

UMKC Brand Elements

www.umkc.edu/brand

Primary UMKC mark



[one color, white]



[one color, black]



[full color]

UMKC mark with name



[one color, white]



[one color, black]

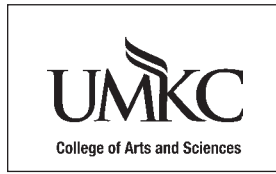


[full color]

UMKC mark with school name or academic unit



[one color, white]



[one color, black]



[full color]

Alternate ID with school name or academic unit [stacked version]



[one color, white]

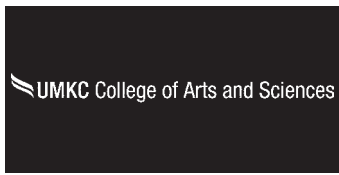


[one color, black]

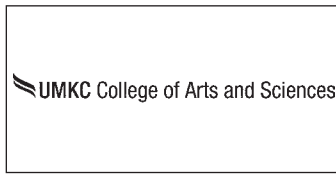


[full color]

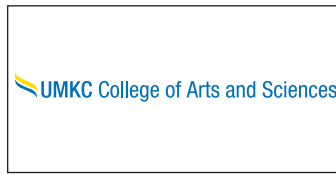
Alternate ID with school name or academic unit [long version]



[one color, white]



[one color, black]



[full color]

Color palette options

[1 color]

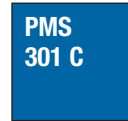


WHITE



BLACK

[full color, solid coated]



PMS
301 C



PMS
7405 C

[full color, solid uncoated]

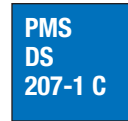


PMS
300 U



PMS
7404 U

[full color, process coated]



PMS
DS
207-1 C



PMS
DS
5-4 C

[full color, process uncoated]



PMS
DS
221-1 U



PMS
DS
5-4 U

[full color, CMYK]



C 100
M 50
Y 0
K 0



C 0
M 10
Y 100
K 0

[full color, RGB]



R 0
G 102
B 204



R 255
G 204
B 0

UMKC mark required safe area



No other elements allowed inside safe space. Safe space always equals 1/2 the height of letter 'U.'

UMKC Brand type options

Helvetica Neue
Helvetica Neue Italic
Helvetica Neue Bold
Helvetica Neue Bold Italic

Goudy Oldstyle
Goudy Oldstyle Italic
Goudy Oldstyle Bold
Goudy Oldstyle Bold Italic