Table of contents

Photography and imagery
Preferred photography
Portraiture
Video testimonials
Historical imagery
Signature-family photography
Protecting the patient or student
Model release policies and consent

Business communication design guidelines
Stationery system
Name badges
Email signature
Email header system
University presentation slides
Public relations

Event & exhibit design guidelines
Commencement ceremony staging

Interactive design guidelines
Institutional website
College/school websites
Main navigation
In-page navigation
Footer
Formatting
Graphic elements
Social media standards
Social media branding
Social media graphics
On-page SEO practices
On-page SEO optimization
Email marketing
Banner advertisements

Print design guidelines
Admissions package
Institutional brochure
Program brochures
Diversity & inclusion collateral

C&M project requests & production
C&M production overview
C&M production elements
C&M project request ticket process
C&M services offered

For all questions relating to the Brand Identity Standards, contact ATSU Communication & Marketing (C&M)
660.626.2272
communications@atsu.edu
atsu.edu/communications
Photography and imagery

Photography and imagery standards provide clear guidance on the use of visual details that build brand presence. In the following section, you will find detailed guidance related to photography appropriate for ATSU’s brand. Using these photography and imagery standards will make ATSU-branded materials more visually compelling—by consistently aligning with these standards—and more immediately recognizable to our audiences.

Photography and imagery

Photography is an integral ingredient to ATSU’s brand expression. Learn about how to access ATSU photography, required general photography release forms, and photography services.

Photography and imagery

- Two-tier imagery system
- Preferred photography
- Portraits
- Architectural photography
- Protecting the patient or student
- Model release policies
Photography and imagery

ATSU images should evoke emotion, show activity without being contrived, and be experiential. Shown are a few examples of photography available in ATSU’s image gallery, atsu.photoshelter.com. Strong imagery helps to tell our many stories at ATSU and bring the campus to life for our many audiences. The impact is especially important for recruitment of students, faculty, and University partners. The images depict aspects of campus and student life, including our programs, faculty and staff activities, accomplishments, and special events.

When using more than one photo on the same page, a mix of all types should be used. Never run photos together that depict the same emotion and camera angle. Consideration should be paid to pairing images whose juxtaposition tells a bigger story.

Images published external to the University (e.g., publications, newspapers, University partner publications, etc.) must include a University photo credit. The approved University photo credit language is “Image courtesy of A.T. Still University.”

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Marketing and creative imagery are the responsibility of C&M, while academic photography is the responsibility of Academic Technologies.

Always keeping the brand in mind

The brand imagery creation involves a system that allows for the combination of aspirational, conceptual imagery and dynamic lifestyle photography which is authentic, meaningful, and immersive.

• Stewardship
• Integrity
• Intellectual
• Caring
• Selflessness

Subject matter:

• Real life (not staged, posed, or fictional)
• Represent diversity
• Optimistic and warm (or neutral)
• Singular concept/subject per image
• Advancing progress/positive change

Style

• Natural lighting
• Bright tonal range
• Clear/sharp focus on subject matter
• Clean, simple areas of white space

Access to images and photography requests

ATSU images are available to approved University users for use in non-commercial communication pieces relating to the University, official/University communications and publications, as well as for distribution to approved external entities (e.g., media, collaborative partners, etc.). Images are NOT available for general use unattributed to ATSU.

University images are now located in ATSU’s searchable image gallery at atsu.photoshelter.com. ATSU stakeholders must register for a free user account to access public-facing galleries and downloads.

ATSU employee headshots and student composite images are not public-facing images; therefore, access to those specific images must be requested from ATSU C&M via communications@atsu.edu or by submitting an ATSU Ivanti ticket request via ATSU’s portal link, ITS Service Desk.

Image galleries (previous to 2016) are located within ATSU’s Google Drive galleries. Images may be requested by contacting ATSU C&M at communications@atsu.edu or by submitting an ATSU Ivanti ticket request via ATSU’s portal link, ITS Service Desk.

ATSU stakeholders searching for specific images or needing to schedule a photographer for University events must submit an Ivanti ticket via ATSU’s portal link, ITS Help Desk.

For additional information or questions, please contact ATSU C&M at communications@atsu.edu or by calling 660.626.2272.

