

UMKC Standards Manual



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Strengthening the university by Building the Brand

The UMKC brand isn't just a logo. It's not just the old gold and royal blue or Kacey Roo. The UMKC brand is who we are as an institution. It's our image and reputation. It's how the public identifies and understands the university's personality and mission. And, the strength of our brand directly impacts the strength of the university.

A strong brand will:

- Increase efficiency of communication
- Increase consistency of communication
- Mature the brand, making it more effective
- Strengthen our relationship with the city that is our classroom, laboratory and home

Most importantly, a strong brand will effectively convey the mission of the university and the breadth of opportunity at UMKC.

UMKC has made a commitment to prepare our students for successful careers, to help our faculty and staff advance and reach their personal goals, and to partner with the community to build a quality workforce while offering the dedication to community service required to make Kansas City great. As UMKC continues to meet these commitments and to grow as a leader in higher education in Kansas City and the nation, our brand identity will help set us apart. That's why it's vital that we present a consistent and unified image across all units at the university.

The UMKC brand consists of the following elements:

- Logo
- Long-Form
- Font
- Colors
- Acronym
- Photographs, Images and Illustrations
- Boilerplates
- Editorial Guide

Logo

The UMKC logo is the primary element in the university's visual branding efforts. In the past, frequent changes to the UMKC logo threatened to dilute its strength. The version in this guide replaces all older designs, and it is the only graphic device authorized for use to indicate UMKC. The primary logo must appear on all communications, in all formats, produced by the university, its units and affiliates. See the UMKC Logo Hierarchy section for more information. Because nearly all UMKC communications use a form of the logo, it's vital that we adhere to the standards outlined in this manual.

The UMKC logo is a single graphic element that incorporates the letterform "UMKC" and the flame element. The flame element reflects our ceremonial mace and represents the lamp of knowledge. The letterform may not be used without the graphic representation of the flame, and the logo may not be recreated, re-proportioned or altered in any way. This design cannot be accurately reproduced with a typeface. Hand-drawn or scanned versions are prohibited, and the logo should not be modified in anyway.

Electronic files of the UMKC logo and other resources can be found at the University Communications website: umkc.edu/ucomm.



Logo Hierarchy

UMKC's logos are broken down into three levels: University, Academic Unit and Affiliate. Within each level there are options for logos that can be used by the authorized UMKC user to allow for variety, flexibility and consistency.

Please note, within each level description you will find a visual reference and additional usage information.

University Level Logo



Academic Unit Level Logos



Affiliate Level Logos



University Level Logo

This level contains the university's primary logo, which must appear on all communications, in all formats produced by the university, its units and affiliates, unless the authorized user chooses to use an academic level logo, or use the affiliation statement in the case of an affiliate.



Placement of University Level Logo

Official UMKC administrative and academic communications should have the university logo in a prominent position.

Examples of Placement

Printed piece: Front cover

Television: At the end of a commercial spot or lower portion of a screen for continuous rolls, banner graphics, etc.

Letterhead: Upper left hand corner or centered

Envelope: Return address upper left hand corner

Website: Header (left column preferred and linked to umkc.edu)

Violations of University Level Logo

Outdated Logos

While we must be good stewards of university resources, every attempt should be made to replace old logos with the new logo when possible.

Altered Logos

Modifying the UMKC logo might seem like a good way to uniquely present your department, program or unit, but doing so weakens the logo and the UMKC brand. University Communications staff professionals are happy to help you address any logo needs you may have, while adhering to the university's standards manual.

Examples of Altered Logos



Stretched



Inappropriate color



Logo or text interfering in safe area

Exceptions for University Level Logo

There are no exceptions to the university level Logo

Academic Unit Level Logos

This level contains logos for the academic units, which must appear on all communications, in all formats, produced by the university, its units and affiliates, if a university level logo is not used.

Academic and Administrative Level Logo Options

Option 1



Option 2



Placement of Academic Level Logos

Official UMKC academic communications should have an academic level logo in a prominent position.

Examples of Placement

Printed piece: Front cover

Television: At the end of a commercial spot or lower portion of a screen for continuous rolls, banners, etc.

Letterhead: Do not use academic level logos on letterhead. Only the university level logo is allowed on letterhead or business cards.

Exceptions and Violations for Academic Level Logos

Academic Level Logo Exceptions

Institute of Entrepreneurship and Innovation



Institute of Urban Education



The above exceptions have been granted at the behest of the Chancellor or Provost because of the high profile, external-audience focus and competitively differentiating nature of the programs.

Affiliate Level Logos

This level contains logos for many of the affiliates of UMKC, including the Alumni Association and the Foundation. Due to their unique relationship to the university and their focus on external audiences, affiliates determine and enforce their own brand standards.

However, affiliates must include either a university level logo or the affiliation statement:

(Unit name) is an affiliate of the University of Missouri-Kansas City.

Affiliate Level Logo Options

A university level logo

The affiliation statement: ((Unit name) is an affiliate of the University of Missouri-Kansas City.

Placement of Affiliate Level Logos

UMKC affiliates must place a university level logo or the affiliation statement in a less prominent position on communications, such as the bottom or on the back.

Affiliate Level Logo Exceptions and Violations

Affiliate Level Logo Exceptions

As mentioned above, university affiliates work from their own brand standards and are thus exempted from the requirements presented here, except for the presence of a a university level logo or the affiliation statement on their communications.

Student Groups within the Department of Student Involvement

UMKC student groups are exempt from the requirements set forth by the UMKC Standards Manual due in part to the short time frame of their branding needs and the budget short falls they consistently face.

Affiliate Level Logo Violations

Affiliate Level Logos

Debate KC (DKC)

Greater KC Writing Project

Judges Gavel

KC Source Link

KC Rep

KCUR

Midwest Center for Non-Profit Leadership

Missouri Small Business and Technology Development Centers

Motiv8

New Letters

Scales of Justice

Trio/Upward Bound

UNews Logo

Note: The list above only reflects affiliates known at the time of publishing. To have your affiliate added to this list, send an email to brand@umkc.edu.

UMKC Long-Form

Acceptable long-forms:

University of Missouri-Kansas City
The University of Missouri-Kansas City

Note: There are no spaces on either side of the dash between the words Missouri and Kansas City.

Unacceptable long-forms:

UM-Kansas City	University of Missouri-Kansas C	University of KC
University of Missouri	University of M-KC	University of MKC
University of Missouri-KC	University of Kansas City	Kansas City University

Line breaks and the long form

When a line break affects the long-form the following format should be used:

Option 1

University of Missouri-
Kansas City

Option 2

University of
Missouri-Kansas City

Note: Do not use spaces on either side of the dash to overcome line breaks.

UMKC Acronym

Acceptable acronym:

UMKC

Unacceptable acronyms:

U.M.K.C.
UM-KC
UM - KC

Line breaks and the acronym

The acronym should never be separated by a line break.

Unacceptable:

UM
KC

UMKC Logo Fonts

Official fonts:

Helvetica Neue
Goudy Oldstyle

Acceptable fonts:

Arial
Times New Roman
Calibri

Note: If you don't have access to these fonts, they are available at adobe.com/type.

Logo Colors

In March 1934, the UMKC student council delivered an important, historic decree: the university colors would be “old gold and royal blue,” colors that represent honor, loyalty, wisdom, faith and truth. Like the UMKC logo, our colors are a vital visual element in the university’s brand. Universities around the country are identified by their official colors, and UMKC is no different. Variations and inconsistencies in the hues dilute the effectiveness of our colors and weaken the UMKC brand, so it’s important to follow the color guidelines in this manual. Pantone Matching System (PMS) swatch is the best way to ensure accurate color matching.

Official logo color palette:

UMKC Blue

Process Coated: PMS 207-1 C:100 M:50 Y:0 K:0
Process Uncoated: PMS 221-1 C:100 M:35 Y:0 K:0
Solid Coated: PMS 301
Solid Uncoated: 300



UMKC Gold

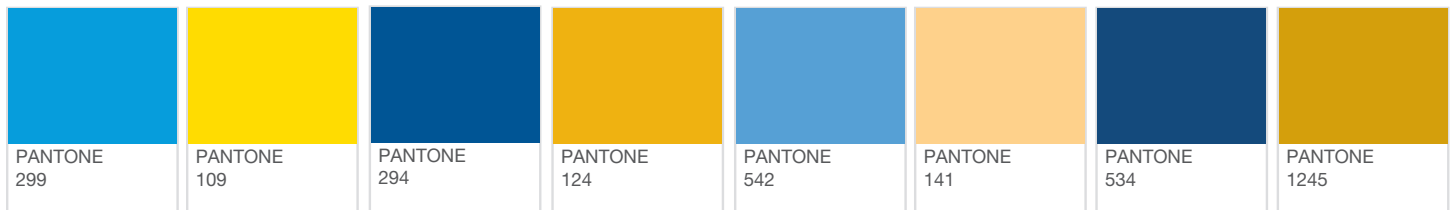
Process Coated: PMS 5-4 C:0 M:10 Y:100 K:0
Process Uncoated: PMS 5-4 C:0 M:10 Y:100 K:0
Solid Coated: PMS 7405
Solid Uncoated: 7404



Acceptable range of alternate colors:

UMKC recognizes the diversity of agendas, voices and programs that it provides to all of its audiences, and so accepts the need for projects to expand beyond the official logo color palette due to a specific project, audience or communication media.

For this reason we have expanded the UMKC color palette to include a full range of colors that work well alongside the official colors.



Recommendation for logo use and a diverse project-based color palette

When a communication piece calls for use of the UMKC logo, but neither of the official colors works well, the standards manual recommends using the UMKC mark in one color:



White



Black



UMKC Blue

UMKC Photography, Images and Illustrations

Two aspects of what makes UMKC special are the spirit and diversity of our people, and the history and beauty of our urban location. Photography is often the best way to convey those elements while reinforcing the university brand.

To help maintain a common visual standard in UMKC-identified communications, University Communications has created an archive of architectural, candid and portrait photos available for use. This archive can be viewed online at <http://umkcphotos.zenfolio.com/> or [flickr.com/photos/umkc/](https://www.flickr.com/photos/umkc/). You may contact University Communications for help selecting images. Of course, many projects call for specific or provided photography, so when creating communications using images from outside the UMKC photo archives, please contact University Communications for guidance on maintaining quality and consistency.

Note: Contact University Communications to schedule a portrait session for official UMKC business.

UMKC Boilerplates

The Department of Public Relations in the Office of the Chancellor oversees the university boilerplate.

University boilerplate

The University of Missouri-Kansas City (UMKC), one of four University of Missouri campuses, is a public university serving more than 15,000 undergraduate, graduate and professional students. UMKC engages with the community and economy based on a four-part mission: life and health sciences; visual and performing arts; urban issues and education; and a vibrant learning and campus life experience. For more information about UMKC, visit umkc.edu.

Academic Unit boilerplates

In addition, the department manages some academic unit boilerplates.

For more information, contact the Department of Public Relations at publicrelations@umkc.edu.

Additional UMKC Organization Logos

Athletics Department



The UMKC athletic logo and all its parts are managed by the Athletics Department. The athletic logo should never be used for academic or administrative communications. For more information, contact the Athletics Department at dicksonj@umkc.edu or call 816-235-5475.

Seal of the University of Missouri



The seal was adopted March 31, 1903.

The straight perpendicular lines on the printed shields denote courage. The grizzly bear of Missouri is walking leisurely with face turned toward observer. A new moon is outlined in white and in the lower right corner appears the arms of the United States of America. Appearing on an open book is the motto of the University, *Salus Populi*, "The Welfare of the People."

Sigill Universitatis Missouriensis MDCCCXXXIX means "the seal of the University of Missouri 1839," the year the university was established as the first state university west of the Mississippi River.

