A.T. Still University
Brand Identity Standards

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What do we mean when we say the brand?

A brand is often thought of as a symbol, seal, color, typeface, or combination of these. But, a brand isn’t a thing at all.

A brand is the sum total of what is communicated, demonstrated, and unsaid that forms a very specific promise within the minds of our stakeholders about their perceptions of our core beliefs as a health sciences university. This promise includes what we do, how we do it, and what we stand for as a whole.

Therefore, it’s vital our messaging, no matter where it is published or by whom, produces a consistent perception and experience for our various audiences and stakeholders.

A brand is built purposefully and methodically, step by consistent step. It is built by establishing promises to our audiences and keeping them. Every time. Everywhere. With every interaction.

The simplest way to express this concept: When producing communications for any area of ATSU, we must be careful to set high standards, and then become consistent in their execution. If ATSU is presented with the proper standards, then our stakeholders will not observe a disconnect in brand feel, voice, or look and will not translate disconnect into a questioning of their original beliefs.

Consistency in branding becomes more important for ATSU as our brand reaches into new and broader areas of influence by leading with a differentiating quality of selflessness and seeking the greater good.

The following information is held as the standard for all representation of ATSU’s brand, including any school, department, or affiliated entity.
First in whole person healthcare

ATSU’s brand positioning statement is the concise sum of our unique brand attributes as the original founding institution of osteopathic healthcare. Preeminent as a multidisciplinary healthcare educator, we instill within our students the experience, knowledge, competence, and selflessness to take into account the whole person while serving the comprehensive healthcare needs of underserved communities.

Every day, we see and hear how our educators, students, and administrators are bringing whole person healthcare to underserved populations. Our brand communications must continuously reinforce to our key stakeholders the value and impact of our healthcare university by sharing these stories and related images in a consistent and compelling manner.

Sincerity and authenticity are vital keys to effectively expressing our unique brand and mission in every single interaction—face to face, online, and in print. Without consistent sincerity and authenticity, our altruistic brand and message may ring hollow and lack the resonation we require to form alignment with our mission and vision. Most healthcare institutions, whether educational or commercial, claim an element of caring. To stand apart from the crowd, we must manifest sincerity and authenticity and reflect our beliefs in every interaction and expression.

Mission, Vision, and Values

MISSION

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

VISION

To be the preeminent university for health professions.

• Leading innovator in health professions education
• Superior students and graduates who exemplify the University’s mission
• Osteopathic philosophy demonstrated and integrated
• Pioneering contributions to healthcare education, knowledge and practice

Communicating the brand promise

Each member of ATSU’s community has a role in communicating the brand promise. How you fulfill your role is central to the success of the brand as a whole. When each and every message consistently comes from the same core understanding and vision, we will present a university that may be credibly perceived as preeminent in our field.

We have a number of distinct audiences, each with different priorities and perceptual inclinations. Our messaging and themes must be consistent and should be presented in the manner most appropriate for each audience to ensure engagement, understanding, and belief.

Imagery is key to how we communicate ATSU’s brand. Image creation must allow for a balance of aspirational imagery and lifestyle (student and professional) photography that is highly relevant, authentic, and deeply engaging.

Themes for focus:

• Whole-person healthcare
• First – founder and current leader
• Serving the underserved
• Innovative
• Superior scholarship
• Osteopathic philosophy

Audience:

• Students
• Faculty
• Staff
• Alumni
• Donors
• Student influencers
• Healthcare community
• Media
• General public
• Government

Our faculty and staff are passionate about changing the world for the better by nurturing students to become consummate healthcare professionals who strive to benefit society today and in the future.
Brand personality

Audiences believe brands they relate to and appreciate. They will relate to ATSU's brand in the same way the brand relates to them. Audiences will trust brands that have a distinct and consistent personality with greater loyalty, and a higher value perception.

By writing and speaking in a voice that reflects the personality of the brand, each person associated with ATSU's influential is creating a clear and unified perception of the University and its voice. It is the voice that reflects the core promises of our brand, helps define what it means to be ATSU in the eyes of the world. This voice establishes a brand-wide, brand-wide better relationships with each audience.

