

A.T. Still University
Brand Identity Standards
rev. 09/19/23

ATSU

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

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Brand Identity Standards
rev. 09/19/23

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ATSU

Brand essentials

Brand essentials

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Brand essentials

What do we mean when we say *the brand*?
First in whole person healthcare
Mission, vision, and values
Communicating the brand promise
Brand personality
Positioning

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 one 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.

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.

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, inter-professional 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 consistent and should be presented in the manner most appropriate for each audience to ensure engagement, understanding, and belief.

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
 - General public
 - Government

Brand personality

Audiences tend to 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 treat brands that have a distinct and consistent personality with greater loyalty and a higher value perception.

By writing and speaking in a voice that reflects the personality of the brand, each person associated with ATSU is influential in creating a clear, unified perception of the University and its people. A voice that reflects the core promises of our brand helps develop a consistently clear impression of ATSU in our audiences’ minds. This strengthens our brand and builds better relationships with each audience.

For the ATSU message to connect and make the most positive possible impact, it must be conveyed in the appropriate tone and manner. This tone and manner, consistently exercised, shapes a clearly recognizable ATSU’s voice.

The tone of ATSU’s Voice is confident but never arrogant, world-class yet humble, high-achieving yet striving and always aware that there is more to accomplish. It is a voice of service to a greater purpose, rather than just institutional success.

We believe, as a brand, if we focus selflessly on the greater good initiated by teaching the next generation of healthcare professionals and retraining existing health science professionals in evidence-based practices of whole person healthcare, as well as the desire to serve our underserved, the University will prosper.

Never self-aggrandizing for its own sake, the manner of the ATSU voice is certainly positive, but in a factual, informative way that takes bragging out of the equation. ATSU’s voice always links institutional or individual achievements to our larger purpose.

The greatness of ATSU is expressed through the benefits it provides to real people in real communities. So, the focus is on the benefits provided, and the good being done. ATSU’s Voice is the voice of motivated altruism in action.

For example, ATSU students and faculty are part of a distinguished heritage of humanistic healthcare based on an integrated approach that includes the body, mind, and spirit of each patient. All three elements work in tandem to provide a more thorough and highly personalized healthcare delivery model that promotes wellness and meets the health needs of each patient. This approach differentiates ATSU for innovation in postgraduate healthcare education. Graduates become compassionate leaders proposing global health solutions and meeting unmet community health needs.

Positioning

Positioning is how we effectively establish the definition of our brand in the minds of our audiences. If our audiences only remember one thing about ATSU, and that one thing is our brand position, then we have been successful. To advance our brand, our position must be meaningful, unique, credible, memorable, motivational, defensible, and sustainable. It’s not just the generic description of what we are (a health sciences university), or the ways in which we express it (logos, slogans, marketing messages, etc.). It is the conceptual foundation for owning space in our audiences’ minds based on everything we say and do. It’s the emotion(s) we hope to generate and associate to ATSU when individuals experience ATSU.

Our positioning statement

First in Whole Person Healthcare

How we present and position each and every ATSU audience encounter is essential to establishing this position. Every touch point needs to project the expertise of the originator balanced with the precision, thoughtfulness to the energy of advancing innovations, as well as the most current evidence-based practices. This perception of historical credibility and current relevance must be established with consistency in all communications for the ATSU positioning to take hold in broader circles of influence. This positioning also dramatically strengthens ATSU’s differentiation from its competition. Each of us should become vested in this position and live it every day.

Business unit considerations

Each ATSU college/school has its own and synergistic identity to ATSU, including a correlated marketing strategy and communications approach. However, every communication and interaction from each unit should be carefully crafted to support ATSU’s overall brand position while communicating its intended message. If, as an ATSU publisher, you cannot find synergies between the school, program, or entity and the University when publishing, please contact Communication & Marketing (C&M). C&M will provide a brand attributes map to your specific effort and provide the corporate synergy and additional information to support your communication.

What we do

ATSU is not only a leader but also the originator of whole person healthcare. Our founder, Andrew Taylor Still, DO, 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 tenets with advancing discoveries, evidence-based methods, and modern-day applications.

How this benefits our audiences

As an institution that has modeled a consistent history since 1892 of advancing the tenets of osteopathic medicine, we all have a pivotal role every day to uphold and reinforce these high standards. These collective actions across the University become the basis for creating confidence in our brand. Today, this promise is extended by communicating within care that ATSU develops highly competent, caring, and innovative multi-disciplinary healthcare professionals and treatment approaches to meet the needs of underserved populations.

The key attributes we emphasize to prove this position in our communications are

- Innovator of, and leader in, healthcare methodologies that consider the whole person being diagnosed/treated, not just the symptoms presented.
- Hands-on, real-world experience in Community Health Center (CHC) settings in underserved communities is integral to ATSU’s curriculum.
- Consistent demonstration of caring professionalism and inter-professionalism taught and practiced on behalf of patients and superior scholarship.