In the summer of 1996, the University of Missouri Board of Curators adopted the University of Missouri seal as the new symbol of the University of Missouri System. The historic and timeless seal embraces all elements of the University of Missouri.

The seal is used on official university documents only.

UMKC Editorial Style Guide

The official writing-style reference for university communications is the Associated Press *Stylebook*. Some university guidelines depart from the AP *Stylebook* and are outlined in the UMKC Style Guide. These guidelines are intended to assure consistency in the creation of the university's periodicals, press releases, brochures, newsletters and publications. They also should be applied to Web copy and advertisements where practical. Although these guidelines are not intended to be rules for composition of correspondence or articles for publication in scholarly journals, the University Style Guide is provided as an optional resource for faculty, staff and students to use if they wish.

First Reference

The Curators of the University
University of Missouri-Columbia
University of Missouri-Kansas City
Missouri University of Science and Technology
University of Missouri-St. Louis
University of Missouri System

Second Reference

The University of Missouri Board of Curators, board of curators, board, curators
UMC, UM-Columbia or Columbia campus
UMKC, UM-Kansas City or Kansas City campus
Missouri S&T, S&T
UMSL, UM-St. Louis or St. Louis campus
UM, UM System, university system, university

NOTE: University of Missouri System includes the Office of the President and staff, research not administered by campus, non-campus administrative units and support services for the entire UM System.

First Reference

University of Missouri-Kansas City
College of Arts and Sciences
School of Computing and Engineering
Conservatory of Music and Dance
Henry W. Bloch School of Management
School of Dentistry
School of Education
School of Graduate Studies
School of Law
School of Medicine
Kansas City Repertory Theatre
School of Biological Sciences
School of Nursing
School of Pharmacy
Department of
Office of
Center of
Swinney Recreation Center
University of Kansas City (UMKC predecessor)

Second Reference

UMKC; the university
the College
Computing and Engineering School, SCE, the school
the Conservatory
the Bloch School
the Dental School; the school
the Education School; the school
Graduate Studies
the Law School; the school
the Medical School; the school
KC Rep; the Rep
Biological Sciences School; the school
the Nursing School; the school
the Pharmacy School; the school
Department; the department
Office; the office
the center
Swinney Rec, SRC
UKC

Building Names and Locations

The use of correct names and consistent references to campus buildings is important to a strong institutional identity. Listed below are the official names of UMKC buildings and the building location. Use the building location when shipments are being delivered to a department or school by a delivery service or commercial shipper.

Building Name	Building Location
Administrative Center	5115 Oak St.
Animal Facilities Building	1015 E. 50th St.
Berkley Child & Family Development Center	1012 E. 52nd St.
University Bookstore	5000 Rockhill Road
Biological Sciences Building	5007 Rockhill Road
Henry W. Bloch School of Management	5110 Cherry St.
Cockefair Hall	5121 Rockhill Road
Cherry Hall	5030 Cherry St.
Education Building	615 E. 52nd St.
Ernest Manheim Hall	710 E. 52nd St.
Epperson House	5200 Cherry St.
Fine Arts Building	5015 Holmes St.
Garage	5444 Troost Ave.
General Services Building	1011 E. 51st St.
Grant Hall	5228 Charlotte
Haag Hall	5120 Rockhill Road
Health Sciences Building	2220 Holmes St.
Johnson Residence Hall	5000 Oak St.
Katz Pharmacy Building	5005 Rockhill Road
Miller Nichols Library	800 E. 51st St.
Newcomb Hall	5123 Holmes St.
Oak Place Apartments	5050 Oak St.
Oak St. Residence Hall	5051 Oak St.
Old Maintenance Building	801 E. 51st St.
Performing Arts Center	4949 Cherry St.
Robert H. Flarsheim Science and Technology Hall	5110 Rockhill Road
Royall Hall	800 E. 52nd St.
School of Dentistry	650 E. 25th St.
School of Law	500 E. 52nd St.
School of Medicine	2411 Holmes St.
Scofield Hall	711 E. 51st St.
Spencer Chemistry Building	5009 Rockhill Road
Student Academic Support Services	5014 Rockhill Road
Student Union	5100 Cherry St.
Swinney Recreation Center	5030 Holmes St.
University Center	5000 Holmes St.
University House	5101 Rockhill Road
4825 Troost Bldg.	4825 Troost Ave.
4747 Troost Bldg.	4747 Troost Ave.
51st Street Annex Building	301 E. 51st St.

Abbreviations

BEFORE A NAME

- Abbreviate the following titles when used before a full name outside direct quotations: Dr., Gov., Lt. Gov., Rep., the Rev., Sen., and certain military designations. Spell out all others except Dr., Mr., Mrs. when used before a name.

AFTER A NAME

- Abbreviate junior or senior after a name.
- Abbreviate company, corporation, incorporated and limited when used after the name of a corporate entity. Do not use a comma after the designation. Correct: “the Center for Money Studies Inc.”
- Do not follow an organization’s name with an abbreviation or acronym in parentheses. If an abbreviation or acronym would not be clear on second reference, do not use it.

Academic degrees

- In general usage, spell out the degrees in lowercase letters, using an apostrophe: bachelor’s degree, master’s degree. For a doctorate, use “doctorate in <name of field>.”
- Use degree abbreviations only when identifying individuals by degree on first reference would make the preferred form cumbersome.
- Use abbreviations only after the full name of a person. “Mike Jones, M.F.A.”
- Most grammar and style guides indicate periods for all academic degrees. In the academic world, however, MBA is preferred over M.B.A.
- In UMKC publications, the preferred degree/year format is a parenthetical phrase with degree abbreviation followed by the last two digits of the year: John Q. Smith (B.A. ’81), and Joanne Smith (B.S. ’92, M.F.A. ’98)

Academic departments

- Capitalize the proper names of departments. Examples: Department of Theatre; the Theatre Department
- General references to the same department are not capitalized: “the department.”

Academic Titles

See entry under “Titles.”

Address

VOLKER CAMPUS

The official mailing address for all UMKC schools, divisions and departments located on the Volker campus is:

5100 Rockhill Road

Kansas City, MO 64110-2499

HOSPITAL HILL CAMPUS

Use these as the return address on all correspondence:

School of Medicine, 2411 Holmes St., Kansas City, MO 64108

School of Dentistry, 650 E. 25th St., Kansas City, MO 64108

School of Nursing, 2464 Charlotte St., Kansas City, MO 64108

EXCEPTION

The only exception to this rule is when mail is delivered by the U.S. Postal Service to the building, such as a UMKC residence hall or music, dance, theater or Conservatory events that are primarily dependent on people attending a specific location.

Example: “the Performing Arts Center, 4949 Cherry St.” Otherwise, refer in printed materials to “our mailing address” and “our location address,” or “our building address.”

Address abbreviations

Abbreviate avenue, boulevard and street in numbered addresses. Correct: Epperson House is on Cherry street. The address is 5200 Cherry St. According to the *AP Styleguide*, room numbers following addresses should be capitalized.

Example: The meeting is in the University Center, Room 202.

Adviser

Preferred spelling, all uses. Use in place of “advisor.”

Alumnus, alumni, alumna, alumnae

- Use alumnus (alumni in the plural) when referring to a man who has attended a school.
- Use alumna (alumnae in the plural) for similar references to a women.
- Use alumni when referring to a group of men or women.
- Use alumnus when the entity could be either a man or a woman.

Athletic Department

The UMKC Athletic department brand is parallel but distinct from the official university brand. The athletic department brand evokes an engery and excitement for motivating student athletes, fans and the commuinty. The athletic department manages its own brand in order to capitalize on the commercial potential common to many collegiate athletic brands.

For more information on authority, trademark and use of the UMKC Athletic department brand, please contact Jessica Dickson, assistant athletics director, at 816-235-5475 or dicksonj@umkc.edu.

B

Black

Acceptable in all references. The term “black” is lower case. The term “African American” is used when requested. Don’t hyphenate African American unless used as an adjective. Example: “He is an African-American scholar.”

BkMk Press

Capitalize as indicated. Pronounced “bookmark.”

Board of directors, board of trustees

Lowercase if not used with the full title of the organization. Example: “UMKC Board of Directors,” and “board of directors.”

Brand, UMKC

UMKC’s brand refers to the UMKC brand system, which includes the logo and the characteristics that are authentic to the institution itself and relevant to the needs of students, faculty, staff and alumni. The official guide to specifications and uses is at umkc.edu/brand.

C

Campus designations

Volker campus, Hospital Hill, Columbia campus, Rolla campus, St. Louis campus.

Cellphone

One word.

Chair, Chairperson, Chairman, Chairwoman

“Chair” or “chair person” is suitable for all general references to the person leading a group. If a formal title of a specific group, “chairman,” “chairwoman” or “chairperson” may be substituted.

Chancellor Leo E. Morton

Child care, child-care

Two words, unhyphenated unless used as an adjective. Examples: “Child care is a growing industry.” “Glenda is a child-care expert.”

Class of...

Class is always capitalized when writing “Class of” followed by year. Example: Class of 1979

Complement/Compliment

“Complement” means completes something or helps bring it to completeness. “Compliment” refers to an expression of thanks, admiration or appreciation. Examples: “That tie complements the suit.” “Thanks for the compliment on the suit.”

Compose, Comprise

Think of compose as more general than comprise, which includes specific things. Also, while “composed of” is correct, “comprised of” is not correct. Examples: “The salad was composed of strawberry gelatin, cream cheese and crushed pretzels.” “His argument comprised five areas.”

Coordinating Board for Higher Education

Sometimes incorrectly referred to as Coordinating Board of Higher Education

Coursework

One word.

Curators

Capitalize the full, proper title of the governing body: Board of Curators. Do not capitalize “the curators” or “the board.”

Curators’ Professor

Always a plural possessive, always capitalized, even after a name.

D

Dates

Should be written as follows: time, date and location. Year is not listed. Example: “The meeting begins at 4 p.m., Jan. 14, in Scofield Hall.”

Dean

- Capitalize only when used as a formal title before the full name. Example: “Dean Mike McIntosh.”
- When a formal title follows a name, the title is lower case because it serves the purpose of adding information about the person rather than emphasizing the title and name relationship. Example: “Mike Samuel McIntosh, dean of the School of Architectural Studies, says...”

The Dean’s Gallery

The official name of the second floor gallery at the Miller Nichols Library.

Dr.

In first reference, UMKC style is to use the academic degree initials. e.g., “Bill Montgomery, M.D.” or “Stan Reaser, Ph.D.” For clarity to the public, Associated Press and UMKC style is to reserve “Dr.” before the name for someone who is a practitioner of healing art, not for holders of doctoral degrees. Exception: UMKC commencement and Convocation programs.

E

Email

- One word; in accordance with the AP *Stylebook*, email is no longer hyphenated.
- The “e” is not capitalized unless it’s the first word of a sentence. Examples: “My email didn’t get through.” “Email is a great tool.”

Emerita, emeriti, emeritus

Emeritus denotes a male; emerita, a female; emeriti denotes either gender. Place the word after the formal title, capitalizing when used before a name, but not after.

Entrepreneur of the Year Awards

Prestigious awards presented annually by the Bloch School since 1985. Capitalize “Entrepreneur,” “Year” and “Awards.” Spell out in the first reference; “EOY” is acceptable in subsequent references.

Equal Opportunity statement

This is a required statement for any published work or website that features the UMKC logo: UMKC is an equal opportunity/affirmative action institution.

Equity biographies

Exceptions to title styles are allowed in accordance with rules of the actors’ union. Contact the information specialist for the Rep at 816-235-1579 for more specific guidelines.

F

Faculty

Refers to a teacher or a body of teachers within a school or university. Often, “faculty” is used to indicate more than one. When indicating plural, however, it is clearer to non-academic audiences to write or say, “faculty members are...”

