



Anthony TRAVEL

ANTHONY TRAVEL BRAND GUIDELINES

Updated: February 2015

ANTHONY TRAVEL BRAND GUIDELINES

Welcome! Anthony Travel began as a dream and a business plan scribbled on a napkin. Since then, we have become the leading sports travel management company in the country.

Our passion for **helping people experience and enjoy the world** is what motivates what we do every day and has remained our core purpose since 1989. For over 25 years, we have specialized in providing **creative and comprehensive travel solutions** for athletes, teams, coaches, parents, universities and fans. Sure, we've experienced some growth along the way — from a single office with two associates to dozens of offices nationwide — but we haven't outgrown our founding premise of **providing personal, professional travel service** to all of our clients and customers. This people-focused business philosophy is best illustrated by a set of core values that have guided our associates since day one.

 <i>Treat others as you want to be treated</i>	 <i>Enrich the lives of everyone we touch</i>	 <i>Integrity and honesty</i>
 <i>Commitment to mutually-beneficial solutions and relationships</i>	 <i>Professionalism</i>	 <i>Fun and healthy environment, attitude and associates</i>

Our new visual identity was created with these brand ideals in mind. All the elements, including the logo, typefaces, colors, and treatment of photos and text, project attributes of Anthony Travel and help to illustrate who we are and what we do.

The following guide provides an overview of the elements that make up our identity system and presents rules for working with them. Through notes and examples, it will help you construct our brand assets clearly to build a consistent identity that represents Anthony Travel.

PLEASE REMEMBER: *Everything that is externally produced must have final approval from the Anthony Travel brand and marketing team.*

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BRAND IDENTITY

SECTION NO.1

LOGO HISTORY

The Anthony Travel logo has evolved over the years to reflect the growth of our business, team and culture.



BRAND ICON

circle

*mimics the
world that
we travel*



color

*a gradial blue
to illustrate the
deep blue sea to
the bright blue sky*

a / t arrow

*wraps around the
mark to reflect the
global reach we
provide to our guests*

PRIMARY LOGO

The primary logo in full color is the strongest representation of our brand.

The logo is made up of the globe icon as well as the Anthony Travel wordmark and should always appear as a unit.

primary logo full-color with gradient



PRIMARY LOGO COLOR VARIATIONS

Consistent application of the logo will reinforce Anthony Travel as a brand.

Please use the primary logo color variations when applying the logo.

Official colors are on page 14.

primary logo full-color



primary logo 1-color



primary logo 1-color reversed



PRIMARY LOGO GRAYSCALE

Consistent application of the logo will reinforce Anthony Travel as a brand.

Please use the primary logo color variations when applying the logo.

Official colors are on page 14.

primary logo black and white



primary logo grayscale watermark (C:0 M:0 Y:0 K:20)



primary logo black and white reversed



CLEAR SPACE

To ensure the logo never appears cluttered, the dotted line around the logo indicates the minimum exclusion zone where nothing should intrude. This zone is calculated in "o" spaces - equivalent to the diameter of the "o" in "Anthony".



The logo should be no smaller than 0.875" wide for print materials or 130px wide for online applications.



To keep the logo from becoming distorted when resizing, hold the "Shift" key when dragging a selection point.

COMMON MISTAKES

The only alteration that can be made to the logo is resizing. Shown are several common examples of what NOT to do to the Anthony Travel logos and icons.



DO NOT remove or omit sections of the logo



DO NOT crop or cut off the logo



DO NOT distort, skew or rotate the logo



DO NOT alter elements within the logo



DO NOT outline or invert the logo



DO NOT use drop shadow or other effects on the logo



DO NOT place the logo on busy backgrounds or outline logo



DO NOT alter the colors in the logo



DESIGN PLAYBOOK

SECTION NO.2

COLOR PALETTE

Color is the visual component people remember most about a brand. The distinctive colors listed play a major role in establishing our identity and should be implemented consistently in all web, print and marketing materials.

PRIMARY COLORS

**SKY BLUE:**

cmyk (90, 68, 0, 0)

rgb (0, 71, 187)

#0047bb



COOL GRAY 8 C

GRAY:

cmyk (23, 16, 13, 46)

rgb (136, 139, 141)

#888b8d

SECONDARY COLORS

**DEEP BLUE SEA:**

cmyk (100, 95, 5, 39)

rgb (0, 30, 98)

#001e62

**WHITE:**

cmyk (0, 0, 0, 0)

rgb (255, 255, 255)

#ffffff

WHITE

GRADIANT



#001e62

#0047bb

TYPOGRAPHY

EFFRA

Our primary typeface is Effra. All visual weights and styles are allowed for use in Anthony Travel communications.

