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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 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 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.
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 innovative.

- Art direction
- Integrity
- Intellectual
- Selflessness

Subject matter:
- Meritorious or original content or functional
- Representation diversity
- Optimistic and warm (or neutral)
- Singular concept/subject per image
- Advancing progress/positive change
- Communicate the impact of diversity and inclusion and a world-class, dynamic lifestyle photography which is authentic, meaningful, and innovative.

Preferred photography
People focused
Individual photographs are essential in creating the connection; images should communicate the impact of diversity and inclusion and a world-class learning experience.

Characteristics
Images convey the following characteristics: lively, friendly, active, emotive, authentic, or significant.

Image style
Inherent, dynamic, natural, blends, focused, and purposeful.

Photography do's
- Avoid overusing a shot; the overall scene needs to be authentic and natural.
- Don't use filters or post-production effects of any kind.
- No selfies
- No filters or overly edited photos
- Do stretch images when placing for printed or online use.
- Avoid overstyling a shot; the overall sense needs to be spontaneous, natural and purposeful.

Photography don'ts
- Avoid overusing a shot; the overall scene needs to be authentic and natural.
- Don’t go for a formal approach; instead, try to capture spontaneous moments and the campus as it happens.
- No filters or overly edited photos
- No selfies
- Do stretch images when placing for printed or online use.
- No filters or post-production effects of any kind.

ATSU images should evoke emotions, show activity without being contrived, and/or experiential. A few are examples of photography available in ATSU’s image gallery, atsu.photoshelter.com.

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

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 staff. The images document the instructor or student experiences in our programs, faculty and staff activities, accomplishments, and special events.

When using more than one photo on the same page, an authentic way that allows the user to identify with the subject needs to be an authentic and natural capture of a point in time.

General internal use images are available to approved University users for use in non-commercial communication purposes relating to the University, official University communications and publications, as well as for distribution to approved external entities (e.g., vendors, collaborative partners, etc.). Images are NOT available for generic use unrelated to ATSU.

ATSU images should evoke emotion, show activity without being contrived, and be experiential. Shown are a few examples of ATSU images should evoke emotion, show activity without being contrived, and be experiential. Shown are a few examples of ATSU imagery/footage, programs and/or stakeholders may haveproprietary rights or other restrictions which may prevent their use. The impact is especially important for recruitment of students, faculty, and staff. The images document the instructor or student experiences in our programs, faculty and staff activities, accomplishments, and special events.

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Portraits

Executive and staff portraits personify authority, exuding an emotionally appropriate expression. Their gaze or conversation is very slightly pointed off camera—engaging eye contact.

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 with 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.

Photography and imagery

Recommended headshot style

Video testimonials

Portrait style and format, female and male examples.
Backgrounds should be all white unless Sr. Director of Marketing indicates otherwise.
Historical imagery

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

Copyright notice

No historical images may be copied, stored, printed, reproduced, or linked 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.
Photography and imagery

Protecting the patient or student

A person’s right of publicity is the right to protect his or her name and likeness 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 image or identity). In another sense, it’s treated like a privacy right (protection from unjustified intrusion 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.
Business communication design guidelines

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 name badges are not considered the same as an official ATSU ID badge and should not be used as such.

Name badges should 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 context

- First and last name, degrees in descending order of importance
- The 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
- 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 text. 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 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.
- Pronouns may be inserted to help individuals share their preferred gender identity.
- Certain badges pertinent to your job may be allowed.
- Badge 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 an individual’s preferred address terms.

Pronouns are considered to be personal and should not be shared with others unless immediately following a person's name and before their title.

Pronoun examples:
- he/him
- she/her
- they/them
- they/them
- they/she
- he/she
- just my name please!

Visit gaycenter.org/pronouns to learn more.
Email header system

Email 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 allowed cream 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 Student Success
- VP of Finance & Administrative Services
- VP of Administration
- ASHS Dean
- CGHS Dean
- KCOM Dean
- MOSDOH Dean
- SOMA Dean
- Montgomery College of Health Studies
- School of Osteopathic Medicine
- School of Pharmacy & Technology Services
- School of Osteopathic Medicine
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- School of Osteopathic Medicine
- School of Pharmacy & Technology Services

Custom email headers (for deans, vice presidents, and the president):
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.
Business communication design guidelines

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 news provided to administration, faculty, staff, and students which facilitates awareness, coordinated events, collaborates with community partners, and supports the brand of the University, its programs, and projects.

ATSU C&M’s oversight of public relations policies and procedures, coordination of all University media inquiries and requests, assists with special events, collaborates with University stakeholders and keeps them updated about the University’s mission and activities. They ensure that all news being communicated on campus is factually correct, on-brand, and also consistent with ATSU’s mission, values, and strategic priorities.

