

A.T. Still University
Style Guide

rev. 10/17/23

ATSU

A.T. Still University

Style Guide

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

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rev. 10/17/23

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ATSU

Photography and imagery

Photography and imagery

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Photography and imagery

- Two-tier imagery system
- Preferred photography
- Portraiture
- Historical imagery
- Architectural photography
- Protecting the patient or student
- Model release policies

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.



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.

Photos should document the instructor or student experiences in an authentic way that allows the user to identify with the subject matter. 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.” Additionally, images may not be modified, altered, or used to misrepresent the photograph’s content or context.

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 ATSU photos and videos

All photography and videography produced, administered, and commissioned by C&M are reserved for ATSU Communication & Marketing purposes only and will not be made available to any internal or outside entity. These photos and videos are intended for the sole use of C&M-approved publishing for A.T. Still University marketing, public relations, online, broadcast, website, promotions, and commercial purposes. While C&M reserves the right to publish any and all ATSU imagery/footage, programs and/or stakeholders may have the opportunity to review and approve said imagery prior to publishing or distribution, at the discretion of C&M leadership.

General internal and event 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 generic use unrelated to ATSU.

University images are now located within 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 at 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 in creating the connection. Images should communicate the impact of diversity and inclusion and a world-class learning experience.

Characteristics

Ensure photos convey the following characteristics: lively, friendly, active, emotive, authentic, or significant.

Image style

Informal, dynamic, natural, vibrant, focused, and purposeful.

Photography don’ts

- Avoid overstyling a shot; the overall sense needs to be an authentic and natural capture of a point in time.
- Don’t go for a formal approach; instead try to capture spontaneous moments and life as it happens.
- No filters or overly edited photos
- No selfies
- Don’t stretch images when placing for printed or online use.
- No filters or post-production effects of any kind.



Portraiture

Executive and staff portraits personify authenticity denoting an emotionally appropriate expression. His/her 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 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.

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.



Historical photos

Signature exterior photography

Campus architecture-approved hero photos
Publishers are to use the approved campus architectural hero photos (shown) whenever possible. If these do not meet your needs, please contact C&M to help facilitate your specific needs.

Please visit atsu.photoshelter.com for more options.



Architectural photo: ASDOH



Architectural photo: ASHS



Architectural photo: KCOM



Architectural photo: MOSDOH



Architectural photo: SOMA

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 own 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.

ATSU

Business communication

Business communication design guidelines

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Business communication design guidelines

- Stationery system
- Email signature
- Email headers
- Name badges
- Internal communication
- University presentations
- Public relations

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.

Stationery system
Institutional business cards

All official ATSU business cards must be printed through C&M. It is imperative all ATSU stationery 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:

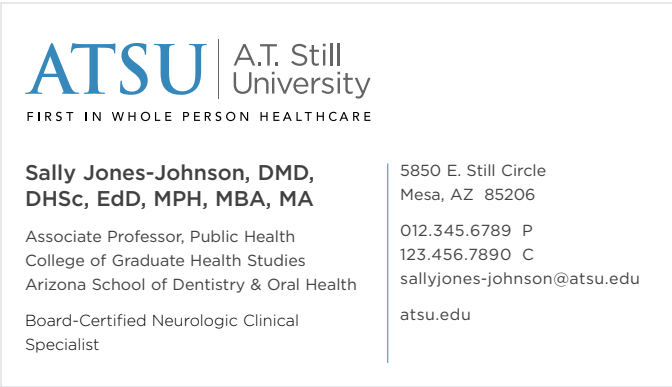
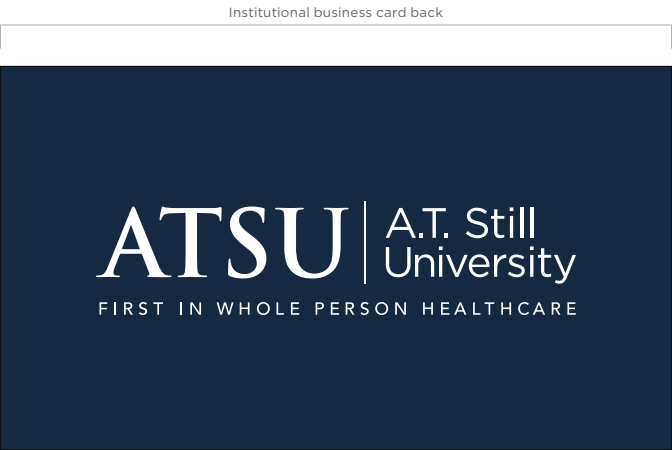
- Home phone number
- Second email address
- Personal information
- Honorary degrees
- Badges
- Quotes

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.



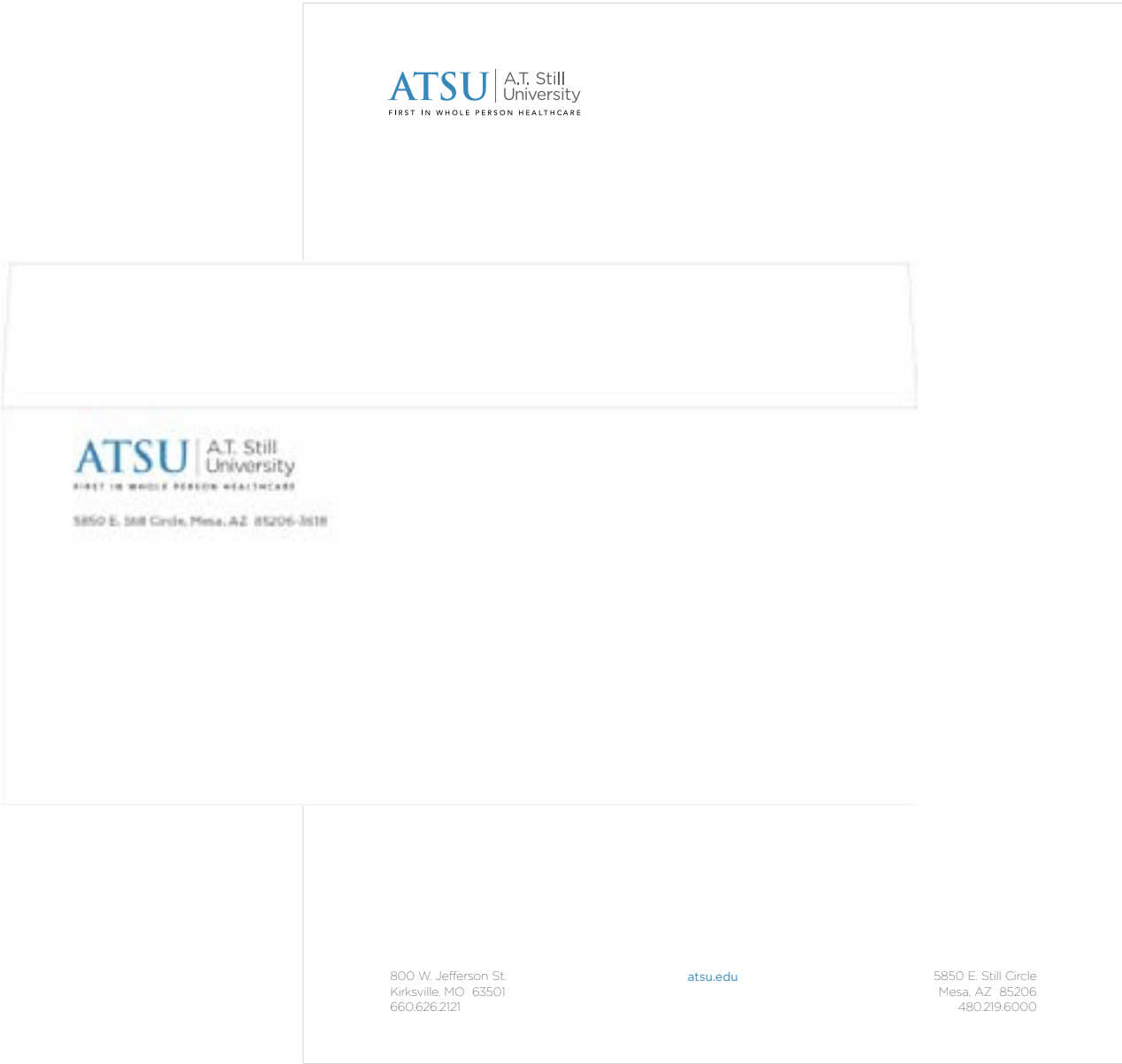
Stationery system
Institutional letterhead and envelope

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

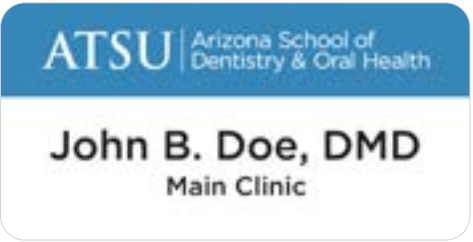
Every University employee and student is required to have and wear an ATSU-branded photo ID name badge for identification on both campuses. All University employees and students should have a recent photo on file with the University.

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 to WIST contact info.

Magnetic name 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.



University metal name badge template



University employee/student name badge template

Email signature


“Email signature” refers to the information and content listed after your name. Consistency within University email signatures is important to maintain ATSU’s brand recognition among internal and external constituents. Emails sent from an ATSU email account are a representation of ATSU. ATSU employees and students must follow University standards for email signatures to ensure ATSU is referred to correctly and consistently within University email communications.

ATSU faculty, staff and students are considered stewards of the ATSU brand, and must follow University standards to ensure ATSU is referred to correctly and consistently within University email communications.