When Effra is unavailable to you, use a similar san-serif font family such as Arial, Calibri or Myriad Pro.

EFFRA LIGHT

This font weight should not be used on a dark or colored background, as it will become difficult to read when printed or at a distance.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#\$%&*) 0123456789

Effra Light

Effra Regular

Effra Italic

Effra Medium

Effra Heavy

PHOTOGRAPHY

When selecting imagery, the emphasis should be on the event and unique travel experience. Good options include candid moments of teams, players, fans and spectators, as well as the unique landscapes and landmarks of domestic and international destinations.

To comply with NCAA rules, images of current student-athletes are not allowed to be used in any form.



GIVING CREDIT

When requested to give photo credit, place ©CLIENT in the bottom right of image. When bottom right is not a suitable location place credit in the footer with "Photo ©CLIENT".

The background image is a photograph of a soccer match taking place on a grassy field. In the foreground, several players are visible, some in white jerseys and others in darker jerseys. One player in a white jersey is jumping high, possibly to head the ball. In the background, there is a large, light-colored building with multiple arched windows and doorways. Palm trees and other vegetation are scattered around the building. The entire image has a blue color overlay.

BRAND APPLICATION

SECTION NO.3

LOGO APPLICATION WITH CLIENT COLORS

When placing the Anthony Travel logo on a non-primary color, such as client or event color, use the one-color reversed logo over a solid client/event color.

primary logo 1-color reversed on client color example



DO NOT: use client or event colors to alter the color of the primary logo



OFFICIAL PARTNER LOGO LOCKUP

Our partners are very important to us and our brand. Please use the example below when creating a partner and Anthony Travel logo lockup.



CLIENT COLORS AND BRANDING

Client colors, logos and branding style should only be used for on-site, promotional and sales materials such as credentials, sales blasts, gameday inserts and desk signage.



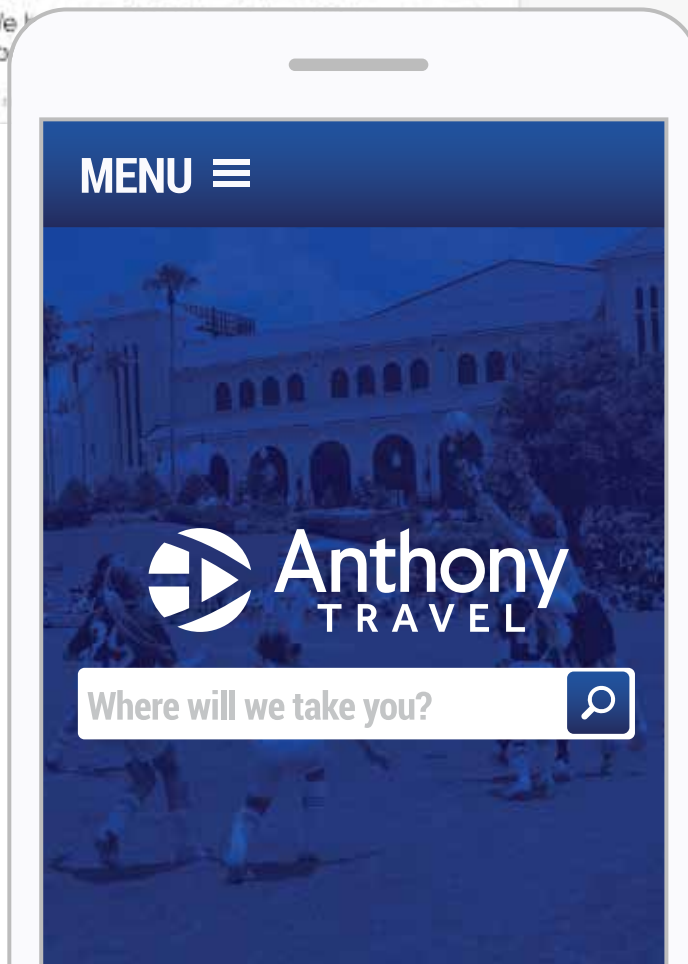
DIGITAL

In digital solutions there are times the designer may have to stray away from the brand guidelines to adjust to resolution and size constraints. When applying the logo in these special situations, efforts should be made to preserve the brand standards as much as possible.

twitter.com/AnthonyTravel



AnthonyTravel.com on mobile



PRINT

When placing the logo as a secondary item please follow the suggested placements illustrated below.



