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**Print design guidelines**
- Admissions package
- Institutional brochure
- Program brochures
- Diversity & Inclusion collateral
- Branded apparel design

**CAM project requests & production**
- CAM production overview
- CAM project request form
- CAM services offered

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For all questions relating to the Brand Identity Standards, contact ATSU Communication & Marketing (C&M):
601 9th Ave, Suite 310
Kanab, UT 84741
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.
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 for any internal or external audience. 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 image photography, 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 external audience 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., 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 C&M is dedicated to the management of the image gallery to account for proper attribution, naming and distribution of images and downloads.

ATSU employees, students, and student-led composite images are not public-facing images; therefore, access to these 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.

Image galleries (previous to 2016) are located within ATSU’s Google Drive galleries. Images may be requested by contacting C&M directly and will be uploaded to the appropriate Google Drive gallery for distribution to approved external entities (e.g., media, collaborative partners, etc.). These photos and videos are NOT available for generic use unrelated to ATSU.

ATSU stakeholders searching for specific images or needing to schedule a photographer for University events must submit an ATSU Ivanti ticket request via ATSU’s portal link or by submitting an ATSU Ivanti ticket request via ATSU’s portal link.

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 set an example with a world-class learning experience.

Characteristics

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

Image style

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

Photography do’s

• Avoid over-thinking a shot; the overall scene needs to be authentic and natural regardless of what you’re shooting.
• 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.

Photography don’ts

• No filters or post-production effects of any kind.
• No selfies
• Don’t stretch images when placing for printed or online use.
• No filters or post-production effects of any kind.

Photos and videos

Always keep 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 intentional.

• Brand
• Integrity
• Intellectual
• Selflessness

Subject matter:

• College and student-posed (as needed)
• Image courtesy of A.T. Still University. Additionally, images may not be modified, altered, or used to misrepresent the photograph’s content or context.

An ATSU Ivanti ticket via ATSU’s portal link, ITS Help Desk. 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.

Photography do’s

• Avoid over-thinking a shot; the overall scene needs to be authentic and natural regardless of what you’re shooting.
• Don’t go for a formal approach; instead try to capture spontaneous moments and life as it happens.
• No filters or overly edited photos
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Photography don’ts

• No filters or post-production effects of any kind.
• No selfies
• Don’t stretch images when placing for printed or online use.
• No filters or post-production effects of any kind.
Photography and imagery

Executive and staff portraits personify authenticity, denoting an emotionally appropriate expression. The eye-gaze convention is very slightly pointed off camera—engaging the audience.

Format
Vertically oriented portrait.

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 images compose well for scenes.

Lighting and background
Unless there is a need for a location-specific backdrop 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 facial features will be illuminated by the light. The image should have minimal to no shadow, and use no filters or post-production effects. Ambient bounce light 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.

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 ATSU images, please contact communications@atsu.edu.

Signature exterior photography

Campus architecture-approved hero photos

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

Please visitatsu.photoshelter.com for more options.

Historical photobooks

Signature exterior photography

Campus architecture-approved hero photos

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

Please visitatsu.photoshelter.com for more options.
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 name or image). In another sense, it's treated like a privacy right (protection from unjustified intrusions and exploitations).

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:

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 ordered 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 email, departmental segment
- Information that may NOT be included:
  - Home phone number
  - Personal information
  - Home address

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.

Institutional business card back

Institutional business card fronts with optional information

ATSU A.T. Still University
First in whole person healthcare

Sally Jones-Johnson, DMD, MPH
Assistant Professor, Public Health College of Graduate Health Studies
Arizona School of Dentistry & Oral Health
Board-Certified Neurologic Clinical Specialist

5850 E. Still Circle
Mesa, AZ 85206

012.345.6789  P
123.456.7890  C
sallyjones-johnson@atsu.edu
atsu.edu

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 email, 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.

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.
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.

Required email signature content

- First and last name, degrees in descending order of importance
- Include all periods, do separate with commas (e.g., M.D., Ph.D., 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 gray 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.
- Pronoun examples: he/him/his, she/her/hers, they/them/theirs, etc.

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 gender identity promptly and accurately. Use pronouns immediately following a person’s name and before their title.

Visit gaycenter.org/pronouns to learn more.

