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1.1 The UMKC Brand

The University of Missouri-Kansas City brand is much more than a logo or a mascot. The UMKC brand is our reputation — who we are as an institution. It is how the public identifies with and understands the university’s purpose and aspirations. The strength of our brand directly impacts the strength of the university. What we say — in print, broadcast and online — significantly impacts our image.

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.

The UMKC brand consists of the following elements:
- Visual identity guidelines (logos, marks, fonts, colors, etc.)
- Editorial style guidelines
- Web guidelines
- Social media playbook
- UMKC Athletics guidelines
INTRODUCTION

1.2 Contacts for Advice, Approvals and Graphics

FACULTY AND STAFF

General questions
The Division of Strategic Marketing and Communications
mcom@umkc.edu

The Division of Strategic Marketing and Communications (MCOM) is the brand advocate for UMKC. Any questions regarding the branding or marketing should be directed to MCOM.

Purchasing stationery products
MU Printing Services
573-882-7801
umkc.edu/mcom/resources/stationery-academic.asp

The MU print shop handles basic stationery prints and reprints, including business cards, letterhead and stationery envelopes.

STUDENTS, STUDENT GROUPS AND ORGANIZATIONS

Office of Student Involvement
getinvolved@umkc.edu

If your student organization has questions about using the UMKC logo or any related elements, contact getinvolved@umkc.edu.

ALUMNI AND ALUMNI GROUPS

UMKC Alumni Association
alumni@umkc.edu

If you are an alumnus or alumni group, please work with the UMKC Alumni Association on any promotional materials you might need. Send any questions about using the UMKC logo to the Division of Strategic Marketing and Communications (MCOM) at brand@umkc.edu.

INDIVIDUALS EXTERNAL TO THE UNIVERSITY

The Division of Strategic Marketing and Communications
mcom@umkc.edu

If you are working with a specific department or division within UMKC, please coordinate with your point of contact to have any branding or marketing questions forwarded to mcom@umkc.edu. The Division of Strategic Marketing and Communications (MCOM) is the brand advocate of UMKC.

ATHLETICS

If you have any questions about the UMKC Athletic brand guidelines or the Athletic Roo, contact athlicensing@umkc.edu

LICENSING

General questions can be directed to the Division of Strategic Marketing and Communications at brand@umkc.edu

Before producing any promotional items using the UMKC or KC Athletics logo, all vendors must secure licensing approval 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.

Any questions about these guidelines or requests for approvals should be sent to brand@umkc.edu.
THE UMKC LOGO

2.1 UMKC Master Logo

The master logo is composed of the letters “UMKC” with a graphic flame attached to the letter “K.” The master 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 master logo cannot be reproduced with a typeface. Hand-drawn or scanned versions are prohibited. The logo should not be modified in any way.

The master logo or a master logo with signature (see section 2.5) must appear on all visual media.

COLORS
Pantone® 300C and 7405C are the official UMKC colors (see section 4.1). 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.

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

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.
THE UMKC LOGO

2.2 | UMKC Master Logo With University Name

The UMKC master 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.

This logo follows the same guidelines as the UMKC master logo.

Full-color

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

1-color

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.
THE UMKC LOGO

2.3 UMKC Master 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 master 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 logo should be reproduced is 1 inch wide. 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 UMKC master logo without the university name.

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.

Minimum Size
2.4 UMKC Master 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

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

DO NOT Embellish the Logo
Do not combine the logo with elements from the athletic logo or with any other graphic elements.

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 master 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