Preferred photography

People focused

Individual photographs are essential to creating the connection. Images should communicate the impact of diversity and inclusiveness in a world-class learning experience.

Characteristics

- Choose photos conveying the following characteristics: lively, friendly, active, emotive, authentic, or significant.

Image style

- Informal, dynamic, natural, candid, focused, and purposeful.

Photography do’s

- Avoid overly staged shots; the overall scene needs to be authentic and natural (as in real life, not in a studio).
- Don’t go for a formal approach; instead try to capture spontaneous moments and how it happens.
- No filters or overly edited photos
- No selfies
- No stretch images when placing for printed or online use
- No filters or post-production effects of any kind

Photography don’ts

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Photography and imagery

Portraits

Executive and staff portraits personify authority, emanating an emotionally appropriate expression. Their gaze or conversation is very slightly pointed off camera—projecting engagement.

Format

Vertical, portrait orientation.

Composition

Individuals can be seated or standing—orienting posture slightly facing left. For headshots, position subject in center of frame capturing an amount of space above the head equal to the distance between the subject’s mouth and eyebrow line. Full-figure action images composed relevant to scene.

Lighting and background

Unless there is a need for a location-specific background for editorial purposes, all professional headshots/portraits should be taken in front of ATSU’s gray background available on each campus. Subject lighting should be directional. Align light source in the path of the subject’s view so he/she will look directly into the light. The image should have minimal to no shadow, and use no filters or post-production effects. Ambient bounce and, if needed, fill light will ensure shadows are open.

Expression and body language

Subject should be posed appropriate for position: soft smile or casually engaged in a group conversation.

Result

An authentic, relaxed, and believable subject placed in a high-key, clean, and spacious environment. Head sizes are 40% larger. Minimal background accommodates interactive, video, and graphic design implementations.
Historical imagery

Use historical photography to put the present in the context of the past. Historically, photography works best when it subtly complements topical and cultural photography.

Copyright notice

No historical images may be copied, stored, printed, reproduced, or used in any way without express written consent of the Museum of Osteopathic Medicine and the International Center for Osteopathic History.

For access to historic ATSU images, please contact communications@atsu.edu.

Signature exterior photography

Campus architecture-approved hero photos

Publishers are to use the approved campus architecture images whenever possible. If these do not meet your needs, please contact C&M to help facilitate your specific needs.

Please visitatsu.photoshelter.comfor more options.

Historical photos

Architectural photo: MOSDOH

Signature exterior photography

Architectural photos: ASDOH

Architectural photo: ASHS

Architectural photo: KCOM

Architectural photo: SOMA

Architectural photo: SCOB

Architectural photo: BCMS
Protecting the patient or student

A person’s right of publicity is the right to protect his or her name, likeness, or identity from being commercially exploited without consent and, potentially, compensation. In one sense, the right is treated like a property right (the right to profit from the use of one’s name or image). In another sense, it’s treated like a privacy right (protection from unjustified intrusions and exploitation).

To avoid violating someone’s right of publicity, you must be careful about using their:

- Image (photos, videos, film)
- Likeness (drawings, paintings, prints, etc.)
- Name (this includes nicknames and former names)
- Signature

You may not:

- Use visual content other than as expressly provided by the license you purchased or written permission provided with respect to such visual content.
- Portray any person depicted in visual content in a way that a reasonable person would find offensive, including but not limited to, depicting a model.

Model release policies and consent

ATSU requires a signed model release form from any person whose name, likeness, voice, participation, comments, or appearance will be used by the University for print, virtual, or audio/visual marketing initiatives.

No photo, video, audio recording, or other multimedia project may be published, posted online, or shared publicly without the express written consent of all participants.

Subjects under 18 years old may not be photographed, videotaped, or audiotaped without the written consent of a parent or legal guardian.

ATSU Model Release forms are available for download or print at:
atsu.edu/release-forms

Please contact Communication & Marketing at 660.626.2272 or communications@atsu.edu for questions related to this topic.
Stationery systems, including business cards, letterhead, and labels, all communicate volumes about a brand. These items are often the first point of contact, helping to create the all-important first impression of our brand. With thoughtful design, dependably executed, they help make our brand approachable and respected.

