

ATSU

A.T. STILL  
UNIVERSITY



## ATSU Identity Standards and Style Guide

# This guide will make it easier for you to advance and promote A.T. Still University.

As a service to A.T. Still University clients and our entire University community, the Communications & Marketing Department has developed this ATSU Identity Standards & Style Guide. The purpose of this guide is to make it easier for you to advance and promote A.T. Still University using accurate, uniform identity standards and editorial style.

Adhering to these guidelines is not mandatory; we realize that there are valid reasons for diverging from them in specific cases. Our goal is to provide a reference document to assist campus communicators in adopting a style that is consistent and appropriate for University use, especially when writing for external audiences. We appreciate your participation in the ongoing effort to enhance the image and increase the visibility, understanding, and appreciation of our University. We need and want your support, because YOU are A.T. Still University.

The University has established a set of identity marks for each school, as well as the University. These marks are intended to provide quick and easy recognition of our institution and to distinguish us from other universities and schools. As these standards are used, a unified identity of A.T. Still University will emerge.

If you have questions regarding to the information provided or should need clarification on issues pertaining to ATSU's Identity Standards & Style Guide, please contact a representative of the Communications & Marketing Department.

Thank you for your support of this important University endeavor and our mission.

Sincerely,

Adrian Anast, Ph.D.  
Vice President  
Communications & Marketing

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## Identifying ATSU

In November 2002, the founding school of osteopathic medicine, the Kirksville College of Osteopathic Medicine (KCOM), became part of A.T. Still University (ATSU). ATSU now also includes the Arizona School of Health Sciences (ASHS), the School of Health Management (SHM), the Arizona School of Dentistry & Oral Health (ASDOH), and the School of Osteopathic Medicine in Arizona (SOMA).

In July 2005, ATSU adopted a visual identity to reflect the changes in institutional structure. The new visual identity mirrors the University's relationship with its five schools.

The new wordmark was chosen to give the University an easily recognizable identity. A comprehensive, consistent visual identity conveys stability, professionalism, and a clear sense of purpose. Keeping a dependable image over time builds familiarity, as well as confidence and recognition in the value of the institution.

Often, the first contact people have with ATSU is in the form of writing – whether it be on letterhead, business cards, publications, websites or promotional items. A visual mark that is easy to

remember and recognize is key. It is also important that this wordmark, which is an embodiment of what we believe our University to represent, is respected and maintained in all University publications and communication.

In all official correspondence (contracts, other legal documents, diplomas, accreditation materials, etc.) the full name of the University - A.T. Still University of Health Sciences - is to be used. In other uses, including signage, identifying the University as A.T. Still University is appropriate.

President Magruder requests all materials bearing the University logo follow the guidelines laid out in this graphics standards guide.

Although this guide covers most instances in which the wordmark may be used in publication, for further clarification on any guideline or for information on an instance not listed in this manual, please call Communications & Marketing at 660.626.2272 in Missouri or 480.219.6015 in Arizona. This information is also available online at [www.atsu.edu](http://www.atsu.edu) and on the g:/drive under Communications-ATSU Files. **Email inquiries and comments to [communications@atsu.edu](mailto:communications@atsu.edu).**

# Getting the word out

If you have news to share internally or externally, contact an associate in Missouri and/or in Arizona, who will write a news release or submit the information for internal publications. Allow three days to six weeks of lead time depending on the nature of the release. **If you are contacted directly by the media, contact Communications & Marketing to**

**discuss the request for information.** To distinguish news from regular mail, the University uses special stationery for news releases. This same format is set up for email releases. This news release format is what media contacts prefer and is considered accepted form.

## Editorial style

The University adheres primarily to the AP *Stylebook* in news releases and publications in order to create consistency in the written word. The University also employs a University Style Guide (included in this manual), which includes deviations from the AP, as well as University-specific information. Copies of the style guide may be obtained through Communications & Marketing or may be accessed on the g:/drive under Communications-ATSU Files.

A. T. STILL UNIVERSITY | ATSU

**News Release**

**Date:** 07/21/05

**Contact:** Communications & Marketing  
A.T. Still University  
660.626.2272 - Missouri  
480.219.6132 - Arizona

800 W. Jefferson  
Kirksville, MO 63501  
660.626.2121

5850 E. Still Circle  
Mesa, AZ 85206  
480.219.6000  
[www.atsu.edu](http://www.atsu.edu)

**Headline**

YOUR CITY, STATE - begin text here ...

*Founded in 1892 as the nation's first college of osteopathic medicine, A.T. Still University provides graduate level education in whole person healthcare. Recognized internationally for its integrated approach, ATSU equips students with the knowledge, compassion, and hands-on experience needed to address the body, mind, and spirit. The University now comprises the Kirksville College of Osteopathic Medicine, the School of Health Management, the Arizona School of Dentistry & Oral Health, the Arizona School of Health Sciences, the School of Osteopathic Medicine in Arizona.*

News Release sample

## Ensuring standard language

Use these standard statements in circumstances where protected groups may be affected or when you are reaching an audience unfamiliar with the University.

### Notice of non-discrimination

A.T. Still University of Health Sciences does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, age, disability, or status as a Vietnam-era veteran in admission and access to, or treatment and employment in its programs and activities. Any person having inquiries concerning ATSU's compliance with the regulations implementing Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, the Americans With Disabilities Act of 1990, or other civil rights laws should contact the Director of Human Resources, 800 W. Jefferson St., Kirksville, MO 63501 (telephone: 660.626.2790). Any person may also contact the Assistant Secretary for Civil Rights, U.S. Department of Education.

### Notice of equal opportunity employment

It is the policy of the University to provide equal employment opportunity to all individuals without regard to race, sex, color, religion, national origin, ancestry, handicap, age, or status as a disabled veteran or a veteran of the Vietnam Era, except where sex is a bona fide occupational requirement or where handicap is a bona fide occupational disqualification.

### Informal notice of accessibility

It is important that you enjoy the [name of event]. People with special needs or requirements should provide advance notice to [name and telephone number].

### Other language:

## Osteopathic Medicine

Osteopathic medicine is a unique form of American medical care developed in 1874 by Andrew Taylor Still, M.D., D.O. Dissatisfied with 19th century healthcare, Still founded a philosophy of medicine based on ideas that date back to Hippocrates, the Father of Medicine, and which focuses on the unity of the body. Dr. Still pioneered the concept of wellness and identified the musculoskeletal system as a key element of health.

The osteopathic approaches and dimensions of healthcare are:

- interactive unity
- structure function
- self-healing
- meaning-expectancy

Osteopathic physicians take a whole person approach to caring for patients. Instead of treating specific symptoms or illnesses, they regard the body as an integrated whole.

D.O.s must complete the same amount of schooling and meet the same licensing requirements as M.D.s with an approximate 200 additional hours of training in osteopathic manipulative medicine.

Today, osteopathic physicians are one of the fastest growing segments of healthcare providers and are on the cutting edge of modern medicine, able to combine technology with compassion and their ability to treat patients as a whole.

## University description

When describing the University, use the following language. For language specific to each school, please contact Communications & Marketing.

Established in 1892 by A. T. Still, M.D., D.O., the founder of osteopathy, A.T. Still University began as the nation's first college of osteopathic medicine and has evolved into a leading university of health sciences comprised of five colleges and schools on two campuses. Today we offer master's degrees across allied health disciplines; doctorates in health education, physical therapy, health sciences, and audiology; the doctor of dental medicine (D.M.D.); and the doctor of osteopathic medicine (D.O.).

## School/Program descriptions

Language is available upon request from Communications & Marketing.

## Missouri location language

ATSU's Missouri Campus is located in Kirksville, a growing community of nearly 20,000 residents. Within easy driving distance of major cities such as St. Louis, Kansas City, and Des Moines, Kirksville offers a variety of cultural and recreational activities that appeal to a wide range of tastes.

## Arizona location language

ATSU's Arizona Campus is located in Mesa, the state's third largest city, where the sun shines more than 300 days each year. This progressive city, adjacent to Phoenix, is a vibrant and dynamic urban setting with a first-class business environment, highly educated work force, and quality of life that appeals to a variety of lifestyles.