Optional badge area

ATSU-standard email signature

Fname Lname, DO, MPH
Title
Department/School/College
A.T. Still University or A.T. Still University-INSERT College/School name
5850 E. Still Circle | Mesa, AZ 85206 or 800 W. Jefferson St. | Kirksville, MO 63501
P: xxx.xxx.xxx
C: xxx.xxx.xxx
F: xxx.xxx.xxx







FIRST IN WHOLE PERSON HEALTHCARE



The ATSU Mission
A.T. Still University of Health Sciences serves as a learning-centered university dedicated to preparing highly competent professionals through innovative academic programs with a commitment to continue its osteopathic heritage and focus on whole person healthcare, scholarship, community health, interprofessional education, diversity, and underserved populations.

Proud recipient of INSIGHT Into Diversity's 2017-20 Higher Education Excellence in Diversity Awards.



Required email signature content

- First and last name, degrees in descending order of importance
 - Do not use 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.
- 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 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/his
 - she/her/hers
 - they/them/theirs
 - ze/zir/zirs
 - she/they or he/they
 - Just my name please!

Visit [gaycenter.org/pronouns](https://www.gaycenter.org/pronouns) to learn more.

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 allowed more 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 & General Counsel
- VP of Finance & Administration/CFO
- VP of University Advancement
- ASDOH Dean
- ASHS Dean
- CGHS Dean
- KCOM Dean
- MOSDOH Dean
- SOMA Dean

President's email header



Senior VP email headers



VP email headers



Dean email headers



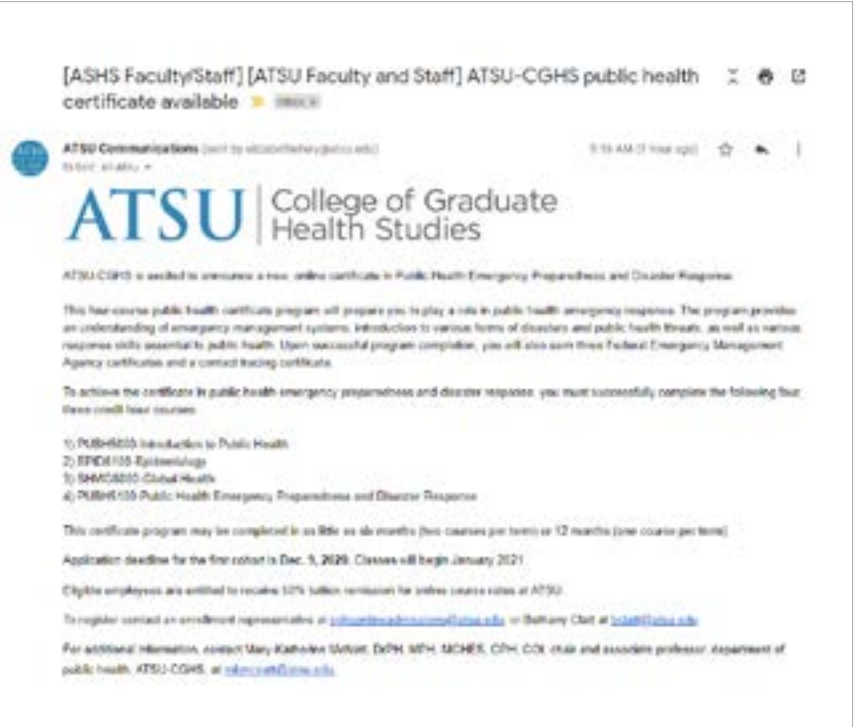
School email headers (just logos)



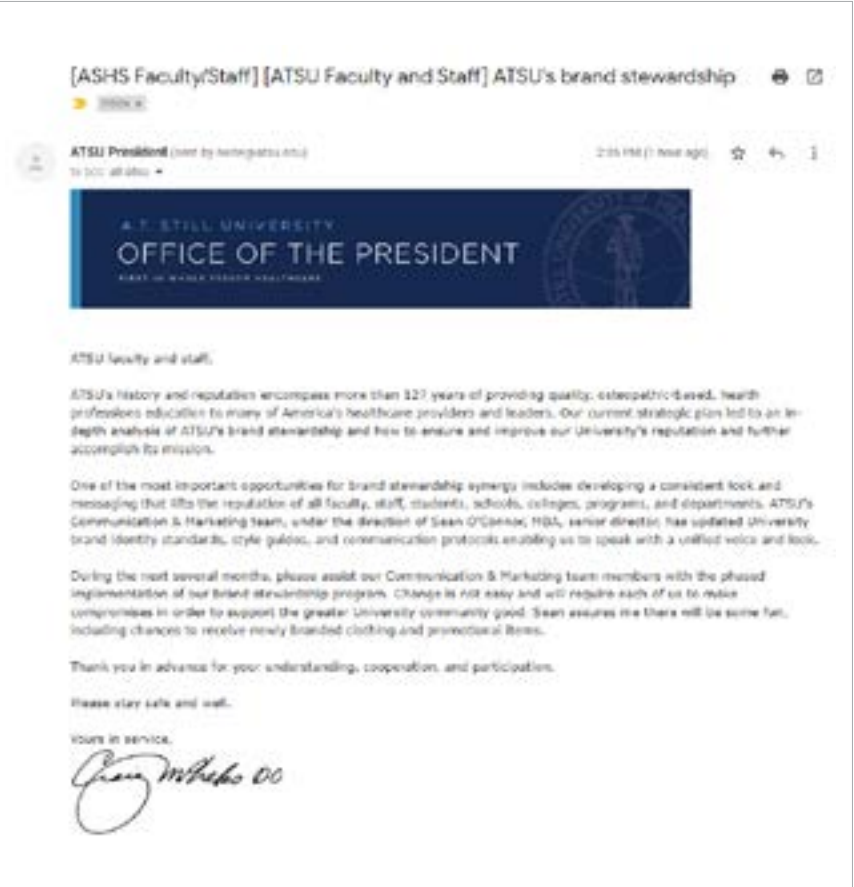
Department email headers (just logos)



Logo as email header (for schools and departments)



Custom email headers (for deans, vice presidents, and the president)



University presentations

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.



Title template



Text template



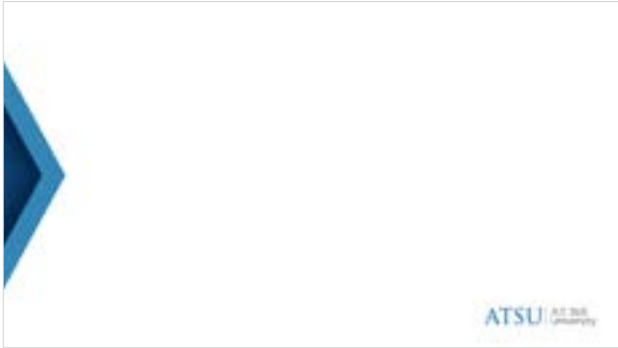
Title template



Text template



Title template



Text template



Title template



Text template



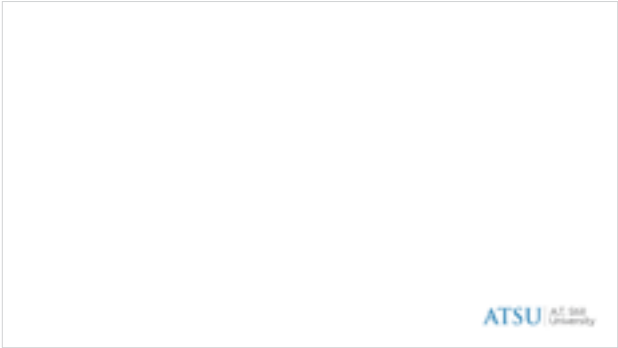
Title template



Text template



Title template



Text template

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 heightens awareness, coordinates events, collaborates with community partners, and propels the brand of the University, its programs, and people.

ATSU C&M has oversight of public relations policies and procedures, coordination of all University media inquiries and requests, assists with special events, collaborates with University experts, and secures consent forms for participation in news stories, photography, and filming on campus. ATSU public relations staff also provide assistance in sharing University news across all approved-ATSU news and social media platforms. For additional information or to speak with a C&M public relations representative during business hours, 8:00 a.m.-5:00 p.m., Monday-Friday, contact:

Arizona & California campuses
Phone: 480.245.6252 | publicrelations@atsu.edu

Missouri campus
C&M direct line: 660.626.2272 | publicrelations@atsu.edu

Public relations staff
Jason Hunsicker, digital content & public relations manager, 660.626.2539 | jasonhunsicker@atsu.edu
Haley Lorenzen, digital content & public relations manager, 480.219.6019 | haleylorenzen@atsu.edu
Virginia Halterman, director, community & public relations, 660.626.2544 | vhalterman@atsu.edu
Sean O'Connor, senior director of communication & marketing, 480.245.6252 | seanoconnor@atsu.edu

Regular business hours and after-hours media inquiries
ATSU Public Relations staff are available Monday through Friday between the hours of 8:00 a.m.-5:00 p.m. Offices are closed on all state and federal holidays. All non-emergent requests (interviews, expert recommendations, etc.) must be made during regular office hours.

After hours, a C&M representative will be on-call for emergent needs by contacting ATSU Security at 660.349.9513 and asking to be connected to a campus-specific PR representative.

Urgent news outside business hours, requiring immediate attention, please contact Sean O'Connor at seanoconnor@atsu.edu with "URGENT" in subject line.