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

The tone of ATSU's Voice is confident but never arrogant, world-class yet humble, high-achieving yet striving and always clearly recognizable ATSU's voice.

For example, ATSU students and faculty are part of a dedicated/determined/healthy/humane healthcare-based on an integrated approach that includes the body, mind, and spirit of each patient. All three elements work together to provide a more thorough and highly personalized healthcare delivery model that promotes wellness and hugely enhances the health-mends of each patient. This approach differentiates ATSU for innovation in postgraduate healthcare education. Graduates become compassionate leaders preparing global health solutions and meeting current community health needs.

Positioning

Positioning is how we effectively establish the definition of our brand to the minds of our audiences. If our audiences only remember one thing about ATSU, and that thing is our brand position, then we have been successful. To advance our brand, our position must be meaningful, unique, credible, memorable, motivational, definable, and sustainable. It's not just the general description of what we do. Instead, it's the definition of the ways in which we express it (logos, slogans, marketing messages, etc.). In the healthcare space, there is no shortage of noise in our audience's minds, so it is very important to clearly articulate ATSU's voice.

Our positioning statement

And first in whole person healthcare

How we present and position each and every ATSU audience is essential to establishing this position. Every touch point needs to project the expertise of the originator balanced with the precision, thoughtfulness to the energy of the encounter is essential to establishing this position. Every touch point needs to project the expertise of the originator balanced with the precision of historical credibility and modern-day applications.

This perception of historical credibility and modern-day applications must be established quickly and require every communication and touch point to meet the needs of underserved populations.

As an institution that has modeled a consistent history since its founding, ATSU is regularly recognized in the healthcare community as the source of leadership in both graduate health sciences education and scholarly research. ATSU is not only a leader but also the originator of whole person healthcare. Our founder, Andrew Taylor Still, DO, developed the discipline of osteopathic medicine. ATSU stands today to reinforce and propel the osteopathic tenets he established. As a world-class yet humble, high-achieving yet striving and always clearly recognizable ATSU's voice.

How may we briefly communicate our brand and its value even in our communications are meaningful, unique, credible, memorable, motivational, definable, and sustainable. It's not just the general description of what we do. Instead, it's the definition of the ways in which we express it (logos, slogans, marketing messages, etc.). In the healthcare space, there is no shortage of noise in our audience's minds, so it is very important to clearly articulate ATSU's voice.
Identity

It is of critical importance to maintain the integrity of the logo and brand essence, including the voice and positioning, across and through multiple communication platforms. Proper logo and identity usage is essential to effective recognition of ATSU’s brand throughout a broad range of materials and corresponding channels. By following these guidelines conscientiously, you are helping to establish and expand awareness of ATSU’s identity anywhere and everywhere.

When it comes to ATSU’s identity, discipline is the key to creativity. In a marketplace overcrowded with brands and their logo identities, consistency forms a resonating and positive impact. As the single most identifiable element, the logo is a critical tool in promoting both ATSU and its mission around the world. By establishing and maintaining the habits of correct identity usage, you are helping to build the brand as a whole.

Guidelines are included for logo usage across a wide range of applications, including logo placement, size, and other important considerations in developing ATSU materials that live up to the high standard of our institution. Our identity system has undergone an extensive redesign process to keep in step with the evolving essence and promise of ATSU’s brand.

The focus of the identity system is to preserve existing brand equity while elevating the sequence of cognition. The sequence of cognition is determined by utilizing the science of perception, which examines how individuals recognize and interpret sensory stimuli.

The brain acknowledges shapes first. Shapes make a faster impact on memory. Color comes second in the sequence and triggers an emotional response that evokes a brand association. The brain takes more time to process language, making it third in the sequence behind shape and color.

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

The goal is that individuals will recognize and remember ATSU directly and immediately, even in the shortest encounters. The following information is held as the visual identity standards for all university, school, departmental, and relevant facilities.
Institutional logo

The new institutional logo delivers ATSU’s acronym first for direct memory imprint and retains our historic corporate blue (PMS 646). Afterward, it delivers the definition of that acronym broken up by who and then what—again simplifying language comprehension and retention for the individual viewer.