# Graphics standards policy

All publications are to follow the current version of this graphics standards guide, which are available either from Communications & Marketing or online at [www.atsu.edu](http://www.atsu.edu). **Communications & Marketing**

**is to review all materials bearing the logo before publication.** Requests for departure from the graphics standards policy should be directed to Communications & Marketing.

## University wordmark/logo

There are four versions of the ATSU wordmark - or logo - with each of the five schools having four possible variations.

The reason for variations is to provide flexibility necessary for school identification. The logo and its variations may be useful in full-color or black and white, as well as in horizontal or vertical spaces. Because each school has its own set of logos to choose from, departments should **refrain from altering an existing logo** to maintain the integrity of the logo and what it stands for.

The ATSU wordmark is in the process of becoming a fully registered trademark, and as such must only be used for approved purposes and cannot be modified in any way without approval. **Scanning, modifying, or recreating the wordmark is strictly prohibited.** If you need the logo for a publication, please contact Communications & Marketing or go to the [g:/drive](#) under Communications-ATSU Files.

## Licensing

Members of the external community who wish to use the logo on merchandise intended for resale must follow the provisions of an official institutional licensing agreement. For information on licensing or other external use of ATSU's graphic identity, contact Communications & Marketing.



Horizontal logo ATSU vers.



Horizontal boxed logo ATSU vers.



Vertical logo ATSU only



Vertical boxed logo ATSU only



## Paper

Paper is an important component of a consistent identity. All official University stationery should be printed on specific papers through Communications & Marketing. ATSU uses only white paper for its stationery; **no other papers or colors of paper are acceptable.** To order stationery, complete a job request form and return to Communications & Marketing. Forms may be completed online; see page 23.

## Typography

Although you are not constrained in your choice of fonts, we recommend the following type families to coordinate with the stationery system.

- Berkeley
- Myriad Pro

Times New Roman is acceptable in the absence of Berkeley. Arial is acceptable in the absence of Myriad Pro.

Home of the world's first osteopathic medical school, the Kirksville College of Osteopathic Medicine, A.T. Still University is at the ...

Berkeley 11 pt.

Home of the world's first osteopathic medical school, the Kirksville College of Osteopathic Medicine, A.T. Still University is at the ...

Myriad Pro 11 pt.

## Signage

Signage includes buildings, billboards, lighted signs, conference booths/displays, flags, decals, banners, and the like.

To maintain consistency, A.T. Still University and the ATSU logo should be used as the standard for all signage whenever possible.

For signage approval, contact Communications & Marketing at ext. 2272.

# Guidelines

## Authorized logo

The authorized logo is standard and preferred and should be used whenever appropriate.



Authorized logo

## Resizing and minimum size

When sizing a graphic, do so proportionally. In most programs, hold down the shift key while pulling proportionally on one of the graphic's "handles."

The minimum size (width) of the logo is 1-5/8" or 10 picas.



Minimum width: 1-5/8" or 10 picas

## Color reproduction

Pantone 646 is the official University color. The wordmark should not be printed in any other blue.

	C - 67	
	M - 46      R - 99	
	Y - 17      G - 127	
	K - 1      B - 167	
Pantone 646	4-color printing	Web usage
	BLACK	

Pantone Matching Systems ink

## Logo Variations - ATSU schools & college

Each of the schools and colleges at ATSU have their own wordmark. Each school has available four choices: two text logos and two boxed logos.

### Arizona School of Dentistry & Oral Health

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A . T . S T I L L U N I V E R S I T Y | ATSU  
ARIZONA SCHOOL OF DENTISTRY & ORAL HEALTH

ASDOH 1-color text logo

Black

### Arizona School of Health Sciences

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A . T . S T I L L U N I V E R S I T Y | ATSU  
ARIZONA SCHOOL OF HEALTH SCIENCES

ASHS 2-color text logo

PMS 646 & Black

### School of Osteopathic Medicine in Arizona

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A . T . S T I L L U N I V E R S I T Y | ATSU  
SCHOOL OF OSTEOPATHIC MEDICINE IN ARIZONA

SOMA 1-color text logo

Black

### Kirkville College of Osteopathic Medicine

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A . T . S T I L L U N I V E R S I T Y | ATSU  
KIRKVILLE COLLEGE OF OSTEOPATHIC MEDICINE

KCOM 1-color boxed logo

Black

### School of Health Management

---

A . T . S T I L L U N I V E R S I T Y | ATSU  
SCHOOL OF HEALTH MANAGEMENT

SHM 2-color boxed logo

PMS 646 & Black

**Protected area**

When using the workmark in conjunction with other elements, retain a 3/16" border of white space minimum around the workmark.



Authorized logo

**Signature area**

When adding the ATSU address to publications, it should appear in one of these formats.



Communications & Marketing  
800 W. Jefferson St., Kirksville, MO 63501 660.626.2272

Departmental signature



800 W. Jefferson St., Kirksville, MO 63501 660.626.2121  
5850 E. Still Circle, Mesa, AZ 85206 480.219.6000

Dual campus signature



5850 E. Still Circle  
Mesa, AZ 85206  
480.219.6000

Singular campus signature

**Screening**

In order to ensure legibility, do not screen the wordmark less than 40 percent.



Horizontal logo at 40% PMS 646 and 40% black

## Logo use with other symbols

When using the wordmark in conjunction with other graphic elements such as words or logos, retain a 3/16" border of white space minimum around the wordmark.



Authorized logo usage with other logo



Authorized logo usage with words



Logo usage with program name

Programs or departments may be used with the logo **internally only**, provided a 3/16" border is maintained.

## Note on seal usage

To preserve the value of the seal, the seal is reserved for official documents such as diplomas and transcripts and should not be used in general, routine instances. The offices of the President and Provost, as well as the deans, are the only units authorized to use the seal on stationery. Questions should be directed to Communications & Marketing at 660.626.2272.



Authorized University seal

## Unacceptable usage

For consistency, the ATSU logo must be used as presented in this guide. To avoid misuse, the following illustrations show some variations of the logo that are not permitted.

The logo should not be modified or recreated by anyone, including vendors.

SCHOOL OF HEALTH MANAGEMENT | ATSU

The logo should never be printed within a border or in conjunction with other artwork.

A.T. STILL UNIVERSITY | ATSU

No other language is part of the official logo. Maintain a minimum 3/16" border of white space. See page 11.

A.T. STILL UNIVERSITY | ATSU  
COMMUNICATIONS & MARKETING

The logo should never be reproduced from a website or previously printed publications.

A.T. STILL UNIVERSITY | ATSU

The logo cannot be redrawn, re-set, nor can it be printed from an unapproved or unenhanced electronic output (for example, fax or copy machine).

A.T. STILL UNIVERSITY | ATSU

The logo cannot be re-proportioned or distorted.

A.T. STILL UNIVERSITY | ATSU

The logo should not be reproduced at an angle.

A.T. STILL UNIVERSITY | ATSU

The words "A.T. Still University" or "ATSU" cannot be set in another typeface and used in place of the official wordmark.

A.T. Still University | ATSU

"ATSU" cannot be positioned to the left of the words "A.T. Still University." This applies to all school/college versions as well.

ATSU | A.T. STILL UNIVERSITY

The University seal is not to be used in place of the logo. See page 11.

