# Table of contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Photography and Imagery</strong></td>
<td>2</td>
</tr>
<tr>
<td>Photography and Imagery</td>
<td></td>
</tr>
<tr>
<td>Portraiture</td>
<td></td>
</tr>
<tr>
<td>Video testimonials</td>
<td></td>
</tr>
<tr>
<td>Historical imagery</td>
<td></td>
</tr>
<tr>
<td>Signature exterior photography</td>
<td></td>
</tr>
<tr>
<td>Protecting the patient or student</td>
<td></td>
</tr>
<tr>
<td>Model release policies and consent</td>
<td></td>
</tr>
<tr>
<td><strong>Business communication design guidelines</strong></td>
<td>12</td>
</tr>
<tr>
<td>Stationery system</td>
<td></td>
</tr>
<tr>
<td>Name badges</td>
<td></td>
</tr>
<tr>
<td>Email signature</td>
<td></td>
</tr>
<tr>
<td>Email header system</td>
<td></td>
</tr>
<tr>
<td>University presentations</td>
<td></td>
</tr>
<tr>
<td><strong>Event &amp; exhibit design guidelines</strong></td>
<td>26</td>
</tr>
<tr>
<td>Commencement ceremony staging</td>
<td></td>
</tr>
<tr>
<td><strong>Interactive design guidelines</strong></td>
<td>22</td>
</tr>
<tr>
<td>Institutional website</td>
<td></td>
</tr>
<tr>
<td>College/school websites</td>
<td></td>
</tr>
<tr>
<td>Main navigation</td>
<td></td>
</tr>
<tr>
<td>On-page navigation</td>
<td></td>
</tr>
<tr>
<td>Formatting</td>
<td></td>
</tr>
<tr>
<td>Graphic elements</td>
<td></td>
</tr>
<tr>
<td>Social media standards</td>
<td></td>
</tr>
<tr>
<td>Social media branding</td>
<td></td>
</tr>
<tr>
<td>Social media graphics</td>
<td></td>
</tr>
<tr>
<td>On-page SEO practices</td>
<td></td>
</tr>
<tr>
<td>On-page SEO optimization</td>
<td></td>
</tr>
<tr>
<td>Email marketing</td>
<td></td>
</tr>
<tr>
<td>Banner advertisements</td>
<td></td>
</tr>
<tr>
<td><strong>Print design guidelines</strong></td>
<td>68</td>
</tr>
<tr>
<td>Admissions package</td>
<td></td>
</tr>
<tr>
<td>Institutional brochure</td>
<td></td>
</tr>
<tr>
<td>Program structures</td>
<td></td>
</tr>
<tr>
<td>Diversity &amp; Inclusion guidelines</td>
<td></td>
</tr>
<tr>
<td><strong>C&amp;M project requests &amp; production</strong></td>
<td>59</td>
</tr>
<tr>
<td>C&amp;M production overview</td>
<td></td>
</tr>
<tr>
<td>C&amp;M production elements</td>
<td></td>
</tr>
<tr>
<td>C&amp;M project request ticket process</td>
<td></td>
</tr>
<tr>
<td>C&amp;M services offered</td>
<td></td>
</tr>
<tr>
<td><strong>A.T. Still University Style Guide</strong></td>
<td></td>
</tr>
<tr>
<td>For all questions relating to the Brand Identity Standards,</td>
<td></td>
</tr>
<tr>
<td>contact ATU Communication &amp; Marketing (C&amp;M)</td>
<td></td>
</tr>
<tr>
<td>608.626.2272</td>
<td></td>
</tr>
<tr>
<td><a href="mailto:communications@atsu.edu">communications@atsu.edu</a></td>
<td></td>
</tr>
<tr>
<td>atsu.edu/communications</td>
<td></td>
</tr>
</tbody>
</table>

For all questions relating to the Brand Identity Standards, contact ATU Communication & Marketing (C&M) 608.626.2272 communications@atsu.edu atsu.edu/communications

A.T. Still University Style Guide
Photography and imagery

Photography and imagery

Photography is an integral ingredient to ATSU’s brand expression. Learn about how to access ATSU photography, required general photography release forms, and photography services.

