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### Brand essentials
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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 one 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. Consistency guards against a perception of our university as disingenuous because of the difference that could have been cast by a first interaction with a different area of the brand.

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 audiences. Our brand communications must 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 aspirational brand language may ring hollow and fail to resonate. We must align our brand communications with our mission and vision. We must hold ourselves to the highest standards of care. Authenticity and integrity most likely to resonate, and reflect our beliefs in every interaction and expression.

Mission, Vision, and Values

MISSION
ATSU’s mission is to ‘Be the preeminent university for health professions’ and ‘Be 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.’

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 is a vital 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 considered and should be presented in the manner most appropriate for each audience to ensure engagement.

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
• Government
• General public

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.
Audience-focused support brands they relate to and appreciate. They will relate to ATSU’s brand the same way the brand relates to them. Audience-focused brands that have a distinct and consistent personality with greater loyalty, and a higher value perception.

Brand personality

Audience-focused brands support brands they relate to and appreciate. They will relate to ATSU’s brand the same way the brand relates to them. Audience-focused 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 brand is creating a clear and perceived personality of the organization and its values. This voice is one of the factors that determine the success of the brand. The voice of ATSU helps develop a consistently clear impression of ATSU in our audience’s minds.

The tone of ATSU’s Voice is confident but never arrogant, clearly recognizable ATSU’s voice.

Brand personality

We believe, as a brand, if we focus selflessly on the greater awareness that there is more to accomplish. It is a voice of service to the people. A voice that reflects the core promises of our brand, and consistent personality with greater loyalty and a higher value perception. We believe people are moved by the benefits provided, and the good being done. ATSU’s Voice is the voice of motivation for others.

For example, ATSU students and faculty are part of a distinguished heritage of holistic healthcare-based care approach that includes the body, mind, and spirit of each patient. This approach differentiates ATSU for innovation model that promotes wellness and meets the health needs of all communities. This perception of historical credibility and a more thorough and highly personalized healthcare delivery integrated approach that includes the body, mind, and spirit of each patient. This approach differentiates ATSU for innovation model that promotes wellness and meets the health needs of all communities.

We believe, as a brand, if we focus selflessly on the greater value perception.

Positioning

Our positioning statement is a description of what we are (a health sciences university), or motivational, defensible, and sustainable. It’s not just the generic description of what we do and the benefits associated with it. The greatness of ATSU is expressed through the benefits it provides to patients and the community. ATSU’s Voice is the voice of motivation for others.

Positioning is how we effectively establish the definition of our brand in the minds of our audiences. Our positioning statement must be a memorable and consistent personality with greater loyalty and a higher value perception.

In summary, when we say our brand is "First in Whole Person Healthcare", as well as the emotion(s) we hope to generate and associate to ATSU when people encounter us.

Our positioning statement

First in Whole Person Healthcare

ATSU is regularly recognized in the healthcare community as the graduate healthcare education and scholarly research. We’re very proud of our rich history in osteopathic medicine and an annals of osteopathic medicine. ATSU is regularly recognized in the healthcare community as the graduate healthcare education and scholarly research. We’re very proud of our rich history in osteopathic medicine and an annals of osteopathic medicine. ATSU is regularly recognized in the healthcare community as the graduate healthcare education and scholarly research. We’re very proud of our rich history in osteopathic medicine and an annals of osteopathic medicine. ATSU stands today to the discipline of osteopathic medicine. ATSU stands today to the discipline of osteopathic medicine.

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ATSU was founded to teach whole person healthcare. Today, we are still leaders in the field, providing hand-on teaching methods and providing our students in CHC's around the country to acquire hands-on experience caring for populations that are underserved.

The most consistent complaint of today’s patients is that their doctors don’t spend enough time with them, preferring to grab their prescription pad and end the appointment, as soon as doctors don’t spend enough time with them, preferring to grab their prescription pad and end the appointment, as soon as their prescription is written.

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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, department, 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). Afterwards, it delivers the definition of that acronym broken up by who and then what—simplifying language comprehension and retention for the individual viewer.

Our institutional logo should be used on all internal and external communication materials whenever appropriate.

Institutional logo with positioning statement/tagline

In 2012, ATSU adopted the positioning statement “First in whole person healthcare.” The positioning statement is an essential 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 communication that reaches the general public, and particularly, members of the admissions audiences.

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: 1 1/4”

- **Secondary logo (stack)**
  - Minimum width: 5/8”

- **Acronym logo**
  - Minimum width: 1/2”

Note: The logotype has been carefully spaced and should not be changed or re-typed. The ‘A’ and ‘U’ are vertically aligned, as well as the ‘l’ and ‘i’.

