

# Thunderbird Marketing Identity Guide



# Table of Contents

|     |                       |                         |
|-----|-----------------------|-------------------------|
| 1.0 | <b>Brand</b>          |                         |
|     |                       | Thunderbird Logo        |
|     |                       | Official Seal           |
|     |                       | COE Lockups             |
|     |                       | Internal Lockups        |
|     |                       | Ranking Lockups         |
|     |                       | Color Palette           |
| 2.0 | <b>Typography</b>     |                         |
| 3.0 | <b>Collateral</b>     |                         |
|     |                       | Business Cards          |
|     |                       | Letterhead              |
|     |                       | Envelopes               |
| 4.0 | <b>Digital assets</b> |                         |
|     |                       | Email Signature         |
|     |                       | PowerPoint Template     |
|     |                       | Zoom Backgrounds        |
|     |                       | Social Media            |
|     |                       | Email Marketing         |
|     |                       | Website / Landing Pages |
|     |                       | T-bird Connect          |
|     |                       | Video                   |
|     |                       | Photography             |
| 5.0 | <b>Messaging</b>      |                         |
| 6.0 | <b>Style Guide</b>    |                         |
| 7.0 | <b>Student groups</b> |                         |
| 7.1 | <b>Merchandise</b>    |                         |



# Introduction

What is the Thunderbird School of Global Management brand? Our brand is the personality — the look, the feel, the message — that Thunderbird projects to new and prospective students and learners, the competitive industry, its vendors, alumni, and within Thunderbird itself. A successful brand image triggers positive emotional and mental associations with everyone Thunderbird touches.

In 2014, the Thunderbird School of Global Management joined Arizona State University, combining the strength of an international business-education powerhouse with the resources of an innovative public research university. The integration of Thunderbird with ASU benefits both institutions, creating global opportunities for ASU students and partners. The ASU brand platform, “On my way to a better life,” conveys the power of all that the university provides for the communities we serve and the opportunities we help create. The ASU brand platform and expressions of it are intentionally crafted to represent a journey, not an end destination. Together ASU and Thunderbird represent academic excellence and access to opportunities for more learners around the world.

When the brands are displayed properly, Thunderbird and ASU tell a powerful story about the ways education can take learners anywhere in the world they wish to go. To demonstrate the strength of the two brands together, the Thunderbird brand is always-with virtually no exceptions—presented with the ASU brand. The two have been designed to work together, enhancing one another. Before working with the Thunderbird brand, take a moment to familiarize yourself with the basics of the ASU brand, which can be found on the [ASU Enterprise Brand and Marketing Guide](#).

A strong brand distills the essence of an enterprise and crystallizes it in the public mind, becoming a powerful symbol with a unique set of associations that can influence behavior. This Thunderbird Marketing Identity Guide is an evolving and enduring statement that defines and guides the positioning of the School in the marketplace. It strategically informs how we communicate Thunderbird’s brand externally and internally. In a simple format, it helps keep those communications, creative manifestations, and intellectual assets consistent, unified, and complementary across the full range of media and critical audiences.

Thunderbird has built its brand over the years by achieving and maintaining a high level of professionalism, trust, and quality. We communicate it to the public through every point of contact: advertising, websites, public relations, social media, and whenever students, alumni, faculty, and staff members interact with others in their official capacity.

Thunderbird’s brand identity and image are valuable assets to the institution, students, corporate clients, and alumni. Consistent use of brand identity establishes clear communication about who Thunderbird is and the image it portrays to its audiences.

The Branding and Communications team developed this Marketing Identity Guide to provide the foundation for a consistent application of all Thunderbird School of Global Management brand communications across all media, including external communications, digital, print, merchandising, advertising, and

# Introduction

promotional materials. Consistency builds keen brand awareness and contributes to Thunderbird retaining its position in the marketplace as a world leader in leadership and management education.

## Guidelines for Thunderbird branded written/visual messaging

Thunderbird brand recognition builds consistency in both visual and written representations of the brand. Brand messaging should be modeled after existing Thunderbird literature, especially the institutional website, which the Branding and Communications team frequently updates. Branded messaging includes schoolwide statements and descriptions, program descriptions, headlines, memorandum, official emails from the Dean, value propositions, and calls to action.

## Brand usage

Thunderbird's Office of Branding and Communications is responsible for all review and approval of brand identity usage.

All use of Thunderbird logos in external communications must be approved by Thunderbird's Branding and Communications Executive Director. Students or other individuals who wish to use the School logo on merchandise for sale may do so by contacting Thunderbird Student Government (TSG). TSG will gain permission from the Thunderbird Branding and Communications department. In the event of a profit-making endeavor, a licensing fee may be incurred for the use of the logo.

Enforcement of the graphic identity standards is the responsibility of the Thunderbird's Office of Branding and Communications, which shall be authorized to remove documents that do not meet guidelines. All expenses for noncompliance shall be the responsibility of the originating department or individual.

## ASU brand guide

ASU's brand platform is an enduring, strategic internal statement that defines and guides the positioning of the university in the marketplace. It informs how ASU's brand essence is communicated and it helps keep those communications and creative manifestations consistent, unified, and complementary. The ASU brand platform was developed to provide a unified direction for marketing communications, strategy and development of tactics; create and sustain competitive insulation; secure loyalty from different constituents; and optimize resources and efforts across ASU. You may access the Enterprise Brand and Marketing Guide at <https://brandguide.asu.edu>





**Brand**

# LOGO USAGE

The Thunderbird School of Global Management logo is the institution's visual identity and a foundational centerpiece of the brand. The Thunderbird logo is original artwork and must not be altered, redrawn or modified in any way.

The full co-branded Thunderbird-ASU logo is the School's main form of identification and should be used prominently on all Thunderbird material, including printed and online assets such as letterhead, envelopes, business cards, promotional content, websites, apparel, etc.

In special circumstances, and with written approval from Thunderbird's Office of Branding and Communications, the standalone Thunderbird logo containing the ASU descriptive text:

"A unit of the Arizona State University Enterprise" may be used in either a horizontal or vertical orientation. The symbol, word mark, and ASU descriptive text must be used together as a visual reinforcement of the brand.

When the Thunderbird logo appears alongside the ASU logo in the co-branded fashion, the ASU descriptive text is dropped. The use of this logo in any advertisement requires additional reviews. Please reach out to the Office of Branding and Communication for these reviews.

For special instances or unusual circumstances please contact Thunderbird Communications at [thunderbird.communications@asu.edu](mailto:thunderbird.communications@asu.edu)

Logos can be downloaded at:  
[www.thunderbird.asu.edu/brand](http://www.thunderbird.asu.edu/brand)

## Primary

Horizontal:



Vertical:



## Secondary

Thunderbird with descriptive text Horizontal:



Thunderbird with descriptive text Vertical:



# LOGO USAGE

## Area of isolation or safety area

The area of isolation is the clear space surrounding the logo. The guidelines use the letter “Y” to define amount of clear space. “Y” is defined as half the height of the word “THUNDERBIRD.” The area of isolation should be equal to or greater than the height of the word “THUNDERBIRD” or “Y+Y”. No other elements should fall within this area. The logo should not be placed next to distracting or complex elements that compete visually with the Thunderbird logo.



# LOGO USAGE

## Reversed logo background combinations

The only spot or CMYK color that is permitted to be used as a background is the Thunderbird Blue. The reverse logo cannot be used on the gold background. The logo can ONLY be reversed to white, no other colors. For Black and White applications, please use Rich Black as a background and White for the logo, no shades of gray are to be used for the logo.

Please do not attempt to create art for the Thunderbird mark, seal, or logotype for any application. Please contact Thunderbird Branding and Communications.



# LOGO USAGE

To keep the integrity of the brand, here are some samples of what not to do with the Thunderbird logo.



- Do not add shadow treatments



- Do not remove or alternate elements to Thunderbird approve logos



- Do not alternate the order of logos



- Do not rotate or angle the logo



- Do not mix of colors in any reverse combination are not acceptable background



- Do not mix any colors to the logo



# LOGO USAGE

Thunderbird logo for digital use only. The use of the stacked ASU logo helps reduce the width space in digital mediums.

Examples are:

Website

Digital marketing

Email marketing

Digital signage



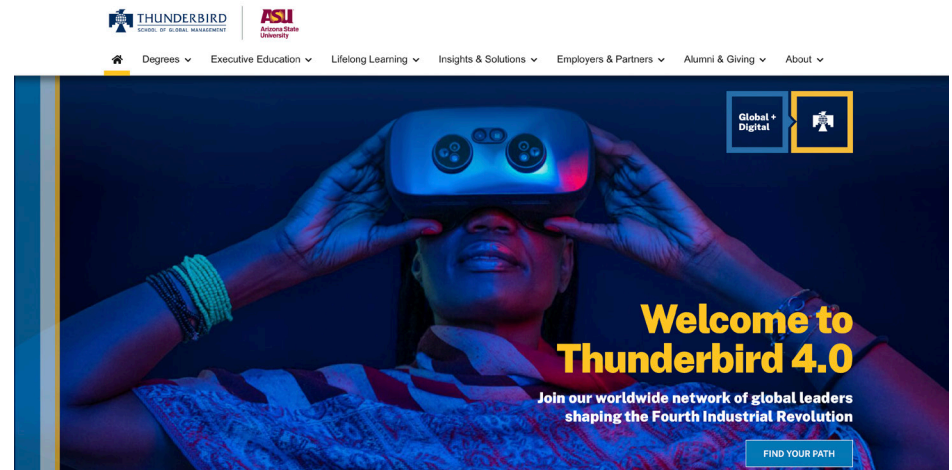
The use of the Thunderbird icon and ASU Sunburst can be used for special instances, when space is limited for full logos or special circumstance approved by Thunderbird's Office of Branding and Communications.



# LOGO USAGE

The following lockup is only used on the Thunderbird website and cannot be used in any other format.

It is a complementary element on the website which already contains the co-branded logo.



# Thunderbird seal

**The official Thunderbird seal is the symbol encircled with branches and the full name of the School.**

Use of the seal is reserved for approved signage, formal and official documents such as diplomas, legal and official records, transcripts, programs for formal academic ceremonies, and any other legal agreements binding the School. There are one-color (Blue PMS 2955) and two-color (Blue PMS 2955 and Gold PMS 129) versions of the seal. Reversing the seal to white on a background of PMS 2955 is also an option. The seal should have the ASU descriptive text under it. All versions available upon request. Use of the seal requires prior authorization from the Office of Branding and Communications

## AREA OF ISOLATION OR SAFETY AREA

The area of isolation is the clear space surrounding the logo. It should be equal to or greater than 1/8 the diameter of the seal,

“Y” = 1/8 diameter of seal (see diagram).

No other elements should fall within this area. The signature should not be placed next to distracting or complex elements that compete visually with the Thunderbird seal.