Photography and imagery standards provide clear guidance on the use of visual details that build brand presence. In the following section, you will find detailed guidance related to photography appropriate for ATSU’s brand. Using these photography and imagery standards will make ATSU-branded materials more visually compelling—by consistently aligning with these standards—and more immediately recognizable to our audiences.
Photography and imagery
ATSU images should evoke emotion, show activity without being contrived, and be experiential. Shown are a few examples of photography available in ATSU's image gallery, atsu.photoshelter.com. Strong imagery helps to tell our many stories at ATSU and bring the campus to life for our many audiences. The impact is especially important for recruitment of students, faculty, and University partners. The images depict aspects of campus and student life, including our programs, faculty and staff activities, accomplishments, and special events.

Always keeping the brand in mind
The brand’s creation involves a system that allows for the combination of aspirational, conceptual imagery and dynamic, vibrant photography which is authentic, meaningful, and immersive.

• Stewardship
• Integrity
• Intellectual
• Caring
• Selflessness

Subject matter:
• Real life (not staged, posed, or fictional)
• Represent diversity
• Optimistic and warm (or neutral)
• Singular concept/subject per image
• Advancing progress/positive change

Style
• Natural lighting
• Bright tonal range
• Clear/sharp focus on subject matter
• Clean, simple areas of white space

Access to images and photography requests
ATSU images are available to approved University users for use in non-commercial communication pieces relating to the University, official/university communications and publications, as well as for distribution to approved external entities (e.g., media, collaborative partners, etc.). Images are NOT available for general use without written consent from ATSU.

ATSU employee headshots and student composite images are not public-facing images; therefore, access to those specific images must be requested from ATSU C&M at communications@atsu.edu or by submitting an ATSU Ivanti ticket request via ATSU’s portal link, ITS Service Desk.

For additional information or questions, please contact ATSU C&M at communications@atsu.edu or by calling 660.626.2272.
Portraiture
Executive and staff portraits personify authority, presenting an emotionally appropriate expression. The eye–gaze convention is often slightly posted off camera–positioning engagement.

Format
Vertical, portrait orientation.

Composition
Individuals can be seated or standing–
orienting posture slightly off–camera. For
headshots, position subject in center of
frame capturing an amount of space above
the head equal to the distance between the
subject's mouth and eyebrow line. Full–figure
action images composed relevant to scene.

Lighting and background
Unless there is a need for a location–specific
background for editorial purposes, all
professional headshots/portraits should be
taken in front of the ATSU gray background
available on each campus. Subject lighting
should be directional. Align light source in
the path of the subject's view so he/she will
look directly into the light. The image should
have minimal to no shadow, and use no filters
or post–production effects. Ambient bounce
and 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
so directed by Director of Marketing. Otherwise:
recommended headshot style

Photography and imagery

Recommended headshot style

Video testimonials
Portrait style and format, female and
male examples.

Backgrounds should be all white unless
so directed by Director of Marketing. Otherwise:
Photography and imagery

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 used in any way without express written consent of the Museum of Osteopathic Medicine and the International Center for Osteopathic History.

For access to historic ATSU images, please contact communications@atsu.edu.

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

Please visit atsu.photoshelter.com for more options.
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 as a property right (the right to profit from the use of a name or image or identity). In another sense, it’s treated like a privacy right (protection from unjustified intrusions and exploitation).

To avoid violating someone’s right of publicity, you must be careful about using:

- Image (photos, videos, film)
- Likeness (drawings, paintings, prints, etc.)
- Name (this includes surnames and former names)
- Signature

You may not:

- Use visual content other than as expressly provided by the person you purchased or written permission provided with respect to such visual content.
- Portray any person depicted in visual content in a way that a reasonable person would find offensive, including but not limited to, depicting

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.
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.
# Business communication design guidelines

## Stationary system

**Institutional business cards**

All official ATSU business cards must be obtained through C&M. It is imperative all ATSU stationary be consistent; therefore, it is not acceptable to alter business card designs. All questions concerning business card content should be directed to C&M at communications@atsu.edu or 660.626.2272.

