dakota	ND
Florida	FL	Ohio	OH
Georgia	GA	Oklahoma	OK
Guam	GU	Oregon	OR
Hawaii	HI	Pennsylvania	PA
Idaho	ID	Puerto Rico	PR
Illinois	IL	Rhode Island	RI
Indiana	IN	South Carolina	SC
Iowa	IA	South Dakota	SD
Kansas	KS	Tennessee	TN
Kentucky	KY	Texas	TX
Louisiana	LA	Utah	UT
Maine	ME	Vermont	VT
Maryland	MD	Virgin Islands	VI
Massachusetts	MA	Virginia	VA
Michigan	MI	Washington	WA
Minnesota	MN	West Virginia	WV
Mississippi	MS	Wisconsin	WI
Missouri	MO	Wyoming	WY

Rules for Alphabetic Filing (ARMA)

The following seven rules provide consistency in simplified filing.

1. Each filing unit in a filing segment is to be considered. This includes prepositions, conjunctions, and articles. The only exception is when the word **The** is the first filing unit in a filing segment. In this case, **The** is the last filing unit. Spell out all symbols (e.g., &, \$, #) and file alphabetically.
2. Alphabetize by arranging files **unit-by-unit** and **letter-by-letter** within each unit.
3. File “nothing before something.” File single unit filing segments before multiple unit filing segments.
4. Ignore all punctuation when alphabetizing. This includes periods, commas, dashes, hyphens, apostrophes, etc. Hyphenated words are considered one unit.
5. Arabic and Roman numbers are filed sequentially before alphabetical characters. All Arabic numerals precede all Roman numerals.
6. Acronyms, abbreviations, and radio and television station call letters are filed as one unit.
7. File under the most commonly used name or title. Cross-reference under other names or titles, which might be used in an information request.

Personal Names

1. Simple Personal Names
Use the last name (surname) as the first filing unit. The first name or initial is the second filing unit. Subsequent names or initials are filed as successive units.
2. Personal Names with Prefixes
Surnames that include a prefix are filed as one unit whether the prefix is followed by a space or not. Examples of prefixes are: D', Da, De, Del, De la, Della, Den., Des, Di, Du, El, Fitz, L', La, Las, Le, Les, Lo, Los, M, Mac, Mc, O', Saint, St., Ste., Te, Ten, Ter, Van, Van de, Van der, Von, Von der.
3. Personal Names with Personal and Professional Titles and Suffixes
Suffixes are not used as filing units except when needed to distinguish between two or more identical names. When needed, a suffix is the last filing unit and is filed as written, ignoring punctuation. Examples of suffixes are: Jr., III.
4. Personal Names which are Hyphenated
Ignore the hyphen and file the two words as one unit.
5. Pseudonyms and Royal and Religious Titles
Pseudonyms are filed as written. Personal names that start with a royal or religious title and are followed by **only** a given name(s) are filed as written.
6. Foreign Personal Names
If the surname is identifiable, file the name as any other personal name is filed. If there is a question about the surname, use the last name as the first filing unit and make a cross-reference from the first name.

7. Nicknames

When a person commonly uses a nickname as a first name, file using the nickname. Cross-reference from the given name only if necessary.

Business Names

When the same filing segment is applicable to more than one location, filing order is determined by an identifying location. In the case of banks, unions, etc., this location may be a branch, local number, post, etc. For most businesses, it will be an address. When using an address, cities are considered first, followed by states or provinces, street names, house number, and then building number, in that order.

Address Arrangement

When the first units of street names are written as numbers, the street names are considered in ascending numeric order and placed together before alphabetic street names.

Street names with compass directions are considered as written. Numbers after compass directions are considered before alphabetic names (for example: East 8th, East Main, Franklin, SE Eighth, Southeast Eighth, etc.)

If a filing unit within an address is not necessary for identification, it does not have to be used.

Business and Organization Names

1. Business and organization names are filed as written, using the business letterhead or trademark as a guide. Names with prefixes follow the example for personal names with prefixes.

Note: When necessary to ensure information retrieval, cross-reference between acronyms and the complete name.

2. Subsidiaries of businesses will be filed under their own name with a cross-reference to the parent company, if needed.
3. Location words in business names will follow the standard rule that each word/filing unit is treated as a separate filing unit.
4. Compass terms in business names: Each word/unit in a filing segment containing a compass term is considered a separate filing unit. If the term includes more than one compass point, treat it as it is written. Establish cross-references as needed.