Consistency in ATSU’s business communication materials helps strengthen this perception by presenting a unified message. Consistency also generates increased efficiency by making communication more easily recognized by employees, students, friends, and the media.

This section provides direction on how graphic consistency and communication is applied to letterhead, business cards, envelopes, labels, and fax cover sheets, as well as guidance on corporate presentations and public relations materials.

Any unauthorized reproduction of any of the ATSU design, photography, or wordmarks is strictly prohibited without express authorization from Communication & Marketing.
Stationary system

Institutional business cards

All official ATSU business cards must be obtained through C&M. It is imperative all ATSU stationary be consistent; therefore, it is not acceptable to alter business card designs.

All questions concerning business card content should be directed to C&M at communications@atsu.edu or 660.626.2272.

Information that MUST be included:

Name, degrees
Title (per Human Resources)
Address
Phone
ATSU email address
ATSU URL

Optional information that may be included:
Cell phone
Fax number
ATSU/URL, departmental segment

Information that may NOT be included:
Home phone number
Second email address
Personal information
Honorary degrees
Badges
Quotes

A minimum order of business cards is 100 quantity, 250 recommended maximum for most University clients.

Requests for different business card stock other than what is being provided is prohibited.

To order business cards, complete a Print Shop Pro work request via the ATSU portal: Departments/Communication & Marketing/Print Shop Pro

For questions related to Print Shop Pro orders, contact C&M at 660.626.2272.
Stationery system
Institutional letterhead and envelope
All official ATSU stationery must be printed through C&M. It is imperative all ATSU stationery be consistent; therefore, it is not acceptable to personalize stationery.
Individual letterhead is available for schools, colleges, departments, and ATSU-owned facilities upon request.
An electronic version of the letterhead file is available upon request through C&M.
Please email communications@atsu.edu to request any letterhead styles or files.

Name badges
Every university employee and student is required to have and wear an ATSU-branded photo ID name badge for identification on both campuses. All university employees and students should have a recent photo on file with the university.
Magnetic name badges are used by ATSU employees and students for formal, official campus events or off-campus events. Departments may place orders via Wist Office Products at 480.921.2900 or orders@wist.com. Magnetic badges are not considered the same as an official ATSU ID badge and should not be used as such.
Magnetic badges may only list your name, master's or doctoral degree(s), pertinent certifications, and department. All badge orders are subject to approval by C&M.
ITS creates, prints, and issues official photo ID badges that are color coded.
Required email signature content

- First and last name, degrees in descending order of importance
  - Do not list periods, do separate with commas (e.g., DO, PhD, MPH)
- Title and department
- Include ATSU’s logo (should be linked to atsu.edu)
- Include ATSU’s mission statement
- A.T. Still University or A.T. Still University-INSERT College/School name
- Preferred contact method (it is not necessary to include all the ways to get in touch with you, unless it is essential to your position)
- Use the font included in the C&M form
- Left align all text & elements
- In the signature settings area, there is a checkbox to move your signature above the quoted message. This helps move your contact information up if others are looking for it.
- “Insert signature before quoted text in replies and remove the “—” line that precedes it.”

Non-acceptable elements in email signatures

- No custom or multiple fonts. Please use the font included in the example provided.
- No custom or multiple colors other than the black and grey for information.
- No handwritten signatures. Using plain text reduces the opportunity for an email to get blocked or caught by spam filters, or for malicious use of your signature to occur. The exception to this is the President’s Office.
- No images for your complete signature and contact information. Many devices and email clients have default settings that block images, and email signatures in an image format will not be visible to all. Even if the recipient can see the image, they can’t copy and paste your details or click links.
- No motivational and inspirational quotations, sayings, or phrases.
- No non-work information such as your personal social media, websites, links, etc.
- No centered elements, left align only.
- No variance from social media icons provided.

Optional content

- Cell phone information.
- Privacy and/or HIPAA statement(s), only if essential to your position.
- An additional address line for another campus location, if essential to your position.
- Certain badges pertinent to your job may be allowed.
- Badges and/or award icons may be placed following the mission statement, i.e. HEED, Safe Zone, Atixa etc.
- Please contact communications@atsu.edu with the badges you would like to add for review.