### Information that MUST be included:

- Name
- Degree(s)
- Title (per Human Resources)
- Address
- Phone/Cell number
- ATSU email address
- ATSU URL

### Optional information that may be included:

- Fax number
- ATSU/Campus/departmental segment
- Badges

### Information that may NOT be included:

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

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 at 480.921.2900 or orders@wist.com for magnetic name badges.
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.

ATSU Arizona School of Comentry & DSA Health
John B. Doe, DMD
Main Clinic

ATSU Arizona School of Medicine & MBA Health
Sally Jones-Johnson
Associate Professor, Public Health

ATSU Arizona School of Nursing
Sally Jones-Johnson
Associate Professor, Public Health

ATSU Arizona School of Osteopathic Medicine
Sally Jones-Johnson
Associate Professor, Public Health

ATSU Arizona School of Optometry
Sally Jones-Johnson
Associate Professor, Public Health

ATSU Arizona School of Osteopathic Medicine
Sally Jones-Johnson
Associate Professor, Public Health

ATSU Arizona School of Pharmacy
Sally Jones-Johnson
Associate Professor, Public Health

ATSU Arizona School of Optometry
Sally Jones-Johnson
Associate Professor, Public Health

ATSU Arizona School of Osteopathic Medicine
Sally Jones-Johnson
Associate Professor, Public Health

ATSU Arizona School of Pharmacy
Sally Jones-Johnson
Associate Professor, Public Health

ATSU Arizona School of Optometry
Sally Jones-Johnson
Associate Professor, Public Health

ATSU Arizona School of Osteopathic Medicine
Sally Jones-Johnson
Associate Professor, Public Health

ATSU Arizona School of Pharmacy
Sally Jones-Johnson
Associate Professor, Public Health

ATSU Arizona School of Optometry
Sally Jones-Johnson
Associate Professor, Public Health
Required email signature content

- First and last name, degrees in descending order of importance
- The text is not permutable, be respectful with commas (e.g., JD, PhD, MPH)
- Title and department
- Include ATSU’s logo (should be linked to atsu.edu)
- Include ATSU’s mission statement
- A.T. Still University or A.T. Still University-INSERT College/School name
- Preferred contact method (it is not necessary to include all the ways to get in touch with you, unless it is essential to your position)
- Use the font included in the C&M form
- Left align all text & elements
- In the signature settings area, there is a checkbox to move your signature above the quoted message. This helps move your contact information up if others are looking for it.
- “Insert signature before quoted text in replies and remove the ‘--’ line that precedes it.”

Non-acceptable elements in email signatures

- No custom or multiple fonts. Please use the font included in the example provided.
- No custom or multiple colors other than the black and grey for information.
- No handwritten signatures. Using plain text reduces the opportunity for an email to get blocked or caught by spam filters, or for malicious use of your signature to occur.
- The exception to this is the President’s Office.
- No images for your complete signature and contact information. Many devices and email clients have default settings that block images, and email signatures in an image format will not be visible to all. Even if the recipient can see the image, they can't copy and paste your details or click links.
- No motivational and inspirational quotations, sayings, or phrases.
- No non-work information such as your personal social media, websites, links, etc.
- No centered elements, left align only.
- No variance from social media icons provided.

Optional content

- Cell phone information.
- Privacy and/or HIPAA statement(s), only if essential to your position.
- An additional address line for another campus location, if essential to your position.
- Certain badges pertinent to your job may be allowed.
- Visit gaycenter.org/pronouns to learn more.

Email pronouns

Gender identity is an internal, individual experience of gender. It is directly linked to a person's sense of self and sense of being male, female, both, or neither. ATSU values and celebrates the differences that make each of us. Pronouns may be integrated within email signatures to identify how an individual wishes to be addressed within any given situation. Pronouns should be inserted on the line immediately following a person’s name and before their title.

Pronoun examples:
- he/him/his
- she/her/hers
- they/them/theirs
- ze/zir/zirs
- she/they or he/they
- just my name please!

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

Emails sent to internal listservs should include an email header. Most departments will use their branded logos 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 & Administrative/FPD
• VP of Advancement
• AASD Dean
• ASHS Dean
• CGHS Dean
• KCOM Dean
• MOSDOH Dean
• SOMA Dean

School email headers (just logos)

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

ATSU Information Technology Services

ATSU Communication & Image Tech
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.
ATH 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 whose primary objective is to support the efforts of others in their communities through collaboration, and supports the brand of the University at all times.

