Professional Business Associates

STYLE & REFERENCE MANUAL
2016-17 Edition
Secondary/Post-secondary

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 scoring 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 scoring Competitive Events.
PRODUCTION STANDARDS
Criteria for the evaluation of computer-generated items

I. Method of Evaluation
   A. Contestant 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 “bokkeepr” 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
    Five 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 errors (50% of assigned point value of each document)
    4 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.
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)

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.
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)  
(CS)  
COUNTY OF ________ (bold)  
(CS)  

AFFIDAVIT (bold)  
(CS)  
I, Mary R. Smith, upon oath, state as follows:  
(CS)  

1. On January 8, 20__, Thursday, …… that I never saw Mr. Jonah with any personnel files that night.  
(CS)  

________________________ (2” line)  
Mary R. Smith  
(CS)  
WITNESS my hand and official seal in the County and State aforesaid this _______ day of  
(CS)  
________________________ (1½” line), 20__.  
(CS)  

________________________ (2” line)  
Notary Public
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,
(DS)
Defendant.

CASE NO. DA-4444

________________________/ (2” line)

INTERROGATORIES (bold)

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)

________________________ (2” line, right aligned)

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

JAN CUMMENT,
(DS)
Plaintiff,

v.

SUSAN LONG,
(DS)
Defendant.

CASE NO. DA-4444

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__.

COUNTY JUDGE

Copies furnished:
DURABLE POWER OF ATTORNEY (bold)

Know All Men By These Presents: (bold)

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:

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,

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__.

Notary Public

Signed and sealed in the presence of

Witness

Witness

Durable Power of Attorney
of Juan Cimment

Page 1 Initials ____________ (this line is 10 pt. font size, 1” line)
November 16, 20__ *(use current date unless otherwise specified)*

(QS)

Mr. Larry Brown, President  
Brown Office Supplies  
1101 Horteza 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
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*)

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*)

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*)

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*)

How will you determine the success of your marketing plan and your business?
Patient Name:  
Date of Birth: mm/dd/yyyy  
Date of Exam: mm/dd/yyyy  

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.

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

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

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

Gene Loghlin, M.D.

GL:xx

D: mm/dd/yyyy (key date of dictation)
T: mm/dd/yyyy (key date of recorded transcription)
Patient Name:  
PCP: (Right align Preferred Care Provider)
Date of Birth: mm/dd/yyyy
Date of Exam: mm/dd/yyyy  
Sex: (Right align gender)

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.

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

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


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

(2” line, right aligned) ____________________________
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 Medical Transcription Form
Top Margin: 1”
Side Margins: 1”
Patient Name Line: 2.5” from top
Second Page Text begins: 1” from top
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.

xx
(DS)
Enclosure(s) or Attachment(s) (use whichever is appropriate, if any)
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.

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)

(2” line, right aligned) ______________________________
Secretary
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.
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:

<table>
<thead>
<tr>
<th>Level #</th>
<th>Number alignment</th>
<th>Aligned at</th>
<th>Text indented at</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (I)</td>
<td>Left</td>
<td>0”</td>
<td>0.25”</td>
</tr>
<tr>
<td>2 (A)</td>
<td>Left</td>
<td>0.25”</td>
<td>0.5”</td>
</tr>
<tr>
<td>3 (1)</td>
<td>Left</td>
<td>0.5”</td>
<td>0.75”</td>
</tr>
</tbody>
</table>

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

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

**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)

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

**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)

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(ALPHABETICAL LIST) ................................................................................................ iv

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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 ½” 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
Cain, Kevin. "The Negative Effects of Facebook on Communication." Social Media Today RSS


Gross, Daniel. “The Recession is Over! Now What We Need is a New Kind of Recovery.”


Kindle file.


---.