Flarsheim Hall

The official name of this building is the Robert H. Flarsheim Science and Technology Hall. Flarsheim Hall is suitable for most purposes.

Foundation

Use “UMKC Foundation” in the first reference, “Foundation” in subsequent references referring to the UMKC Foundation.

Fundraiser; fundraising

One word - not hyphenated. Correct usage of these word depends on the context and whether it’s serving as a noun or as a compound modifier. Examples: “Let’s go to that fundraiser.” “They planned a fundraising campaign.” “A fundraiser was hired.”

G

Grade Point Average

Spell out on first reference; G.P.A. or GPA after that. Usually, the abbreviation GPA can be used with figures: “He earned a 3.99 GPA in biology.”

H

Health care

Two words. Hyphenate if used as a modifier. Example: “He is in favor of health-care reform.”

I

Information Exchange Theater

This is the official name of the performance area in the southeast corner of the first floor of the Millor Nichols Library. Also acceptable are “IX Theater,” lower case “i,” upper case “x.”

Institute for Entrepreneurship and Innovation

In first reference, use Institute for Entrepreneurship and Innovation followed by IEI in parenthesis; use IEI in subsequent references.

Institute for Urban Education

In first reference, use Institute for Urban Education followed by IUE in parenthesis; use IUE in subsequent references.

Internet

A reference to a decentralized network of host computers. Always capitalized if referring to the worldwide network.

K

Kansas City, Mo.

This is the proper abbreviation when referring to the city. Don’t use KCMO or K.C., Mo. When referring to the city and the area surrounding it, use Greater Kansas City area.

Kansas City Repertory Theatre

Spell as indicated on first reference. Write in entirety or use “the Rep” in subsequent references.

L

Logo

There are specific policies regarding the use of the University of Missouri, its official seal and the UMKC logo and its use in conveying the UMKC brand. For information, refer to the UMKC logo section or go to umkc.edu/brand.

M

Midwest

Capitalized when used as a noun describing the region: “Missouri is in the Midwest.” Not capitalized when used as an adjective: “Missouri is a midwestern state.”

Midnight

This term stands alone. Do not put a “12” in front. “12 a.m.” also is acceptable.

Missouri Relay Phone Numbers

When using a university phone number for response or more information in printed materials, a requirement of the Americans With Disabilities Act is that additional phone numbers be listed. Use: “People with speech or hearing impairments may contact the University by using Relay Missouri, 1-800-735-2966 (TTY)”

Months

Capitalize in all uses. When used with a specific date, abbreviate Jan., Feb., Aug., Sept., Oct., Nov., Dec. Do not abbreviate March, April, May, June or July.

N

Noon

This term stands alone. Do not put a “12” in front of it. “12 p.m.” also is acceptable.

O

Online

Use “online” in all references, rather than “on-line.”

Orphans/widows

Orphans and widows should not be used in printed publications. A single word on the last line of a paragraph with fewer than five is considered an orphan. The first sentence at the top of a column must cover at least half the width of the column, or it is considered a widow. If this sentence had not been added, “widow” would have been a widow.

P

Percent

One word. Do not use % unless in tabular material. Percent requires a singular verb when standing alone or when a singular word follows an “of” construction. Example: “She collected 50 percent to win the election.” Percent requires a plural verb when a plural word follows an “of” construction. Example: “More than 40 percent of the students came to the meeting.”

Pierson Auditorium

Formerly referred to as “Pierson Hall,” this room is in the University Center. Include reference to University Center to avoid having those unfamiliar with UMKC looking for a “Pierson Auditorium” building.

p.m., a.m.

Lowercase and use periods. Avoid redundancies such as “8 p.m. tonight.” If your seminar is from 10 in the morning to 6 in the evening, write “10 a.m. -6 p.m.” rather than 10-6.

Q

Quadrangle, the Quad

A UMKC reference to the area on the Volker campus bounded by Scofield Hall, Newcomb Hall, Royall Hall, Haag Hall and Flarsheim Hall. If used as a general reference to a rectangular green space at a university or college, use as lower case: “Notre Dame’s quadrangle.”

R

Regnier Family Foundations/Bank of Blue Valley Venture Creation Challenge

A competition held every April by the Institute for Entrepreneurship and Innovation. Use “the Regnier Family Foundations/Bank of Blue Valley Venture Creation Challenge” on the first reference and “Venture Creation Challenge” on subsequent references.

RooBot

The automated storage and retrieval system (aka “the robot”) at Miller Nichols Library is named RooBot, with a capital “R” and a capital “B”, no space, hyphen or “the.”

S

Seasons

Lowercase spring, summer, fall, winter. Capitalize only if part of a formal name: “Kansas City Spring Festival.” At UMKC, Fall Semester, Winter Semester and Summer Session are formal names. Other uses: “Fall 2009; “Winter and Summer 2009.”

Smartphone

One word.

Sports

Men's and women's sports receive possessive apostrophes: men's soccer, women's basketball (not mens soccer or womens basketball). Sports offered to only one gender do not receive the designation (i.e. softball, not women's softball).

State names

When using with an address for mailing purposes, such as when listing a university address, it's acceptable to use the two-letter state codes designated by the U.S. Postal Service.

- In running text, use regular (Associated Press) abbreviations, such as Kan., Mo., Ark., Neb., Okla., Ill.
- Eight states are never abbreviated in running text: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

Student Union

Use UMKC Student Union in the first reference, Student Union in subsequent references.

T

Theatre/Theater

Use "theatre" when referencing the UMKC Department of Theatre and in all copy for the Department of Theatre. Use "theater" in all other publications, unless the proper name is theatre, such as Shubert Theatre.

Titles

Confine capitalization to formal titles used directly before an individual's name. Lowercase and spell out titles used alone: "The vice chancellor for academic affairs issued a memo." Lowercase and spell out titles in constructions that set them off from a name by commas: "The UMKC chancellor, Leo E. Morton, was available for questions after the meeting."

FORMAL TITLES

A formal title generally is one that denotes a scope of authority, professional activity or academic accomplishment so specific that the designation becomes almost as much an integral part of an individual's identity as a proper name itself.

- Capitalize formal titles when they are used immediately before one or more names: President Barack Obama, Chancellor Morton.
- Other titles serve primarily as occupational descriptions: anchorperson Katie Couric, humorist Dave Barry.

ABBREVIATED TITLES

The following formal titles are capitalized and abbreviated as shown when used before a name outside quotations: Dr., Gov., Lt. Gov., Rep., Sen. and certain military ranks. Spell out all except "Dr." when they are used in quotations.

PAST AND FUTURE TITLES

A formal title that an individual formerly held, is about to hold or holds temporarily is capitalized if used before the person's name, but do not capitalize the qualifying word: former President Carter, interim Vice Chancellor Mary Smith.

LONG TITLES

Separate a long title from a name by a construction that requires a comma: "Agapito Mendoza, vice provost for affirmative action and academic personnel, asked for the application forms."

UNIQUE TITLES

If the title applies only to one person in an organization, insert the word "the" in a construction that uses commas: "Joe Jefferson, the deputy secretary, spoke to the group."

ACADEMIC TITLES

- Capitalize and spell out formal titles such as professor, dean, president, chancellor, chairman, etc., when they precede a name. Lowercase elsewhere: "former Chancellor and Provost Eleanor Brantley Schwartz;" or "George Russell, former chancellor, spoke at the event."
- Lowercase modifiers such as "political science," as in "political science Professor Ben Martin" or "department" in "department Chairman Burton Dunbar."

COMPOSITION TITLES

Apply these guidelines to book, movie, opera, play, poem, song and television program titles, and to the titles of lectures, speeches and works of art:

- Capitalize the principal words, including prepositions and conjunctions of four or more letters in all examples.
- Capitalize an article - a, an, the - or words of fewer than four letters only if it is the first or last word in the title.
- Italicize major works and the names of magazines, books, journals and newspapers: *Time* magazine.
- Capitalize the names of motion pictures, radio and TV programs: *Raiders of the Lost Ark*, *Frasier*.
- Place quotation marks around the names of articles appearing in magazines, newspapers or journals, e.g., "Analysis of Pharmacology Antitoxins," or the names of art exhibitions, e.g., "Still Life: Photography at Its Best."

COURTESY TITLES

Use "Mr.," "Mrs.," "Miss" only in obituaries, in reference to couples, in direct quotations or where essential for effect, as in editorials and critiques. Do not use the terms with surnames after first reference.

- Refer to married women by their first names and surnames, and without the term "Mrs." unless only the husband's first name is known.
- Refer to single women by the first names and surnames without the term "Miss" or "Ms."

DOCTOR, DR.

- In news releases and other materials prepared for media use, comply with industry-wide standards of style. "M.D.," "D.D.S." or "Ph.D." after a name makes it clear for the reader. Reserve "Dr." for practitioners of the healing arts, including osteopaths, dentists, psychologists, optometrists and chiropractors.
- In articles and materials that target general audiences, the preferred form for mention of academic degrees is to use a phrase such as "Jim Phillips, who has a doctorate in physics...."
- In articles and materials prepared for academic audiences or on-campus use, or in materials where the credentials of the person are necessary to establish credibility, the title "Dr." may be used for holders of Ph.D. or honorary degrees. However, care should be taken that the individual's
- specialty is stated in first or second reference. Do not continue the use of "Dr." in subsequent references.

LEGISLATIVE TITLES

Use Rep., Reps., Sen. and Sens. as formal titles before one or more names in regular text. Spell out and capitalize these titles before one or more names in a direct quotation. Spell out and lowercase "representative" and "senator" in other uses.

- Spell out other legislative titles in all uses.
- Capitalize when they are used before a name. Lowercase in other uses.
- Add "U.S." or "state" before a title only if necessary to avoid confusion.
- Do not use legislative titles before a name on second reference unless they are part of a direct quotation.

MILITARY TITLES

Refer to the *AP Stylebook* for specific rules regarding military titles.

MUSIC TITLES

Contact the Conservatory of Music and Dance for specific guidelines on musical composition titles, 816-235-2229.

RELIGIOUS TITLES

Refer to the *AP Stylebook* for specific guidelines on use of religious titles.

U

University of Kansas City

Prior to becoming part of the University of Missouri system and being renamed UMKC, the university was the private University of Kansas City. UKC (often referred to by its alumni as "KCU,") was chartered in 1929, but classes were first held in Fall 1933. The anniversary year for UKC/UMKC is officially 1933.

Urban Education Research Center

Use Urban Education Research Center followed by UERC in parentheses in the first reference; use UERC in subsequent references.

U.S., United States

Use the abbreviated form for the United States as an adjective, but the full name when used as a noun. Examples: “The U.S. policy is under scrutiny.” “The United States is joining the cause.”

W

Website

Use as one word: “website.”

World Wide Web

Spell out on the first reference. “The Web” is acceptable on subsequent references.

X

X-ray

The correct spelling is “X-ray,” always capital “x.”

Language About Disabilities

A disability is defined as a functional limitation. This includes any physical, sensory or mental condition. To avoid reinforcing negative images and myths, use words and images that cast persons with disabilities in a positive light. For instance:

- Avoid tear-jerking stories. Rather than writing a story that makes the reader feel sorry for the person with a disability, focus on issues that affect that person's quality of life.
- Avoid portraying someone as a victim. Using phrases such as "victim of" or "suffers from" sensationalizes the situation. A better way of saying the same thing would be "a person who has multiple sclerosis" or "a man who had polio."
- Avoid labeling people. Instead of saying, "the retarded," or "the deaf," say "people with mental retardation" or "people who are deaf."
- Mention the person first, not the disability. For instance, use "a girl who is deaf," not "a deaf girl."
- Emphasize a person's abilities, not limitation. For example, say "uses a wheelchair," rather than "confined to a wheelchair."