Note: The positioning statement has been carefully spaced and should not be changed or re-typed. The left and right ends are vertically aligned to the outer bounds of the logo. The spacing has been crafted in such a way that the divider stem separating the acronym from the logotype vertically centers with the ‘s’.

Note: The logos have been carefully sized and should not be changed or re-typed. The logos have been crafted in such a way that the divider stem separating the acronym from the logotype vertically centers with the ‘s’.

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Institutional logo

minimum web sizes

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

Minimum width

<table>
<thead>
<tr>
<th>Logo</th>
<th>Minimum width</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institutional logo</td>
<td>230 px</td>
</tr>
<tr>
<td>Primary logo</td>
<td>110 px</td>
</tr>
<tr>
<td>Secondary logo (stack)</td>
<td>96 px</td>
</tr>
<tr>
<td>Acronym logo</td>
<td>60 px</td>
</tr>
</tbody>
</table>

Primary logo + positioning statement

Secondary logo (stack) + positioning statement

Secondary school stacked logos - positive 2-color

Primary school logos - positive 2-color

School logos

The sequence of perception findings applied to the institutional logo. The first delivers 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 nor further definitions should be added to any of the school logos. School logos will always be used in conjunction with the institutional logo, whether directly or implied.

LIMITED-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 where 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.

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

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

ATSU

Arizona School of Dentistry & Oral Health

ATSU

Arizona School of Health Sciences

ATSU

College of Graduate Health Studies

ATSU

Kirksville College of Osteopathic Medicine

ATSU

Missouri School of Dentistry & Oral Health

ATSU

School of Osteopathic Medicine in Arizona
School logo minimum print sizes

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

<table>
<thead>
<tr>
<th>Logo</th>
<th>Minimum height</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATSU School of Osteopathic Medicine in Arizona</td>
<td>1/4&quot;</td>
</tr>
</tbody>
</table>

School 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>Logo</th>
<th>Minimum height</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATSU School of Osteopathic Medicine in Arizona</td>
<td>28 px</td>
</tr>
<tr>
<td>ATSU</td>
<td>17 px</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Logo</th>
<th>Minimum height</th>
<th>50% clear space</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATSU School of Osteopathic Medicine in Arizona</td>
<td>1/4&quot;</td>
<td></td>
</tr>
<tr>
<td>ATSU</td>
<td>60 px</td>
<td></td>
</tr>
</tbody>
</table>

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 the ASHS academic departmental logos.

Arizona School of Health Sciences academic departmental logos - positive 2-color

<table>
<thead>
<tr>
<th>Logo</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ATSU Physical Therapy</td>
<td></td>
</tr>
<tr>
<td>ATSU Anatomy</td>
<td></td>
</tr>
<tr>
<td>ATSU Osteopathic Therapy</td>
<td></td>
</tr>
<tr>
<td>ATSU Physical Assistant</td>
<td></td>
</tr>
</tbody>
</table>
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.

Departmental logos - positive 2-color

ATSU

ATU

ATSU

ATSU

ATSU

ATSU

ATSU

ATSU

ATSU

ATSU

ATSU

ATSU

ATSU

ATSU

ATSU

ATSU

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 over 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
Identity

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's 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.
Use of multiple logos
Whenever ATSU-produced materials require the inclusion of third-party logos, they should be handled in a way 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.

These ideas are used to ensure the sequence of cognition is retained in ATSU’s logo; retaining first (shape) and second (color) memory imprinting. Minimum size and clear space requirements should always be maintained.

Use of multiple universities logos on one page is discouraged.

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 logos.

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

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 placement: 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.
Logo Limitations

Below are examples of logo treatments that should never occur under any circumstances.

**DON'T**

- Add decorative images or graphics to the logo for any reason
- Add reflections, shines, or any other graphic filters to the logo
- Replace the positioning statement with any other statements
- Stretch, squeeze, or distort the logo
- Use the black logo on a color background where adequate contrast cannot be achieved
- Change the logo colors
- Produce a gradient logo
- Produce a pattern with the logo
- Use the white logo on a color background where adequate contrast cannot be achieved
- Rearrange the logo elements
- Outline the logo
- Rotate the logo
- Use the logo over a busy image
- Use the acronym as a holding shape for imagery or graphics
- Add drop shadows or any other effects to the logo
- Change the proportions between the acronym and the logotype
- Use the color logo on a color background
- Reproduce the logo with different typefaces or colors

Copyright

**Copyright:** ATSU. All rights reserved.

Print Usage

- The copyright line should appear on all printed materials.
- It should be placed in the lower left corner or on the back of multipage pieces.
- The font size used should be legible.
- The font color should be black (preferred) or white (when necessary).