External

How may we briefly communicate our brand and its value even in a quick face-to-face interaction?

The most consistent complaint of today’s patients is that their doctors don’t spend enough time with them, preferring to grab their prescription pad and end the appointment, as soon as possible. Dr. Still first introduced the osteopathic approach, taking the time to get to know the whole person.

ATSU was founded to teach whole person healthcare. Today, we are still leaders in the field, innovating new teaching methods and placing our students in CHCs around the country to acquire hands-on experience caring for populations that are underserved.

ATSU is regularly recognized in the healthcare community as the graduate health sciences university with best-in-class curriculum and a community outreach mission to serve the underserved. We’re very proud of our rich history of leadership in both healthcare education and scholarly research.

In summary, when we say *First in Whole Person Healthcare*, our audiences may be assured we mean every word of it.

ATSU

Identity system

Identity

Identity

- Identity system
 - Institutional logo
 - Institutional logo variations
 - Institutional logo clear space
 - Institutional logo sizes
 - School Logos
 - School logo variations
 - School logo sizes
 - ASHS academic departmental logos
 - Departmental logos
 - ATSU-owned facility logos
 - Departmental & facilities logo sizes
 - University Seal
 - Use of multiple logos
 - Logo placement
 - Logo limitations
 - Copyright and trademarks

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.

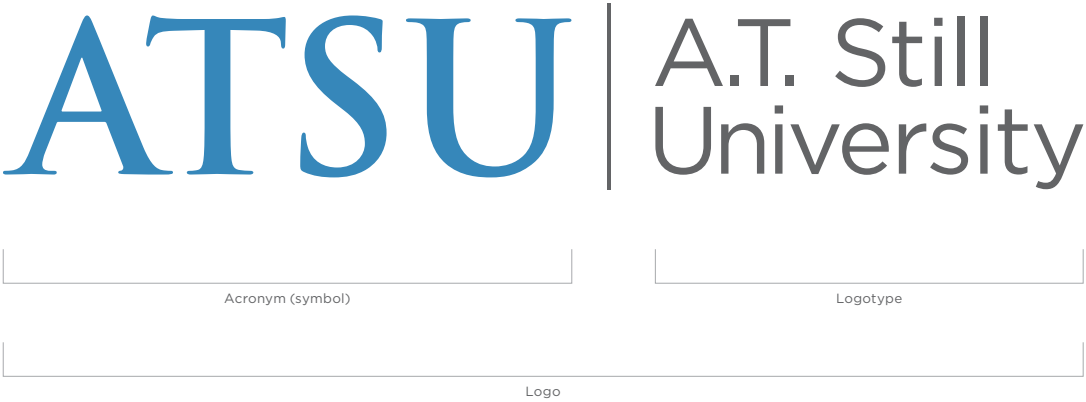
With these findings, ATSU's entire identity system has been organized to deliver shape first, color second, and language third. Specifically, ATSU's acronym (shape), which is blue (color), is delivered first, followed by naming and positioning or definition (language).

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 official brand 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 communication that reaches 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 variations



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%.



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 'I' and 'I'.

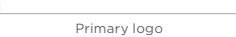
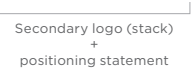
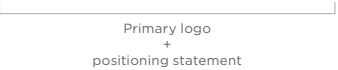
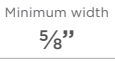
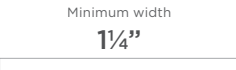
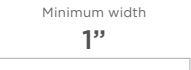
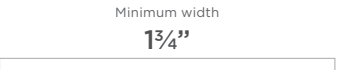


Note: The positioning statement has been carefully spaced and should not be changed or re-typed. The left and right ends are vertically aligned to the outer bounds of the logo. The letterspacing has been crafted in such a way that the divider stem separating the acronym from the logotype vertically centers with the "s."



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.



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
120 px



Minimum width
110 px




Minimum width
96 px




Minimum width
60 px



Primary logo
+
positioning statement

Secondary logo (stack)
+
positioning statement

Primary logo

Secondary logo (stack)







Acronym logo

School logos

School 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 school name (language). No variations from the shown treatments are allowed for school logos.

No positioning statement nor further definitions should be attached in any way to any of the school logos. School logos will always be used in conjunction with the institutional logo, whether directly or implied.

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

LIMITED-USE DOUBLE ACRONYM LOGOS

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.

Primary school logos - positive 2-color



Secondary school stacked logos - positive 2-color



PLEASE NOTE: For embroidery projects or requests, a customized file will need to be provided to external vendors by C&M.

School logo minimum print sizes

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



School logo minimum web sizes

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



School logo clear space

A clear space of 50 percent surrounding the logo has been established to ensure the integrity and impact of the school 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 any of the ASHS academic departmental logos.

ASHS academic departmental logos - positive 2-color



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 all inclusive of every ATSU department. Thus, department representatives seeking development of or access to their respective departmental logo 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.

