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UMKC Logo Update

After April 2022, the university will be using a refreshed version of the UMKC logo.

This updated logo is intended to be an evolution of the current mark rather than a redesign, and has been developed to solve for a few key design challenges. The new logo modernizes the font, reduces the scale of the serifs and decreases the contrast between thick and thin areas in the letterforms. These adjustments improve readability at smaller sizes, allow for better alignment and increase visual weight so that it pairs better with other logos.

Since this update is a subtle change rather than a full redesign, there is no need to throw away branded items and start over. The new logo will be phased in over time and should be used on any new print materials being created. Digital updates should be made as soon as possible, including email signatures. An email signature tool has been developed (go.umkc.edu/signature) to make updating your signature easy.

ROLLOUT TIMELINE:

Phase 1: February – March
Create primary logo iterations and update visual guidelines, templates and key websites.

Phase 2: April – May
Finish creating secondary logos and start using new logo on all printed materials.

- Launch email signature creator
- Updated stationery (letterhead, business card)
- Refreshed campus signage

Phase 3: June and beyond
Update marketing campaign ads, finish updating university websites and logos for Foundation, Alumni Association and affiliate groups.

These brand guidelines were developed to help you become a UMKC brand ambassador. In this document, you will recognize key brand components, including elements of our visual identity and guidelines on how to communicate clearly and consistently.

THE IMPORTANCE OF THE UMKC BRAND
UMKC competes with academic institutions locally, nationally and even internationally. It is increasingly important for us to express a single, engaging voice in all that we do.

The logo, visuals and language we use in various mediums to describe the university enable us to establish and maintain a clear, unified brand identity within the campus, the community and beyond.

These brand guidelines are here to assist academic units, departments, programs, affiliates, constituents, vendors and partners in producing materials that are consistent and immediately recognizable as UMKC. We expect all university partners to use the brand consistently. All uses of the UMKC mark need to be reviewed and approved by the UMKC Brand Council which can be reached by email at brand@umkc.edu.

STRENGTHENING THE UNIVERSITY BY BUILDING THE BRAND
Our visual identity provides standards for using UMKC’s marks, signature and graphics in all print and online communications, marketing initiatives and university-authorized products. By following these standards, you will help protect the brand identity of UMKC and strengthen the university’s recognition with internal and external audiences.
UMKC Primary Logo

The primary logo is composed of the letters “UMKC” with a graphic flame attached to the letter “K.” The primary logo’s flame element reflects our ceremonial mace and represents the lamp of knowledge.

The logo is the single most important visual element of UMKC’s visual identity system and should not be treated as artwork. It may not be modified in any way or attached to any other typographic or graphic element other than described in these guidelines. The primary logo cannot be reproduced with a typeface. Hand-drawn or scanned versions are prohibited. The logo should not be modified in any way.

ALTERNATE PRIMARY LOGO

The UMKC primary logo with the university name is used when the audience is unfamiliar with the acronym UMKC (i.e., international communications, national ads) or when the university’s name is not spelled out somewhere else.

The main or alternate primary logo, or a primary logo with signature, must appear on all visual media.
UMKC Primary Logo with Signature

The primary logo with signature is used when greater definition is needed beyond the UMKC primary logo.

The approved signature is made up of two parts: UMKC primary logo and the official administrative, academic unit, center or institute name. There is both a stacked and horizontal version available. Use the format that best works for your need.

The primary logo with signature is approved for the following:
- university administrative division or office
- academic unit
- center or institute

The primary logo with signature for administrative or academic units can be used in lieu of the UMKC primary logo and must appear on all communications produced by the university if the UMKC primary logo is not used.

The UMKC primary logo with signature should be used as the main logo for UMKC centers and institutes. For information regarding exceptions for creating unique logos for centers and institutes, see section 3.1 in our Visual Identity Guidelines.

GUIDELINES
The primary logo with signature follows the same guidelines as the UMKC primary logo.

The primary logo with signature is not intended for use on stationery or web pages.

Do not manually create your own logo with signature. Always use the artwork files provided for download at umkc.edu/mcom. If your logo with signature is not available for download, contact brand@umkc.edu.

University administrative division or office signature
University administrative unit signatures are for offices, divisions and services that are central to the university.

University administrative unit signatures are for offices, divisions and services that are central to the university.