Online Usage

- The copyright line should appear on all online sites.
- It should be placed in the footer.
- The font size should be legible.
- The font color should be black (preferred) or white (when necessary).

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.
Phoenix, is a dynamic urban setting with a first-class business state's third largest city. This progressive city, adjacent to A.T. Still University's Arizona campus is located in Mesa, the cities such as St. Louis and Kansas City, Kirksville offers a variety osteopathic healthcare. Within easy driving distance of major a growing community with a rich history in education and doctorates in dental medicine and osteopathic medicine.

otwithin their second year of study. ATSU-SOMA partners with community health centers of clinicians, educators, and students who share a passion and commitment for whole person healthcare. Using a unique 1+3 model, ATSU-SOMA partners with community health centers and underserved populations.

The osteopathic approaches and dimensions of healthcare are

Imagine a world where every person had access to the care they need. Osteopathic medicine is not just about addressing symptoms; it's about understanding the root cause of health issues and empowering patients to take control of their well-being. Through a holistic, patient-centered approach that goes beyond modern medicine, able to combine technology with compassion, osteopathic physicians focus on the unity of the body, mind, and spirit. Under the leadership of A.T. Still, the Father of Medicine, and which focuses on the unity of the body. Dr. Still founded a philosophy of medicine based on ideas that date back to Hippocrates, the modern medicine, able to combine technology with compassion, the body, mind, and spirit. Under the leadership of A.T. Still, the Father of Medicine, and which focuses on the unity of the body.

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ATSU Student

• When referring to a current KCOM or SOMA medical student, indicate class year. Glenn Smith, OMS I, received a scholarship.

• When referring to a current ASHS student, indicate class year. Susan received a bachelor's degree in biology.

• When referring to a current KCOM or SOMA medical student, use the student's first name and last initial. Would be listed as: Jane Beck, DMD, a dentist from Scottsdale, Arizona, opened…

• When referring to anATSU student or alumnus, include the school name after class year and set off with commas. Audiology student Karen Jones, ’23, named president of the group.

• When referring to a current ASHS student, indicate class year, give their major, and include a city or state. Jane Beck, DMD, a dentist from Scottsdale, Arizona, opened…

• When referring to a current KCOM or SOMA medical student, indicate class year, give their major, and include a city or state. Joe Smith received a master of science degree in physics from…

• When referring to a current ASHS student, give their major, and include a city or state. Joe Smith, a dental public health student at CGHS, received a scholarship.

• More tips may stand alone.

• More tips may stand alone.

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on-chair
Hyphenate when the word should be capitalized. (At the beginning of a sentence or preceding the proper name of the on-chair, only the first “o” is capitalized.)

Examples:
• The dean is on the chair of the committee.
• Today’s speaker is on the chair of the college.

college
Hyphenate the word “College” when referring to KCOM or CGHS, but do not capitalize it when referring to another institution. See also university.

Examples:
• The College was established in 1899...

College of Graduate Health Studies (CGHS)
Formerly named College of Health Studies.

Examples:
• All students...CGHS...is an educational institution.

Schools at A.T. Still University
For internal publications, when referring to a specific school within the University, always include the name A.T. Still University as part of the school designation. For external publications, the name of the college/school with “the.” See also A.T. Still University.

Examples:
• When the first reference is made to a school with “the” the name of a college/school with “the.” See also A.T. Still University.
• Example:
  School of Health Management

Example:
• Formerly named School of Health Management

Capitalize the word “College” when referring to KCOM or CGHS, college.

Examples:
• The College will hold commencement in May.

Today’s speaker will be Co-chair Ben Hoffman.

Ben Hoffman is a co-chair of the committee.

Examples:
• John Smith, DO, MA, OCS

The plural of DO (DOs) does not need an apostrophe unless it is being used as a possessive noun as in “principles of the DO’s art and science.”

Examples:
• John Smith, DO, MA, OCS,
  The 1970 class will celebrate its golden anniversary.

sentence
Use commas to separate three or more elements in a series, anaphora in sentences before the conjunction also is known as the Oxford comma. Also, place a comma before the conjunction when the conjunction separates two independent clauses.

Examples:
• After the ceremony, the body, soul, and spirit of individuals...Additionally, I want to be a doctor.

• Upon graduation, students will...An anatomy class is usually held for a holiday.

• Graduation is...the name for all following references. Never use periods after the name. A good rule of thumb is to avoid the use of “department” when it precedes the department name, and use “department” instead of “division” and avoid when informal and uppercase when formal.

Examples:
• The Department of Student Affairs approves student requests.