Departmental logos - positive 2-color

ATSU | ACADEMIC AFFAIRS

ATSU | COMMUNICATION & MARKETING

ATSU | CONTINUING EDUCATION

ATSU | STUDENT AFFAIRS

ATSU | DIVERSITY & INCLUSION

ATSU-owned facility logos

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.

ATSU-owned facility logos - positive 2-color

ATSU | AFA Balance and Hearing Institute

ATSU | Museum of Osteopathic Medicine

ATSU | ASDOH Dental Clinic

ATSU | Osteopathic Manipulative Medicine Clinic

ATSU | The Center for Advanced Oral Health

ATSU | St. Louis Dental Center

ATSU | Gutensohn Clinic

ATSU | Virtual Community Health Center

ATSU | Kirksville Family Medicine Clinic

Departmental and facility 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.

Minimum Height 1/4"



Departmental and facility logo
minimum web sizes

The following minimum web 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.

Minimum Height 28 px



Departmental and facility
logo clear space

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

50% clear space



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.



Use of multiple logos

Whenever 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 logo 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.

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.

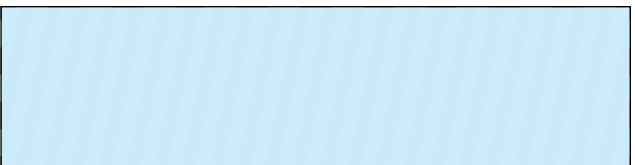
Please note that colors represented within Diversity & Inclusion graphic identifiers (e.g., Safe Zone for All, Diversity means more than hue) are specific only to Diversity & Inclusion and may not be used for other applications.



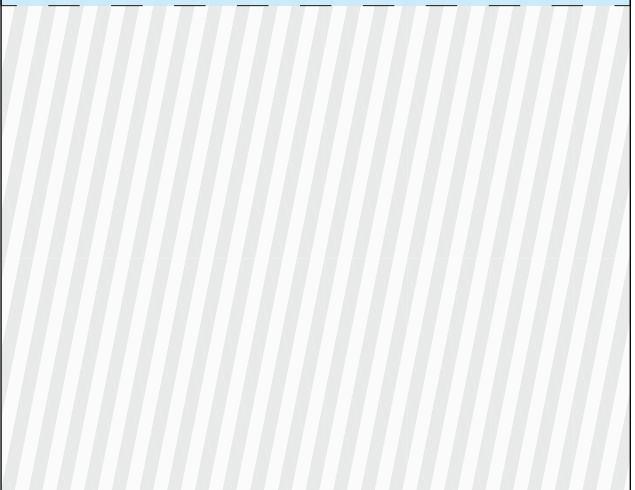
Logo placement

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

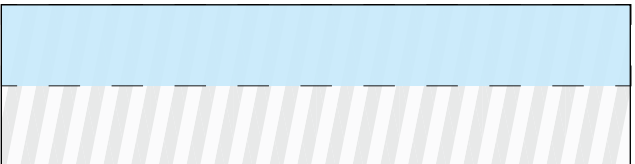
Logo positioning: top or bottom?
The choice of whether a logo appears at the top or the bottom of the canvas should be strategic based upon the content being presented. The question to ask is whether the logo would serve best as a precursor to the content or a payoff of the content.



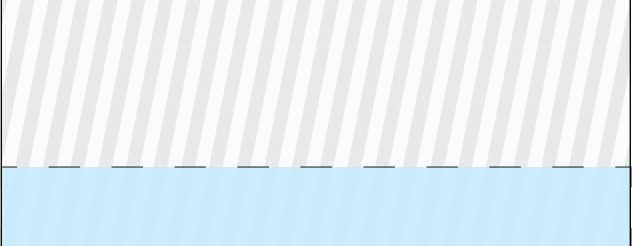
Top 20%



Bottom 20%















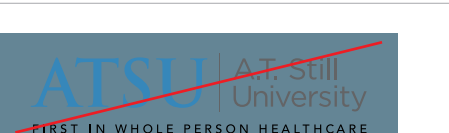


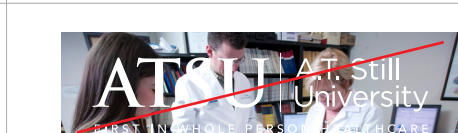


Top 20%



Bottom 20%

Logo limitations

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

 <p>DON'T reproduce the logo with different typefaces or colors</p>	 <p>DON'T replace the positioning statement with any other statements</p>	 <p>DON'T change the logo colors</p>	 <p>DON'T rearrange the logo elements</p>
 <p>DON'T change the proportions between the acronym and the logotype</p>	 <p>DON'T stretch, squeeze, or distort the logo</p>	 <p>DON'T produce a pattern with the logo</p>	 <p>DON'T rotate the logo</p>
 <p>DON'T add drop shadows or any other effects to the logo</p>	 <p>DON'T add reflections, shines, or any other graphic filters to the logo</p>	 <p>DON'T produce a gradient logo</p>	 <p>DON'T outline the logo</p>
 <p>DON'T use the color logo on a color background</p>	 <p>DON'T use the black logo on a color background where adequate contrast cannot be achieved</p>	 <p>DON'T use the white logo on a color background where adequate contrast cannot be achieved</p>	 <p>DON'T use the logo over a busy image</p>
 <p>DON'T use the acronym as a holding shape for imagery or graphics</p>	 <p>DON'T add decorative images or graphics to the logo for any reason</p>		

Copyright

Copyright <year> 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 logos 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.