# Centers of Excellence

## Logo lock ups

The Thunderbird School of Global Management  
Centers of Excellence have their own logo for use.

Each logo has the secondary Thunderbird logo with a divider,  
followed by REGIONAL CENTER OF EXCELLENCE (all caps)  
ruler, CITY, COUNTRY.

These can be downloaded at: [Thunderbird.asu.edu/brand](https://Thunderbird.asu.edu/brand)



REGIONAL CENTER OF EXCELLENCE  
CITY - COUNTRY



### Existing Centers of Excellence

- Phoenix, AZ (HQ)
- Geneva, Switzerland
- Dubai, UAE
- Nairobi, Kenya
- Tokyo, Japan
- Seoul, Korea
- Shanghai, China
- Los Angeles, CA
- Washington, DC
- Jakarta, Indonesia
- Amsterdam, Netherlands
- London, UK
- Dakar, Senegal

### Launch in 2022

- Bogota, Colombia
- Mexico City, Mexico
- Mumbai, India
- Sydney, Australia
- Frankfurt, Germany
- Riyadh, KSA
- Rome, Italy
- Singapore, Singapore
- Manila, Philippines
- Istanbul, Turkey
- Cape Town, South Africa
- São Paulo, Brazil

### Launch in 2023

- Toronto, Canada
- Bangkok, Thailand
- Taipei, Taiwan
- Almaty, Kazakhstan
- Ho Chi Minh, Vietnam
- Algiers, Algeria

# Thunderbird logo with signature lockup

A signature lockup is the combination of the Thunderbird logo and the name of a specific extension or center of the School.

In print communications, signature lockups are only to be used on stationery and business cards. Some exceptions can be made for hard-copy fliers. Digital uses include websites, digital presentations and email communications.

In the primary style of the signature lockup, the first line is “THUNDERBIRD” (all caps only). The second line is the name of the specific extension, center or association, divided by the horizontal rule.

The design and styles for the signature lockup are decided by Thunderbird’s Office of Branding and Communications, allowing for some customization while maintaining overall consistency. After careful consideration, final approvals will be given by Thunderbird Branding and Communications only. To initiate the process of designing a signature lockup, please email [Thunderbird.Communications@asu.edu](mailto:Thunderbird.Communications@asu.edu) or [esly.diaz@thunderbird.asu.edu](mailto:esly.diaz@thunderbird.asu.edu). These logos may have vertical versions as well.



A. Masrin Center for  
Global Entrepreneurship  
& Family Business

# Ranking Lockup

Please use the following guidelines when citing a ranking in communications. When citing rankings in text, use “No.” instead of “#”.

Visit:

[thunderbird.asu.edu/about/rankings-and-accreditation](https://thunderbird.asu.edu/about/rankings-and-accreditation)

Also refer to ASU Ranking Guidelines at:

<https://brandguide.asu.edu/brand-elements/logos/rankings>



# Thunderbird colors

## Primary Palette

The Pantone colors should be used wherever possible, with CMYK/RGB being matched as closely as possible depending on the materials and print process. The Thunderbird Visual Identity consists of three colors: Thunderbird Blue, Thunderbird Grey and ASU Gold.



**Thunderbird Blue**  
Pantone 2955c  
CMYK: 100/85/35/33  
RGB: 0/46/95  
HEX #002E5F



**ASU Gold**  
Pantone 129c  
CMYK: 0/21/88/0  
RGB: 255/198/39  
HEX #FFC627



**Thunderbird Grey**  
Pantone 443  
CMYK: 43/35/35/1  
RGB: 153/153/153  
HEX #999999

## Secondary Palette

The secondary color palette contains eight accent colors. These colors should be utilized for more complex executions, and for certain identified external-facing products outside of the main Thunderbird offerings.



**Twilight Blue**  
CMYK: 95/37/5/0  
RGB: 1/121/183  
HEX #0179B7



**Dawn Blue**  
CMYK: 25/2/0/0  
RGB: 192/221/234  
HEX #C0DDEA



**ASU Pink**  
CMYK: 0/83/16/0  
RGB: 231/73/115  
HEX #E74973



**Green**  
CMYK: 60/0/100/0  
RGB: 120/190/32  
HEX #78BE20



**Copper**  
CMYK: 0/69/100/47  
RGB: 146/72/19  
HEX #924813



**ASU Turquoise**  
CMYK: 68/0/21/0  
RGB: 74/183/196  
HEX #4AB7C4



**Orange**  
CMYK: 0/60/85/0  
RGB: 255/127/50  
HEX #FF7F32



**Purple**  
CMYK: 37/98/44/18  
RGB: 124/35/86  
HEX #7C2356



**Dark Grey**  
CMYK: 2/0/4/66  
RGB: 116/116/116  
HEX #747474



**Photography**

# Photography

## The right image is worth 1,000 words

When developing materials that require photography, the Thunderbird Photography Library should always be the preferred resource. If the library does not provide the viable options required, royalty-free stock photography may be used but must be secured as a complete buy-out. The usage cannot result in recurring charges.

Thunderbird's photography should reinforce our brand positioning as the most global and digital leadership and management academy in the world. Therefore, our photography should highlight our technology and celebrate our diversity and global reach.

When selecting photography assets, choose an image that tells a story in one frame. Make sure the image has the proper resolution to support the use type. 72 DPI if viewing in digital, at least 300 DPI for print.

Anyone using Thunderbird-owned photography must work through the Thunderbird Branding and Communications team for request and project review.

Thunderbird photography resources:  
**[Thunderbird.bynder.com](https://thunderbird.bynder.com)**

ASU brandguide:  
**[brandguide.asu.edu/execution-guidelines/photo-video](https://brandguide.asu.edu/execution-guidelines/photo-video)**





# Photography

## Headshots

Headshots should be taken from the perspective of “head-on” and must include the person’s head to mid waist with both shoulders clearly visible. The subject should be flanked on both sides by the equivalent of the size of one person of empty space on studio grey background.

Be sure to have clear, even lighting on the subject with no objects in front of or behind the subject.

The Branding and Communications team is available to take Thunderbird faculty and staff headshots. Sessions will be offered on certain dates and times throughout the academic school year.

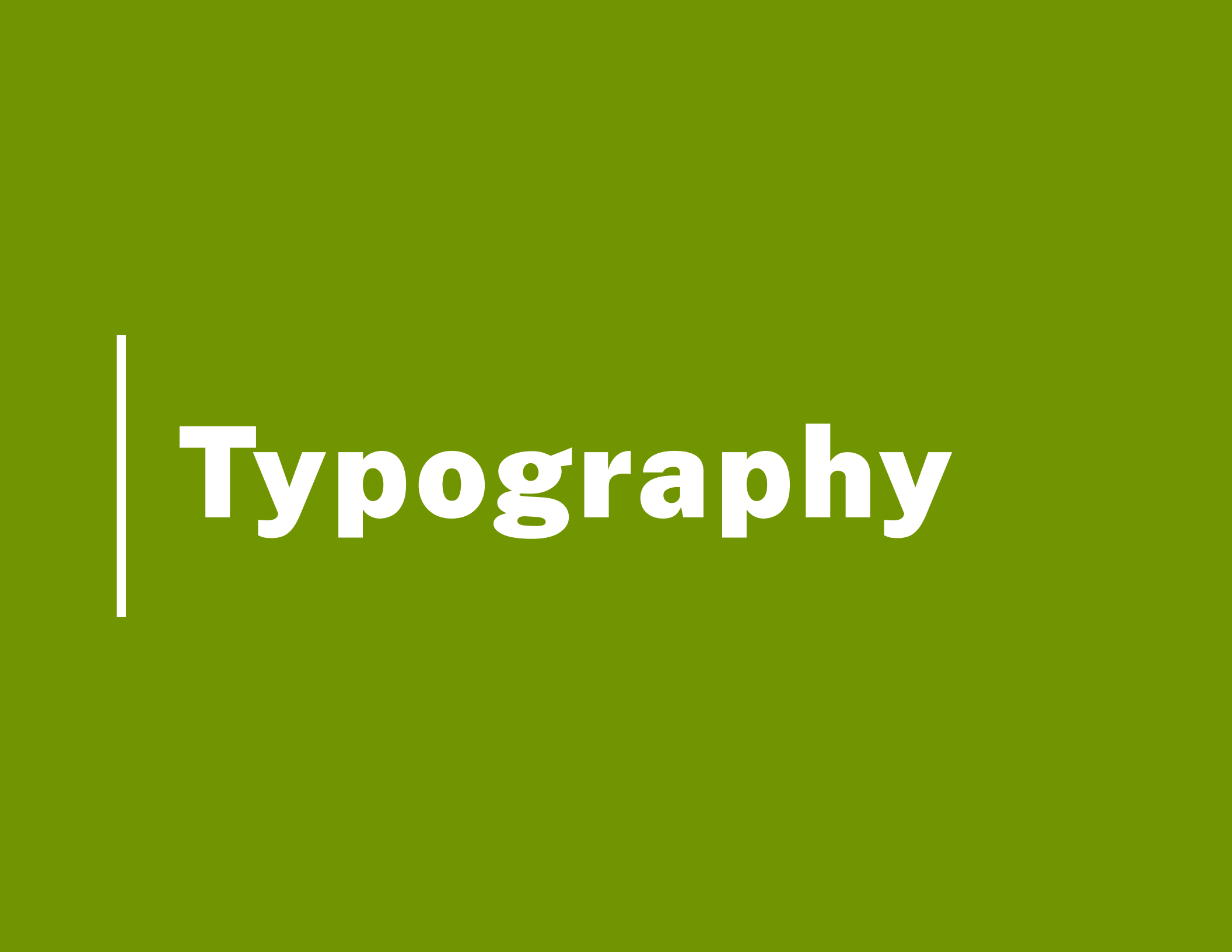
Thunderbird photography resources:

**[Thunderbird.bynder.com](https://thunderbird.bynder.com)**

ASU brandguide:

**[brandguide.asu.edu/execution-guidelines/photo-video](https://brandguide.asu.edu/execution-guidelines/photo-video)**





# Typography



# Thunderbird Fonts

Public Sans font is to be used as the main font for all Thunderbird material, including traditional and digital usage.

## Public Sans

|             |                                                                                 |
|-------------|---------------------------------------------------------------------------------|
| Light       | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>0123456789          |
| Regular     | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>0123456789          |
| <b>Bold</b> | <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ<br/>abcdefghijklmnopqrstuvwxyz<br/>0123456789</b> |

Add Arial font for default font when primary font not available

ITC Giovanni font is reserved for academic usage only. Examples include convocation collateral material and certificates.