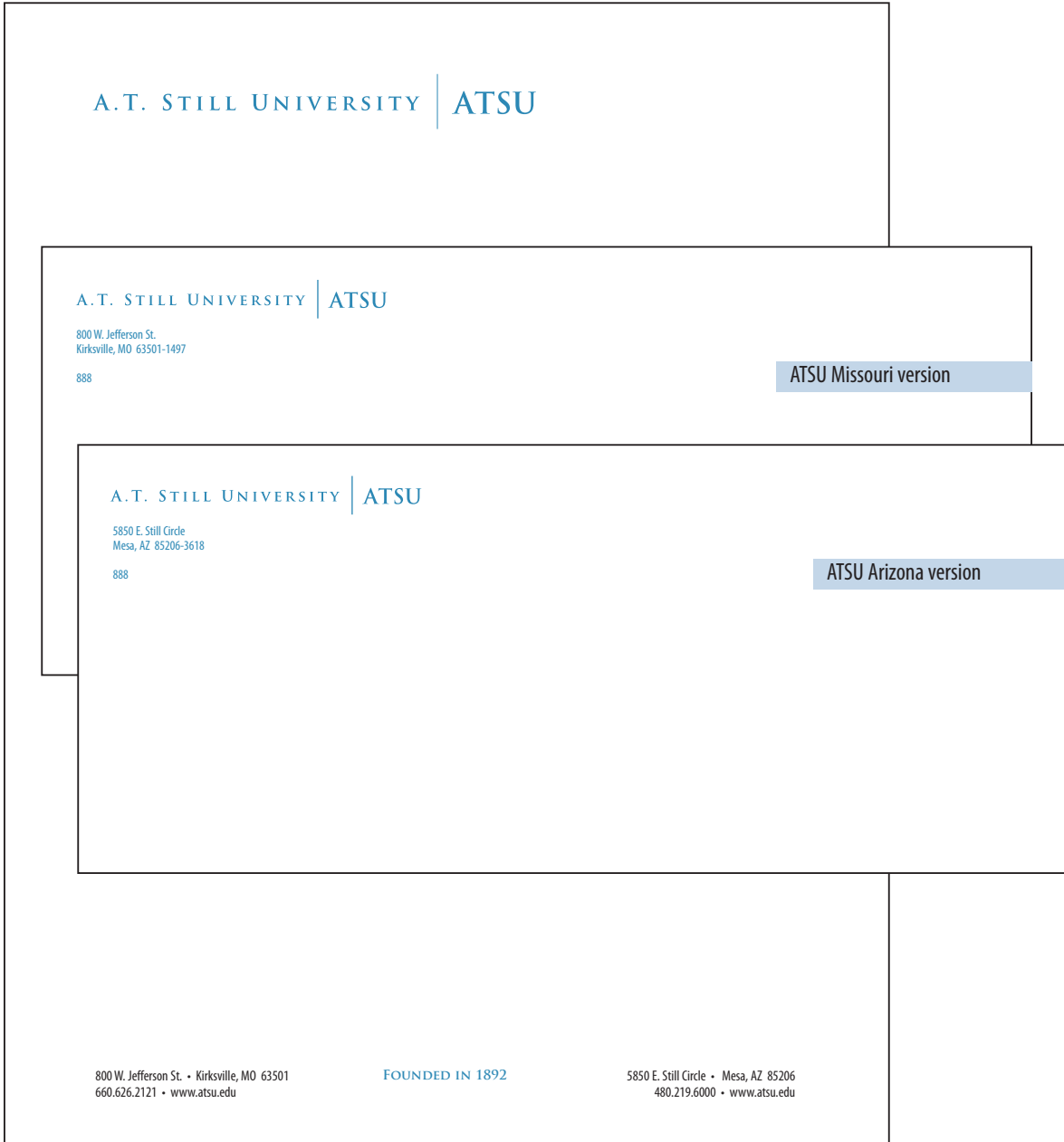


**A.T. Still University**

ADVANCING ATSU

# Official ATSU stationery



All official ATSU stationery must be printed through Communications & Marketing. It is imperative that all ATSU stationery be consistent; therefore, it is not acceptable to personalize stationery. All envelopes use the ATSU wordmark for return address.



University letterhead and envelopes, 60% reduction



# President and Provost letterhead

<p><b>A.T. STILL UNIVERSITY</b>   <b>ATSU</b> OFFICE OF THE PRESIDENT</p> <p>School of Osteopathic Medicine in Arizona School of Health Management</p> <p>Kirkville College of Osteopathic Medicine</p> <p>Arizona School of Dentistry &amp; Oral Health Arizona School of Health Sciences</p>		
<p>800 W. Jefferson St. Kirkville, MO 63501 660-626-2391</p>	<p><b>A.T. STILL UNIVERSITY</b>   <b>ATSU</b> OFFICE OF THE PROVOST</p> <p>Arizona School of Dentistry &amp; Oral Health Arizona School of Health Sciences School of Osteopathic Medicine in Arizona</p> <p>5850 E. Still Circle Mesa, AZ 85206</p> <p>FOUNDED IN 1892</p> <p>480.219.6010 www.atsu.edu</p>	

Letterhead for the University President and Provost, 60% reduction

Deans' letterhead



Letterhead for the deans, 60% reduction

# School letterhead

**A.T. STILL UNIVERSITY** | **ATSU**  
ARIZONA SCHOOL OF DENTISTRY & ORAL HEALTH

**A.T. STILL UNIVERSITY** | **ATSU**  
ARIZONA SCHOOL OF HEALTH SCIENCES

**A.T. STILL UNIVERSITY** | **ATSU**  
SCHOOL OF OSTEOPATHIC MEDICINE IN ARIZONA

**A.T. STILL UNIVERSITY** | **ATSU**  
KIRKSVILLE COLLEGE OF OSTEOPATHIC MEDICINE

**A.T. STILL UNIVERSITY** | **ATSU**  
SCHOOL OF HEALTH MANAGEMENT

5850 E. Still  
Mesa, AZ 85205

5850 E. Still  
Mesa, AZ 85205

5850 E. Still  
Mesa, AZ 85205

800 W. Jefferson  
Kirkville, MO 63501

210A S. Osteopathy  
Kirkville, MO 63501

FOUNDED IN 1892


660.626.2820  
www.atsu.edu

Letterhead for each school/college, 45% reduction

# Letter formatting

To format a letter, use a template found on the g:/drive under Communications-ATSU Files. Do not stray from the template or add lines or other graphics. **No verbiage or horizontal line should be added under the wordmark.**

A.T. STILL UNIVERSITY | ATSU



800 W. Jefferson St. • Kirksville, MO 63501  
660.626.2121 • [www.atsu.edu](http://www.atsu.edu)

FOUNDED IN 1892

5850 E. Still Circle • Mesa, AZ 85206  
480.219.6000 • [www.atsu.edu](http://www.atsu.edu)

# Business cards

## Information that may be included

### Missouri Campus:

- Name, degrees
- Title (per Human Resources)
- Department (optional)
- Address (both campuses may be listed)
- Telephone - 1
- Toll free number with extension
- Fax-1
- ATSU email address

### Arizona Campus:

- Name, degrees
- Title (per Human Resources)
- Department (optional)
- Address (both campuses may be listed)
- Telephone - 1
- Fax - 1
- ATSU email address

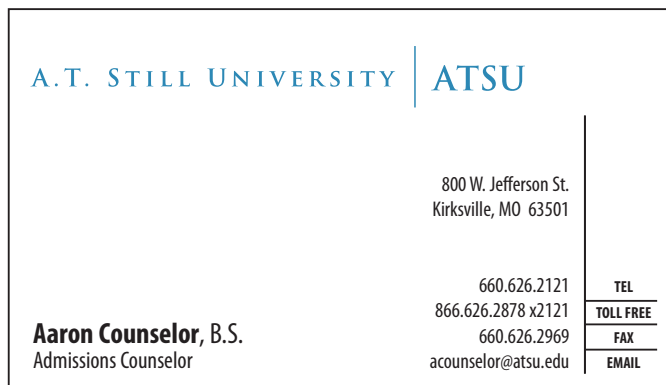
## Information that is not included

- Cell phones
- Home phone numbers
- Pagers
- 2nd email address
- 2nd telephone number
- Personal information
- Honorary degrees (Hon)

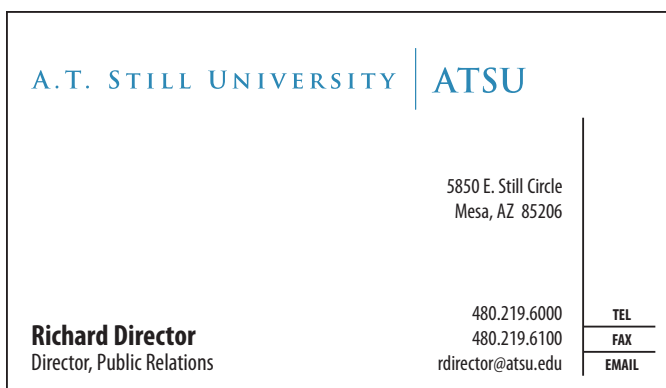
These are the acceptable formats for ATSU business cards. **Business cards are to be printed by Communications & Marketing.**

A minimum order of business cards is 100 quantity. **Maximum quantity is 250.** To order business cards, complete a job request form and return to Communications & Marketing. Forms may be completed online; see page 23.

