# A.T. Still University
## Brand Identity Standards

For all questions relating to the Brand Identity Standards, contact ATSU Communication & Marketing:
- 660.626.2272
- communications@atsu.edu
-atsu.edu/communications

## Table of contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand essentials&lt;br&gt;What do we mean when we say the brand?&lt;br&gt;Mission, vision, and values&lt;br&gt;Communicating the brand promise&lt;br&gt;Brand personality&lt;br&gt;Positioning</td>
<td>2</td>
</tr>
<tr>
<td>Identity&lt;br&gt;Identity systems&lt;br&gt;Institutional logos&lt;br&gt;Stethoscope&lt;br&gt;University seal&lt;br&gt;Use of multiple logos&lt;br&gt;Logo placement&lt;br&gt;Logo variations&lt;br&gt;Copyright and trademarks</td>
<td>8</td>
</tr>
<tr>
<td>Copywriting style guide&lt;br&gt;Copywriting standards&lt;br&gt;Useful boilerplate copy&lt;br&gt;Writing for the internet&lt;br&gt;Copywriting style guide</td>
<td>26</td>
</tr>
<tr>
<td>Typography&lt;br&gt;Print typefaces&lt;br&gt;Web typefaces&lt;br&gt;Typography guidelines</td>
<td>28</td>
</tr>
<tr>
<td>Color palette</td>
<td>42</td>
</tr>
</tbody>
</table>
Brand essentials

What do we mean when we say the brand?

A brand is often thought of as a symbol, seal, color, typeface, or combination of these. But, a brand isn’t a thing at all. A brand is the sum total of what is communicated, demonstrated, and unsaid that forms a very specific promise within the minds of our stakeholders about their perceptions of our core beliefs as a health sciences university. This promise includes what we do, how we do it, and what we stand for as a whole. Therefore, it’s vital our messaging, no matter where it is published or by whom, produces a consistent perception and experience for our various audiences and stakeholders.

A brand is built purposefully and methodically, step by consistent step. It is built by establishing promises to our audiences and keeping them. Every time. Everywhere. With every interaction.

The simplest way to express this concept: When producing communications for any area of ATSU, we must be careful to set high standards, and then become consistent in their execution. If ATSU is presented with the proper standards, then our stakeholders will not observe a disconnect in brand feel, voice, or look and will not translate disconnect into a questioning of their original beliefs.

Consistency in branding becomes more important for ATSU as our brand reaches into new and broader areas of influence by leading with a differentiating quality of selflessness and seeking the greater good. Consistency guards against a perception of our university as disingenuous because of the difference that could have been cast by a first interaction with a different area of the brand.

The following information is held as the standard for all representation of ATSU’s brand, including any school, department, or affiliated entity.
Brand essentials

First in whole person healthcare

ATSU’s brand positioning statement is the concise sum of our unique brand attributes as the original founding institution of osteopathic healthcare. Preeminent as a multidisciplinary healthcare educator, we instill within our students the experience, knowledge, competence, and selflessness to take into account the whole person while serving the comprehensive healthcare needs of underserved communities.

Every day, we see and hear how our educators, students, and administrators are bringing whole person healthcare to underserved populations. Our brand communications must continuously reinforce to our key stakeholders the value and impact of our healthcare university by sharing these stories and related images in a consistent and compelling manner.

Sincerity and authenticity are vital keys to effectively expressing our unique brand and mission in every single interaction—face to face, online, and in print. Without consistent sincerity and authenticity, our altruistic brand and message may ring hollow and lack the resonation we require to form alignment with our mission and vision. Most healthcare institutions, whether educational or commercial, claim an element of caring. To stand apart from the crowd, we must manifest sincerity and authenticity and reflect our beliefs in every interaction and expression.

Communicating the brand promise

Each member of ATSU’s community has a role in communicating the brand promise. How you fulfill your role is central to the success of the brand as a whole. When each and every message consistently comes from the same core understanding and vision, we will present a university that may be credibly perceived as preeminent in our field.

We have a number of distinct audiences, each with different priorities and perceptual inclinations. Our messaging and themes must be considered and shaped in a manner most appropriate for each audience to ensure engagement. Imagery is key to how we communicate ATSU’s brand. Image creation must allow for a balance of aspirational imagery and lifestyle (student and professional) photography that is highly relevant, authentic, and deeply engaging.

Themes for focus:
• Whole-person healthcare
• First – founder and current leader
• Serving the underserved
• Innovative
• Superior scholarship
• Osteopathic philosophy

Audiences:
• Students
• Faculty
• Staff
• Alumni
• Donors
• Student influencers
• Healthcare community
• Media
• Government

Our faculty and staff are passionate about changing the world for the better by nurturing students to become consummate healthcare professionals who strive to benefit society today and in the future.

Mission, Vision, and Values

MISSION

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.

VISION

To be the preeminent University for health professions.

• Leading innovator in health professions education
• Superior students and graduates who exemplify the University’s mission
• Osteopathic philosophy demonstrated and integrated
• Pioneering contributions to healthcare education, knowledge and practice

Our faculty and staff are passionate about changing the world for the better by nurturing students to become consummate healthcare professionals who strive to benefit society today and in the future.

Communicating the brand promise

Each member of ATSU’s community has a role in communicating the brand promise. How you fulfill your role is central to the success of the brand as a whole. When each and every message consistently comes from the same core understanding and vision, we will present a university that may be credibly perceived as preeminent in our field.

We have a number of distinct audiences, each with different priorities and perceptual inclinations. Our messaging and themes must be considered and shaped in a manner most appropriate for each audience to ensure engagement. Imagery is key to how we communicate ATSU’s brand. Image creation must allow for a balance of aspirational imagery and lifestyle (student and professional) photography that is highly relevant, authentic, and deeply engaging.

Themes for focus:
• Whole-person healthcare
• First – founder and current leader
• Serving the underserved
• Innovative
• Superior scholarship
• Osteopathic philosophy

Audiences:
• Students
• Faculty
• Staff
• Alumni
• Donors
• Student influencers
• Healthcare community
• Media
• Government

Our faculty and staff are passionate about changing the world for the better by nurturing students to become consummate healthcare professionals who strive to benefit society today and in the future.
Brand essentials

Audience

Brand advocacy is support brands they relate to and appreciate. They will relate to ATSU’s brand in the same way the brand relates to them. Audiences will brand that have a distinct and consistent personality with greater loyalty and a higher value perception.

