NEW YORK CITY COLLEGE OF TECHNOLOGY

CITY TECH

CITY TECH BRANDING GUIDE

Editor's Note

All City Tech departments, centers, and programs contribute to the brand every day. By taking full advantage of City Tech's brand messaging in all communication we continue to build a stronger, unified college.

The intent of this branding guide is to foster consistency in the preparation of text and brand visuals for all City Tech print and digital publications and other official communications, including proposals, flyers, posters, ads and brochures as well as web content and social media. Adherence to the guidelines will streamline the editing process and facilitate the production of these publications.

The writing style rules used in this guide have been culled primarily from the *Associated Press Stylebook*. We recognize that there are many other sources that could be used, including the *Chicago Manual of Style*. For our purposes we have decided to go with a more journalistic style. Please note that this guide does not offer "right" answers, but simply a set of standards. For the sake of clarity and brevity, we have limited the rules discussed to those that pertain to issues that crop up most frequently in our publications.

If you have questions about any of the material in the following pages, do not hesitate to call the Office of Communications at 718.260.5979.

The description of the College and legal language below must be included on all collateral material produced by the College. The Office of Communications will update this language as necessary. Please check digital version of this document for the latest:

About City Tech (New York City College of Technology)
City Tech, of The City University of New York, is the largest four-year public college of technology in the Northeast and a national model for technological education. Located in Downtown Brooklyn, City Tech has an enrollment of more than 17,000 students in 29 baccalaureate and 27 associate degree programs and was recently ranked third in the nation in producing the highest paid associate degree-earning graduates (www.payscale.com). City Tech was also ranked fifth out of 369 public colleges and universities in overall economic mobility for its students and ninth among more than 2,000 U.S. institutions (www.equality-of-opportunity.org).

For more information, visit www.citytech.cuny.edu.

The College is committed to a policy of equal employment and equal access in its educational programs and activities and to non-discrimination in accordance with federal, state and city laws. For questions or concerns on non-discrimination, please contact the College's Chief Diversity Officer; for those regarding sex discrimination and sexual misconduct, please contact the College's Title IX Coordinator or the Office of Civil Rights of the United States.

Name
CITY TECH

Full Name
NEW YORK CITY COLLEGE OF TECHNOLOGY

Don't Use
NYC COLLEGE OF TECHNOLOGY

Avoid Using
NYCCT

College Slogan
WHERE CAN TECHNOLOGY TAKE YOU?

Color
C70M0Y5K30

Font
TRADE GOTHIC

WRITING
STYLE GUIDE

Abbreviations and Acronyms

On first reference, use "City Tech" followed by "New York City College of Technology" in parentheses. After that, "City Tech" or "the College" may be used, with the "C" in "College" uppercased. In addition, City Tech should always appear as two words.

> Correct: City Tech (New York City College of Technology) is a national model for technological education. Located at 300 Jay Street, the College is convenient to all public transportation.

> Incorrect: CityTech, Citytech, Cititech

Omit periods in acronyms, unless the organization uses periods in its acronym.

> Correct: CUNY, NY, NJ
> Incorrect: C.U.N.Y., N.Y., N.J.

When referring to The City University of New York, the "T" in "The" is capitalized. On first reference in a document, follow "The City University of New York" with "CUNY" in parentheses.

> Correct: The City University of New York (CUNY)

> In subsequent references just use "CUNY," "City University" or "the University."

Spell out the names of offices, agencies, etc. on first reference followed by the acronym in parentheses. In subsequent references in the same document, use the acronym. Or, abbreviate to one word with the first letter of it in lowercase.

> Correct: The Business & Industry Training Center (BITC) has an extensive network of strategic partners. BITC is located in the Howard Building.

> Also correct: The Business & Industry Training Center (BITC) has an extensive network of strategic partners. The center is located in the Howard Building.

> Note: The only two exceptions to lowercasing the first letter are "the College," when referring to New York City College of Technology, and "the University" when referring to CUNY.

Academic Degrees

Do not use periods in academic degrees.

> Correct: AA, AAS, AS, BA, BTech, MA, PhD

Use the possessive ('s) when referring to the type of degree.

> Example: Susan earned a bachelor's degree in chemical technology.

Do not use the possessive when referring to the formal name of a degree.

> Example: She earned a bachelor in applied science degree.

If referring to a "degree program," do not use the possessive.

> Example: She enrolled in a bachelor degree program.

For PhD degrees, "doctoral degree" and "doctorate" may be used interchangeably.

