

ESMT  
BERLIN

# STYLE GUIDE 2024

ESMT BERLIN



# Introduction

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The goal of corporate communications at ESMT Berlin is to position the school as a leading global business school. ESMT should be recognized not only for its top research and teaching but also for its contributions in solving business and societal challenges. To maintain a consistent presentation and ensure brand recognition, all promotional materials for ESMT should align with these principles.

Use this style guide as a reference for your daily tasks and to support our brand recognition activities. It provides instructions on working with the tone, text, and design elements of our corporate identity, and provides common examples. We have also included links to downloadable assets – such as logos, letterheads, and certificates – for your convenience.

The corporate communications team updates this guide regularly. Please send your comments and questions to Jeanne M. Gaebler ([jeanne.gaebler@esmt.org](mailto:jeanne.gaebler@esmt.org)).

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**WHO WE  
ARE**

## MISSION

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From the heart of Europe, we create and impart new knowledge to advance business and society. We develop entrepreneurial leaders who think globally and act responsibly.

## OUR PURPOSE

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Empowering people to create a better tomorrow

## OUR VALUES

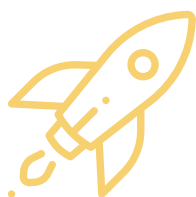
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**Community**



**Curiosity**



**Courage**



**Rigor**

# **HOW WE SPEAK**

## Tone

We seek to use one common, inclusive language in internal and external communications. Our written and spoken tone should convey a consistent, coherent, and clear image of who we are and what sets us apart from other institutions. This includes what we say, how we say it, and which target audiences we are addressing. All communications should aim to reinforce and strengthen a cohesive identity. Based on our brand and mission, our tone helps us tell our story. It is friendly, inclusive, and approachable, referring to ESMT staff as one entity (“we strive to”) rather than speaking in an observing tone (“ESMT Berlin strives to”).

## Diversity, equity, and inclusion

We subscribe to the principle of equal opportunity and do not discriminate on the basis of race, age, sex, sexual orientation, physical or mental disability, religion, ancestry or national origin, marital status, genetic information, political affiliation, gender identity, or expression. The use of language in communications should reflect this. Here are a few general rules to follow:

- Please use positive, non-discriminatory language and avoid using terms that stereotype or stigmatize individuals or underrepresented groups.
- Avoid the generic use of “he.” Instead, use plural nouns or sparingly use the passive voice. For example: “Employees should bring their own lunch” rather than “Every employee should bring his/her own lunch” or “Lunch should be brought by every employee.”
- Generally, it is unnecessary to specify roles by gender. To avoid bias, use gender-neutral terms such as “chair” or “business professional” rather than “chairman/chairwoman” or “businessman/businesswoman.”
- Use terms emphasizing abilities rather than limitations. Avoid victimizing, such as “afflicted by,” “vic-

tim of,” or “suffering from.” For example, instead of identifying a person by their diagnosis (“a diabetic”), use person-first language (“a person with diabetes”).

- Gender is fluid. People may identify as something other than male/female. If you are not sure about a person’s preferred pronoun, kindly ask them. Strive to use language that reflects people’s choices and styles in self-identification.
- Tell stories that reflect the breadth and wealth of our diversity rather than the narrow lens of any majority or privileged group.

## Examples

Affirmative terms	Terms to avoid
Person with disability	Wheelchair user
Person with a learning disability	Mentally handicapped
Person with a speech/hearing impairment	Stammerer, deaf person
Chair	Chairman/ chairwoman
Typical	Normal

# **HOW WE WRITE**



## Naming issues and vocabulary

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### ESMT Berlin

In running text, use "ESMT Berlin" in full; subsequently, simply use "ESMT." In German, use with the article: *die ESMT Berlin and die ESMT*.

Unless as part of hashtag, URL, or email address, ESMT is in all caps.

## School locations

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### Berlin

ESMT Berlin

(building: ESMT Berlin Learning Center)

### Shanghai

ESMT Berlin Branch Office Shanghai

(office, not campus)

### Space Shack

ESMT Campus Berlin-Schöneberg

## Address of legal entity

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ESMT

European School of Management and Technology GmbH

Schlossplatz 1

10178 Berlin

[esmt.berlin](http://esmt.berlin)

## Terms and high-frequency vocabulary

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- Admissions Committee
- Admissions Office/Team
- alumna (f, sg.), alumnae (f, pl.), alumnus (m, sg.), alumni (m, gender-mixed group, pl.)
- Alumni Network
- campus (but: the ESMT Berlin Campus)
- Career Services
- case study
- Class of YYYY = year of graduation
- CV Book
- cybersecurity
- decision making (but: the program Decision Making)
- e-learning
- email
- EMBA = ESMT Executive MBA Program
- ESMT Berlin (to describe the Berlin campus location)
- ESMT Berlin Learning Center (to describe the main building)
- ETP = Executive Transition Program
- Executive Education
- Full-time MBA Class of YYYY
- Friends of ESMT (*Gesellschaft der Freunde und Förderer der ESMT e. V.*)
- Global Online MBA (GOMBA)
- Information Center
- Learning Hub, the Hub
- master's degree / thesis (but: ESMT Master's Degree)
- MBA = ESMT Master of Business Administration, or ESMT Full-time MBA Program
- MBA candidate/the candidate
- open lecture (but: ESMT Open Lecture)
- Part-time Blended MBA in Business Innovation
- PGD = ESMT Postgraduate Diploma in Management
- PhD
- policymaker
- practice project, practice group
- startup (noun), start up (verb)
- Sustainable Business Roundtable (SBRT)
- the school (when referring to ESMT Berlin)
- web page
- website

## Spelling and grammar

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US English spelling, grammar, and punctuation are used in all official and public documents and websites. Please use a US English dictionary, such as Merriam-Webster's Collegiate Dictionary. ESMT follows the latest edition of the Chicago Manual of Style (CMOS) unless explicitly stated otherwise. CMOS can be accessed via our institutional link for free: <https://www.chicagomanualofstyle.org.proxy.esmt.org/>.

## Numbers, dates, and measurements

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### Numbers and numerals

- Spell out numbers zero to nine. Use figures for numbers 10 and above, but defer to easy reader comprehension (e.g., "six to ten students" not "six to 10 students"). The same applies to first, second, third, but use 11th, 12th, 13th, etc.
- A sentence cannot begin with a number. Either use a numeral (e.g., "Thirty-eight") or rephrase the sentence.
- Large round numbers are spelled out: "An estimated twenty million people will be affected."
- Place commas in thousands: 1,500.
- Use the full form of numbers: "Refer to pages 122-128" (not 122-8 or 122-28).

### Years

- Twenties, thirties, forties, etc. (age)
- Mid thirties (no hyphen)
- The 1960s, the 1960s and 70s (no apostrophe)
- Use a forward slash to indicate the last part of one year and the beginning of the next (e.g., winter 2020/21, not 2020/2021).
- 2014–2018 (with en dash, no spaces)

### Dates

- May 1, 2021 (not May 1st, 2021)
- July 6–17, 2021; July 27–August 3, 2021 (en dash)
- When specifying a month or a holiday with a year, do not use a comma (e.g., December 1999, Christmas 2023).

### Time

- 7:00 p.m. (with space)
- 7:30 p.m. – 11:00 p.m. (en dash with spaces)

### Percentages

- Spell out "percent" in running text and use "%" in parentheses, footnotes, and charts. Leave no space between the number and the symbol (e.g., 20 percent, 20%).
- In parentheses, charts, and footnotes, use the symbol: 20% (no space in between).
- For ranges, do not repeat the spelled out word but do repeat the symbol (e.g., 20 to 30 percent, 20% to 30%).