Email pronouns

Gender identity is an internal, individual experience of gender. It is directly linked to a person’s sense of self and sense of being male, female, both, or neither. ATSU values and celebrates the differences that make each of who we are. Pronouns may be integrated within email signatures to identify how an individual wishes to be addressed within any given situation. Pronouns should be inserted on the line immediately following a person’s name and before their title.

Pronoun examples:
- he/him
- she/her
- they/them
- ze/zir/zirs
- she/they or he/they
- Just my name please!

Visit gaycenter.org/pronouns to learn more.
Business communication design guidelines

Email header system

Emails sent to internal listservs should include an email header. Most departments will use their branded logo as their email header. Dean’s offices, vice presidents, and the President’s Office are shown in prominent email headers, with examples shown to the right. Unless express written permission from C&M, no other custom email headers will be created.

Special headers will be made for:
- Office of the President
- Senior VP of Academic Affairs
- Senior VP of University Planning & Strategic Initiatives
- VP of Information Technology
- VP of Diversity & Inclusion
- VP of University Partnerships
- VP of Research & Sponsored Programs
- VP of Student Affairs
- VP of Enrollment Management
- VP of Student Affairs
- VP of Finance & Administration/SPD
- VP of Information Technology
- VP of Diversity & Inclusion
- VP of University Planning & Strategic Initiatives
- VP of University Partnerships
- VP of Research & Sponsored Programs
- President’s email header
- Vice President’s email header
- Dean’s email header
- Senior VP’s email header
- VP’s email header
- Dean’s email header
- Senior VP’s email header
- VP’s email header
- President’s email header
- Dean’s email header
- Senior VP’s email header
- VP’s email header
- President’s email header

Arizona School of Health Sciences
ATSU
Kirkville College of Osteopathic Medicine
Communications & Image
ATSU
Information Technology Services
ATSU
ATSU’s branded presentation templates are designed to provide brand consistency for ATSU faculty, staff, and students who speak or present on behalf of the University. Email communications@atsu.edu to request the presentation backgrounds.
Public Relations

ATSU Communication & Marketing (C&M) serves the entire university community for both internal and external communications. Public relations is a key component of the services provided to administration, faculty, staff, and students which strengthens awareness, coordinates events, collaborates with community partners, and promotes the brand of the University and its programs.

ATSU C&M staff are experts in crisis management, business communication design guidelines, and strategic media relations. C&M practices strongly encourage coordinated and consistent messages when engaging with ATSU’s various audiences and stakeholders. C&M staff share press releases, media advisories, and news releases with ATSU’s various audiences.

ATSU C&M staff are experienced in preparing University resources, including experts and sensitive situations and subject matter. C&M staff have access to current news distribution networks and sources, including media across the country and local or regional newspapers and radio stations. C&M staff have access to current news distribution networks and sources, including media across the country and local or regional newspapers.

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Event and exhibit design helps translate ATSU’s brand values into spatial environments, including our campuses, clinic partners, and trade shows. By mindfully applying brand standards to spatial and environmental design, you help enhance and shape a sense of place that aligns with ATSU’s brand promise.

Following, you will find guidelines for commencement ceremony staging, tradehow displays, and event systems, along with examples. Adhering to these standards helps enable ATSU to extend its brand into the spatial realm attractively and effectively.
ATSU commencements are the culmination of years of training and study. It is the farewell to an institution and hello to a new career path. It is also an event in which exceptional students receive special recognition for going far beyond the standards, investing so deeply in their passion to help others.

With such profound events it becomes equally important that the stage graphics communicate the overall brand image and the unique culture of each graduating school.

Message components:
- ATSU institutional wordmark
- Positioning statement
- School wordmark

Colors:
- ATSU brand standard blues and grays

Commencements items:
- Ceremonial parade flag
- Table skirts
- Podium banner
- Graduating class poster on easel
- The high horizontal banner
- The center stage screen
Interactive design guidelines

Institutional website
College/department sites
Degree pages
Framing dimensions
Main navigation
In-page navigation
Footer
Formatting
Graphic elements
Social media standards
SEO/SEM nomenclature
Email marketing
Banner advertisements

Interactive design guidelines
Communication & Marketing controls all interactive design, including but not limited to websites and advertisements. All third-party vendors must comply with guidelines that C&M sets forth.
Interactive design guidelines

Institutional website

ATSU's main home page is the environment visitors will first see when visiting ATSU. It acts as a vehicle for helping the visitor figure out what they are looking for, what they want to do, etc. It is also the jumping-off point for each of the individual school web pages.