ATH C&M is responsible for accessing public relations policies and procedures, coordinating and managing all University media inquiries and requests, assisting with special events, collaborating with University and community partners, and vetting all media-related requests.

Regular business hours and after-hours media inquiries
ATH Public Relations staff are available Monday through Friday between the hours of 8:00 a.m. to 5:00 p.m. Offices are closed 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 emergent requests. Emergent requests are defined as requests that require University security at all times and prompt response. Emergent requests are handled by connecting to a campus-specific PR representative.

ATH C&M public relations staff are responsible for responding to all University-related media inquiries. All requests to share information about the University and its members of the campus (e.g., ATSU branded table runners/cloths, signage on campus) must be approved by University communication, interviews with ATSU faculty, staff, and students; and influence followers on campus (social media). ATH C&M public relations staff manage the University’s efforts in the appropriate response and action to media requests.

Media training for atsu faculty, staff, and students
ATH C&M public relations staff are available to help University representatives for interviews with print, broadcast, and online journalists. Our staff offer assistance in preparing speaking points, gathering supporting University assets (imagery and information) for media and public distribution, or attending the interviews with University stakeholders to offer additional support and encouragement. Contact a public relations staff member at publicrelations@atsu.edu during regular business hours, 8:00 a.m. to 5:00 p.m., Monday through Friday.

Registering in advance: ziQconor@atsu.edu

Responding to media inquiries
ATH C&M public relations staff are responsible for responding to all University-related media inquiries. All requests to share information about the University and its members of the campus (e.g., ATSU branded table runners/cloths, signage on campus) must be approved by University communication, interviews with ATSU faculty, staff, and students; and influence followers on campus (social media). ATH C&M public relations staff manage the University’s efforts in the appropriate response and action to media requests.

Media & public access to ATSU
ATH C&M public relations staff also provide assistance in sharing University news stories, photography, and filming on campus. ATH C&M public relations staff also provide assistance in sharing University news stories, photography, and filming on campus. ATH C&M public relations staff also provide assistance in sharing University news stories, photography, and filming on campus.

Promoting your work with media or the public
If a faculty or student wants to connect with the media or the public, they should be aware of their responsibilities when interacting with external parties.

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

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

After hours, a C&M representative will be on-call for emergent requests. Emergent requests are defined as requests that require University security at all times and prompt response. Emergent requests are handled by connecting to a campus-specific PR representative.

ATH C&M public relations staff manage the University’s efforts in the appropriate response and action to media inquiries. All such inquiries should be addressed through C&M so that public relations staff may offer assistance or counsel to ATSU departments or organizations who may be hosting large public groups on campus (e.g., ATSU branded table runners/cloths, signage on campus, organizational, and school-related tours. C&M public relations staff coordinate media access for guest lecturers. Media access for guest lecturers includes setting up the appropriate locations and set up, ensuring parking access, notify ATSU security of external visitors on campus, and confirm guest lecturers at the time of booking. C&M public relations staff also offer assistance in sharing University news stories, photography, and filming on campus. C&M public relations staff also offer assistance in sharing University news stories, photography, and filming on campus. C&M public relations staff also offer assistance in sharing University news stories, photography, and filming on campus. C&M public relations staff also offer assistance in sharing University news stories, photography, and filming on campus. C&M public relations staff also offer assistance in sharing University news stories, photography, and filming on campus. C&M public relations staff also offer assistance in sharing University news stories, photography, and filming on campus.

All universities must provide written information about the University and members of the campus (e.g., ATSU branded table runners/cloths, signage on campus) must be approved by University communication, interviews with ATSU faculty, staff, and students; and influence followers on campus (social media). ATH C&M public relations staff manage the University’s efforts in the appropriate response and action to media requests.