Our institutional logo should be used on all internal and external communication materials wherever applicable.

Institutional logo variations

<table>
<thead>
<tr>
<th>Variations</th>
<th>Cascade A</th>
<th>Cascade B</th>
<th>Cascade C</th>
<th>Cascade D</th>
<th>Cascade E</th>
</tr>
</thead>
</table>

In 2012, ATSU adopted the positioning statement “First in whole person healthcare.” The positioning statement is an official brand messaging characteristic that helps external audiences easily identify the University.

When to use positioning statement

The positioning statement is intended to help formulate a first impression of the University and should be used in all communications that reach the general public, and particularly, members of the admissions audience.

When not to use positioning statement

When space does not permit the use of the primary logo with positioning statement, see the institutional logo variations cascade page, as well as the minimum size requirements page, to determine which logo should be used.
Institutional logo clear space

A clear space of 50% surrounding the logo has been established to ensure the integrity and impact of ATSU’s signature. In rare cases where a 50% clear space cannot be achieved while adhering to minimum size requirements, the clear space may be reduced to not less than 25%.

Institutional logo minimum print sizes

The following minimum print sizes have been established to protect the legibility and recognition of the logo. This should not be misconstrued as a recommended logo size, rather it is a commitment to never display our logo smaller than these recommendations. All minimum size requirements apply to all logo variations for the university.

- **Primary logo:**
  - Minimum width: 1¾”

- **Secondary logo (stack):**
  - Minimum width: 1”

- **Acronym logo:**
  - Minimum width: ½”

Note: The positioning statement has been carefully spaced and should not be changed or re-typed. The letterspacing has been crafted in such a way that the divider stem separating the acronym from the logotype vertically centers with the “s.”
Institutional logo minimum web sizes

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

<table>
<thead>
<tr>
<th>Minimum width</th>
<th>Minimum height</th>
</tr>
</thead>
<tbody>
<tr>
<td>230 px</td>
<td>120 px</td>
</tr>
<tr>
<td>110 px</td>
<td>96 px</td>
</tr>
<tr>
<td>60 px</td>
<td>60 px</td>
</tr>
</tbody>
</table>

Primary logo

+ Positioning statement

Secondary logo (stack)

+ Positioning statement

Acronym logo

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

LIMTED-USE DOUBLE ACRONYM LOGOS

Because of school names’ length and logos’ resulting footprint, the double acronym school logos were developed for a singular exception that needed to be addressed.

A double acronym defeats the purpose of the primary ATSU acronym by giving the individual an additional memorable shape that competes for the same memory imprint. Therefore, the double acronym variation may only be used when minimum size and clear space requirements cannot be met. One such scenario may be in the case of a small-screen mobile device. When the double acronym logos must be used, it is then required the full name of the school be stated within the first line of content.

<table>
<thead>
<tr>
<th>ATSU</th>
<th>Arizona School of Osteopathic Medicine</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATSU</td>
<td>Arizona School of Osteopathic Medicine</td>
</tr>
<tr>
<td>ATSU</td>
<td>Arizona School of Osteopathic Medicine</td>
</tr>
</tbody>
</table>

School logos

School logos follow the same sequence of perception findings applied to the institutional logo. We first deliver the acronym (shape) that is blue (color) followed by the school name (language). No variations from the shown treatments are allowed for school logos.

No positioning statement or further definition (additional definitions) are only to any of the school logos. School logos will always be used in conjunction with the institutional logo, whether directly or implied.

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

School logo minimum print sizes

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

- ATSU School of Osteopathic Medicine in Arizona

Minimum height: 1/4" (17 px)

School logo minimum web sizes

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

- ATSU School of Osteopathic Medicine in Arizona

Minimum height: 28 px

Minimum height: 17 px

School logo clear space

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

- ATSU School of Osteopathic Medicine in Arizona

Minimum clear space: 50 percent

Arizona School of Health Sciences academic departmental logos

Arizona School of Health Sciences (ASHS) academic departmental logos follow the same sequence of perception findings applied to the institutional logo. We first deliver the acronym (shape) that is blue (color) followed by the department name (language).

