

ATSU 125 anniversary graphics guidelines

In celebration of ATSU's 125th anniversary and founding of the osteopathic profession, two anniversary-related graphic identifiers have been developed for University stakeholder use during the 2017 calendar year.

Anniversary graphics are an important visual element for University communications (print and digital), events, and initiatives. These graphics reinforce ATSU's rich osteopathic heritage as the founding college of osteopathic medicine and our role in advancing osteopathic medicine and its impact on healthcare around the world.

The following guidelines have been developed to ensure anniversary graphics are used in an appropriate, consistent manner and provide all University communications a strong institutional identity and brand, while honoring this important milestone for ATSU and the osteopathic profession.



Guidelines

- All requests to use anniversary graphics will be received and implemented by ATSU Communication & Marketing (C&M), who will work in partnership with the President's Office.
- Use of these graphics are expressly limited to ATSU. Other usage is strictly prohibited unless permission has been obtained in writing from C&M.
- C&M will provide anniversary graphic files to external vendors upon request; however, C&M must approve all proofs prior to production of promotional items, apparel, etc.
- University and anniversary graphics cannot be altered, substituted, or recreated in any way by University stakeholders, including color, size, and/or font. C&M will only alter graphic colors if the graphic is to be imprinted or reversed on a dark background. Otherwise, colors will remain black and University color, pantone 646.
- Do not use anniversary graphics together, side-by-side, or stacked.
- Anniversary graphics are available for print and online use beginning Jan. 1, 2017, and shall not be used after Dec. 31, 2017.



Primary graphic

- Can be paired with ATSU or school-specific wordmarks
 - An appropriate tagline can be added under or beside the graphic to provide further information to targeted audience (e.g., Celebrating 125 years of osteopathic heritage).
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Secondary graphic

- The ATSU wordmark can be substituted with any ATSU school's stacked wordmark, but it cannot be paired with another ATSU-affiliated wordmark.
- The ribbon is always to accompany a stacked wordmark; it cannot be used alone.
- **Wording inside the ribbon cannot be altered.**
- An appropriate tagline can be added under or beside the graphic.

125th anniversary email signature

Email is one of the most common forms of day-to-day communication and one of the most visible ways to communicate with ATSU's target audiences and each other. Clear, consistent email identification strengthens ATSU's brand, especially among ATSU's external audiences.

Guidelines

- Maintain an updated email signature (e.g., titles, associated graphics, etc.)
- Additions to University signatures, such as inspirational quotes and graphics other than the University word-mark or approved special graphics, are not permitted.

Below is the approved, recommended 125th anniversary email signature formats available for use during 2017.

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*Insert one to two spaces between
last line of signature information
and the 125 graphic.*

A.T. Still University of Health Sciences serves as a learning-centered university dedicated to preparing highly competent professionals through innovative academic programs with a commitment to continue its osteopathic heritage and focus on whole person healthcare, scholarship, community health, interprofessional education, diversity, and underserved populations.

Questions

ATSU Communication & Marketing establishes set guidelines for use and/or display of University graphics, including those associated with our 125th anniversary, to enable the successful and creative visual marketing of ATSU's brand. Guidelines are intended as a tool to sustain the creative print and digital communication efforts of the University, while at the same time, enabling ATSU to maintain a consistent visual image. To achieve this goal, we need your help in maintaining the standards set forth, and we appreciate your adherence to these standards.

For specific questions related to 2017 communication projects and incorporation of 125th anniversary graphics, contact:

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