For questions related to promoting University initiatives or activities, contact C&M public relations and social media staff at publicrelations@atsu.edu, 602.245.2272 (Mission campus), or 480.245.6283 (Chandler campus) for response. Be sure to inform C&M about all media inquiries as soon as they occur. C&M will lead the University’s efforts in the appropriate response and action to media requests.
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, trade show displays, and event systems, along with examples. Adhering to these standards helps enable ATSU to extend its brand into the spatial realm attractively and effectively.
ATSU commencements are the culmination of years of training and study. It is the farewell to an institution and hello to a new career path. It is also an event in which exceptional students receive special recognition for going far beyond the standards, investing so deeply in their passion to help others.

With such profound events it becomes equally important that the stage graphics communicate the overall brand image and the unique culture of each graduating school.

Message components:
- ATSU institutional wordmark
- Positioning statement
- School wordmark

Colors:
- ATSU brand standard blues and grays

Embellishments include:
- Commemorative parade flag
- Table skirts
- Podium banner
- Embellishing class poster on easel
- The high horizontal banner
- The center stage screen
Interactive design guidelines

Communication & Marketing controls all interactive design, including but not limited to websites and advertisements. All third-party vendors must comply with guidelines that C&M sets forth.
Interactive design guidelines

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 missions 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.

A true learning experience

ATSU’s Bachelor of Science in Nuclear Medicine Technology program is committed to providing excellent instruction and clinical education in an environment that promotes personal and professional growth.
Degree pages

The degree 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, admission and tuition requirements, and defined curriculum overviews.

Another key feature of degree pages is the dynamic list of related programs, which provide a big-picture view of options to site visitors who are still in the consideration phase of their academic planning.

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

Main navigation

The main navigation encompasses the semantic hierarchy of the ATSU online presence, in a way that groups user tasks with their associated paths and goals.

Any new webpages or properties that are created should align logically into the established hierarchy to maintain the integrity of the system.

All navigation additions must be approved by C&M to ensure strategic hierarchy of upline and downline content.
In-page navigation

Presenting a vast semantic hierarchy, even within the scope of one subject, degree, or school, is made more understandable and approachable for website visitors by zipping them into accordion widgets and labeling them based on category or user action.

The distinct background color of the open section helps confirm and guide the exploration of the contained links.

Sublinks are outlined within the hierarchy, as determined by the search intent strategy and the user’s goal.

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

Footer

The visual foundation of the site includes top navigation hierarchy, as well as important campus and support information. Anywhere the institutional website design is used, it must include this footer. This will ensure a consistent foundation across all pages.

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

Formatting

The body-text typeface used on the website is Roboto, with a general sans-serif declaration as a fallback.

The set font size is 16 pixels, with a line height of 20 pixels.

Section titles’ size is 16 pixels, with consistent white space above and below the headline.

All links in body copy should be in blue #00538a.

About ATSU

A.T. Still University (ATSU) is the founding institution of osteopathic healthcare, established in 1892 by Andrew Taylor Still. As a leading health science university, ATSU is committed to two campuses [Jacksonville, Fla.; and Mesa, Ariz.] on more than 200 acres with six preclinical schools. Learning environments include residential and online healthcare-related graduate degrees as well as community-based partnerships worldwide. ATSU has more than 17,000 students enrolled in its 31 schools from 100 countries.

ATSU is renowned for its presence as a multidisciplinary healthcare educator. The University is focused on integrating the latest advances in osteopathic medicine and the advancing science of today’s healthcare. ATSU continually adds distinctions as the graduate health sciences community with leading-edge curricula and a community outreach mission to serve the community. The University has a rich history of leadership in both healthcare education and correlated research.

ATSU’s online students for the comprehensive competence and knowledge required to address the whole person and whole healthcare in community where needs are greatest; inspired to influence whole person healthcare. ATSU graduates contribute to the future of integrated care while also leading with a selfless passion in the communities they serve.

Graphic elements

Small icons and graphics help contextualize and organize the information presented to our website visitors.

These graphic elements should always be used in a way that fits into and supports the tertiary color, style, and size.

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

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

Interactive design guidelines

Online Admissions

Association Guidelines and Academic Calendar

Career Services

The College of Osteopathic Health Sciences has a dedicated Career Services team that works closely with the College’s four schools of osteopathic medicine to provide employment opportunities for alumni. Career Services supports alumni with professional development, career counseling, and networking opportunities. The goal is to support alumni in their career progression and ongoing learning. Our team is here to support you.