## ITC Giovanni Standard [*academic focus*]

|                    |                                                                                 |
|--------------------|---------------------------------------------------------------------------------|
| Book               | ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>abcdefghijklmnopqrstuvwxyz<br>0123456789          |
| <b>Bold</b>        | <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ<br/>abcdefghijklmnopqrstuvwxyz<br/>0123456789</b> |
| <i>Bold Italic</i> | <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ<br/>abcdefghijklmnopqrstuvwxyz<br/>0123456789</i> |

Entire font family:

[Book, *book italic*, bold, *bold italic*]

# Thunderbird Fonts

Arial font is reserved as a secondary font in the case that Public Sans is not available. Arial can be used in digital marketing campaigns and PowerPoint presentations to be set up as a default native font.

## Arial

Regular      A B C D E F G H I K L M N O P Q R S T V X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

**Bold**      **A B C D E F G H I K L M N O P Q R S T V X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**



**COLLATERAL**

# Thunderbird Stationery

## Business cards

All stationery items use the Thunderbird logo. Business cards, letterhead, envelopes and mailing labels all must have the Thunderbird logo. No other logos may appear on these items.

All stationery items are ordered through Thunderbird with the exception of student business cards, which are ordered through the on-campus print shop using approved specs and Staff/Faculty business cards. Please email your department administrator to order new business cards. If you do not know your department administrator, please contact Violet Ponce (vponce@poweredbyprisma.com) letting her know you need new Thunderbird business cards and she will give you the list of Dokshop account holders at Thunderbird.

Available at: [thunderbird.asu.edu/brand](https://thunderbird.asu.edu/brand)

Front



Back



# Thunderbird Stationery

## Letterhead

Header address lines should not exceed more than four lines and only contain address and contact information for Thunderbird. The descriptive text at the bottom is in Giovanni italic. Letterhead is only printed in one color, Thunderbird Blue PMS 2955c.

Available through **ASU Print and Imaging Lab**

Download digital version at:  
**[Thunderbird.asu.edu/brand](https://thunderbird.asu.edu/brand)**



No text should start higher than this line, 1.75" from the top of the page

Safe  
zone,  
no text  
allowed.  
Lines up  
with right  
edge of  
logo mark  
(Bird)

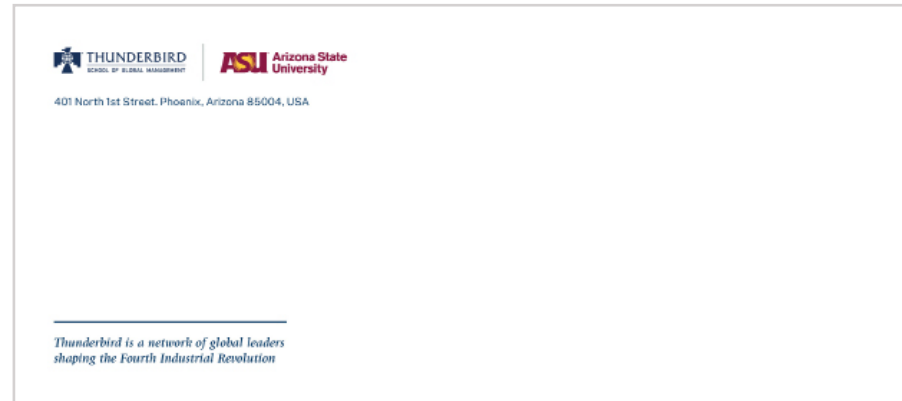
401 North 1st Street.  
Phoenix, Arizona 85004, USA  
+1 602.496.7000 | [thunderbird.asu.edu](https://thunderbird.asu.edu)

*Thunderbird School of Global Management  
advances inclusive and sustainable prosperity worldwide.*

# Thunderbird Stationery

## Envelope

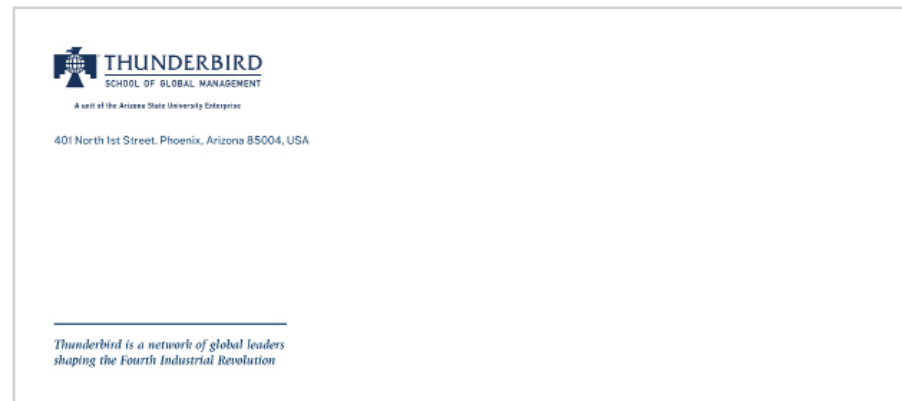
Primary envelope uses the primary logo version  
(Thunderbird and Arizona State University)



Secondary envelope will use the Thunderbird logo with  
tagline. This version can only be used with permission  
from the Branding and Communications department.

Thunderbird Blue  
PMS 2955c.

Available through **ASU Print and Imaging Lab**





# **DIGITAL ASSETS**

# Digital Assets

## Email signature

Official email signature for all of staff and faculty of Thunderbird School of Global Management.

Find signature at: [Thunderbird.asu.edu/brand](https://thunderbird.asu.edu/brand)

### Full Name

Job Title |

Department Name |

**Thunderbird School of Global Management**

o: 123-456-7890 | c: 123-456-7890

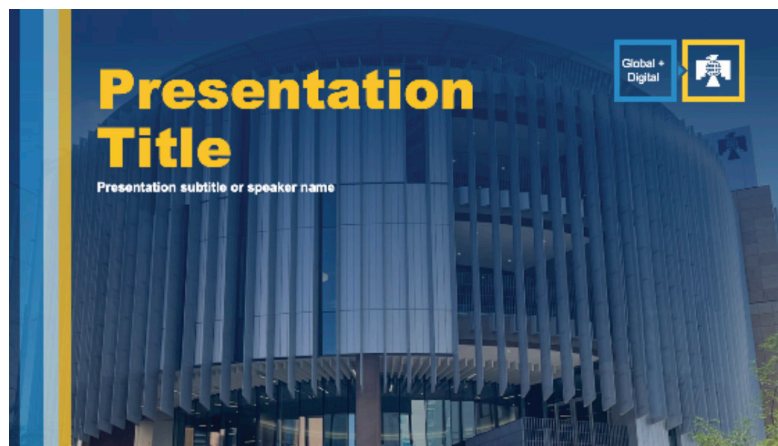
[thunderbird.asu.edu](https://thunderbird.asu.edu)



## Power point template

Thunderbird PowerPoint templates are designed to create consistency among all presentations. They are a guide but can be modified as needed to meet the need of the user.

**Download:** [Thunderbird.asu.edu/brand](https://thunderbird.asu.edu/brand)





# Digital Assets

## Zoom backgrounds

Branded Zoom backgrounds are available to download and use in any official virtual meetings.

**Download:** [Thunderbird.asu.edu/brand](https://thunderbird.asu.edu/brand)



# Digital Assets

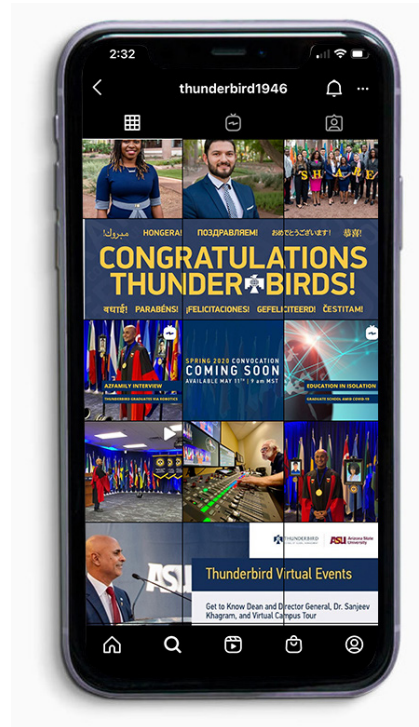
## Social media

Thunderbird maintains accounts on multiple social media platforms. The Office of Branding and Communications manages these accounts in line with brand and messaging guidelines outlined in this document.

Thunderbird departments can request social media posts for consideration using the social media form available at: [www.thunderbird.asu.edu/request](http://www.thunderbird.asu.edu/request)

ASU's brand guide also outlines best practices for social media here: <https://brandguide.asu.edu/execution-guidelines/social-media>

Thunderbird enforces community guidelines on all its social media channels and reserves the right to delete posts and block users who violate these guidelines.



Thunderbird School of Global Management



Thunderbird@ASU



@thunderbird1946



Thunderbird School of Global Management



@thunderbird



@ThunderbirdSchool

# Digital Assets

## Email marketing

Thunderbird has a robust digital communications and email marketing presence. Email has one of the highest returns on investment in the digital marketing and communications landscape. However, it is imperative for those communicating with external audiences that our message is concise and on-brand at all times. Thunderbird's Branding and Communications team is here to support the school's external communications needs, including but not limited to, messaging to prospective students, admitted students, current students, alumni, and donors (certain instances). In an effort to streamline emails deployed from the official Thunderbird account, all official external emails going to groups larger than 20 will need to be sent through the Branding and Communications team.

To get started with building an email for external audiences, [click here](#) and a member of Thunderbird's Branding and Communications team will be in touch with next steps.

Please refer to [ASU's Brand Guide](#) for additional information on best practices and rules and regulations when communicating via email.

## Accelerate your career

Dear Nicole

Thank you for your interest in an [Executive Certificate in Supply Chain Management](#) from [Thunderbird School of Global Management](#), powered by Arizona State University Enterprise. For the past six years we have been ranked No. 1 for innovation in the nation by U.S. News & World Report.

Thunderbird's [Executive Certificate in Supply Chain Management](#) is designed for aspiring global professionals with strategy, problem-solving and decision-making responsibilities. [Accelerate your career](#) by learning the latest integrated sourcing strategies, mastering supply chain concepts for solution development, realizing critical elements in strategic cost management, and much more.

[Download our brochure](#) to learn more and [enroll today](#) to develop knowledge and skills to help you succeed, no matter where your future leads you.

**Have questions? Connect with a client relationship director today!**

[Schedule an Appointment](#)

Thunderbird School of Global Management  
**#1 Master's in management**  
2020-2021 U.S. News & World Report

WSJ  
Top 100 Graduate Schools

**#1 in the U.S. for innovation**  
2020-2021 U.S. News & World Report

**BEST COLLEGES**  
2020-2021 U.S. News & World Report





# Digital Assets

## Website and Landing pages

Thunderbird's website is the most visible marketing and communications tool. It is maintained by Thunderbird's Office of Branding and Communications in coordination with vendors who assist with development, search marketing optimization, and content.

Completely redesigned and launched in December 2021, the new website has a renewed focus on showcasing Thunderbird's solutions to global challenges, as well as a new, sleek design that highlights the T-bird worldwide community and our strategic positioning.