### Amounts and measurements

- For measurements, leave a space between the number and the abbreviated unit of measurement (e.g., 2 km, 12 V).
- Leave no space between a currency symbol and its amount (e.g., €5,400, \$10).
- For monetary amounts above one million, abbreviate the amount and use a period, not a comma (e.g., €3.2 million).
- For charts, abbreviate monetary magnitudes (e.g., "m" for million, "bn" for billion).

## Punctuation and abbreviations

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- Use the serial comma (a.k.a. "Oxford comma"): e.g., apples, pears, and oranges (comma after pears). This also applies to commas before the last "or" in a list.
- The ampersand (&) should be used sparingly, for example in website navigation or for the titles of executive education programs. Do not use it in body texts and lists.
- US English uses double ("double") not single ('single') quotation marks.
- For quotes, place commas and periods within the quotation marks. Colons and semicolons fall outside of the quotation marks. Examples:
  - "However," they explained, "we decided to do things differently."
  - "These policies were put forward as their 'offering'; no further details were given."

- No periods are placed between acronyms, abbreviations, or initialisms (e.g., US not U.S., PhD not Ph.D., MIT not M.I.T.)
- No spaces surround a slash (e.g., oranges/apples, north/south).
- Place the footnote number after punctuation marks except the dash (e.g., “This data came via a leading research firm.”<sup>1</sup>).
- Avoid using contractions (e.g., “I am” and “you are not” rather than “I’m” and “you aren’t”).
- Bullet points and numbered lists do not end with a period or other punctuation unless it is a complete sentence.
  - Topics to be discussed:
    - Transformation
    - Diversity and inclusion
    - Purpose and values
  - Topics to be discussed are
    - transformation,
    - diversity and inclusion, and
    - purpose and values.

When describing ESMT programs, write the program name in full, followed by the acronym in parentheses.

For subsequent references, use the acronym: "The Executive Transition Program (ETP) is a general management seminar. ETP targets a mix of experienced managers."

## Hyphen, en dash, and em dash

### German equivalents

- hyphen (-) = Bindestrich
- en dash (–) = Halbgeviertstrich
- em dash (—) = Geviertstrich

### Hyphen (-)

Used for hyphenated adjectives, compound words, prefixes, etc.:

- a well-trained athlete
- location-based assets
- non-standard usage
- non-English-speaking peoples

Used to separate characters and numbers that are not inclusive, such as telephone numbers, social security numbers, ISBNs, etc.:

- 1-800-621-2376
- 23123-0
- ISBN 0-226-10389-7

### En dash (–)

Used to connect numbers and, less often, words to mean up to, including, or through:

- Their college years, 2017–2021, were their happiest.
- For documentation and indexing, see chapters 16–18, specifically pages 112–118.
- The conference will take place July 27–August 3, 2021.
- ESMT Berlin Module 1: 9:30 a.m. – 11:00 a.m.
- The London–Paris train leaves at two o’clock.

but:

- They were in college from 2017 to 2021.
- They published articles between November 3, 1945, and February 4, 1946.

Used in place of a hyphen in a compound adjective when one of its elements is an open compound or when two or more of its elements are open compounds or hyphenated:

- Europe’s post–Cold War energy policies need to be revisited.
- The San Francisco–based company has registered with the conference.
- The report was presented at the New York–New Jersey symposium.

In our publications, an en dash – or a pair of en dashes – sets off an amplifying or explanatory element. Commas, parentheses, or colons may perform a similar function. Place spaces before and after en dashes:

- There is a chance – although a very slight one – that the group will vote in favor of the proposal.
- They offered a final proposal – it was their last hope.

### Em dash (—)

- Other style guides and publishing houses sometimes insert the longer em dash – or a pair of em dashes – to set off an amplifying or explanatory element. In this instance, no spaces are inserted between the em dashes and the surrounding words:

- There is a chance—although a very slight one—that the group will vote in favor of the proposal.
- They offered a final proposal—it was their last hope.

### 3-em dash (—)

In a bibliography or reference list, a 3-em dash represents the same author or editor of the preceding entry:

Bradbury, M. (1994). The Somali conflict: Prospects for peace. Oxford: Oxfam.

——— (1997). Somaliland. CIIR Country Report. London: Catholic Institute for International Relations.

### Keyboard shortcuts

- En dash: alt + 0150 (using the numeric keypad)
- Em dash: alt + 0151
- Both: Insert > Symbol > More Symbols > Special Characters

## Capitalization

### Capitalized terms

- Stand-alone titles: Some One, Dean of International Relations, ESMT Berlin
- ESMT practice groups: Consumer Goods and Retail
- Special committees: Faculty Evaluation Committee
- ESMT course names: Bringing Technology to Market
- ESMT lecture series: this year's Open Lectures

### Lowercased terms

- Departments and divisions: the Siemens sales department.
- Areas of expertise/interests: Their area of expertise is corporate strategy.
- Academic subjects: They teach business and marketing.
- Degrees: They hold a master's degree in applied economics and a doctorate in sociology.
- They hold a master in innovation and analytics.

### Varying, depending on use

- Stand-alone titles are capitalized: Some One, Dean of International Relations, ESMT Berlin. In running text, they are written in lower case: Some One was named the dean of international relations at ESMT Berlin.

- The board of directors is capitalized when referring to a specific institution (e.g., the Management Board of ESMT Berlin, the Executive Board of Harvard). Without a specific reference, boards of directors are written in lowercase (e.g., every year the management board gathered to discuss ideas).

- In addition to the guidelines presented here, you can consult the Chicago Manual of Style for more.

Pragmatism and consistency should guide decisions in cases where no specific rule is given.

## Headings and subheadings

Our publications use sentence-style capitalization. For headings and subheadings (main titles, subtitles, and subheadings), this means that only the first letter of the first word in a title or subtitle and any proper names are capitalized. This also applies to website navigation items and headlines:

- Our commitment to high-quality case writing and teaching
- New management approaches at Deutsche Telekom: Taking the lead in Germany

### Capitalization following colon

#### Capitalized

- Questions: "One important aspect has been ignored: How will this affect our new hiring policy?"
- Full sentences: "Leadership skills are critical: Organizations that fail to realize this are at a disadvantage."

#### Lowercased

- Partial sentences: "There was only one thing left to do: inform the management."
- Lists: "They touched upon all the important topics: exports, trade barriers, and the WTO dispute mechanism."

## Citations

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We follow the citation rules of the Chicago Manual of Style. Generally, sources are cited in the text, also known as the author-date system. Full details appear at the end of the paper in a section titled “References” or “Works cited.”

### Text citations

In the author-date system, sources are cited in the text in parentheses by the author’s last name, the publication date of the work cited, and a page number, if needed.

One author:

(Harris 2012, 23–35)

One author, two references:

(Harris 2014a, 2004b)

Two authors:

(Harris and Chan 2013, 45)

Three authors:

(Harris, Chan, and Khouri 2014)

More than three authors (first author and “et al.”):

(Harris et al., 2010)

Reference to more than one work:

(Harris 2013, 35; Chan 2012, 25–35; UNIFEM 2012)

## Referencing

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### Journal listing – one author

For online articles, a URL should be included. Many journal articles list a digital object identifier (DOI), a unique, persistent, and assigned string that often begins with <https://doi.org>. This URL is preferable to the one that appears in the web browser address bar. Reference examples that run over two lines or more should be indented 1.27 cm after the first line.