No positioning statement nor further definitions should be attached in any way to any of the ASHS academic departmental logos.

- ATSU

- ATSU Arizona College of Osteopathic Medicine

- ATSU Arizona College of Optometry

- ATSU Arizona College of Pharmacy
Departmental logos

Departmental logos follow the same sequence of perception findings applied to the institutional logo. We first deliver the acronym (shape) that is blue (color) followed by the department name (language).

No positioning statement nor further definitions should be attached in any way to any of the departmental logos.

The departmental logo listing displayed to the right is not all inclusive of every ATSU department. Thus, department representatives seeking development of or access to any of the respective departmental logos are asked to submit a C&M project request ticket (Print Shop Pro) via ATSU’s portal.

Please include information related to how the wordmark will be used or displayed so the correct file format is provided.

If requesting a logo for embroidered apparel purposes, please contact communications@atsu.edu for assistance in providing correct files to external vendors.

ATSU-owned facility logos

ATSU-owned facility logos follow the same sequence of perception findings applied to the institutional logo. We first deliver the acronym (shape) that is blue (color) followed by the facility name and a definition of service provided (language).

No positioning statement or further definitions should be attached in any way to any of the ATSU-owned facility logos.

ATSU-owned facility logos - positive 2-color

ATSU-named facility logos

ATSU-named facility logos follow the same sequence of perception findings applied to the institutional logo. We first deliver the acronym (shape) that is blue (color) followed by the facility name and a definition of service provided (language).

No positioning statement or further definitions should be attached in any way to any of the ATSU-named facility logos.
Departmental and facility logo minimum print sizes

The following minimum print sizes have been established to protect the legibility and recognition of the logo. This should not be misconstrued as a recommended logo size, rather it is a commitment to never display our logo smaller than these recommendations.

Minimum Height

1/4”

Departmental and facility logo minimum web sizes

The following minimum web sizes have been established to protect the legibility and recognition of the logo. This should not be misconstrued as a recommended logo size, rather it is a commitment to never display our logo smaller than these recommendations.

Minimum Height

28 px

Departmental and facility logo clear space

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

University seal

The university seal is reserved for official documents, such as diplomas and transcripts, and should not be used in general routine instances. Only the President’s and Deans’ offices are authorized to use the university seal on stationery.

Any additional use of the seal must receive approval from the President’s Office. Questions should be directed to C&M at communications@atsu.edu or 660.626.2272.

Historical Seal
Use of multiple logos

Whenever ATSU-produced materials require the inclusion of third-party logos, they should be handled in a way that they become secondary to ATSU’s identity.

This may be accomplished in a way similar to the examples shown by placing third-party logos accessory to our logo and by reducing colors to a single shade of 70% gray.

This keeps intact the sequence of cognition it relates to ATSU logo retaining first (shape) and second (color) memory organizing—Minimum size and clear space requirements should always be maintained.

Use of multiple University logos on one page is discouraged.

Logo placement

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

Logo positioning: top or bottom?

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

Use of internal logos

Use of specific internal initiative or university approved badges should always be handled in a way that shows they are secondary to ATSU’s identity.

These logos and badges should never be wider or placed more prominently than the ATSU university, school, facility, or department logo.

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

This document contains the Brand Identity Standards for ATSU. It is not a comprehensive document and should be used in conjunction with the ATSU Brand Identity Guidelines.

Copyright

The copyright line should appear on all printed materials.

Online usage

The copyright line should appear on all online sites.

Trademarks

The University’s trademarks include, but are not limited to, A.T. Still University; A.T. Still University of Health Sciences; ATSU; First in whole person healthcare; First in whole person healthcare education; A.T. Still Research Institute; Museum of Osteopathic Medicine; each school and college logo; and all current and future trademarks, service marks, logos, designs, or logos used by the University.