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.
## Two-Letter State Abbreviations

<table>
<thead>
<tr>
<th>STATE, DISTRICT, OR TERRITORY</th>
<th>TWO-LETTER ABBREVIATION</th>
<th>STATE, DISTRICT, OR TERRITORY</th>
<th>TWO-LETTER ABBREVIATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>AL</td>
<td>Montana</td>
<td>MT</td>
</tr>
<tr>
<td>Alaska</td>
<td>AK</td>
<td>Nebraska</td>
<td>NE</td>
</tr>
<tr>
<td>Arizona</td>
<td>AZ</td>
<td>Nevada</td>
<td>NV</td>
</tr>
<tr>
<td>Arkansas</td>
<td>AR</td>
<td>New Hampshire</td>
<td>NH</td>
</tr>
<tr>
<td>California</td>
<td>CA</td>
<td>New Jersey</td>
<td>NJ</td>
</tr>
<tr>
<td>Colorado</td>
<td>CO</td>
<td>New Mexico</td>
<td>NM</td>
</tr>
<tr>
<td>Connecticut</td>
<td>CT</td>
<td>New York</td>
<td>NY</td>
</tr>
<tr>
<td>Delaware</td>
<td>DE</td>
<td>North Carolina</td>
<td>NC</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>DC</td>
<td>North Dakota</td>
<td>ND</td>
</tr>
<tr>
<td>Florida</td>
<td>FL</td>
<td>Ohio</td>
<td>OH</td>
</tr>
<tr>
<td>Georgia</td>
<td>GA</td>
<td>Oklahoma</td>
<td>OK</td>
</tr>
<tr>
<td>Guam</td>
<td>GU</td>
<td>Oregon</td>
<td>OR</td>
</tr>
<tr>
<td>Hawaii</td>
<td>HI</td>
<td>Pennsylvania</td>
<td>PA</td>
</tr>
<tr>
<td>Idaho</td>
<td>ID</td>
<td>Puerto Rico</td>
<td>PR</td>
</tr>
<tr>
<td>Illinois</td>
<td>IL</td>
<td>Rhode Island</td>
<td>RI</td>
</tr>
<tr>
<td>Indiana</td>
<td>IN</td>
<td>South Carolina</td>
<td>SC</td>
</tr>
<tr>
<td>Iowa</td>
<td>IA</td>
<td>South Dakota</td>
<td>SD</td>
</tr>
<tr>
<td>Kansas</td>
<td>KS</td>
<td>Tennessee</td>
<td>TN</td>
</tr>
<tr>
<td>Kentucky</td>
<td>KY</td>
<td>Texas</td>
<td>TX</td>
</tr>
<tr>
<td>Louisiana</td>
<td>LA</td>
<td>Utah</td>
<td>UT</td>
</tr>
<tr>
<td>Maine</td>
<td>ME</td>
<td>Vermont</td>
<td>VT</td>
</tr>
<tr>
<td>Maryland</td>
<td>MD</td>
<td>Virgin Islands</td>
<td>VI</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>MA</td>
<td>Virginia</td>
<td>VA</td>
</tr>
<tr>
<td>Michigan</td>
<td>MI</td>
<td>Washington</td>
<td>WA</td>
</tr>
<tr>
<td>Minnesota</td>
<td>MN</td>
<td>West Virginia</td>
<td>WV</td>
</tr>
<tr>
<td>Mississippi</td>
<td>MS</td>
<td>Wisconsin</td>
<td>WI</td>
</tr>
<tr>
<td>Missouri</td>
<td>MO</td>
<td>Wyoming</td>
<td>WY</td>
</tr>
</tbody>
</table>
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, Me, 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 8\textsuperscript{th}, 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 city 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

Here is a detailed chart of the organizational structure:

<table>
<thead>
<tr>
<th>Financial Services</th>
<th>Information Technology</th>
<th>Human Resources</th>
<th>Marketing</th>
<th>Administrative Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Administrative Assistant</td>
<td>1. Data Entry Clerk</td>
<td>1. Human Resources Assistant</td>
<td>1. Information Processing Assistant</td>
<td>1. Administrative Assistant</td>
</tr>
<tr>
<td>10. Website Developer</td>
<td></td>
<td></td>
<td></td>
<td>9. Research Assistant</td>
</tr>
</tbody>
</table>