Academic unit signature
An academic unit is defined as a college or school of the university.

Note: Academic departments may not create their own logos. They should instead use the logo for their parent academic unit.

Center or institute signature
University center and institute signatures are required for centers and institutes with an internal university primary audience.
UMKC Primary Logo – Colors

Pantone® 300C and 7405C are the official UMKC colors (see section 4.1 in our Visual Identity Guidelines). They should be used whenever possible to create an immediate visual connection to the university and to continue to build brand awareness.

If your communication piece does not contain the official colors, we suggest printing the logo either in black or using a white logo on a solid background. If possible, avoid making the logo a different color (i.e., green, purple, red). A white logo on a solid contrasting background is preferred over making the logo a nonofficial color. **The logo should never be reproduced in gold.**

Full-color (blue/gold or white/gold)

When using the white and yellow version of the logo, only our UMKC brand blue can be used as the background color.

1-color (white, blue or black)

If the overall background color is not blue or white, like in the green example to the left, then a white or black logo should be used. Select the option with the most contrast to the background color.
UMKC Primary Logo – Safe Space and Minimum Size

SAFE SPACE
The logo should be in a prominent place and proportionate to the item on which it is being used. A logo too big or too small loses its effectiveness as a brand identifier. Placing any element too close to the primary logo diminishes its importance. Using the following “safe space” guidelines gives the logo the room it needs to stand out.

MINIMUM SIZE
The minimum size the UMKC primary logo should be reproduced is 1 inch wide. This also applies to the primary logo with signature. However, there will be instances when a smaller logo size is acceptable, including print and web ads and promotional products. For these instances, it is recommended to use the main UMKC primary logo, without the university name.

GUIDELINES
The safe space and minimum size guidelines are required any time a primary logo is used. This includes the UMKC primary logo and the UMKC primary logo with signature.

As illustrated, the safe space on each side of the logo should be equal to or greater than half the height of the capital letter “U” in the UMKC logo. This safe space also applies to graphic elements in the document and page edges.
UMKC Primary Logo – Incorrect Logo Use

Deviations from the visual identity standards undermine the integrity of the overall brand of UMKC. The following are examples of incorrect usage that weakens our brand.

The Division of Strategic Marketing and Communications (MCOM) has resources for your branding needs. If you believe you need to create a logo, submit a request for consideration to brand@umkc.edu.

GUIDELINES

The guidelines are required any time a primary logo is used. This includes the UMKC primary logo and the UMKC primary logo with signature.

DO NOT Create a Logo
Do not create other logos to represent the university or a school, college, center, institute or program.

DO NOT Create a New UMKC Logo
You should not attempt to recreate the logo or the “University of Missouri-Kansas City” text.

DO NOT Alter the Logo
This includes — but is not limited to — changes in type, color, boxes, outlines, embellishments, effects or gradients.

Web

DO NOT Put Logos on Web Pages
The UMKC logo in the university header is the only branding that should appear when viewing university websites. A UMKC primary logo with signature is not intended for use on university websites. Affiliate and constituent group websites are the exceptions, as they do not include university headers.

Video

DO NOT Animate or Alter the Logo
The same logo guidelines apply to a UMKC logo being used in a video, including, but not limited to, background colors, safe space and adding effects or motion.

Examples of Incorrect Logo Use

Do not reverse the colors of the logo.
Do not add special effects or drop shadows to the logo.
Do not change the opacity of the logo.
Do not stretch the logo.
Do not tilt the logo.
Do not rotate the logo.
Do not use two logos close together.
Do not change the color of the flame.
Do not add a pattern or effect to the logo.
Do not create your own logo.
Do not add an element to the logo.
Do not put the logo in another shape.
Do not outline the logo.
Do not put a blue logo on a blue or black background.
Do not put the white/gold logo on any background color except for our blue brand color.
Do not place the logo on a busy or cluttered background.
Co-Branding – Multiple UMKC Logos

There are many instances when UMKC schools, academic units, services, organizations and administrative offices partner with each other. The following information details how to represent the UMKC logo with other internal partners.

**GUIDELINES**

When co-branding with other UMKC partners, set each partnering entity in *Helvetica Neue Bold Condensed* type rather than repeating multiple UMKC logotypes with signatures.