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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 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/VP of Administration
• ASOH Dean
• ASHS Dean
• KCOM Dean
• SOMA Dean
• CGHS Dean
• ASDOH Dean
• MOSDOH Dean

School email headers (just logos)

ATSU Arizona School of Health Sciences
ATSU Kirksville College of Osteopathic Medicine

Department email headers (just logos)

ATSU Communication & Image, IPS
ATSU Information Technology Services
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.
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 administrators, faculty, staff, and students which fosters awareness, coordinates events, collaborates with community partners, and promotes the brand of the University, its programs, and people.

ATSU’s C&M office oversees public relations policies and procedures, coordination of all University media inquiries and requests, assists with special events, collaborates with University departments, and serves as a resource for any media inquiries. C&M staff are on-call to coordinate a campus-specific PR representation.

For 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. Officers are on-call on all state and federal holidays. All non-emergency requests (interviews, expert recommendations, etc.) must be made during regular office hours.

After hours, a C&M representative will be on-call for non-emergency and pre-approved media inquiries. Public Relations staff on all campuses will serve as your first point of contact.

Media inquiries

ATSU public relations staff are available to respond to all University-related media inquiries. The primary role is to promote the University’s mission, its programs, and people. C&M staff have access to current news distribution channels, and external relations officers will work with C&M staff to coordinate an appropriate, University-branded response or communication to external audiences.

ATSU C&M staff are available to help University information related to official announcements, accomplishments, deadlines, and encourage engagement with current news distribution channels. C&M staff coordinate media access for guest lecturers. C&M responds to and coordinates all media requests for Arizona & California campuses, Monday-Friday, contact: publicrelations@atsu.edu.

Public relations staff

Virginia Halterman, director, community & public relations, vhalterman@atsu.edu, 660.626.2544
Haley Lorenzen, digital content & public relations manager, hlorenzen@atsu.edu, 660.626.2539
Jason Hunsicker, assistant director for media relations, jhunsicker@atsu.edu, 660.626.2526

ATSU C&M public relations staff coordinate media access for guest lecturers. This ensures a University staff member serves as the point of contact for reporters who have questions about the event or University policies for press coverage. If there is an urgent issue, please forward requests to C&M, and an invitation will be extended to those journalists.

If faculty, staff, and students are contacted by a member of the media, please refer the media source to ATSU’s C&M public relations staff at publicrelations@atsu.edu. For questions related to promoting University initiatives or events, contact C&M public relations and social media staff at publicrelations@atsu.edu.
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 passions 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
- Graduating class poster on easel
- The high horizontal banner
- The center stage screen
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
Interactive design guidelines

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.
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. It is a way that groups user tasks with their associated paths and goals.

Any new webpages 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.
Interactive design guidelines

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 outline and guide the exploration of the contained links.

Sublinks are outlined within this 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.

Graphic elements

Smaller images 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 literal color, style, and size.

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

About ATSU

A.T. Still University (ATSU) is the founding institution of osteopathic health sciences, established in 1892 by Andrew T. Still, a professional/health science university. ATSU is composed of two campuses (Kanata, and Mesa, Ariz., as well as more than 200 cities in on-campus schools, Learning and research locations include medical and other health care-related graduate degrees as well as community-based partnerships worldwide. ATSU has more than 175 employees dedicated to its mission and an average annual enrollment of over 7,000 students from 60 countries.

ATSU is renowned for its presence as an osteopathic/health science educator. The University is focused on integrating the teaching of osteopathic medicine and the streaming of knowledge of today’s society. ATSU continually expands its presence in the graduate health sciences with two endowed curricula and a continuing link between the university and the community. The University has a rich history of leadership in both healthcare education and sustained research.

ATSU’s mission within the context of the compassion, experiences, and knowledge required to address the whole person’s physical, functional, and emotional needs (physique, mind, and spirit) is on display. In the osteopathic medicine field, the University’s success is a direct outcome of the recognition and support that have driven its growth and success. The University is a leader in the development of integrated care while also favoring a collaborative passion in the communities they serve.