Note: content on the following pages are subject to change as we are continually updating copy and images.

College/school websites

The college/school main page acts as a landing page that provides a well-defined, school-based environment for the visitor. The content introduces the school and its mission and offerings. Quick links shortcut to relative content further down the page. This empowers the visitor who already knows what they need in the flow they have come to expect in a usability design pattern.

Note: content on the following pages are subject to change as we are continually updating copy and images.
Degree pages

The degrees awarded to graduating students are the products of the University and schools. Detailed degree information is crucial to prospective ATSU students in their academic planning and career goals. Some of the key degree sections include video overviews, program accreditation and outcomes, career advancement, faculty profiles, admissions and tuition requirements, and defined curriculum overview. Another key feature of degree pages is the dynamic list of related programs, which provide a big-picture view of options to site visitors who are still in the consideration phase of their academic planning.

Note: content on the following pages are subject to change as we are continually updating copy and images.

Main navigation

The main navigation encompasses the semantic hierarchy of the ATSU online presence, in a way that groups user tasks with their associated paths and goals. Any new web pages or properties that are created should logically fit into the established hierarchy to maintain the integrity of the system. All navigation additions must be approved by C&M to ensure strategic hierarchy of upline and downline content.

ATSU Mission

The Mission statement is a critical component of the University’s identity and is critical to the perception of the University in the public eye. The Mission statement should be prominently displayed on the inside navigation, as well as on the home page and across all properties. It is also critical to ensure that the Mission statement is easily accessible to visitors who are considering the University for their academic needs.

Note: content on the following pages are subject to change as we are continually updating copy and images.
In-page navigation

Providing a vast semantic hierarchy, even within the scope of one subject, degree, or school is made more understandable and approachable for website visitors by zipping them into accordion widgets and labeling them based on category or user action.

The distinct background color of the open section helps confirm and guide the exploration of the contained links.

Sublinks are outlined within the hierarchy, as determined by the search intent strategy and the user’s goals.

Note: content on the following pages are subject to change as we are continually updating copy and images.

Footer

The visual foundation of the site includes top navigation hierarchy, as well as important campus and support information.

Anywhere the institutional website design is used, it must include this footer. This will ensure a consistent foundation across all pages.

Note: content on the following pages are subject to change as we are continually updating copy and images.
Interactive design guidelines

Formatting
The body text typeface used on the website is Roboto, with a general sans-serif declaration as a fallback.

The set font size is 16 pixels, with a line height of 20 pixels.

Section titles' size is 16 pixels, with consistent white space above and below the headline.

All links in body copy should be in blue #00538a.

Graphic elements
Small icons and graphics help contextualize and organize the information presented on our website.

These graphic elements should always be used in a way that fits into and supports the layout, color, style, and size.

Where appropriate, social media icons should be more concerned with ATSU’s color scheme than that of the media platform.
Social media standards

ATSU’s social media presences utilizes various online platforms to further the University’s mission and message.

All visual assets that represent ATSU’s brand must follow the established brand guidelines. This will ensure brand consistency, recognition, and quality.
Social media branding

Profile and cover images on official University social media accounts will feature a consistent appearance. Profile image colors will be determined by the page type (college, department/program, etc.). Cover images will follow a standard design.

Interactive design guidelines

- MOSDOH
- CGHS
- KCOM
- ITS
- C&M
- STILL OPTI
- NCAIHP

University profile image

School profile image

Department/affiliate profile image

Student organization profile image

Example Facebook page

Example cover image
ATSU’s social media graphics are meant to be flexible in their design, sometimes adopting colors outside of the official ATSU color palette when appropriate for specific events or initiatives (e.g. using red for National Wear Red Day).