Harris, A. 2012. “NATO partnerships.” *Foreign Policy Review* 34 (2): 23–55. <https://doi.org/10.5236/384758>.

Rosenberg, W. 2014. “India as a global player.” *Transatlantic Review* 75: 149–151.

### Journal listing – two authors

Roque, A., and G. Sokorski. 2010. “Trade relations with China.” *Transatlantic Review* 88: 99–233.

### Journal listing – more than two authors

Harris, M., G. Gusev, and A. Roque. 2010. “Approaches to European trade.” *Brussels Quarterly* 22 (3): 78–222.

For references with 10 authors or fewer, all should be listed. For references with 11 or more, only the first seven should be listed, followed by “et al.”

### Preface, foreword, introduction

Roque, A. 2004. *Introduction to Bilateral relations with Indonesia*, by L.-H. Röller, xi-xxxvii. Berlin: Springer Verlag.

### Forthcoming publications

Harris, M., and A. Roque. Forthcoming. “Certification in the gold trade.” In *Transnational organized crime*, edited by G. Gusev. Cambridge, MA: Harvard University Press.

### Book – one author

Chan, K. 2005. *Elements of style*. 2nd ed. 2 vols. Cambridge: Cambridge University Press.

### Book – two authors

Harris, M., and A. Roque. 2014. *Climate change and Indonesia*. Berlin: Akademie Verlag.

### Book – three authors

Harris, M., G. Gusev, and A. Roque. 2004. *Today’s stock market explained*. Bonn: United Nations University.

If a publication issued by an organization, association, or corporation carries no author’s name on the title page, the organization is listed as author in a bibliography or reference list, even if it is also given as publisher. For multiple entries by one author, a 3-em dash is used after the first reference in lieu of the author’s name.

### Multiple entries – one author

Ete, L. 2013. *Leadership by choice*. Berlin: Fischer Verlag.  
 ———. 2014. “Smart thinking.” *Leadership Journal* 45 (3): 232–245.

### Chapter in book – a single-author book

Roque, A. 2011. “Sustainable palm oil cultivation.” In *Agricultural policy of Indonesia*, edited by A. El-Daan and G. Perez, 17–63. Boston: Little, Brown.

### Chapter in book – a multiauthored book

Juház, H., and A. Simonds. 2007. “T-Mobile Hungary and the evolution of the Hungarian mobile communications market.” In *Acquisition strategies in European emerging markets*, edited by L. Scheller and C. Carrita, 12–65. Basingstoke: Palgrave Macmillan.

### Book review

Roque, A. 2008. Review of *How nations succeed*, by G. Gilbert. *New York Times Book Review*, June 2.

Boehnke, M. 2002. Review of *Analysis of human genetic linkage*, 3rd ed., by J. Ott. *American Journal of Human Genetics* 66:1725.

### Magazine article

Remi, D. 2007. “Gender equality in the developing world.” *Labor Rights Today*, January 12, 2017.

### Newspaper article

Roque, A. 2012. “Poison pen.” *New York Times*, June 20, Arts section, Midwest edition.

Ravello, M. 2014. “Internationale Sicherheit” [in German]. *Die Welt*, January 13, 2014.

### Theses and dissertations

Roque, A. 2012. “The evolution of civil society.” PhD diss., Harvard University.

### Case studies

Harris, M., and A. Roque. 2006. “Tracing the origins of globalization.” ESMT Case Study No. ESMT 606–0065–1/8/9.

### Working papers

Leiderer, N., and B. Koch. 2007. “IBM confronts a changed workforce.” ESMT Working Paper No. 07–001 (R2).

### Published, recorded, or broadcasted interviews

An interview that has already been published or broadcast is treated like an article in a periodical or a chapter in a book.

Roque, A. 2008. Interview. *New York Times*, October 10, 2008. Late ed.: C25. Peters, F. 2008. “Millennium.” Interview with Prime Minister Jospin. *Time*, March 14, 2008.

### Electronic sources

Citations of electronic (online) sources are identical to their print counterparts, with the addition of a URL. If the publisher or discipline requires it, or for especially time-sensitive data, the date the material was last accessed is added. If URLs run over two lines, insert the line break at a slash and not at a hyphen, which could be confused with a typical end-of-line hyphen.

Lorenz, H., and E. Fauzi. 2010. “Late start for the UNFCCC.” *The Economist*, March 25, 2010. <http://www.economist.com/id154.html> (accessed August 14, 2017).

Interfax. 2007. “Terror threat in Russia not eliminated - Patrushev.” *Interfax Politics*, August 14, 2007. [http://www.interfax.ru/e/B/politics/28.html?id\\_issue=11836075](http://www.interfax.ru/e/B/politics/28.html?id_issue=11836075).

Roshann, B. 2007. “Finding cheap getaways.” *CNN.com/travel*, August 14, 2007. <http://edition.cnn.com/v2007/TRAVEL/08/10/transalp.finish/index.html>.

### Translation of titles

If an English translation is added to an article with a foreign language title, it is enclosed in brackets without quotation marks. If a title is provided with an English translation, the original language title must also be provided.



Kern, W. 1938. "Waar verzamelde Pigafetta zijn Maleise woorden?" [Where did Pigafetta collect his Malaysian words?] *Tijdschrift voor Indische taal-, land- en volkenkunde*, 78:271–273.

Chu, C., and L. Zhi. 1983. "The vicissitudes of the giant panda, *Ailuropoda melanoleuca* (David)." [In Chinese] *Acta Zoologica Sinica*, 20 (1): 191–200.

### Case studies

Our case studies use both endnotes and footnotes.

Lettered lowercase footnotes (a, b, c, etc.) are to be used for additional or extraneous information about the case.

References are to be placed in numbered endnotes (1, 2, 3, etc.).

Please note that ESMT teaching notes use the author-date system, whereas ESMT case studies use the endnote and footnote systems.

The formatting of references in endnotes should follow the Chicago Manual of Style. Reference numbers in the main text are formatted as superscript. In the notes themselves, they are full size, not raised, and followed by a period. Footnotes, such as explanatory remarks, should be placed at the bottom of the page and be marked by a letter (see *vexample* below). References to sources should be made by adding an endnote, marked by a number. Endnotes belong on the last page of the paper.

### Text example

As roughly only 5–10 percent of the physicians were capable of performing modern, advanced medical procedures, a the potential for further market development appeared to be significant.<sup>1</sup>

### Footnote

a. For example, minimally invasive operation techniques.

### Endnote

1. Johnson, K., and S. Coates, *Medical emergency: The quest for a modern medical system*. (Cambridge, MA: Zoland Books, 2012).

## Copyright

Except in cases where ESMT is the publisher, ESMT must obtain explicit, written permission from publishers to legally display information about their publications, such as abstracts or full-text PDFs. One or more of the following permissions are required:

- permission for ESMT to store the full PDF version of the publication on ESMT servers,
- permission to make the publication publicly available (downloadable) via ESMT websites,
- permission for an image of the front cover of the publication to be visible on ESMT websites, or
- permission for the abstract of the publication to be publicly displayed on ESMT websites.

These permissions apply to all areas and webpages of ESMT. They can be obtained from the publisher via email, but must include an official email signature of the publisher. Once obtained, permissions must be forwarded to the Research Publications Office ([publications@esmt.org](mailto:publications@esmt.org)).

It is illegal to make publication data and information available via ESMT websites or print material without such explicit permissions.