U.S. Governmental/Political Designations

When filing governmental/political material, the name of the major/governmental/political entity is filed first, followed by the **distinctive** name of the department, bureau, etc.

This rule covers all governmental and political divisions, agencies, department, committees, etc. from the federal to the state, county/parish, city, district, and ward level.

(examples on next page)

EXAMPLES:

Federal

The name of the major governmental entity, United States Government, is filed first followed by the distinctive name of the department, office, service, bureau, etc. For example, Labor is the distinctive part of the name Department of Labor, so it should be filed as Labor Department (of).

United States Government
Agriculture Department (of)
Natural Resources Office (of)
Forestry Service

United States Government
Environmental Protection Agency

State and Local

State, county, parish, city, town, township, and village governmental/political divisions are filed by their distinctive names. The words “county,” “city” “department” etc., if needed and as appropriate, are added for clarity and are considered filing units.

Ohio State (of)
Transportation Department (of)
Motor Vehicles Division (of)

Note: If “of” is not part of the official name as written, it is not added.

Foreign Governments

The distinctive name translated into English is the first filing unit. If needed, the balance of the formal name of the government forms the next filing unit(s). Divisions, departments, and branches follow in sequential order, reversing the written order where necessary to give the distinctive name precedence in the filing arrangement.

States, colonies, provinces, cities, and other divisions of foreign governments are filed by their distinctive or official names as translated into English. Cross-reference written name to official native name where necessary.

Note:

- *The World Almanac* and *Book of Facts* are excellent references for the translation of foreign names into English and for clarification of relations between governments. Another source is the book *Counties, Dependencies, and Areas of Special Sovereignty* published by U.S. Dept. of Commerce, National Bureau of Standards, Institute for Computer Sciences & Technology, Gaithersburg, MD 20899.

Professional Business Associates

Organizational Chart and Company Information

Professional Business Associates develops and sells software, hardware, and services. The services provided are:

1. Systems analysis
2. Software development and design
3. Marketing
4. Training development
5. Hardware and software sales

This large corporation has a branch office in the capital of each membership state. The corporate headquarters is located at 5454 Cleveland Avenue in Columbus, OH 43231-4021, and has 200+ employees. Management includes:

Chief Executive Officer	Nancy Wells
Financial Services Department	Harvey Rosen
Information Technology Department	Tom Carlson
Human Resources Department	Julie Smith
Marketing Department	Roger Meyer
Administrative Support Department	Edna Renick

Chief Executive Officer				
Financial Services	Information Technology	Human Resources	Marketing	Administrative Support
1. Administrative Assistant	1. Data Entry Clerk	1. Human Resources Assistant	1. Information Processing Assistant	1. Administrative Assistant
2. Data Entry Clerk	2. Database Specialist	2. Information Processing Assistant	2. Administrative Assistant	2. Information Processing Specialist
3. Payroll Clerk	3. Information Processing Assistant	3. Administrative Assistant	3. Desktop Publisher	3. Computer Applications Specialist
4. Accounting Clerk	4. Administrative Assistant	4. Medical Support Assistant	4. Graphic Design Assistant	4. Desktop Publishing Assistant
5. Database Assistant	5. Programmer	5. Insurance Benefits Clerk	5. Desktop Publishing/Graphic Assistant	5. Legal Research Assistant
6. Spreadsheet Specialist	6. Software Engineer	6. Management Assistant	6. International Business Coordinator	6. Graphic Design Assistant
7. Accountant	7. PC Servicing/Troubleshooting	7. Payroll Specialist	7. Website Liaison	7. Management Assistant
8. Financial Analyst	8. Network Administrator	8. Wellness Coordinator	8. Management Assistant	
	9. Digital Media Specialist		9. Small Business Liaison	
	10. E-commerce Specialist		10. Research Assistant	
	11. Website Developer			