Note: Career services are available to OHSU students and alumni. Legal rights under Federal law and California law prevent the University from providing free legal representation to the general public.

Online Edge

Online Certificates

Online Partnership Programs

Careers

ATSU Earnings Information: A One-Stop Shop for ATSU Career Services

About ATSU

ATSU is a private, not-for-profit, doctorally awarded institution that offers undergraduate, graduate, professional, and postgraduate programs in the fields of osteopathic medicine, healthcare sciences, and business. ATSU is committed to student success and is dedicated to preparing leaders in healthcare to serve the communities where they are needed.
Interactive design guidelines

Social media standards

ATSU’s social media presences utilizes various online platforms to further the University’s mission and message.

All visual assets that represent ATSU’s brand must follow the established brand guidelines. This will ensure brand consistency, recognition, and quality.
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

Example Facebook page

Example cover image

Example profile image

* Department profile image

*MOSDOH
CGHS
KCOM
ITS
C&M
STILL OPTI
NCAIHP

Example social media logo

ATSU College of Graduate Health Studies

Example social media logo
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 on-page SEO practices provided herein are to ensure ATSU’s on-brand theme, digital equity, and preeminence within the online healthcare education conversation that is most relevant to our key stakeholders and target audiences. Implementing these guidelines generates a greater opportunity for success while also meeting the following critical objectives:

• Creating the best opportunity to rank highly on Google and Bing.
• Earning traffic from social networks like Twitter, Facebook, LinkedIn, Pinterest, Instagram, etc.
• Being worthy of links and shares from across the web.
• Building our brand’s perception, trust, and potential to convert visitors.

Uniquely valuable content

An optimized page doesn’t just provide unique content, but unique value supported by high-ranking factors. Unique content simply means those words, in that order, don’t appear anywhere else on the web. Unique value refers to the usefulness and takeaways derived by visitors to the page. Many pages can be valuable, but few provide a truly unique kind of value—one that can’t be discovered on other pages targeting that keyword phrase.

Keywords, headlines and anchor texts

• Create a page that is uniquely valuable to your targeted searchers.
• If at all possible, make the page likely to earn links and shares naturally (without needing to build links or prod people).
• Balance keyword targeting with usability and user experience, but never obscure the critical keywords like page titles, headlines, and anchor text when creating external links between theme silos within your site.
• Manage the equity distribution of page rank by defining the corresponding match between your users’ intent and the relevant search phrase that best correlates with the theme of your web asset or landing page. Mirror your keywords within headlines, anchor texts, and related link topics throughout all your pages.

On-page SEO optimization

Keyword research forms your base. Even though individual keywords themselves are no longer enough to form the foundation of your content, everything begins with good keyword research. You want to know what terms you are targeting, the relative competition around those keywords, and the popularity of those terms. Ultimately, your goal is to connect your content with the very keywords people type and speak into the search box.

Research around topics and themes.

Avoid researching single keywords, and instead move toward exploring your keyword themes. Examine the secondary keywords related to each keyword. When people talk about your topic, what words do they use to describe it? What are the properties of your subject? Use these supporting keyword phrases as cast members to build content around your central theme.

When crafting your content, answer as many questions as you can.

Good content answers questions, and semantically relevant content reflects this. A top ranking for any search query means the search engine believes your content answers the question best. As you structure your content around topics and themes, make sure you deserve the top ranking by answering the questions and offering a user experience better than the competition.

Use natural language and variations.

During your keyword research process, it’s helpful to identify common synonyms that refer to your topic, and include these in your content when appropriate. Semantic keyword research is often invaluable to this process.

Place your important content in the most important sections.

Avoid factors and standards for important content. Don’t try to fool search engines with fancy CSS or JavaScript tricks. Your most important content should go in the places where it’s most visible to search engines.

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: titles and subheadings, related content organized into paragraphs, spelling and grammar, and cite your sources properly.
Email marketing

As a component of the integrated lead generation form, the rich media email (HTML email) is a personalized communication that presents the benefits and outcomes of an ATSU degree for aspiring and working healthcare professionals.

The personas, voice, and layout are designed to integrate with the personalized direct mail and landing page.