### Publisher's permission wording example

[The publisher], as publisher, hereby gives permission for ESMT Berlin to store the full PDF version of the publication [name of publication], and make it publically available via its websites. Furthermore, ESMT Berlin has permission to display an image of the publication's front cover and the full abstract on its websites.

# Use of German language

## Sprache und Ton im Deutschen

Auch im Deutschen sollte die Kommunikation der ESMT einheitlich, klar und stimmig sein. Der Ton im Deutschen ist grundsätzlich formeller als im Englischen. Formulieren Sie Texte fachlich, direkt und faktenorientiert. Texte werden aus der Perspektive der Community geschrieben („Wir bemühen uns“ statt „Die ESMT bemüht sich“). Vermeiden Sie Abkürzungen, unbekannte Fremdwörter und den übermäßigen Gebrauch von Fachtermini. Nutzen Sie aktive Verben, kurze Sätze und achten Sie darauf, Redundanzen innerhalb eines Textes zu vermeiden, so dass Ihre Texte möglichst kurz und prägnant sind.

Rechtschreibung, Grammatik und Zeichensetzung folgen im Deutschen den Vorgaben des Duden, 28. Auflage vom 12. August 2020.

Um Verwechslungen mit dem Englischen zu vermeiden, finden Sie hier ein paar grundsätzliche Regeln zu Rechtschreibung, Anglizismen und genderneutraler Sprache.

## Rechtschreibung und Zahlenwörter

- Im Deutschen werden die Zahlen null bis zwölf ausgeschrieben.
- Zahlen mit mehr als drei Stellen links oder rechts des Kommas können unter Verwendung eines kleineren Zwischenraums vom Komma ausgehend in dreistellige Gruppen gegliedert werden, z. B. 1 000 000,00 €.
- Angaben mit weniger als zwei Nachkommastellen (z.B. Kilogramm, Prozent) werden durch ein Komma getrennt (im Englischen: Punkt)
- Verwendung von S beim Genitiv englischer Wörter, z. B. des Styleguide(s), des White Paper(s) sind laut Duden beide Schreibweisen korrekt.

## Datum

- Donnerstag, 19. Dezember 2021
- 22.–23. Dezember 2021
- Von 22. bis 23. Dezember 2021 (In der Verbindung „von ... bis“ ist das Wort „bis“ auszuschreiben)

- Beispiele:
- Sie lehren am Donnerstag, den 19. Dezember 2021.
- Das Wochenendseminar ist am 22.–23. Dezember 2021.
- Die Veranstaltung geht vom 22. bis 23. Dezember 2021.

## Titel und Programmbezeichnungen

- Verwenden Sie Titel und Amtsbezeichnungen der ESMT Beschäftigten nur, wenn es zwingend nötig ist.
- Titel und Amtsbezeichnungen der ESMT Beschäftigten werden grundsätzlich nicht übersetzt: President, Professor, Associate Professor, Senior Lecturer, PR Manager etc.
- Ausgenommen sind folgende Begriffe:
- Faculty, wird im Deutschen grundsätzlich als „Lehrkörper“ bezeichnet (nicht: Fakultät)
- Chair, wird im Deutschen mit „Stiftungslehrstuhl“ übersetzt
- Wie im Englischen werden Amtsbezeichnungen nur großgeschrieben, wenn sie in direktem Bezug zum Amtsinhaber stehen (siehe Seite 9).
- Auch Bezeichnungen von Studiengängen und einzelner Schwerpunkte werden nicht ins Deutsche übersetzt, z. B. Economic Thinking, Executive MBA, Introduction to General Management.

## Genderneutrale Schreibweise

Die ESMT Berlin ist eine inklusive Hochschule und bemüht sich, auf allen Kommunikationskanälen nicht diskriminierende, gendersensible Sprache zu verwenden. Dazu gehört die Vermeidung ethnischer, Gender- und anderer Stereotypen.

- Grundsätzlich gilt es, sich die Genderproblematik bewusst zu machen und Texte im Deutschen der Zielgruppe und ihren Bedürfnissen anzupassen. Es empfiehlt sich weiterhin ein gewisser Pragmatismus. So sollten sperrige Formulierungen in kürzeren Texten vermieden werden, wenn es mit der Zielgruppe vereinbar ist.
- Bitte vermeiden Sie die Verwendung des generischen Maskulinums („zwei neue Professoren und eine Professorin“, nicht: „drei neue Professoren“).
- Achten Sie darauf, Rollenklischees wie „Putzfrau“, „Geschäftsmann“ und Vergleichbares zu vermeiden.

- Benutzen Sie geschlechtsneutrale Ausdrücke, Abstraktionen und Umschreibungen: „Interessierte“ statt „Interessenten“, „Leitung“ statt „Leiter“.
- Seien Sie sich bewusst, dass Geschlecht nicht binär gedacht werden sollte. Benutzen Sie Schreibweisen, die auch Menschen einschließen, die sich nicht in die Geschlechterkategorien männlich und weiblich einordnen können oder wollen.

Im Folgenden finden Sie eine Liste mit empfohlenen Übersetzungen.

## EMPFEHLUNG

## NICHT GEEIGNET

<i>Lehrkörper</i>	<i>Fakultät</i>
<i>Stiftungslehrstuhl</i>	<i>Chair</i>
<i>Lehrkräfte,</i>	<i>Wissenschaftler,</i>
<i>Lehrpersonal</i>	<i>Fakultät</i>
<i>Studierende</i>	<i>Studenten</i>
<i>Beschäftigte</i>	<i>Mitarbeiter</i>
<i>Die Seminarleitung</i>	<i>Der Seminarleiter,</i> <i>die Seminarleiterin</i>
<i>Betreuungsperson</i>	<i>Betreuer,</i> <i>Doktorvater,</i> <i>Doktormutter</i>
<i>Person mit</i> <i>körperlicher</i> <i>Behinderung</i>	<i>Rollstuhlfahrer,</i> <i>Behinderter</i>
<i>Person mit</i> <i>geistiger</i> <i>Behinderung</i> <i>Manager</i>	<i>Behinderter,</i> <i>Geisteskranker</i> <i>Führungskraft</i>

## Beschreibung der ESMT Berlin

Bei deutschsprachigen Texten über die ESMT empfiehlt sich die Orientierung am Abbinder der Pressemitteilungen, um falsche oder irreführende Formulierungen zu vermeiden.

Die ESMT Berlin ist die höchstplatzierte Business School in Deutschland und die erste und einzige deutsche Wirtschaftsuniversität in den europäischen Top 10. Von 25 führenden globalen Unternehmen gegründet, bietet die ESMT Master-, MBA- und PhD-Studiengänge sowie Managementweiterbildung an. Die Kurse werden auf dem Berliner Campus, an Standorten weltweit, online sowie als Hybridkurse mit Teilpräsenz angeboten. Mit einem Fokus auf Leadership, Innovation und Analytics veröffentlichen die Professorinnen und Professoren der ESMT regelmäßig ihre Forschungsergebnisse in führenden wissenschaftlichen Zeitschriften.

Zusätzlich bietet die ESMT eine Plattform für den Diskurs zwischen Politik, Wirtschaft und Wissenschaft. Die ESMT ist eine staatlich anerkannte private wissenschaftliche Hochschule mit Promotionsrecht, akkreditiert von AACSB, AMBA, EQUIS und FIBAA, und engagiert sich für Vielfalt, Gleichstellung und Inklusion in all ihren Aktivitäten und Gemeinschaften.