By relating and speaking in a voice that reflects the personality of the brand, each person associated with ATSU’s influential is creating a clear and unified perception of the brand and its personality. A voice that reflects the same voice promises of the brand helps develop a consistent and clear engagement of ATSU’s voice.

The tone of ATSU’s voice is confident but never arrogant, world-class yet humble, high-achieving yet striving and always always possible. The tone of ATSU’s voice is certainly positive, but in a factual, informative way that takes bragging out of the equation. ATSU’s voice always links the benefits provided, and the good being done. ATSU’s voice always links the benefits provided, and the good being done.

The tone of ATSU’s Voice is confident but never arrogant, world-class yet humble, high-achieving yet striving and always always possible. The tone of ATSU’s voice is certainly positive, but in a factual, informative way that takes bragging out of the equation. ATSU’s voice always links the benefits provided, and the good being done. ATSU’s voice always links the benefits provided, and the good being done.

Positioning

Positioning is how effectively we establish the definition of our brand in the minds of our audiences. If our audiences only remember one thing about ATSU, then we have been successful. To advance our brand, we must not be vague or general. Our voice is always positive, but in a factual, informative way that takes bragging out of the equation. ATSU’s voice always links the benefits provided, and the good being done. ATSU’s voice always links the benefits provided, and the good being done.

We believe, as a brand, if we focus selflessly on the greater a greater purpose, rather than just institutional success. We believe, as a brand, if we focus selflessly on the greater a greater purpose, rather than just institutional success. We believe, as a brand, if we focus selflessly on the greater a greater purpose, rather than just institutional success. We believe, as a brand, if we focus selflessly on the greater a greater purpose, rather than just institutional success.

The voice of ATSU’s Board is clear and unmistakable. The voice of ATSU’s Board is clear and unmistakable.

As a university, we advance the thinking, as well as progress the traits with advancing discovery, evidence-based trends, and modern-day applications.

Audiences tend to support brands they relate to and appreciate. As an ATSU publisher, you can’t find synergies within our college/schools. Each ATSU college/school has its own and synergistic identity. Audiences tend to support brands they relate to and appreciate. As an ATSU publisher, you can’t find synergies within our college/schools. Each ATSU college/school has its own and synergistic identity. Audiences tend to support brands they relate to and appreciate. As an ATSU publisher, you can’t find synergies within our college/schools. Each ATSU college/school has its own and synergistic identity.

The tone of ATSU’s Voice is confident but never arrogant, world-class yet humble, high-achieving yet striving and always always possible. The tone of ATSU’s voice is certainly positive, but in a factual, informative way that takes bragging out of the equation. ATSU’s voice always links the benefits provided, and the good being done. ATSU’s voice always links the benefits provided, and the good being done.

Our positioning statement

First in Whole Person Healthcare

We’re very proud of our rich history of leadership in both osteopathic medicine and whole person healthcare. We’re very proud of our rich history of leadership in both osteopathic medicine and whole person healthcare. We’re very proud of our rich history of leadership in both osteopathic medicine and whole person healthcare. We’re very proud of our rich history of leadership in both osteopathic medicine and whole person healthcare.

Audiences tend to support brands they relate to and appreciate. As an ATSU publisher, you can’t find synergies within our college/schools. Each ATSU college/school has its own and synergistic identity. Audiences tend to support brands they relate to and appreciate. As an ATSU publisher, you can’t find synergies within our college/schools. Each ATSU college/school has its own and synergistic identity. Audiences tend to support brands they relate to and appreciate. As an ATSU publisher, you can’t find synergies within our college/schools. Each ATSU college/school has its own and synergistic identity.

How we present and position each and every ATSU audience is critical to establishing this position. They will relate to ATSU’s brand in the same way the brand will. They will relate to ATSU’s brand in the same way the brand will. They will relate to ATSU’s brand in the same way the brand will. They will relate to ATSU’s brand in the same way the brand will.

Each ATSU college/school has its own and synergistic identity. Each ATSU college/school has its own and synergistic identity. Each ATSU college/school has its own and synergistic identity. Each ATSU college/school has its own and synergistic identity.

To our audience, we are a leader in whole person healthcare. We consider the whole person being diagnosed/treated, not just the symptoms presented. To our audience, we are a leader in whole person healthcare. We consider the whole person being diagnosed/treated, not just the symptoms presented. To our audience, we are a leader in whole person healthcare. We consider the whole person being diagnosed/treated, not just the symptoms presented. To our audience, we are a leader in whole person healthcare. We consider the whole person being diagnosed/treated, not just the symptoms presented.

ATSU is regularly recognized in the healthcare community as the graduate health sciences university with best-in-class curriculum and modern-day applications. ATSU is regularly recognized in the healthcare community as the graduate health sciences university with best-in-class curriculum and modern-day applications. ATSU is regularly recognized in the healthcare community as the graduate health sciences university with best-in-class curriculum and modern-day applications. ATSU is regularly recognized in the healthcare community as the graduate health sciences university with best-in-class curriculum and modern-day applications.

As an institution that has modeled a consistent history since 1892 of advancing the tenets of osteopathic medicine, we are still leaders in the field, innovating new teaching methods and modern-day applications.

What do we do

ATSU is not only a leader but also the originator of whole person healthcare. Our founder, Andrew Taylor Still, O.D., developed the discipline of osteopathic medicine. ATSU stands today to reinforce and propel the osteopathic tenets he established.

As a university, we advance the thinking, as well as progress the traits with advancing discovery, evidence-based trends, and modern-day applications.

As a university, we advance the thinking, as well as progress the traits with advancing discovery, evidence-based trends, and modern-day applications.

As a university, we advance the thinking, as well as progress the traits with advancing discovery, evidence-based trends, and modern-day applications.

As a university, we advance the thinking, as well as progress the traits with advancing discovery, evidence-based trends, and modern-day applications.
Identity

It is of critical importance to maintain the integrity of the logo and brand essence, including the voice and positioning, across and through multiple communication platforms. Proper logo and identity usage is essential to effective recognition of ATSU’s brand throughout a broad range of materials and corresponding channels. By following these guidelines conscientiously, you are helping to establish and expand awareness of ATSU’s identity anywhere and everywhere.