For inquiries regarding business cards, contact Communications & Marketing at ext. 2272.



ATSU business card Missouri Campus version



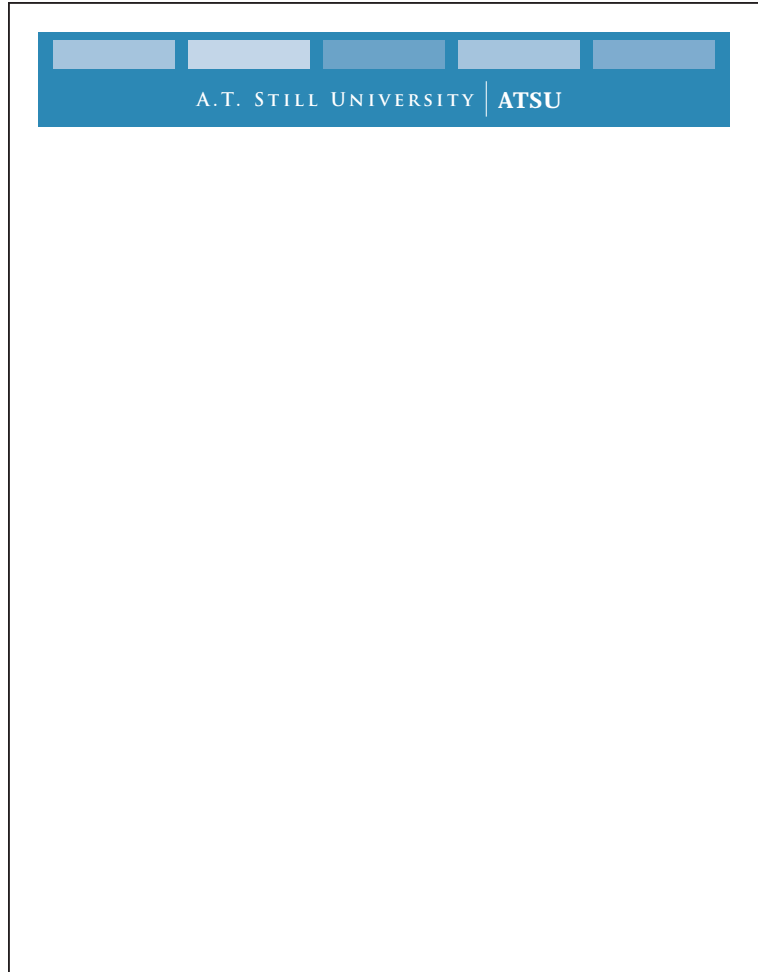
ATSU business card Arizona Campus version

## Generic Paper

Generic pre-printed ATSU paper (at right), which can be run through a desktop printer, is available to order from Communications & Marketing.

Uses might include:

- cover for a handout
- flyers
- information sheets

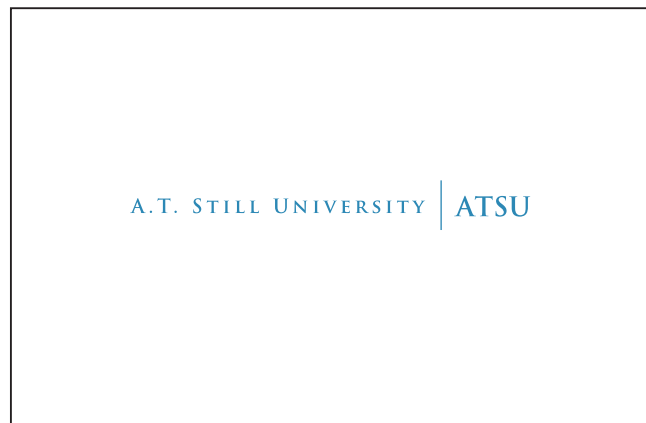


Generic ATSU paper, blank

46% reduction

## Notecards

Notecards are available to order from Communications & Marketing. Any of the wordmarks on the front; inside and back panels are blank.



ATSU notecard

46% reduction

# Name badges

Every University employee and student should obtain a name badge. **Contact Academic Technologies if you do not have a badge.**

# Photos

Every University employee and student should have a recent photo on file with the University. This photo may be used for press releases, name badges, passports, etc. **Contact Academic Technologies if you do not have a photo on file.**



University name badge sample      Front view



## Opportunities to advance ATSU

The quality of an organization is reflected in its publications and online presence, as well as the personal interactions of faculty, staff, and students. Each year, the University produces hundreds of materials, and each make a statement about the institution. It is important everyone be a part of the same family by sharing certain graphic elements. **Brochures and ancillary materials should be directed through Communications & Marketing for design and printing.**

### Brochures, publications, and other outreach materials

Communications & Marketing has a standard brochure format available, and generic pre-printed paper in stock to use as fliers, informational sheets, etc. (see page 19) These sheets are printed in the University blue and may be run through a desktop printer. This provides a quality, professional looking document at a low cost. Simply submit a job request (see page 22) to obtain these sheets and contact Communications & Marketing with your design and printing requests.

### Newsletters/magazines/eblasts

All newsletters and magazines represent ATSU and should be designed as such. ATSU graphic designers can assist you in designing your publication and getting it printed. All such publications must adhere to the University Styleguide and these identity standards and incorporate ATSU's graphic identity. **Publications not designed by Communications & Marketing must be sent to C&M one week in advance of distribution for style conformity.**

### Name tags

Communications & Marketing can provide pre-printed, adhesive name tags, as well as paper tags for badge holders, for your next function. Submit a job request to request tags.

Word templates for name tags may be found on the [g:/drive](#) under Communications-ATSU Files.

### Advertising

University ads should clearly identify ATSU and strengthen its image of excellence.

**All advertising should be directed through Communications & Marketing**, which is responsible for submitting the design of all advertising materials. **NOTE:** students must have T-shirt or other specialty items approved by Student Services prior to printing.

### Public speaking and presentation materials

When speaking or making a presentation to the public, you have a special opportunity to put a human face to the University and put life into its brand. Consider wearing an ATSU lapel pin or apparel. Use the ATSU wordmark in presentations and on handouts. Any faculty or staff member making a professional presentation is asked to use one of the standard PowerPoint templates created for this purpose. Templates may be found at [g:/drive](#) under Communications-ATSU Files/Miscellaneous Templates/ATSU Powerpoint Template.ppt. Title slides may give College and program names. We request the slide footer reinforce the University's name. Academic Technologies also may assist in creating presentations.

Faculty are encouraged to identify themselves by program and/or school and to always include A.T. Still University on papers, articles, committees, name badges, etc.

### Imprinted products/specialty items

Promotional items are visible tools for conveying the ATSU identify. To have products imprinted, get approval from Communications & Marketing for the design **prior to manufacture, regardless of funding source.** Communications & Marketing has on hand select imprinted items, including pocket folders, pens, note pads, and stickie notes. Submit a job request to obtain any of these items.

# Job request

A completed job request **must** accompany both print and electronic jobs. The form is available from Communications & Marketing or is **available online** on the ATSU portal and at [www.atsu.edu](http://www.atsu.edu) under Communications & Marketing.

