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 month 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

School of Professional Studies
or the School

Do not use

New York University School of Professional Studies
NYU SPS

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
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
Center for Global Affairs
Heyman Center

Do not use (select examples)

NYU Schack Institute of Real Estate
NYU Schack
NYU Center for Global Affairs
NYU Heyman Center
NYU Tisch Center

NYU SPS Schack Institute
NYU SPS Center for Global Affairs
NYU SPS Tisch Center

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.

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