ATSU

Copywriting style guide

Copywriting style guide

Brand Identity Standards
rev. 09/19/23

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27

Copywriting style guide

Copywriting style guide

- Copywriting standards
- Useful boilerplate copy
- Writing for the internet
- 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.

Useful boilerplate copy

Consistently using standard messaging ensures a unified identity for ATSU’s brand. Use these standard statements when protected groups may be affected or when reaching an audience unfamiliar with the University.

Mission statement

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.

A.T. Still University of Health Sciences

Established in 1892 by Andrew Taylor Still, DO, the founder of osteopathy, A.T. Still University of Health Sciences (ATSU) began as the nation’s first college of osteopathic medicine and has evolved into a leading university of health sciences comprised of a growing community with a rich history in education and osteopathic healthcare. Today, ATSU offers master’s degrees across allied health disciplines; doctorates in athletic training, audiology, health administration, health education, health sciences, medical science, nursing, occupational therapy, and physical therapy; as well as doctorates in dental medicine and osteopathic medicine.

Missouri location

A.T. Still University’s Missouri campus is located in Kirksville, a growing community with a rich history in education and osteopathic healthcare. Within easy driving distance of major cities such as St. Louis and Kansas City, Kirksville offers a variety of cultural and recreational activities.

Arizona location

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

California location

A.T. Still University’s newest campus is based in Santa Maria, California, which is part of the state’s Central Coast region. Santa Maria offers sandy beaches, rocky coastline vistas, and a variety of cultural and recreational activities.

Arizona School of Dentistry & Oral Health

Arizona’s first dental school, A.T. Still University’s Arizona School of Dentistry & Oral Health (ATSU-ASDOH), began addressing the nation’s oral healthcare needs in 2003. ATSU-ASDOH students are encouraged to become caring, community-minded healthcare leaders, serving those in need. Students learn through a strong foundation of critical inquiry, evidence-based practice, research, cultural competency, an orientation to prevention, and interdisciplinary healthcare experiences.

Arizona School of Health Sciences

In 1995, A.T. Still University’s Arizona School of Health Sciences (ATSU-ASHS) began educating compassionate allied healthcare professionals while integrating the tenets of osteopathic medicine and advancing whole person care. With residential and online offerings, ATSU-ASHS’ programs include athletic training, audiology, medical science, occupational therapy, physical therapy, and physician assistant studies.

College for Healthy Communities

A.T. Still University’s College for Healthy Communities (ATSU-CHC), located in Santa Maria, California, began educating students through its Central Coast Physician Assistant (CCPA) program in fall 2021 and officially became ATSU’s third campus in January 2022. ATSU-CHC’s CCPA program prepares graduates to become community-oriented physician assistants who provide whole person primary care to underserved communities.

College of Graduate Health Studies

In 1999, A.T. Still University’s College of Graduate Health Studies (ATSU-CGHS) began educating and preparing current and future health professionals for leadership positions in a variety of healthcare settings. ATSU-CGHS’ goal is to provide comprehensive and relevant health studies instruction through high quality, innovative online education.

Kirksville College of Osteopathic Medicine

Established in 1892 as the first college of osteopathic medicine, A.T. Still University’s Kirksville College of Osteopathic Medicine (ATSU-KCOM) has a rich history of leading comprehensive medical education, research, and healthcare. ATSU-KCOM’s graduates represent a diverse group of osteopathic physicians practicing in every state and several foreign countries.

Missouri School of Dentistry & Oral Health

Established in 2013, A.T. Still University’s Missouri School of Dentistry & Oral Health (ATSU-MOSDOH) offers an innovative curriculum with an emphasis on public health, leadership, and practice. ATSU-MOSDOH addresses the oral healthcare disparities in Missouri and across the nation. In addition to the issues of oral health and skills of dentistry, students learn from and are encouraged to become caring, community-minded healthcare providers.

School of Osteopathic Medicine in Arizona

A.T. Still University’s School of Osteopathic Medicine in Arizona (ATSU-SOMA) was established in 2006 and comprises a team of clinicians, educators, and students who share a passion and commitment for whole person healthcare. Using a unique 1+3 model, ATSU-SOMA partners with community health centers across the United States to place students in clinical settings within their second year of study.