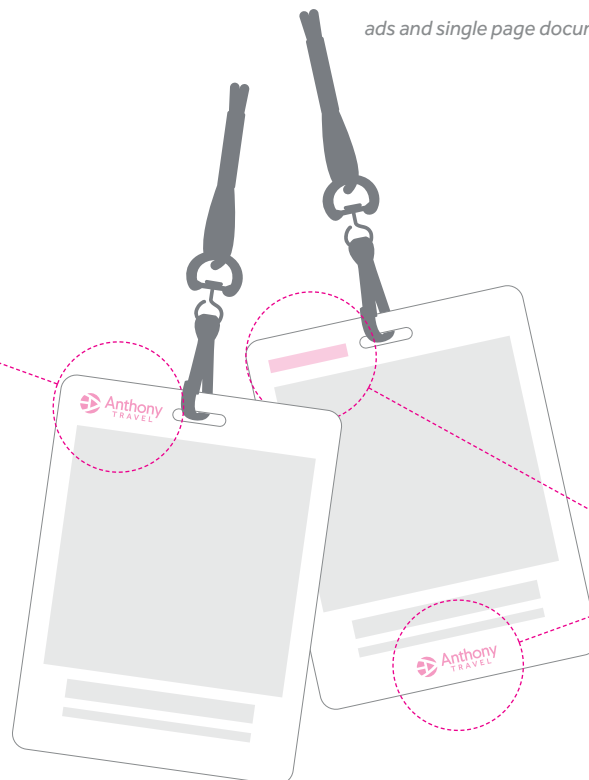
▲ with official partner branding



ads and single page documents place logo in bottom right ▲

credential

the logo should appear in the upper left corner



credential with secondary logos

when more than one client logo is provided, secondary client logos (alumni, development or sponsorship logos) should take on similar sizing as the Anthony Travel logo

An aerial photograph of a large ship, likely a ferry or cargo vessel, sailing on the ocean. The ship is viewed from a high angle, showing its deck, superstructure, and wake. The entire image is overlaid with a semi-transparent blue filter. The ship's hull has a stylized 'S' logo. The text 'STYLE BOOK' is centered over the ship's deck area, flanked by two horizontal white lines.

STYLE BOOK

SECTION NO. 4

INTRODUCTION

This is our in-house guide to style.

The Anthony Travel Stylebook outlines basic rules on grammar, punctuation, usage and tone. It offers guidance on common style-related issues encountered by employees writing for a mass audience.

Many of the entries in this book are derived from the standards established by The Associated Press Stylebook. When deviations exist between the AP Stylebook and this resource, this resource takes precedence.

The function of consistent and correct style is to remove distractions from the reader's path and promote clarity in copy. To bring consistency to all of our communications requires a set of standards that is diligently followed. That said, style guidelines set forth in this book should never interfere with clarity or literary quality, nor should they change the original meaning of copy.

Use this guide as a reference when you are preparing all communications and marketing pieces intended for public consumption. It may be used in conjunction with the Anthony Travel Brand Guidelines, which present correct usage of Anthony Travel's brand elements.

Just as use of the English language is constantly changing, this book will adapt and evolve to meet our needs. If you have questions or suggestions regarding the recommendations in this book, please email them to the Anthony Travel marketing department at marketing@anthonytravel.com.

COPY TONE

Tone is to copy as a logo is to a brand.

Tone pumps life, character and identity into words on a page (or screen), and it helps set apart a company from its competitors. In the absence of visible branding, guests should be able to read an email, webpage or tweet and recognize that it's coming from Anthony Travel.

Anthony Travel's tone is a reflection of our people and values: approachable, conversational, helpful and straightforward. It features a lot of first-person pronouns like "you" and "your", "we" and "us" — none of that stuffy corporate speak that intimidates and confuses readers. It balances personality with professionalism and evokes a sense of care that can only be achieved through writing that sounds like it was generated by a human.

While writing should be adapted and made appropriate for various platforms and projects, a consistent tone across all copy will help establish Anthony Travel's writing identity — just as our logo helps identify us visually.

DO

- ✓ **Be clear and concise**
Get to the point. Don't say in 50 words what can be said in 10.
- ✓ **Be personable**
We're humans communicating with other humans. Speak directly to your audience with first-person pronouns.
- ✓ **Know your audience**
It's the best way to effectively craft your message so they will pay attention.
- ✓ **Read it aloud**
If it's easy to read out loud, it's easy to read. This helps check for flow and cadence, and catches silly mistakes.
- ✓ **Be consistent**
It's the best way to establish a recognizable tone.
- ✓ **Be professional**
We can be fun and show personality, but we're still a reputable company.