		Communications & Marketing 660.626.2272					
ATSU Printing Services Job Request							
To be filled out by originator (please use ball point pen) Please send all copies							
Dept. number	object code	grant or project number					
requested by		department					
project title/name				phone			
date ordered	date needed	additional information here					
quantity needed	number of pages						
sample attached <input type="checkbox"/> yes <input type="checkbox"/> no	printed front & back <input type="checkbox"/> yes <input type="checkbox"/> no						
collate <input type="checkbox"/> yes <input type="checkbox"/> no	staple <input type="checkbox"/> yes <input type="checkbox"/> no						
fold	padding						
drill	rubberband						
binders							
<b>To be filled out by Printing Services</b>							
paper/press size							
envelopes	<input type="checkbox"/> R-1 <input type="checkbox"/> 360				<input type="checkbox"/> b/w copier		
	<input type="checkbox"/> R-2	<input type="checkbox"/> color copier					
plates	project mgr.						
laminate	binders	staple	rubberband				
ink		punch	drill				
press set-up	press time	bind	pad				
press clean-up	proof(s) fee						
trim size	total material cost						
numbering set-up	numbering	total other cost					
fold set-up	score set-up	<b>TOTAL</b>					
fold time	score time						
collate set-up	perf set-up						
collate time	perf time						

ATSU Printing Services Job Request form, 50% reduction

Communications & Marketing	
Job Ticket Submission Form	
<i>*Required Fields</i>	
Department number:	
Object Code:	
Grant or project number:	
*Requested by:	
Department:	
*Email Address:	
*Description of job:	

ATSU Printing Services Job Request online form

## Job request work flow

### Where do we start?

### Whom do we call?

### What do we need?

The best time to call or visit Communications & Marketing about a publication or advertisement is as soon as you have decided you need one, regardless of how far in the future. Calling early allows us to work your project into our production schedule. Use the following checklist as your guide.

**Format:** Do you have one in mind? Do you need a brochure, newsletter, flyer, ad, or direct mail piece? We can help you decide on the best format to reach your audience.

**Quantity:** How many pieces do you want to print? Quantity determines final price.

**Budget:** How much do you have to spend? We can help you estimate costs and recommend formats that can fit into your department or school budget.

**Deadline:** When do you need your publication or advertisement?

- Who is your audience?
- What is the purpose of your publication? A successful publication should always have a specific purpose or goal. What is the publication's or advertisement's desired effect? A good question to ask is what is the single message with which you want the reader to come away? What action do you want the reader to take?
- What specific facts must be included? Don't forget the obvious such as the exact, formal name of your department, an address, and especially a phone number and contact person to call for more information.
- Is the project to be coordinated with other pieces (stationery, enclosures, business return envelopes, reply cards, etc.)? Should it be?

## How long will it take?

This can be a difficult question because the answer depends on many things: How complex is the piece? Is it new or a reprint with few or minimal changes? Does it require writing and editing? Does it require photography? Does it require extensive creative design? Is it one, two, three, or four (full) colors? What is the quantity? Are there multiple pieces to the project? How many people are involved in the proofing/approval process? How many other publications are in production at the time?

Communications & Marketing staff can help you determine a time estimate for your project based on these variables. A very rough guideline follows:

- Complex Project (bulletins, course catalogs, and viewbooks): 4 months or longer
- Booklet: 1-4 weeks
- Brochure: 3-6 weeks
- Color Poster: 2 weeks
- Flyer: 1 week
- Ads: 1 week

**These estimates are based on having final, approved copy provided to the publications office on disk or via email, as well as photos selected. When substantial writing and editing are required, additional time is necessary.**

## Elements of the production process

Every publication requires the following steps:

- **Writing/Editing:** Supplying copy on disk or by email to Communications & Marketing provides a faster production schedule.
- **Photographs:** It takes time to schedule, shoot, process, and choose photos to illustrate a particular publication, especially when many photos are needed.

- **Design:** Two to three weeks is standard time on an average piece, longer if the job is more complex, less if the project is a repeat.
- **Proofing:** Two weeks is often normal for proofing, corrections, and subsequent proofs, especially if several people are reviewing a piece. Review each proof carefully and quickly include everyone with “final say,” and assign someone to sign off on the final proof.
- **Printing:** Standard turnaround is two to three weeks. A major job might take four weeks; in-house printing averages three to five days.

## How can I expedite the process?

- Plan in advance and come to us early for scheduling.
- Include everyone that has "final say" on your project team.
- Work closely with your project manager.
- Treat your copy and layout as separate, but related tasks. Get approvals for each independent of the other.
- Come to us with answers to the questions in the section “Where do we start? Whom do we call? What do we need?”
- Provide at least a rough draft copy on disk or via email, in Microsoft Word, unformatted (i.e., single column only, no tabs, no bold face, no italics, etc.). Submit a hard copy as well.
- DO NOT SUBMIT COPY IN ALL CAPS.
- Changes to copy once design has begun can delay your job.
- **Review each subsequent proof carefully and quickly.**

## The design/proofing process

Designing publications is a complex, specialized task requiring our publications team to bring many components together to deliver a publication generating the desired effect.

Just as owning a drawing table, mechanical pencil, and paper does not make one an architect, having a computer and desktop publishing software does not make one a designer. A designer learns specialized skills through formal education and professional practice. When you meet with Communications & Marketing staff, bring your ideas on format, color, and paper and be prepared to rely on the expertise of our designers and project managers.

## Changes to jobs in progress

Corrections to copy during the proofing process are usually necessary. An early proof is not a final product and should be expected to need typographic corrections and minor revisions.

Copy and design changes to publications in progress cost both time and money. It is best to make substantial changes as early in the proofing process as possible.

## Estimating printing costs

Based on your budget, we will develop a publication that you can afford. Once you have approved the design concept and all specifications, we will figure the cost of the job. Changes to the original specifications after the job is in progress will affect the final cost.

Most jobs can be done in-house; however, larger and/or more complicated will be outsourced. Contact Communications & Marketing about the specific needs of your project.

## Obtaining samples

Samples of the approved formats of common stationery items that include the logo are available to assist you in placing orders for your office. Please contact Communications & Marketing for samples.

## Final note

If you have a question about any of the points mentioned in this publication, please contact:

*Arizona Campus*

Susan Kavanaugh

Assistant Vice President, Communications & Marketing

skavanaugh@atsu.edu

480.219.6015

*Missouri Campus*

Adrian Anast, Ph.D.

Vice President, Communications & Marketing

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660.626.2272

# Glossary

## Advertising

A paid message that seeks to educate, persuade, and/or influence others

## Brand

An organization's competitive edge that no one else can copy; how you are perceived by others in word, image, and deed; what others remember about you; a brand is created whether it is actively managed or not

## CMYK

The subtractive primaries, or process colors, used in color printing

## Column width

The measurement from the left to the right side of a column of copy

## Crisis management

Maintaining relationships with the public, government agencies, news media, employees, and other shareholders on behalf of an organization involved in a crisis situation

## Crisis communications plan

A plan outlining steps to take when an event occurs that threatens the reputation of an organization or brand and has the potential for negative publicity

## Demographics

Profiles of a market by age, gender, socio-economics, etc.

## Direct marketing

Communication with individuals that seeks a direct response back (via fax, phone, reply paid card, etc.)

## Editorial Calendar

A production timeline for magazines and newsletters

## EPS

Stands for encapsulated postscript; vector graphic file preferred by most designers and vendors

## GIF

A format popular for web use because of its small size; not generally suited for printing

## Gutter

The blank area between facing pages or between columns of text on a page

## Identity mark

Words, pictures or combinations thereof that identify an organization

## Identity program

A program that establishes standards for an institution's identity and presents strategies and standards for communication

## Identity or graphics standards guide

A guide that promotes consistency in an organization's identity; intended to help achieve an effective and cohesive identity

## Indicia

Markings on mass mailings used as a substitute for stamps or cancellations

## Institutional identity

Consists of all visual impressions of an institution; includes stationery, publications, advertising, website, etc.