New features include:

- Global Insights: completely redesigned thought leadership blog
- Regional pages that feature our Centers of Excellence around the world
- Real-time integration of T-bird Connect and events
- Highlights of our global T-bird community
- Intuitive navigation and site architecture
- Fast loading times
- Responsive and mobile-friendly
- Virtual tour of our new Global Headquarters

Thunderbird departments can request website updates using the web request form available at:

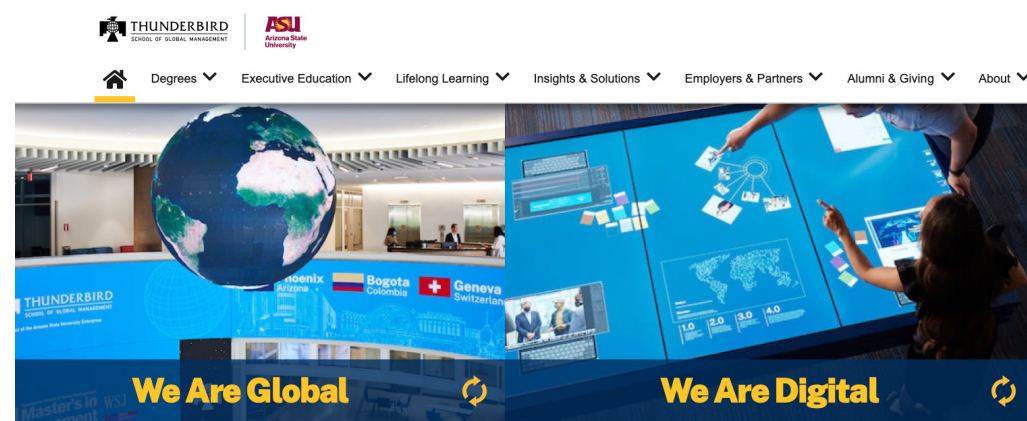
**[www.thunderbird.asu.edu/request](http://www.thunderbird.asu.edu/request)**

Website assets:

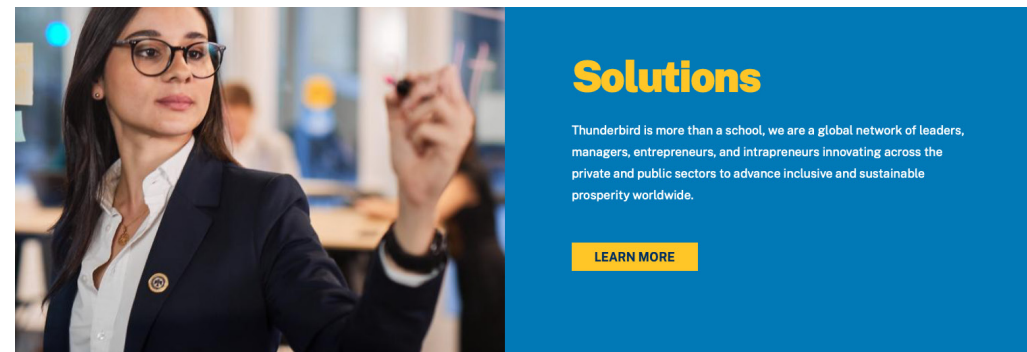
**[tbirdasu.com/website](http://tbirdasu.com/website)**

ASU's Enterprise Brand and Marketing Guide also outlines best practices for web use here:

**<https://brandguide.asu.edu/execution-guidelines/web>**



## Worldwide Locations



# Digital Assets

## Video

Videos are a core element of the Thunderbird brand as they convey emotion and connection along with key excellence markers. Certain imagery can support affinity building and increase positive responses and engagement from audiences. By intentionally aligning imagery production and post-production with brand standards, units can aim to maximize the impact of any visual for wide-ranging purposes.

Thunderbird departments can submit video requests using the request form available at:  
**[www.thunderbird.asu.edu/request](http://www.thunderbird.asu.edu/request)**

ASU's Enterprise Brand and Marketing Guide also outlines best practices for videos here:  
**<https://brandguide.asu.edu/execution-guidelines/photo-video>**



Thunderbird School of Global Management



Thunderbird@ASU

**vimeo** Manage Videos ▾ Resources ▾ Features ▾ Watch ▾ Upgrade

Search videos, people, and more

**Thunderbird at ASU**  
Phoenix, AZ, USA

they/them

Thunderbird School of Global Management is the world's premier leadership and management school. [Read more](#)

- Thunderbird on Flickr
- YouTube
- YouTube - Faculty & Events
- Thunderbird Website

+ Follow Message

**Activity**

|                 |          |
|-----------------|----------|
| Showcases       | 29       |
| Followers       | 166      |
| Following       | 1        |
| Collections     | 35       |
| Membership plan | BUSINESS |

**448 videos**

All Documentary Travel

**Governing the new voluntary carbon markets**  
A Finance & Sustainability Webinar Series

**IIEP Rethinking Capitalism and Democracy Series**

**Thunderbird's Executive Master of Arts in Global Affairs and Management**

**Dr. Sanjeev Khagram**  
Director General & Dean  
Thunderbird School of Global Management

# Digital Assets

## Paid Marketing

The ASU sunburst logo must be included in all paid advertisements. The use of the ASU logo indicates agreement to abide by the university standards within the brand guide.

The logo must be either maroon and gold or reversed to white. The placement of the logo should be in an area of the photograph where there are no distracting patterns or elements. When using the white logo, the photograph should be seen through the sun area.

Note: use of the ASU sunburst logo is only required in paid social media ads.

**Thunderbird School of Global Management**  
Sponsored · [Like Page](#)

Emerge as a leader in our globalized, digital world. The Master of Global Management is for full-time and executive students.





[Learn More](#)

**Thunderbird School of Global Management**  
Sponsored · [Like Page](#)

The Master of Global Management program teaches you skills to lead in our global, digitally transformed world.





**#1 Master's in Management**  
Latest ranking THE/WSJ, 2019

[THUNDERBIRD.ASU.EDU](https://thunderbird.asu.edu)[Learn More](#)

200 Likes 25 Comments 109 Shares

 Like  Comment  Share



**MESSAGING**

# Strategic messaging

An essential part of maintaining Thunderbird's marketing identity is message discipline. Effective message discipline means communicating our value proposition clearly, concisely and consistently to all stakeholders. While there are elements of Thunderbird's messaging that have and will continue to endure over time, the school has undergone a significant transformation and revitalization in recent years. These changes shape our new brand positioning and how we communicate with internal and external audiences. Rhetorical alignment across our internal and external communications is a proven best practice for influencing target audiences and for crystallizing the Thunderbird brand in the public mind.

This document facilitates message discipline by providing messaging guidance with approved language for all school communications. It is meant to be used as a quick reference guide for the development of copy used in emails, brochures, presentations, proposals, etc. When used properly and consistently, this strategic messaging guide reduces the burden of content creation while helping project a unified message from the school to key stakeholders.

## Tagline

Global Leadership for the Fourth Industrial Revolution

## Our vision

Thunderbird School of Global Management advances inclusive and sustainable prosperity worldwide.

## Our mission

Thunderbird empowers and influences global leaders and managers who maximize the benefits of the Fourth Industrial Revolution for business, government, society and the environment.



# Strategic Messaging

## What is Thunderbird?

Thunderbird School of Global Management is the vanguard of global leadership, management, and business education for the Fourth Industrial Revolution.

We are much more than a school. Thunderbird is a global network of future-ready leaders, managers, and entrepreneurs innovating across the private and public sectors to advance inclusive and sustainable prosperity worldwide.

## What is ASU?

Arizona State University, ranked No. 1 “Most Innovative School” in the nation by U.S. News & World Report for seven years in succession, has forged the model for a New American University. ASU is a comprehensive public research institution, measured not by whom it excludes, but by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves. ASU operates on the principle that learning is a personal and original journey for each student; that they thrive on experience, and the process of discovery cannot be bound by traditional academic disciplines. Through innovation and a commitment to accessibility, ASU has drawn pioneering researchers to its faculty even as it expands opportunities for qualified students, attracting some of the highest caliber students from all 50 states and more than 130 nations.

## About the school

Thunderbird School of Global Management is the world’s premier leadership and management school. As part of Arizona State University, ranked No. 1 “Most Innovative School” in the nation by U.S. News & World Report for seven years in succession, Thunderbird draws on a vast spectrum of disciplines of excellence to empower leaders across sectors with future-ready skills. Thunderbird advances inclusive and sustainable prosperity worldwide by educating and influencing global leaders and managers who maximize the benefits of the Fourth Industrial Revolution for business, government, society, and the environment.

For more than 75 years, Thunderbird has produced leaders capable of tackling the world’s greatest challenges. As the world continues innovating, and technology changes the way we live and work, Thunderbird is developing nimble, ethical, global leaders who can seize the opportunities offered by the Fourth Industrial Revolution to create sustainable prosperity worldwide. Now a part of Arizona State University, Thunderbird brings the world’s No. 1 ranked Master’s of Global Management degree to the nation’s No. 1 “Most Innovative School” (U.S. News & World Report).

Learn more about Thunderbird at [thunderbird.asu.edu](https://thunderbird.asu.edu).

# Strategic Messaging

## The Thunderbird difference

Thunderbird is a world leader in global business and management education for a new decade of technological transformation. Guided by a global mindset and a deep commitment to advancing inclusive and sustainable prosperity worldwide, Thunderbird integrates original, multidisciplinary management and business research with emerging technology trends to empower leaders of transnational organizations to adapt and thrive in a rapidly changing and increasingly complex world. Blending global business, foreign policy, and international affairs, Thunderbird specializes in providing hands-on, real-world learning experiences to develop leaders and managers across sectors and disciplines, thereby enhancing performance in public and private organizations globally.

### ➤ **Leadership for the Fourth Industrial Revolution:**

New technologies such as block-chain, artificial intelligence, and genetic engineering are fusing the physical, biological and digital worlds, fundamentally altering the way we live, work and relate to one another. In this new paradigm, organizations need a different kind of leader.

### ➤ **Cross-sectoral approach:**

Thunderbird operates at the intersection of global business, international affairs, and public policy, providing students with the cross-sectoral skills that position them to shape the dynamic environments impacting their organizations. We develop agile and principled leaders with expertise in collaborating and innovating to serve both business and society.

### ➤ **Transdisciplinary skill set:**

Thunderbird empowers global leaders to harness the transformative power of the Fourth Industrial Revolution by leveraging the tremendous resources of Arizona State University to provide relevant training across a wide spectrum of disciplines. Thunderbird's No. 1 ranked Master of Global Management program features 16 distinct concentrations spanning the gamut of industries and professions, along with the option for students to create and tailor an academic focus area of their choosing.