*Remember it's *associate degree*, not *associate's degree*, but *bachelor's degree*, *master's degree*, *doctorate*, and *doctoral degree*

Accent Marks

If a name or word is in a foreign language, include all of its accent marks and symbols. Foreign words that appear without them are considered misspelled; omitting them in names may be taken as a slight.

Alumni

Make sure to use an apostrophe (') and not an open single quote (') when referring to the alum's year of graduation.

> Correct: Josephine Baker '94
> Incorrect: Josephine Baker '94

> Note: To override Microsoft Word's auto formatting feature when it creates a single open quote (') instead of a closed single quote (') on a PC, hold down the Control + Quote keys (the key immediately to the right of the semicolon/colon key). On a Mac, hold down the Shift + Option + Closed Bracket keys.

Do not precede the year an alum graduated by a comma or put the year in parenthesis.

> Correct: Josephine Baker '94
> Incorrect: Josephine Baker, '94 or Josephine Baker ('94)

Campus Buildings

Following is a list of the formal names of City Tech's buildings and their letter abbreviations.

> Atrium Building (A)
> Environmental Control Building (E)
> General Building (G)
> Howard Building (H)
> Namm Hall (N)
> Pearl Building (P)
> Voorhees Hall (V)

Capitalization
see also Abbreviations and Acronyms

Capitalize formal titles when used immediately before a name.

> Example: At the time, President Pauline Novak said...

In all other cases, lowercase titles when used alone or when set off by commas.

> Correct: The president said...
> Also correct: Pauline Novak, president, said...

Do not capitalize titles that serve primarily as occupational descriptions.

> Correct: The list of invitees included astronaut Mary Smith.
> Incorrect: The list of invitees included Astronaut Mary Smith.

Capitalize official department names; lowercase other versions.

Correct: Department of Hospitality Management
Also correct: the hospitality management department

(The exception is on business cards and headings such as on
a department's homepage. See "Business Cards" section on page xx.)

Capitalize the "D" in "Downtown Brooklyn" when referring to City Tech's
location. Ditto other neighborhoods in the five boroughs, i.e., Midtown
Manhattan, South Bronx.

Commas

Do not use a serial comma in simple sentences.

Correct: The flag is red, white and blue
Incorrect: The flag is red, white, and blue

Use a serial comma if the first part of the sentence already has the word"and" in it.

Example: Lhota previously served as New York City's budget director
and commissioner of finance, and during his tenure achieved two
successive years of record-setting budget surpluses.

The comma is omitted following a stronger mark of punctuation.

Example: If she had watched "What's My Line?" she would have
known the answer.

CUNY

see Abbreviations
and Acronyms

Dashes/Hyphens

The "em" dash (—) sets off parenthetical phrases or clauses more dramatically
than a comma. It is also used when a phrase contains a series of words that are
separated by commas. Insert a space on both sides of an "em" dash.

Example: She listed the qualities — intelligence, humor,
independence — that she liked in an employee.

Note: This symbol can be created on the PC by hitting alt + control +
number lock + "minus" key on the numerical keyboard or on the Mac
by holding down the option + shift + hyphen keys.

The slightly shorter "en" dash (–) is used as a substitute for the word "to" in:

• number ranges (7–10 p.m., May 12–14)
• certain phrases (a New York–Transylvania flight)

Note: This symbol can be created on the PC by hitting alt + number
lock + "minus" key on the numerical keyboard or on the Mac by hold-
ing down the option key + hyphen keys.

A hyphen is used within a compound modifier (two or more words that express
a single concept) when that modifier precedes a noun. However, it is not used
after the adverb "very" or after any adverb that ends in "ly."

Correct: a full-time job
Incorrect: a quickly-shut door

Dates

Use cardinal numbers, except when referring to the century.

Correct: March 1
Incorrect: March 1st
Also correct: 21st century

Separate days and years with a comma, with another comma after the year, if it
is not at the end of the sentence.

Correct: Students registered from March 1, 1999, until March 30, 2001.

Do not insert a comma between the month and year unless a day is given.

Correct: May 1991
Incorrect: May, 1991

When referring numerically to a decade (like the sixties) use just an "s" without
an apostrophe.

Correct: the 1960s
Incorrect: the 1960's

Doctor

In press releases and other print materials, we use "Dr." before an individual's
name only if that person is a medical doctor. If the person is a faculty member,
on first reference he or she will be referred to as "professor" and on subse-
quent references only by last name. In bios, "PhD" or "EdD" will be included
after the name on first reference to indicate the doctoral degree.

On departmental websites, "Dr." may be used in the "faculty" section. Ditto for
administrators whose names appear on office websites.

PUNCTUATION/CAPITALIZATION AND USAGE POINTS

Faculty/Staff Use "faculty" or "staff" when referring to a collective entity.