Responding to media inquiries
ATSU C&M's public relations staff are responsible for responding to all University-related media inquiries. All such inquiries should be addressed through C&M so that public relations staff may respond to a reporter's needs in a timely, thorough manner, while upholding all University guidelines and protocols.

C&M responds to and coordinates all media requests for University information, interviews with ATSU faculty, staff, and students, or photography/filming on campus. The public relations staff on both campuses vet all media requests, handle sensitive situations and subject matter, and are experienced in preparing University resources, including experts and information, for the media. Media inquiries or requests can often be time sensitive in nature. Be sure to contact C&M promptly to share information about any media inquiry.

If faculty, staff, and students are contacted by a member of the media, please refer the media source to ATSU C&M at publicrelations@atsu.edu for response. Be sure to inform C&M about all media inquiries as soon as they occur. C&M will lead the University's efforts in the appropriate response and action to media requests.

Media training for ATSU faculty, staff, and students
C&M public relations staff are available to help University representatives prepare for interviews with print, broadcast, and online journalists. Our staff offers assistance in preparing talking points, gathering supporting University assets (imagery and information) for media and public distribution, or attending the interview with University stakeholders to offer additional support and encouragement. Contact a public relations staff member at publicrelations@atsu.edu to inquire about media training.

Promoting your work with media or the public
If an ATSU department or student organization has news to share about University-related events or initiative details with any external audience, including media and the public, a representative should contact C&M. Public relations staff will collaborate with you to coordinate an appropriate, University-branded response or communication to external audiences.

ATSU C&M public relations staff manage the University's interactions with online, print, and broadcast media and film crews. The primary role is to promote the University's mission, scholarly and intellectual life, and assist journalists who seek information about the University and members of the campus community. C&M staff have access to current news distribution sources, including media across the country and local or regional partners who can assist in sharing University news.

News and press releases help distribute important University information related to official announcements, accomplishments, events, experts, and initiatives to internal and external audiences. Posts to ATSU's social media platforms also increase ATSU's brand awareness and engagement with internal and external audiences.

Public relations staff share press releases, media advisories, and social media posts in support of the University's mission and to engage with ATSU's various audiences and stakeholders.

For questions related to promoting University initiatives or activities, contact C&M public relations and social media staff at publicrelations@atsu.edu.

Media & public access to ATSU
ATSU is a private institution, and many of its facilities are not open to the public. There are specific protocols for inviting members of the media and the public groups to non-public areas of the University campus, including informing C&M and ATSU Security as needed. Members of the media, who wish to gain access to commonly requested locations on campus, and all photographers and film crews must contact ATSU C&M first to secure approval and media passes before proceeding on ATSU property for interview, film, or photography purposes. All media are required to wear visiting media ID badges while on ATSU campuses or property and be accompanied by a member of ATSU C&M at all times.

Members of the public who are invited to campus should be greeted and accompanied by an ATSU representative and wear ATSU visitor badges. ATSU visitor badges may be secured through ITS Help Desk in advance of an event.

C&M public relations staff are available to provide tours of the campus for members of the public, including community, organizational, and school-related tours. C&M public relations staff may offer assistance or counsel to ATSU departments and organizations who may be hosting large public groups on campus (e.g., ATSU branded table runners/cloths, signage recommendations, etc.). Consider inviting a C&M public relations staff member to your next planning meeting.

Media access for guest lecturers
C&M public relations staff coordinate media access for guest lecturers. This ensures a University staff member remains the point of contact for reporters who have questions about the event or University policies for press coverage. If there are specific media outlets the visiting individual would like to invite, please forward requests to C&M, and an invitation will be extended to those journalists.

Faculty who allow members of the news media to attend a class must notify students in advance to give them the opportunity to opt-out of the event/image for privacy concerns.

Outside photographers and film crews
All external media members, camera crews, and still photographers must obtain authorization in advance from C&M to conduct interviews, film, videotape, or take pictures on ATSU's campuses or locations. Faculty and staff must notify C&M staff after they agree to have a photographer or film crew come to campus. C&M works with offices across campus to secure the appropriate locations and set up, ensure parking access, notify ATSU Security of external visitors to campus, and confirm that all permission and/or release forms are signed. External photographers and videographers must wear ATSU visitor badges identifying them as an invited guest on campus.

ATSU

Event & exhibit design guidelines

Event & exhibit design guidelines

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Event & exhibit design guidelines

Commencement ceremony staging
Program conference displays

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.

Commencement ceremony staging

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 review 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 of ATSU and the unique culture of each graduating school.

Message components:

- ATSU institutional wordmark
- Positioning statement
- School wordmark

Colors:

- ATSU brand standard blues and grays

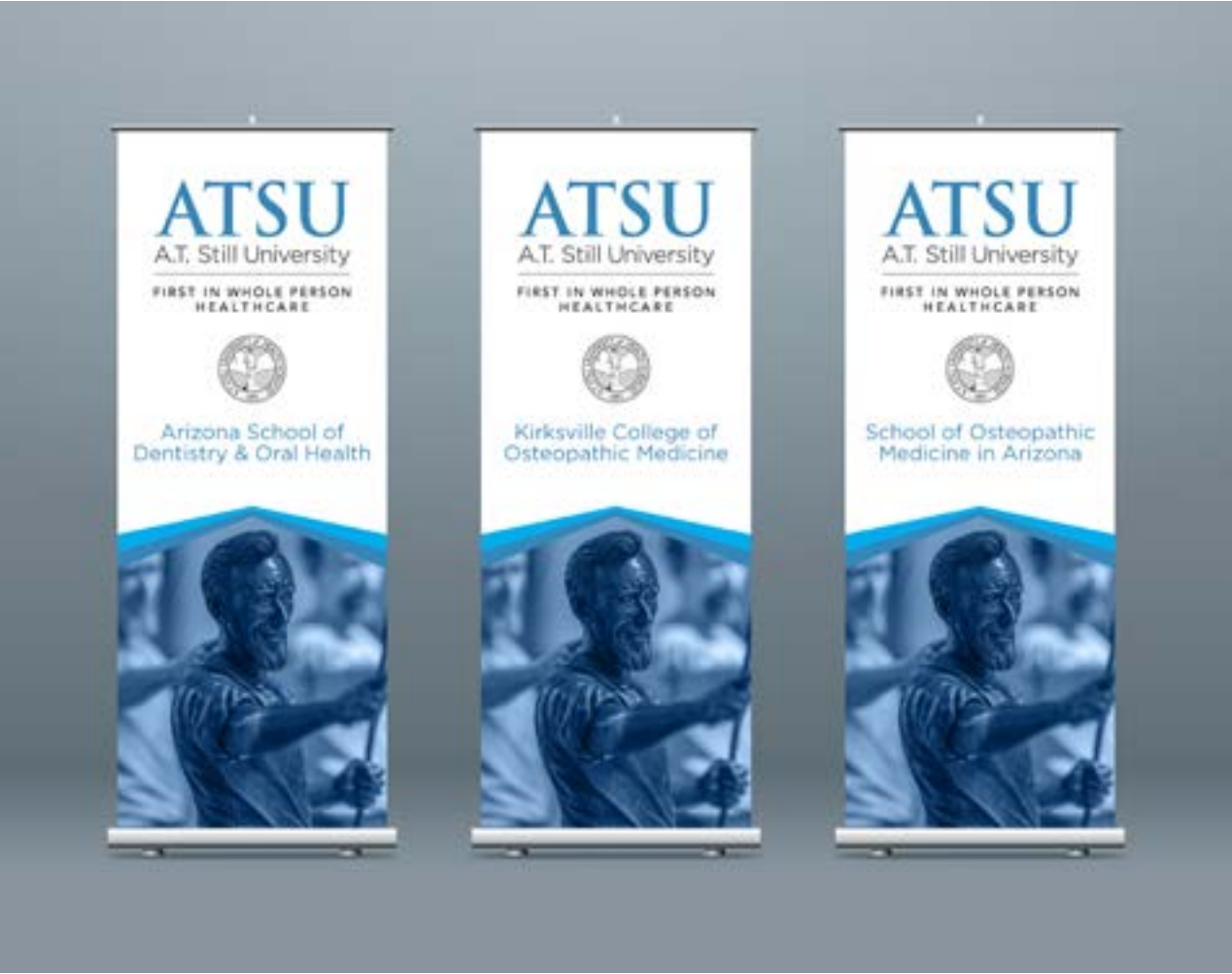
Commencements items:

- Ceremonial parade flag
- Table skirts
- Podium banner
- Graduating class poster on easel
- The high horizontal banner
- The center stage screen

School-specific stage banners



School-specific retractable banners



Podium banner



Program conference displays

ATSU conference displays are designed to effectively and consistently promote ATSU and the specific program.