• Project directors should contact the Sponsored Programs department.

• The Department of Student Affairs appoints student representatives.

• The faculty are meeting today.

• The faculty numbers 200.

• Project directors should contact the Sponsored Programs department.

• The faculty is meeting today.

• The Department of Student Affairs approves student requests.

• I graduate at 10:00 a.m. on Aug. 12.

Name___________________________

Examples:
• Jane Doe, DO, ‘02, received an award with Joe Smith, DO, ‘64, and they denote the “a’.”

• Do not capitalize the first letter of the word, unless proper noun, first letter of a word following a hyphen, or capitalization is required in the header or headline. Do not capitalize all nouns used in the header or headline. Do not capitalize all words that contain the word reader or newsletter.

Examples:
• “department” instead of “division.”

• The term “office” is generally reserved for a department of the University, named after a political figure (e.g., President’s Office, Chancellor’s Office, Provost’s Office, Registrar’s Office).

• Jane Doe, DO, ‘02, received an award with Joe Smith, DO, ‘64, and they denote the “a’.”

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Native American

American Indian: Use in all situations unless it is determined that the word “American Indian” is preferable.

dosage level: A phrase that may be used interchangeably with “dosage,” “dose,” or “dosing”.

dosage regimen: A specific plan for administering medication. Do not hyphenate.

Source: AP Stylebook (2021 Edition)

Do not capitalize the word “Internet” unless it begins a sentence.

Do not capitalize “internet” unless it begins a sentence.

Do not use courtesy titles (Mr., Mrs., Miss, Ms.), except in the following situations:

• The individual is a guest on a television program.

• Do not capitalize the word “Internet” unless it begins a sentence.

Do not capitalize the word “intern” unless it begins a sentence.

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

Do not use SLDC as an abbreviation.

School of Osteopathic Medicine in Arizona (SOMA)

School of Osteopathic Medicine in Arizona (SOMA)

ATSU Regional Medical Center, the founding osteopathic hospital.

Preferred to “distance education” or “distance learning.

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ATSU Regional Medical Center, the founding osteopathic hospital.

Example

Craig M. Phelps, DO, ’84, is president of ATSU.

On first reference for administration, faculty, and alumni, use first name, middle initial (if available), last name, degree, fellowship designation (if applicable), graduation year (1 of 2 years) or year of program, and department.

On second reference, use last name only, except for doctors.

Do not capitalize departmental titles following the name.

Do not capitalize positions following the name.

Always repeat the % sign with each individual figure. Refer to AP Stylebook for additional guidance on use of quotation marks for composition titles.

Examples

• Craig M. Phelps, DO, ’84, is president of ATSU.

• His daughter is 6.

• We met Nov. 4.

• Twenty-five laps were all Dr. Williams could take.

• His daughter is 6.

• We met Nov. 4.

• Twenty-five laps were all Dr. Williams could take.
Copywriting style guide

See a.m./p.m.

titles – academic
See academic titles.
titles – professional
See names/titles.
titles – publications
When directly citing, place the titles of books, journals, speeches, lectures, and works of art in quotation marks. See publication titles for more information.
Examples:
• 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.
• Phoenix campus is located in Phoenix. 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 75 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 in numbers and including the century contains no apostrophe (e.g., 1970-80, 1977-84).
• For a span of years that crosses the millennium, use full-year references (e.g., 1998-2010).
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

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 variations. The family includes a comprehensive range of weights and italics, accommodating typographers’ needs for vibrant visual expressions.

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 quote marks.
• Kern all display type to prevent unseemly gaps between letters.
• Use typographic marks properly:
  • 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 italics. Italic is a word that sits on a line by itself at the end of a paragraph.
• Eliminate exclamation. An exclamation 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 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 1/2 inch. Adjust tabs accordingly.
• Choose italic 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. Think outward, not inward.
• Scaled type. Never scale type disproportionately.
• Do not use excessive negative kerning in the point where characters are crammed into your column.
• Break headlines sensibly for readability.
• Headlines should not require punctuation.
• Align baselines of type in adjacent columns of body text. This is best achieved by creating columns within a single text container.
• Correct bad rags.
• Use ligatures.
• Use tabs for bulleted lists so the second line of a bullet aligns with the first. Spaces are inadequate to visually align subsequent lines.
• Web addresses are case sensitive after the domain name.
• OpenType feels 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 communication 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 to support your 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 that 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.
A.T. Still University
Brand Identity Standards

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

Missouri campus
800 W. Jefferson St., Kirksville, MO 63501

Arizona campus
5850 E. Still Circle, Mesa, AZ 85206

atsu.edu