## Integrated marketing

A holistic approach to marketing, advertising, and public relations involving the entire organization in communicating a consistent message designed to produce strategic results

## Intranet

The University's internal website, called the portal

## Kerning

The adjustment of space between letters

## Leading

The space between lines of type

**Logo**

The name, trademark or symbol of an organization

**Market**

The potential buyers or consumers of a product or service

**Market research**

The collection and analysis of information concerning particular characteristics of a market

**Marketing**

The management function that identifies human needs and wants, offers products and services to satisfy those demands, and causes transactions that deliver products and services in exchange for something of value to the provider

**Pantone Matching System (PMS)**

A system for specifying ink color; used by designers and printers to ensure consistency of color

**News value**

The value an editor places on whatever story or idea you are promoting

**Pica**

A unit of measure that equals 12 points; an inch is equal to 6 picas

**Positioning**

Placing your organization, product or service in a clearly defined area of the market

**Press kit**

A folder of specially prepared information for the media about your organization (such as profile or expert biographical information, press releases, and other information)

**Point**

The standard unit of measure for type; there are 72 points to the inch

**Public Relations**

PR is the distinctive management function that helps establish and maintain mutual lines of

communication, understanding, acceptance, and cooperation between an organization and its publics; involves the management of problems or issues; helps management stay informed and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively use change, serving as an early warning system to help anticipate trends; and uses research and sound and ethical communication as its principal tools

**Seal**

A graphic element, consisting of words and graphic elements, reserved for official documents such as diplomas and transcripts

**Spokesperson**

The person you are positioning as the voice of your organization; may change depending on the situation

**Tagline**

A slogan or summarizing theme; an institution can have multiple taglines for specific uses

**TIFF**

Stands for Tagged Image File Format; a high-quality graphics file used in desktop publishing and printing

**Type family**

All variations of one typeface

**University color**

The color and/or combination of colors chosen to represent the University and used whenever possible

**URL**

Stands for Uniform Resource Locator; a website address

**White space**

A design element in itself, white space is the space between and/or surrounding visual elements

**Wordmark**

The graphic element, consisting of words and graphic elements, which is used to identify the University and its schools



# A.T. Still University Styleguide

The official *A.T. Still University Styleguide* is a useful tool and a guide for encouraging consistent format and style throughout University publications.

In recent years, A.T. Still University has undergone its greatest period of growth and change since the founding of osteopathic medicine. With five schools currently under its umbrella, a single styleguide for style is important to bring unity and consistency to all University documents.

This edition closely aligns with the *AP Stylebook*, which is available for reference in Communications & Marketing. The *ATSU Styleguide*, as well as the identity standards guide, are accessible via [www.atsu.edu](http://www.atsu.edu) under Communications & Marketing.

For comments and suggestions, please call Communications & Marketing at 660.626.2272 on the Missouri Campus or 480.219.6015 on the Arizona Campus.

We appreciate your cooperation and support.

**The following information is held as the standard for all internal and external A.T. Still University publications. This includes all of ATSU’s magazines, brochures, other printed pieces, and the website.**

The University recommends the *Associated Press (AP) Stylebook* for questions of style, grammar, and usage. *ATSU Styleguide* supplements the *AP Stylebook*. In instances where there is a contradiction between the two manuals, **this document takes precedence**. In addition, questions related specifically to ATSU are addressed herein. If an entry is not included in this guide, check the current *AP Stylebook*.

As this manual is meant to be a guide, exceptions to the rules are possible. Please call Communications & Marketing with your questions, comments, or suggestions at ext. 2272 in Missouri and ext. 6015 in Arizona.

Items preceded by \* follow guidelines provided by the American Osteopathic Association (AOA).

### **a.m./p.m.**

Lowercase with periods. Use a space between the number and a.m. or p.m. (e.g. 9 a.m.).

- More tips**
- Do not use “o’clock” when stating a time.
  - Avoid the redundant 10 a.m. this morning.
  - When using a hyphen to separate a beginning and ending time (6-7 p.m. or 9 a.m.-10 p.m.) there should be no spaces on either side of the hyphen.
  - When using a flat time, do not add the colon and zeros (e.g. 10 a.m.).
  - It is not necessary to say 12 midnight or 12 noon. Use midnight or noon. Never use 12 a.m. or 12 p.m.

### **A.T. Still**

Use A.T. Still, M.D., D.O., when referring to the “founder of osteopathic medicine.” Do not put a space between the A. and T.

### **A.T. Still University**

Upon first reference to the University in external publications, spell out A.T. Still University; thereafter, use ATSU. When referring to a specific college or school, use the following on first reference:

- Example**
- A.T. Still University’s Kirksville College of Osteopathic Medicine (KCOM) is the founding osteopathic institution.

It is not necessary to put school abbreviations in parentheses in an internal publication. Simply spell out the school name on first reference and use the abbreviation thereafter.

### **ATSU student**

- When referring to a current KCOM or SOMA student, indicate the class year with OMS I, II, III or IV. Glenn Smith, OMS I, received a scholarship.
- When referring to a current ASHS student, indicate class year. Joe Smith, PT, ’10, attended Legislative Day.
- When referring to a current ASDOH student, indicate class year with D1, D2, D3 or D4. John Doe, D2, was named president of the group.
- When referring to a current SHM student, simply indicate his or her field of study. Glenn Smith, a public health student at SHM, received a scholarship.
- When referring to biomedical students, indicate year. First-year BioMed student Jason Smith ...

### abbreviations/acronyms

See *AP Stylebook* for state abbreviations. On first reference to an institution, spell out the full name with the acronym or abbreviation following in parentheses: American Osteopathic Association (AOA). After that, all further abbreviations/acronyms can stand on their own.

- More tips**
- Do not use the word “the” prior to using an acronym.
  - For internal audiences, common abbreviations/acronyms such as ATSU and its schools do not need to be placed in parentheses. Simply spell out the school name on first reference and use the abbreviation thereafter.

### academic degrees

Use periods between initials for degrees, but not for certificates. If an individual holds more than one degree, these degrees should be listed in descending order of importance, with degrees before certificates. See *AP Stylebook* for more details. Lowercase names of degrees in body of text.

- Example**
- Bob Johnson earn his M.P.H. from SHM.
  - Joe Smith received a master of science degree in physics from Truman State University.
  - Susan received a bachelor’s degree in biology.
  - Dan Jones, who has a doctorate in physiology ...

### academic titles

On first reference to an individual with an academic degree/title, state the abbreviated degree/title after the name, with a comma following the abbreviation. If the individual is a doctor, refer to him/her as Dr. X in subsequent references. If the individual is not a doctor, use the last name only. See also **names/titles**.

- Examples**
- Steven Smith D.O., M.P.H., gave the commencement speech this year. Dr. Smith discussed treating the patient and not the disease.
  - Tammy Smith, M.B.A., is organizing the conference. Smith is working closely with student services on the event.

### alumna

A woman who has attended a school.

### alumnae

Women who have attended a school.

### alumni

Men and women who have attended a school. When referring to alumni, regardless of school, indicate class year with an apostrophe.

- Example**
- Craig Phelps, D.O., '84, was named provost.

See **graduation year**.

### alumnus

A man who has attended a school.

### American Indian

Preferred use is American Indian not Native American.

### Arizona School of Dentistry & Oral Health (ASDOH)

Always use an ampersand (&) instead of “and.”

### Arizona School of Health Sciences (ASHS)

### board members

Capitalize only when referring to a specific board and as part of the official title.

**Example** ● The ASHS Advisory Board met this month. The board discussed ...

### Board of Trustees

Capitalize when referring to ATSU Board of Trustees. Lowercase on subsequent reference.

**Example** ● The Board of Trustees will meet downstairs this afternoon. The board ...

### body, mind, and spirit

Preferred order

### book titles

Book titles are placed in quotation marks except those that are primary catalogs of reference. See “Composition Titles” in *AP Stylebook*.

### bullets

Use round bullets when listing items (•). Do not use an asterisk (\*), hyphen, or other symbol.

### campus

For external publications use Kirksville, Missouri, or Mesa, Arizona (AP Style). For internal publications, simply Missouri and Arizona will work. Capitalize Campus, except when plural.

**Examples** ● ATSU’s Mesa, Ariz., Campus is home to ASHS, ASDOH, and SOMA (external).  
● Founder’s Day celebration occurred last week on the Missouri Campus (internal).  
● ATSU’s campuses are diverse.

### chair

Always use “chair” instead of “chairwoman” or “chairman.”