Revised 8/15/2016
## Proofreader’s Marks

<table>
<thead>
<tr>
<th>SYMBOL</th>
<th>REVISION</th>
<th>EDITED COPY</th>
<th>CORRECTED COPY</th>
</tr>
</thead>
<tbody>
<tr>
<td>s</td>
<td>Transpose letters or words.</td>
<td>to efficiently keyboard for a long period.</td>
<td>to keyboard efficiently for a long period.</td>
</tr>
<tr>
<td>/</td>
<td>Delete copy.</td>
<td>Send two of three copies</td>
<td>Send three copies</td>
</tr>
<tr>
<td></td>
<td>Cross the misstroke and write correct letter above.</td>
<td>the major problem</td>
<td>the major problem</td>
</tr>
<tr>
<td></td>
<td>Change copy as indicated.</td>
<td>The copy was mailed</td>
<td>The copy was mailed</td>
</tr>
<tr>
<td></td>
<td>Close up horizontal space.</td>
<td>the letterhead</td>
<td>the letterhead</td>
</tr>
<tr>
<td>^</td>
<td>Insert copy (caret).</td>
<td>When receive the copy</td>
<td>when we receive the edited copy</td>
</tr>
<tr>
<td></td>
<td>Insert period.</td>
<td>Donald P. Miller</td>
<td>Donald P. Miller</td>
</tr>
<tr>
<td>!/</td>
<td>Insert exclamation point.</td>
<td>No! / I refuse.</td>
<td>No! / I refuse.</td>
</tr>
<tr>
<td></td>
<td>Insert punctuation mark.</td>
<td>Mary’s comment was, &quot;The project must be completed by 1:30; otherwise, it will be of no value.&quot;</td>
<td>Mary’s comment was, “The project must be completed by 1:30; otherwise, it will be of no value.”</td>
</tr>
<tr>
<td>#</td>
<td>Insert space.</td>
<td>The text on the shelf</td>
<td>The text on the shelf</td>
</tr>
<tr>
<td>lc or /</td>
<td>Use lowercase letters.</td>
<td>THE MAIN Event lc</td>
<td>The Main Event</td>
</tr>
<tr>
<td>caps or `</td>
<td>Capitalize single letters or words.</td>
<td>Eastern; Pacific</td>
<td>Eastern; Pacific</td>
</tr>
<tr>
<td>DS</td>
<td>Double-space. (Leave one blank line.)</td>
<td>Dear Miss Smith Thank you for</td>
<td>Dear Miss Smith Thank you for…</td>
</tr>
<tr>
<td>SS</td>
<td>Single-space. (Leave no blank line.)</td>
<td>We are happy to announce that</td>
<td>We are happy to announce that…</td>
</tr>
<tr>
<td>QS</td>
<td>Quadruple-space. (Leave three blank lines.)</td>
<td>May 1, 20-- John J. Smith, CEO</td>
<td>May 1, 20-- John J. Smith, CEO</td>
</tr>
<tr>
<td>stet or …</td>
<td>Let it stand; ignore correction.</td>
<td>Our proposed seminar will likely be held</td>
<td>Our proposed seminar will likely be held.</td>
</tr>
<tr>
<td></td>
<td>Move copy in the direction of the bracket.</td>
<td>Sincerely yours John Jones Manager</td>
<td>Sincerely yours (QS) John Jones Manager</td>
</tr>
<tr>
<td></td>
<td>Begin new paragraph.</td>
<td>at the meeting. Beginning in June our next</td>
<td>….at the meeting. Beginning in June our next…..</td>
</tr>
<tr>
<td></td>
<td>or italic</td>
<td>All requests must be</td>
<td>All requests must be</td>
</tr>
<tr>
<td>//</td>
<td>Align copy.</td>
<td>1. Call to order 2. Approval of minutes</td>
<td>1. Call to order 2. Approval of minutes</td>
</tr>
<tr>
<td>SPD</td>
<td>Spell out word or number.</td>
<td>1945 North Water St.</td>
<td>1945 North Water Street</td>
</tr>
<tr>
<td>=/ or</td>
<td>Insert hyphen.</td>
<td>His mother-in-law</td>
<td>His mother-in-law</td>
</tr>
</tbody>
</table>
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 publication. 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 must be anchored below the logo.
- 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, black or white.
- 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 publication does not allow for a colored ink, black or white is acceptable.
- When the logo is printed in two or three colors, the preferred color for the tagline is navy blue, however black or white is acceptable.
- If the logo is printed in one color (navy blue, black or white), 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:

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Navy Blue</td>
<td>289</td>
</tr>
<tr>
<td>Tan</td>
<td>466</td>
</tr>
<tr>
<td>Red</td>
<td>185</td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Color</th>
<th>Red</th>
<th>Green</th>
<th>Blue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Navy Blue</td>
<td>20%</td>
<td>50% magenta</td>
<td>50% cyan</td>
</tr>
<tr>
<td></td>
<td>50%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tan</td>
<td>30%</td>
<td>10% magenta</td>
<td>20% black</td>
</tr>
<tr>
<td>Red</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Color</th>
<th>Red</th>
<th>Green</th>
<th>Blue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Navy Blue</td>
<td>0%</td>
<td>5.5% green</td>
<td>26.7% blue</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tan</td>
<td>83.9%</td>
<td>72.9% green</td>
<td>54.1% blue</td>
</tr>
<tr>
<td>Red</td>
<td>80%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color</th>
<th>Red</th>
<th>Green</th>
<th>Blue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Navy Blue</td>
<td>0%</td>
<td>5.5% green</td>
<td>26.7% blue</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tan</td>
<td>83.9%</td>
<td>72.9% green</td>
<td>54.1% blue</td>
</tr>
<tr>
<td>Red</td>
<td>80%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 & Fair Use Guidelines

Intellectual Property Guidelines

General Information About These Guidelines

- The U.S. Copyright Act provides that only the copyright holder has the right to reproduce, distribute, display, perform, or make derivatives of a copyrighted work.

- An exception to this rule is called “fair use.” Four factors courts use to decide whether an unauthorized use of a copyrighted work is “fair use” (and therefore permitted even though the copyright owner has not granted permission) are: (1) **the purpose and character of the use**, *i.e.*, if the work is used only for educational purposes, it is *more* likely to be considered fair use, and if the use of the work is transformative (not mere copying), it is *more* likely to be considered fair use; (2) **the nature of the copyrighted work itself**, *i.e.*, if the work is published, use of that work is *more* likely to be deemed fair use because the author has had the opportunity to control its first publication, also if the work is primarily factual in nature, then use of it is *more* likely to be deemed fair use; (3) **the amount of the copyrighted work used**, *i.e.*, if a small amount of the copyrighted work is copied, then it is *more* likely to be considered fair use; and (4) **whether the use of the copyrighted work has a significant effect on the market for the work**, *i.e.*, if the use would not replace sales of the work that would otherwise occur, it is *more* likely to be deemed fair use.

- Educational use is not *automatically* fair use, so you should follow the guidelines below to ensure your use does not violate a copyright owner’s rights.

- Always ask yourself whether something that is not your own could be copyright protected – if it is music, a movie clip, or a photo created by someone else, it could be.

- Any materials you use in your presentation must have been legitimately acquired, meaning that whatever source the materials are taken from cannot themselves have been engaging in copyright infringement (for instance, use of a video that was clearly videotaped on a phone in a movie theater and then posted on the internet would not be advisable, as that taping in the movie theater and posting of the video on the internet likely violated the rights of the owner(s) of the copyright to the movie).

- Works published before the specific date of January 1, 1923, are in the public domain, so you can use these works freely without permission.

- The following rules apply only to use of materials in your BPA presentation, and not for any other purpose.

No matter what, always credit all of your sources. This is important to avoid any potential plagiarism concerns. Where the information is available, include the copyright notice, for instance: “Excerpt from ___ © 2016 XYZ Publishing Co.”