The University asserts ownership over its name and any trademark that has come to be associated with ATSU. The University has registered or filed to register certain trademarks with the U.S. Patent and Trademark Office.
Copywriting style guide

Copywriting standards

The Associated Press (AP) Stylebook is our recommended standard for style, grammar, and punctuation rules, along with ATSU’s custom guidelines for copy references as they pertain to the University, its schools, colleges, programs, and people. In instances where there is a contradiction between the two manuals, ATSU’s style takes precedence. Merriam-Webster dictionary is our preferred standard for spelling and definitions. For technical terms, we refer to Wired Style, Principles of English Usage in the Digital Age, from the editors of Wired magazine as our guide.

Visit brandingguidelines.atsu.edu to access our online guide of copywriting standards.

For any questions on copy standards, please contact C&M.

Missouri campus 660.626.2272
Arizona campus 480.245.6265
communications@atsu.edu

The following information is held as the standard for all internal and external ATSU communications. This includes all ATSU publications, printed pieces, and websites. To have items considered for inclusion within the next version of ATSU’s standards, please submit an email detailing the proposed standard(s) to communications@atsu.edu.
Mission statement
A.T. Still University of Health Sciences serves as a learning-centered university dedicated to preparing highly prepared students as health professionals through education, research, and service with a commitment to continue its osteopathic heritage and focus on whole person healthcare, scholarship, and community health, interprofessional education, diversity, and focus on whole person healthcare, scholarship, and underserved populations.

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ATSU Gutensohn Clinic

ATSU is the original American Osteopathic University, whose vision continues to impact and inspire students, faculty, and alumni around the world.

ATSU’s 8 schools of A.T. Still University.

Always use the term A.T. Still University when referring to a specific college or school, use ATSU when referring to a specific college or school.

ATSU schools of A.T. Still University.

ATSU is not necessary to put school abbreviations in parentheses in

Examples

ATSU Student

ATSU student

Examples

ATU.

When referring to a current ASHS student, indicate class year.

Examples

When referring to a current ASDOH or MOSDOH student,

Examples

When referring to a current CGHS student, simply indicate

Examples

When referring to a KCOM biomedical sciences student,

Examples

When referring to a current ASHS student, indicate class year.

Examples

When referring to a current ASDOH or MOSDOH student,

Examples

When referring to a current CGHS student, simply indicate

Examples

When referring to a KCOM biomedical sciences student,

Examples

A.T. Still University-Kirksville College of Osteopathic Medicine

Examples

• A.T. Still University-Kirksville College of Osteopathic Medicine
• A.T. Still University's Kirksville College of Osteopathic Medicine

Examples

It is not necessary to put school abbreviations in parentheses in

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ATSU Gutensohn Clinic

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ATSU is not necessary to put school abbreviations in parentheses in

Examples

When referring to a specific college or school, use ATSU when referring to a specific college or school.
on-chair
Hyphenate. In titles where the word should be capitalized at the beginning of a sentence or preceding the proper name of the on-chair, only the “f” is capitalized.
Examples
• Dean/Interim chair is a co-chair of the committee.
• Today’s speaker will be Co-Chair Dr. Jinn Ho.

college
Hyphenate the word “College” when referring to KCOM or CGHS, but do not capitalize if referring to another institution. See also University.
Example
• The College was established in 1912...

College for Healthy Communities (CHC)
College of Graduate Health Studies (GHGS)
Formerly named school of Health Management

colleges/schools of A.T. Still University
Formerly a college, when referring to a specific school (as part of the initial designation). For internal publications, the reader shall know which college/school is all that is needed. Do not precede the name of a college/school with “the.” See also A.T. Still University.
Example
• Formerly named School of Health Management.

Example
• The Department of Student Affairs approves student requests.

Examples
• ATSU Board of Trustees appoints officers, elects three new board members.

Examples

Examples
• The class of 1970 will celebrate its golden anniversary this year.

Examples
• Adam Long, DO, 1908, lived a long and happy life.

Examples
• Caucasian, Asian, Hispanic, African American, Middle Eastern.

Examples
• Ben Hoffman is a co-chair of the committee.

Examples
• Fahad Al Fahad, Ph.D., assistant professor, anatomy, received the award.

Examples
• The event was held Friday, Sept. 23, 2020.

Examples
• Formerly named School of Health Management.