Example: Thirty percent of the faculty agreed.

Use "faculty members" not "faculty," "staff members" not "staff," when referring to individuals.

Example: Please make sure to get all the faculty members' names.

Italics Use italics for book, movie, play, magazine/journal and newsletter titles, but use quotation marks around chapter, article, poem and TV/radio show titles.

Example: Her article, "The Tao of Stress," was published in *Psychology Today*.

When including a foreign word in a text, set it in italics if it is not in common usage (i.e., it does not appear in a good English dictionary). If it is in the dictionary, set in it regular (roman) type.

Correct: According to Sartre, man is always *de trop*.
Also correct: She has plenty of chutzpah.

City Tech (New York City College of Technology) see Abbreviations and Acronyms

Numbers Spell out whole numbers one through nine. All others should be expressed in figures.

Percent Spell out the word "percent" instead of using "%" when including it in a sentence.

Quotes Commas and periods always go inside quotes.

Correct: He said, "I know you understand this."
Also correct: "I know you understand this," he said.
Incorrect: He said, "I know you understand this".

Dashes, semicolons, question marks and exclamation points go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.

Correct: "I can't believe you ate the whole thing!" she exclaimed.
Also correct: I hated reading Spenser's "Faerie Queene"!

Use quotation marks around chapter titles, published articles, TV/radio shows, poems; use italics for book, magazine/journal, newsletter and stage play titles.

Spacing Use a single space after sentence-ending punctuaton. Do not put two spaces after a period.

Correct: City Tech is CUNY's senior college of technology. It is located on Jay Street.

Incorrect: City Tech is CUNY's senior college of technology. It is located on Jay Street.

When inputting text in your word processing program, just let the text flow. Use the "return" key only at the end of paragraphs.

Do not use the space bar to align columns, indent second lines on forms, etc. Use your word processing program's tab and margin functions.

Justify only the left-hand margin.

Spelling City Tech spelling for some frequently used words:

advisor	freelance	nationwide
catalog	fundraiser/fundraising	prerequisite
citywide	he/she (not s/he)	résumé
corequisite	homepage	webpage
e-mail	Internet	website
	intranet	

Time Use "a.m." and "p.m." not "AM" or "PM" or any other variation.

Do not use "00" to delineate the hour.

Correct: 7 p.m.
Incorrect: 7:00 p.m.

If giving a range of time, like the duration of an event, and both the beginning and end times are in the "a.m." or "p.m.," use "a.m." or "p.m." only once.

Correct: She was told to arrive between 9 and 11 a.m.
Incorrect: She was told to arrive between 9 a.m. and 11 a.m.

In formal invitations, all the words regarding time, including "o'clock," may be spelled out.

Example: Your presence is requested at seven o'clock in the evening.

SIDE A

NEW YORK CITY COLLEGE OF TECHNOLOGY
CITY TECH
WHERE CAN TECHNOLOGY TAKE YOU?
CU NY The City University of New York
www.citytech.cuny.edu   facebook.com/citytech   @citytechnews   @citytechnews

Aligned the top and bottom against the college logo

NEW YORK CITY COLLEGE OF TECHNOLOGY
CITY TECH
DEPARTMENT OF ENGLISH
300 Jay Street • Namm Hall 512
Brooklyn, NY 11201
718.260.5392
nbannett@citytech.cuny.edu

NEW YORK CITY COLLEGE OF TECHNOLOGY
CITY TECH
DEPARTMENT OF ELECTRICAL
& TELECOMMUNICATIONS
ENGINEERING TECHNOLOGY
186 Jay Street • Voorhees Hall 734
Brooklyn, NY 11201
718.260.5305
mrazani@citytech.cuny.edu

Text Format:
See Businesscard section

SIDE B: FOR OFFICE

Department/office names are set in all-caps

Use an ampersand instead of "and."

Correct: Business & Industry Training Center
Incorrect: Business and Industry Training Center.

300 Jay Street ● Atrium 114
Brooklyn, NY 11201

718.260.5050
pdc@citytech.cuny.edu

www.citytech.cuny.edu/pdc

PROFESSIONAL
DEVELOPMENT CENTER

Career Development • Internships • Graduate School Admissions

Street Address
Put building name and room number after 300 Jay Street, with a bullet between them.

Example:
300 Jay Street • Atrium 114

No periods in state

Correct: NY
Incorrect: N.Y.