Graphic icons and illustrating the concept, experience, and knowledge required to address the whole person’s whole health needs (physique, mind, and spirit) is displayed. In the osteopathic medicine field, the University’s success is a direct outcome of the recognition and support that have driven its growth and success. The University is a leader in the development of integrated care while also favoring a collaborative passion in the communities they serve.
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.

Interactive design guidelines
University profile image
School profile image
Department/affiliate profile image
Student organization profile image

Example Facebook page

Example Facebook cover image
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

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.

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 keyword research is often invaluable to this process.

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: it shows proper introductions, conclusions, topics organized into paragraphs, spelling and grammar, and cite your sources properly.

Use natural language and variations.

During your keyword research process, it’s helpful to identify other common ways someone 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 links 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 most naturally appears in your content. For example, your title should be the first thing people see when they click on your web asset or landing page. Your keywords within headlines, anchor texts, and related link topics throughout all your pages.

Interactive design guidelines

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 post people.
• Balance keyword targeting with usability and user experience, but never ignore the critical factors like page titles, headlines, and anchor text when creating internal links between theme silos within your site.
• Manage the equity of valuable content 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.
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.

Institutional brochure

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

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

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

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

ATSU’s Diversity & Inclusion collateral is designed to provide a comprehensive suite of communications for ATSU’s Diversity & Inclusion department. The pieces cover information including department initiatives, scholarship opportunities, and snapshots of student experiences.

The design is minimal, visually striking, and easy to navigate to effectively deliver the intended 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.
Spotlight on “Getting There”

“Getting There” is part of the Diversity & Inclusion collateral suite that focuses on specific GPS scholar 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.
Branded apparel design

ATSU-branded apparel represents not only the specific event/school/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 on 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.

Print design guidelines

Event & exhibit design guidelines

Example of standard t-shirt design

• University/school/club logo is prominently displayed on the left chest.
• When possible, the University logo is preferred.
• Horizontal logo configuration is preferred, but stacked logos may be used, also.

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.

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.

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

• Consider choosing an already established, approved ATSU apparel vendor. Contact C&M to learn about established apparel vendors.

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C&M project requests & production

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.

Production information

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C&M project requests & production

C&M project production overview

Please review the following information and C&M's project planning guide to assist you when submitting a C&M project request.

University stakeholders must submit communication work requests via C&M Project Request form (formerly Print Shop Project Request form). Search and find the C&M Project Request form to complete the project request form. An initial, one-time registration will be required for each new user. Once approved and activated by C&M, work requests may be submitted or reviewed.

For questions related to registration or work requests, contact C&M at 660.650.2272 or communications@atsu.edu

Communication Basics

Plan in advance: Plan your communication for the time, quantity, accuracy, production of all University communication projects. Faculty, staff, and students are encouraged to contact C&M as soon as a need for communication is identified to determine planning timelines.

• Who is the audience?
• What is the purpose?
• Define audience-specific goals.

Do you have available department budget necessary, and is returned to the C&M department as either:
• Approved
• Revised with correct corrections, or
• Requires a new proof for final approval

The first two proofs are provided free of charge. Three or more proofs are charged at $25 per proof. Charges are applied after the second proof.

• Make sure your contact information is up to date in your project, especially the person with final sign-off authority.
• Do not make any last-minute changes, as it will increase time and cost to complete the project.

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, approve, access previous work requests, print reports detailing requests and expenses. The software is designed to be an on-line tool where you may submit any project request to C&M, browse approved & promotional items in stock.

Photography

C&M encourages ATSU faculty, staff, and students to review and specifically, as to whether the in-house print center or C&M works directly with clients to determine printing needs, order procedures, and run reports detailing requests and expenses. The software is user-friendly and allows users the ability to track work requests, approve, access previous work requests, and run reports detailing requests and expenses. The software is designed to be an on-line tool where you may submit any project request to C&M, browse approved & promotional items in stock.

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C&M project request ticket process

Communication & Marketing's (C&M) Project Request icon, located on ATSU's portal, allows faculty, staff, and students to submit a project request directly on 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:
- Social media (Facebook, Instagram, LinkedIn)
- Media services and press releases
- News and information distribution
- Social media official pages, content, and community management

Publications:
- Annual Report
- Alumni
- Internal print magazine
- Grad 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

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

Send a new content request:
Submit via the service desk: service.atsu.edu