Proofreader's Marks

SYMBOL	REVISION	EDITED COPY	CORRECTED COPY
	Transpose letters or words.	to efficiently keyboard for a long period	to keyboard efficiently for a long period
	Delete copy.	Send two of three copies	Send three copies
	Cross the misstroke and write correct letter above.	the major problem	the major problem
	Change copy as indicated.	was mailed The copy will be sent	The copy was mailed
	Close up horizontal space.	the letter head	the letterhead
	Insert copy (caret).	When receive the copy we edited	when we receive the edited copy
	Insert period.	Donald P. Miller	Donald P. Miller
	Insert question mark.	Are you sure ?/ I am.	Are you sure? I am.
	Insert exclamation point.	No !/ I refuse	No! I refuse....
	Insert punctuation mark.	Mary's comment was. The project must be completed by 1:30, otherwise, it will be of no value.	Mary's comment was, "The project must be completed by 1:30; otherwise, it will be of no value."
	Insert space.	The text on the shelf	The text on the shelf
	Use lowercase letters.	THE MAIN Event lc	The Main Event
	Capitalize single letters or words.	eastern; pacific	Eastern; Pacific
	Double-space. (Leave one blank line.)	DS Dear Miss Smith Thank you for	Dear Miss Smith Thank you for....
	Single-space. (Leave no blank line.)	SS We are happy to announce that	We are happy to announce that
	Quadruple-space. (Leave three blank lines.)	QS May 1, 20-- John J. Smith, CEO	May 1, 20-- John J. Smith, CEO
	Let it stand; ignore correction.	stet Our proposed seminar will likely be held	Our proposed seminar will likely be held.
	Move copy in the direction of the bracket.	Sincerely yours John Jones Manager BT	Sincerely yours (QS) John Jones Manager Bf
	Begin new paragraph.	at the meeting. Beginning in June our nextat the meeting. Beginning in June our next.....
	Underline or italicize.	All requests <u>must be</u>	All requests <u>must be</u>
	Align copy.	1. Call to order // 2. Approval of minutes	1. Call to order 2. Approval of minutes
	Spell out word or number.	1945 North Water St. ^{sp}	1945 North Water Street
	Insert hyphen.	His mother-in-law	His mother-in-law

Graphic Standards

The logo for Business Professionals of America has been carefully researched from a legal standpoint. The name is registered and the logo design protected by copyright and service mark. In order to obtain the maximum benefit from the image package, it **must be used consistently throughout the organization—locally, regionally, statewide, and nationally.**

Name Identification

State associations will be Business Professionals of America, (State) Association. Chapters will be identified as Business Professionals of America, (School Name) Chapter. The complete name will be spelled out in all written materials. The acronym BPA may be used in text once the complete name has been used. Do not use the acronym for cover titles or headlines.

The Tagline

The purpose of the organization's tagline is to serve as a linking device between our organization and our name. The official tagline is "Today's students. Tomorrow's business professionals." To ensure that there is a clear communication of Business Professionals of America, the tagline must **always** be used with the logo for all printed pieces. This is a requirement for any use of the logo and must be adhered to in every case.

- The logo and tagline must be used on every Business Professionals of America printed publication.
- The tagline can be used on one line or two lines, depending on the size and shape of the graphic piece.
- The tagline should appear in navy blue (black is acceptable), unless the printed piece is a one-color item, with all art printed in black. The tagline may appear in white, light blue, or light gray when used over a dark background.
- The type style to be used for the tagline is Futura Light, Arial, or Helvetica, upper and lower case.
- The size of the tagline may not be smaller than 7 point.

The Logo

The logo design is a type treatment of our name. The concept of the design is to provide a type style commonly associated with corporate businesses. The word "professionals" is graphically emphasized over the other design elements, through size and color keeping with the enhanced professional image of Business Professionals of America.

- The size of the logo may not be less than one inch wide.
- The one-color version can only be printed in navy blue or black.
- If two colors are used, they must be navy blue and tan.
- If three colors are used, they must be navy blue, tan, and red.

Color

The corporate color scheme is navy blue, tan, and red. All three colors are to be used whenever your budget allows, using PMS ink. (See below)

- The one-color version of the logo should ideally be navy blue; if your budget for the printed piece does not allow for a colored ink, black is acceptable.
- When the logo is printed in two or three colors, the preferred color for the tagline is navy blue, however black is acceptable.
- If the logo is printed in one color (navy blue or black), the tagline must be printed in the same color.

To reduce the occurrence of inconsistent color, all printed pieces are to be printed with Pantone Matching System (PMS) ink. The official PMS colors are to be used in every case except in four-color situations. The PMS colors are as follows:

Navy Blue	PMS 289	Tan	PMS 466	Red	PMS 185
-----------	---------	-----	---------	-----	---------

Four-color printing requires that a color formula be selected to match the specific PMS colors. The following are four-color formulas for the purpose of matching the corporate colors:

Navy Blue	20% yellow 50% magenta 50% black 100% cyan	Tan	30% yellow 10% magenta 20% black	Red	100% yellow 100% magenta
-----------	---	-----	--	-----	-----------------------------

When creating art work for computer Web pages, computer presentations, etc., the color compositions for RGB (Red, Green, Blue) may be needed if you are composing in that format. They are as follows:

Navy Blue	0% red 5.5% green 26.7% blue	Tan	83.9% red 72.9% green 54.1% blue	Red	80% red 18.8% green 31% blue
-----------	------------------------------------	-----	--	-----	------------------------------------

Typography

The type design to complement the Business Professionals of America logo is Arial or Helvetica; there are many variations, i.e., **bold**, light, *italic*.