ATSU C&M knows the news is time sensitive. Be sure to contact C&M promptly to ensure that ATSU’s pulse is accurately communicated. Use the media distribution chain to ensure media inquiries are promptly addressed. C&M will prioritize and respond appropriately.

ATSU C&M public relations staff are responsible for responding to all media-related inquiries. All inquiries of a public relations nature should be addressed through C&M in that public relations staff may respond to reporters’ needs in a timely fashion, oversee all University guidelines and protocols.

- **Media Training**:
  - Faculty, staff, and students are encouraged to learn media sources, including media and public relations representatives. The primary role is to promote the University’s mission, values, and strategic priorities.

- **Public Media**:
  - ATSU C&M’s public relations staff manage the University’s public relations and social media activities. They ensure that the news is time sensitive and accurately communicated.

- **Public Relations Guidelines**:
  - Media inquiries should be addressed through C&M in that public relations staff may respond to reporters’ needs in a timely fashion, oversee all University guidelines and protocols.

- **Business Communication Design Guidelines**:
  - To ensure that ATSU’s public relations and social media activities are promoted, C&M develops and implements business communication design guidelines.

- **Promoting your work with media or the public**:
  - Faculty, staff, and students are encouraged to learn media sources, including media and public relations representatives. The primary role is to promote the University’s mission, values, and strategic priorities.

- **Responding to media inquiries**:
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Event & exhibit design guidelines

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, tradeshow 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 branded standard blues and grays

Decorations include:
• Ceremonial parade flag
• Table skirts
• Podium banner
• Standout class poster on easel
• The high horizontal banner
• The center stage screen
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.
Institutional website

ATSU’s main home page is the environment visitors will first see when visiting ATSU.edu. 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.
Interactive design guidelines

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 detailed curriculum overviews.

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.

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

Presenting 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 users’ 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.

About ATSU

A.T. Still University (ATSU) is the founding institution of osteopathic healthcare, established in 1892 by Andrew Taylor Still. As a leading health sciences university, ATSU is comprised of two campuses (Kirksville, Mo., and Mesa, Ariz.) or more than 320 acres with on-premises schools. Learning environments include residential and online healthcare-related graduate degrees as well as community-based partnerships worldwide. ATSU has more than 800 employees dedicated to its mission for quality service and an average annual enrollment of over 3,100 students from 60 countries.

ATSU is renowned for its presence as a multi-disciplinary healthcare educator. The University is focused on integrating the broad range of osteopathic medicine and its advancing knowledge of today’s sciences. ATSU continues its legacy durations as the graduate healthcare sciences university with broad-based curriculum and a community outreach mission to serve the underserved. The University has a rich history of leadership in both healthcare education and continued research.

ATSU media online students the comprehension, expertise, and knowledge required to address the whole person and whole healthcare in context where needs are greatest, trained to influence whole person healthcare. ATSU graduates contribute to the future of integrated care while also being with a selfless passion in the communities they serve.

Graphic elements

Small icons and graphics help contextualize and organize the information presented to our website visitors. These graphic elements should always be used in a way that fits into and supports the overall color, style, and size. Where appropriate, social media icons should be more concerned with ATSU’s color scheme than that of the media platform.

Online Administrations

Admissions and Academic Calendar

Career Development

Clinical Services

College of Osteopathic Medicine

Online Education

Online Degrees

Online Partnership Programs

Late application deadline for most degree programs is May 1 for Fall 2023. Please see the ATSU website for current deadlines.
Social media standards

ATSU’s social media presences utilize 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.
Social media graphics

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

Interactive design guidelines

On-page SEO practices

These are some of the 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, mail, blogs, etc.—have become more important and interconnected, the very nature of what’s optimal is discovered through implementing best practices themselves. The following enterprise-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 searches.
- 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 and balance of page rank by defining the corresponding match between your users’ intent and the relevant search phrase that best correlates with the theme of your web asset or landing page. Mirror your keywords within headlines, anchor texts, and related link topics throughout all your pages.

On-page SEO optimization

Keyword research forms your base.
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 keywords refer to your topic, and include these in your content when appropriate. Semantic keyword research is often invaluable to this process.

Place your important content 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 to readers.

Structure your content appropriately.
Headers, 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: proper introductions, conclusions, topics organized into paragraphs, spelling and grammar, and cited sources properly.
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 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.

Print design guidelines

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 will progress to a deeper, more specific inquiry.

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

ATSU offers informative brochures highlighting our programs offered. Brochures for all programs are available and distributed at college fairs and given to prospective students who visit our campus by University representatives.

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, requirements, and next steps for further actions. This figure calls out the main features of all program-specific brochures.