### ➤ **Digital global mindset:**

Global leaders and managers must have a collection of skills and knowledge that allow them to understand and influence individuals, groups, and organizations across cultures, borders, and modes of communication. The global mindset of the 21st century is digital and it is through the online, data-driven technologies of the Fourth Industrial Revolution that we connect and create value.

### ➤ **Global and multinational school:**

Through our global mindset and worldwide presence, we equip students and professionals to thrive in today's international business environment. With more than 50,000 distinguished alumni in 145 countries and a rapidly-expanding network of satellite Centers of Excellence in all regions, Thunderbird delivers cutting-edge and fit-for-purpose programs worldwide. From executive education to basic entrepreneurship training, our offerings and global learning experiences provide transformative global skills and stackable degrees and credentials to students and professionals around the world.

### ➤ **Hands-on experience:**

Through a rigorous curriculum and applied learning in real-world environments, Thunderbird provides students with practical, hands-on knowledge that allows them to hit the ground running in challenging environments around the world.

# Strategic Messaging

## The evolution of Thunderbird

Arizona State University, ranked No. 1 “Most Innovative School” in the nation by U.S. News & World Report for seven years in succession, has forged the model for a New American University. ASU is a comprehensive public research institution, measured not by whom it excludes, but by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves.

1.0

**Thunderbird 1.0:** Founded in 1946 on the grounds of a deactivated airbase (Thunderbird Field No. 1), Thunderbird was the first graduate management school focused on global business.

2.0

**Thunderbird 2.0:** The 1960s proved to be a time of global expansion for the institution. Thunderbird enjoyed steady growth and with that came a sense of identity in the world of international education.

3.0

**Thunderbird 3.0:** By the 1980s, Thunderbird has risen to become a major player in the corporate and academic arenas, ranking No. 1 in the world for international management.

4.0

**Thunderbird. 4.0:** In 2014, Thunderbird joined Arizona State University, bringing the world’s No. 1 ranked Master of Global Management program under the umbrella of the No. 1 ranked most innovative university in the United States. With the opening of Thunderbird’s new global headquarters building on ASU’s Downtown Phoenix campus, Thunderbird is now strategically focused on delivering the world’s finest leadership and management education for the Fourth Industrial Revolution.

Thunderbird 4.0 @ ASU Thunderbird School of Global Management became a unit of the ASU enterprise in 2015, bringing with it nearly 75 years of excellence in global leadership and management education as well as international accolades for executive education. The original Thunderbird campus was situated on the grounds of Thunderbird Field No. 1, a World War II-era pilot-training base in Glendale, Arizona. The School occupied contemporary buildings as well as award-winning renovations of some of the base’s historic landmarks. For seven decades, students from around the world flocked to the suburban campus, walking past the multilingual greetings of the Thunderbird Welcome Wall to nurture the global mindset, business skills, and social responsibility that empowered them to become leaders in their organizations and communities.

The School and its internationally acclaimed graduate programs relocated to ASU’s Downtown Phoenix campus in early 2019. Thunderbird’s rich tradition as a premier global institution is stronger than ever today as part of ASU. Thunderbird remains home to a renowned faculty of instructors who carry on the traditions that have placed it among the top-ranked global business education institutions and earned the School the perennial support of loyal alumni. Thunderbird’s new location in ASU’s Downtown Phoenix campus offers valuable access to corporate, state, cultural and recreational resources throughout metropolitan Phoenix.

# Strategic Messaging

## Our global alumni network

Thunderbird's worldwide community of graduates is uniquely equipped to make a difference in this era of rapid change and disruption. The School leverages the resources and talent of our alumni to guide, advocate and support Thunderbird in achieving our mission.

Thunderbird offers our alumni the opportunity to future-proof their skills through lifelong learning opportunities and by connecting them with each other and a global network of experts

## Our regional centers of excellence

Thunderbird is the world's only truly global and multinational school. With more than 50,000 distinguished alumni in 145 countries and a rapidly-expanding network of satellite Centers of Excellence in all regions, Thunderbird delivers cutting-edge and fit-for-purpose programs across the globe. Our expanding network of Centers of Excellence from Los Angeles to Tokyo, and Bogota to Nairobi provides a global presence that sets Thunderbird apart by facilitating academic offerings in major commercial centers around the world, connecting and engaging our worldwide alumni network while supporting international recruiting.

**50k+**  
**Alumni**

**140**  
**Countries**

**15**  
**Centers of  
Excellence**

# Strategic Messaging and Facts

## A global education

A global mindset is at the core of a Thunderbird education. Our global focus is foundational and helps transform students into global leaders by providing worldwide opportunities, cross-cultural knowledge and mastery of interdisciplinary skills as only Thunderbird and ASU can. Whether it's internships and international consulting projects in major world cities or applied learning experiences in emerging markets, T-birds gain experience that is truly global. Thunderbird professors integrate global case studies into every course and roughly half our students come from outside the U.S. The School features a highly diverse population of students, faculty and staff with a welcoming culture enriched by many different backgrounds and viewpoints.

## Our global headquarters

At the center of Thunderbird's global network of Centers of Excellence is our new state-of-the-art Global Headquarters, a home that connects us to the rest of the world. Located in the heart of ASU's Downtown Phoenix campus, it will provide greater community embeddedness and enhanced resources for Thunderbird students and faculty. The new building will bring the School closer to key organizations across the public and private sectors in this center of international commerce and state government. As the fifth-largest city in the U.S. with the fastest population growth of any city in the nation, the Phoenix location of our new facility also offers many opportunities for innovation and recreation.

Our new Global Headquarters will leverage the latest cutting-edge learning technology to enable Thunderbird students to experience in real-time what they seek to study and learn. We will unlock all that digital technology has to offer within our formal learning environments with truly active and multi-dimensional

learning spaces that fully immerse our students in their disciplines while allowing them to collaborate on a global scale. Construction of Thunderbird's new building was completed in time to welcome students in August 2021 and includes a rooftop Thunderbird Pub designed in the spirit of the iconic original.



Photo by @Inessa Binenbaum

# Strategic Messaging

## Our undergraduate programs

Thunderbird School of Global Management's undergraduate degree programs position students as a global professional, ready to adapt and thrive in a dynamic world. Our hands-on courses are taught by Thunderbird's renowned graduate-level faculty. Thunderbird undergraduate students are provided an interactive, discussion-based curricular experience that deepens their understanding of global management and international political economy in addition to instilling Thunderbird's digital global mindset.



### **Bachelor of Global Management (BGM)**

Prepare for success in a global marketplace through specialized courses like global marketing, states and markets in a global economy and multinational organizational leadership. Equipped with a strong global business background, you will be ready for a career in global marketing, consulting, foreign service, human resources, entrepreneurship and many others.



### **Bachelor of Science in International Trade (BSIT)**

In the growing field of international trade, skilled managers are highly sought after by global corporations. Prepare yourself for these positions with courses such as supply chain management for global operations, international trade and regional economic agreements and big data in the global economy offered through this unique degree program.



### **Online Bachelor of Global Management (OBGM) STEM designation**

Become a global leader with a degree in Global Management from Thunderbird School of Global Management at ASU. This major prepares students to lead global organizations in this new digital era. With the accelerated pace of technological change globally, the world needs innovative leaders who are agile and able to take advantage of these new tools to build inclusive and sustainable prosperity worldwide.



# Strategic Messaging

## Our undergraduate programs *(Continued)*



### Online Bachelor of Science in International Trade (OBSIT)

As the world's economy becomes increasingly interconnected and competitive, it's vital for today's graduates to understand business, leadership and management in all industries within a global context. By earning an Online Bachelor of Science in International Trade, you'll build deep knowledge and analytical skills for leadership and management of global economic dynamics, Fourth Industrial Revolution technologies, regional business environments, global supply chains and cross-cultural communications.



# Strategic Messaging

## Our graduate programs

Thunderbird prepares global leaders and managers equipped with the future-ready skills and hands-on experience that organizations around the world demand in order to seize the immense opportunities arising from this era of technological transformation.



### **Master of Global Management (MGM)**

Thunderbird's No. 1-ranked Master of Global Management program offers 17 concentrations, applied learning and internships in real-world settings around the globe where students gain hands-on experience and learn from the diverse perspectives of a global cohort of classmates. Graduates join a worldwide alumni network of 45,000 leaders across 170 alumni chapters.



### **Master of Leadership and Management (OMLM)**

The Master of Leadership and Management is not just a master's degree from a top-ranked school of global management, it is specially designed to take your career to the next level. Globalize your leadership skills in a flexible, online format designed for working professionals and become part of the prestigious Thunderbird Alumni Network.



### **Master of Leadership and Management – Mandarin (OMLM-Mandarin)**

The Master of Leadership and Management - Mandarin is not just a master's degree from a top-ranked school of global management, it is specifically designed for Mandarin speaking professionals who want to take their careers to the next level. Globalize your leadership skills in a flexible, online format designed for working professionals and become part of the prestigious Thunderbird Alumni Network.



# Strategic Messaging

## Our graduate programs (*Continued*)



### **Executive Master of Global Management: Space Leadership (EMGM-Space Leadership)**

Thunderbird's Executive Master of Global Management with a specialization in Space Leadership, Business, and Policy (EMGM-Space Leadership) is a one-of-a-kind degree for professionals seeking executive management expertise in the booming space sector. Designed and taught by industry-leading experts, this 12-month graduate program is tailored for individuals pursuing executive careers in commercial spaceflight, defense and civil aerospace, AI and big data, and next-generation manufacturing. Being a graduate will open doors across the aerospace and technology sectors.



# Strategic Messaging

## Our Executive degree programs

**Transformative Learning for Executives** Thunderbird has built its reputation on educating the business leaders of today and tomorrow. We provide world-class executive education that is focused on preparing individuals and organizations for higher levels of success. Thunderbird's executive degree programs are designed for experienced professionals interested in broadening their global outlook and worldwide network.

We prepare global leaders to manage in today's environment of constant technological innovation and disruption. To make a difference in this complex and interwoven global economy, managers need a firm understanding of how to leverage the immense opportunities and manage the threats arising from the Fourth Industrial Revolution.



### **Executive Master of Global Management (EMGM)**

As an experienced international executive, you know the power of a global mindset. Create worldwide value for yourself and broaden your personal brand by studying the intricacies of global management with world-renowned faculty and a cohort of exceptional peers. Learn, travel and collaborate to earn this elite, specialized degree.



### **Executive Master in Global Affairs and Management (EMGAM)**

Become a global leader who makes a difference. Whether you work in business, government, or civil society, learn how to solve wicked problems and make sense of a fractured world. Master cutting-edge skills for managing complexity and for creating the future across geographies and across sectors.



### **Executive Master of Arts in Global Affairs and Management (EMAGAM)**

Thunderbird's one-year Executive Master of Arts in Global Affairs and Management provides a digital global mindset and a unique combination of 21st-century hard and soft skills. Students build expertise in leading systems and new enterprises, managing complexity, disruptive innovation, digital transformation, and collaborative problem-solving.