Outdated, negative terms have been replaced with more positive terminology. Some examples:

Use

cleft lip, cleft palate
congenital disability
Down's syndrome
disability
mental illness
short stature
without speech
blind
persons with disabilities
learning disabilities

Don't Use

hare lip
birth defect
Mongol or Mongoloid
handicap
crazy, maniac, lunatic, demented
dwarf, midget
mute, dumb
partially sighted
special
slow learner, retarded

Also avoid these terms: handicapable, mentally different, physically inconvenient and physically challenged.

Avoiding Sexist Wording

Use these guidelines to avoid offending a reading audience:

- Use a gender-neutral term when speaking generically about people.

Instead of

mankind
manpower
mothering
to man

Use

people
personnel
nurturing
to operate

- Avoid gender-marked titles. Use neutral terms when sensible ones are available.

Instead of

chairman
foreman
mailman

Use

moderator
supervisor
postal worker

- If you are speaking of someone who holds a position and you know the gender, use the appropriate pronoun. Examples: “The head nurse filed his report.” “The doctor conducted her study.”
- To avoid the awkward “his/her” structure, recast to plural. Instead of “Each student must meet with his adviser,” use “Students must meet with their advisers.”
- Address your readers directly in the second person. Instead of “The applicant must mail his form by Thursday,” use “Mail your form by Thursday.”
- Replace third person singular possessives with articles. Instead of “Each child wrote in his notebook,” use “Each child wrote in a notebook.”
- Write your way out of the problem by using the passive voice. (This should be a last-ditch effort, as active voice is preferable in writing.) Instead of “Each trainer developed his tests,” use “The tests were developed by each trainer.”
- Use a third person singular pronoun to refer to a third person singular antecedent, unless you are sure your audience is as willing as you are to break the rules of English grammar. From “Every student should do his or her homework thoroughly.” To “All students should do their homework thoroughly.”
- Avoid “s/he,” “he/she,” and “his/her.” They look awkward and interfere when someone is trying to read a text aloud. If you can’t apply one of the other guidelines, use “he or she,” and “his and hers.”

Grammar; Punctuation

Bullets

Follow these guidelines:

WHEN MAKING A SENTENCE

Use punctuation as you would in a sentence. Example:

Life can be

- exciting,
- challenging and
- short.

WHEN NOT MAKING A SENTENCE

Do not use punctuation. Example:

Characteristics of life

- exciting
- challenging
- short

USING COLONS

Only use to introduce a bulleted list when using “including” or “such as.” Example:

There are many characteristics of life, including:

- exciting
- challenging
- short

Colon

The colon is used most frequently at the end of a sentence to introduce lists, tabulations, texts, etc. Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence. Examples: “He stated it adamantly: No one will leave until the job is done.” “They judged the restaurant’s quality by three criteria: food quality, service and cleanliness.”

- Colons go outside quotation marks unless they are part of the quotation itself.
- Do not combine a dash and a colon.

Other uses for colons:

EMPHASIS

“He was good at just one thing: sleeping.”

LISTINGS

Use the colon in such listings as time elapsed (3:51.1), time of day (7:30 a.m.), biblical and legal citations (2 Kings 21:4, Missouri Code: 3246-250).

DIALOGUE

Johnson: Why did you throw that?

Brown: I don’t like Mondays.

INTRODUCING QUOTATIONS

Use a comma to introduce a direct quotation of one sentence that remains within a paragraph, to introduce longer quotations within a paragraph, and to end all paragraphs that introduce a paragraph of quoted material.

Comma

The following guidelines regard frequent usage of commas. Refer to the *AP Stylebook* for more detailed guidance.

IN A SERIES

- Use commas to separate elements, but do not put a comma before the conjunction in a simple series: “He ate ham, turkey and a salad.”
- Use a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction: “For breakfast, we had coffee, orange juice, and biscuits and gravy.”
- Use a comma before the concluding conjunction in a complex series of phrases: “Before hiring him, you need to find out whether he has enough experience, whether he has an adequate educational background, and whether you think he will work well with other employees.”
- Use a comma before the concluding conjunction if not using the comma would confuse the meaning of the sentence.

WITH EQUAL ADJECTIVES

- Use commas to separate a series of adjectives equal in rank. If the commas could be replaced by the word “and” without changing the sense, the adjectives are equal: “a cool, calm demeanor,” “a dark, wet night.”
- Use no comma when the last adjective before a noun outranks its predecessors because it is an integral element of a noun phrase, which is the equivalent of a single noun: “a cheap fur coat (the noun phrase is ‘fur coat’); the old oaken bucket; a new, pink summer hat.”

WITH NON-ESSENTIAL CLAUSES AND PHRASES

See entry “essential and non-essential clauses and phrases” in this appendix.

WITH INTRODUCTORY CLAUSES AND PHRASES

- Commas usually are used to separate introductory clauses or phrases from the main clauses: “Whenever he had trouble starting his car in the morning, he took the bus.”
- Commas may be omitted if no ambiguity would result: “While he slept it snowed.”
- Use a comma if its omission would slow comprehension: “Up above, the man looked out his window at the crowd.”

WITH CONJUNCTIONS

- When a conjunction such as “and,” “but” or “for” links two clauses that could stand alone as separate sentences, use a comma before the conjunction in most cases: “He stopped his car, but the dog had already moved from the road.”
- Use a comma if the subject of each clause is expressly stated: “He drove to the airport, and he caught a flight to New York.”
- Do not use a comma when the subject of the two clauses is the same and is not repeated in the second clause: “He drove to the airport and caught a flight to New York.”
- The comma can be dropped if two clauses with expressly stated subjects are short. In general, however, favor use of a comma.

INTRODUCING DIRECT QUOTES

- Use a comma to introduce a complete, one-sentence quotation within a paragraph. A colon is used to introduce quotations of more than one sentence.
- Do not use a comma at the start of an indirect or partial quotation: “He said he felt ‘just wonderful’ to be here.”

BEFORE ATTRIBUTION

- Use a comma instead of a period at the end of a quote that is followed by attribution: “I’d like to go to the game,” he said.
- Do not use a comma if the quote ends with a question mark or exclamation point: “Don’t you think it will rain?” he asked.

NAMES OF STATES AND NATIONS USED WITH CITY NAMES

“He traveled from Paris, France, to Versailles, Mo., and noticed a slight change in dialect.”

WITH “YES” AND “NO”

- Use a comma: “Yes, you did.” “No, I didn’t.”

IN DIRECT ADDRESS

- Use a comma following the person’s name: “Michael, don’t you have some homework?”

SEPARATING SIMILAR WORDS

- Use a comma to separate duplicated words that otherwise would be confusing: “What he is, is a monster.”

IN LARGE FIGURES

- Use a comma for most figures higher than 999, except in street addresses, broadcast frequencies, room numbers, serial numbers, telephone numbers and years.

PLACEMENT WITH QUOTES

- Commas always go inside quotation marks.

Displayed Lists

Lists in running text usually work better as bulleted lists. Bulleted items look best when set with hanging indentation, which may appear as an indented block or with further indentation of runover lines. Hanging indentation is preferred for numbered list items, but paragraph style is acceptable when every item or almost every item is about one-third of manuscript page long or longer or the page is to be typeset in two or more columns.

USING BULLETED LISTS

Use round, square, diamond, or any other shape that your software can produce, but consider avoiding the somewhat clichéd icons like checkmarks and pointing fingers, and the asterisks reminiscent of typewriter mock-dingbats.

Formatting points:

- Bullets should be checked for positioning - the same amount of space should be used before each bullet and after each bullet throughout the text.
- Bullets should be checked for consistency - the same types of bullets should be used for the same levels of text throughout the document. For example, a square bullet could be used for the main elements in the list and a star-shaped bullet could be used for the subsections.

PUNCTUATION WITH BULLETED LISTS

Make items parallel in form and grammar. There are various ways to punctuate and consistency is the key. Try the following:

- Capitalize the first letter after each bullet, even if it's not a full sentence;
- End each bulleted item with a semicolon;
- Follow the final bulleted item with a period.

MAKE LIST ELEMENTS PARALLEL

Making elements in a list parallel when they're not can be annoying, but it's worth the trouble. Parallelism is the principle that says the parts of a sentence or a list that are parallel in meaning should be parallel in form to emphasize coordinate relationships.

Ellipsis (...)

The ellipsis (properly called points of ellipsis or ellipsis periods) is used to indicate omission of words or sentences. It is used most often to remove unimportant or irrelevant matter from quotations or texts. An ellipsis is typewritten as three periods with a space at beginning and end, but no space between periods.

- Use ellipsis to indicate omission in quotations or text: "The first thing ... is to hire him."
- Use an ellipsis in stylized writing to string together unrelated items: "John Black is the favorite to start the game at fullback ... the next World Series should be the richest yet ..."
- Do not use an ellipsis in place of commas or dashes to indicate a pause, emphasis or apposition.
- Do not use an ellipsis to indicate an omitted profanity or obscenity use hyphens.
- When an ellipsis is used at the start of a quotation, capitalize the first word: "... The first priority for the nation"
- When an ellipsis is used at the end of a sentence, add a fourth point as a period or use other terminal punctuation: "We have no choice ... !"

Essential and non-essential clauses and phrases

"Essential" and "non-essential" are used instead of "restrictive" and "non-restrictive" to convey the distinction between the two in a more easily remembered manner.

ESSENTIAL

Essential clauses and phrases cannot be eliminated without changing the meaning of the sentence. Do not set off essential clauses and phrases with commas:

"Students who don't pay their parking tickets won't get their final grades." (The writer is saying that only those students who haven't paid their tickets won't get their grades, not that all students won't get their grades.)

"He took the cluster course 'The American Image.'" (No comma, because there are many cluster courses, and the reader wouldn't know specifically which one if it weren't named.)

NON-ESSENTIAL

Non-essential clauses and phrases add information, but they can be eliminated without changing the meaning of the sentence:

"Students, who get a lot of parking tickets, will begin asking for free parking." (The writer is saying that all students will begin asking for free parking, not just those who get a lot of tickets.)

"He took the fall cluster course offered through the English and history departments, 'The American Image.'" (Only one cluster course was offered. The name of the course is informative, but even without it, no other course could be meant.)

Exclamation point

Use the exclamation point to express a high degree of surprise, incredulity or other strong emotion. Do not overuse.

- Place exclamation points inside quotation marks when they are part of the quoted material.
- Place them outside when they are not part of the quoted material.
- Do not use a comma or period after the exclamation mark.

Hyphen

Hyphen use is optional in most cases—a matter of taste, judgment and style sense—but the fewer hyphens the better. Use a hyphen whenever ambiguity would result if it were omitted, e.g., small-business owner, but health care center, or “He recovered his health.” and “He re-covered the leaky roof.”

COMPOUND MODIFIERS

When a compound modifier—two or more words that express a single concept—precedes a noun, use hyphens to link all the words in the compound except the adverb “very” and all adverbs that end in -ly. Examples: “a first-quarter touchdown,” “a bluish-green dress,” “a full-time job.”

- Many combinations that are hyphenated before a noun are not hyphenated when they occur after a noun. Examples: “The team scored in the first quarter.” “The dress, a bluish green, was attractive on her.” “She works full time.”
- When a modifier that would be hyphenated before a noun occurs instead after a form of the verb to be, the hyphen usually must be retained to avoid confusion. Examples: “The man is well-known.” “The woman is quick-witted.” “The children are soft-spoken.” “The play is second-rate.”

The principle of using a hyphen to avoid confusion explains why no hyphen is required with very and -ly words. Readers can expect them to modify the word that follows. But if a combination such as “little-known man” were not hyphenated, the reader could logically be expecting little to be followed by a noun, as in “little man.” Instead, the reader encountering little known would have to back up mentally and make the compound connection on his own.