Always pair the partner grouping with the UMKC primary logo.

The same guidelines regarding UMKC logo use, color, sizing and safe space apply to these co-branded marks.

Do not include multiple partner names in a return address. Instead, use University of Missouri-Kansas City and pick one office location to list in the return address (if not mailing bulk).

**Stacked — Left aligned**

![Stacked — Left aligned](image)

**Stacked — Center aligned**

![Stacked — Center aligned](image)

**Horizontal**

![Horizontal](image)

**Examples of incorrect co-branding**

![Examples of incorrect co-branding](image)
Co-Branding – UMKC Logo with Non-UMKC Logo

There are many instances when the university will partner with an affiliate or constituent group, affiliate hospital or external organization. The following information details how to represent the UMKC primary logo with other partner (non-UMKC) logos.

HIERARCHY
Logo hierarchy varies and is determined by the type of partner relationship established. Considerations such as financial contribution, degree of sponsorship offered, location of event or partnership, and who is leading the partnership will determine the placement of the logos.

Whichever partner leads will determine the appropriate co-branding logo treatment.

Logos must maintain an equal visual proportion in relation to one another.

GUIDELINES
In some instances, the UMKC alternate primary logo with university name or UMKC primary logo with signature can be substituted for the UMKC primary logo. If the application size does not allow for legibility (less than 1 inch wide), then the UMKC primary logo should be used.

The same guidelines regarding UMKC logo use, color, sizing and safe space apply to these co-branded marks.

Please adhere to any guidelines regarding the other partner’s brand.

No party may use the UMKC name or primary logo without permission from UMKC’s Division of Strategic Marketing and Communications (MCOM). Send all requests for co-branding to brand@umkc.edu.

UMKC as an Equal Partner
When UMKC is an equal partner with an affiliate or constituent group, affiliate hospital or external organization, the UMKC logo should be separated from the other logo(s) by a vertical rule with a minimum of the logo safe space between the vertical rule and logos.

UMKC IS THE LEAD

PARTNER IS THE LEAD

UMKC as the Primary Partner
When UMKC is the primary partner, the UMKC logo can be accompanied by the partner logo(s) or text. The vertical rule is not required when using multiple partner logos, but a minimum of the logo safe space should be maintained between the UMKC primary logo and the partner name(s) or logo(s).

ONLY UMKC LOGO FEATURED

UMKC LOGO FEATURED WITH ONE OR MORE PARTNER LOGOS

Sponsored by:

In partnership with:

UMKC as a Supporting Partner
When UMKC is a supporting partner, the UMKC logo should appear with other supporting partner logos somewhere on printed materials and websites. The vertical rule is not required, but a minimum of the logo safe space should be maintained.
Stationery System

All UMKC stationery materials (letterhead, e-letterhead, envelopes and business cards) are only available through MU Print & Mail Services, the authorized supplier.

Stationery materials should never be recreated digitally, such as in a Microsoft Word® template.

Visit go.umkc.edu/order to place an order.

Stationery items on this page reflect designs introduced April 2022.

Do not be concerned if your stationery order does not match these visuals. As the pre-printed stationery stock is used up, the new design will be implemented.

Business card options

Envelope

Letterhead options
Business Cards

University of Missouri-Kansas City business cards are part of the UMKC visual identity package. The design of the card indicates the holder is affiliated with UMKC.

Cards are available in single-sided and double-sided formats.

All information submitted for printing is subject to approval by the UMKC Brand Council (brand@umkc.edu).

GUIDELINES
Individuals with more than one role at the university need to have a separate card for each role that has different contact information.

The title on the business card should indicate the individual's position within the university.

The amount of contact information included is determined by the card holder. The minimum recommendation is to include a phone number, email address and website to the UMKC school or organization of which the card holder is a member.

The maximum number of lines available for content, including the person's name, is 16.

In order to be listed on the card, degrees need to be a master's level or higher. Academic degrees need periods (i.e. M.S.W., J.D., E.M.P.A.), with the exception of MBA and EMBA.

No additional logos are allowed on the front of the card except for police and affiliate hospitals.

Social media icons, personal websites, personal emails and information about non-affiliates of UMKC cannot appear on UMKC business cards.

Any additional information, including non-UMKC logos, QR codes and non-UMKC contact information may only be allowed on the back of the card and is subject to approval by the UMKC Brand Council.