See personalized direct mail in the print design guidelines section.

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 design guidelines

Print remains an important component of ATSU’s overall brand communication. So it’s essential to execute printed pieces developed for maximum effectiveness.

These print design guides address ATSU’s visual brand across a variety of print formats. These standards have been developed to ensure your print communications meet ATSU’s graphic standards. You will find preapproved design frameworks for collateral, promotion, advertising, and publications.

Print design guidelines

Admissions package
Institutional brochure
School/department
Program/branch
Diversity & inclusion collateral
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 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 concept presented within each individual piece.

Folder design

All of the diversity pieces are designed to be effective as standalone pieces or in different combinations contained within a 9” x 9” folder. The folder is designed primarily to command attention, drawing in the viewer and piquing their curiosity.
Spotlight on “Getting There”

“Getting There” is part of the Diversity & Inclusion collateral suite that focuses on specific GPS scholars’ stories. This piece demonstrates the University’s drive to humanize ATSU programs and initiatives. By focusing on student stories, the subject matter is relatable and warm.
Communication & Marketing (C&M) team members look forward to working with all faculty, staff, and students to help develop and complete communication requests compliant with ATSU brand standards and style guide.

University stakeholders are encouraged to contact C&M to discuss University-related communication projects as soon as a need is identified. Beginning with the end in mind, C&M will work collaboratively with each stakeholder to discuss project goals, required elements and details, and to establish a realistic production timeline for completion.

C&M staff are located on both the Missouri and Arizona campuses. The Missouri team is located off campus at ATSU’s Annex Building, 1123 N. Osteopathy, Kirksville, Missouri, and the Arizona team is located on campus at 5845 E. Still Circle, Suite 216, Mesa, Arizona.

For additional information or to meet with a team member, contact C&M at 660.626.2272 or communications@atsu.edu.
C&M project requests & production

CM production overview

Please reference the following information on communication & marketing production planning guide to assist you when submitting a C&M request.

University stakeholders must submit communication work requests via C&M Project Request form (formerly Print Shop Request form) at ATSU ATP’s Portal. Search for and select the C&M Project Request form to complete the project request form. An initial, one-time registration will be required of new users. Once approved and activated by C&M, University stakeholders must submit communication work requests.

CM project planning guide

C&M encourages all ATSU Faculty, Staff, and students to review the following steps when submitting a C&M request.

1. ATSU client identifies project and details
2. Step 1: C&M staff and client discuss project plan and determine a realistic timeline in partnership with C&M. If additional data or resources are needed from others outside of your department to complete the project (e.g., imagery, statistics, etc.), be sure to consider the time needed to obtain.
3. ATSU client must submit C&M Project Request form, including required project attachments (e.g., content, proofread copy and content provided to C&M for production. Any delays in providing content or within the proofing process may extend the expected delivery date.
4. Step 2: C&M staff and client discuss project plan and determine a realistic timeline in partnership with C&M. If additional data or resources are needed from others outside of your department to complete the project (e.g., imagery, statistics, etc.), be sure to consider the time needed to obtain.
5. Step 3: C&M provides initial estimates and materials to the client.
6. Step 4: C&M produces initial content and obtains client approval.
7. Step 5: C&M provides final content to the client.
8. Step 6: C&M submits project Submitter’s quick hits back to C&M.

Step 3: Departmental approvals. It is the responsibility of the stakeholder to obtain all necessary approvals.

Step 4: C&M encourages ATSU Faculty, Staff, and students to review the following steps when submitting a C&M work request.

• Define the desired outcome of the communication or action requested of the reader.
• Determine the audience. Who will be receiving the content or within the proofing process may extend the expected delivery date.

Step 5: C&M encourages ATSU Faculty, Staff, and students to submit a C&M Project Request form.

Step 6: C&M will secure outside bids and work with the printing vendor to accommodate a variety of client print needs at the cost of the printing project.

Step 7: C&M will provide time estimates for each project. Two to three weeks is standard for an average piece; however, project complexities and turnaround times vary. Project complexity and the production schedule for ATSU’s Printing Center may be two to five days. More complex jobs, such as multiple-page project and specialty binding, may require two to five weeks.