Center display:

- University logo prominently displayed at the top
- Demographic-specific imagery
- All logos and text placed above the halfway point

Retractable banners:

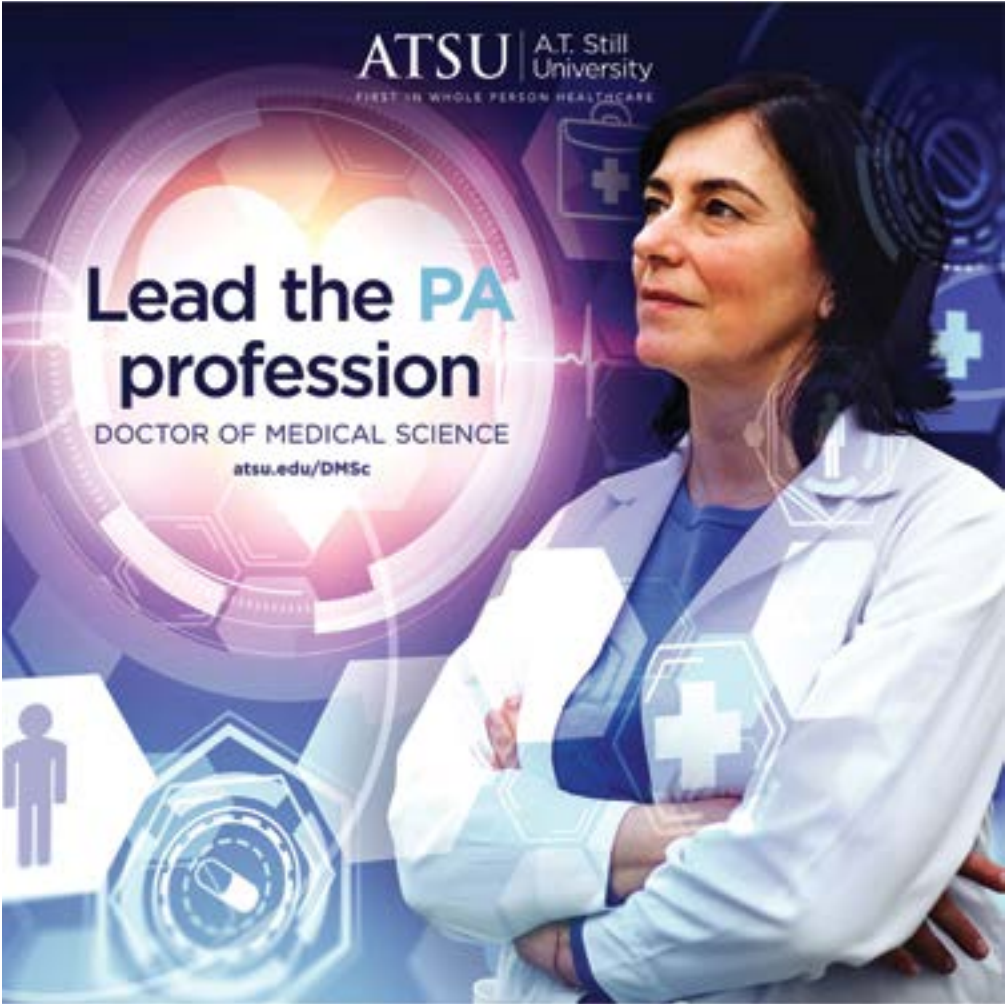
- University logo prominently displayed at the top
- QR codes included next to URLs
- Visual style matches center display

Tablecloths:

- University logo only
- Fitted to table
- Tablecloths produced with Pantone 295 blue



DMSc conference center display



DMSc conference retractable banners



Fitted tablecloth



ATSU

Interactive design guidelines

Interactive design guidelines

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Interactive design guidelines

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

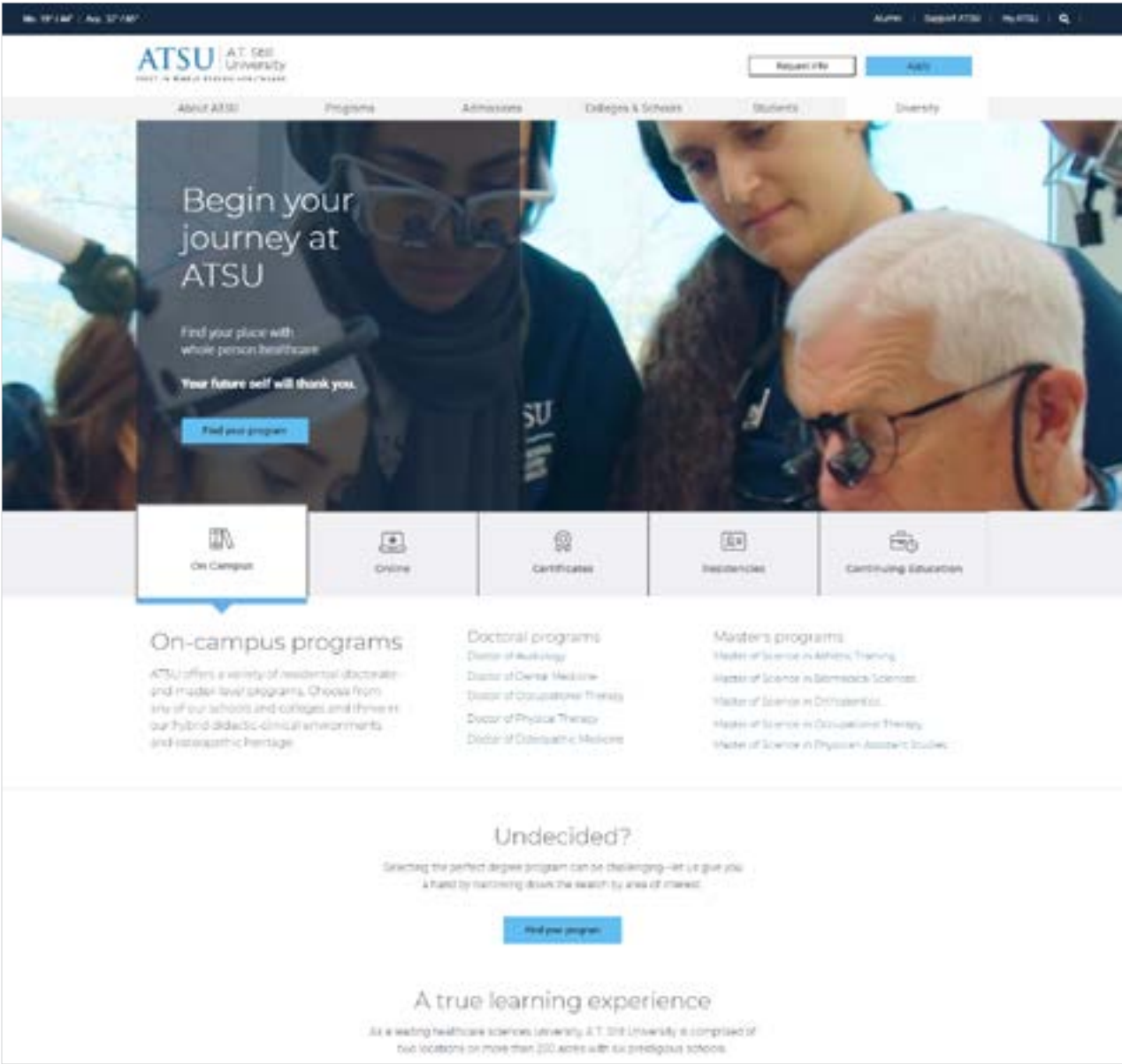
Interactive design guidelines

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.

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 schools' web pages.

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

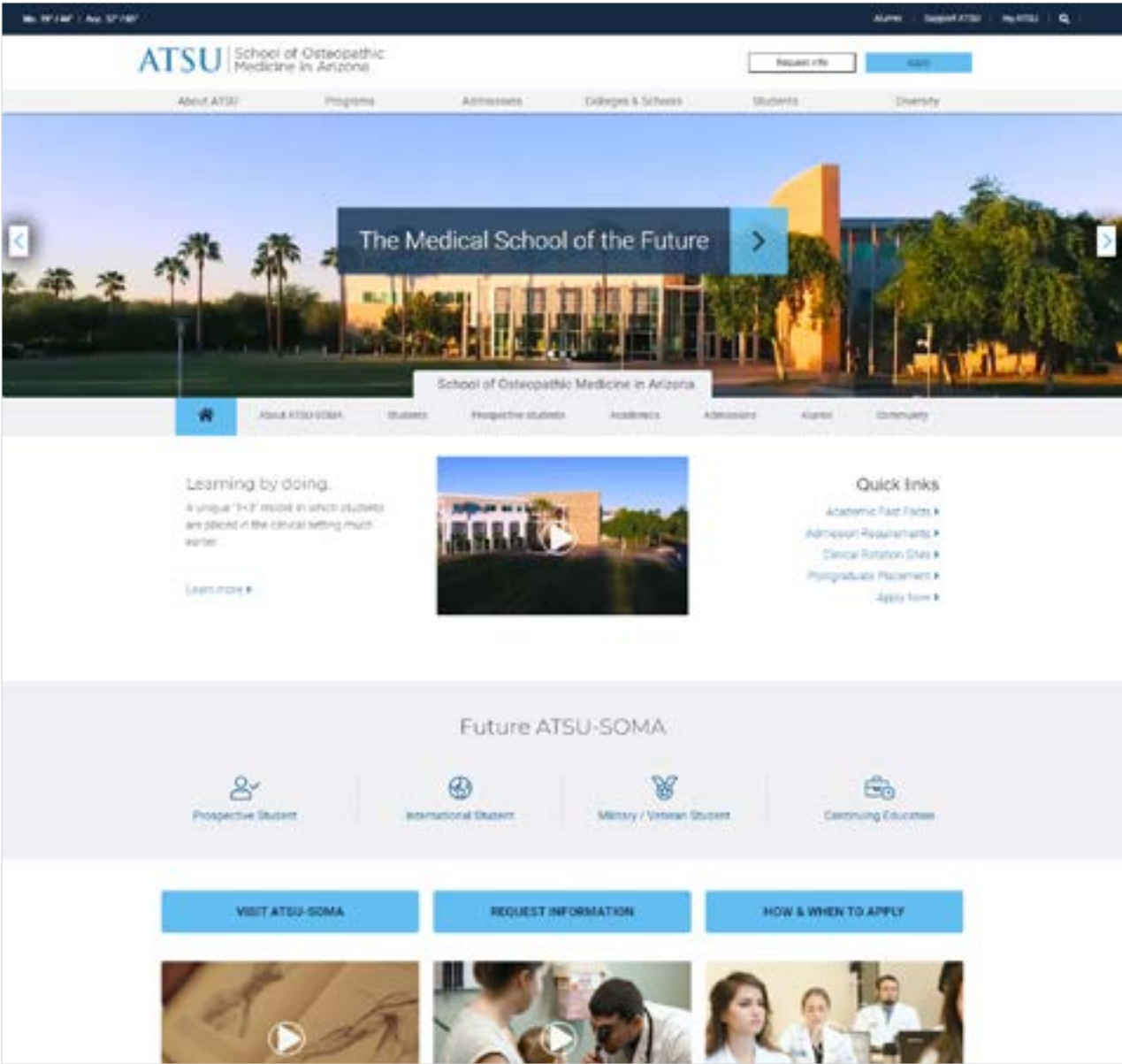


College/school websites

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.