DON'T

- ✗ **Don't overcomplicate things**
There's a time and a place for confusing industry jargon and technical language. Just not at Anthony Travel.
- ✗ **Don't be unnecessarily formal**
Keep it conversational. This isn't a commencement address.
- ✗ **Don't sound overly corporate**
Corporate speak is stale and stuffy. Anthony Travel is neither.
- ✗ **Don't forget to edit**
Focusing on tone is pointless if you've got errors in your writing.
- ✗ **Don't be repetitive**
Redundancy is annoying to read. Belaboring your point doesn't help it.
- ✗ **Don't just copy and paste**
The copy from last year's email could probably stand to be freshened up. And it probably needs to be rewritten if used across multiple platforms.

STYLE GUIDELINES

24-hour, 24 hours

Hyphenated only if it modifies a word or phrase that follows: *24-hour assistance*.

24 hours a day is not hyphenated.

5-star

Use numerals when referring to a hotel's rating.

AAU

Acceptable in all references to the Amateur Athletic Union.

accommodations

Spelled with two c's and two m's, always plural.

addresses

Use abbreviations *Ave.*, *Blvd.* and *St.* only with a numbered address: *1600 Pennsylvania Ave.* Spell them out in the absence of numbers: *Pennsylvania Avenue*.

Alley, *drive*, *lane*, *road*, *terrace* are always spelled out.

Spell out and capitalize *First* through *Ninth* when used as street names. Use figures with two letters for *10th* and above: *257 Fifth Ave.*, *100 21st St.*

Abbreviate compass points used to indicate directional ends of a street or quadrants of a city in numbered addresses: *200 E. 42nd St.* Do not abbreviate if the number is omitted: *East 42nd Street*. No periods in quadrant abbreviations — *NW*, *SE* — unless customary locally.

alumnus, alumni, alumna, alumnae

Alumnus: a man who has attended a school.

Alumna: a woman who has attended a school. (*Alumnae* for a group of women.)

Alumni refers to a group of men and/or a group of men and women who attended a school.

Should only be used in conjunction with a school name: *Joe is an alumnus of Austin College*. NOT: *Joe is a 2007 alumnus*.

Similarly, the word "graduate" should only be used with a year: *Joe is a 2007 graduate*. NOT: *Joe is an Austin College graduate*.

ampersand (&)

The ampersand is not a substitute for *and* in copy. Limit use of the ampersand to formal names or titles. It is acceptable in design work.

Anthony Travel

ATI should not be used externally.

Anthony alone should not be used.

Anthony Travel, Inc. may be used in formal business/legal documents or releases.

Generally, we should refer to the company as, simply, *Anthony Travel*.

AnthonyTravel.com

arrive

Prepositions that can follow "arrive" include *at*, *in* and *on*. You *travel to* someplace; you do not *arrive to* a destination.

athletics director

The director of athletics is the athletics director. "Athletic director" sounds like the individual has athletic ability, which may not be the case.

In general references, make it lowercase. Capitalize only when used directly before a person's name; however, the individual's official title should always be used, whether it is the singular or plural form.

athletics department

See *athletics director* rationalization.

bus, buses, bused, busing

Busses are kisses.

canceled, canceling, cancellation

capitalization

Avoid unnecessary capitalization.

The following should be capitalized:

PROPER NOUNS: a specific person, place or thing: *John*, *South Bend*, *Anthony Travel*

PROPER NAMES: common nouns such as *river*, *party*, *street*, *west*, *university*, *college*, etc. when they are an integral part of the full name for a person, place or thing: *Mississippi River*, *Democratic Party*, *Park Street*, *West Virginia*, *Kansas State University*, *College of Business*. Lowercase when used alone in subsequent references and in all plural cases: *the river*, *the Democratic and Republican parties*, *the university*, *Park and 47th streets*.

AREAS OF STUDY: Use lowercase except for words that are proper nouns: *sports marketing*, *English*, *American literature*.

COLLEGIATE SPORTS TEAMS: Capitalize school name but lowercase name of team: *UCLA women's basketball team*.

STYLE GUIDELINES

capitalization (continued)

TITLES: Capitalize formal titles when used immediately before a name. Lowercase formal titles when used alone or when set off by commas. Also lowercase office departments: *marketing department, soccer pod, accounting.*

carry-on

cellphone

check in (v.) check-in (n. and adj.)

Check in to the hotel at 3 p.m.

Check-in is at 3 p.m.

Check-in time is 3 p.m.

check out (v.) check-out (n. and adj.)

Check out of the hotel at noon.

Check-out is at noon.

Check-out time is noon.

cities

The following domestic cities may stand alone in all instances, including datelines, graphics, stories, sales/marketing copy, etc.