These images represent a general visual guideline for the graphics; different fonts can be used and different type treatments are allowed, although all variations are at the discretion of C&M.
Interactive design guidelines

On-page SEO practices

There are numerous best-practice tactics for where to place keywords and how to perform on-page optimization. But as search engines have evolved and as other sources of traffic—social networks, referring links, email, blogs, etc.—have become more important and interconnected, the very nature of what’s optimal is discovered through implementing best practices themselves. The following interactive-level, on-page SEO practices provided herein are to ensure ATSU’s on-brand theme, digital equity, and preeminence within the online healthcare education conversation that is most relevant to our key stakeholders and target audiences. Implementing these guidelines generates a greater opportunity for success while also meeting the following critical objectives:

• Creating the best opportunity to rank highly on Google and Bing.
• Earning traffic from social networks like Twitter, Facebook, LinkedIn, Pinterest, Instagram, etc.
• Being worthy of links and shares from across the web.
• Building our brand’s perception, trust, and potential to convert visitors.

Uniquely valuable content

An optimized page doesn’t just provide unique content, but unique value supported by high-ranking factors. Unique content simply means those words, in that order, don’t appear anywhere else on the web. Unique value refers to the usefulness and takeaways derived by visitors to the page. Many pages can be valuable, but few provide a truly unique kind of value—one that can’t be discovered on other pages targeting that keyword phrase.

Keywords, headlines and anchor texts

• Create a page that is uniquely valuable to your targeted searchers.
• If at all possible, make the page likely to earn links and shares naturally (without needing to build links or prod people).
• Balance keyword targeting with usability and user experience, but never ignore the critical elements like page titles, headlines, and anchor text when creating external links between theme silos within your site.
• Manage the equity distribution of page rank by defining the corresponding match between your users’ intent and the relevance of your keyword phrase to your web asset or landing page. Meter your keywords within headlines, anchor texts, and related link topics throughout all your pages.

On-page SEO optimization

Keyword research forms your basis. Even though individual keywords themselves are no longer enough to form the foundation of your content, everything begins with good keyword research. You want to know what terms you are targeting, the relative competition around those keywords, and the popularity of those terms. Ultimately, your goal is to connect your content with the very keywords people type and speak into the search box.

Research around topics and themes.

Avoid researching single keywords, and instead move toward exploring your keyword themes. Examine the secondary keywords related to each keyword. When people talk about your topic, what words do they use to describe it? What are the properties of your subject? Use these supporting keyword phrases as cast members to build content around your central theme.

When crafting your content, answer as many questions as you can. Good content answers questions, and semantically relevant content reflects this. A top ranking for any search query means the search engine believes your content answers the question best. As you structure your content around topics and themes, make sure you deserve the top ranking by answering the questions and offering a user experience better than the competition.

Use natural language and variations.

During your keyword research process, it’s helpful to identify other common ways searchers refer to your topic, and include these in your content when appropriate. Semantic keyword research is often invaluable to this process.

Place your important context in the most important sections.

Avoid factors and standards for important content. Don’t try to fool search engines with fancy CSS or JavaScript tricks. Your most important content should go in the places where it is most visible and accessible.

Structure your content appropriately.

Headings, paragraphs, lists, and tables all provide structure to your content so that search engines understand your topic targeting. A clear web page contains structure similar to a good university paper: A top-ranking thesis, supporting arguments, topic headings, and subheadings. Each of these elements makes your content appear more valuable and relevant.
Email marketing

As a component of the integrated lead generation form, the rich media email (HTML email) is a personalized communication that presents the benefits and outcomes of an ATSU degree for aspiring and working healthcare professionals.

The personas, voice, and layout are designed to integrate with the personalized direct mail and landing page.

See personalized direct mail in the print design guidelines section.

Banner advertisements

Banner display ads follow the industry standards maintained by the Interactive Advertising Bureau (IAB).

Three examples included for reference are the leaderboard, skyscraper, and medium rectangle.

Each ad should consist of proper branding, clear messaging, and a call to action.
Print design guidelines

Print remains an important component of ATSU’s overall brand communication. So it’s essential to execute printed pieces developed for maximum effectiveness.

These print design guides address ATSU’s visual brand across a variety of print formats. These standards have been developed to ensure your print communications meet ATSU’s graphic standards. You will find preapproved design frameworks for collateral, promotion, advertising, and publications.
Admissions package

ATSU’s Admissions package contains collateral representing schools, colleges, programs, and opportunities that correlate with each prospective student’s areas of interest.