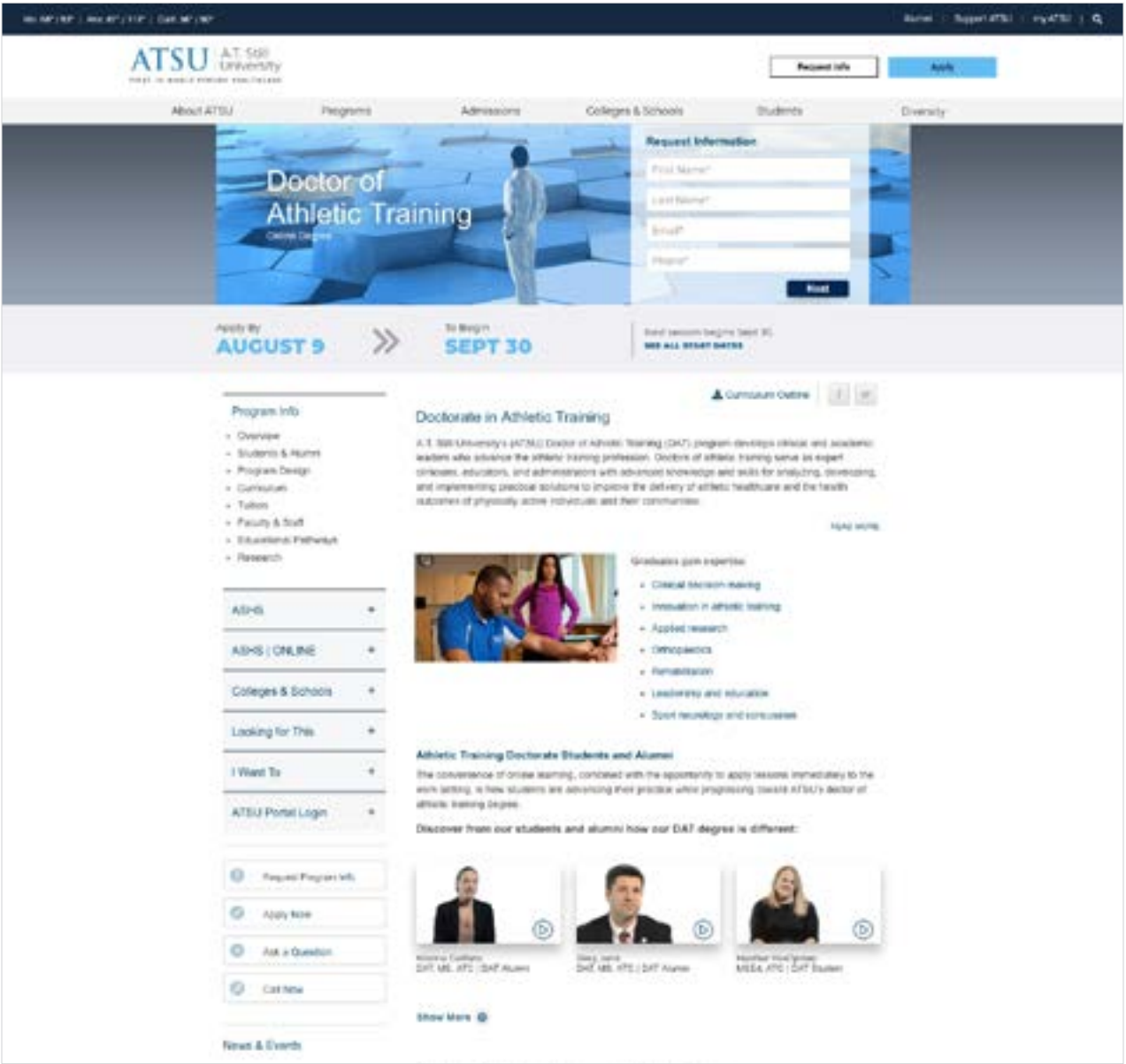
Degree pages

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 a detailed 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.

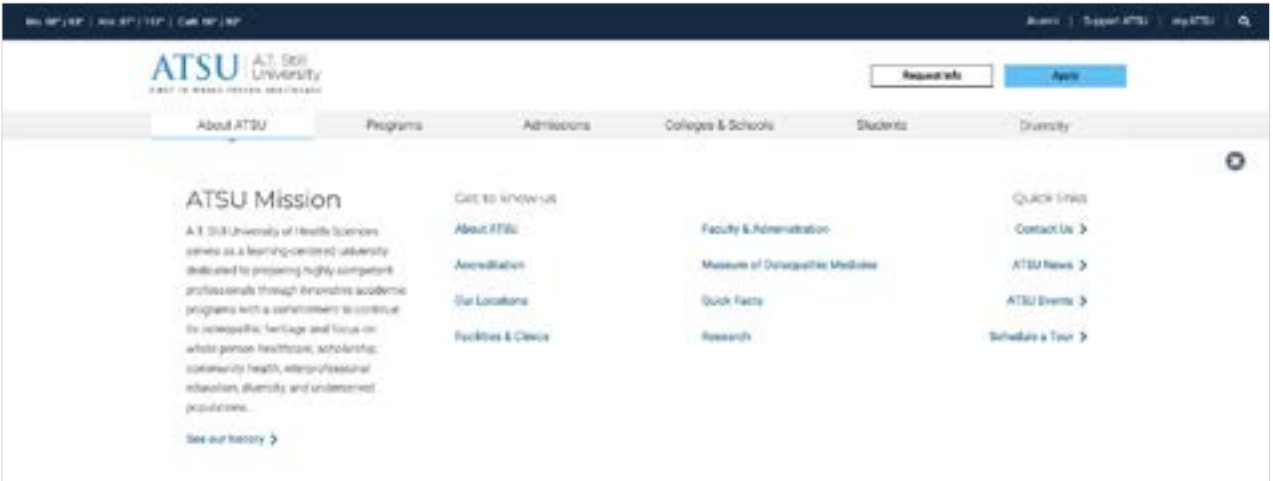


Main navigation

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 fit logically 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.



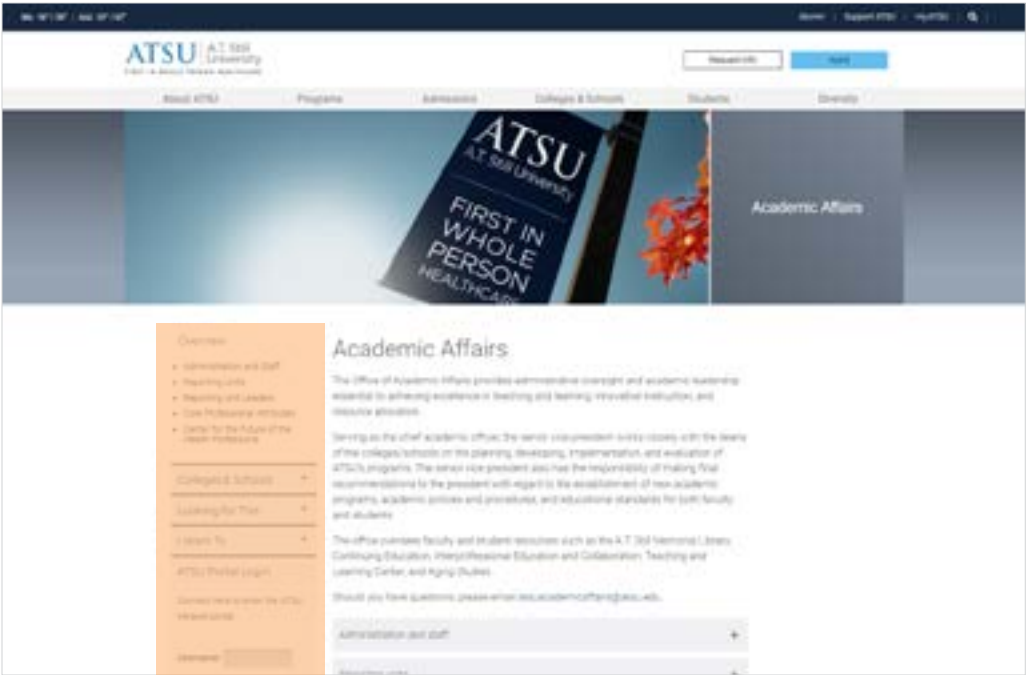
In-page navigation

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.