Optional:
Departmental web address

Tag line

SIDE B: FOR PERSONEL

Approved format is:
Name, followed by terminal degree and/or professional certification (if requested)

No periods in degrees

Correct: Barbara C. Schroder, PhD
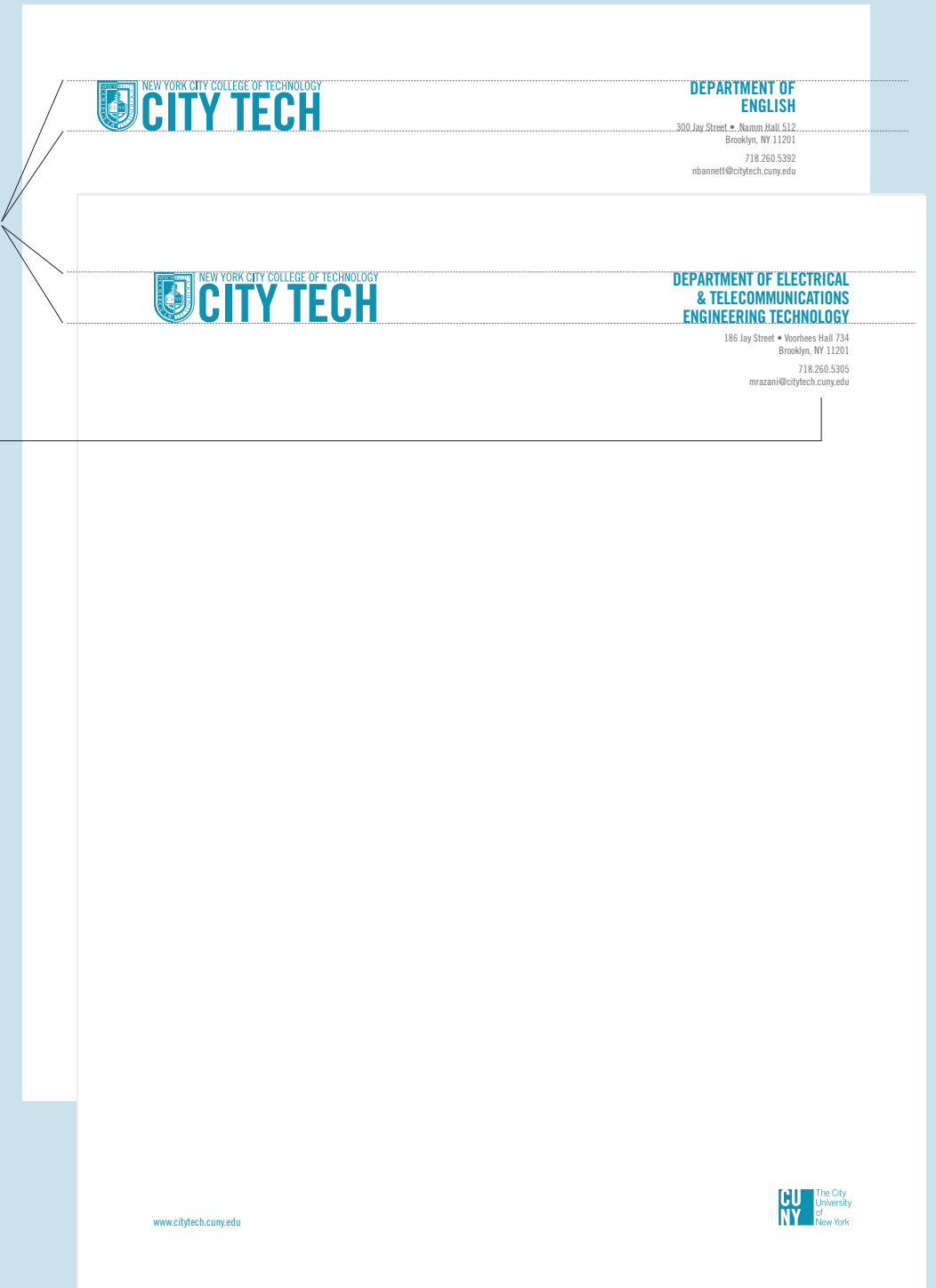Incorrect: Barbara C. Schroder, Ph.D.

PROFESSIONAL
DEVELOPMENT CENTER
300 Jay Street ● Atrium 114
Brooklyn, NY 11201

718.260.5050
tle-chan@citytech.cuny.edu

www.citytech.cuny.edu/pdc

Trang Le-Chan
Director

Phone/Fax Numbers
Set off with periods.

Example: 718.260.1234

E-mail address
first initial plus last name
@citytech.cuny.edu

Example:
bschroder@citytech.cuny.edu

www.citytech.cuny.edu

CU NY The City University of New York

Title/Rank
For dual titles, put highest title first.