EXCEPTIONS: In some instances not listed below, including a state name may be unnecessary. In communications targeted at audiences very familiar with specific cities, a state name is not needed. For example, South Bend may stand alone in Notre Dame communications, State College for Penn State communications, etc. In Disney-based communications, the cities of Kissimmee and Lake Buena Vista may stand alone. Use best judgment.

Atlanta	Dallas	Las Vegas	New York City	St. Louis
Baltimore	Denver	Los Angeles	Oklahoma City	Salt Lake City
Boston	Detroit	Miami	Orlando	San Antonio
Chicago	Honolulu	Milwaukee	Philadelphia	San Diego
Cincinnati	Houston	Minneapolis	Phoenix	San Francisco
Cleveland	Indianapolis	New Orleans	Pittsburgh	Seattle

All other cities should be accompanied by state names (see **states** entry for correct abbreviations).

STYLE GUIDELINES

The following international cities may stand alone in all instances.

Amsterdam	Geneva	Macau	Quebec City
Baghdad	Guatemala City	Madrid	Rio de Janeiro
Bangkok	Hamburg	Mexico City	Rome
Beijing	Havana	Milan	San Marino
Beirut	Helsinki	Monaco	Sao Paulo
Berlin	Hong Kong	Montreal	Shanghai
Bogota	Islamabad	Moscow	Singapore
Brussels	Istanbul	Munich	Stockholm
Cairo	Jerusalem	New Delhi	Sydney
Copenhagen	Johannesburg	Oslo	Tokyo
Djibouti	Kabul	Ottawa	Toronto
Dubai	Kuwait City	Panama City	Vatican City
Dublin	London	Paris	Vienna
Frankfurt	Lexembourg	Prague	Zurich

coach

Lowercase as a job description as it is not a formal title. Capitalize only when used as a term of address. *The coach was satisfied with the trip. Duke's Coach K was satisfied with the trip. Men's basketball coach Mike Krzyzewski.*

College Football Playoff (CFP)

complimentary

Preferred to *free*.

composition titles

Capitalize the major words, including prepositions and conjunctions of four or more letters.

Capitalize an article — *a, an, the* — or words of fewer than four letters if it is the first or last word in the title.

Italicize the titles of the following works: books, computer games, movies, operas, plays, poems, albums, lectures, speeches and works of art.

Put quotation marks around names of songs and television programs.

Do not italicize or put quotation marks around reference books or the Bible.

Website names and apps are capitalized without quotes, unless part of the name like "FarmVille".

dates

Always use figures; never use the suffixes *st, nd, rd, th*.

When a month is used with a specific date, abbreviate only *Jan., Feb., Aug., Sept., Oct., Nov., Dec.* Spell out all others.

Spell out all months when used alone or with a year alone.

When a phrase lists a month, day and year, set off the year with commas. Similarly, when a phrase lists a day of the week, month and day, set off the month and day with commas.

Examples: *January 2013 was a cold month. The game was played on Jan. 7, 2013, at Sun Life Stadium. The championship game will be played Monday, April 8, in Atlanta.*

Disney

See **Disney Guidelines** for an expanded usage guide.

*Disney Guidelines
located on page 34*

STYLE GUIDELINES

Division I, Division II, Division III

For abbreviations, use D-I, D-II, D-III.

email

For email addresses in text, avoid splitting over two lines: *johnanthony@anthonytravel.com*.

Final Four®

first-come, first-served

gameday

Internet

Always capitalized.

kick off (v.) kickoff (n. and adj.)

Craig will kick off the huddle with a funny story about his children.

Kickoff is at 8 p.m. ET.

The kickoff event will take place Saturday afternoon.

match-up

midnight

Do not put 12 in front of it. Only capitalize at the beginning of a sentence.

more than, over

More than should be used with numerals: *More than 2,000 fans traveled to Miami.*

Over refers to spatial relationships: *The quick brown fox jumped over the lazy dog.*

NCAA

Acceptable in all references to the National Collegiate Athletic Association.

noon

Do not put 12 in front of it. Only capitalize at the beginning of a sentence.

numerals

In general, spell out one through nine and use figures for 10 or above. Spell out all numbers that begin sentences, except years.

In non-technical writing, avoid instances of spelling out numbers and using numerals: *Three* (3). It is unnecessary.