[www.esmt.berlin](http://www.esmt.berlin)

### Unterschiede Englisch – Deutsch

Immer wieder führt die parallele Benutzung beider Sprachen zu Verwirrungen in der Rechtschreibung und Zeichensetzung. Um dem vorzubeugen, haben wir im Folgenden die gängigsten Unterschiede zwischen dem Deutschen und dem Englischen gegenübergestellt.

ENGLISH	GERMAN
Startup	Start-up
email	E-Mail
e-learning	E-Learning
e-business	E-Business
1,500	1.500
1.3%	1,3%
€5.99	5,99 €
e. g.	z. B.
“However,” he said, “I can’t.”	„Aber“, sagte er, „ich kann nicht.“
Dear Jack,	Lieber Jacob,
You are right. (...)	du hast recht. (...)
Kind regards, John	Liebe Grüße Johannes

# HOW WE LOOK

# Our logo

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Consistent use of the ESMT Berlin logo strengthens brand recognition. Use the following logo guidelines for all marketing and communications materials.

## Full color

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For most of our communications, we lead with our primary logo asset. A mono version can be used in exceptional circumstances, where printing limitations restrict colour reproduction.

Always prioritize the full-color versions: RGB for all digital uses, CMYK for professional printing.



## Monochrome

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Black and white versions of the logo are to be used in special cases where, for example, the background or the presence of other logos negatively affect its appearance.

An off-white version is specifically designated for merchandise created from dark materials.

**For a review of your design, contact [jeanne.gaebler@esmt.org](mailto:jeanne.gaebler@esmt.org).**

[Download assets](#)





# Spacing and positioning

## Clearance

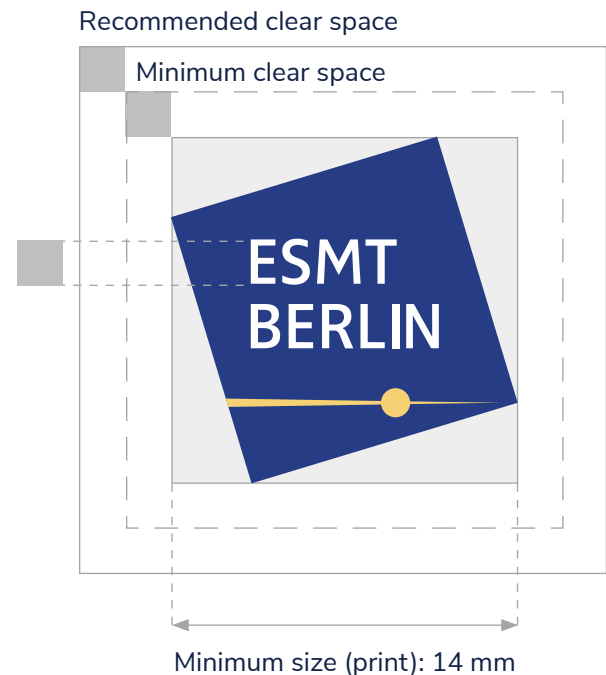
Allow a distance equivalent to twice the height of the typeface in all directions (see the illustration for reference).

## No borders

For all standard uses of the logo, including signage, do not add keylines or borders.

## Minimum size

The logo should never appear at a size that doesn't allow clear readability of the text "ESMT Berlin." That's why we recommend a **minimum print size of 14 mm**. For digital applications please assess by eye based on the format and intended use.

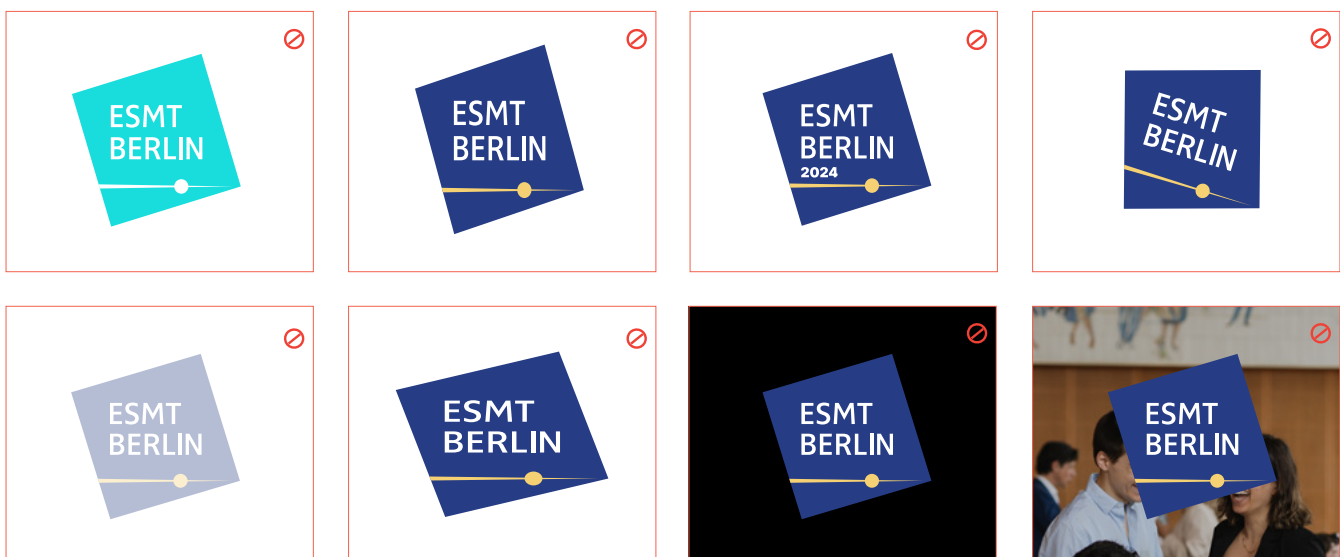


## Backgrounds, and incorrect usage

Ensure that the background is as simple as possible so there is enough contrast with our logo:

- Use only brand colors.
- Do not distort, change the opacity, change logo angle, or add extra copy.
- Avoid placing the logo on off-palette dark backgrounds that do not offer enough contrast.
- When applying our logo to photos, ensure it is placed on an area with minimal patterns and light colors to maintain our logo's integrity and visibility.

**Note: It is possible to use the full color version on our "history" blue background (see color palette), but only for digital applications.**





# Tagline

On the right, you can see the tagline "Business as unusual" locked to our logo. This is the main version to use every time the logo and tagline are to be shown together, reinforcing each other in telling ESMT's story.

Exceptions are permissible only with explicit approval. Submit your design for review to [jeanne.gaebler@esmt.org](mailto:jeanne.gaebler@esmt.org).



## Sub-brand descriptors

Sub-brand logos are particularly useful to represent school departments, services, and institutes, when a stronger link with the school brand is necessary. A sub-brand logo consists of the core mark and a typographic descriptor set in **Inter Extralight**. It can be set over 2 or 3 lines and should always be aligned as indicated below.

### 2 lines lock-up

Sub-brand descriptors set over 2 lines should always be aligned with and at the same point size as our name set in the core logo.