St. Louis Dental Center

The St. Louis Dental Center, located at 1500 Park Ave. in the Lafayette Square neighborhood, is a state-of-the-art, 79,000-square-foot clinical education facility with 93 dental chairs. Dental care is provided for the St. Louis community by Affinia Healthcare dentists and staff and A.T. Still University-Missouri School of Dentistry & Oral Health faculty and dental students.

Osteopathic medicine

Osteopathic medicine is a unique form of American medical care developed in 1874 by Andrew Taylor Still, DO. Dissatisfied with 19th century healthcare, Dr. 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, and 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. DOs complete the same amount of schooling and meet the same licensing requirements as MDs 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.

Writing for the internet

Following are tips for writing effectively for the internet. If you would like additional information and/or training, contact C&M at communications@atsu.edu.

Remember, be concise! People are impatient! Only 16% of internet users read copy word for word. People scan instead of read (more so than in print). People are online to find information and are more impatient than with print to achieve their goals.

- Write in easy-to-scan copy, blocks of 50 words or less. Keep each page to three to four chunks per page.
- Make sentences and paragraphs short, and avoid as much jargon as possible.
- Motivate a response.
- Write about benefits, not features.
- Use action words, and motivate readers to the next section.
- Identify a replacement contact person when appropriate.
- Less is more! Get your point across quickly and with as little fluff language as possible. To help, put yourself in the readers’ shoes, and ask, “Would I find this relevant or interesting? What does this mean to me? What would I want to know about this subject?”
- Use bullet points or lists to keep copy scannable. (Greater than three bullet points become excessive for most marketing or non-captive audience communication).
- Link to other relevant site content, keeping your links for the end of copy to reduce user numbers lost to other sites, and help ensure readers are actually reading your message.
- Use bold subheadings to break up the page.
- Make copy friendly and conversational. It’s acceptable to address the reader in second person. *You* is fine.
- Avoid directing readers to “click here.” For example, use “compare degree programs and features” instead of “click here for more information.”

Remember, to ensure web pages are effective, you must:

- Use meaningful and organizationally syndicated headers and subheads (H1s and H2) and more of them than print.
- Keep word count to one-half (or less) than print writing.
- Write shorter sentences than print (seven to 10 words on average).
- Only one idea per paragraph—no more than four or five lines.
- Use more bulleted lists, charts, and tables versus paragraphs of copy.
- Include main points first (inverted pyramid style).
- Use an objective or personal writing style, not a promotional writing style.
- Begin links with the most relevant and ATSU-syndicated keywords.

A keyword is a word/phrase used to help a web page to rank well on search engines.

- Use at least three keyword phrases per page.
- Place keywords at the beginning of a sentence or paragraph.
- Use keyword phrases in headlines and subheadlines.
- Use keyword phrases in bold, italic, or bulleted lists.
- Use keyword phrases as anchor text in links—search engines give text hyperlinks a higher status than other body copy. For example, use “compare degree programs and features instead of click here for more information.”

Always keep ATSU’s brand foremost in your mind when planning and creating communication. We’re optimizing the copy standards per channel to be more pleasing to the digital readers’ eye, while keeping mobile in mind.

a.m./p.m.

Lowercase with periods. Use a space between the number and a.m. or p.m. (e.g., 9:00 a.m.).

- More tips
- Do not use “o'clock” when stating a time.
 - Avoid the redundant 10:00 a.m. this morning.
 - When using a hyphen to separate a beginning and ending time (6:00-7:00 p.m. or 9:00 a.m.-10:00 p.m.), no spaces should be on either side of the hyphen.
 - When using a flat time, add the colon and zeros (e.g., 10:00 a.m.).
 - It is not necessary to say 12:00 midnight or 12:00 noon. Use midnight or noon. Never use 12:00 a.m. or 12:00 p.m.

A.T. Still, DO

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

A.T. Still Memorial Library

A.T. Still University of Health Sciences

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

- Examples
- A.T. Still University’s Kirksville College of Osteopathic Medicine (ATSU-KCOM) is the founding osteopathic institution.
 - A.T. Still University-Kirksville College of Osteopathic Medicine (ATSU-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. See also *college/schools of A.T. Still University*.

ATSU Gutensohn Clinic

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

ATSU student

- When referring to a current KCOM or SOMA medical student, indicate the class year with OMS I, II, III, or IV. Glenn Smith, OMS I, received a scholarship.
- When referring to a KCOM biomedical sciences student, indicate class year with BMS I or II. Kim Johnson, BMS II, presented at the conference.
- When referring to a student fellow, do not indicate class year. Instead, set off “fellow” with commas. Ashley Jones, fellow, led the research project. See also *fellow*.
- When referring to a current ASDOH or MOSDOH student, indicate class year with D1, D2, D3, or D4. John Doe, D2, was named president of the group.
- When referring to a current ASHS student, indicate class year.
 - Athletic training: Kayla White, AT, ’22, is class president.
 - Audiology: Do not refer to audiology students with AuD following their names. Audiology student Karen Jones, ’23, received her white coat.
 - Medical science: Brianne Davis, DMSc, ’24, won first place for her poster.
 - Occupational therapy: Jack Anderson, OT, ’23, led the meeting.
 - Physical therapy: Joe Smith, PT, ’22, attended Legislative Day.
 - Physician assistant: Sam Thompson, PA, ’22, volunteers every weekend.
- When referring to a current CGHS student, simply indicate his or her field of study. Glenn Smith, a dental public health student at CGHS, received a scholarship.