### city, state

When used in text, a comma should follow both the city and state. See also **states**.

**Example** ● Jane Beck, D.M.D., a dentist from Scottsdale, Ariz., opened her new office on Baltimore Avenue.

### class

Do not capitalize.

**Example** ● Mary Jones, class of 2010 ...

### co-chair

Hyphenate. In instances where the word should be capitalized (at the beginning of a sentence or preceding the proper name of the co-chair), only the first c is capitalized.

**Examples** ● Ben Hoffman is a co-chair of the committee.  
● Today’s speaker will be Co-chair Ben Hoffman.

### college

Capitalize the word College when referring to KCOM, but do not capitalize it when referring to another institution. See also **university**.

**Example** ● The College was established in 1892 ...

### college/schools of A.T. Still University

For external publications, when referring to a specific school within the University, always include the name A.T. Still University as part of the initial designation. For internal publications, the name of the college/school is all that is needed. See also **A.T. Still University**.

- Example**
- ATSU-ASHS
  - A.T. Still University's Kirksville College of Osteopathic Medicine
  - The College will hold commencement in May.

### colon

When creating a form, colons are not needed before a line or blank. When using a colon, one space follows it. For other colon questions, see the *AP Stylebook's* punctuation chapter.

- Example**
- Name \_\_\_\_\_

### comma

Place a comma after each item in a series.

- Example**
- ATSU is committed to the body, mind, and spirit of individuals.

### commencement ceremony

Lowercase

### copyright

The University uses the *A.T. Still Memorial Library Copyright Guidelines*, which state the laws of the “Digital Millennium Copyright Act” (DMCA) and the “Sony Bono Copyright Term Extension Act.” It also includes rules of thumb and frequently asked questions. The guidelines are located on the University network drive at G:\KCOM\COPYRIGHT\KCOM Copyright Guidelines or by contacting the A.T. Still Memorial Library.

- More tips**
- Refer to the *A.T. Still Memorial Library Copyright Guidelines* when permission is required and the proper reference for quotes, footnotes, and usage is needed.
  - Be careful when using information from the Internet. Most information you will see is copyrighted, whether it is stated or not. Internet copyright should be assumed unless otherwise noted.

### courses

Proper names of courses are capitalized, but not placed in quotation marks. Lowercase otherwise. Do not use course numbers.

- Example**
- James Rhodes, Ph.D., assistant professor, anatomy, teaches Histology.

### D.O.

Use D.O. after the last name upon first reference, and Dr. prior to the name for all following references. Always use periods after the D and the O. This style also should be used for doctoral degrees, such as Au.D., D.D.S., D.H.Ed., D.H.Sc., D.M.D., D.P.T., M.D., and Ph.D. See **academic titles**.

\*If a D.O. holds more than one professional degree, these degrees should be listed after the D.O. designation and appear in descending order of importance, with degrees before certificates.

- Examples**
- John Smith, D.O., M.A., OCS
  - There is no apostrophe on the plural of D.O. (D.O.s) unless using it as a possessive noun as in “principles of the D.O.'s art and science.”

### dash

A space precedes and follows each dash.

- Example**
- His dog – a black lab – was a big hit with the kids.

### dates

Do not abbreviate days of the week in body copy. Months may be abbreviated if accompanied by a day as well.

- Examples**
- The event was held Friday, Sept. 23, 2005.
  - Anatomy class is always held on a Tuesday.
  - I graduate at 10 a.m. on Aug. 12.

### department

Do not capitalize a department when used without the word department in its reference (e.g. Neil Sargentini, Ph.D., associate professor, microbiology/immunology), but do capitalize when directly referring to the department (e.g. He works in the Department of Microbiology). A good rule of thumb is to avoid the use of “office” or “department” altogether or use lowercase when informal and uppercase when formal or when needed for clarity.

- Examples**
- Fund raising is handled by the Department of Institutional Advancement (formal).
  - Fund raising is handled by the institutional advancement department (informal).
  - Fund raising is handled by Institutional Advancement (clarity).

- More tips**
- Use department instead of division and avoid when possible.
  - Likewise, do not use the term “office” when referring to a department of the University. The only time “office” should be used is in reference to the president, the provost, the controller, college deans, and the registrar.
  - When included after a person’s name, do not capitalize department name (e.g. John Smith, Ph.D., chair, biology).

### distance education

“Online education” is preferred.

### distance learning

Refer to *AP Stylebook*.

### Drs.

Use when referring to more than one doctor.

- Example**
- The banquet was hosted by Drs. Dick and Jane Smith.

### ellipsis

For detailed instructions, refer to *AP Stylebook*. See also **quotes (pull-out)**.

### em dash/en dash

Refer to *AP Stylebook*.

### email

No hyphen and lowercase.

- Example**
- Can you copy me on that email?

- More tips**
- Do not underline an email address. This causes confusion when underscores and other symbols are used in addresses.
  - Always use lowercase letters in email addresses.
  - If your computer automatically adds a link to an email address, remove the hyperlink. Highlight the address, right-click, and select “remove hyperlink.”

## faculty

Use with a singular verb when being used in the sense of a single group operating together in agreement; use the plural form if the noun is used to name a group operating as individuals or in disagreement.

- Examples**
- The faculty numbers 200.
  - The faculty is meeting today.
  - The faculty members are meeting today.
  - The faculty were split.

## fax

In body copy, use the word fax, not facsimile, prior to writing the number.

## fellow

Do not capitalize the word fellow unless it begins a sentence. Fellowships follow terminal degree and do not have periods.

- Example**
- John Smith, D.O., FOCOO, presented at the annual conference.

## fundraising/fundraiser

One word in all cases.

- Examples**
- The fundraising campaign was a success.
  - He is great at fundraising.

## general practice/general practitioner

In 1998, the terms general practice and general practitioner began to be phased out. Preferred terminology is now family practice and family practitioner. The term family medicine is often interchanged with family practice.

## graduation year

When referring to 21st century graduates, use '01, '02, etc. to designate grad year. When referring to turn of the 20th century graduates, from 1901-1909, use the full year to avoid confusion.

See **names/titles** and **alumni**.

- Examples**
- The class of 1954 will celebrate its golden anniversary this year.
  - The 1954 class will celebrate its golden anniversary.
  - Jane Doe, D.O., '02, received an award with Joe Smith, D.O., '64.
  - Adam Long, D.O., 1908, lived a long and happy life.

## graphics

For best print quality, photos and images should be submitted as original photo, tif, eps or jpg files at 300 dpi at 100 percent of final size. Lower resolutions at 72 dpi may be used for the Internet and PowerPoint® presentations but are not suitable for professional printing.

## headlines

Only capitalize the first letter of the first word, unless proper nouns are used in the headline. Do not capitalize all words that comprise the headline.

- Example**
- KCOM students score high on COMLEX

## healthcare

One word.

## Honorable, the

Abbreviate Hon. when this description is used before an individual's name, precede it with the word "the" because, unlike with Mr. and Mrs., Hon. represents an adjective, not a noun.

## hyphens

Do not use a space on either side of a hyphen. See **a.m./p.m.**

## initials

Use periods and no space when an individual uses initials instead of a first name. See **A.T. Still.**

## intern

Do not capitalize the word intern unless it begins a sentence.

## Internet

The word Internet should always be capitalized. See *AP Stylebook* for additional information.

## Kirkville College of Osteopathic Medicine (KCOM)

### Library

Missouri Campus: A.T. Still Memorial Library

Arizona Campus: Learning Resource Center

### magazine

Magazine names should be capitalized and italicized.

**Example** ● *Still Magazine*, *Time* magazine

### mind, body, spirit

Preferred order is body, mind, spirit.

### money

When including a numeric monetary amount, use decimal numbers only if the decimal amount is not .00. Also, if the amount is above \$999, use a comma for clarification.

**Example** ● Jack's stereo cost \$4,863. Jack's monthly payment will be \$364.75. Jack owes me \$45.

### Mr., Mrs., Miss, Ms.

Refrain from use.