ADDRESSES: Spell out numbered streets nine and under. *210 Fifth Ave., 3012 10th St.*

AGES: Use figures for all ages and use hyphens for ages expressed as adjectives before a noun or as a substitute for a noun. *The 40-year-old coach; the coach is 40 years old; the 40-year-old. The boy is 3; the 3-year-old boy.*

DISTANCES: Use figures. *Walk 1 mile north to the tailgate. The hotel is 7 miles from the complex.*

LARGE NUMBERS: *1 million people, \$7 billion.*

MONEY: *5 cents, \$50 bill, 8 euros.*

RANK: *The team was ranked No. 1.*

SCHOOL GRADES: Use figures for grades 10 and above. *10th grade.* Spell out first through ninth grades: *fourth grade; fifth-grader.*

Also use figures for the following: dates, years, decades, centuries, court decisions, decimals, percentages, fractions larger than one, dimensions, golf clubs, odds and proportions, ratios, political districts, recipes, speeds, sports scores, temperatures, times and votes.

on site, on-site

On site is a prepositional phrase: *Anthony Travel will have a representative on site.*

On-site is a modifying phrase: *Anthony Travel will provide 24-hour on-site assistance.*

package holder

Find another word or phrase, please.

percent

Spell out when used within text. For graphics, the sign (%) is acceptable.

play off (v.) playoff (n. and adj.)

possessives

Use the following guidelines:

PLURAL NOUNS NOT ENDING IN S:

Add 's: *the alumni's seats, men's team.*

PLURAL NOUNS ENDING IN S: Add only an apostrophe: *the VIPs' charter flight was delayed, the girls' equipment.*

NOUNS PLURAL IN FORM, SINGULAR IN MEANING: Add only an apostrophe: *measels' effects* (often clearer if changed to *effects of measels*).

NOUNS THE SAME IN SINGULAR AND PLURAL: Treat them the same as plurals: *two deer's tracks.*

SINGULAR NOUNS NOT ENDING IN S: Add 's: *the VIP's seat, the girl's equipment.*

STYLE GUIDELINES

SINGULAR COMMON NOUNS ENDING IN S:

Add 's unless the next word begins with s: *the witness's answer, the witness' story.*

SINGULAR PROPER NAMES ENDING IN S: Use only an apostrophe: *Achilles' heel, the Wildcats' team hotel.*

PRONOUNS: No apostrophes for personal interrogative and relative pronouns: *ours, yours, his, hers, its, theirs, whose.*

COMPOUND WORDS: Follow rules above by applying apostrophe or 's to word closest to object possessed: *athletic director's decision, athletic directors' convention.*

JOINT POSSESSION, INDIVIDUAL POSSESSION: If joint ownership, use possessive form after only the last individual: *Bill and Bob's tickets.*

Use possessive form after each individual if objects are individually owned: *Bill's and Bob's tickets.*

DESCRIPTIVE PHRASES: Do not add an apostrophe to word ending in s when used primarily in descriptive sense: *boys soccer team.*

An 's is required, however, when a term involves a plural word that does not end in s: *men's basketball team.*

QUASI POSSESSIVES: Follow rules above when composing possessive form of words that occur in phrases such as *two weeks' vacation, three nights' hotel accommodations.*

Often, a hyphenated form is clearer: *two-week vacation, three-night hotel accommodations.*

postgame, pregame

postseason, preseason

prices

Avoid ".00" — it is unnecessary.

seasons

Do not capitalize unless part of a formal title: *Sun Classic Summer Softball Showcase, Winter Olympics.*

sightseeing

smartphone

states

Spell out state names when used alone as well as in conjunction with city names.

PUNCTUATION: Always use a comma before and after a state name unless it appears at the end of a sentence. *Ontario, California, houses our collegiate athletic travel division.*

For a list of cities that can appear alone in copy (without a state name), see the **cities** entry.

If a state absolutely must be abbreviated for space-saving purposes, use the traditional state abbreviations set forth by the AP. See a member of the marketing team for assistance.

Two-letter postal codes should never be used as abbreviations in copy. They must only appear with full addresses, including zip codes.

T-shirt

telephone numbers

Use hypens: *800-736-6377.*

If indicating an extension, use a comma to separate from number: *214-363-0073, ext. 2.*

that/which

Use *that* for essential clauses, important to the meaning of the sentence: *One of the teams that made it to the Final Four® in 2012 didn't make the tournament this year.*

Use *which* for nonessential clauses that can be left off without changing the meaning of the sentence. Use commas to offset: *The team, which made it to the Final Four® in 2012, didn't make the tournament this year.*

Theme Park Tickets

Capitalize, per Disney's request. Specially priced — not "discounted" and not hyphenated.

timeout

times

Use figures except for *noon* and *midnight*. Use *a.m.* and *p.m.* Do not capitalize *noon* or *midnight*, unless at the start of a sentence.