- More tips
- If necessary to distinguish students by school in addition to program, include the school name after class year and set off with commas (e.g., John Smith, OMS II, KCOM, received an award.).
 - Please note, programs of study and class years may be spelled out when needed for context and clarity.

abbreviations/acronyms

Refer to 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 may stand alone.

- 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

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 in body of text.

- Examples
- Bob Johnson earned his MPH degree from CGHS.
 - 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 ...

- Exception: Physical therapy credentials
- Physical therapy credentials are the ONLY exception to listing credentials 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 apta.org/ designations for more information.

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, DO, MPH, gave the commencement speech this year. Dr. Smith discussed treating the patient and not the disease.
 - Tammy Smith, MBA, is organizing the conference. Smith is working closely with student services on the event.

advisor

Preferred spelling

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 program, indicate class year with an apostrophe. See *graduation year*. If necessary to distinguish alumni by school in addition to degree, include the school name after graduation year and set off with commas.

- Examples
- Alfred W. Studwell, DO, ’62, was presented the award.
 - Jane Doe, DO, ’12, SOMA, is chair of the committee.

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 “board” on subsequent reference.

- Example
- The Board of Trustees will meet downstairs this afternoon. The board decided ...

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.

breaks

- 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.

bullets

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

campus

For external publications, use Kirksville, Missouri, campus or Mesa, Arizona, campus. For internal publications, simply Missouri and Arizona will work. Do not capitalize campus.

- Examples
- External: ATSU’s Mesa, Arizona, campus will host the event next month.
 - Internal: Founder’s Day celebration occurred last week on the Missouri campus.

captions, cutlines

When including a name within a caption, use first and last name on first reference. Credentials may be listed with first reference if they are not already included in corresponding article or content.

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, DMD, a dentist from Scottsdale, Arizona, opened her new office on Baltimore Avenue.

class

Do not capitalize.

- Example
- Mary Jones, class of 2019, attended the event.

centers, clinics, and institutes

Capitalize the full, official names of centers, clinics, institutes, etc. on first reference, and use lowercase on second reference or in informal usage.

- Examples
- ATSU Gutensohn Clinic offers comprehensive care for families. The clinic’s services include ...
 - A.T. Still Research Institute supports clinicians, scientists, and students. The institute also ...

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 or CGHS, but do not capitalize it when referring to another institution. See also *university*.

Example

- The College was established in 1892 ...

College for Healthy Communities (CHC)

College of Graduate Health Studies (CGHS)

Formerly named School of Health Management

colleges/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. Do not precede the name of a college/school with “the.” See also *A.T. Still University of Health Sciences*.

Examples

- ATSU-ASHS or A.T. Still University-Arizona School of Health Sciences
- 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, Refer to AP Stylebook’s punctuation chapter.

Example

- Name_____

comma

Use commas to separate three or more elements in a series, placing a comma before the conjunction (also known as the Oxford comma). Also, place a comma before the conjunction of a sentence when the conjunction separates two independent clauses. Do not use a comma before an ampersand (&).

Example

- ATSU is committed to the body, mind, and spirit of individuals.
- Jane went to campus, and she visited the Research, Grants & Scholarly Innovations staff.

commencement ceremony

Lowercase (informal), uppercase (formal)

core professional attributes (CPAs)

Spell out on first reference, and use lowercase.

courses

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

Example

- James Rhodes, PhD, assistant professor, anatomy, teaches Histology.

DO

Use DO after the last name upon first reference and Dr. prior to the name for all following references. Never use periods after the D and O. This style also should be used for doctoral degrees, such as AuD, DDS, DHEd, DHSc, DMD, DPT, MD, and PhD. See *academic titles*.

*If a DO holds more than one professional degree, these degrees should be listed after the DO designation and appear in descending order of importance, with degrees before certificates. See *doctor of osteopathic medicine*.

Examples

- John Smith, DO, MA, OCS
- The plural of DO (DOs) does not need an apostrophe unless using it as a possessive noun as in “principles of the DO’s art and science.”

dash, en dash, em dash

Use en dashes, with one space on each side. Avoid use of em dashes. For further guidance, refer to AP Stylebook.

Example

- ATSU-CGHS educates those in short supply – public health professionals with experience in emergency preparedness.

dates

Do not abbreviate days of the week in body copy. Months (i.e., Jan., Feb., Aug., Sept., Oct., Nov., and Dec.) should be abbreviated if accompanied by a day.

