Tagline

The tagline succinctly expresses our brand promise.

The tone of our tagline speaks to the “edginess” and confidence students develop by attending graduate school at Zicklin in New York City. It alludes to the ability of Zicklin graduates to go to work prepared for the challenges global companies face. “World-Class Ready.” places Zicklin on a global platform with any competitor.

It should always have a period at the end of each phrase. “World-Class” should always have a hyphen. The tagline is trademarked, and must have the ® symbol at the end. The tagline can appear in white or Taxi Yellow.

Always use the approved Zicklin tagline artwork. Don’t change or recreate any element.