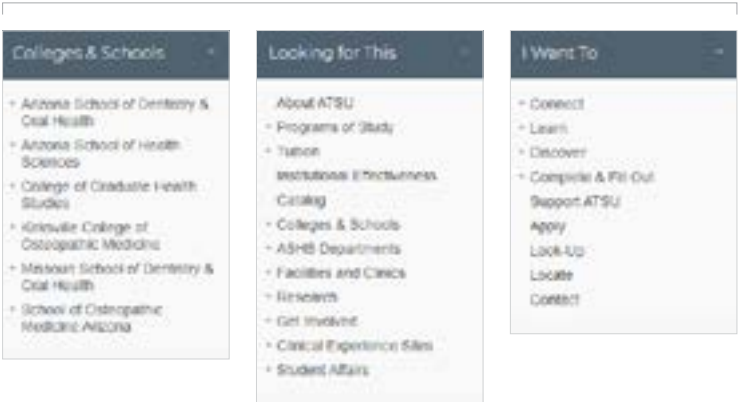
Note: content on the following pages are subject to change as we are continually updating copy and images.



Collapsed



Expanded



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.



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.



Colleges & Schools

Looking for This

I Want To

ATSU Portal Login

- Mission and Vision
- Accreditation
- Our Founder
- Quick Facts
- Whole Person Healthcare

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.) on more than 200 acres with six prestigious schools. Learning environments include residential and online healthcare related graduate degrees as well as community-based partnerships worldwide. ATSU has more than 700 employees dedicated to its not-for-profit mission and an average annual enrollment of over 3,100 students from 35 countries.

ATSU is renowned for its preeminence as a multidisciplinary healthcare educator. The University is focused on integrating the founding tenets of osteopathic medicine and the advancing knowledge of today's science. ATSU continually earns distinctions as the graduate health sciences university with best-in-class curriculum and a community outreach mission to serve the underserved. The University has a rich history of leadership in both healthcare education and correlated research.

ATSU instills within students the compassion, experience and knowledge required to address the whole person and shape healthcare in communities where needs are greatest. Inspired to influence whole person healthcare, ATSU graduates contribute to the future of integrated care while also leading 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 brand in 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 Admissions

Application Deadlines and Academic Calendar

Career Advancement

Online Career Services

The College of Graduate Health Studies has a dedicated Career Services counselor to help students and alumni meet career needs and connect them to appropriate career opportunities. The Career Services Office offers counseling and critiquing of resumes, CVs and cover letters, as well as opportunities for mock interviews and workshops.

Login to access our services

Note: Career services are available to CGHS students and alumni. Login requires ATSU username and password. Contact the ITS Help Desk at helpdesk@atsu.edu or 666-626-2200 if you need assistance.

Online Faculty

Online Graduations

Online Partnership Programs

The plus and minus graphics help indicate which panel of the accordion container the visitor is viewing at any given time.

Colleges & Schools

- Arizona School of Dentistry & Oral Health
 - Arizona School of Dentistry & Oral Health Home Page
- About Arizona School of Dentistry & Oral Health
 - Admissions
 - Alumni and Friends
 - Community
 - Faculty and Staff
 - New / Current Students
 - Programs
 - Prospective Students
 - Requirements
 - Student Association
 - Student Affairs
 - Support Arizona School of Dentistry & Oral Health
- Arizona School of Health Sciences
 - College of Graduate Health Studies
- Kirksville College of Osteopathic Medicine
- Missouri School of Dentistry & Oral Health
- School of Osteopathic Medicine Arizona

Navigation sidebars also make use of the accordion graphic indicators. The carets indicate where nested content is located and able to be unveiled.

Request Program Info

Apply Now

Ask a Question

CGHS Social Connection

Connect with Facebook

Connect with LinkedIn

Connect with Twitter

Supporting graphic icons help establish the expected action and outcome of their clicks.

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.



Youtube



Twitter



Instagram

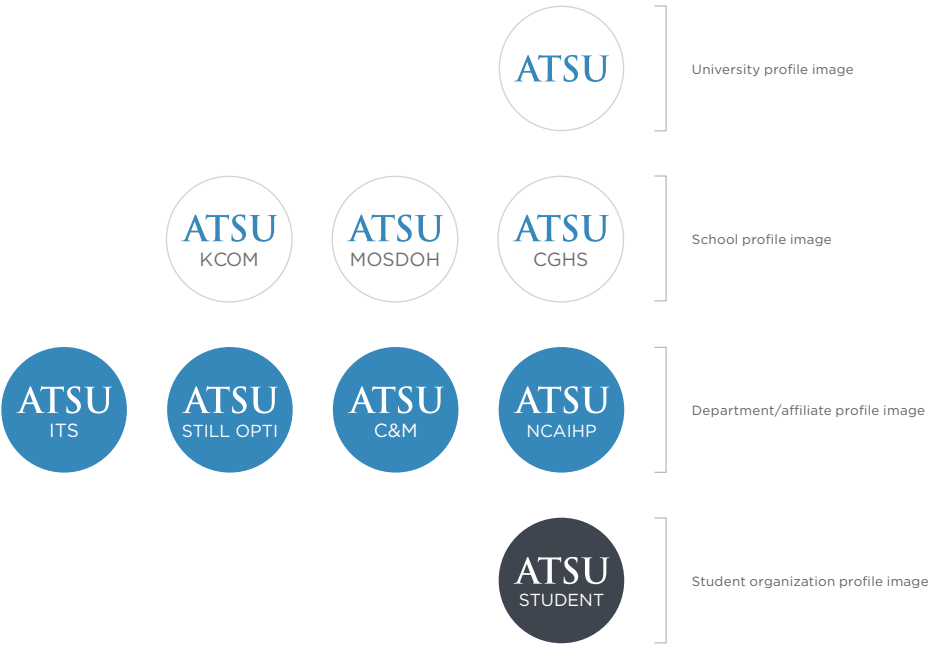


Facebook

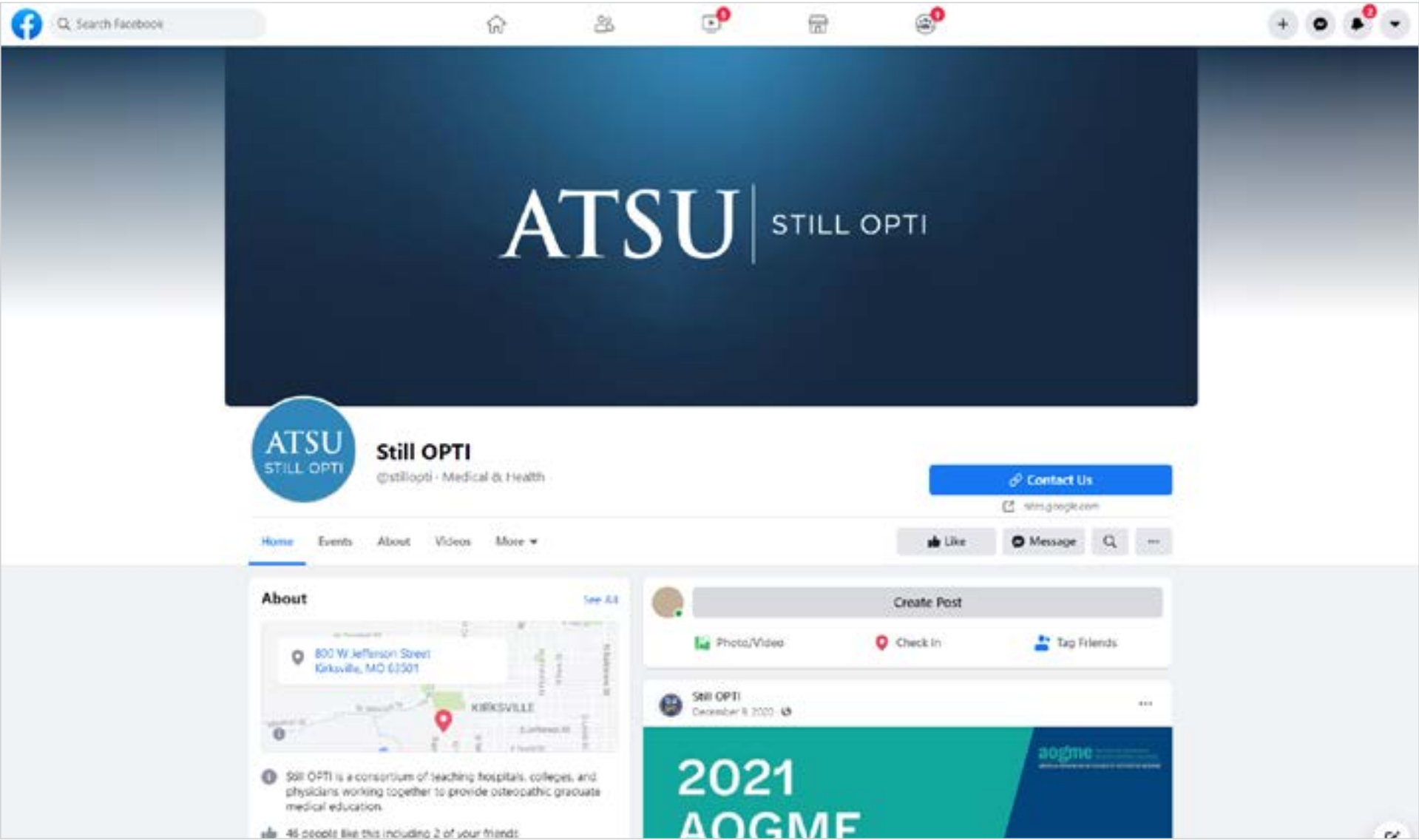


Social media branding

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 cover image



Example Facebook page

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.



On-page SEO practices

There are hundreds of 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 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 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 body content when creating internal 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.

Resist 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 content in the most important sections.