For ranges, use an en dash without spaces: *9–11 a.m.*

Avoid ":00" as it is unnecessary. Avoid redundancies such as *10 a.m. this morning* or *10 p.m. Monday night.*

Also use figures for lengths of time: *5-minute walk.*

STYLE GUIDELINES

time zones

Use abbreviations *ET, CT, MT and PT*. The general audience doesn't understand standard vs. daylight time and certainly doesn't know when it switches.

tip off (v.) tipoff (n. and adj.)

titles

Generally, only capitalize formal titles when they are used directly before a person's name.

Examples: *University Vice President/Director of Athletics Jack Swarbrick attended the game. The group included President Kirk Schulz.*

Lowercase titles when they are not used directly before a name and/or if they are set off by commas.

Examples: *Notre Dame's athletics director, Jack Swarbrick, attended the game. The university president traveled with the group.*

Abbreviate the following titles when used with a name: *Dr., Gov., Lt., Gov., Rep., Sen.*

For formal titles that an individual formerly held, is about to hold or holds temporarily, the same rules apply. Do not, however, capitalize the qualifying word: *former President George W. Bush, acting Mayor John Smith.*

toward

Never ends in an s. The same goes for forward, backward, upward, downward.

transfer

Use *transportation* when referring to the movement of guests.

traveled, traveler, traveling

TV

Acceptable as an abbreviation. Plural form is *TVs* (no apostrophe).

university names

The word "university" may be dropped, even on first reference, when it is clear you are referring to the university. Universities with cities or names in their titles often require the word for clarity. Examples: *Duke, Notre Dame, Georgetown, Boston University, Seattle University, University of Chicago.*

U.S.

Abbreviation is acceptable. In headlines, it's *US* (no periods).

USD

Acceptable abbreviation for United States dollar. Use only in reference to the currency and in denoting exchange rates: *1 euro = 1.37 USD*. Do not use USD in conjunction with the dollar sign; it is redundant.

voice mail

vs.

walk-through

Walt Disney World® Resort

See Disney Guidelines for an expanded usage guide.

webpage

website

For web addresses in text, capitalize proper nouns and avoid splitting over two lines: *AnthonyTravel.com.*

who's, whose

Who's is a contraction for who is. It is not possessive: *Who's going on site for the event?*

Whose is the possessive: *Whose luggage is on the bus?*

who, whom, that

Who is the pronoun referencing humans and animals with names. It is grammatically the subject of a sentence, clause or phrase: *The team mom who called was upset.*

Generally, never use *that* when referencing human beings.

Whom is used when someone is the object of a verb or preposition: *The team mom to whom the room was booked is upset. With whom do you wish to speak?*

Wi-Fi

PUNCTUATION GUIDELINES

apostrophe (')

POSSESSIVES: See the **possessives** entry in the main section.

OMITTED FIGURES AND LETTERS: Use apostrophe in exact position of omitted figures and letters. *The class of '82. The '20s. Rock 'n' roll. 'tis the season.*

colon (:

Use at end of a sentence to introduce lists, tabulations, texts, etc. Capitalize the first word after a colon only if it is a proper noun or start of a complete sentence.

Q&A's: Use colon for Q&A's.

Q: How do I book a room?

A: Let me tell you.

INTRODUCING QUOTATIONS: Use a comma to introduce direct quotes only if the quotes are lengthy.

comma (,)

IN A SERIES: Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: *Packages include accommodations, transportation and game tickets.*

Put a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction: *I had an orange, toast, and peanut butter and jelly.*

Also use a comma before the concluding conjunction if the series is complex or lengthy: *The main points to consider when booking a hotel are whether the hotel offers breakfast, whether Internet is available, and whether they have rooms with refrigerators.*

NONESSENTIAL CLAUSES & PHRASES: Set off by commas. Nonessential clauses and phrases are additional information that does not change the meaning of the sentence if absent. In other words, it is not essential to the meaning of the sentence. *The information desk, located in the lobby, will open at 9 a.m. The school's athletics director, Jack Swarbrick, attended the pep rally.* Without the commas, the phrases would become essential to the meaning of the sentence, implying there is more than one information desk and more than one athletics director.

INTRODUCTORY CLAUSES & PHRASES: Use a comma to separate an introductory clause from the main clause. *Upon check-in, please present a photo ID and credit card.*

em dash (—)

Use to denote an abrupt change in thought or to introduce a series within a phrase. *Will you — can you — give me a call back? The package inclusions — hotel room, transportation, game ticket — were perfect.* Insert a space on both sides of an em dash.

en dash (–)

Use to represent “to” between figures or words. *The desk hours will be 10 a.m.–4 p.m.* No spaces on either side of the en dash.