Example: Chair & Professor (use ampersand instead of "and")
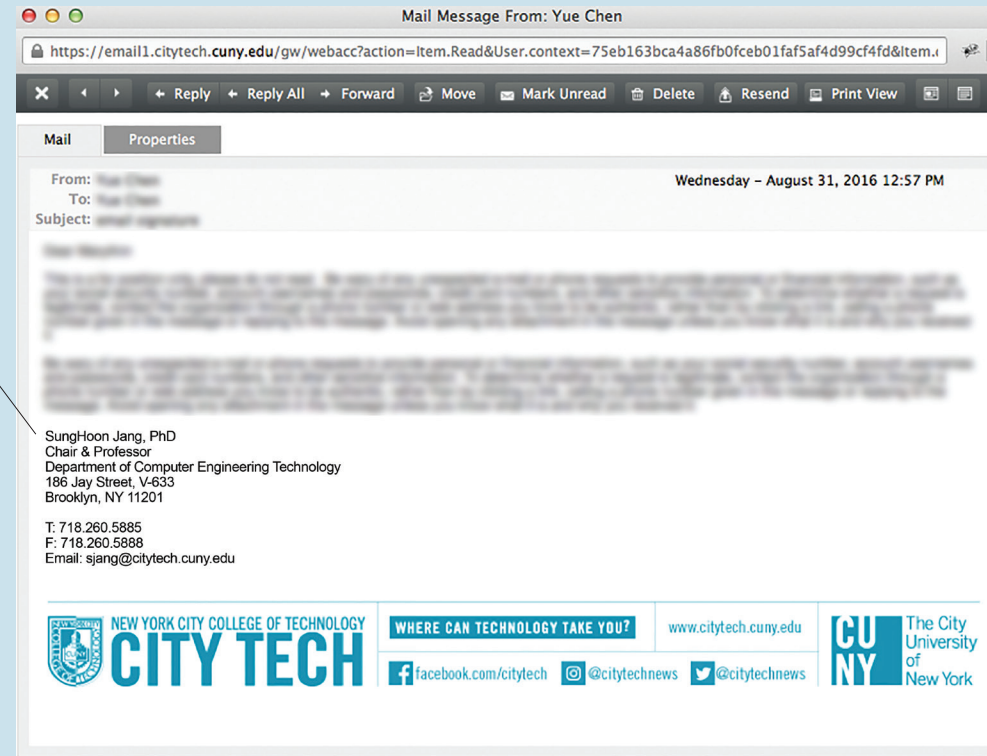
Approved format is:
Name
Title/Rank
Dept/Program
Address (including room:
300 Jay Street, N-322)
Brooklyn, NY zip

(SKIP ONE SPACE)

Telephone number
If applicable: Fax number
Email

(SKIP TWO SPACE)

College Information Footer

Also see Business Card
Section for Name & Title/Rank

SungHoon Jang, PhD
Chair & Professor
Department of Computer Engineering Technology
186 Jay Street, V-633
Brooklyn, NY 11201

T: 718.260.5885
F: 718.260.5888
Email: sjang@citytech.cuny.edu

The following applies to sites that the general public can access.

Academic Departments

Programs

Emphasize the features of your program that make it unique and give an over-view of its goals and requirements. Remember that it is being read by a general public, not specialists in your field.

Careers

Degree-granting departments should offer practical information on potential career paths open to their graduates and should include "related links" to professional organizations, job sites, etc.

Non-degree-granting departments (English, Mathematics, etc.) should mention that they are stepping stones to other programs that do offer degrees and should state the careers for which those degrees prepare students.

Alumni

Degree- and non-degree-granting departments will be linked to an alumni form requesting updated information from their graduates and/or other former students.

Degree-granting departments may also include text on successful alumni, as appropriate.

Web postings should follow all of the style rules suggested in the earlier sections of this guide.

General Information

The main College website already includes admission requirements, tuition and fees, application deadlines and so forth. Where such information is necessary, it is safer to link directly to the official data, rather than reproducing it, so that content does not become dated.

Graphics are important—if they are of high quality. Over use of common clip art creates the impression of an amateur presentation. Use high-resolution images, when possible.

Where using the College seal or other indicia, please download them directly from the style guide. Second- or third-hand graphics will often appear blurry, reducing the effectiveness of your presentation. Contact the Office of Image and Visual Communication for assistance, if necessary.

Please remember that any web materials bearing the name of the College reflect on the brand and reputation of the College. We reserve the right to sever links to sites external to the main College website, however they are created, that do not conform to College guidelines or that reflect poorly on the College or its programs.