### 3 lines lock-up

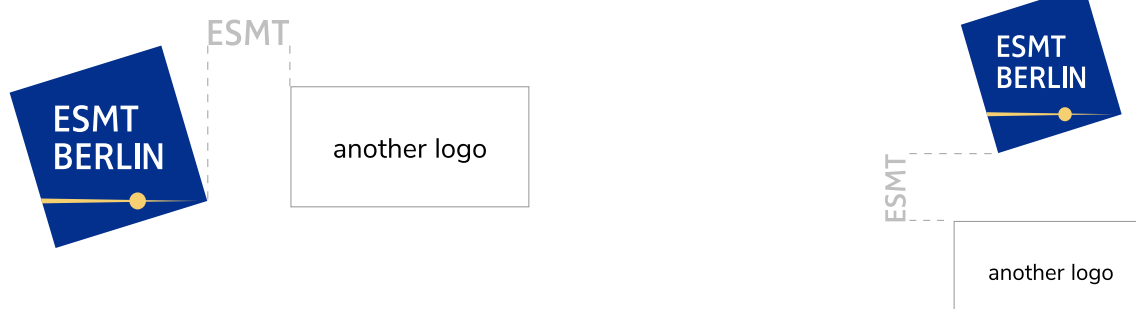
Sub-brand descriptors set over 3 lines should have the center line aligned with the baseline of "ESMT" in the core logo.



## Co-branding

Logos of other institutions (e.g., media partnerships, sponsors) must always include the ESMT logo.

If the ESMT logo is displayed with other logos, the logo size and positioning remain unaffected. The ESMT logo should be on the left and distanced the equivalent of the "ESMT" text width, as shown in the picture. Where possible, the logos should be optically sized to ensure they have an equal presence.



# Institutes, centers, and clubs

## Extended lockup

Logos for ESMT centers and institutes should always show the connection with ESMT's brand identity (i.e., they should never stand alone, unless on the ESMT website). This should be applied as much as possible to student's clubs. To achieve this, the main option is showing the institute logo followed by the ESMT logo in an horizontal lockup.



### Examples:

**BTM** | BRINGING  
CENTER | TECHNOLOGY  
TO MARKET



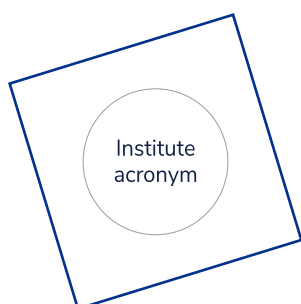
**DIGITAL SOCIETY  
INSTITUTE BERLIN**



## Profile picture

For square or round applications, especially profile pictures on social media, we provide a solution where the acronym part of the institute logo is enclosed in a tilted square.

This provides good readability in the specific format, while providing an element of continuity with ESMT.



### Examples:



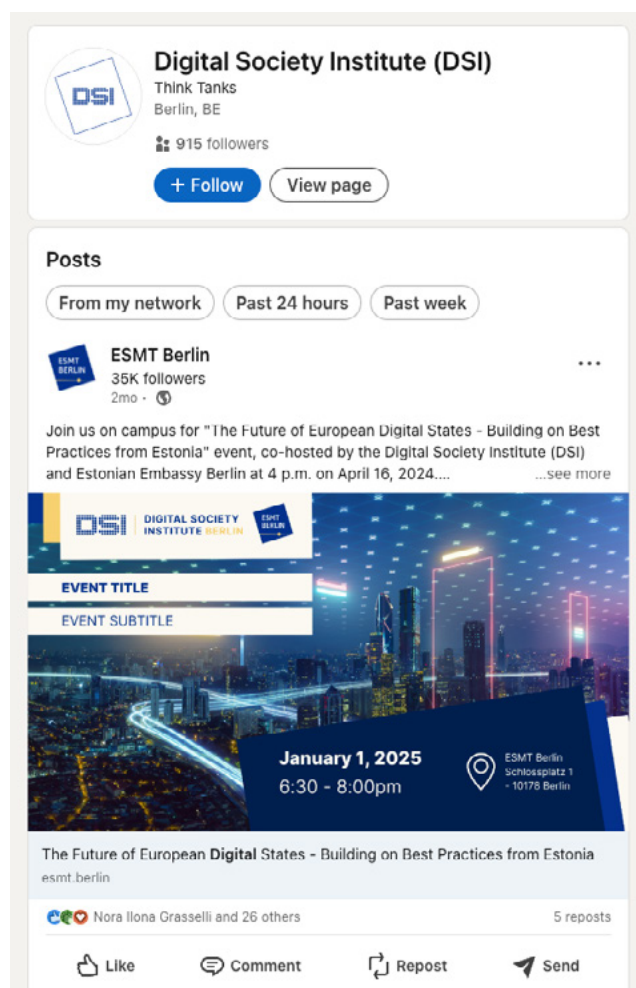
We also provide templates for social media, available for editing on Canva.

All other relevant assets are available at the following link:

[Download assets](#)



(for ESMT personnel only)



# ESMT lettering

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The ESMT lettering is a simplified version of the logo. It may only be used in instances where the logo would be too small to be legible (e.g., small format digital ads) and for select merchandise and internal documents produced during the transition to the new brand. If not further specified here, indications for the main logo remain valid.

If you would like to use the ESMT lettering, please first send the design to [jeanne.gaebler@esmt.org](mailto:jeanne.gaebler@esmt.org).

## Size

The ESMT lettering is to be used in a minimum width of 40 px for digital applications and 7 mm for print. Ensure proper clearance for readability. See the provided illustration.



## Colors and co-branding

The ESMT lettering is available in blue, white, and black. Please use the blue and white versions wherever possible. The black lettering should only be used alongside other black logos or in black-and-white documents.

[Download assets](#)



# Typefaces

## Internal use

Please use **Calibri** in all Microsoft Office documents including Word documents and PowerPoint presentations. This is the default typeface for emails (text and signatures), letterheads, press releases, business cards, table signs, address labels, presentation slides, and spreadsheets.

## Designs

**Inter** is our main sans-serif typeface. It is available in 9 weights (from Thin to Black), covering a wide range of uses, such as, body and headings, print material, brochures, website, and ads.

[Download Inter font](#)



We use **GT Display Bold** as a headline font and only in specific applications:

- It is the main headline font on our website, paired with Inter for smaller headings and body.
- It can be used in ads and promotional graphics as a decorative text element in your design.
- Use on video should be an exception and validated with the communication department.
- All caps should be avoided with this font.

Licenses for use of this font are limited. Please contact [jeanne.gaebler@esmt.org](mailto:jeanne.gaebler@esmt.org).

## Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.!?--+(\*)&%/@\$>

## Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.!?--+(\*)&%/@\$>

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.!?--+(\*)&%/@\$>

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890.!?--+(\*)&%/@\$>**

## GT Display Bold


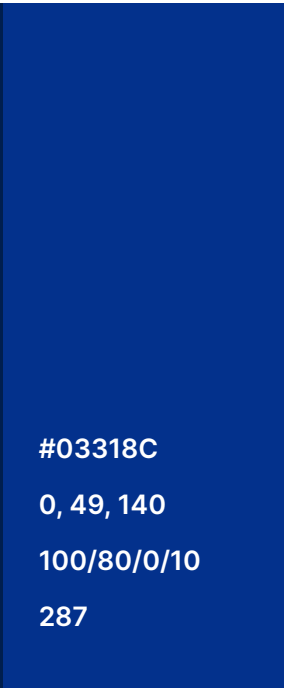


ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.!?--+(\*)&%/@\$>



# Corporate colors

Our brand palette perfectly represents the re-branding goal of creating a sharper identity. Two shades of blue represent ESMT's core, *History* for the heritage and *Berlin Dawn* for the future. Our *Transmission* yellow provides accent and contrast for the new direction. *Off White* complements the palette, providing background to the main colors.