If the numbers are preceded by the word from, use the word to and not an en dash. *The desk will be open from 10 a.m. to 4 p.m.*

exclamation point (!)

Don't overuse.

Use one (not two or three) to express a high-degree of surprise, urgency or excitement.

hyphen (-)

AVOID AMBIGUITY: Use a hyphen whenever ambiguity would result if omitted. *The president will speak to small-business men.* Businessmen is typically one word, but small businessmen sounds like you're calling them short.

COMPOUND MODIFIERS: When two or more words that express a single concept precede or modify a word, use hyphens to link the words in the compound. *On-site representative, first-quarter touchdown, full-time job. on-call number.*

Do not hyphenate the adverb very and all adverbs ending in -ly: *a very good hotel, specially priced Theme Park Tickets.*

COMPOUND PROPER NOUNS AND ADJECTIVES: *African-American, Mexican-American.*

WITH NUMERALS: When large numbers must be spelled out at the beginning of a sentence, use a hyphen to connect a word ending in -y to another word: *twenty-one, fifty-five.*

SUSPENSIVE HYPHENATION: *Three- and four-night travel packages.*

PUNCTUATION GUIDELINES

quotation marks (“ ”)

Use for direct quotes, dialogue, irony or unfamiliar words.

COMPOSITION TITLES: See **composition titles** for specific guidelines.

PUNCTUATION PLACEMENT: Periods and commas always go within quotation marks. The dash, semicolon, question mark and exclamation point go outside the quotation marks unless part of the quoted material.

semicolon (;)

TO CLARIFY A SERIES: Use semicolons in lists if the list is complicated or if the elements contain commas. *The team will make stops in Genoa and Milan in the north; Rome and Naples in central Italy; and Palermo in the south.*

TO LINK INDEPENDENT CLAUSES: *You must be listed as a participant in order to board the bus; spectators do not receive transportation.*

DISNEY GUIDELINES

The following usage guidelines and examples are taken directly from Disney's Nomenclature Guide. When referring to the names listed below, use the offsetting (*italics*) and symbolism (® or ™) exactly as indicated. *Italics* is the preferred form of offsetting, but all-caps may be used as an alternative.

Hotels

Bay Lake Tower at Disney's Contemporary Resort

Disney's All Star Resorts

Disney's All-Star Movies Resort

Disney's All-Star Music Resort

Disney's All-Star Sports Resort

Disney's Animal Kingdom Lodge and Villas

Disney's Animal Kingdom Lodge

Disney's Animal Kingdom Villas

Disney's Animal Kingdom Villas - Jambo House

Disney's Animal Kingdom Villas - Kidani Village

Disney's Art of Animation Resort

Disney's Beach Club Resort

Disney's Beach Club Villas

Disney's Boardwalk Inn and Villas

Disney's BoardWalk Inn

Disney's BoardWalk Villas

Disney's Caribbean Beach Resort

Disney's Contemporary Resort

Disney's Coronado Springs Resort

Disney's Fort Wilderness Resort & Campground

Disney's Fort Wilderness Cabins

Disney's Fort Wilderness Campground

Disney's Grand Floridian Resort & Spa

Disney's Hilton Head Island Resort

Disney's Old Key West Resort

Disney's Polynesian Resort

Disney's Pop Century Resort

Disney's Port Orleans Resort - Riverside

Disney's Port Orleans Resort - French Quarter

Disney's Saratoga Springs Resort & Spa

Disney's Vero Beach Resort

Disney's Wilderness Lodge

Disney's Yacht & Beach Club Resorts

Disney's Yacht Club Resort

Official Walt Disney World® Hotels -or-
Downtown Disney® Resort area hotel(s)

The Villas at Disney's Wilderness Lodge

Walt Disney World Dolphin Hotel

Walt Disney World Swan Hotel

Walt Disney World Swan and Dolphin Hotels

Theme Park Names

Epcot®

Disney's Hollywood Studios®

Disney's Animal Kingdom® Theme Park

Magic Kingdom® Park

DisneyQuest® Indoor Interactive Theme Park

Tickets

Magic Your Way® Base Ticket

Magic Your Way® Ticket with *Park Hopper®*

Option

Magic Your Way® Ticket with *Water Park Fun & More Option*

Other

Disney's Magical Express® Transportation

Downtown Disney® Area

Fastpass® Service

Walt Disney World Good Neighbor® Hotel

Walt Disney World® Resort

QUESTIONS?

This guide is to help you understand how our identity works.

If you have any questions, contact marketing@anthonytravel.com.