# Strategic Messaging

## Executive Education

Thunderbird empowers global professionals to shape the changing landscapes impacting their enterprises by expanding and updating their future-ready skills and connecting them to a diverse network of global experts.

Thunderbird Executive Education is unique in offering specialized development for the Fourth Industrial Revolution across disciplines in a variety of formats anywhere in the world.



### **Immersive for Professionals:**

Thunderbird offers a suite of programs designed to challenge business leaders or teams of leaders to more effectively think and deliver results in a constantly evolving and turbulent world.



### **Online:**

Thunderbird provides maximum flexibility, network affiliation and impact by delivering world-class development resources anytime, anywhere.



### **Custom for Organizations:**

Thunderbird partners with enterprises of all sizes, industries and sectors to offer leading-edge integrated talent development experiences to sharpen performance and improve organizational capacity.

# Strategic Messaging

## Executive Education programs



### **Global Leadership and Management Essentials:**

The leadership and entrepreneurship skills provided through Thunderbird's online executive certificate program will empower you with an understanding of what to focus on so that you can lead your organization in achieving its goals. Thunderbird's Executive Certificate in Global Leadership and Management Essentials provides advanced learning that empowers you with broadened and bolstered management, entrepreneurship, and leadership skills — elevating your career potential.



### **Global Oil and Gas Management:**

This prestigious program focuses on the business of the upstream, midstream and downstream segments of the industry. Participants learn to analyze and understand global oil and gas strategies to position their organization as a leader in this dynamic and competitive global landscape. Participants will gain a strong grasp of today's global energy marketplace and how it directly impacts you as an integral part of the overall oil and gas value chain.



### **Supply Chain Management:**

The Thunderbird Executive Certificate of Supply Chain Management program, offered in partnership with Arizona State University's W. P. Carey School of Business, provides participants with the essential tools and added expertise in supply chain management to advance their careers as the Fourth Industrial Revolution accelerates. The program faculty present an entrepreneurial curriculum enriched by their experiences in multinational firms and organizations in the public sector.



### **Business Analytics:**

Understand the evolution of business intelligence (BI) and how it applies to emerging business issues. This three-certificate program, delivered in partnership with Arizona State University's W. P. Carey School of Business, gives participants the confidence and added expertise to overcome challenges in their current roles or to advance in their careers by specializing in data management.



### **International Credit and Trade Finance:**

Develop the skills necessary to analyze international customer credit risks and interpret financial statements. Learn to manage accounts receivable, international credit and collections and how to use the most appropriate export risk mitigation and financing alternatives. Participants are empowered with the techniques, tools and understanding to drive growth by successfully mitigating credit and financial risks, enhancing working capital and implementing strategic process improvements in the quote-to-cash cycle.



### **Global Foresight and Leadership For Accelerated Growth:**

This program provides advanced learning that expands participant's global leadership, business and management skills — and their career potential. Develop a well-rounded business and management skill set that positions you to maximize the benefits of the Fourth Industrial Revolution. This program empowers professionals with a global mindset combined with a solid grounding of 21st-Century leadership and entrepreneurship knowledge.

# Strategic Messaging

## Executive Education programs



### **Space Leadership, Business and Policy:**

Taught by globally recognized space leaders and distinguished academic faculty, participants learn how to respond to today's challenges and opportunities in a global marketplace. The course features powerful guest speakers, valuable materials and a site visit to a LA area space R&D or production facility.



### **Global Leadership and Frontier Tech in the Age of Metaverse Commerce:**

This in-person professional certificate program is designed for leaders to gain an understanding across key technologies of this era. Combining the latest thinking grounded in practice, participants will not only learn about, but will experience first-hand the latest technologies that will have them immersed in frontier tech at Thunderbird School of Global Management's state-of-the-art global headquarters.



### **Agile Leadership: From Strategy to Execution:**

This in-person executive certificate will unpack the latest thinking to successfully navigate agile transformations. Participants will gain crucial insights into agility that they and their organizations can implement from day one. Come prepared to engage in the latest thinking on agile best practices, including interactive exercises and case examples across sectors that highlight the benefits of nurturing a winning organizational mindset and culture ready to adapt to a world of increasing competition for customers and talent.

# Strategic Messaging

## Executive Education programs (*continued*)



### **Health Innovation Leadership:**

Thunderbird's online Health Innovation Leadership certificate program delivers expert instruction from Arizona State University's nationally-ranked Edson College of Nursing and Health Innovation, empowering health care leaders with advanced tools to advocate for the best care and the latest evidence-based practices.



### **Global Entrepreneurship and Innovation Virtual Bootcamp:**

Designed for professionals who want to launch or advance global enterprises, this program prepares professionals to realize their entrepreneurial dreams or elevate their career as an innovator within a global organization. With a unique focus on global dynamics in an era of disruption and rapid change, the curriculum features sixteen leading-edge themes key to global entrepreneurial success in the Fourth Industrial Revolution.



### **Global Foundations for the Fourth Industrial Revolution:**

This certificate helps prepare leaders, practitioners and professionals in both the public and private sectors, as well as non-governmental organizations, to act effectively in this space. It provides the building blocks required to drive innovation and digitalization initiatives for businesses and organizations around the world. The Certificate prepares professionals to successfully lead in the continuously evolving world and enables them and their organization to continue to thrive as the Fourth Industrial Revolution shapes our future.



### **Ethical Circular Economy:**

The Ethical Circular Economy Master certificate is for professionals looking to holistically increase their understanding and capabilities for not only investment recovery of resources and materials, but concurrently driving social well-being. These courses will help leaders to recognize where their organization can have positive impacts that create a stronger future for their business, society and the planet.



### **Doing Business with the NEW China:**

The certificate offers significant strategic orientation to provide value to middle and upper-level managers who have decision-making responsibilities and who contribute to navigate their organization through the complexity of China's changing political landscape. With rich content providing insight on China's role in the global political economy, this certificate will also benefit individuals working in private and government sectors on issues like trade and relations with the Chinese government.



### **Smart Cities and Urban Innovation Excellence:**

This certificate provides an in-depth multidisciplinary orientation on the topic of Smart and Resilient Communities. It explores the history, present and future of the 'smart city' concept, frames the future of our cities within the context of the 4th Industrial Revolution, provides a platform for a rich sharing of insights and best practices by experienced leaders from across the globe and introduces the building blocks for successful digitalization and innovation strategies for communities, cities and regions.

# Strategic Messaging

## Hire a Thunderbird

Thunderbird produces leaders and professionals across sectors and industries who are equipped with future-ready skills and experience that position them to seize on the immense opportunities in this era of rapid technological disruption. Thunderbirds also bring a digital global mindset necessary for organizations to stay ahead in a digitally interconnected and rapidly changing world.

## Applied Learning

Thunderbird's Global Challenge Lab is an applied learning project that engages students with organizations around the world to deliver data-driven solutions to growth and impact-related challenges, with a special focus on emerging markets.

This hands-on experience in unfamiliar environments compliments Thunderbird's world-class faculty and innovative curriculum to ensure that graduates will excel immediately in global leadership roles.

## Thunderbird for Good

Thunderbird for Good is the social impact arm of School. Created in 2005, the initiative leveraged the School's expertise in business education and our global networks to teach women in emerging and underserved markets how to start and grow small businesses. Our programs equipped women with the knowledge, tools and connections to improve their lives and communities. Today, Thunderbird for Good has evolved and grown dramatically. We drive economic development around the world through our training programs and the resources we develop. Thunderbird for Good plays a critical role in the School's mission of educating leaders who advance inclusive and sustainable prosperity worldwide.

## Our Institutional Partnerships

Thunderbird is a values-driven institution that partners with leading organizations to co-create innovative approaches to pressing global challenges through scalable, transdisciplinary solutions contextualized to local needs.



# Strategic Messaging

## About the Thunderbird difference

Three questions on the Thunderbird Difference

1

### **How did Thunderbird and ASU become among the best prepared academic institutions in a COVID-19 world?**

A bold re-imagining of how we can empower our students in today's environment of constant innovation positioned Thunderbird and ASU to adapt with agility as societies worldwide sustain successive shocks to systems and institutions. In recent years, we have made major investments to enhance our digital capabilities and offerings, we've revamped our curriculum to span disciplines and sectors and we've expanded our world-class faculty with eminent practitioners and scholars. At Thunderbird, we took these steps to develop principled leaders and managers who transform organizations and improve the world with 21st-century mastery in creating immense opportunities and navigating the risks arising from change, whether it comes in the form of a public health emergency, shifting geopolitics, rapid technological advancement, or any other complex forces that affect global enterprises.

2

### **How has Thunderbird innovated through adversity to offer world-class digital and blended education?**

We have invested heavily in advanced digital learning, and the pandemic has accelerated our investments in new modalities. We've built on our technical capacities to expand and project multiple blended environments of learning, teaching, innovating and discovering in new ways. For example, we are making our fully online master's program available in Mandarin. We also recently harnessed the power of remotely controlled telepresence

robots in a virtual commencement ceremony, innovating to provide our graduates with an avatar experience of "walking the stage" and receiving their degree as a robot. We can now use the same mobile, live audiovisual interfaces to provide expanded telepresence options to students, one of several new ways to engage remotely.

Employing HD video along with the latest telepresence hardware and software allows Thunderbird to extend our intimate learning environments and world-class faculty around the globe, to make our transformational learning experiences more available and accessible than ever. And as emerging technologies like mixed reality and AI advance, Thunderbird will pioneer them inclusively and sustainably.

3

### **What makes Thunderbird's programs unique and transformative?**

Thunderbird specializes in preparing global leaders to guide diverse teams through disruptions and uncertainty by creating solutions that transform complexity from a liability into an asset, transcending boundaries. Roughly half of our students come from outside the U.S. and our cohorts deliver value that parallels the rigorous curriculum, which includes a second language fluency requirement in the case of our Master of Global Management.

The cross-sectoral, transdisciplinary approach to global leadership and management education at the core of Thunderbird's DNA has increased the value of a T-bird in this turbulent new decade, especially for organizations operating across borders and language barriers. For example, our new Executive Master of Global Affairs and Management is delivered at ASU's Barrett & O'Connor Center in Washington, D.C. where mid-career professionals in business, government and civil society can master leadership for an interconnected world while tapping into all the U.S. capital has to offer.

All T-birds acquire cutting-edge skills for shaping futures by transforming the practices of organizations that span geographies and industries.



# Strategic Messaging

## What is an MGM?

Thunderbird's Master of Global Management (MGM) can be described as combining elements of a master's degree in international business administration, a master's in public policy, and a master's in international affairs. Its 17 academic concentrations make it a highly customizable degree and the mandatory Global Challenge Lab adds hands-on applied learning to make it highly practical.