MU Print & Mail Services is the only authorized supplier of university stationery, including e-letterhead. Do not create stationery items yourself. Visit go.umkc.edu/order to place your order.
Letterhead

UMKC letterhead is available in print and electronic form (see next page).

The design is part of a coordinated visual identity system and should be used by all UMKC units focused on academics or research, including schools, colleges, offices, programs, institutes and centers.

The design of the letterhead is pre-printed in blue and gold. All other text is printed in black.

No additional logos (including social media icons) may be added to letterhead.

It is university policy that personalized letterhead not be printed.

Academic and administrative units may choose how much contact information to include. The minimum recommendation is to include a phone number, email address and website.

**USAGE GUIDELINES**

The preferred font for body copy on letterhead is Helvetica Neue or Goudy Old Style. Refer to section 5.1 in our Visual Identity Guidelines for more typeface options.

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MU Print & Mail Services is the only authorized supplier of university stationery, including e-letterhead. Do not create stationery items yourself. Visit go.umkc.edu/order to place your order.
Digital E-Letterhead

UMKC e-letterhead is for email use only. It is not intended to replace official printed letterhead. E-letterhead must be ordered through MU Print & Mail Services. A nominal fee is charged.

No additional logos (including social media icons) may be added to letterhead.

It is university policy that personalized letterhead will not be printed.

Academic and administrative units may choose how much contact information to include. The minimum recommendation is to include a phone number, email address and website.

Do not attempt to recreate the e-letterhead.

**USAGE GUIDELINES**

The preferred font for body copy on letterhead is Helvetica Neue or Goudy Old Style. Refer to section 5.1 in our Visual Identity Guidelines for more typeface options.
Envelopes

Envelopes for official UMKC correspondence are available in multiple sizes from MU Print & Mail Services.

Available Sizes and Variations
No.10 window
No. 9 Business Reply Mail 1 oz.
No. 9 Courtesy Reply Mail
Large envelopes: 6x9, 9x12, 10x13

MU Print & Mail Services is the only authorized supplier of university stationery, including e-letterhead. Do not create stationery items yourself. Visit go.umkc.edu/order to place your order.

Business reply envelopes

The UMKC Division of Strategic Marketing and Communications and MU Print & Mail Services are the only authorized suppliers of business reply materials. To place your order, visit go.umkc.edu/order or contact mcom@umkc.edu.
Email Signatures

All university emails should be updated to use the approved UMKC signature format by using the email signature tool at go.umkc.edu/signature.

Email signature

KC Roo (they/them)
Professional Mascot
Strategic Marketing and Communications
300C, 5000 Holmes St., Kansas City, MO 64110
umkc.edu
Phone: 816-555-5555 | Secondary Phone: 816-999-9999 | Fax: 816-777-7777
Facebook | Instagram | Twitter | LinkedIn | YouTube

umkc.edu/UMCom
Merchandise and Promotional Items

The University of Missouri-Kansas City monitors the use of all UMKC marks, names and logos. This includes the UMKC primary logos and UMKC primary logo with signature.

UMKC requests all individuals, organizations, academic units and departments within the university and all external companies and individuals obtain approval before producing any product with UMKC branding.

Approval is required. The approval process will depend on whether the item you want to create will be for sale or promotional use. See details for both processes below.

LICENSED OR FOR SALE ITEMS
UMKC uses CLC as the official licensed vendor who manages all licensees and royalties. Individuals or groups creating items for sale must use a vendor licensed through CLC.

Those interested in signing up as an approved vendor through CLC can learn more and apply at clc.com/get-licensed. If you are a vendor that is already licensed and wants to add UMKC, you can do so by logging in to Brand Manager 360.

PROMOTIONAL ITEMS
Individuals or groups creating giveaway items or items to sell as part of a UMKC fundraiser must email their design to brand@umkc.edu for approval before printing. These items are not subject to a royalty fee, but they must be approved. Please note in your email if the items are being sold as part of a fundraiser.

STUDENT GROUP ITEMS
Student groups and organizations wishing to use the UMKC primary logo must be submit their design for approval through Roo Groups. The UMKC primary logo should only be used when it is the only part of the design (i.e., embroidered polo) or other partner logos are included, otherwise the UMKC letters should be used.