Avoid footers and sidebars 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 content so that search engines understand your topic targeting. A clear web page contains structure similar to a good university paper. Employ proper introductions, conclusions, topics organized into paragraphs, spelling and grammar, and cite your 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.



Personalized landing page

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.



Leaderboard (728x90 px)



Skyscraper (160x600 px)



Medium rectangle (300x250 px)

ATSU

Print design guidelines

Print design guidelines

Style Guide
rev. 10/17/23

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Print design guidelines

- Admissions package
- Institutional brochure
- School brochure
- Program brochures
- Diversity & Inclusion collateral
- Branded apparel design

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.



Program side



University overview side



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 likeliness 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 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.



DMSc 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 actions.

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 message 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.



Outside



Inside



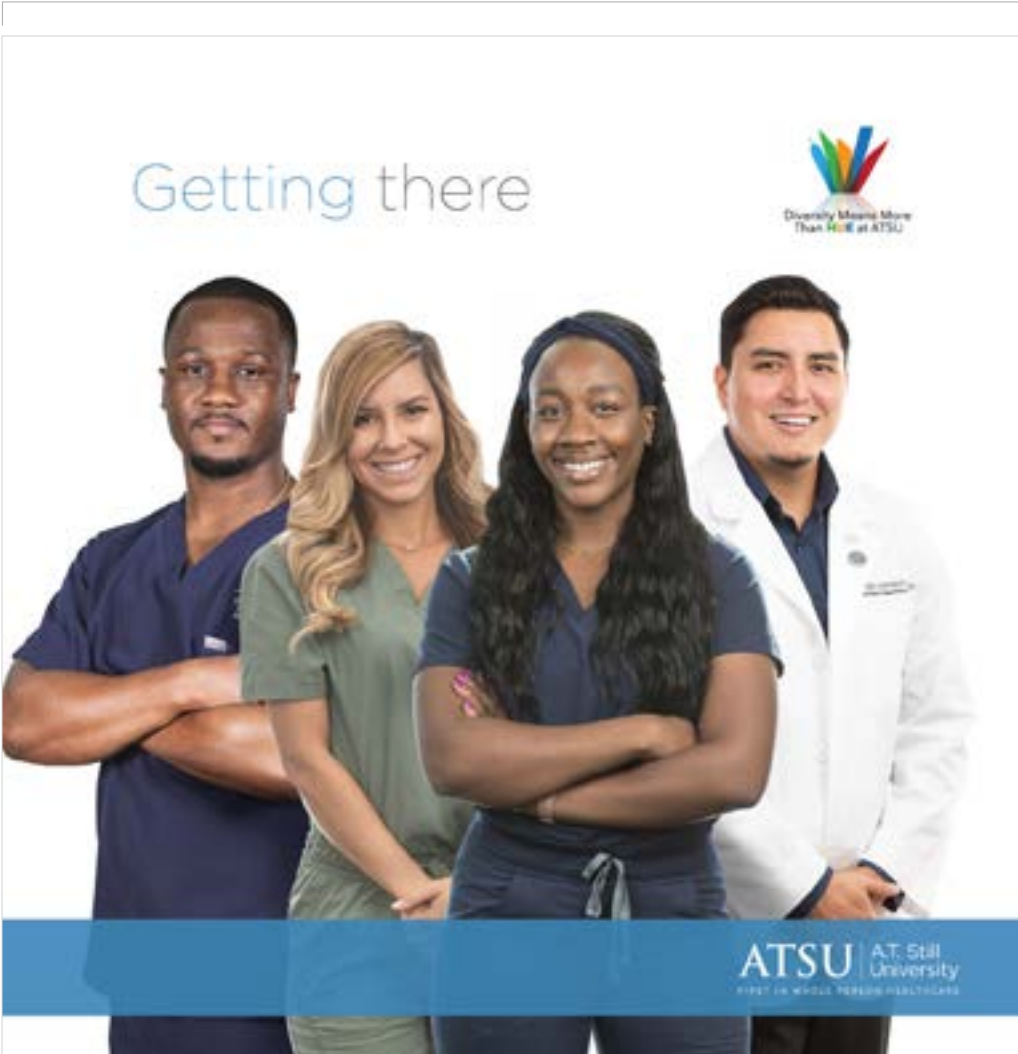
Spotlight on “Getting There”

“Getting There” is part of the Diversity & Inclusion collateral suite that focuses on specific GPS scholars’ stories.

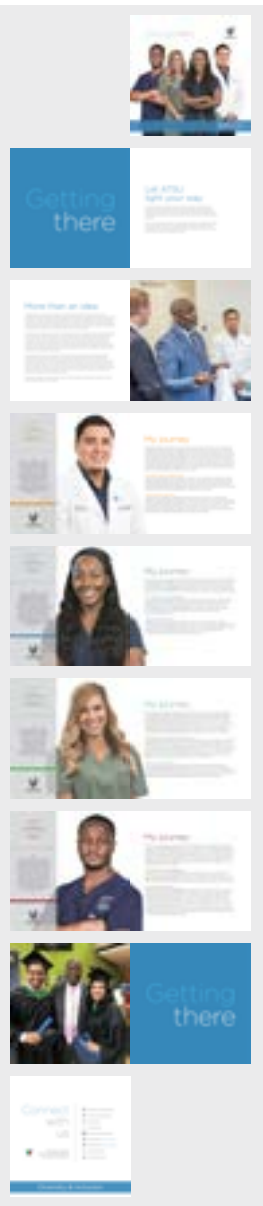
This piece demonstrates the University’s drive to humanize ATSU programs and initiatives. By focusing on student stories, the subject matter is relatable and warm.



Front cover design



Interior spreads



Branded apparel design

ATSU-branded apparel represents not only the specific event/club/program, but the University as a whole; therefore, all ATSU-branded apparel needs to fall within approved branding guidelines. This section is for casual apparel, including t-shirts, sweatshirts, hoodies, etc. These guidelines do not pertain to University white coats or scrubs.

- Apparel front:**
- University/school/club logo is prominently displayed at the left chest.
 - When possible, the University logo is preferred.
 - Horizontal logo configuration is preferred, but stacked logos may be used, also.

- Apparel back:**
- The apparel back allows more room for creative freedom to represent your event/club/program etc.
 - Approval or revision of graphics and text are at the discretion of C&M.

- Preferred colors:**
- Preferred apparel colors are shades of blue, black, gray, and white.
 - When choosing apparel and text colors, please consider readability and whether the apparel will be embroidered or screen printed. Embroidery often requires additional time to produce and may add to the cost of your apparel item.

- Preferred vendors:**
- Consider choosing an already established, approved ATSU apparel vendor. Contact C&M to learn about established apparel vendors.

Example of standard t-shirt design



Apparel limitations

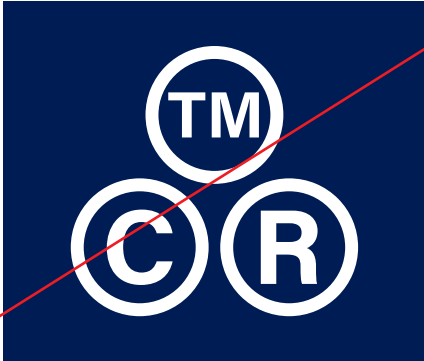
Below are apparel design choices that need to avoid.



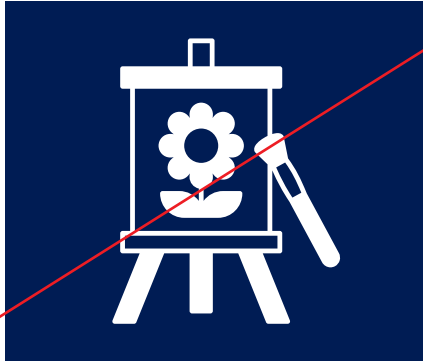
DON'T place any graphics or other logos near ATSU's logo on the front of the apparel. Supplemental graphics may be placed on the sleeve or on the right side of the chest opposite the logo.



DON'T include any inside jokes, questionable, or offensive content on apparel designs.



DON'T include any graphics or references to copyrighted materials, including parodies or satire.



DON'T spend time developing specific designs to present to C&M. Instead, speak with a C&M representative about your project request first.

C&M team members will listen to your ideas, and then, create a design that is brand compliant.

Apparel opportunities

Apparel design best practices



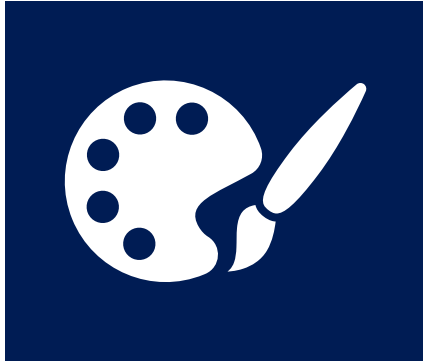
DO consider design options that represent the University in the best possible light and make sense to someone who is not familiar with ATSU or its schools, programs, initiatives, and your club.



DO allow adequate time for design, approval, and production. Contact C&M to discuss your project request as soon as possible to discuss details and timelines. In doing so, C&M will ensure there is adequate time to deliver a high-quality design.



Do consider size and readability for all design elements in relationship to the imprint area. Screen printing on fabric and embroidery require graphic elements and text to be a bit larger than other printed design materials. Embroidery may also add to the cost and time for production. ATSU requires stitched embroidery samples from all new business vendors.



DO consider the color palette of designs and clothing. In general, we recommend keeping the colors limited to shades of blue, black, white, or gray to ensure brand consistency.