When it comes to ATSU’s identity, discipline is the key to creativity. In a marketplace overcrowded with brands and their logo identities, consistency forms a resonating and positive impact. As the single most identifiable element, the logo is a critical tool in promoting both ATSU and its mission around the world. By establishing and maintaining the habits of correct identity usage, you are helping to build the brand as a whole.

Guidelines are included for logo usage across a wide range of applications, including logo placement, size, and other important considerations in developing ATSU materials that live up to the high standard of our institution. Our identity system has undergone an extensive redesign process to keep in step with the evolving essence and promise of ATSU’s brand.

The focus of the identity system is to preserve existing brand equity while elevating the sequence of cognition. The sequence of cognition is determined by utilizing the science of perception, which examines how individuals recognize and interpret sensory stimuli.

The brain acknowledges shapes first. Shapes make a faster impact on memory. Color comes second in the sequence and triggers an emotional response that evokes a brand association. The brain takes more time to process language, making it third in the sequence behind shape and color.

With these findings, ATSU’s entire identity system has been organized to deliver shape first, color second, and language third. Specifically, ATSU’s acronym (shape), which is blue (color), is delivered first, followed by naming and positioning or definition (language).

The goal is that individuals will recognize and remember ATSU directly and immediately, even in the shortest encounters. The following information is held as the visual identity standards for all university, school, departmental, and relevant facilities.
Institutional logo

The new institutional logo delivers ATSU’s acronym first for direct memory imprint and retains our historic corporate blue (PMS 646). Afterward, it delivers the definition of that acronym broken up by who and then what—again simplifying language comprehension and retention for the individual viewer.

Our institutional logo should be used on all internal and external communication materials whenever appropriate.

Institutional logo with positioning statement/tagline

In 2012, ATSU adopted the positioning statement “First in whole person healthcare.” The positioning statement is an essential branding messaging characteristic that helps external audiences easily identify the University.

When to use positioning statement
The positioning statement is intended to help formulate a first impression of the University and should be used in all communications that reach the general public, and particularly, members of the admissions audiences.

When not to use positioning statement
When space does not permit the use of the primary logo with positioning statement, see the institutional logo variations cascade page, as well as the minimum size requirements page, to determine which logo should be used.
Institutional logo clear space

A clear space of 50% surrounding the logo has been established to ensure the integrity and impact of ATSU’s signature. In rare cases where a 50% clear space cannot be achieved while adhering to minimum size requirements, the clear space may be reduced to not less than 25%.

Institutional logo minimum print sizes

The following minimum print sizes have been established to protect the legibility and recognition of the logo. This should not be misconstrued as a recommended logo size, rather it is a commitment to never display our logo smaller than these recommendations. All minimum size requirements apply to all logo variations for the university.

- **Primary logo**
  - Positioning statement
  - Minimum width: 1 1/4"

- **Secondary logo (stack)**
  - Positioning statement
  - Minimum width: 1"

- **Acronym logo**
  - Minimum width: 1/2"

Note: The logotype has been carefully spaced and should not be changed or re-typed. The 'A' and 'U' are vertically aligned, as well as the 'l' and 'i'.
Institutional logo

Minimum web sizes

The following minimum web sizes have been established to protect the legibility and recognition of the logo.

- Minimum width: 230 px
- Minimum width: 150 px
- Minimum width: 110 px
- Minimum width: 96 px
- Minimum width: 60 px

Primary logo

Secondary logo (stack)

Acronym logo

School logos

School logos follow the same sequence of perception findings supplied to the institutional logo. We first deliver the acronym (shape) that is blue (color) followed by the school name (language). No variations from the shown treatments are allowed for school logos.

No positioning statement or further definitions (shadow/drop-shadow) are required for any of the school logos. School logos will always be used in conjunction with the institutional logo, whether directly or implied.

Secondary school stacked logos - positive 2-color

Primary school logos - positive 2-color

Limited-use double acronym school logos - positive 2-color

Limited-use double acronym logos - positive 2-color

Because of school names' length and logos' resulting footprint, the double acronym school logos were developed for a singular exception that needed to be addressed.

A double acronym defeats the purpose of the primary ATSU acronym by giving the individual an additional memorable shape that competes for the same memory imprint. Therefore, the double acronym variation may only be used when minimum size and clear space requirements cannot be met. One such scenario may be in the case of a small-screen mobile device. When the double acronym logos must be used, it is then required the full name of the school be stated within the first line of content.
School logo minimum print sizes

The following minimum print sizes have been established to protect the legibility and recognition of the logo.

Minimum height 6" [ATSU School of Osteopathic Medicine in Arizona]

Minimum height 2½" [ATSU School of Osteopathic Medicine in Arizona]

School logo minimum web sizes

The following minimum web sizes have been established to protect the legibility and recognition of the logo.

Minimum height 28 px [ATSU School of Osteopathic Medicine in Arizona]

Minimum height 17 px [ATSU SOMA]

School logo clear space

A clear space of 50 percent surrounding the logo has been established to ensure the integrity and impact of the logo.

Arizona School of Health Sciences academic departmental logos

Arizona School of Health Sciences (ASHS) academic departmental logos follow the same sequence of perception findings applied to the institutional logo.

We first deliver the acronym (shape) that is blue (color) followed by the department name (language).

No positioning statement nor further definitions should be attached in any way to ASHS academic departmental logos.
Departmental logos follow the same sequence of perception findings applied to the institutional logo. We first deliver the acronym (shape) that is blue (color) followed by the department name (language). No positioning statement nor further definitions should be attached in any way to any of the departmental logos.

The departmental logo listing displayed to the right is not an inclusive of every ATSU department. Thus, department representatives seeking development of or access to their respective departmental logos are asked to submit a C&M project request ticket (Print Shop Pro) via ATSU’s portal. Please include information related to how the wordmark will be used or displayed so the correct file format is provided.

If requesting a logo for embroidered apparel purposes, please contact communications@atsu.edu for assistance in providing correct files to external vendors.

ATSU-owned facility logos follow the same sequence of perception findings applied to the institutional logo. We first deliver the acronym (shape) that is blue (color) followed by the facility name over a definition of service provided (language).

No positioning statement or further definitions should be attached in any way to any of the ATSU-owned facility logos.

If requesting a logo for embroidered apparel purposes, please contact communications@atsu.edu for assistance in providing correct files to external vendors.
Identity

Departmental and facility logo

minimum print sizes

The following minimum print sizes have been established to protect the legibility and recognizability of the logo. This should not be misconstrued as a recommended logo size, rather it is a commitment to never display our logo smaller than these recommendations.