Graduate students pursuing an advanced degree in global management at Thunderbird seek to further their business, leadership, and management studies on a global level or broaden the scope of their knowledge and skills internationally. The program empowers graduates who hold bachelor's degrees in other fields to change careers or advance in their current paths by opening new doors of opportunity worldwide.

Thunderbird's MGM is categorized as a master's in international management, not to be mistaken for a master's in management (MiM), which in most regions of the world is a 1-year degree program for recent undergraduates whereas the MGM is a full-time 2-year program that can be tailored for all career levels and contains multiple cohorts of professionals. This category of graduate degree programs is also often referred to as a master's in international business.

Learn more at: <https://thunderbird.asu.edu/degrees/master-in-global-management/what-is-an-mgm>





# STYLE GUIDE

# Style guide

From email signatures to reports, follow these guidelines to ensure that your written message aligns with Thunderbird's brand and your audience understands the message you want to convey.

## Introduction

Arizona State University's Enterprise Brand and Marketing Guide forms the foundation of Thunderbird's writing style guidelines. This guide focuses on terminology specific to Thunderbird and variances stemming from the School's rich history, international audiences, and unique place within the university. The Associated Press Stylebook's current edition is likewise the basis of ASU's writing style guidelines, which include some exceptions to AP Style to accommodate ASU-specific terms and practices. Together, these foundational rules encourage and ensure consistent composition in both internal and external Thunderbird communications. Guidelines cover a broad spectrum of topics, including spelling, punctuation, grammar, formatting, voice and tone, common mistakes, and standardized content for Thunderbird.

Print and online written communications from Thunderbird should conform to these guidelines at all times, with two exceptions:

- When we need to factor in data analytics for marketing communications

- When specialized messaging (e.g., academic work, communication to the media) requires adherence to another specific style, such as APA, Chicago, or the ASU Academic Catalog Style Guide.

If you don't see what you're looking for, follow these steps:

1. Consult the current edition of The Associated Press Stylebook.
2. Consult Webster's New World College Dictionary, Fifth Edition.

These guidelines serve as a foundation and toolkit for building and tailoring your strategic Thunderbird messaging. Writing styles will always vary, and there will be exceptions, but if everyone follows these simple rules, we will reflect the Thunderbird brand consistently in all our messaging. Thunderbird's Branding and Communications team is ready to answer any questions you may have regarding the writing guidelines.

# Style guide

## The Name

### **Thunderbird School of Global Management**

Always use the full name of the institution on the first reference.

Note the absence of a definite article. Refrain from using the word “The” before Thunderbird School of Global Management as this word adds no meaning to the name and makes it longer. Furthermore, the institution’s name has a more significant branding impact when the word Thunderbird comes first. The logo makes this difference clear.

**Incorrect:** The Thunderbird School of Global Management

**Correct:** Thunderbird School of Global Management

## Subsequent references

Thunderbird School of Global Management may be called “Thunderbird” or “the School” in subsequent references. Note the intentional capitalization of the word School when used in place of the full name: The School launched in 1946. When you’re not using the term in place of the full name there is no need to capitalize School. Example: Sanjeev Khagram, dean of the school, gave a speech.

“The Thunderbird School” is a common reference used conversationally but it should be avoided in official communications as the preferred term is simply Thunderbird.

## T-birds and Thunderbirds

Do not refer to the School as T-bird; this moniker refers to students and alumni who are known as T-birds in the same way that ASU students are referred to as Sun Devils. The term Thunderbirds is also appropriate for students and alumni.

Example: There’s no such thing as a former T-bird.  
Our graduates are T-birds for life.

## Thunderbird’s Director General and Dean

The official title of our dean is distinct from any other at ASU. In keeping with Thunderbird tradition, our dean’s official title is: Director General and Dean

Note the lack of a hyphen and the secondary placement of Dean.  
Example: Dr. Sanjeev Khagram, Director General and Dean

ASU capitalizes the term Dean when used with the person’s name. Thunderbird likewise capitalizes Dean when referring to our Director General and Dean. Use lower case when referring to the office or role of dean. Example: They reached out to Dean Khagram, who has a doctorate in global political economy from Stanford. He became the dean at Thunderbird in 2018.

[Arizona State University’s Enterprise Brand and Marketing Guide](#) forms the foundation of Thunderbird’s writing style guidelines.

# Style guide

## Guiding Principles for Language and Diction

### Thunderbird branding in content

Writers should strive for precise, concise composition that carefully balances sophistication with clarity. Our goal is to ensure our messaging is appropriate for well-educated individuals for whom English is a first language as well as for those for whom it is a second, third, or even fourth language.

All externally facing materials should avoid excessive “academic-speak,” internal nomenclature, technical jargon, or acronyms. The text must be audience-appropriate and fit-for-purpose.

Thunderbird-branded language is direct, clear, and sincere. It is not overly clever, catchy, slick, or cute. In general, sentences should be succinct when possible and florid style should not supersede clarity. Our writing should be inspiring, provocative, and declarative.

- Reduce the complexity of sentences for power, clarity, and gravity.
- Use direct language.
- In general, use descriptive verbs and avoid reliance on adjectives.
- Convey sincerity.

### Avoid:

- Abbreviations, acronyms. Avoid shortened forms not readily recognizable by the reader. Always write out formal names on the first reference.

- Jargon. Connection with our readers is vital, so avoid jargon. Instead, explain with illustrative or descriptive language.
- Long headings, titles. Be concise and informative. The BBC and CNN news headlines are excellent examples of brevity, averaging five words.
- Passive voice. With the passive voice, the subject is acted upon by some other performer of the verb. Active voice is when the noun doing the action is the subject. Example of passive voice: The decision was made by the Dean yesterday. Example of active voice: The Dean made the decision yesterday.
- Poor grammar. Typical examples are switching between first and third person, and using the singular they (see Word List/they).
- Unnecessary phrases. Substitute appropriate words or rewrite the sentence.
- University size and enrollment numbers or references. Students who don't select ASU often cite the large size of the university as a reason for attending elsewhere.
- The & symbol. Except in official names or titles, use the word “and”.

### Lexicon

Select powerful words: affect, influence, change, invent, reinvent, act, imagine, rethink, rewrite, see, do, create, solve, build, commit, redefine, lead, chart, aim, design, engineer, form, intend, map, project, purpose, shape, sketch, think, possibility, strategy, solutions, plan, potential, world, future, momentum, challenges.

### Tone

The tone for our brand is: ambitious, bold, visionary, inspiring, aspirational, optimistic, determined, future-focused, authoritative, leading the way, energetic, active, capable, committed, purposeful, honest.



# Style guide

## Thunderbird uses the Oxford comma as needed.

As a global institution in a digital age, Thunderbird uses the Oxford comma for clarity in sentences that feature a series or sequence, a variance from AP style. An Oxford or serial comma is the last comma in a list; it goes before the word “and.” Technically, it’s grammatically optional in American English. However, depending on the words or names in your list, omitting it can lead to some confusion.

Here are a few comical examples of why we use Oxford commas.

Incorrect: The author dedicated her new book to her parents, Maya Angelou and God.

Correct: The author dedicated her new book to her parents, Maya Angelou, and God.

Use a comma before the concluding conjunction in a series if an element of the series requires a conjunction. Example: I had orange juice, toast, and ham and eggs for breakfast.

Writing style elements

Abbreviations

Addresses

ASU standardized text (Boilerplate)

Capitalization

Company names

Days, months, years, seasons, time

Formatting

Language

Lists

Numerals

Punctuation and symbols

Titles

Word list

## Boilerplate

Boilerplate is a standardized text that we use without alteration. Writers frequently place it at the end of a written piece or other strategic communication. Boilerplate is also useful as an elevator speech.

### Primary Thunderbird boilerplate

Thunderbird School of Global Management is the world’s premier leadership and management institution. As part of Arizona State University, ranked No. 1 “Most Innovative School” in the nation by U.S. News & World Report for seven years in succession, Thunderbird draws on a vast spectrum of disciplines of excellence to empower leaders across sectors with future-ready skills. Thunderbird advances inclusive and sustainable prosperity worldwide by educating and influencing global leaders and managers who maximize the benefits of the Fourth Industrial Revolution for business, government, society, and the environment.

### Secondary Thunderbird boilerplate

For more than 75 years, Thunderbird has produced leaders capable of tackling the world’s most significant challenges. As the world continues innovating and technology changes the way we live and work, Thunderbird is developing nimble, ethical, global leaders who can seize the opportunities offered by the Fourth Industrial Revolution to create sustainable prosperity worldwide. Now a part Arizona State University, Thunderbird brings the world’s No. 1-ranked Master’s In Management to the nation’s No. 1 “Most Innovative School” (U.S. News & World Report). Learn more about Thunderbird at [thunderbird.asu.edu](http://thunderbird.asu.edu).

# Style guide

**ASU boilerplate:** Note the active language, compelling word choice, and clarity of message in these long and short ASU boilerplates:

Arizona State University, ranked No. 1 “Most Innovative School” in the nation by U.S. News & World Report for seven years in succession, has forged the model for a New American University. ASU is a comprehensive public research institution, measured not by whom it excludes, but by whom it includes and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural and overall health of the communities it serves. ASU operates on the principle that learning is a personal and original journey for each student; that they thrive on experience, and the process of discovery cannot be bound by traditional academic disciplines. Through innovation and a commitment to accessibility, ASU has drawn pioneering researchers to its faculty even as it expands opportunities for qualified students, attracting some of the highest caliber students from all 50 states and more than 130 nations.

Arizona State University, ranked No. 1 “Most Innovative School” in the nation by U.S. News & World Report for seven years in succession, has forged the model for a New American University by operating on the principle that learning is a personal and original journey for each student; that they thrive on experience, and the process of discovery cannot be bound by traditional academic disciplines. Through innovation and a commitment to

accessibility, ASU has drawn pioneering researchers to its faculty even as it expands opportunities for qualified students.

## Taglines

A tagline is simply a short set of words that companies use to associate with their brand or service for external audiences. It is the creative interpretation of the strategic brand platform, and taglines can change over time with the strategy. To be effective, they should be concise, relevant, unique, and memorable.

For example, BMW positions itself on performance and drivability. Therefore, it’s not surprising that its tagline is “the ultimate driving machine.”

**Thunderbird tagline:** Global Leadership for the Fourth Industrial Revolution

“Learn to thrive” is the established central university tagline for ASU. The majority of central communications will feature it. Thunderbird communications will not use both taglines as this dilutes their impact.

If you use the official tagline of Thunderbird, please keep the following in mind:

- A tagline is not required on all Thunderbird materials, but units are encouraged to incorporate it.
- Do not make any edits to the tagline. The language and casing standards have been established. Any minor modifications to the tagline create inconsistency and weaken its impact.

# Style guide

## ASU in translation

When translating official university documents into languages other than English, Arizona State University and ASU remain in English.