- Arial or Helvetica will only be used with the logo, i.e., copy lines such as the corporate tagline, the state association line, and the corporate stationery address and phone number.
- Arial Bold or Helvetica Bold, Arial Bold Italic or Helvetica Bold Italic, should be used for headlines on corporate publications, exterior/interior signage, banners, and posters.
- Times or Times New Roman are to be used for body copy on all Business Professionals of America publications whether on the local, state, or national level.

Official Emblem

The Business Professionals of America emblem is one of long-standing tradition. The redesigned emblem is to be used for **ceremonial purposes only**.

- The emblem will be used for the Emblem Building Ceremony and portions of the Opening Ceremony.

Printing Tips

Do:

- follow the graphic standards printed in this booklet.
- contact the National Center if there is the slightest doubt as to the procedures outlined.
- use the artwork provided for reproduction; additional artwork is available from the National center at cost.
- use the corporate logo and tagline together in all printed circumstances.
- use the corporate colors—PMS colors and numbers.

Don't:

- use the corporate logo and tagline separately in printed pieces.
- substitute the emblem for the corporate logo.
- substitute other colors for the corporate colors.
- alter the design of the corporate logo or official emblem in any manner.
- alter, add, or delete any part of the logo, tagline, or emblem.

Note: Color separations and complete graphic standards are available from the National Center.

Home Page/Multimedia Graphic Standards

The graphic standards for the printed page should be observed in Internet Website or multimedia presentation creations whenever possible.

The rules for official logo colors should be observed. If PMS colors or RGB formulas are not available options with your software, and only preset color choices are available, then the nearest approximations to the official logo colors should be chosen.

If animation is employed, the logo may change or evolve during animation, but its final state should be either the one, two, or three-color version of the logo without any distortion or color change. Third dimension or depth may be added to the logo if it does not greatly distort the logo or change its color.

For the name, Business Professionals of America, the Helvetica or Arial font should be used.

As in the standards for the printed page, subdued colors which convey a “business look,” should be used.

Copyright and Fair Use Guidelines

Specifics	What You Can Do	The Fine Print
Printed Materials - Short		
<ul style="list-style-type: none"> • Poem less than 250 words • Excerpt of 250 words from a poem greater than 250 words • Articles, stories, or essays less than 2,500 words • Excerpt from a longer work (10% of work or 1,000 words, whichever is less—but a minimum of 500 words) • One chart, picture, diagram, graph, cartoon or picture per book or per periodical issue • Two pages (max) from an illustrated work less than 2,500 words (like children’s books) 	<ul style="list-style-type: none"> • Teachers may make multiple copies for classroom use and incorporate into multimedia for teaching classes. • Students may incorporate text into multimedia projects. 	<ul style="list-style-type: none"> • Copies may be made only from legally acquired originals. • Only one copy allowed per student. • Teachers may make copies in nine instances per class per term. • Usage must be “at the instance and inspiration of a single teacher,” i.e., not a directive from the district. • Don't create anthologies. • “Consumables,” such as workbooks, may not be copied.
Printed Materials - Archives		
<ul style="list-style-type: none"> • An entire work • Portions of a work • A work in which the existing format has become obsolete, e.g., a document stored on a Wang computer 	<ul style="list-style-type: none"> • A librarian may make up to three copies “solely for the purpose of replacement of a copy that is damaged, deteriorating, lost, or stolen.” 	<ul style="list-style-type: none"> • Copies must contain copyright information. • Archiving rights are designed to allow libraries to share with other libraries one-of-a-kind and out-of-print books.
Illustrations and Photographs		
<ul style="list-style-type: none"> • Photograph • Illustration • Collections of photographs • Collections of illustrations 	<ul style="list-style-type: none"> • Single works may be used in their entirety, but no more than five images by a single artist or photographer may be used. • From a collection, not more than 15 images or 10 percent (whichever is less) may be used. • For more information regarding creative licensing behind imaging is www.creativecommons.org. 	<ul style="list-style-type: none"> • Although older illustrations may be in the public domain and don't need permission to be used, sometimes they're part of a copyright collection. • Copyright ownership information is available at www.loc.gov or www.mpa.org.
Video (For Viewing)		
<ul style="list-style-type: none"> • Videotapes (purchased) • Videotape (rented) • DVD • Laser Discs 	<ul style="list-style-type: none"> • Teachers may use these materials in the classroom without restrictions of length, percentage, or multiple use. • Copies may be copied for archival purposes or to replace lost, damaged, or stolen copies. 	<ul style="list-style-type: none"> • The material must be legitimately acquired (legal copy). • Material must be used in a classroom or nonprofit environment "dedicated to face-to-face instruction". • The use should be instructional, not for entertainment or reward. • Copying okay only if replacements are unavailable at a fair price or in a viable format.