TWO-THOUGHT COMPOUNDS

Examples: serio-comic, socio-economic.

COMPOUND PROPER NOUNS AND ADJECTIVES

Use a hyphen to designate dual heritage: Italian-American, Mexican-American. Do not use a hyphen, however, for French Canadian or Latin American.

PREFIXES AND SUFFIXES

See the prefixes and suffixes entries, and separate entries for the most frequently used prefixes and suffixes.

AVOID DUPLICATED VOWELS, TRIPLED CONSONANTS

Examples: anti-intellectual, pre-empt, shell-like.

WITH NUMERALS

Use a hyphen to separate figures in odds, ratios, scores, some fractions and some vote tabulations. See examples in entries under these headings. When large numbers must be spelled out, use a hyphen to connect a word ending in -y to another word, e.g. “twenty-one” and “fifty-five.”

SUSPENSIVE HYPHENATION

The form: He received a 10- to 20-year sentence in prison.

Parentheses

Do not use just one: Example: I) is incorrect; (1) is correct.

Periods go inside or outside parentheses and brackets depending on whether the enclosed statement stands alone or is part of a complete sentence. Examples: “She acted fast. (There’s no time like the present.)” “There’s no time like the present (or so she thought).”

Quotation marks

DIRECT QUOTATIONS

Use the quotation marks to surround the exact words of a speaker or writer: “It’s none of your business,” he said.

RUNNING QUOTATIONS

- If a full paragraph of quoted material is followed by a paragraph that continues the quotation, do not put closing quotation marks at the end of the first paragraph, but do put opening quotation marks at the start of the second paragraph. Continue in this fashion for any succeeding paragraphs, using closing quotation marks only at the end of the quoted material.
- If a paragraph does not start with quotation marks but ends with a quotation that is a complete sentence and continues to the next paragraph, do not use closing quotation marks at the end of the paragraph. Do use close-quote marks, however, if the quoted material does not constitute a full sentence.

NOT IN TEXTS

Quotation marks are not required in full texts, condensed texts or textual excerpts.

IRONY

Put quotation marks around a word or words used in an ironical sense: The “game” soon turned into a “slugfest.”

UNFAMILIAR TERMS

A word or words being introduced to readers may be placed in quotation marks on first reference: “A ‘DVD’ is a disk, similar to a CD, used to store computer data.” Do not put subsequent references to the word in quotation marks.

PLACEMENT WITH OTHER PUNCTUATION

- The period and the comma always go within the quotation marks.
- The dash, semicolon, question mark and exclamation point go within the quotation marks only when they apply to the quoted matter. When these punctuations apply to the whole sentence, place them outside the quotation marks.

Semicolon

Use a semicolon to indicate a greater separation of thought and information than a comma can convey, but less than the separation that a period implies.

TO CLARIFY A SERIES

Use semicolons to separate elements of a series when individual segments contain material that also must be set off by commas: “He has a cousin, Jeff Franks of New York; two uncles, Bob and Jerry Webster of Smithville, Mo.; and a brother, John, in Kansas City.” Note that the semicolon is used before the final “and” in such a series.

TO LINK INDEPENDENT CLAUSES

- Use a semicolon when a coordinating conjunction such as “and,” “but” or “for” is not present: “The package was due last week; it arrived today.”
- If a coordinating conjunction is present, precede it with a semicolon only if extensive punctuation also is required in one or more of the individual clauses: “The police called airport security, checked the bus stations, and patrolled the highways; even with those precautions, the escapee crossed the state line.”

Numerals

General

- Spell out whole numbers below 10, use figures for 10 and above.
- Use Arabic numerals (1,2,3,4,5,6,7,8,9,0) unless Roman numerals (I,V,X,L) are specifically required.
- Some cases for Roman numerals are for wars and to show personal sequence for animals and people, such as World War II, King George VI.

IN A SERIES

Apply the appropriate guidelines, even if that means using two different styles: “They had 12 hamburgers, five hot dogs and only 10 buns.” “She had three three-hour classes, two four-hour classes, and she bought 10 three-ring binders to keep her notes straight.”

LARGE NUMBERS

- When large numbers must be spelled out, use a hyphen to connect a word ending in “y” to another word.

- Do not use commas between separate words that are part of one number: twenty, thirty; twenty-two; thirty-three; two hundred fifty-four.

SENTENCE START

Spell out a numeral at the beginning of a sentence, except when to identify a calendar year. Revise the sentence if necessary.

Examples: Incorrect: “300 students attended the rally.” Correct: “On Friday, 300 students attended the rally.” Correct: “1976 was the bicentennial.”

CASUAL EXPRESSIONS

Spell out numerals in casual expressions: “I told him a hundred times.” “He walked a half a mile.”

PROPER NAMES

Use words or numerals according to an organization’s practice: 20th Century-Fox, Twentieth Century Fund.

FIGURES vs. WORDS

- Spell out “first” through “ninth” when they indicate sequence in time or location. Examples: first base, the First Amendment, he was first in line.
- Use figures beginning with “10th.”
- Use “1st,” “2nd,” “3rd” when the sequence has been assigned in forming names. The principal examples are geographic, military and political designations: 1st Ward, 7th Fleet and 1st Sgt.

PUNCTUATION EXAMPLES

- Act 1, Scene 2
- \$1.05, \$650,000
- a 5-year-old girl
- \$2.5 million
- a ratio of 2-to-1
- a 4-3 score
- L-1011, 767
- No. 3 choice
- a 5-4 court decision
- Public School 3
- 2nd District Court
- 6 percent
- 1970s, ‘70s
- 5 cents

Writing for the Web Tips

Structure text for rapid consumption

Readers typically scan the headings and links (usually in an F shape pattern) rather than reading all the text, so the most important information should jump out at them. Bulleted lists are useful for presenting key points, but don’t get carried away; too many lists will make your site read like a PowerPoint presentation.

Write in modules

Smaller, conceptually related chunks make it easier for readers who skim to find what they want. Use anchor links to help users navigate long documents. For example, use a table of contents at the top of pages and on separate index pages.

Be careful when using directional words

“Above,” “below,” “top,” and “bottom” aren’t necessarily meaningful in a hypertext document. Use “next” and “previous” only when you’re certain that users have come from the previous page or know that they’ve landed in the middle of a linear document (as when the document is marked “page 3 of 13” or has other visual or textual cues).

Shorter is better

Limit the length of your copy. Text-heavy pages are uninviting, and some readers will skip them altogether. Edit your text down to a reasonable size (under 800 words per page), and use white space, graphics and varying type sizes and weights to break up the page.

Use the TITLE tag

Make it easy for users to tell your pages apart by giving each one a distinctive, descriptive title. This is especially important for bookmarking—try to use titles that are unique, e.g., “Job Openings at HyperMegaGlobalCorp” rather than just “Jobs”.

Don’t use “click here” or “more”

Links should be as clear as possible to a user who is tabbing through them with a screenreader.

Make pages printable when appropriate

Some types of documents are easier to read off-line (lengthy reports, for example). Offer versions of these designed specifically for printing (pdf, rtf, or HTML with black type on a white background and minimal graphics or navigation) for documents such as resumes, reports, receipts, etc.

Use active language

It’s easy to become distracted on the Web, so keep your readers engaged by addressing them directly whenever possible and using gripping language wherever appropriate.

Give your site a voice

Create a strong identity and sense of place by developing a recognizable editorial tone.

Watch the use of jargon and TLAs

Will everyone in your audience understand these? (A TLA is a three-letter acronym.) Think about offering a glossary (hyperlinked, of course) for readers who aren’t familiar with your terms.

Steer clear of buzzwords

Writing on the Web tends to age rather rapidly, so avoid using overworked cliches and trendy buzzwords—just think how dated “Information Superhighway” and “cyber” have become.

Branding Quick Reference Guide

College of Arts and Sciences

Found at umkc.edu/ucomm

School name

First Reference: College of Arts and Sciences

Second Reference: the College

School logo options

Option 1: stacked

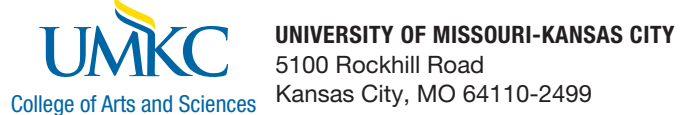
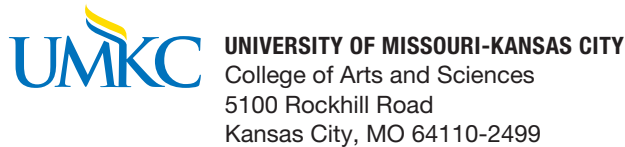
Option 2: horizontal



Mailing panel recommended uses

Option 1: school name in text

Option 2: school name in logo



Contact information recommended uses

Option 1: university and school name in text

Option 2: school name in text

Option 3: school name in logo



Official fonts

Helvetica Neue
Goudy Oldstyle

Acceptable fonts

Arial
Times New Roman
Calibri

UMKC Blue

Process Coated: PMS 207-1 C:100 M:50 Y:0 K:0
Process Uncoated: PMS 221-1 C:100 M:35 Y:0 K:0
Solid Coated: PMS 301
Solid Uncoated: 300



UMKC Gold

Process Coated: PMS 5-4 C:0 M:10 Y:100 K:0
Process Uncoated: PMS 5-4 C:0 M:10 Y:100 K:0
Solid Coated: PMS 7405
Solid Uncoated: 7404

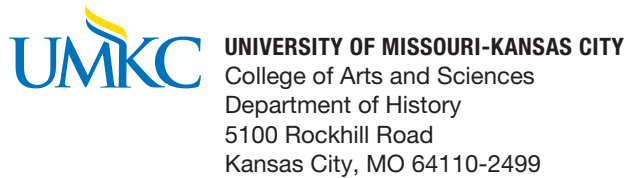


Branding Quick Reference Guide

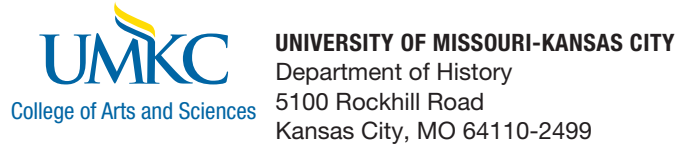
Departments - College of Arts and Sciences

Mailing panel recommended uses

Option 1: school name in text



Option 2: school name in logo

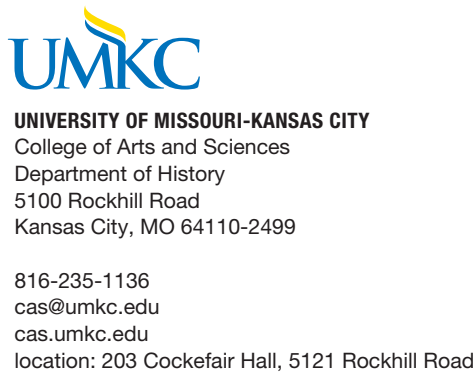


Contact information recommended uses

Option 1: university/school/department name in text

Option 2 : school/department name in text

Option 3: school name in logo



Branding Quick Reference Guide

School of Biological Sciences

Found at umkc.edu/ucomm

School name

First Reference: School of Biological Sciences

Second Reference: Biological Sciences School; the School

School logo options

Option 1: stacked

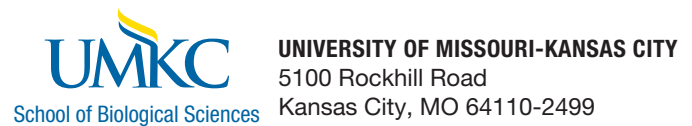
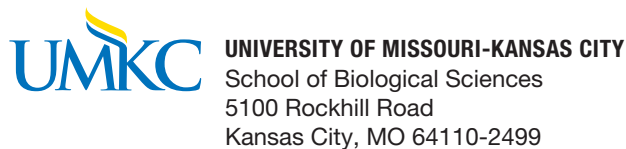
Option 2: horizontal