Examples

- The event was held Friday, Sept. 23, 2020.
- Anatomy class is always held on a Tuesday.
- I graduate at 10:00 a.m. on Aug. 12.
- Thanksgiving break is in November.

department

Capitalize a department name when directly referring to the department (e.g., He works in Anatomy.). Capitalize the word “Department” when it precedes the department name, and lowercase the word “department” if it follows the department name. A good rule of thumb is to avoid the use of “department” altogether, or use lowercase when informal and uppercase when formal or when needed for clarity. Use an ampersand (&) instead of “and” in a department name.

Examples

- Enrollment Services provides financial aid.
- The Department of Student Affairs approves student requests.
- Project coordinators should contact the Communication & Marketing department.

More tips

- Use “department” instead of “division” and avoid when possible.
- The term “office” is generally reserved for a department of the University named after a position title (e.g., President’s Office, Controller’s Office, Dean’s Office, Registrar’s Office).
- When included immediately after a person’s name, do not capitalize department name (e.g., John Smith, PhD, chair, biology, received the award.).

distance education

“Online education” is preferred.

distance learning

Refer to AP Stylebook.

*doctor of osteopathic medicine

Doctor of osteopathic medicine is the proper name for the degree granted by osteopathic medical schools in the United States and is represented by the acronym DO. Do not use doctor of osteopathy, which is an outdated term for the degree. DO also may be used in place of osteopathic physician.

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)*.

email

No hyphen and lowercase

Example

- Please send that email today.

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.
- For a printed piece, 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. Always place periods instead of dashes between numbers. See also *phone number (style)*.

Example

- Contact Communication & Marketing at 660.626.2272 or fax 660.627.2128.

fellow

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

Example

- John Smith, DO, 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 graduation year. When referring to 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 *names/titles* and *alumni*.

Examples

- The class of 1970 will celebrate its golden anniversary this year.
- The 1970 class will celebrate its golden anniversary.
- Jane Doe, DO, '02, received an award with Joe Smith, DO, '64.
- Adam Long, DO, 1908, lived a long and happy life.

More tips

- If alumni have multiple degrees from ATSU with different graduation years, place each graduation year following its corresponding degree. Joe Smith, DO, '08, MPH, '12, lives in New Jersey.
- To ensure a left-facing apostrophe before a graduation year, type any character before keying the apostrophe and then delete the character. For example, type Joe Smith, DO, a'08, and then delete the “a.”

headers/headlines

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

Example

- ATSU Board of Trustees appoints officers, elects three new trustees.

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.

honorary degrees

All references to honorary degrees should specify that the degree was honorary. Do not use Dr. before the name of an individual whose only doctorate is honorary.

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, DO.*

intern

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

internet

The word “internet” should be lowercase. Refer to AP Stylebook for additional information (revised June 2016).

Kirksville College of Osteopathic Medicine (KCOM)

mind, body, spirit

Preferred order is body, mind, spirit.

Missouri School of Dentistry & Oral Health (MOSDOH)

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

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. The use of Mr., Mrs., Miss, or Ms. may result in an undesired or arbitrary assignment of gender (societal behaviors, roles, or expectations) determined solely on characteristics of sex (biological and/or physiological properties).

Museum of Osteopathic Medicine

Formerly named the Still National Osteopathic Museum.

names/titles

On first reference for administration, faculty, and alumni, use first name, middle initial (if available), last name, degree, fellowship designation (if applicable), abbreviation of graduation year (if alum) using apostrophe, position, and department (e.g., John D. Smith, DO, FAAO, ’65, assistant professor, pathology). If necessary to distinguish alumni by ATSU school in addition to degree, include the school name after graduation year and set off with commas (e.g., John D. Smith, DO, FAAO, ’65, KCOM, ...). For those holding a doctoral degree, such as AuD, DDS, DHed, DHSc, DMD, DO, DPT, MD, and PhD, “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 *DO.*

Examples

- John Smith, DO, MA, OCS
- Director Nancy Hill, PhD, will speak to the group today.
- Dean Janet Johnson, ’84, complimented the student on her scholarship.
- John D. Smith, AuD, a 2005 graduate of the Arizona School of Health Sciences ... or John D. Smith, AuD, ’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 second reference, use last name only, except for doctors (AuD, DDS, DHed, DHSc, DMD, DPT, DO, MD, PhD), then the second reference is Dr. Smith.
- On first reference to ATSU students, use first name, last name, and program/class year. On second reference, use last name only. See *ATSU student* for more details.
- Educational degrees should not be used with periods (DO, PhD, EdS), likewise, do not use periods with certification titles or fellowship designations (CFP, LPN, FAAO).
- Do not capitalize positions and departmental titles following 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 10 or greater, 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. Ages are always a numeral. Refer to AP stylebook for additional information.

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

Use the % sign when paired with a numeral, with no space. Use numerals and decimals (1%, 2.5%), not fractions. For amounts less than 1%, precede the decimal with a zero (e.g., 0.6%). Always repeat the % sign with each individual figure. Refer to AP Stylebook for additional information (revised April 2019).