Minimum Height

1/4”

Departmental and facility logo

minimum web sizes

The following minimum web sizes have been established to protect the legibility and recognizability of the logo. This should not be misconstrued as a recommended logo size, rather it is a commitment to never display our logo smaller than these recommendations.

Minimum Height

28 px

Departmental and facility logo

logo clear space

A clear space of 50% surrounding the logo has been established to ensure the integrity and impact of the logo.

University seal

The University’s seal is reserved for official documents, such as diplomas and transcripts, and should not be used in general routine instances. Only the President’s and Deans’ offices are authorized to use the University seal on stationery.

Any additional use of the seal must receive approval from the President’s Office. Questions should be directed to C&M at communications@atsu.edu or 660.626.2272.

Historical Seal
Identity

Use of multiple logos

Wherever ATSU-produced materials require the inclusion of third-party logos, they should be handled in a way they become secondary to ATSU’s identity.

This may be accomplished in a way similar to the examples shown by placing third-party logos accessory to our logos and by reducing colors to a single shade of 70% gray.

This keeps intact the sequence of cognition as it relates to ATSU’s logo, retaining first (shape) and second (color) memory imprinting. Minimum size and clear space requirements should always be maintained.

Use of multiple university logos on one page is discouraged.

Logo placement

Placement of any visual forms of ATSU identity assets must be located within the top 20% or bottom 20% of the available canvas.

This keeps intact the sequence of cognition as it relates to ATSU’s logo, retaining first (shape) and second (color) memory imprinting. Minimum size and clear space requirements should always be maintained.

Use of internal logos

Use of specific internal initiative or university-approved badges should always be handled in a way that shows they are secondary to ATSU’s identity.

These logos and badges should never be wider or placed more prominently than the ATSU university, school, facility, or department logo.

Please note that colors represented within Diversity & Inclusion graphic identifiers (e.g., Safe Zone for All, Diversity means more than hue) are specific only to Diversity & Inclusion and may not be used for other applications.
Logo Limitations

Below are examples of logo treatments that should never occur under any circumstances.

DON'T add decorative images or graphics to the logo for any reason.

DON'T add reflections, shines, or any other graphic filters to the logo.

DON'T replace the positioning statement with any other statements.

DON'T stretch, squeeze, or distort the logo.

DON'T use the black logo on a color background where adequate contrast cannot be achieved.

DON'T change the logo colors.

DON'T produce a gradient logo.

DON'T produce a pattern with the logo.

DON'T use the white logo on a color background where adequate contrast cannot be achieved.

DON'T rearrange the logo elements.

DON'T outline the logo.

DON'T rotate the logo.

DON'T use the logo over a busy image.

DON'T use the acronym as a holding shape for imagery or graphics.

DON'T add drop shadows or any other effects to the logo.

DON'T change the proportions between the acronym and the logotype.

DON'T use the color logo on a color background.

DON'T reproduce the logo with different typefaces or colors.

Copyright

Copyright © 2023 ATSU. All rights reserved.

Print usage

• The copyright line should appear on all printed materials.
• It should be placed in the lower left corner or on the back of multipage pieces.
• The font size used should be legible.
• The font color should be black (preferred) or white (when necessary).

Online usage

• The copyright line should appear on all online sites.
• It should be placed in the footer.
• The font size should be legible.
• The font color should be black (preferred) or white (when necessary).

Trademarks

The University’s trademarks include, but are not limited to, A.T. Still University; A.T. Still University of Health Sciences; ATSU; First in whole person healthcare; First in whole person healthcare education; A.T. Still Research Institute; Museum of Osteopathic Medicine; each school and college logo; and all current and future trademarks, service marks, logos, designs, or icons used by the University.

The University asserts ownership over its name and any trademark that has come to be associated with ATSU.

The University has registered or filed to register certain trademarks with the U.S. Patent and Trademark Office.
Copywriting style guide

Copywriting standards

The Associated Press (AP) Stylebook is our recommended standard for style, grammar, and punctuation rules, along with ATSU’s custom guidelines for copy references as they pertain to the University, its schools, colleges, programs, and people. In instances where there is a contradiction between the two manuals, ATSU’s style takes precedence. Merriam-Webster dictionary is our preferred standard for spelling and definitions. For technical terms, we refer to Wired Style, Principles of English Usage in the Digital Age, from the editors of Wired magazine as our guide.

Visit brandingguidelines.atsu.edu to access our online guide of copywriting standards.

For any questions on copy standards, please contact C&M.

Missouri campus 660.626.2272
Arizona campus 480.245.6265
communications@atsu.edu

The following information is held as the standard for all internal and external ATSU communications. This includes all ATSU publications, printed pieces, and websites. To have items considered for inclusion within the next version of ATSU’s standards, please submit an email detailing the proposed standard(s) to communications@atsu.edu.
A.T. Still University is a dynamic urban setting with a first-class business and academic environment. A.T. Still University’s Arizona campus is located in Mesa, the Arizona location for several Fortune 500 companies including Intel, Cigna, and Amazon. Kirksville, Missouri, is a growing community with a rich history in education and healthcare. ATSU-KCOM began educating and preparing current and future health professionals for leadership positions in a modern healthcare system centered on the unity of the body. ATSU-KCOM graduates are a diverse group of osteopathic physicians and other health professionals who are prepared to meet the needs of underserved communities.

Arizona School of Health Sciences

A.T. Still University's College for Healthy Communities (ATSU-CHC), located in Santa Maria, California, began educating and preparing current and future health professionals for leadership positions in a modern healthcare system centered on the unity of the body. ATSU-CHC partners with community health centers across the United States to place students in clinical settings that are culturally competent and serve underserved communities.

California location

A.T. Still University’s recently opened campus is located in Santa Maria, California, which is a part of the Santa Maria Valley region. Santa Maria offers sandy beaches, rocky mountain views, and a variety of cultural and natural activities.

Arizona School of Dentistry & Oral Health

Arizona first dental school. A.T. Still University’s Arizona School of Dentistry & Oral Health (ATSU-ASDOH) began educating and preparing current and future health professionals for leadership positions in a modern healthcare system centered on the unity of the body. ATSU-ASDOH graduates are a diverse group of dental professionals who are prepared to meet the needs of underserved communities.