### names/titles

On first reference for administration, faculty, and alumni use first name, last name, degree, fellowship designation (if applicable), abbreviation of graduation year (if alum) using apostrophe, position, and department (e.g. John D. Smith, D.O., FAAO, '65, assistant professor, pathology). For those holding a doctoral degree, such as Au.D., D.D.S., D.H.Ed., D.H.Sc., D.M.D., D.O., D.P.T., M.D., and Ph.D., "Dr." should precede the name on subsequent references.

\*If a doctor holds more than one professional degree, these degrees should be listed in descending order of importance, with degrees before certifications. See **D.O.**

**Example** ● John Smith, D.O., M.A., OCS  
● Director Nancy Hill, Ph.D., will speak to the group today.  
● Provost Craig M. Phelps, D.O., '84, complimented the student on her scholarship.  
● John D. Smith, Au.D., a 2005 graduate of the Arizona School of Health Sciences ... or John D. Smith, Au.D., '05, ...

**More tips** ● Do not use courtesy titles (Mr., Mrs., Miss, Ms.).  
● If a person has more than one position, list the most prestigious first.  
● On first reference to ATSU students, see **ATSU student** for details.  
● On second reference, use last name only, except for doctors (Au.D., D.D.S., D.H.Ed., D.H.Sc., D.M.D., D.P.T., D.O., M.D., Ph.D.), then the second reference is Dr. Smith.



- All educational degrees should be used with periods (D.O., Ph.D., Ed.S.), but do not use periods with certification titles or fellowship designations (CFP, LPN, FAAO).
- Do not capitalize positions and departmental titles after the name.
- Do capitalize a position if it is the official title and is directly before the person's name. See **department**.

### Native American

Preferred usage is American Indian.

### numerals

Spell out numbers less than 10. For numbers greater than 10, use numerals. Do not use numerals (even if greater than 10) if the number begins a sentence. Plural numbers need no apostrophe. Avoid using “th” and “rd” after a date. Use numerals in tables, statistical material, for money, dates, clock time, proportions and ratios, sports scores, academic grades, percentages, and measurements. Spell out fractions that equal less than one, unless in a percentage.

- Examples**
- Twenty-five laps were all Dr. Williams could take.
  - I agree that 11 twinkies is too much for one sitting, but one is OK.
  - Fours, fives, 100s, 1990s (no apostrophe before the s).
  - One-half of all students. A mixed fraction (a whole number plus a fraction) should be written in numerals.
  - We met Nov. 4.
  - His daughter is 6.

### office

See **department**.

### online

Use as one word. Do not hyphenate or separate.

### online education

Preferred to “distance education”

### osteopathic medicine

“Osteopathic medicine” is preferred to the word “osteopathy” when dealing with medical practice or medical education. However, when dealing with osteopathic tenets, beliefs or principles, the term osteopathy should be used.

Osteopathic medical colleges and hospitals should be referred to with their osteopathic identification, especially because some do not contain the word “osteopathic” in their names (e.g. Northeast Regional Medical Center, the founding osteopathic hospital).

### osteopathic physician

“Osteopathic physician” is the preferred terminology to “osteopath.”

### percent

Spell out the word percent when used in text. Use the % symbol when included in a chart. Use numerals (1 percent, 2.5 percent) and decimals, not fractions. For amounts less than 1 percent, precede the decimal with a zero (e.g. 0.6 percent). Always repeat the word percent with each individual figure.

- Example**
- In the last year, the applicant pool increased from 30 percent to 50 percent.

### phone number (style)

###.###.####, ext. ####

This should also be used for toll-free numbers, such as 866.626.ATSU. No need to write “toll-free” or “toll-free number” when listing such a number.

**Example** ● Call 866.626.ATSU, ext. 2272 for more information.

### photos

For best print quality, photos and images should be submitted as original photo, tif, eps or jpg files at 300 dpi at 100 percent of final size. Lower resolutions at 72 dpi may be used for the Internet and PowerPoint® presentations but are not suitable for professional printing.

### president

Use “Jack Magruder” in writing. Refer to him as either “President of ATSU” or “ATSU President.” Always capitalize president when it occurs before a name, not if it occurs after or if it stands alone.

**Examples** ● ATSU President Magruder signed the budget.  
● Jack Magruder is president of ATSU.  
● The president met with students.

### program names

Capitalize the program name when using with the name “program.” Lowercase in all other instances. Do not capitalize the word “program.”

**Examples** ● The Athletic Training program ...  
● He earned a master of science degree in athletic training.  
● Richard Smith, director, athletic training ...

### quotes (pull-out)

When using a pull quote, place double quotes around the copy. If words are lifted mid-sentence, ellipses should appear before the quote, with quote marks before the ellipses. If ellipses are placed at the end of the sentence, there must be an ellipsis, a space, a period, and then the quote mark.

Attribute the quote to the correct individual by using a dash and the name at the end of the quote (after quote marks). See *AP Stylebook* for clarification.

**Example** ● “... It sure is a beautiful day today. Last night, I ... .”  
- John Smith, D1

### resident

Do not capitalize the word resident, except at the beginning of a sentence.

### said

Use said or says when attributing quotes but be consistent in usage. Do not use such words as claims, accuses, shouts or believes.

### school

Capitalize the word “school” when referring to ASDOH, SHM, SOMA, or ASHS. Lowercase when referring to another institution.

### schools/college of A.T. Still University

For external publications, when referring to a specific school within the University, always include the name A.T. Still University as part of the initial designation. For internal publications, the name of the college/school is all that is needed. See also **A.T. Still University**.

**Example** ● ATSU-ASHS  
● A.T. Still University’s School of Health Management

## School of Health Management (SHM)

## School of Osteopathic Medicine in Arizona (SOMA)

### space between sentences

Use only one space. Typewriters were mono-spaced, and therefore two spaces were necessary to visually separate sentences. However, computer-generated copy is proportional, making the extra space unnecessary.

### states

Use state abbreviations and not the two-letter ZIP code abbreviations in text (Mo., not MO). Spell out names of states when they stand alone. See *AP Stylebook* for examples.

### Still-A-Bration

### Still-Well program

### Still National Osteopathic Museum

### time

See *a.m./p.m.*

### titles—academic

See *academic titles*.

### titles—professional

See *names/titles*.

### titles—publications

When in body copy, place the names of book titles, grants, speeches, lectures, and works of art in quotation marks.

- Example**
- They recently returned from the convention, where they gave a presentation entitled “The History of Osteopathic Medicine.”

### Trustee capitalized

See *Board of Trustees* for more detail.

### underlining

Do not underline words.

### university

Capitalize University when referring specifically to ATSU. Lowercase when the reference is non-specific or refers to another university.

- Example**
- The University has a commitment to rural and underserved populations.
  - ATSU is located in Kirksville.
  - Truman State University also is located in Kirksville. It is a liberal arts university.

See *A.T. Still University*.

### www.atsu.edu

Use [www.atsu.edu](http://www.atsu.edu) when directing readers to any of the University’s colleges or schools. Do not italicize or underline.

### web page

Two words

### website

One word. Do not underline a website address. Use lowercase letters. If your computer automatically hyperlinks the site, delete the link by right clicking and selecting “remove hyperlink.”

### White Coat Ceremony

Capitalize when referring to official ceremony.

- Example**
- The White Coat Ceremony was held on Campus.
  - More than 75 students participated in the ceremony.

### word processing

- Tips**
- Do not divide numbers, abbreviations, first initials, and symbols.
  - Do not divide phone numbers.
  - Divide dates only between the day and the year.
  - Divide personal names only between the first and last name. The middle initial should stay with the first name.
  - Keep physicians’ titles with last name.
  - Long titles with names may be broken between the title and the name or between the words in the title.
  - Divide addresses only between the city and the state.
  - Do not divide street addresses between the street number and street name.

### years—abbreviation

Abbreviated, two-digit numeric years are preceded by an apostrophe.

- Example**
- “The Summer of ’69”
- More tips**
- A span of years written in numbers and including the century contains no apostrophe. 1975-82; 1757-64
  - For a span of years that crosses the millennium, use full-year references. 1998-2002

### Your Healer Within®

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- Note**
- “Your” is part of the title and should be capitalized.

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