GEORGE MASON UNIVERSITY | University Information

This guide sheet is provided to assist users in developing clear and concise event descriptions that are brand compliant. When submitting your 25Live event request, if you intend for the event to be displayed on Today@Mason, the university calendar, follow this guidance....

- Event Title – Descriptive, yet short
    - Note: this is different from Event Name which does not display on published calendars
- Event Description - Does not need to be lengthy but readers should be able to understand what the event is
    - Recommendation: event descriptions should not exceed two paragraphs of more than 50 words each. A total of 100 words is permitted.

Event Descriptions should follow Mason brand guidelines on editorial style, for example:

- Correct spelling and proper grammar
- No words in all capital letters
- No "th", "st", etc. after numbers
- No :00 or pm/am
    - Time format must be: 3 p.m. – 4 p.m. *or* 1 p.m. to 3 p.m.
- Price information:
    - Fees should be written as a dollar sign and amount (i.e. $20), with no decimal point. There is no need to include decimal points unless the fee is $20.25 or $20.50, for example.
    - If there are multiple prices, list prices in descending order: $40, $35, $25.
    - Events should only be listed as Free when that is clearly stated.
- If the event space is not listed in 25Live (e.g. is off-campus or in multiple locations), the event description must include the physical location where the event is being held or the main registration/welcome area for the event.
- Location format must be: Building, Room 123
    - The campus name is not included for Fairfax, but is for Arlington and Science and Technology, and should be written as "Arlington Campus" or "Science and Technology Campus".
    - Off-campus events should be listed as location and city/town (e.g. Nationals Park, Washington, DC) *only Mason-affiliated or Mason-sponsored off-campus events should be listed*
- Avoid acronyms, unless introduced. For example, an event description includes, "The Office of Communications and Marketing (OCM)…", then later in the description uses "OCM". An acronym should not be used without describing what it is first.
    - "School of Business" should never be "SOB".
    - "Mason" is the short version of saying "George Mason University". "GMU" is not allowed.
    - "SciTech" is only used for the "Science and Technology Campus" when space is limited.
    - "George Mason University" receives all capital letters, but the word "university" alone is not capitalized.
    - Contact information must be listed in the event description (e.g. Philip Stamper, University Information, 703-993-5308, pstamper@gmu.edu).

- Either contact organization/office/department/ or a person's name (a specific name is not required, but a specific organization/department is).
- Phone numbers are required and should be entered as 703-993-1000, not (703) 993-1000.
- A department/organization name must be listed.
- An e-mail address must be listed.
  - Any stated website should have a clickable link.
  - Delete uses of the word, "please".

University Information determines if an event or training meets the stated criteria, and reserves the editorial rights on all content submitted. Should your event or training need to be edited, we will make the edits for posting, unless more information is needed.

University Information actively reviews various sources for events and trainings that are sponsored or co-sponsored by, as well as larger hosted events at Mason, and posts these events and trainings.

If more information is needed, the sponsoring/requesting entity will be contacted directly.