Examples
• The college held commencement in May.

Examples
• John Smith, DO, MA, OCS, Controller’s Office, Dean’s Office, Registrar’s Office.

Examples
• John Smith, DO, MA, OCS, presented at the annual conference.

Examples
• John Smith, DO, 1908, received the award.

Examples
• John Smith, DO, 1908, received the award.

Examples
• A.T. Still University stopped charging tuition for distance learning.

Examples
• The class of 1970 will celebrate its golden anniversary this year.

Examples
• Caucasian, Asian, Hispanic, African American, Middle Eastern.

Examples
• Ben Hoffman is a co-chair of the committee.

Examples
• Ben Hoffman is a co-chair of the committee.

Examples
• Ben Hoffman is a co-chair of the committee.


college
Freeform letters are not capitalized.
Example
• A.T. Still University

Examples
• University of Health Sciences.

Examples
• University of Health Sciences.

Examples
• The College will hold commencement in May.

Examples
• The former college is all that is needed. Do not precede

Examples
• University of Health Sciences.

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• University of Health Sciences.

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• University of Health Sciences.

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Examples
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All references to honorary degrees should specify that the degree is honorary and not a student’s only doctorate or is honorary.

Hyphen
Do not use a hyphen or other side of a hyphen, e.g., a.m., p.m.

Initials
Use periods and no space when an individual uses initials instead of a full name.

Internet
The word “Internet” should be lowercased. Refer to AP Stylebook for additional information for more details (revised June 2016).

Kirkcival College of Osteopathic Medicine (KCOM)

mind, body, spirit
 Preferred order is body, mind, spirit.

Missouri School of Dentistry & Oral Health (MOSDOH)

rhetoric
 Always use an em Dash (—) instead.

Money
When including a numeric monetary amount, use decimal numbers only if the desired amount is $10. Also, if the amount is in $100s, use a comma for clarification.

Example
- Jack’s stereo cost $4,863. Jack’s monthly payment will be $364.75. Jack owes me $45.

Mr., Mrs., Ms., M.
Referring to the use of Mr., Mrs., Ms., or M. may be an underlying or arbitrary assignment of gender (gender expression, gender identity, or expectations) determined properties on a sexological, behavioral, and/or psychological basis.

Museum of Natural History
Formerly owned the BMNH Natural History Museum.

names/titles
Do reference for administration, faculty, and alumni, use first name, middle initial (if available), last name, degree, fellowship designation (if applicable), graduation year of study (if known) using a comma, position, and department (e.g., John Smith, MD, DDS, assistant professor of surgery). For alumni, if the degree was obtained before a degree from the school, list the year and the school (e.g., John Smith, MD, DDS, assistant professor of surgery who graduated from the University of Health Sciences in 1980). Additional degrees or certificates should be followed by the school name and the year of graduation (e.g., John Smith, MD, DDS, assistant professor of surgery who graduated from the University of Health Sciences in 1980 and the University of Missouri in 1990). If the degree is not necessary to distinguish alumnus by A.T. Still University in addition to the degree year, then the name of the school after graduation year and set off with parenthesis (e.g., John Smith, MD, DDS, assistant professor of surgery who graduated from the University of Health Sciences in 1980 (MD)). For breaking down education, degrees, and institutions, refer to AP Stylebook for additional guidance. Do not abbreviate the degree and should provide the name of the institution on subsequent references.

Native American
Preferred usage is American Indian.

numerals
Write out numbers less than 10; for numbers 10 or greater, use numerals. Do not use numerals even for greater than 100; the number is written as a sentence. Periodic numbers are so grouped: Avoid using “4” and “10” after a date. Use numerals in tables, lists, and other formats as indicated by the context of the data (e.g., 4th and 10th). For sports scores, grades, academic grades, percentages, and statistical material, use numerals, but specify if using fractions that equal less than one or in percentages. Ages are always a numeral. Refer to AP Stylebook for additional guidance on numerals.