## New American University

Describe ASU as a New American University, not the, as the term indicates a model for other institutions to follow. In other uses, this term may be preceded by a, the or this. The article is capitalized only to begin a sentence or when the phrase stands alone:

- A New American University
- ASU is a New American University

For more information, see [ASU's Trademarks and licensing page](#).

# ASU Campus descriptions

## ASU Downtown Phoenix campus

Located in Arizona's capital, ASU's Downtown Phoenix campus provides a multitude of academic and professional connections for students preparing for careers across the healthcare spectrum. Disciplines include preventive care, research, policy and advocacy, law, government, and other public service; with nonprofit and public social service providers; and in arts and sciences, journalism, media, and the corporate sector.

Learning takes place in contemporary classrooms, and

research centers throughout campus buildings integrated into Phoenix's iconic architecture, incorporating the historic U.S. Post Office building and modern-day landmarks such as the Walter Cronkite School of Journalism and Mass Communication and the more recent Arizona Center for Law and Society, home of ASU's Sandra Day O'Connor College of Law. Students participate in an abundance of public service opportunities and have leisure-time access to first-class fitness facilities, performing arts and cultural venues, and major sports events. This professional, fast-paced downtown is also a transit network hub that includes light rail and connections to other ASU campuses and points of interest throughout metropolitan Phoenix.

## ASU West campus

The West campus of Arizona State University creates a learning community blending liberal arts education with 21st-century workforce preparation. This combination is exemplified by the New College of Interdisciplinary Arts and Sciences, and degree programs offered by the Edson College of Nursing and Health Innovation, Mary Lou Fulton Teachers College and the College of Health Solutions. The northwest Phoenix campus provides modern amenities in its residence halls, dining facilities, and the Sun Devil Fitness Complex and swimming pool. Subtropical landscaping, fountains, and outdoor enclaves are third-space opportunities for students to socialize or collaborate while pursuing any of more than 50 undergraduate and graduate degree programs. West campus landmarks include the Albert Paley-designed entry gates, extensive public art, and at the center of campus, Fletcher Lawn. This commons is a contemporary homage to traditional university education, as is the Oxford-inspired architecture around it on the courtyard-fashioned campus. ASU partner campus locations where degrees are offered include Eastern Arizona College in Thatcher, Arizona Western College in Yuma, Central Arizona College in Coolidge and Cochise College in Sierra Vista.

Note: ASU Online is not a campus, but may be referred to in copy as an online campus. See Abbreviations. Also not to be referred to as campuses are ASU@Lake Havasu, programs offered at Eastern Arizona College; the California Center and Washington Center, and ASU's collaborative efforts with Mayo Clinic.



# Style guide

## Degree program terminology

Academic and professional abbreviations/style

### ACADEMIC DEGREES

Use initial cap (no apostrophe) when referencing full program name

Correct: Master of Global Management | Incorrect: Master's of Global Management

Use lowercase and an apostrophe in master's degree or master's when not referencing the program name.

Example: She got her master's degree last year.

Do not use periods in degree abbreviations (e.g., MGM, not M.G.M.; MS not M.S.; and PhD not Ph.D.). This is an AP style variance adopted by ASU.

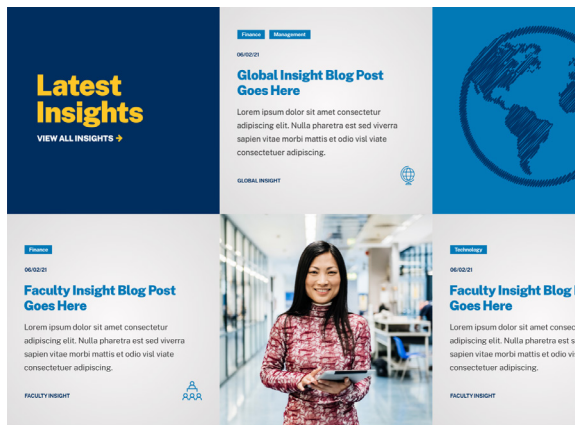
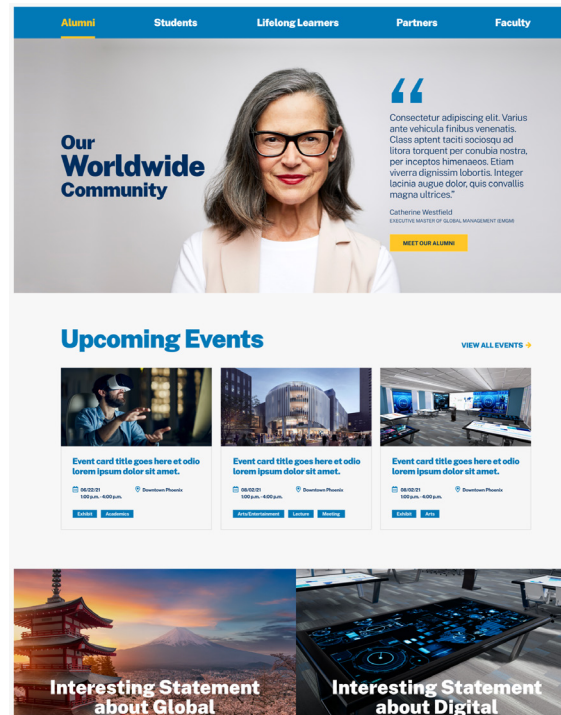
| Program name                                                                 | After the first reference, it may also be called: | Do not use:                                                                                                              |
|------------------------------------------------------------------------------|---------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| Bachelors in Global Management                                               | BGM<br>BSIT<br>OBGM<br>OBSIT                      |                                                                                                                          |
| Master of Global Management                                                  | MGM 4+1<br>MGM                                    | M-GM                                                                                                                     |
| Master of Leadership and Management                                          | OMLM                                              | OMALM, MLM. After Fall 2022 do not use MALM                                                                              |
| Master of Leadership and Management: Mandarin                                | OMLM- Mandarin                                    | On-Demand, OD or Distance Learning MGM<br>(Use "distance learning" as a descriptor but not as part of the program name.) |
| Executive Master of Global Management                                        | Executive MGM or EMGM, in moderation              |                                                                                                                          |
| Executive Master of Global Affairs and Management                            | EMAGAM                                            | MGAM, E-MGAM, or E-MAGAM                                                                                                 |
| Executive Master of Global Leadership: Space Leadership, Business and Policy | EMGM-Space Leadership                             | EMGM-Space, EMGM-SL                                                                                                      |
| Doctorate of Professional Practice in Global Leadership and Management       | DPP                                               | DPP-GLM                                                                                                                  |

# Style guide

## Examples

Use larger fonts, clear headlines, sub titles, and text fonts to create hierarchy for easier readability and to create sections. Be mindful of what image to use, it should support the message and should be intentional.

As much as possible use negative space to avoid clutter and confusion with unnecessary information. Think about the user, they don't need to know everything at once.





# **STUDENT GROUPS**

# Student Groups

**Thunderbird is responsible for protecting the use of all Thunderbird brands, images and likeness. This includes their use by student organizations, which can be issued an authorization for their use under the following conditions:**

- 1** All student organizations must work with the Office of Student Success for recognition as an official student club.
- 2** The student club's leadership must submit their logo to Thunderbird's Office of Branding and Communications for approval. Approval is at the sole discretion of the Office of Branding and Communications. The following guidelines apply to all student groups:
  - The official name of student organizations must include the words "student club" in order to clearly identify it as such. Exceptions can be made, such as Thunderbird Student Government and Das Tor, on a case-by-case basis.

- The official student club logo must follow the following format and follow all brandguides:



- A non-official logo can be used by the club as long as it does not contain the Thunderbird logo nor likeness. For example:





**MERCHANDISE**

# Thunderbird Merchandise

## Branding

On branding objects such as apparel and accessories in small areas, the Thunderbird and ASU Sunburst can be used. As long as it doesn't distort the integrity of the icons. The presence of Thunderbird logo and ASU sunburst mark needs to be included in a part of the article.

This version of logos can only be used in full color or only black or white. No other color combinations are allowed.

The usage and printing of any items needs to be approved by the Branding and Communications department.

..... Full Color .....



..... One color .....



# Arizona State - Thunderbird School of Global Management

Current revision date: 02/04/22

| Thunderbird Blue                                                                                             | Thunderbird Gold                                                                                              | Thunderbird Grey                                                                                                | ASU Maroon (ASU Institutional Mark Only)                                                                      |
|--------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| <b>PANTONE 2944 C</b><br><b>CMYK: 100, 85, 35, 33   RGB: 0,46,95</b><br>MADEIRA Rayon: 1242   Polyneon: 1776 | <b>PANTONE 123 C</b><br><b>CMYK: 0, 21, 88, 0   RGB: 255, 198, 39</b><br>MADEIRA Rayon: 1171   Polyneon: 1624 | <b>PANTONE 443 C</b><br><b>CMYK: 43, 35, 35, 1   RGB: 153, 153, 153</b><br>MADEIRA Rayon: 1163   Polyneon: 1613 | <b>PANTONE 208 C</b><br><b>CMYK: 10, 97,37, 43   RGB: 140, 29, 64</b><br>MADEIRA Rayon: 1385   Polyneon: 1635 |

Approved University colors or the \*PANTONE colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of PANTONE color publications. PANTONE is a registered mark of PANTONE, Inc.

| Primary Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Seal                                                                                                                                                                                                           | Notes                                                                                                                                                                                                                                                                                              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1</p>   <p>2</p>   <p>3</p>  <p>A unit of the Arizona State University Enterprise</p> <p><b>Note:</b> May be used only with written approval by Thunderbird's Office of Branding and Communications</p> | <p>4</p>  <p><b>Note:</b> May be used only with written approval by Thunderbird's Office of Branding and Communications</p> | <ul style="list-style-type: none"> <li>Articles with logos 5-19 need to have a representation of logos 20-22 on them.</li> <li>If use of full color is not available, all logos can only be used in all black or all white.</li> <li>Refer to ASU Brand standards for ASU Sunburst use.</li> </ul> |

| Secondary Marks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Verbiage                                                                                                                                                                                                                                                                                                                                                   |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>5</p>  <p>6</p>  <p>7</p>  <p>8</p>  <p>9</p>  <p>10</p>  <p>11</p>  <p>12</p>  <p>13</p>  <p>14</p>  <p>15</p>  <p>16</p>  <p>17</p>  <p>18</p>  <p>19</p>  <p>20</p>  <p>21</p>  <p>22</p>  | <ul style="list-style-type: none"> <li>T-bird for life</li> <li>I'm a Thunderbird</li> <li>Thunderbird</li> <li>1946</li> <li>Borders frequented by trade seldom need soldiers.</li> <li>Global leadership for the Fourth Industrial Revolution</li> <li>Global Citizen</li> <li>Truly Global</li> <li>Borderless</li> <li>Thunderbird mystique</li> </ul> |

NOTE: The marks of Arizona State University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from CLC.



# Thunderbird Merchandise

## Examples