Program specific image

Program overview

About the program

University logo

with social media icons

DMSc brochure

Student image

Call to action

Contact information

Basic information

Program brochure template

ATSU School of Osteopathic Medicine (OSOM)

DMSc brochure

Program brochure template

DMSc brochure

Program brochure template

DMSc brochure

Program brochure template

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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.
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.

Print design guidelines

Print cover design

Getting there

My journey

My journey

My journey

My journey

Spotlight in contexts

My journey

My journey

My journey

My journey

My journey

My journey

My journey

My journey
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

C&M project planning guide

Please refer to the following information and C&M project planning guide to assist you as you submit your project.

University stakeholders must submit communication work requests via C&M Project Request System (formerly First Stop / ATSU's Print Portal).

Search for and select the C&M Project Request form to complete the project request form. After submission, a request notification will be sent to the stakeholder contact email address associated with the project request form.

Questions related to registration or work requests should be directed to communications@atsu.edu. At least 48 weeks are required of new users. Once approved and activated by C&M, University stakeholders must submit communication work requests. The first two proofs are provided free of charge. Three or more proofs are charged $25 per proof. Charges are applied after the second proof. As soon as a communication need is identified to begin planning, faculty, staff, and students are encouraged to contact C&M to establish an agreed upon production timeline/delivery date.

Communication Basics

Defers to your organization’s plan. The plan is vital for the timely, accurate production of all University communication projects.

Faculty, staff, and students are encouraged to contact C&M as soon as a communication need is identified to begin planning.

Design project and develop copy. The design project and develop copy are separate, but related tasks. Treat copy and layout as separate, but related tasks. Get to know your audience. Determine who your target audience is.

Initial planning phase. Is your project larger in scale or will it be complete over a period of time? This is a good time to begin planning for the project.

Communication project requests & production

C&M Project Requests

Available at ATSU’s portal. C&M Project Request software is user-friendly and allows users the ability to track work requests, and route details requesting and expenses. The software is also able to be on-air when there may be purchase after C&M- produced apparel & promotional items in store.

Plan in advance.

Remove all tasks and project updates to the project detail in the project planning timeline.

Step 7: Client reviews and approves final proof.

Step 6: C&M completes required brand/style/writing review.

Step 5: Client submits C&M Project Request ticket and includes required project attachments (e.g., content, graphics, examples, product specs, images, details, etc.).

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

Step 3: Beginning with the initial and final role of the C&M project manager, C&M will be asked to schedule an appointment with a C&M staff member.

Step 2: Client identifies project and details.

Step 1: Client submits C&M Project Request ticket and includes required project attachments (e.g., content, graphics, examples, product specs, images, details, etc.).

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In any event, please review the client and their deadlines prior to production of all print and virtual communications. Two to three weeks is standard for an average project, depending on the size and complexity of the project and specifications.

Photographs

This edited proof becomes Version 1.0.

Please note:

- If the document is intended for online application, it will be reviewed with C&M prior to contacting or contracting with an external printing source. All external printing is managed by C&M to ensure adherence of brand and styleguide parameters; therefore, an external print vendor will be a more efficient or financially responsible solution. All external printing is managed by C&M to ensure adherence of brand and styleguide parameters; therefore, an external print vendor will be a more efficient or financially responsible solution. All external printing is managed by C&M to ensure adherence of brand and styleguide parameters; therefore, an external print vendor will be a more efficient or financially responsible solution.

- Copies of the document will not be accepted for projects.

- Please note:

- All rights reserved.

- Style Guide

- C&M project requests & production

- University Annex building at 1123 N. Osteopathy, and it is able to accommodate a variety of client project needs, such as the printing of (paper, ink, and bindery items). Costs typically are one of the cost out of printing services.

- C&M works directly with clients to determine printing needs, and specifically, whether to use the house print center or an outside vendor.

- C&M completes the project completely with our own internal print management operations. C&M will review outside files and work with both the client and vendor to ensure a project's successful, timely completion.

Photography

If all University print jobs should be reviewed with C&M prior to contacting or contracting with an external printing source. All external printing is managed by C&M to ensure adherence of brand and styleguide parameters; therefore, an external print vendor will be a more efficient or financially responsible solution.

Proofing

- Creative, accurate proofreading by the client and their supervisor is essential prior to production of all print and virtual communications. Two to three weeks is standard for an average project, depending on the size and complexity of the project and specifications.

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C&M project requests & production

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

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
- Mosquito (strategy) scheduling
- Media services and press releases
- News and information distribution
- Social media official pages, content, and community management

Publications
- Annual Report
- Clarendon
- Sport 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: my.atsu.edu

Need a web content update?
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.eduatsu.edu/communications