Examples
- A day or two years ago. Williams cautioned.
- I agree that transparency is too much for one sitting, but one is needed.
- Four, tens, hundreds, and thousands (no use of the word “thousand”)
- Each of five students.
- A medical team of five professionals.

online
Do not capitalize a position if it is the official title and is directly related to a position.

Examples
- Dean Janet Johnson, ’84, complimented the student on her presentation.

or

of a first name. See preferred order is body, mind, spirit.

Examples
- “Great Expectations,” “Don Quixote

Other
If words are lifted mid-sentence, ellipses should appear before the quote to the correct individual by using a dash and the name.

Examples
- John D. Smith, AuD, ’05, … it is prestigious first.

percent
Use the % sign when paired with a numeral, with no space. Use numerals and decimal (e.g., 2.5% not two-and-a-half percent). For amounts, less than 1%, precede the decimal with a zero (e.g., 0.01%)

Examples
- In the last ten years, the applicant pool increased from 30% to 50%.

phone number (style)
Alphanumeric format of phone numbers. The style should be used for all cell phone numbers, except 1-800 numbers. The format is followed by a full stop (period, no space). Inside a parenthesis, the format is followed by an open parenthesis, and a comma (e.g., (800) 123-4567). The format is followed by a closed parenthesis (e.g., 800-123-4567).

Examples
- 800-123-4567, ext. 2237, for more information.

press
May be capitalized in the formal title or position.

Examples
- John D. Smith, DO, FAAO, ’65, assistant professor, pathology.

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

Examples
- Journal of the American Osteopathic Association, human anatomy

province and gender identity
All references to gender identity is our individual, individual expression of gender. It is directly linked to our sense of self and sense of self, female, or both. For more information, see gendertaking/genres.

Examples
- In the last ten years, the applicant pool increased from 30% to 50%.

School
Capitalize the name of the school when using with the word “School.” Capitalize the name of the school when using with a college/school name of the college/school is all that is needed. See also A.T. Still University.

Examples
- The president met with students.

space between sentences
Always use one space.

Examples
- A.T. Still University’s College of Graduate Health Studies

statistics
Do not write “1,” “toll-free,” or “toll-free number” without a space or periods.

Examples
- More tips
- Example

tabular material
When dealing with medical practice or medical education. “Osteopathic medicine” is preferred to the word “osteopathy” or “program.” Lowercase in all other instances. Do not capitalize the word “program,” unless the word is part of the formal name.

Examples
- “Great Expectations,” “Don Quixote

telephone number (style)
Examples
- Do not use “country code” or “area code” when listing such a number.
- For external publications, when referring to a specific school or college, use the full name of the school.

Examples
- University of Health Sciences.

titles
Capitalize the title or position when using with the word “title” or “position.” Capitalize the word “title,” when the word is part of the formal name.

Examples
- The French teacher training program.

writing
You must subscribe to “making a difference” in what you write.

Examples
- You must draft on the word “hands-on,” except at the beginning of a sentence.
Copywriting style guide

time
See page 31.

titles – academic
See page 31.

titles – professional
See page 31.

titles – publications
When closely copy, place the titles of books, grants, speeches, lectures, and works of art in italics or quotation marks. See publication titles for more information.
Example:
- They recently returned from the convention, where they gave a presentation titled “The History of Osteopathic Medicine.”

trustee
Capitalize a trustee’s title only when used before the name. See Board of Trustees for more detail.
Examples:
- Trustee Tom Jones, DDS, attended the meeting.
- Jane Thomas, DO, ’05, is a trustee.

underlining
Do not underline words.

university
Capitalize “University” when referring specifically to ATSU. Lowercase when the reference is non-specific or refers to another university, see A.T. Still University of Health Sciences.
Examples:
- The University has a commitment to rural and underserved populations.
- Fauquier School of Osteopathic Medicine is located in Warrenton. It is a liberal arts university.

atsu.edu
Do not use “www.” when directing readers to any of the University’s colleges or schools. Do not italicize or underline.

web page
Two words.

website
One word. Do not underline a website address. Use lowercase letters.