## Brand palette (hex, rgb, cmyk, Pantone)

				
HEX	#001E4E	#03318C	#F7D070	#FBF9F2
RGB	0, 30, 78	0, 49, 140	247, 208, 112	251, 249, 242
CMYK	100/62/0/69	100/80/0/10	0/15/65/3	0/1/4/2
Pantone	655	287	7401	P 1-9
	<b>History</b>	<b>Berlin Dawn</b>	<b>Transmission</b>	<b>Off White</b>

## Functional palette

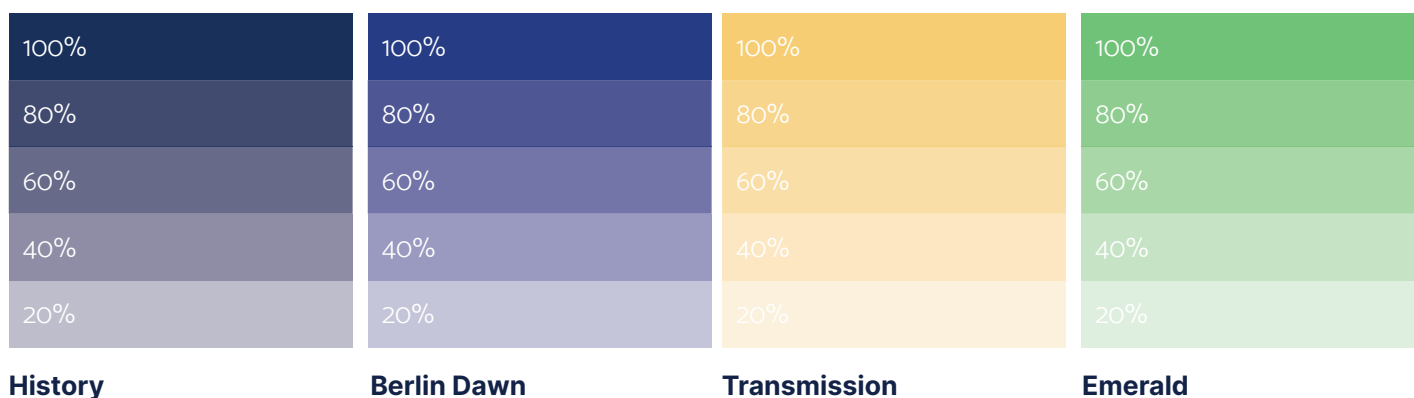
We use an extended palette of secondary colours for iconography and infographics, which can aid with data differentiation, but should be used sparingly.

One new color is introduced here: Emerald. This color, together with the desaturated tints illustrated below, can be used in very limited form when the complexity of data representation requires it. Do not use for any institutional or promotional purpose.

### Emerald



### Secondary palette tints



## Cluster colors and previous functional colors

As of March 2024, cluster colors for Executive Education and other functional colors (coral, master programs colors, etc) are deprecated and will be rolled out completely.

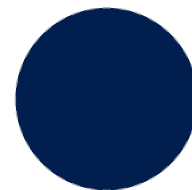
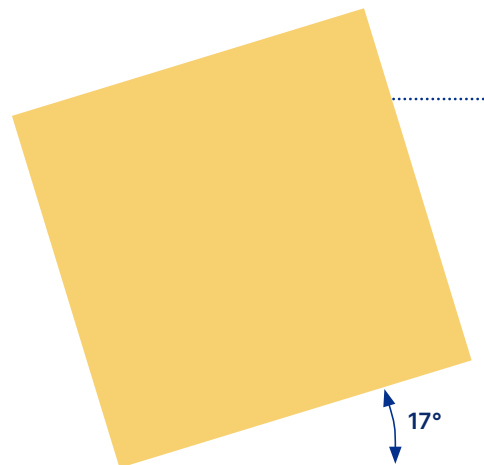
# Graphic elements

The **tilted square** perfectly represents our motto "Business as unusual." Like our students, it takes the established frame of reference and looks at it under a new, unique, and disruptive point of view.

You can include it in your creations and templates, just make sure the tilt is **17 degrees** and respect the color rules. It also works great as a frame for photographs.

Make sure that the design is focused on one main element, preferably the tilted square.

Other elements to be used in limited amount are plain circle and square shapes.



## The transmission line

Another distinctive element that can be added to graphic and media artifacts is our "transmission line." Taken directly from our logo, it represents our intent to look forward and upward, while recalling one of Berlin's most iconic landmarks. Flipping it 90 degrees for a unique point of view further reinforces our "business as unusual" message.



Always use the transmission line in its original orientation, that is, **always horizontally and with the tip pointing to the right**. When using it as the main element of the composition, ensure it does not conflict with other elements.

Please submit your design for approval to [jeanne.gaebler@esmt.org](mailto:jeanne.gaebler@esmt.org).

# Graphic and color combinations

In the following pages you will find recommendations and examples about colors and graphic styles to prefer, depending on the area that's being promoted.

The rationale is to create a level of differentiation, allowing the user to visually identify whether a graphic is about a degree or an executive education program, for example.

## School

Prefer "history" blue with yellow and off-white accents.



“  
Germany and Europe have considerable potential. We have not lost our innovative strength and dynamism, but we need to step up the pace to master the transformation of the economy. We need innovation and enthusiasm for technology across the board. Trying out new things can create enormous opportunities.

**Christian Sewing**  
CEO, Deutsche Bank AG



**TODAY'S GLOBAL LEADER**  
June 11, 2024  
6:30 p.m. - 8:00 p.m.


ESMT Berlin  
Schönepfanz 1 - 10178 Berlin

**STUDENT FEEDBACK**  
A city is not without its memory, and I found that memories in Munich carry a different weight, wonder, and warmth than in Berlin.


**The economic and cultural vibrancy of Munich offers opportunities and excitement, all embedded in its rich collective memory.**

Meeting with these professionals, some of whom were newcomers and others who were born and raised in Munich, provided invaluable insights into their careers and the dynamic business environment in the city. More importantly, they also became part of that collective memory.

**Alan Wang**  
Full-time MBA student

**Welcome to the team!**







**ESMT BERLIN**

**OUR PURPOSE**  
Empowering people to create a better tomorrow.

**OUR MISSION**  
From the heart of Europe, we create and impart new knowledge to advance business and society. We develop entrepreneurial leaders who think globally and act responsibly.

**OUR VALUES**

Community	Curiosity	Courage	Rigor
			



# Degrees

More variety and more freedom allowed in this area, using all 4 colors from the main palette.



**Master Programs at ESMT**

- GLOBAL MANAGEMENT
- INNOVATION AND ENTREPRENEURSHIP
- ANALYTICS AND ARTIFICIAL INTELLIGENCE

**Apply Data to Future Challenges**

**Master in Analytics and Artificial Intelligence**

**TRANSFORM YOUR CAREER WITH AN MBA AT ESMT BERLIN**

- FULL-TIME
- GLOBAL ONLINE
- PART-TIME
- EXECUTIVE

**EXECUTIVE MBA**

**OPEN THE DOORS TO SENIOR MANAGEMENT**

ESMT BERLIN

APPLY NOW

AACSB ACCREDITED EQUIS ACCREDITED AMBA ACCREDITED

**MBA**

- Full-time
- Part-time
- Global Online
- Executive

**Master - MSc**

- Global Management
- Innovation and Entrepreneurship
- Analytics and AI

**Germany's global business school**

**ESMT BERLIN**

**An MBA for every stage of your career**

- Full-time MBA
- Part-time MBA
- Global Online MBA

Marie Kolber

**ESMT: a launching pad for your business**

**Master Programs @ ESMT Berlin**

ESMT BERLIN

The president and the faculty of ESMT Berlin hereby certify that

has completed the corresponding academic requirements and has been awarded the title of

**Master of Business Administration**

Prof. Dr. Horst W. Schmidt  
Dean of Business Administration

Prof. Dr. Jürgens  
President

**THE BENEFITS OF A PART-TIME MBA**

Making the case to your employer

**GLOBAL ONLINE MBA**

LEARN EVERYTHING A MODERN LEADER NEEDS TO BECOME A SUCCESSFUL BUSINESS LEADER

**MASTER'S PROGRAMS**

- GLOBAL MANAGEMENT
- INNOVATION AND ENTREPRENEURSHIP
- ANALYTICS AND ARTIFICIAL INTELLIGENCE



# Executive Education

For Exec Ed we recommend sticking to combining "Berlin Dawn" blue with white and off-white. Yellow should be avoided or used sparingly, for isolated elements that have to stand out. An example of this is the rankings' badge.