Institutional brochure

ATSU’s institutional brochure is designed to provide all of our various audiences a generous understanding of what makes our university unique. Overviews covering all of our schools and colleges and the programs offered by each deliver readers the fundamental information they were looking for, giving them a deeper sense of what makes ATSU students so passionate.

The design sets the tone and pace for the viewer with its use of evocative imagery and ample white space. Not only will it boost readers’ interest in ATSU at the institutional level, but it increases the likelihood that the viewer progresses to a deeper, more specific inquiry.

If you need a resource like this, please contact communications@atsu.edu.

Institutional brochure
Program brochure template

Each program-specific brochure has been designed to establish an emotional connection with the reader. Information is organized in a logical flow to deliver an overall understanding of the program, followed by more specific information about curriculum, requirement, and next steps for further action.

This figure calls out the main features of all program-specific brochures.
Diversity & Inclusion collateral

ATSU’s Diversity & Inclusion collateral is designed to provide a comprehensive suite of communications for ATSU’s Diversity & Inclusion department. The pieces cover information including department initiatives, scholarship opportunities, and snapshots of student experiences. The design is minimal, visually striking, and easy to navigate to effectively deliver the intended concepts presented within each individual piece.

Folder design

All of the diversity pieces are designed to be effective as standalone pieces or in different combinations contained within a 9” x 9” folder. The folder is designed primarily to command attention, drawing in the viewer and piquing their curiosity.

Connect with us

- Connect online
- Connect on campus
- Connect with scholarship opportunities
- Connect with diversity initiatives
- Connect with student experiences

Diversity & Inclusion Overview

- Graduate Nursing
- Graduate Psychology
- College of Osteopathic Medicine
- College of Pharmacy
- College of Health Sciences
Spotlight on “Getting There”

“Getting There” is part of the Diversity & Inclusion collateral suite that focuses on specific GPS scholars’ stories. This piece demonstrates the University’s drive to humanize ATSU programs and initiatives. By focusing on student stories, the subject matter is relatable and warm.
Communication & Marketing (C&M) team members look forward to working with all faculty, staff, and students to help develop and complete communication requests compliant with ATSU brand standards and style guide.

University stakeholders are encouraged to contact C&M to discuss University-related communication projects as soon as a need is identified. Beginning with the end in mind, C&M will work collaboratively with each stakeholder to discuss project goals, required elements and details, and to establish a realistic production timeline for completion.

C&M staff are located on both the Missouri and Arizona campuses. The Missouri team is located off campus at ATSU’s Annex Building, 1123 N. Osteopathy, Kirksville, Missouri, and the Arizona team is located on campus at 5845 E. Still Circle, Suite 216, Mesa, Arizona.

For additional information or to meet with a team member, contact C&M at 660.626.2272 or communications@atsu.edu.
C&M project requests & production

CM production overview

Please refer to the following information on C&M project planning guidelines and process for assistance with your communication needs. C&M encourages ATSU Faculty, Staff, and students to review and consider the following steps when submitting a C&M work request. C&M encourages ATSU Faculty, Staff, and students to review and consider the following steps when submitting a C&M work request. C&M encourages ATSU Faculty, Staff, and students to review and consider the following steps when submitting a C&M work request. C&M encourages ATSU Faculty, Staff, and students to review and consider the following steps when submitting a C&M work request. C&M encourages ATSU Faculty, Staff, and students to review and consider the following steps when submitting a C&M work request.

University stakeholders must submit communication work requests (C&M Project Request) form to better serve the needs of the campus community. Submit each project request only once. A detailed, one-time work request form is used to determine a realistic timeline and budget. C&M requires that additional or new materials are received from outside of our department to complete the project (e.g., imagery, statistics). Be sure to consider that these materials will delay the project.

Departmental approval, if due, is required prior to completing the request. All work is approved by C&M in their production facility. Requests for advanced approval by C&M are required of new users. Once approved and activated by C&M, Pro is located on ATSU’s Portal.

Requests via C&M’s Project Request (formerly Print Shop requests)

Projects requests via C&M’s Project Request icon (formerly Print Shop requests).