Video (For Integration into Multimedia or Video Projects)		
<ul style="list-style-type: none"> • Videotapes • DVD • Laser Discs • QuickTime Movies • Encyclopedias (CD ROM) 	<ul style="list-style-type: none"> • Students "may use portions of lawfully acquired copyrighted works in their academic multimedia", defined as 10% or three minutes (whichever is less) of "motion media." • Acceptable websites ending in .gov are public domain and eligible to be used if cited correctly. 	<ul style="list-style-type: none"> • The material must be legitimately acquired (a legal copy, not bootleg or home recording). • Copyright works included in multimedia projects must give proper attribution to copyright holder.
Music (for Integration into Multimedia or Video Projects)		
<ul style="list-style-type: none"> • Records • Cassette tapes • CDs • Audio clips on the Web 	<ul style="list-style-type: none"> • Up to 10% of a copyrighted musical composition may be reproduced, performed and displayed as part of a multimedia program produced by an educator or student for educational purposes. 	<ul style="list-style-type: none"> • A maximum of 30 seconds per musical composition may be used. • Multimedia program must have an educational purpose.
Computer Software		
<ul style="list-style-type: none"> • Software (purchased) • Software (licensed) 	<ul style="list-style-type: none"> • Library may lend software to patrons. • Software may be installed on multiple machines, and distributed to users via a network. • Software may be installed at home and at school. • Libraries may make copies for archival use or to replace lost, damaged, or stolen copies if software is unavailable at a fair price or in a viable format. 	<ul style="list-style-type: none"> • Only one machine at a time may use the program. • The number of simultaneous users must not exceed the number of licenses; and the number of machines being used must never exceed the number licensed. A network license may be required for multiple users. • Take aggressive action to monitor that copying is not taking place (unless for archival purposes).
Internet		
<ul style="list-style-type: none"> • Internet connections • World Wide Web 	<ul style="list-style-type: none"> • Images may be downloaded for student projects. • Sound files may be downloaded for use in projects (see portion restrictions above). 	<ul style="list-style-type: none"> • Resources from the Web may not be reposted onto the Internet without permission. However, links to legitimate resources can be posted. • Any resources you download must have been legitimately acquired by the Web site.
Television		
<ul style="list-style-type: none"> • Broadcast (e.g., ABC, NBC, CBS, UPN, PBS, local television stations) • Cable (e.g., CNN, MTV, HBO) • Videotapes made of broadcast and cable TV programs 	<ul style="list-style-type: none"> • Broadcasts or tapes made from broadcast may be used for instruction. • Cable channel programs may be used with permission. Many programs may be retained by teachers for years— see <i>Cable in the Classroom</i> for details. http://www.ciconline.org 	<ul style="list-style-type: none"> • Schools are allowed to retain broadcast tapes for a minimum of 10 school days. (Enlightened rights holders, such as PBS's Reading Rainbow, allow for much more.) • Cable programs are technically not covered by the same guidelines.
Trademark		
<ul style="list-style-type: none"> • Word, Phrase, Logo, Symbol, Design, or combination of any of those listed 	<ul style="list-style-type: none"> • Corporate logos (such as Nike Swoosh, Coca-Cola, sport logos, Disney, etc.) 	<ul style="list-style-type: none"> • Use of trademarked items should not be used • For more information, visit http://www.uspto.gov/trademarks/basics/index.jsp

Sources: United States Copyright Office Circular 21; Sections 107, 108, and 110 of the Copyright Act (1976) and subsequent amendments, including the Digital Millennium Copyright Act; Fair Use Guidelines for Educational Multimedia; and cable systems (and their associations).