C&M project requests & production

C&M project requests & production

Style Guide
rev. 10/17/23

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Production information

- Communication Basics
- C&M project planning guide
- C&M production elements
- C&M Project Requests
- Writing/editing
- Photographs
- Design
- Proofing
- Printing
- How can clients expedite production?
- C&M project request ticket process

Production information

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.

ATSU

C&M production overview

Please reference the following information and C&M project planning guide to assist you when submitting C&M project requests.

University stakeholders must submit communication work requests via C&M’s Project Request icon (formerly Print Shop Pro) located on ATSU’s Portal.

Search for and select the C&M Project Request icon to complete the project request form. An initial, one-time registration will be required of new users. Once approved and activated by C&M, work requests may be submitted.

For questions related to registration or work requests, contact C&M at 660.626.2272 or communications@atsu.edu.

Communication Basics

- **Plan in advance.** Advance planning is vital for the timely, accurate production of all University communication projects. Faculty, staff, and students are encourage to contact C&M as soon as a communication need is identified to begin collaborative planning.
- **Determine the audience.** Who will be receiving the information? Know who your target audience is.
- **Define the purpose?** Define the desired outcome of the communication or action requested of the reader.
- **Develop content and tone specific to the intended audience and purpose.** Determine the tone of the message (e.g., informal vs. formal, informative vs. persuasive, etc.). What content is needed and from what sources? Is a response requested, and if so, how do you wish the reader to provide that response? Will there be images? Do those images exist or do they need to be captured?
- **Determine the format and method of communication.** Will the communication be digital, print, or both? What is the best method of communication or format (e.g., brochure, flier, ad, email, social media, website, etc.)
- **Determine quantities for printed content.** Quantities are important to C&M in determining materials required to complete your project, completion dates, and final costs.
- **Determine budget.** Do you have available department budget for the project? Did you consider mailing/distribution costs? C&M is able to provide both guidance and estimates fit your budget.

- **Determine a realistic deadline.** C&M encourages departments to plan in advance for their communication needs. Begin with the end in mind and work backwards to determine a realistic timeline in partnership with C&M. If additional data or resources are needed from others outside of your department to complete the project (e.g., imagery, statistics, etc.), be sure to consider their time and build it into the project timeline.
- **Departmental approvals.** Be sure to include department leadership or project supervisors in the proofing and approval processes.

C&M project planning guide

C&M encourages 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
- **Step 3:** Beginning with the end in mind, client and C&M establish an agreed upon production timeline/delivery date.
- **Step 4:** Client submits C&M Project Request ticket and includes required project attachments (e.g., content, examples, product specs, images, details, etc.).
- **Step 5:** C&M completes required brand/style/writing review.
- **Step 6:** C&M design produces client proof.
- **Step 7:** Client reviews and approves final proof.
- **Step 8:** Project goes to production for completion and delivery.

Notes

C&M Project Request tickets are required for all C&M work requests, including design, promotional product requests/orders, editorial projects, events, etc.

Reminder: Photography requests are submitted to C&M via the ATSU portal, ITS Help Desk, Ivanti ticketing system.

C&M staff will help University faculty, staff, and students develop a production timeline for each project.

The estimates provided are based upon the client submitting a C&M Project Request work ticket and having final, approved copy and content provided to C&M for production. Any delays in providing content or within the proofing process may extend the production timeline.

C&M production elements

C&M Project Requests

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

Writing/editing

University stakeholders requesting writing and editing assistance are asked to complete and submit a C&M Project Request. Upon review of the project and complexity of the communication request, C&M may contact the stakeholder to adjust the deadline.

Stakeholders seeking editing assistance will be asked to attach client-written content or copy to the job submission for C&M review, and those seeking writing assistance for content or copy from C&M will be asked to schedule an appointment with a member of C&M's writing staff.

Copy development process:

- Initial input is provided by the stakeholder/client responsible for final approval.
- C&M copywriter creates initial draft and circulates to stakeholder/client and others, as necessary, to ensure accuracy and understanding.
- Based on response(s) to the copywriter's first draft, copy is revised and edited by both the original copywriter and a second member of the writing staff (who has not been previously associated with the document), including the application of ATSU and Associated Press copy standards. This edited proof becomes Version 1.0.
- Version 1.0 is circulated to stakeholder/client and others, as necessary, and is returned to the C&M department as either:
 - Approved
 - Approved with noted corrections, or
 - Requires a new proof for final approval
- If the document is intended for online application, it will be provided to an online copy specialist within C&M to ensure SEO, semantics, and nomenclature are optimized for final purposing online.

Photographs

It takes time to schedule, shoot, process, and/or select photos to illustrate a particular publication, especially if many photos are needed. If a project requires new photography, clients should plan to speak with C&M early within their project plan, to discuss photography needs in detail and allow time for a scheduled shoot.

Design

Two to three weeks is the standard time on an average piece; however, it may be longer if the job is more complex and less if the project is a repeat.

C&M designers work with Adobe Creative Suite software; all content should be provided in Microsoft Word. Microsoft Publisher files will not be accepted for projects.

Proofing

Careful, 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 piece, including a client’s first proof, design or editorial revisions, and subsequent client proofs.

C&M proofing policy

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.

Printing

ATSU C&M has an in-house print center located within the University Annex building at 1123 N. Osteopathy, and it is able to accommodate a variety of client print needs at the cost of supplies (e.g., paper, ink, and bindery items). Costs typically are one-third the cost of outside printing vendors.

C&M works directly with clients to determine printing needs, and specifically, as to whether the in-house print center or an external print vendor will be a more efficient or fiscally responsible solution. All external printing is managed by C&M to ensure adherence of brand and styleguide parameters; therefore, all University print jobs should be reviewed with C&M prior to contacting or contracting with an external printing source. In the event a project must be completed with an external printing vendor, C&M will secure outside bids and work with both the client and vendor to ensure a project’s accurate, timely completion.

Project complexity and the production schedule for ATSU's digital press may determine the number of days for project production. For simpler projects (e.g., flyers, invitations, tri-fold brochure, etc.), the average turnaround time for the in-house Print Center may be two to five days. More complex jobs, such as multiple-page project and specialty binding, may require two to four weeks.

How can clients expedite production?

- Plan in advance, and come to us early for scheduling.
- When planning and proofing, be sure to secure feedback from all appropriate members of your team who have a vested interest in your project outcome, especially the person granting final approval.
- Avoid making copy/design changes once design work. It may delay your project.
- Review each proof carefully and quickly.
- Work closely with the C&M team.
- Treat copy and layout as separate, but related tasks. Get approval for each independent of the other.
- Create rough draft copy in Microsoft Word and attach to the C&M Project request form, unformatted (e.g., single column only, no tabs, no bold fonts, no italics, etc.).
- Do not submit copy in all caps.

Please note:

Samples of approved, ATSU-branded stationery items are available for review and to assist clients in placing departmental orders.

For questions or additional information, contact: Communication & Marketing
660.626.2272
communications@atsu.edu

C&M project request ticket process

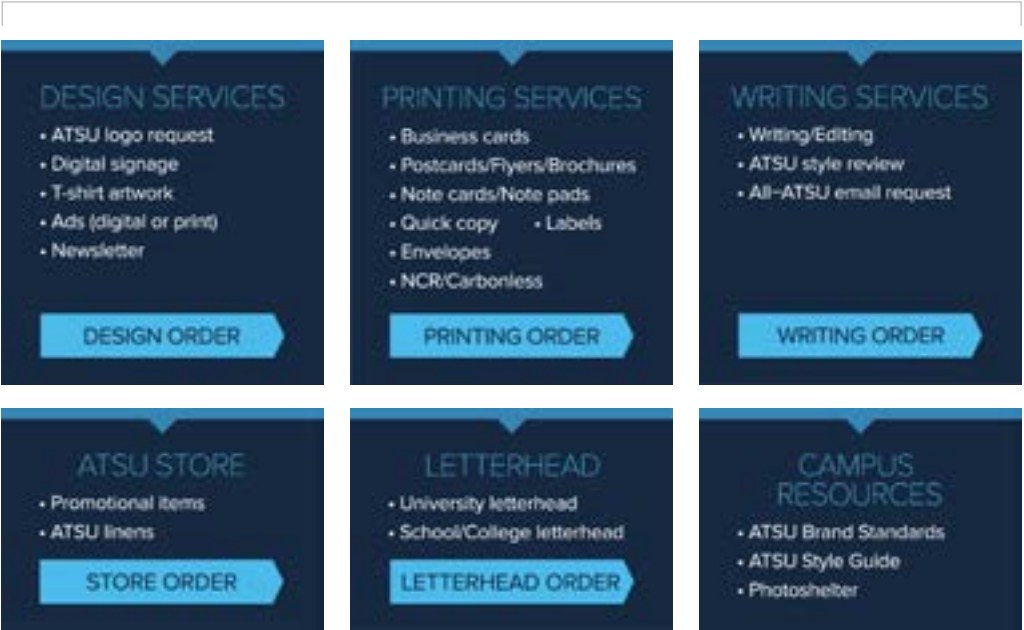
Communication & Marketing’s (C&M) Project Request icon, located on ATSU’s portal, allows faculty, staff, and students to submit a project request directly to C&M’s online ticketing website.

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’s Project Request icon



C&M’s ticketing icons



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

- Publications**
- Annual Report
 - iConnect
 - Spark 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.atstu.edu

Need a web content update?
Submit via the service desk: service.atstu.edu

A.T. Still University
Style Guide

A.T. Still University

Style Guide

For all questions relating to the Brand Identity Standards,
contact ATSU Communication & Marketing (C&M).
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