White Coat Ceremony
Capitalize when referring to official ceremony.
Examples:
- The White Coat Ceremony was held on campus.
- More than 70 students participated in the ceremony.

years – abbreviation
Abbreviated two-digit numeric years are preceded by an apostrophe, not a beginning single quotation mark.
Example:
- “The Summer of ’69”

More tips:
- A span of years written as numbers including the century contains no apostrophe (e.g., 1970-80, 1757-1840).
- For a span of years that crosses the millennium, use full-year references (e.g., 1998-2010).
Typography

The brand is the unique personality that identifies ATSU. Within the equation of brand communication, the use of typefaces and their arrangement may be as important as the use of color, images, and abstract graphics. Legibility, tone and style, and compatibility are all critical concerns, along with generating a memorable and distinctive presence.

To help ensure all of our visual communication is consistent, the ATSU brand relies on a specific system of typography. These typefaces have been chosen to work in a range of sizes, in both black and white and color, in print and online, and to allow flexibility for a wide range of applications.

In this section, you’ll find the print typefaces, web typefaces, and typesetting guidelines approved for the ATSU brand. By adhering to these typography guidelines, you are helping to promote and maintain the ATSU brand throughout our community and around the world. The following information is held as the standard for all internal and external ATSU communications, including all publications, printed pieces, and websites.
**Typography**

ATSU typefaces

Print typefaces

Gotham type family (OpenType) has been adopted for use on all ATSU materials. Gotham was chosen for its new, yet familiar feel. It has an honest, friendly, and confident tone. It includes an expansive character set, which allows for very sophisticated typographical variances. The family includes a comprehensive range of weights and italics, accommodating typographers' needs for vibrant visual conversations.

Web typefaces

Montserrat is used primarily for headings, while Roboto is used for body and large expanses of type. Both Montserrat and Roboto should be set up to degrade gracefully to Arial on hardware/software that does not support the use of web fonts.

• Use smart quotes and apostrophes.
• Tuck periods and commas inside quotes marks.
• Kern all display type to prevent unseemly gaps between letters.
• Use typographic marks property.
• Quote marks are for direct, word-for-word quotations. Paragraphing does not require quote marks.
• A hyphen is only used for hyphenated words.
• Large amounts of body text in uppercase letters becomes difficult to read and should be avoided.
• Eliminate orphans. An orphan is the last line of a paragraph that sits alone at the top of a column or page.
• Eliminate rivers. Rivers are large spaces between words that occur if the line length is too short relative to the point size of justified text.
• Keep leading consistent throughout paragraphs.
• Proper paragraph indents. First paragraphs are never indented, subsequent paragraphs are. The standard indent for a paragraph is 1 em, not 1/2 inch. Adjust tabs accordingly.
• Choose italics or bold for emphasizing words or phrases.
• Hang punctuation. Punctuation has less visual weight than letters or numbers. Compensate for this by allowing punctuation to hang into the margins.
• Produce proper fractions.
• Do not use faux italic/oblique, bold, and small/cap type. Choose the font family style for the desired outcome.
• Do not stretch type in a way that encroaches upon the letterforms. Tighten outward, not inward.
• Scaled type. Never scale type disproportionately.
• Do not use excessive negative letterspacing to the point where characters areanding into one another.
• Base headlines sensibly for legibility.

Web addresses are case sensitive after the domain name.

OpenType fonts are always preferred to TrueType and PostScript legacy font formats.

Always spell check.
The University visual identity color palette reflects a caring, professional, and innovative ATSU. ATSU blue (PMS 646) is the official University color. Using ATSU blue prominently on all communicable mediums reinforces the brand and encourages audience recognition of the University.

As shown, selection of authorized complementary colors may be used with ATSU blue. The complementary palette should be used sparingly and only in moderation for an effective design piece. The number of support colors should be limited so as not to overwhelm. Since the color palette is essential to our visual identity, it’s important each color be reproduced correctly. Listed below by the color swatch are the Pantone numbers, along with CMYK, RGB, and HTML values for the color palette. Questions should be directed to C&M at communications@atsu.edu.

Please note colors within Diversity & Inclusion (D&I) graphic identifiers (e.g., Safe Zone for All, Diversity is more than hue) are reserved specifically for D&I initiatives only.

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