CM&M production overview

CM&M project requests & production

CM&M project planning guide

C&M encourages all ATSU Faculty, staff, and students to review and consider the following steps when submitting a C&M work request.

Step 1: ATSU client identifies project and details

Step 2: Client contacts C&M to discuss project plan

Step 3: C&M project planning guide

Step 4: C&M project Request form and includes required project attachments (e.g., content, examples, product specs, images, details, etc.).

Step 5: C&M completes required drafts and/or review meeting.

Step 6: C&M begins design

Step 7: Client reviews and approves first proof

Step 8: Client submits C&M Project Request ticket and includes required project attachments (e.g., content, examples, product specs, images, details, etc.).

Step 9: C&M completes required drafts and/or review meeting.

Step 10: C&M begins design

Step 11: Client reviews and approves second proof

Step 12: C&M completes final proofing processes.

Step 13: Client receives final proof

Step 14: Client completes and submits a C&M Project Request.

Step 15: Upon receipt of the client-submitted C&M Project Request form, unformatted (e.g., single column format, plain text, no tabs, no bold fonts, no italics, etc.).

Step 16: C&M project planning guide

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C&M production elements

CM&M Project Requests

Available at ATSU’s portal, C&M Project Request software is simple and friendly and allows users the ability to track work requests and cut reports detailing requests and expenses. The software is also hosted on an on-line server where campus users may purchase ATSU-branded apparel & promotional items in stock.

Writing/editing

When submitting requests, writing and editing assistance is added to complete and submit a C&M Project Request. Upon request, a copywriter and/or married C&M’s Project Request form, unformatted (e.g., single column format, plain text, no tabs, no bold fonts, no italics, etc.).

Design

Two to three weeks is the standard time on an average piece; however, if the job is more complex and less if the project is a repeat. C&M encourages ATSU's writing staff to consider their time and build it into the project timeline.

Proofing

Samples of approved, ATSU-branded stationery items are available for review and to assist clients in placing departmental orders. C&M encourages ATSU Faculty, Staff, and students to review and consider the following steps when submitting a C&M work request. C&M encourages ATSU Faculty, Staff, and students to review and consider the following steps when submitting a C&M work request. C&M encourages ATSU Faculty, Staff, and students to review and consider the following steps when submitting a C&M work request. C&M encourages ATSU Faculty, Staff, and students to review and consider the following steps when submitting a C&M work request. C&M encourages ATSU Faculty, Staff, and students to review and consider the following steps when submitting a C&M work request. C&M encourages ATSU Faculty, Staff, and students to review and consider the following steps when submitting a C&M work request.

Photographs

CM&M project requests & production

CM&M project planning guide

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C&M project request ticket process

Communication & Marketing’s (C&M) Project Request icon, located on ATSU’s portal, allows faculty, staff, and students to submit a project request directly to C&M’s online ticketing website.

1. Plan your project:
   • Writing
   • Photography
   • Design
   • Audience
   • Objective
   • Budget

2. Place your order. Visit C&M’s online ticketing website on ATSU’s portal by selecting C&M’s Project Request icon.

3. Complete your order by selecting the appropriate icon on C&M’s ticketing homepage.

4. For additional information or assistance, contact C&M at 660.626.2272 or communications@atsu.edu.

C&M services offered

Creative services:
• Collateral development (brochures, flyers, etc.)
• Digital & print design
• Editorial and style review
• Photography (event coverage, headshots)
• Printing and production

Marketing services:
• Branding, university style, and promotional items
• Marketing campaigns and advertising

Public relations & social media
• Media relations and press releases
• News and information distribution
• Social media official pages, content, and community management

Publications
• Annual Report
• University newsletter
• University magazine
• Student magazine
• Still Magazine

Website
• Content management and updates
• Design and development
• Search optimization
• Standards, compliance, and accessibility

Submit creative services requests via Print Shop Pro in the ATSU portal: print.atsu.edu

For a web content update:
Submit via the service desk: service.atsu.edu

Submit via the service desk: service.atsu.edu
For all questions relating to the Brand Identity Standards, contact ATSU Communication & Marketing (C&M)
660.626.2272
communications@atsu.edu
atsu.edu/communications