Missouri School of Dentistry & Oral Health

Established in 2013, A.T. Still University’s Missouri School of Dentistry & Oral Health (ATSU-MSDO) began educating and preparing current and future health professionals for leadership positions in a modern healthcare system centered on the unity of the body. ATSU-MSDO graduates are a diverse group of dental professionals who are prepared to meet the needs of underserved communities.

Kirksville location

A.T. Still University’s Kirksville campus is located in Kirksville, Missouri, a growing community with a rich history in education and healthcare. Kirksville has a variety of cultural and natural activities.

Arizona location

A.T. Still University’s Arizona campus is located in Mesa, the state’s third-largest city. This progressive city is adjacent to Phoenix, a dynamic urban setting with a first-class business and academic environment.

San Antonio location

A.T. Still University’s San Antonio campus is located in San Antonio, Texas, which is a vibrant city with a rich history and diverse culture.

College for Healthy Communities

A.T. Still University’s College for Healthy Communities (ATSU-CHC), located in Santa Maria, California, began educating and preparing current and future health professionals for leadership positions in a modern healthcare system centered on the unity of the body. ATSU-CHC partners with community health centers across the United States to place students in clinical settings that are culturally competent and serve underserved communities.

College of Graduate Studies

In 1998, A.T. Still University’s College of Graduate Studies (ATU-CGHS) began educating and preparing current and future health professionals for leadership positions in a modern healthcare system centered on the unity of the body. ATU-CGHS programs are designed to provide comprehensive and relevant health sciences instruction through high quality, innovative online education.

Osteopathic medicine

Osteopathic medicine is a unique form of American medical care developed in 1874 by Andrew Taylor Still, DO. Dissatisfied with the same licensing requirements as MDs with an approximate 200 additional hours of training in osteopathic manipulative medicine. With a strong foundation of critical inquiry, evidence-based practice, research, cultural competency, an orientation to prevention, and interdisciplinary healthcare experiences.

Today, osteopathic physicians are one of the fastest growing segments of healthcare providers and are on the cutting-edge of medical knowledge, able to combine treatment with prevention. With an emphasis on patient-centered care, osteopathic physicians are able to use their skills to treat patients as a whole.

Osteopathic medicine is a unique form of American medical care developed in 1874 by Andrew Taylor Still, DO. Dissatisfied with the same licensing requirements as MDs with an approximate 200 additional hours of training in osteopathic manipulative medicine. With a strong foundation of critical inquiry, evidence-based practice, research, cultural competency, an orientation to prevention, and interdisciplinary healthcare experiences.

Today, osteopathic physicians are one of the fastest growing segments of healthcare providers and are on the cutting-edge of medical knowledge, able to combine treatment with prevention. With an emphasis on patient-centered care, osteopathic physicians are able to use their skills to treat patients as a whole.

Copyright 2023 ATSU.
Always use “ATSU” as part of the clinic name.

ATSU Gutensohn Clinic

schools of A.T. Still University.

It is not necessary to put school abbreviations in parentheses in any formal usage. Refer to the official ATSU name on first reference. Programs of study and class years may be spelled out.

When referring to a current ABMS or SOMPA medical student, indicate the year class with OMS I, II, III or IV. Glenn Smith, OMS I, received a scholarship.

When referring to a current ASBMM or SOBM medical student, indicate year class with BMS I or II. Kim Johnson, BMS II, presented at the conference.

When referring to a student fellow, do not indicate class year, but set “fellow” in superscript with surname. Arizona. Jason Box, MD, fellow in research, led the project. See also fellow.

When referring to a current ABMM or SOBM student, indicate year class with D1, D2, D3, or D4. John Doe, D3, was working on his research project.

A.T. Still University-Kirksville College of Osteopathic Medicine

• A.T. Still University’s Kirksville College of Osteopathic Medicine

Examples

Upon first reference to the University in external publications, simply spell out the school name on first reference, and use the abbreviation thereafter.

academic degrees

Do not use periods between initials for degrees or certificates. If an individual holds more than one degree, these degrees should be listed in descending order of importance, with degrees before certificates. Refer to AP Stylebook for more details. Lowercase names of degrees.

academic titles

Do not use the word “the” prior to using an acronym.

Exception: Physical therapy credentials

Physical therapy credentials are the ONLY exception to listing designations for more information.

Examples

• Alfred W. Studwell, DO, ‘62, was presented the award.

Examples

A woman who has attended a school

Examples

Alumni meeting and awards banquet.

Examples

A.T. Still Research Institute supports clinicians, scientists, and researchers.

Examples

The clinic’s services include …

Arizona School of Health Sciences (ASHS)

board members

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

Examples

The editorial board met this month.

Board of Trustees

Capitalize when referring to ATSU Board of Trustees. Lowercase when referring to anyone with physical therapy designations.

Examples

• Trustees of the ATSU Board will meet at the board’s request.

• Trustees of the ATSU Board will meet the board’s request.

education

• A.T. Still University's Kirksville College of Osteopathic Medicine

Examples

• Physical therapy credentials are the ONLY exception to listing designations for more information.

• Physical therapy credentials

Examples

• Physical therapy qualifications in descending order of importance. Because of an official policy from the national membership organization, anyone with physical therapy designations must follow a certain order when listing their credentials. Visit the website for more information.

alumni

A.R.S.

Examples

• Physical therapy credentials

Examples

Capitalize the full, official names of centers, clinics, institutes, etc.

Examples

American Indian

Examples

• A.T. Still University's Kirksville College of Osteopathic Medicine

Examples

Arizona School of Health Sciences (ASHS)

American Indian

Examples

PREFERENCES: American Indian/Other Native American.

Examples

Arizona School of Dentistry and Oral Health (ASDOH)

American Indian

Examples

Women who have attended a school.

Examples

Alex Zander, DMD, from Scottsdale, Arizona, opened his practice.

Examples

Exxon, 1601 WP, received her white coat.

Examples

• The clinic's services include …

Examples

The SOMPA education program, located in Mesa, Arizona, offers…”

Examples

Mesa, Arizona, campus. For internal publications, simply “Mesa” campus.
Copywriting style guide

on the
When referring to the 21st century graduates, use ‘21, ’21 etc. to designate graduation year. When referring to the 19th and 20th century graduates, from 1894-1920, use the full year to avoid confusion. Do not capitalize ‘class’ when it accompanies the graduation year. See examples 1900 and others.