Mailing panel recommended uses

Option 1: school name in text

Option 2: school name in logo



Contact information recommended uses

Option 1: university and school name in text

Option 2: school name in text

Option 3: school name in logo



Official fonts

Helvetica Neue

Goudy Oldstyle

Acceptable fonts

Arial

Times New Roman

Calibri

Official colors

UMKC Blue

Process Coated: PMS 207-1

C:100 M:50 Y:0 K:0

Process Uncoated: PMS 221-1

C:100 M:35 Y:0 K:0

Solid Coated: PMS 301



Solid Uncoated: 300

UMKC Gold

Process Coated: PMS 5-4

C:0 M:10 Y:100 K:0

Process Uncoated: PMS 5-4

C:0 M:10 Y:100 K:0

Solid Coated: PMS 7405



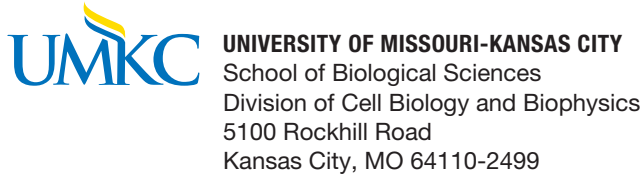
Solid Uncoated: 7404

Branding Quick Reference Guide

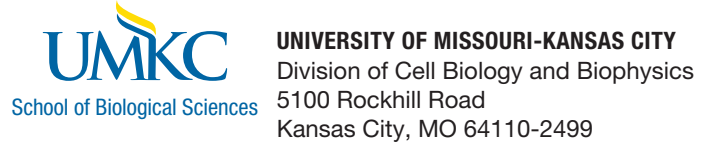
Divisions - School of Biological Sciences

Mailing panel recommended uses

Option 1: school name in text



Option 2: school name in logo

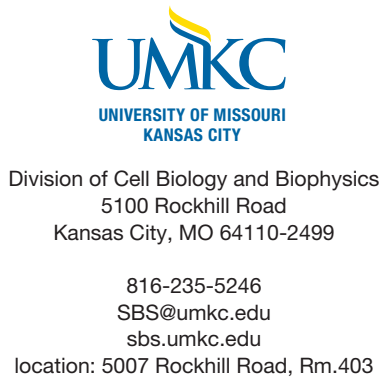
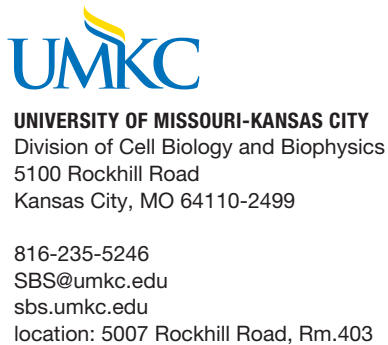
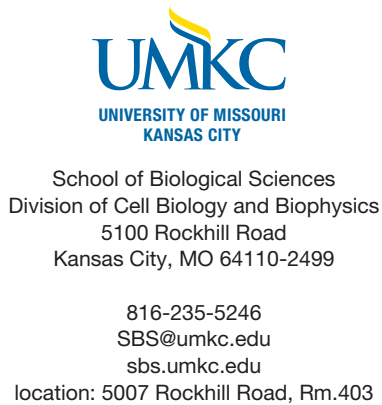
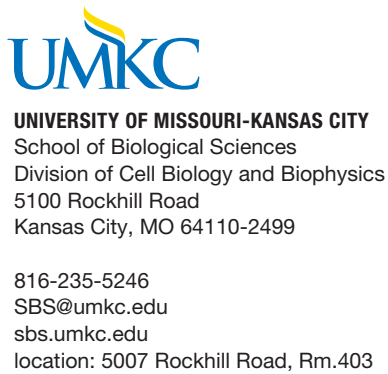


Contact information recommended uses

Option 1: university/school/department name in text

Option 2 : school/department name in text

Option 3: school name in logo



Branding Quick Reference Guide

Henry W. Bloch School of Management

Found at umkc.edu/ucomm

School name

First Reference: Henry W. Bloch School of Management

Second Reference: the Bloch School

School logo options

Option 1: stacked

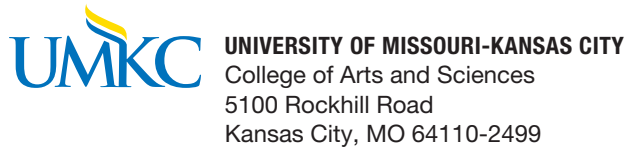


Option 2: horizontal

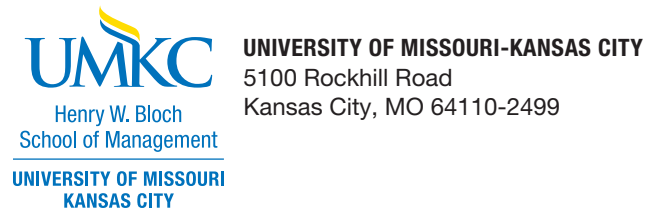


Mailing panel recommended uses

Option 1: school name in text

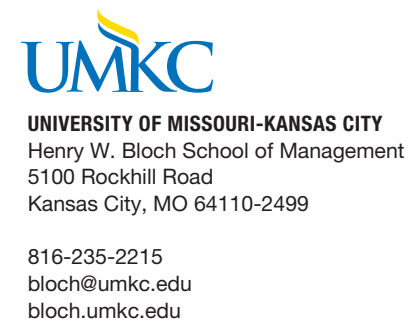


Option 2: school name in logo



Contact information recommended uses

Option 1: university and school name in text



Option 2: school name in text



Option 3: school name in logo




Official fonts

Helvetica Neue
Goudy Oldstyle


Acceptable fonts

Arial
Times New Roman
Calibri

UMKC Blue

Process Coated: PMS 207-1 C:100 M:50 Y:0 K:0
Process Uncoated: PMS 221-1 C:100 M:35 Y:0 K:0
Solid Coated: PMS 301 
Solid Uncoated: 300

UMKC Gold


Process Coated: PMS 5-4 C:0 M:10 Y:100 K:0
Process Uncoated: PMS 5-4 C:0 M:10 Y:100 K:0
Solid Coated: PMS 7405 
Solid Uncoated: 7404

Branding Quick Reference Guide

Departments - Bloch School

Mailing panel recommended uses

Option 1: school name in text

 **UNIVERSITY OF MISSOURI-KANSAS CITY**
Henry W. Bloch School of Management
Department of Accountancy
5100 Rockhill Road
Kansas City, MO 64110-2499

Option 2: school name in logo

 **UNIVERSITY OF MISSOURI-KANSAS CITY**
Department of Accountancy
5100 Rockhill Road
Kansas City, MO 64110-2499

Henry W. Bloch
School of Management

**UNIVERSITY OF MISSOURI
KANSAS CITY**

Contact information recommended uses


Option 1: university/school/department name in text

Option 2 : school/department name in text

Option 3: school name in logo

 **UNIVERSITY OF MISSOURI-KANSAS CITY**
Henry W. Bloch School of Management
Department of Accountancy
5100 Rockhill Road
Kansas City, MO 64110-2499

816-235-2218
bloch@umkc.edu
bloch.umkc.edu
location: 5110 Cherry Street, Rm. 312

 **UNIVERSITY OF MISSOURI
KANSAS CITY**

Henry W. Bloch School of Management
Department of Accountancy
5100 Rockhill Road
Kansas City, MO 64110-2499

816-235-2218
bloch@umkc.edu
bloch.umkc.edu
location: 5110 Cherry Street, Rm. 312

 **UNIVERSITY OF MISSOURI
KANSAS CITY**

Henry W. Bloch
School of Management

Department of Accountancy
5100 Rockhill Road
Kansas City, MO 64110-2499

816-235-2218
bloch@umkc.edu
bloch.umkc.edu
location: 5110 Cherry Street, Rm. 312

 **UNIVERSITY OF MISSOURI-KANSAS CITY**
Department of Accountancy
5100 Rockhill Road
Kansas City, MO 64110-2499

816-235-2218
bloch@umkc.edu
bloch.umkc.edu
location: 5110 Cherry Street, Rm. 312

 **UNIVERSITY OF MISSOURI
KANSAS CITY**

Department of Accountancy
5100 Rockhill Road
Kansas City, MO 64110-2499

816-235-2218
bloch@umkc.edu
bloch.umkc.edu
location: 5110 Cherry Street, Rm. 312

Branding Quick Reference Guide

School of Computing and Engineering Found at umkc.edu/ucomm

School name

First Reference: School of Computing and Engineering

Second Reference: Computing and Engineering School, SCE

School logo options

Option 1: stacked

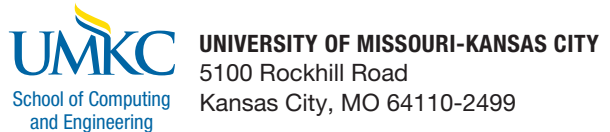
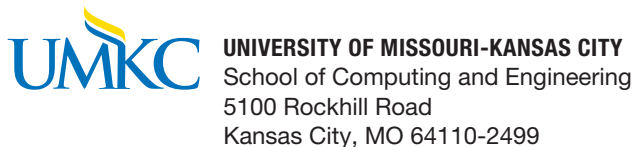
Option 2: horizontal



Mailing panel recommended uses

Option 1: school name in text

Option 2: school name in logo



Contact information recommended uses

Option 1: university and school name in text

Option 2: school name in text

Option 3: school name in logo



Official fonts

Helvetica Neue

Goudy Oldstyle

Acceptable fonts

Arial

Times New Roman

Calibri

Official colors

UMKC Blue

Process Coated: PMS 207-1

C:100 M:50 Y:0 K:0

Process Uncoated: PMS 221-1

C:100 M:35 Y:0 K:0

Solid Coated: PMS 301



Solid Uncoated: 300

UMKC Gold

Process Coated: PMS 5-4

C:0 M:10 Y:100 K:0

Process Uncoated: PMS 5-4

C:0 M:10 Y:100 K:0

Solid Coated: PMS 7405




Solid Uncoated: 7404

Branding Quick Reference Guide


Divisions - School of Computing and Engineering

Mailing panel recommended uses

Option 1: school name in text

 **UNIVERSITY OF MISSOURI-KANSAS CITY**
School of Computing and Engineering
Department of Civil and Mechanical Engineering
5100 Rockhill Road
Kansas City, MO 64110-2499

Option 2: school name in logo


 **UNIVERSITY OF MISSOURI-KANSAS CITY**
Department of Civil and Mechanical Engineering
5100 Rockhill Road
Kansas City, MO 64110-2499

Contact information recommended uses

Option 1: university/school/department name in text

Option 2 : school/department name in text

Option 3: school name in logo

 **UNIVERSITY OF MISSOURI-KANSAS CITY**
School of Computing and Engineering
Department of Civil and Mechanical Engineering
5100 Rockhill Road
Kansas City, MO 64110-2499

816-235-5550
SCE@umkc.edu
sce.umkc.edu
location: 352 Robert H. Flarsheim Hall,
5110 Rockhill Road

 **UNIVERSITY OF MISSOURI
KANSAS CITY**
School of Computing and Engineering
Department of Civil and Mechanical Engineering
5100 Rockhill Road
Kansas City, MO 64110-2499

816-235-5550
SCE@umkc.edu
sce.umkc.edu
location: 352 Robert H. Flarsheim Hall,
5110 Rockhill Road