Disclaimer

These guidelines are intended to convey general information about copyright and trademark law. They should not be relied upon as legal advice. BPA’s services are educational in nature, and neither it nor any of its affiliates or staff are a lawyer or law firm. BPA does not represent or advise clients in any matter and are not bound by the professional responsibilities and duties of a legal practitioner. These guidelines are not an offer to represent you, nor are they intended to create an attorney-client relationship. These guidelines are intended, but are not promised or guaranteed, to be correct, complete and up-to-date. However, they may not reflect all recent legal developments and may not apply to the specific circumstances of individual situations.
Trademark Guidelines

- A trademark may consist of a word, phrase, logo, symbol, design, sound, or combination of any of those listed (such as Google®, the Nike® Swoosh, the shape of the Coca-Cola® bottle, and sports logos). A trademark owner can register a trademark only in particular categories of goods or services for which it is using the mark.

- Trademarks are not a significant concern in the context of your BPA competition submission because infringement typically occurs when a trademark is used in connection with the sale of products or services, whereas here the use would be as a reference to describe the products or services.

- If you are concerned about the use of a trademark, you could refer to the product or service without including the logo.

- Be sure to use the registration symbol (“®”) where appropriate.

Copyright Guidelines - Specific Types of Material

<table>
<thead>
<tr>
<th>What Is Covered</th>
<th>What You Can Use</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Printed Materials</strong></td>
<td></td>
</tr>
<tr>
<td>Poems</td>
<td>You may incorporate text into your project as follows without seeking permission of the copyright owner (but you must always include a citation to your source). If you use more content than is noted here, you will need to seek permission of the copyright holder.</td>
</tr>
<tr>
<td>Stories</td>
<td></td>
</tr>
<tr>
<td>Essays</td>
<td></td>
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<tr>
<td>Articles</td>
<td></td>
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<tr>
<td>Picture, chart or illustration in a book</td>
<td></td>
</tr>
<tr>
<td>Books</td>
<td></td>
</tr>
<tr>
<td>o 10% of work or 1,000 words, whichever is less</td>
<td></td>
</tr>
<tr>
<td>o Articles, stories, or essays less than 2,500 words</td>
<td></td>
</tr>
<tr>
<td>o Poem of less than 250 words in its entirety</td>
<td></td>
</tr>
<tr>
<td>o Excerpt of 250 words from a poem of greater than 250 words</td>
<td></td>
</tr>
<tr>
<td>o One chart, picture, diagram, graph, cartoon or picture per book or per periodical issue</td>
<td></td>
</tr>
<tr>
<td>o Up to two pages from an illustrated work less than 2,500 words (such as a children’s book)</td>
<td></td>
</tr>
<tr>
<td>o “Consumables,” such as workbooks or standardized tests, may not be copied.</td>
<td></td>
</tr>
</tbody>
</table>
### Video or “Motion” Media