Examples
• 1900 vs. ‘00 celebrates its golden anniversary this year.
• 1970s (vs. ‘70s) celebrates its golden anniversary.

More tips
• If a person has multiple degrees from ATSU with different graduation years, please list each graduation year following its corresponding degree, e.g., John, DO, M.D., ‘01, ‘02, L.L.M., New Jersey.

Copywriting style guide

Examples
• 1, 2, 3, 4 etc.
• 660.626.2272 or fax 660.627.2128.
• 1-800-626-2272 or fax 660.627.2128.

Contact Communication & Marketing at 660.626.2272 or fax 660.627.2128.

More tips

• Please send that email today.

Examples
• To ensure a left-facing apostrophe before a graduation year, type any character before keying the apostrophe and then hit the delete key. For example, type 1970, then delete the 0. Do not capitalize all graduation years, place each graduation year following its corresponding degree, e.g., John, DO, M.D., ‘01, ‘02, L.L.M., New Jersey.

All rights reserved.

Copyright 2023 ATSU.

rev. 09/19/23

Brand Identity Standards

Biology, In English, it is the word where who should be capitalized at the beginning of a sentence or preceding the proper name of the co-author, only the “f” is capitalized.

Examples
• Dr. Hoffman is a co-author of the document.
• Today’s speaker will be Dr. Hoffman.

college

Examples
• The College was established in 1892...

Examples
• Jane went to campus, and she visited the Research, Grants & Scholarships innovation center.

Examples
• The banquet was hosted by Drs. Dick and Jane Smith.

Examples
• For a printed piece, remove the hyperlink. Highlight the email. (pull-out).

Examples
• Please send that email today.

Examples
• To ensure a left-facing apostrophe before a graduation year, type any character before keying the apostrophe and then hit the delete key. For example, type 1970, then delete the 0. Do not capitalize all graduation years, place each graduation year following its corresponding degree, e.g., John, DO, M.D., ‘01, ‘02, L.L.M., New Jersey.

All rights reserved.

Copyright 2023 ATSU.

rev. 09/19/23

Brand Identity Standards

Biology, In English, it is the word where who should be capitalized at the beginning of a sentence or preceding the proper name of the co-author, only the “f” is capitalized.

Examples
• Dr. Hoffman is a co-author of the document.
• Today’s speaker will be Dr. Hoffman.

college

Examples
• The College was established in 1892...

Examples
• Jane went to campus, and she visited the Research, Grants & Scholarships innovation center.

Examples
• The banquet was hosted by Drs. Dick and Jane Smith.

Examples
• For a printed piece, remove the hyperlink. Highlight the email. (pull-out).

Examples
• Please send that email today.

Examples
• To ensure a left-facing apostrophe before a graduation year, type any character before keying the apostrophe and then hit the delete key. For example, type 1970, then delete the 0. Do not capitalize all graduation years, place each graduation year following its corresponding degree, e.g., John, DO, M.D., ‘01, ‘02, L.L.M., New Jersey.

All rights reserved.

Copyright 2023 ATSU.

rev. 09/19/23

Brand Identity Standards

Biology, In English, it is the word where who should be capitalized at the beginning of a sentence or preceding the proper name of the co-author, only the “f” is capitalized.

Examples
• Dr. Hoffman is a co-author of the document.
• Today’s speaker will be Dr. Hoffman.

Examples
• The College was established in 1892...

Examples
• Jane went to campus, and she visited the Research, Grants & Scholarships innovation center.

Examples
• The banquet was hosted by Drs. Dick and Jane Smith.

Examples
• For a printed piece, remove the hyperlink. Highlight the email. (pull-out).

Examples
• Please send that email today.

Examples
• To ensure a left-facing apostrophe before a graduation year, type any character before keying the apostrophe and then hit the delete key. For example, type 1970, then delete the 0. Do not capitalize all graduation years, place each graduation year following its corresponding degree, e.g., John, DO, M.D., ‘01, ‘02, L.L.M., New Jersey.

All rights reserved.

Copyright 2023 ATSU.

rev. 09/19/23

Brand Identity Standards
Honorary degrees
All references to honorary degrees should specify that the degree was honorary, and not one earned by a student. See ID.

Hyphen
Do not use a hyphen as either side of a hyphen, e.g. Mr. or Ms.

Initials
Use periods and no space when an individual uses initials instead of a full name.

Irish
In the sentence “We met Nov. 4,” omit the word “Irish” unless it begins a sentence.

Internet
The word “Internet” should be lowercased. Refer to AP Stylebook for additional information (revised June 2019).

Kirkville College of Osteopathic Medicine (KCOM)


mind, body, spirit
Permitted body is mind, soul.

Missouri School of Dentistry & Oral Health (MOSDOH)
Always use an apostrophe (‘) instead of “s” for possession.

money
When including a monetary amount, use decimal numerals.

more tips
• Do capitalize a position if it is the official title and is directly identified with the person’s name. See ID.

• On first reference for administration, faculty, and alumni, use full names/titles, unless in a percentage. Ages are always a numeral. Refer to AP Stylebook for additional information (revised April 2019).

• In the last line, the applicant pool increased from 30% to 60%

native american
Preferred usage is American Indian.

Native American
Preferred usage is American Indian.

names/titles
Do not reference for administration, faculty, and alumni, use first names/titles only (full last name, if applicable), last name, degree, Fellowship designation (fellowship), all-uppercase graduation year of degree (ally) using uppercase, position, and department (e.g. John Smith, MD, PhD, assistant professor in pathology).

numbers
When including a monetary amount, use decimal numerals.

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

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

numbers
When dealing with medical practice or medical education.

numbers
Use the % sign when paired with a numeral, with no space. Use numerals and decimal (e.g., 2.50, not 2 1/2). For amounts less than 1%, precede the decimal with a zero (e.g., 0.6%).

numbers
Use as one word. Do not hyphenate or separate.

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Use the % sign when paired with a numeral, with no space. Use numerals and decimal (e.g., 2.50, not 2 1/2). For amounts less than 1%, precede the decimal with a zero (e.g., 0.6%).

numbers
Use as one word. Do not hyphenate or separate.

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Use as one word. Do not hyphenate or separate.