 **UNIVERSITY OF MISSOURI-KANSAS CITY**
School of Computing
and Engineering
UNIVERSITY OF MISSOURI-KANSAS CITY
Department of Civil and Mechanical Engineering
5100 Rockhill Road
Kansas City, MO 64110-2499

816-235-5550
SCE@umkc.edu
sce.umkc.edu
location: 352 Robert H. Flarsheim Hall,
5110 Rockhill Road

 **UNIVERSITY OF MISSOURI-KANSAS CITY**
Department of Civil and Mechanical Engineering
5100 Rockhill Road
Kansas City, MO 64110-2499

816-235-5550
SCE@umkc.edu
sce.umkc.edu
location: 352 Robert H. Flarsheim Hall,
5110 Rockhill Road

 **UNIVERSITY OF MISSOURI
KANSAS CITY**
Department of Civil and Mechanical Engineering
5100 Rockhill Road
Kansas City, MO 64110-2499

816-235-5550
SCE@umkc.edu
sce.umkc.edu
location: 352 Robert H. Flarsheim Hall,
5110 Rockhill Road

Branding Quick Reference Guide

Conservatory of Music and Dance

Found at umkc.edu/ucomm

School name

First Reference: Conservatory of Music and Dance

Second Reference: the Conservatory

School logo options

Option 1: stacked

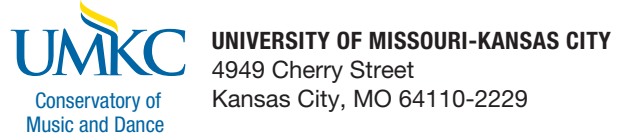
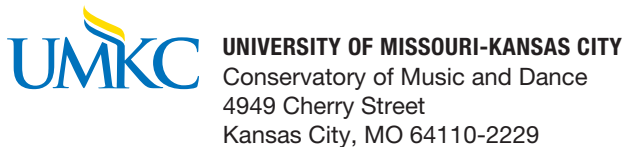
Option 2: horizontal



Mailing panel recommended uses

Option 1: school name in text

Option 2: school name in logo



Contact information recommended uses

Option 1: university and school name in text

Option 2: school name in text

Option 3: school name in logo



Official fonts

Helvetica Neue

Goudy Oldstyle

Acceptable fonts

Arial

Times New Roman

Calibri

Official colors

UMKC Blue

Process Coated: PMS 207-1

C:100 M:50 Y:0 K:0

Process Uncoated: PMS 221-1

C:100 M:35 Y:0 K:0

Solid Coated: PMS 301



Solid Uncoated: 300

UMKC Gold

Process Coated: PMS 5-4

C:0 M:10 Y:100 K:0

Process Uncoated: PMS 5-4

C:0 M:10 Y:100 K:0

Solid Coated: PMS 7405



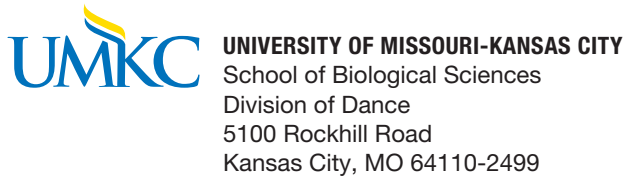
Solid Uncoated: 7404

Branding Quick Reference Guide

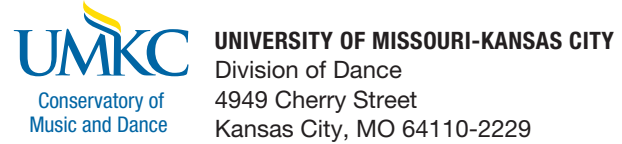
Divisions - the Conservatory

Mailing panel recommended uses

Option 1: school name in text



Option 2: school name in logo



Contact information recommended uses

Option 1: university/school/department name in text

Option 2 : school/department name in text

Option 3: school name in logo



UNIVERSITY OF MISSOURI-KANSAS CITY

Conservatory of Music and Dance
Division of Dance
4949 Cherry Street
Kansas City, MO 64110-2229

816-235-2900
conservatory@umkc.edu
conservatory.umkc.edu
location: James C. Olson Performing Arts Center



Conservatory of Music and Dance
Division of Dance
4949 Cherry Street
Kansas City, MO 64110-2229

816-235-2900
conservatory@umkc.edu
conservatory.umkc.edu
location: James C. Olson
Performing Arts Center



UNIVERSITY OF MISSOURI-KANSAS CITY

Division of Dance
4949 Cherry Street
Kansas City, MO 64110-2229

816-235-2900
conservatory@umkc.edu
conservatory.umkc.edu
location: James C. Olson
Performing Arts Center



UNIVERSITY OF MISSOURI-KANSAS CITY

Division of Dance
4949 Cherry Street
Kansas City, MO 64110-2229

816-235-2900
conservatory@umkc.edu
conservatory.umkc.edu
location: James C. Olson Performing Arts Center



Division of Dance
4949 Cherry Street
Kansas City, MO 64110-2229

816-235-2900
conservatory@umkc.edu
conservatory.umkc.edu
location: James C. Olson
Performing Arts Center

Branding Quick Reference Guide

School of Dentistry

Found at umkc.edu/ucomm

School name

First Reference: School of Dentistry

Second Reference: the Dental School; the School

School logo options

Option 1: stacked

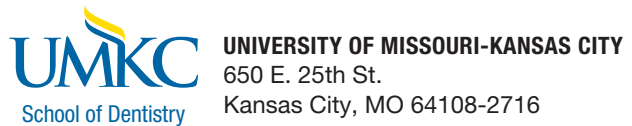
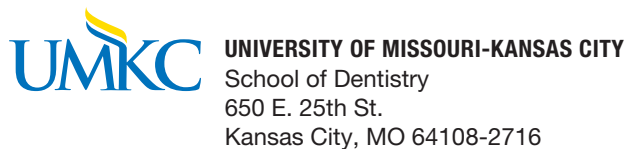
Option 2: horizontal



Mailing panel recommended uses

Option 1: school name in text

Option 2: school name in logo



Contact information recommended uses

Option 1: university and school name in text

Option 2: school name in text

Option 3: school name in logo



Official fonts

Helvetica Neue
Goudy Oldstyle

Acceptable fonts

Arial
Times New Roman
Calibri

Official colors

UMKC Blue

Process Coated: PMS 207-1 C:100 M:50 Y:0 K:0
Process Uncoated: PMS 221-1 C:100 M:35 Y:0 K:0
Solid Coated: PMS 301
Solid Uncoated: 300



UMKC Gold

Process Coated: PMS 5-4 C:0 M:10 Y:100 K:0
Process Uncoated: PMS 5-4 C:0 M:10 Y:100 K:0
Solid Coated: PMS 7405
Solid Uncoated: 7404




Branding Quick Reference Guide


Divisions - the Dental School

Mailing panel recommended uses

Option 1: school name in text

 **UNIVERSITY OF MISSOURI-KANSAS CITY**
School of Dentistry
Department of Oral Biology
650 E. 25th St.
Kansas City, MO 64108-2716

Option 2: school name in logo

 **UNIVERSITY OF MISSOURI-KANSAS CITY**
Department of Oral Biology
650 E. 25th St.
Kansas City, MO 64108-2716

Contact information recommended uses

Option 1: university/school/department name in text

Option 2 : school/department name in text

Option 3: school name in logo


UNIVERSITY OF MISSOURI-KANSAS CITY
School of Dentistry
Department of Oral Biology
650 E. 25th St.
Kansas City, MO 64108-2716

816-235-2100
dentistry@umkc.edu
dentistry.umkc.edu


**UNIVERSITY OF MISSOURI
KANSAS CITY**

School of Dentistry
Department of Oral Biology
650 E. 25th St.
Kansas City, MO 64108-2716

816-235-2100
dentistry@umkc.edu
dentistry.umkc.edu


School of Dentistry

UNIVERSITY OF MISSOURI-KANSAS CITY
Department of Oral Biology
650 E. 25th St.
Kansas City, MO 64108-2716

816-235-2100
dentistry@umkc.edu
dentistry.umkc.edu


UNIVERSITY OF MISSOURI-KANSAS CITY
Department of Oral Biology
650 E. 25th St.
Kansas City, MO 64108-2716

816-235-2100
dentistry@umkc.edu
dentistry.umkc.edu


**UNIVERSITY OF MISSOURI
KANSAS CITY**

Department of Oral Biology
650 E. 25th St.
Kansas City, MO 64108-2716

816-235-2100
dentistry@umkc.edu
dentistry.umkc.edu

Branding Quick Reference Guide

School of Education

Found at umkc.edu/ucomm

School name

First Reference: School of Education

Second Reference: the Education School; the School

School logo options

Option 1: stacked

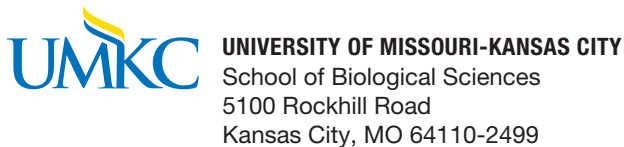


Option 2: horizontal

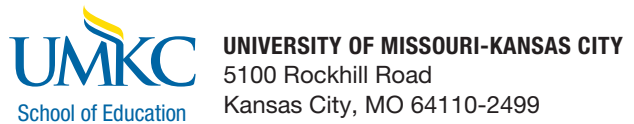


Mailing panel recommended uses

Option 1: school name in text



Option 2: school name in logo



Contact information recommended uses

Option 1: university and school name in text



Option 2: school name in text



Option 3: school name in logo



Official fonts

Helvetica Neue

Goudy Oldstyle

Acceptable fonts

Arial

Times New Roman

Calibri

Official colors

UMKC Blue

Process Coated: PMS 207-1

C:100 M:50 Y:0 K:0

Process Uncoated: PMS 221-1

C:100 M:35 Y:0 K:0

Solid Coated: PMS 301



Solid Uncoated: 300

UMKC Gold

Process Coated: PMS 5-4

C:0 M:10 Y:100 K:0

Process Uncoated: PMS 5-4

C:0 M:10 Y:100 K:0

Solid Coated: PMS 7405




Solid Uncoated: 7404

Branding Quick Reference Guide


Divisions - School of Education

Mailing panel recommended uses

Option 1: school name in text

 **UNIVERSITY OF MISSOURI-KANSAS CITY**
School of Education
Division of Counseling and Educational
Psychology
5100 Rockhill Road
Kansas City, MO 64110-2499

Option 2: school name in logo


 **UNIVERSITY OF MISSOURI-KANSAS CITY**
Division of Counseling and Educational
Psychology
5100 Rockhill Road
Kansas City, MO 64110-2499

Contact information recommended uses


Option 1: university/school/department name in text

Option 2 : school/department name in text

Option 3: school name in logo

 **UNIVERSITY OF MISSOURI-KANSAS CITY**
School of Education
Division of Counseling and Educational Psychology
5100 Rockhill Road
Kansas City, MO 64110-2499

816-235-2234
education@umkc.edu
education.umkc.edu
location: School of Education, Room 215
615 E. 52nd St.

 **UNIVERSITY OF MISSOURI
KANSAS CITY**


School of Education
Division of Counseling and
Educational Psychology
5100 Rockhill Road
Kansas City, MO 64110-2499

816-235-2234
education@umkc.edu
education.umkc.edu
location: School of Education, Room 215
615 E. 52nd St.


 **School of Education**

UNIVERSITY OF MISSOURI-KANSAS CITY
Division of Counseling and
Educational Psychology
5100 Rockhill Road
Kansas City, MO 64110-2499

816-235-2234
education@umkc.edu
education.umkc.edu
location: School of Education, Room 215
615 E. 52nd St.

 **UNIVERSITY OF MISSOURI-KANSAS CITY**
Division of Counseling and Educational Psychology
5100 Rockhill Road
Kansas City, MO 64110-2499

816-235-2234
education@umkc.edu
education.umkc.edu
location: School of Education, Room 215
615 E. 52nd St.