Step 8: C&M will request additional orders, editorial projects, events, etc.

Please reference the following information on communication & marketing production planning guide to assist you when submitting a C&M request.

C&M project requests & production

CM production elements

Available at ATSU’s portal. C&M Project Request software is user-friendly and allows users the ability to track work requests and create reports detailing requests and expenses. The software is also able to schedule shoot dates where users may purchase ATSU branded apparel & promotional items in stock.

Writing/editing

University stakeholders requesting writing and editing assistance are asked to complete and submit a C&M Project Request. Upon receipt of the completed work ticket and having final, approved University Annex building at 1123 N. Osteopathy, and it is able to accommodate a variety of client print needs at the cost of the printing project.

Photography

C&M Project Requests

Available at ATSU’s portal. C&M Project Request software is user-friendly and allows users the ability to track work requests and create reports detailing requests and expenses. The software is also able to schedule shoot dates where users may purchase ATSU branded apparel & promotional items in stock.

Design

Two to three weeks is the standard time line on an average piece; however, project complexities and turnaround times vary. Project complexity and the production schedule for ATSU’s Printing Center may be two to five days. More complex jobs, such as multiple-page project and specialty binding, may require two to five weeks.

How can clients expedite production?

• Plan ahead, and come to ATSU early for scheduling.
• When planning for printing, be sure to send high-resolution files in advance of your project milestones. These files should be sized to accommodate a variety of client print needs at the cost of the printing project.
• Avoid making changes after design work is complete.
• Proof each work request.

Print Center may be two to five days. More complex jobs, such as multiple-page project and specialty binding, may require two to five weeks.

Please note:

• At this time, it is recommended that all finalized, branded electronic files are available for review and to assist clients in placing departmental orders.

Printing

For questions or additional information, contact Communication & Marketing 602.626.2272. The University works directly with clients to determine printing needs and is able to accommodate a variety of client print needs at the cost of the printing project. (e.g., imagery, statistics, etc.), be sure to consider the time needed to obtain.

• Treat copy and layout as separate, but related tasks. Get them from the same department.

Photographs

It takes time to schedule, shoot, process, and select photos. C&M encourages departments to review the project plan, to discuss photography needs in detail and allow time for a scheduled shoot.

Getting started

• Step 1: Complete C&M Project Request form, unformatted (e.g., single column text). The cost of orders, editorial projects, events, etc.

Step 2: C&M staff and client discuss project plan and determine a realistic timeline in partnership with C&M. If additional data or resources are needed from others outside of your department to complete the project (e.g., imagery, statistics, etc.), be sure to consider the time needed to obtain.

Step 3: C&M provides initial estimates and materials to the client.

Step 4: C&M encourages ATSU Faculty, Staff, and students to review the following steps when submitting a C&M work request.

• Define the desired outcome of the communication or action requested of the reader.
• Determine the audience. Who will be receiving the content or within the proofing process may extend the expected delivery date.

Step 5: C&M encourages ATSU Faculty, Staff, and students to submit a C&M Project Request form.

Step 6: C&M will secure outside bids and work with the printing vendor to accommodate a variety of client print needs at the cost of the printing project.
C&M project requests & production

C&M project request ticket process

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

1. Plan your project:
   • Writing
   • Photography
   • Design
   • Audience
   • Objective
   • Budget

2. Place your order. Visit C&M’s online ticketing website on ATSU’s portal by selecting C&M’s Project Request icon.

3. Complete your order by selecting the appropriate icon on C&M’s ticketing homepage.

4. For additional information or assistance, contact C&M at 660.626.2272 or communications@atsu.edu.

C&M services offered

Creative services:
• Collateral development (brochures, flyers, etc.)
• 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 (social media strategy, campaign management, media relations, press releases, content development)
• Event promotion (live events, social media strategy)

Publications
• Annual Report
• iConnect
• Spark magazine

Website
• Content management and updates
• Search optimization
• Standards, compliance, accessibility

Submit creative services requests via Print Shop Pro in the ATSU portal: my.atsu.edu

Submit web content updates via the service desk: service.atsu.edu
A.T. Still University
Style Guide

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

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

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

atsu.edu