CITY TECH
SOCIAL MEDIA
GUIDELINES

Social media communication is a powerful tool for sharing content and interacting with our various constituencies. To help you assess the potential of social media, City Tech's Office of Communications has provided best practices, guidelines, and other resources.

Many thanks to our colleagues at the Graduate Center, CUNY, for sharing their social media guide, from which much of this material originates.

(FERPA).

Is Social Media Right for You?

If your department/program is thinking about launching one or multiple social media accounts, consider the following:

1. What is the purpose of your account? Defining a mission for your social media presence is key to updating your accounts on a frequent basis and interacting with your audience.

2. Who is your target audience? Identifying your audience—from alumni, faculty, staff, and students to opinion leaders and others—will help you shape your content and select resources that will measure your success as a "social influencer."

3. Are you listening? Monitor your online community for "thought leaders" in your subject area. What are their areas of interest? What are they discussing? To effectively expand your social media community, follow individuals (or organizations) whose conversations and messages are relevant to you.

4. Do you have the time? It's a challenge to keep up with online communities. Some platforms may require more attention than others, and you may need to post new information more frequently. Be sure to select a social media platform that is manageable.

If your department/program does not have the resources to create and maintain a social media presence, consider the following:

Ask an existing City Tech social media account to share your content with their followers. Check City Tech's Office of Communications web page for a full list of Social Media Across City Tech.

Send your announcement/news to the Office of Communications. We will post your information on Facebook, Twitter, and Instagram, if appropriate.

Basic Guidelines

City Tech's social media guidelines apply to accounts intended to represent official City Tech entities. We ask that social media users representing the College follow these guidelines:

Uphold the College's mission and guiding principles—every City Tech social media account represents the College!

Use good judgment about content and respect privacy laws (FERPA).

Use the City Tech Branding Guide regarding both visual and written content.

Do not use City Tech social media to endorse political candidates, or to promote products and/or services.

College Facebook pages must be "fan" pages, which users "like" rather than "friend."

Contact the Office of Communications if a media representative contacts faculty, staff, or students about content from your social media page.

Remember that content posted on all platforms becomes immediately searchable and shared. Search engines and web technology make it virtually impossible to take something back.

Content & Imagery Guidelines

The City Tech logo may be enlarged or reduced, but may not be altered in any other way (including combining with or incorporating into another mark, symbol, or graphic). See the City Tech Branding Guide. Questions? Contact the Office of Visual Communications at 718.260.5930.

Avoid distorted images—each social media platform requires different sizes for visual elements. For details see http://makeawebsitehub.com/social-media-image-sizes-cheat-sheet/

Non-City Tech imagery, such as banner, cover, header, profile and wallpaper images, is at the discretion of the account owners and must adhere to image copyright laws.

Use the City Tech Photo-Video Release Form whenever a person's name, picture, portrait, and/or voice will – or may in the future – be used for publicity materials in any forum or media. If there is a clear intent on using the name, portrait, picture, and/or voice, the release must be obtained. Keep and maintain records of releases.

Permission must be obtained when using online material that includes direct or paraphrased quotes, thoughts, ideas, photos, music, recordings and/or videos. Include a link to the original material if available.

Social media users acting on behalf of the College must adhere to all applicable City Tech and CUNY policies (human resources policies and policies regarding intellectual property, IT security and computer resources).

In addition to City Tech's social media guidelines, all content is bound by the Terms and Community Guidelines for that service (Facebook, Twitter, Instagram, etc).

Tips & Best Practices

- Use standard City Tech identification for the College name.

- Always proofread!

- Diversify your content. Include links and vary between written and multimedia content (images, photos, videos).

- Social media is all about connecting—encourage discourse, respond to posts.

- City Tech depts/programs should appoint a staff member to manage and update their social media, ideally with one other person so that posts are consistent.

- When an admin or editor is no longer an employee, make sure their name is taken off the account—and keep a record of usernames and passwords.

- Don't SPAM your audience. Limit updates to about 2-3 messages a day.

- If a message gives you pause—then pause. Take a minute before posting and ask your supervisor if content is appropriate.

- Try to include links to relevant City Tech web pages.

- Use logical, consistent, and easily searched usernames and/or page names for your social media networks.

- If your content is inaccurate, correct it and disclose the correction to your fans, followers, and so on.

- Use resources to analyze your social engagement (analytics).

ANALYTICS: Social Media in Action

How do you know if your social media efforts are paying off? To measure and track your interactions and your audience's interests, here are some free and user-friendly resources that will help you make the most of your social media experience:

Bitly is an easy and fun way to save, share, and discover links from around the web, and track how many times your link is clicked on. Bitly links are called bitmarks, and you can use Bitly to remember, shorten, and collect data on each bitmark.