**Technology never stops evolving**  
So why should you?

#1 EXECUTIVE EDUCATION IN GERMANY  
#8 IN THE WORLD FOR CUSTOMIZED PROGRAMS

**LEADING SUSTAINABLE BUSINESS TRANSFORMATION**

Drive sustainable business transformation at your organization

#1 IN GENERAL RANKING AMONG THE BEST IN THE WORLD  
#1 IN EXECUTIVE EDUCATION RANKING GLOBE

BERLIN  
22-24 APR 2024

**SOLID GROWTH**

ERFOLGREICH  
GESCHÄFTSSTRATEGIEN  
ENTWICKELN

#1 EXECUTIVE EDUCATION IN GERMANY  
#8 IN THE WORLD FOR CUSTOMIZED PROGRAMS

**Diversify!** How, whether and when to diversify for competitiveness, sustainability and humanity.

Please join us for the  
**14<sup>th</sup> ETP Salon - 6 & 7 June 2024**  
@ the ESMT Berlin campus

Diversity, and diversification in the broader sense, will be the theme of this year. In a world of increasing complexity and adversity, people feel more and more overwhelmed and increasingly seek stability, predictability or the known.

**Why is it important to embrace diversity, especially in these times?**

We will answer, or converse about, this question and many more at this year's ETP Salon. Join your peers and fellow ETP friends for interactive, insightful and daring discussions on (for example):

- Opportunities and controversies of diversification;
- Strategic diversification opportunities and approaches to drive sustainability;
- Psychological and technical ways to embrace diversity in a world of adversity.

BERLIN  
22-24 APR 2024

**FINANCE FOR EXECUTIVES**

#1 EXECUTIVE EDUCATION IN GERMANY  
#8 IN THE WORLD FOR CUSTOMIZED PROGRAMS

Don't let **old ideas drive your business to extinction**

**GENERAL MANAGEMENT SEMINAR**

Executive Education Program

**BRINGING TECHNOLOGY TO MARKET**

Executive Education Program

**LEADING SUSTAINABLE BUSINESS TRANSFORMATION**



# Alumni

the main element here is the hashtag #esmtcommunity and the renewed badge.

The preferred color combination prioritizes white, while the rest of the palette can be used quite freely as counterpoint.



TO ALL ESMT ALUMNI, GET READY FOR THE  
**ANNUAL ALUMNI MEETING 2024**

**4 ALUMNI AWARD WINNERS**

**WINNER**  
Baris Efe  
Entrepreneurial Excellence Award

**ANNUAL ALUMNI MEETING June 7-8**

**Speaker**  
Name Surname  
Topic, role, etc  
#esmtcommunity #AAM2024

**ANNUAL ALUMNI MEETING June 7-8**

**Speaker**  
Name Surname  
Topic, role, etc  
#esmtcommunity #AAM2024

# Images and photography

## Tone and usage

Pictures should reflect our image as a professional, open-minded, welcoming, and friendly institution. They should be engaging, authentic, and give the viewer a sense of our community and our historic campus. Optimally, the photos should feature our students, program participants, and staff and reflect our international community. When using stock images and photos, choose those that speak to the diversity of cosmopolitan Berlin (see examples below). Natural light, vivid contrast and bright smooth colors should set the overall tone.

When choosing an image for your use, please adhere to the following guidelines:

- Only use images you are legally allowed to use.
- If you take photographs of people, first ask for their permission.
- Ensure inclusive photos that depict a diverse range of gender, race, and abilities, while being culturally sensitive to other norms.
- Use hi-res images (300 dpi or more) for professional print publications.
- When working with any images, do not manipulate or distort them, create collaged or blended imagery.
- When illustrating a text with images, use a single larger image instead of multiple small ones.
- Do not use clip art or WordArt.
- If you have suggestions for imagery or the need for a specific photoshoot, contact Jeanne Gaebler.





## Candid photos and events



## Programs



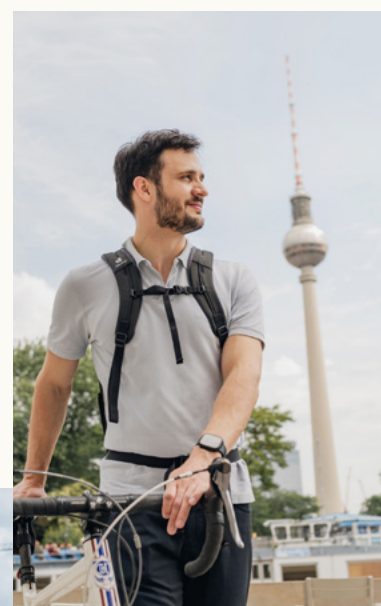


# Portraits





## Berlin and lifestyle



## Copyright

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For our photo material, the copyright is “ESMT Berlin.” If the artwork you are using has been published elsewhere or is otherwise copyrighted, you need to have permission from the copyright holder to use the image. Copyright and source information also need to be provided. Three licenses are typically used:

### Public domain

Pictures marked as public domain or Creative Commons 0 may be used without asking for permission.

### Creative Commons

Typically, images under the Creative Commons license may be used for non-commercial purposes but only without modification. Always caption the image with its author's name (e.g., © Some One).

### Royalty free

Royalty free means that a photo is free to use after a license has been bought and can be used repeatedly without further payments or publishing copyright information.

## Photo database

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A large selection of suitable images can be downloaded from our EasyDB database, <https://easydb.esmt.org>.

### Usage rights

Before downloading an image from our database to use in your materials, click on the image and view "Rights." This will show the materials in which the image can be used.

Types of usage rights:

- All (website, social media, press, brochures/print)
- ESMT brochures and print publications
- ESMT website
- None
- On permission only
- Press
- Social media

### Uploading and tagging images

When you upload images to store them in the database, please make sure to choose a selection of the best photos.

Make sure they are a good mixture of portraits, in action shots, group photos, and architecture (where applicable). To help other staff members quickly find the image(s) they need, please use the following rules to tag your uploads:

### People

- Tag staff using their surname only (e.g., Rocholl).
- Tag students with “student” as well as their year and program (e.g., student, MBA, and MBA 2023, not MBA class 2023, class 2023, MBA student).
- Use words describing the situation (e.g., panel discussion, classroom debate).
- Consider verbs like “smiling,” “studying,” “eating,” “drinking.”
- Consider group size and type (e.g., “small group,” “audience”).

### Buildings

- For the best shots of the main building, please check the folder “MarCom Photos for External Use.” This folder can also be accessed by external users, like graphic designers, by following the link <https://bit.ly/2AfetBx>.
- Tag buildings by room (e.g., Foyer 1), details of room (e.g., window foyer), and season (e.g., garden winter).

### Events

- Tag by name of event (e.g., DigitalFuture Summit 2023)
- Tag by type of event (e.g., conference, Open Lecture, graduation ceremony).

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