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Use the % sign when paired with a numeral, with no space. Use numerals and decimal (e.g., 2.50, not 2 1/2). For amounts less than 1%, precede the decimal with a zero (e.g., 0.6%).

numbers
Use as one word. Do not hyphenate or separate.

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Use the % sign when paired with a numeral, with no space. Use numerals and decimal (e.g., 2.50, not 2 1/2). For amounts less than 1%, precede the decimal with a zero (e.g., 0.6%).

numbers
Use as one word. Do not hyphenate or separate.

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Use the % sign when paired with a numeral, with no space. Use numerals and decimal (e.g., 2.50, not 2 1/2). For amounts less than 1%, precede the decimal with a zero (e.g., 0.6%).

numbers
Use as one word. Do not hyphenate or separate.

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Use the % sign when paired with a numeral, with no space. Use numerals and decimal (e.g., 2.50, not 2 1/2). For amounts less than 1%, precede the decimal with a zero (e.g., 0.6%).

numbers
Use as one word. Do not hyphenate or separate.

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Use the % sign when paired with a numeral, with no space. Use numerals and decimal (e.g., 2.50, not 2 1/2). For amounts less than 1%, precede the decimal with a zero (e.g., 0.6%).

numbers
Use as one word. Do not hyphenate or separate.

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Use the % sign when paired with a numeral, with no space. Use numerals and decimal (e.g., 2.50, not 2 1/2). For amounts less than 1%, precede the decimal with a zero (e.g., 0.6%).

numbers
Use as one word. Do not hyphenate or separate.

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Use the % sign when paired with a numeral, with no space. Use numerals and decimal (e.g., 2.50, not 2 1/2). For amounts less than 1%, precede the decimal with a zero (e.g., 0.6%).

numbers
Use as one word. Do not hyphenate or separate.

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Use the % sign when paired with a numeral, with no space. Use numerals and decimal (e.g., 2.50, not 2 1/2). For amounts less than 1%, precede the decimal with a zero (e.g., 0.6%).

numbers
Use as one word. Do not hyphenate or separate.

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Use the % sign when paired with a numeral, with no space. Use numerals and decimal (e.g., 2.50, not 2 1/2). For amounts less than 1%, precede the decimal with a zero (e.g., 0.6%).

numbers
Use as one word. Do not hyphenate or separate.

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Use the % sign when paired with a numeral, with no space. Use numerals and decimal (e.g., 2.50, not 2 1/2). For amounts less than 1%, precede the decimal with a zero (e.g., 0.6%).

numbers
Use as one word. Do not hyphenate or separate.

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Use the % sign when paired with a numeral, with no space. Use numerals and decimal (e.g., 2.50, not 2 1/2). For amounts less than 1%, precede the decimal with a zero (e.g., 0.6%).

numbers
Use as one word. Do not hyphenate or separate.

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Use the % sign when paired with a numeral, with no space. Use numerals and decimal (e.g., 2.50, not 2 1/2). For amounts less than 1%, precede the decimal with a zero (e.g., 0.6%).

numbers
Use as one word. Do not hyphenate or separate.

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Use the % sign when paired with a numeral, with no space. Use numerals and decimal (e.g., 2.50, not 2 1/2). For amounts less than 1%, precede the decimal with a zero (e.g., 0.6%).

numbers
Use as one word. Do not hyphenate or separate.

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Use the % sign when paired with a numeral, with no space. Use numerals and decimal (e.g., 2.50, not 2 1/2). For amounts less than 1%, precede the decimal with a zero (e.g., 0.6%).

numbers
Use as one word. Do not hyphenate or separate.

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Examples
• Kirksville Daily Express, East Valley Tribune

numbers
Use the % sign when paired with a numeral, with no space. Use numerals and decimal (e.g., 2.50, not 2 1/2). For amounts less than 1%, precede the decimal with a zero (e.g., 0.6%).

numbers
Use as one word. Do not hyphenate or separate.
Copywriting style guide

time
See a.m./p.m.

titles — academic
See academic titles.
titles — professional
See names/titles.
titles — publications
When closely copy, place the titles of books, grants, speeches, lectures, and works of art in italics or quote marks. See publication titles for more information.
Examples:
• They recently returned from the convention, where they gave a presentation titled "The History of Osteopathic Medicine."

trustee
Capitalize a trustee’s title only when used before the name. See Board of Trustees for more detail.
Examples:
• Trustee Tom Jones, DDS, attended the meeting.
• Jane Thomas, DO, ’05, is a trustee.

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. See A.T. Still University of Health Sciences.
Examples:
• The University has a commitment to rural and underserved populations.
• Phoenix campus University also is located in Phoenix. It is a liberal arts university.

atsu.edu
Do not use “www.” 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.

White Coat Ceremony
Capitalize when referring to official ceremony.
Examples:
• The White Coat Ceremony was held on campus.
• More than 75 students participated in the ceremony.

years — abbreviation
Abbreviated, two-digit numeric years are preceded by an apostrophe, not a beginning single quotation mark.
Example
• “The Summer of ’69”

More tips
• A span of years written in numbers and including the century contains no apostrophe (e.g., 1970-89, 1757-914).
• For a span of years that crosses the millennium, use full-year references (e.g., 1898-2010).
The brand is the unique personality that identifies ATSU. Within the equation of brand communication, the use of typefaces and their arrangement may be as important as the use of color, images, and abstract graphics. Legibility, tone and style, and compatibility are all critical concerns, along with generating a memorable and distinctive presence.

To help ensure all of our visual communication is consistent, the ATSU brand relies on a specific system of typography. These typefaces have been chosen to work in a range of sizes, in both black and white and color, in print and online, and to allow flexibility for a wide range of applications.

In this section, you’ll find the print typefaces, web typefaces, and typesetting guidelines approved for the ATSU brand. By adhering to these typography guidelines, you are helping to promote and maintain the ATSU brand throughout our community and around the world. The following information is held as the standard for all internal and external ATSU communications, including all publications, printed pieces, and websites.

### Typography

<table>
<thead>
<tr>
<th>Print typefaces</th>
<th>Web typefaces</th>
<th>Typography guidelines</th>
</tr>
</thead>
</table>

**Typography guidelines**

The brand is the unique personality that identifies ATSU. Within the equation of brand communication, the use of typefaces and their arrangement may be as important as the use of color, images, and abstract graphics. Legibility, tone and style, and compatibility are all critical concerns, along with generating a memorable and distinctive presence.