Buffer is an app that manages multiple Twitter, Facebook, and LinkedIn accounts, with the ability to set a tweeting or updating schedule unique to each.

Facebook Insights is a built-in tool that provides Facebook page users with data about their content. This service helps you understand and analyze trends within user demographics and growth.

Followerwonk will allow you to dig deeper into Twitter analytics by targeting your community's followers and their interests, location, and tweets. Want to find other tweeters who share your interests? Followerwonk's "Bio Search" offers users a variety of ways to find new followers.

Google Alerts sends you email updates of the latest and relevant Google results based on your queries.

Hootsuite is a management system that enables you to monitor and send posts from multiple social media networks from one dashboard. Hootsuite includes audience identification tools and the ability to streamline workflow, shorten URLS, and create custom reports.

Social Mention is similar to Google Alerts, but instead of monitoring the whole web, it concentrates on social media networks. You can also choose to focus on particular areas, such as blogs.

TweetDeck is a management system designed specifically for Twitter, enabling you to tweet and track mentions, people, and keywords from one dashboard.

Twtrland visualizes social footprints to help you discover new people, understand their impact, and find better ways to connect and increase your network.

Twitonomy provides detailed and visual analytics on anyone's tweets, retweets, replies, mentions, hashtags, and URLS.

What the Trend? is a constantly updated lexicon of trending topics or breaking news shared on Twitter and allows people across the world to explain, in a few short sentences, why a particular hashtag is interesting or important to people in real time.

Analytics provide a foundation for nurturing and expanding your online community. If you want to take the next step in enhancing your web presence, consider purchasing premium analytic tools from services like Hootsuite Pro, SocialBro, and others to better understand the depth of social media data.

The Office of Communications will serve as your social media guide; however, we are not responsible for creating accounts or content on your behalf. It is the responsibility of each dept/program to manage their social media presence.

CITY TECH
BRAND ASSETS
(DOWNLOADABLE FILES)

Full Package

COLLEGE LOGO
SLOGAN
FONT
STATIONERY
TEMPLATES

Download Links

For Designer

For Non-designer

City Tech Logo

Recommended to use

Download Links

For Designer

For Non-designer

College Slogan

Note: Do not set slogan in two lines when it is used as a graphic element.

WHERE CAN TECHNOLOGY TAKE YOU?

WHERE CAN TECHNOLOGY TAKE YOU?

WHERE CAN TECHNOLOGY TAKE YOU?

WHERE CAN TECHNOLOGY TAKE YOU?

Download Links

For Designer

For Non-designer

Font

TRADE GOTHIC
BOLD CONDENSED
NO.20 *(OBLIQUE)*
CONDENSED
NO.18 *(OBLIQUE)*
BOLD *(OBLIQUE)*
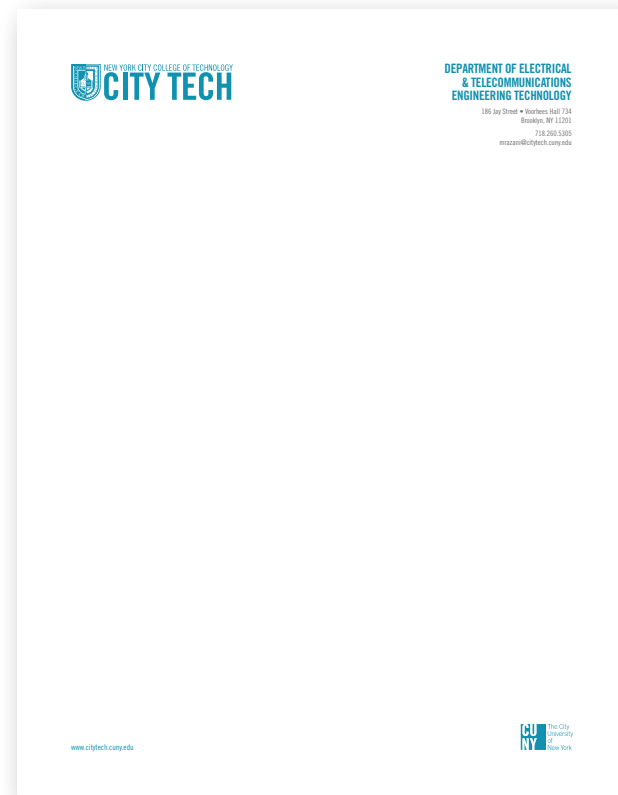MEDIUM
(OBLIQUE)
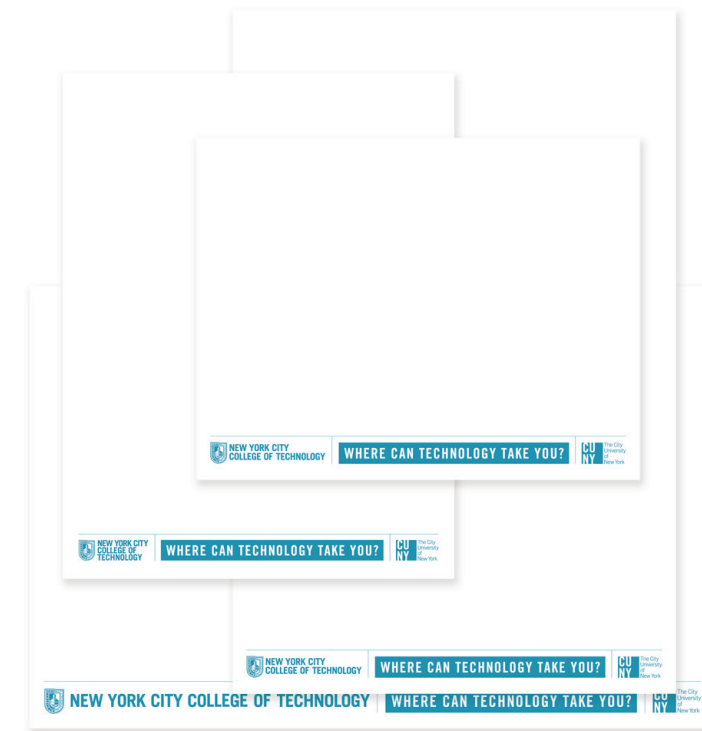LIGHT *(OBLIQUE)*
BOLD NO.2
(OBLIQUE)