 **UNIVERSITY OF MISSOURI
KANSAS CITY**

Division of Counseling and
Educational Psychology
5100 Rockhill Road
Kansas City, MO 64110-2499

816-235-2234
education@umkc.edu
education.umkc.edu
location: School of Education, Room 215
615 E. 52nd St.

Branding Quick Reference Guide

School of Graduate Studies

Found at umkc.edu/ucomm

School name

First Reference: School of Graduate Studies

Second Reference: Graduate Studies

School logo options

Option 1: stacked

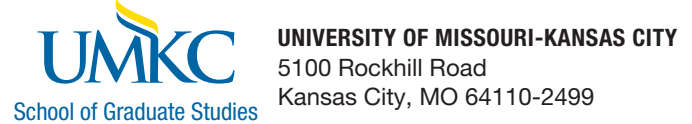
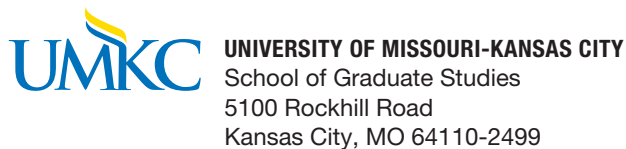
Option 2: horizontal



Mailing panel recommended uses

Option 1: school name in text

Option 2: school name in logo



Contact information recommended uses

Option 1: university and school name in text

Option 2: school name in text

Option 3: school name in logo



Official fonts

Helvetica Neue

Goudy Oldstyle

Acceptable fonts

Arial

Times New Roman

Calibri

Official colors

UMKC Blue

Process Coated: PMS 207-1

C:100 M:50 Y:0 K:0

Process Uncoated: PMS 221-1

C:100 M:35 Y:0 K:0

Solid Coated: PMS 301



Solid Uncoated: 300

UMKC Gold

Process Coated: PMS 5-4

C:0 M:10 Y:100 K:0

Process Uncoated: PMS 5-4

C:0 M:10 Y:100 K:0

Solid Coated: PMS 7405



Solid Uncoated: 7404

Branding Quick Reference Guide

School of Law

Found at umkc.edu/ucomm

School name

First Reference: School of Law

Second Reference: the Law School; the School

School logo options

Option 1: stacked

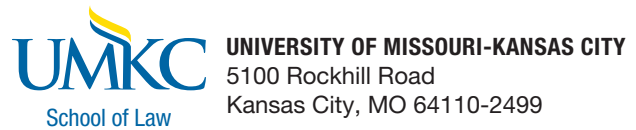
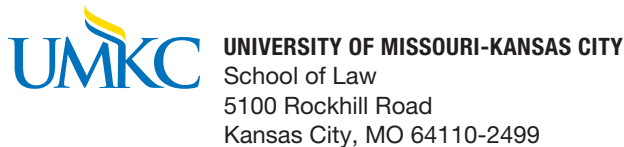
Option 2: horizontal



Mailing panel recommended uses

Option 1: school name in text

Option 2: school name in logo



Contact information recommended uses

Option 1: university and school name in text

Option 2: school name in text

Option 3: school name in logo



Official fonts

Helvetica Neue
Goudy Oldstyle

Acceptable fonts

Arial
Times New Roman
Calibri

Official colors

UMKC Blue

Process Coated: PMS 207-1 C:100 M:50 Y:0 K:0
Process Uncoated: PMS 221-1 C:100 M:35 Y:0 K:0
Solid Coated: PMS 301
Solid Uncoated: 300



UMKC Gold

Process Coated: PMS 5-4 C:0 M:10 Y:100 K:0
Process Uncoated: PMS 5-4 C:0 M:10 Y:100 K:0
Solid Coated: PMS 7405
Solid Uncoated: 7404



Branding Quick Reference Guide

School of Medicine

Found at umkc.edu/ucomm

School name

First Reference: School of Medicine

Second Reference: the Medical School; the School

School logo options

Option 1: stacked

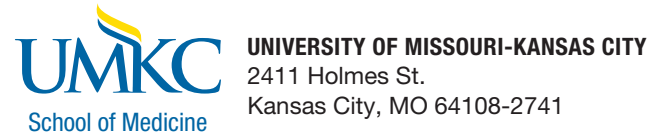
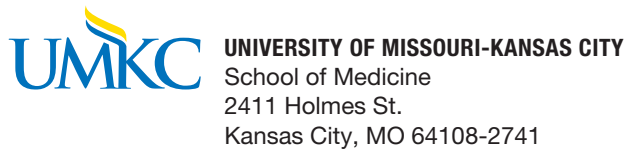
Option 2: horizontal



Mailing panel recommended uses

Option 1: school name in text

Option 2: school name in logo

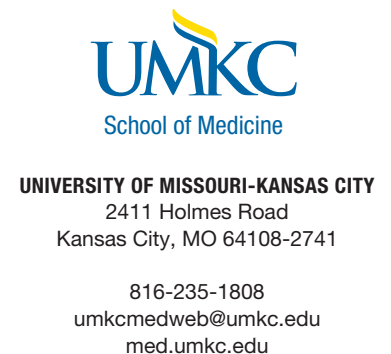


Contact information recommended uses

Option 1: university and school name in text

Option 2: school name in text

Option 3: school name in logo



Official fonts

Helvetica Neue
Goudy Oldstyle

Acceptable fonts

Arial
Times New Roman
Calibri

Official colors

UMKC Blue

Process Coated: PMS 207-1 C:100 M:50 Y:0 K:0
Process Uncoated: PMS 221-1 C:100 M:35 Y:0 K:0
Solid Coated: PMS 301
Solid Uncoated: 300



UMKC Gold

Process Coated: PMS 5-4 C:0 M:10 Y:100 K:0
Process Uncoated: PMS 5-4 C:0 M:10 Y:100 K:0
Solid Coated: PMS 7405
Solid Uncoated: 7404



Branding Quick Reference Guide

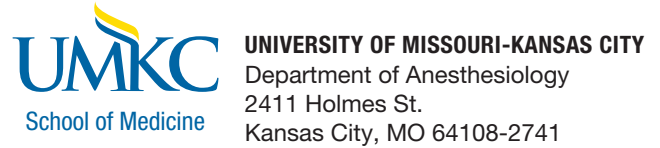
Departments - School of Medicine

Mailing panel recommended uses

Option 1: school name in text



Option 2: school name in logo



Contact information recommended uses

Option 1: university/school/department name in text

Option 2 : school/department name in text

Option 3: school name in logo



Branding Quick Reference Guide

School of Nursing

Found at umkc.edu/ucomm

School name

First Reference: School of Nursing

Second Reference: the Nursing School; the School

School logo options

Option 1: stacked

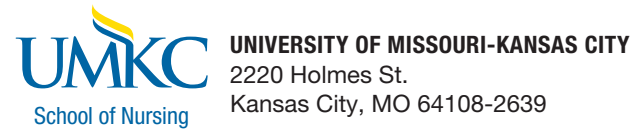
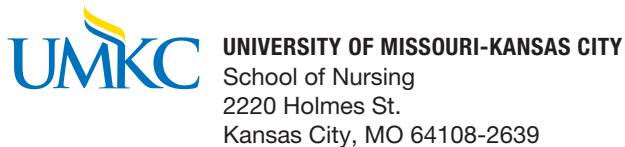
Option 2: horizontal



Mailing panel recommended uses

Option 1: school name in text

Option 2: school name in logo



Contact information recommended uses

Option 1: university and school name in text

Option 2: school name in text

Option 3: school name in logo



Official fonts

Helvetica Neue
Goudy Oldstyle

Acceptable fonts

Arial
Times New Roman
Calibri

Official colors

UMKC Blue

Process Coated: PMS 207-1 C:100 M:50 Y:0 K:0
Process Uncoated: PMS 221-1 C:100 M:35 Y:0 K:0
Solid Coated: PMS 301
Solid Uncoated: 300



UMKC Gold

Process Coated: PMS 5-4 C:0 M:10 Y:100 K:0
Process Uncoated: PMS 5-4 C:0 M:10 Y:100 K:0
Solid Coated: PMS 7405
Solid Uncoated: 7404



Branding Quick Reference Guide

School of Pharmacy

Found at umkc.edu/ucomm

School name

First Reference: School of Pharmacy

Second Reference: the Pharmacy School; the School

School logo options

Option 1: stacked

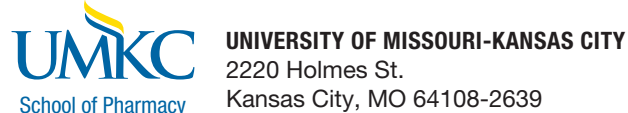
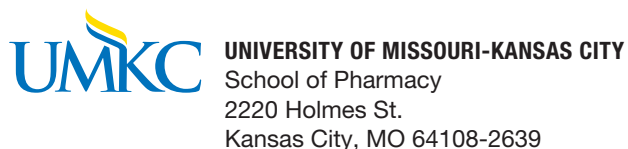
Option 2: horizontal



Mailing panel recommended uses

Option 1: school name in text

Option 2: school name in logo

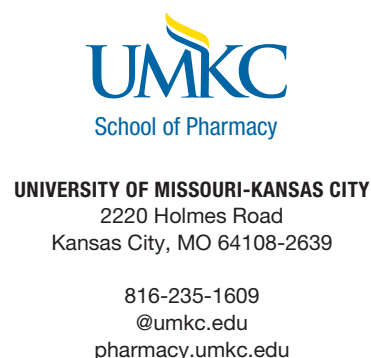
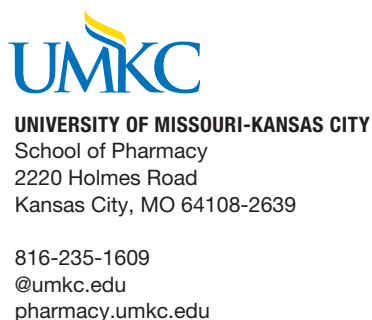


Contact information recommended uses

Option 1: university and school name in text

Option 2 : school name in text

Option 3: school name in logo



Official fonts

Helvetica Neue
Goudy Oldstyle

Acceptable fonts

Arial
Times New Roman
Calibri

Official colors

UMKC Blue

Process Coated: PMS 207-1 C:100 M:50 Y:0 K:0
Process Uncoated: PMS 221-1 C:100 M:35 Y:0 K:0
Solid Coated: PMS 301
Solid Uncoated: 300



UMKC Gold

Process Coated: PMS 5-4 C:0 M:10 Y:100 K:0
Process Uncoated: PMS 5-4 C:0 M:10 Y:100 K:0
Solid Coated: PMS 7405
Solid Uncoated: 7404

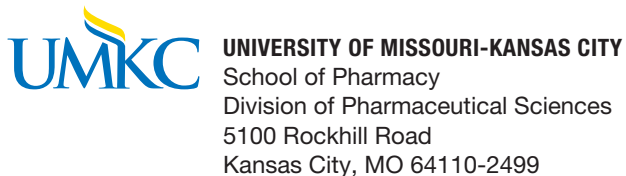


Branding Quick Reference Guide

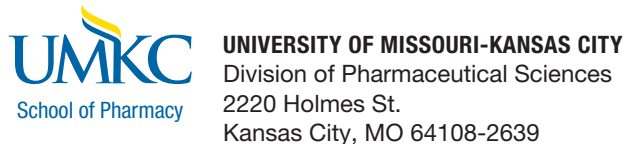
Divisions - School of Pharmacy

Mailing panel recommended uses

Option 1: school name in text



Option 2: school name in logo



Contact information recommended uses

Option 1: university/school/department name in text

Option 2: school/department name in text

Option 3: school name in logo