<table>
<thead>
<tr>
<th>What Is Covered</th>
<th>What You Can Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>DVDs</td>
<td>The material must be legitimately acquired (a legal copy, not illegally downloaded, bootleg or home recording).</td>
</tr>
<tr>
<td>Movie or TV show clips from the Internet</td>
<td>You may use 10% or three minutes (whichever is less) of “motion media” without seeking permission (though, as always, cite your source).</td>
</tr>
<tr>
<td></td>
<td>Videos from websites ending in .gov are public domain and therefore may be used without seeking permission (though cite your source).</td>
</tr>
<tr>
<td></td>
<td>If you are creating your own video from clips of other copyrighted videos, the video must be “transformative,” i.e., a new use of the original video such as a commentary on or criticism of it, as opposed to simply a reuse of the original video. Use only as much of each copyrighted video as necessary.</td>
</tr>
<tr>
<td></td>
<td>If the video is from YouTube®, Facebook®, Periscope®, or another site where users generate content, be especially careful to determine if it was posted by the creator. If so, you can use up to 10% or three minutes of it (whichever is less) without seeking permission, but be sure to cite your source. If it is a re-posting by a third party, determine whether the original is available from another source. Do not include a video you have reason to believe infringes a copyright in your presentation (a “bootleg” video recording, for example).</td>
</tr>
<tr>
<td>What Is Covered</td>
<td>What You Can Use</td>
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<td>---------------------------------------</td>
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</tr>
<tr>
<td><strong>Music</strong></td>
<td></td>
</tr>
<tr>
<td>• CDs/Tapes/Records</td>
<td>• Up to 10%, but no more than 30 seconds (whichever is less), of the sheet music or</td>
</tr>
<tr>
<td>• Audio from the Internet</td>
<td>recording from an individual musical work may be used without seeking permission</td>
</tr>
<tr>
<td>• Electronic music files such as MP3s</td>
<td>(but always credit your source). If you use an entire song, you likely need to seek</td>
</tr>
<tr>
<td>• Sheet Music</td>
<td>permission for the use.</td>
</tr>
<tr>
<td>• Up to 10%, but no more than 30</td>
<td>• There is a separate copyright for the musical composition (i.e., sheet music of a</td>
</tr>
<tr>
<td>seconds (whichever is less), of the</td>
<td>song) and the recording of a song. In other words, even if you only include portions of</td>
</tr>
<tr>
<td>sheet music or recording from an</td>
<td>sheet music or change the lyrics of a song, you should adhere to these guidelines.</td>
</tr>
<tr>
<td>individual musical work may be used</td>
<td>The copyright to the sheet music of a song may be owned by a different person than</td>
</tr>
<tr>
<td>without seeking permission (but</td>
<td>the owner of the copyright for a particular recording of a song.</td>
</tr>
<tr>
<td>always credit your source). If you</td>
<td></td>
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<tr>
<td>use an entire song, you likely need</td>
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<td>to seek permission for the use.</td>
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<tr>
<td>• Software (purchased or licensed)</td>
<td>• If you are using a framework that helps you build your software from scratch (such</td>
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<tr>
<td>• If you are using a framework that</td>
<td>as Game Engine), you likely do not need to worry about copyright concerns unless the</td>
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<td>helps you build your software from</td>
<td>framework permits you to import portions of someone else’s software.</td>
</tr>
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<td>scratch (such as Game Engine), you</td>
<td>• Software is copyrightable, so if your presentation uses someone else’s software,</td>
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<td>likely do not need to worry about</td>
<td>you need to be protected either by fair use or the terms of a license the copyright</td>
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<tr>
<td>copyright concerns unless the</td>
<td>holder might have granted to a third party.</td>
</tr>
<tr>
<td>framework permits you to import</td>
<td>o Fair use will likely apply if you use only small portions of the software and the</td>
</tr>
<tr>
<td>portions of someone else’s software.</td>
<td>end result is transformative.</td>
</tr>
<tr>
<td>• Software is copyrightable, so if</td>
<td>o You should also check to see if the copyright owner of the software has</td>
</tr>
<tr>
<td>your presentation uses someone else’s</td>
<td>licensed it such that third parties like you are permitted to use it.</td>
</tr>
<tr>
<td>software, you need to be protected</td>
<td>o If in doubt, do not include pre-existing software in your own software</td>
</tr>
<tr>
<td>either by fair use or the terms of a</td>
<td>competition entry.</td>
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<tr>
<td>license the copyright holder might</td>
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<td>have granted to a third party.</td>
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<td>existing software in your own software</td>
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<tr>
<td>competition entry.</td>
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<td>• Data Sets (Such As Spreadsheet</td>
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</tr>
<tr>
<td>Entries)</td>
<td></td>
</tr>
<tr>
<td>• Spreadsheet (e.g., Excel document)</td>
<td>• You may use up to 10% or 2500 fields or cell entries, whichever is less, without</td>
</tr>
<tr>
<td>• Tables</td>
<td>seeking permission. Always credit your source, however.</td>
</tr>
</tbody>
</table>