Download Links

For Mac

For PC

Business Card

NEW YORK CITY COLLEGE OF TECHNOLOGY

CITY TECH

WHERE

www.citytech

**PROFESSIONAL
DEVELOPMENT CENTER**

300 Jay Street ● Atrium 114
Brooklyn, NY 11201

718.260.5050
tle-chan@citytech.cuny.edu

www.citytech.cuny.edu/pdc

Trang Le-Chan
Director

Download Links

For Designer

Letterhead

DEPARTMENT OF ELECTRICAL
& TELECOMMUNICATIONS
ENGINEERING TECHNOLOGY

186 Jay Street ● Voorhees Hall 734
Brooklyn, NY 11201

718.350.5305

www.citytech.cuny.edu

For Designer

Poster Footers

Download Links

For Designer

8.5x11

11x8.5

11x17

17x11

For Non-Designer

Microsoft Word File/8.5x11

Postcard Templates
(Back of the card)

Note:

Mail indicia used here
is for "non-profit mail" only.
If you are not sure if your
postcard qualifies, please
check with the College's
Mail Center, and replace the
indicia if necessary.

If you plan to use the
Mail Center to add address
labels, the back of the post-
card needs to be printed in
matte finished paper. Many
printing companies will offer
the option of printing one
side glossy and one side
matte without additional fee.
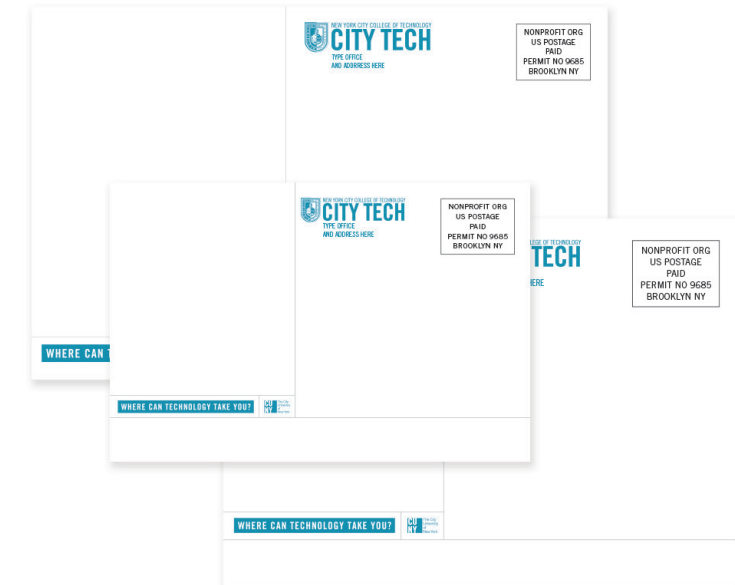
For Designer

6x4

7x5

8.5x5.5

The City Tech Branding Guide was written and designed by the Office of Communications and the Office of Image/Visual Communications.