To help ensure all of our visual communication is consistent, the ATSU brand relies on a specific system of typography. These typefaces have been chosen to work in a range of sizes, in both black and white and color, in print and online, and to allow flexibility for a wide range of applications.

In this section, you’ll find the print typefaces, web typefaces, and typesetting guidelines approved for the ATSU brand. By adhering to these typography guidelines, you are helping to promote and maintain the ATSU brand throughout our community and around the world. The following information is held as the standard for all internal and external ATSU communications, including all publications, printed pieces, and websites.
Typography

ATSU typefaces

Print typefaces
- Gotham type family (OpenType) has been adopted for use on all ATSU materials. Gotham was chosen for its new, yet familiar feel. It has an honest, friendly, and confident tone. It includes an expansive character set, which allows for very sophisticated typographical variations. The family includes a comprehensive range of weights and italics, accommodating typographers’ needs for vibrant visual conversations.

Web typefaces
- Montserrat is used primarily for headings, while Roboto is used for body and large expanses of type.
- Both Montserrat and Roboto should be set up to degrade gracefully to Arial on hardware/software that does not support the use of web fonts.

General guidelines - print

- Use sans-serif and apostrophes.
- Type period and commas inside quotes marks.
- Kern all display type to prevent unseemly gaps between letters.
- Use typographical marks properly:
  - Quote marks are for direct, word-for-word quotations. Paraphrasing does not require quote marks.
  - A hyphen is only used for hyphenated words.
  - Large amounts of body text in uppercase letters becomes difficult to read and should be avoided.
  - Eliminate widows. A widow is a word that sits on a line by itself at the end of a paragraph.
  - Eliminate orphans. An orphan is the last line of a paragraph that sits alone at the top of a column or page.
  - Eliminate rivers. Rivers are large spaces between words that occur if the line length is too short relative to the point size of justified text.
  - Keep leading consistent throughout paragraphs.
  - Proper paragraph indents. First paragraphs are never indented, subsequent paragraphs are. The standard indent for a paragraph is 1 em, not 1/2 inch. Adjust tabs accordingly.
  - Choose italic or bold for emphasizing words or phrases.
  - Hang punctuation. Punctuation has less visual weight than letters or numbers. Compensate for this by allowing punctuation to hang into the margins.

General guidelines - web headings

- Use sans-serif and apostrophes.
- Type period and commas inside quotes marks.
- Kern all display type to prevent unseemly gaps between letters.
- Use typographical marks properly:
  - Quote marks are for direct, word-for-word quotations. Paraphrasing does not require quote marks.
  - A hyphen is only used for hyphenated words.
  - Large amounts of body text in uppercase letters becomes difficult to read and should be avoided.
  - Eliminate widows. A widow is a word that sits on a line by itself at the end of a paragraph.
  - Eliminate orphans. An orphan is the last line of a paragraph that sits alone at the top of a column or page.
  - Eliminate rivers. Rivers are large spaces between words that occur if the line length is too short relative to the point size of justified text.
  - Keep leading consistent throughout paragraphs.
  - Proper paragraph indents. First paragraphs are never indented, subsequent paragraphs are. The standard indent for a paragraph is 1 em, not 1/2 inch. Adjust tabs accordingly.
  - Choose italic or bold for emphasizing words or phrases.
  - Hang punctuation. Punctuation has less visual weight than letters or numbers. Compensate for this by allowing punctuation to hang into the margins.

- Produce proper fractions.
- Do not use faux italic/oblique, bold, and small cap type. Choose the font family style for the desired outcome.
- Do not strike through a way that erasesances upon the letterforms. Their outward, not inward.
- Scaled type. Never scale type disproportionately.
- Do not use excessive negative letter spacing to the point where characters areoonating into one another.
- Break headlines sensibly for best readability.
- Headlines should not require punctuation.
- Align everything type in adjacent columns of body text. This is best achieved by creating columns within a single text container.
- Correct bad rags.
- Use ligatures.
- Use tabs for bulleted lists so the second line of a bullet aligns with the first. Spaces are inadequate to visually align subsequent lines.
- Web addresses are case sensitive after the domain name.
- OpenType feels are always preferred to TrueType and PostScript legacy font formats.
- Always spell check.
- Do not use faux italic/oblique, bold, and small cap type. Choose the font family style for the desired outcome.
- Do not strike through in a way that erases upon the letterforms. Their outward, not inward.
- Scaled type. Never scale type disproportionately.
- Do not use excessive negative letter spacing to the point where characters are onoonating into one another.
- Break headlines sensibly for best readability.
- Headlines should not require punctuation.
- Align everything type in adjacent columns of body text. This is best achieved by creating columns within a single text container.
- Correct bad rags.
- Use ligatures.
- Use tabs for bulleted lists so the second line of a bullet aligns with the first. Spaces are inadequate to visually align subsequent lines.
- Web addresses are case sensitive after the domain name.
- OpenType feels are always preferred to TrueType and PostScript legacy font formats.
- Always spell check.
Color palette

The university visual identity color palette reflects a caring, professional, and innovative ATSU. ATSU blue (PMS 646) is the official university color. Using ATSU blue prominently on all communications reinforces the brand and encourages audience recognition of the University.

As shown, selection of authorized complementary colors may be used with ATSU blue. The complementary palette is limited to two colors to avoid overwhelming the piece. The number of support colors should be limited as well to avoid overwhelming.

Since the color palette is essential to our visual identity, it’s important that each color be reproduced correctly. Listed below by the color swatch are the Pantone numbers, along with CMYK,RGB, and HTML values for the color palette. Questions should be directed to C&M at communications@atsu.edu.

Please note colors within Diversity & Inclusion (D&I) graphic identifiers (e.g., Safe Zone for All, Diversity is more than hue) are reserved specifically for D&I initiatives only.

**ATSU blue**
- PMS: 646
- CMYK: 73-30-3-10
- HTML: #3487B7

**Secondary colors**
- PMS: Cool Gray 9
  - CMYK: 29-23-16-51
  - HTML: #505053

- PMS: Cool Gray 11
  - CMYK: 48-36-24-66
  - HTML: #303234

**Tertiary colors**
- PMS: 533
  - CMYK: 95-72-15-62
  - HTML: #172940

For all questions relating to the Brand Identity Standards, contact ATSU Communication & Marketing:
- 660.626.2272
- communications@atsu.edu
-atsu.edu/communications