Example

- In the last year, the applicant pool increased from 30% to 50%.

phone number (style)

Always place periods instead of dashes between numbers. This style should also be used for toll-free numbers, such as 866.626.ATSU. No need to write “1,” “toll-free,” or “toll-free number” when listing such a number.

Example

- Call 866.626.2121, ext. 2272, for more information.

president

Refer to him or her 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 Phelps signed the budget.
- Craig M. Phelps, DO, ’84, is president of ATSU.
- The president met with students.

program names

Capitalize the program name when using with the word “program.” Lowercase in all other instances. Do not capitalize the word “program,” unless the word is part of the formal name.

Examples

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

publication titles

Publication titles (i.e., journals, magazines, newspapers, newsletters, podcasts) are italicized. Titles of books, movies, songs, radio and TV programs, lectures, presentations, podcast episodes, etc. should be placed in quotation marks. Refer to AP Stylebook for additional guidance on use of quotation marks for composition titles.

Examples

- Journal of the American Osteopathic Association, Human Resources for Health* journal
- Still Magazine, Spark magazine*
- Kirksville Daily Express, East Valley Tribune*
- President’s Perspective*
- TED Talks Daily* podcast
- “Great Expectations,” “Don Quixote”
- “The Star-Spangled Banner,” “America the Beautiful”

pronouns and gender identity

Ask, don’t assume! Gender identity is our internal, individual experience of gender. It is directly linked to our sense of self and sense of being male, female, both, or neither. For more information, see gaycenter.org/pronouns.

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

Example

- “... It sure is a beautiful day today. Last night, I went for a walk” – John Smith, D1

resident

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

said

As a general rule, and especially for works written in “news style,” use “said” or “says” when attributing quotes, and be consistent in usage. Do not use such words as states, claims, accuses, shouts, or believes.

school

Capitalize the word “School” when referring to ASDOH, SOMA, MOSDOH, or ASHS. Lowercase when referring to another institution. See also *university* and *college*.

schools/colleges 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 of Health Sciences*.

Example

- ATSU-ASHS or A.T. Still University-Arizona School of Health Sciences
- A.T. Still University’s College of Graduate Health Studies

School of Osteopathic Medicine in Arizona (SOMA)

space between sentences

Use only one space.

St. Louis Dental Center

Do not use SLDC as an abbreviation.

states

Spell out names of states when they stand alone and after city names. Use ZIP code abbreviations when using a full address. In tabular material, state abbreviations may be used after a city, but not the two-letter ZIP code abbreviations (e.g., Kirksville, Mo., not Kirksville, MO). Refer to AP Stylebook for examples.

Still-A-Bratton

Still-Well Program

time

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

titles – academic

See *academic titles*.

titles – professional

See *names/titles*.

titles – publications

When in body copy, place the titles of books, grants, speeches, lectures, and works of art in quotation marks. See *publication titles* for more information.

Example

- 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.
- Truman State University also is located in Kirksville. 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., 1975-82; 1757-64).
- For a span of years that crosses the millennium, use full-year references (e.g., 1998-2002).

ATSU

Typography guidelines

Typography

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Typography guidelines

Typography

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.

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 variances. 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.

Gotham typeface - print

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()=?

Montserrat typeface - web headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()=?

Roboto typeface - web body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()=?

- Use smart quotes and apostrophes.
- Tuck periods and commas inside quotes marks.
- Kern all display type to prevent unseemly gaps between letters.
- Use typographic 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 stroke type in a way that encroaches upon the letterform. Think outward, not inward.
- Scaled type. Never scale type disproportionately.
- Do not use excessive negative letterspacing to the point where characters are crashing into one another.
- Break headlines sensibly for best readability.
- Headlines do not require punctuation.
- Align baselines of 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 fonts 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 communication 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 should be used to support the subject of your piece. The number of support colors should be limited so as not to overwhelm.

Since the color palette is essential to our visual identity, it's important 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	<div><div>PMS: 646</div><div>CMYK: 73-30-3-10</div><div>HTML: #3487B7</div></div>		
Secondary colors	<div><div>PMS: 533</div><div>CMYK: 95-72-15-62</div><div>HTML: #172940</div></div>	<div><div>PMS: 286</div><div>CMYK: 100-68-0-37</div><div>HTML: #003D7A</div></div>	<div><div>PMS: 2915</div><div>CMYK: 61-7-0-0</div><div>HTML: #63BEF2</div></div>
Tertiary colors	<div><div>PMS: Cool Gray 1</div><div>CMYK: 3-2-4-5</div><div>HTML: #f0f0f3</div></div>	<div><div>PMS: Cool Gray 9</div><div>CMYK: 29-23-16-51</div><div>HTML: #505053</div></div>	<div><div>PMS: Cool Gray 11</div><div>CMYK: 48-36-24-66</div><div>HTML: #303234</div></div>

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

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