<table>
<thead>
<tr>
<th>Logo</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="https://example.com/logo1.png" alt="Logo" /></td>
<td>Do not reverse the colors of the logo.</td>
</tr>
<tr>
<td><img src="https://example.com/logo2.png" alt="Logo" /></td>
<td>Do not add special effects or drop shadows to the logo.</td>
</tr>
<tr>
<td><img src="https://example.com/logo3.png" alt="Logo" /></td>
<td>Do not make the logo transparent or screen the colors.</td>
</tr>
<tr>
<td><img src="https://example.com/logo4.png" alt="Logo" /></td>
<td>Do not stretch the logo.</td>
</tr>
<tr>
<td><img src="https://example.com/logo5.png" alt="Logo" /></td>
<td>Do not tilt the logo.</td>
</tr>
<tr>
<td><img src="https://example.com/logo6.png" alt="Logo" /></td>
<td>Do not rotate the logo.</td>
</tr>
<tr>
<td><img src="https://example.com/logo7.png" alt="Logo" /></td>
<td>Do not change the color of the flame.</td>
</tr>
<tr>
<td><img src="https://example.com/logo8.png" alt="Logo" /></td>
<td>Do not add a pattern or effect to the logo.</td>
</tr>
<tr>
<td><img src="https://example.com/logo9.png" alt="Logo" /></td>
<td>Do not create your own logo.</td>
</tr>
<tr>
<td><img src="https://example.com/logo10.png" alt="Logo" /></td>
<td>Do not add an element to the logo.</td>
</tr>
<tr>
<td><img src="https://example.com/logo11.png" alt="Logo" /></td>
<td>Do not put the logo in another shape.</td>
</tr>
<tr>
<td><img src="https://example.com/logo12.png" alt="Logo" /></td>
<td>Do not outline the logo.</td>
</tr>
<tr>
<td><img src="https://example.com/logo13.png" alt="Logo" /></td>
<td>Do not put a blue logo on a blue or black background.</td>
</tr>
<tr>
<td><img src="https://example.com/logo14.png" alt="Logo" /></td>
<td>Do not put the white/gold logo on any background color except for our blue brand color.</td>
</tr>
<tr>
<td><img src="https://example.com/logo15.png" alt="Logo" /></td>
<td>Do not place the logo on a busy or cluttered background.</td>
</tr>
</tbody>
</table>
THE UMKC LOGO

2.5 UMKC Master Logo With Signature

The master logo with signature is used when greater definition is needed beyond the UMKC master logo. An approved signature line consists of adding small text under the UMKC master logo. It can be used in lieu of the UMKC master logo. The master logo with signature is approved for the following:

- university administrative division or office
- academic unit (school or college)
- center or institute

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

The master 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. They must appear on all communications produced by the university if the UMKC master logo is not used.

The signature is made up of two parts: the UMKC master logo and the official office, division or service name. These logos are only available in the stacked format.

Academic Unit Signature

An academic unit is defined as a college or school of the university. The academic master logo with signature must appear on all communications produced by academic units if the UMKC master logo is not used.

The signature is made up of two parts: UMKC master logo and the official college or school name. There is both a stacked and horizontal version available. Use the format that best works for your need.

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

3.1 Centers and Institutes

The UMKC master logo with signature should be used as the primary logo for UMKC centers and institutes.

EXCEPTION: If the primary audience for a center or institute is external to UMKC, a center or institute may create a unique logo with approval from the UMKC Brand Council (brand@umkc.edu). The UMKC master logo must be also be used on any materials featuring a unique center or institute logo.

These marks represent just a sampling of center or institute marks associated with the university.
3.2 | Organizations and Groups – Student or University

Organizations and groups are composed of university students, faculty and/or staff. Their marks can be unique and should contain the university name or UMKC letters. However, the UMKC master logo may not be used.

**NOTE:** A school name can be included in a mark as long as the mark contains the university name or UMKC letters.

Once created, a mark needs prior approval from the appropriate office and the UMKC Brand Council before it can be used.

- Student organizations and groups that are sanctioned through the Office of Student Involvement (OSI) should submit proposed marks to getinvolved@umkc.edu.

- University organizations and groups should submit proposed marks to brand@umkc.edu.

These marks represent just a sampling of organization or group marks associated with the university.
OTHER MARKS

3.3 Event, Short-term or Anniversary Marks

Event and anniversary logos may be created for use with university-related events, programs or anniversaries. These will either have a specific event date (i.e. conferences, seminars, fundraising events) or a fixed start and end date (i.e., anniversaries, centennials).

They may be used by the university, a school or a college. They can be unique marks, but they must be pre-approved and used in conjunction with the UMKC master logo or UMKC master logo with signature. Once approved, these logos may be used in publications, promotional materials, websites, videos, advertising, emails, informal correspondence and collateral merchandise.

Event or short-term marks may not be used longer than one year, except in the case of centennial celebrations. Those may be used up to one year before and one year after a centennial date.

If you wish to use the generic university anniversary mark with your anniversary year and dates, contact brand@umkc.edu.

Event or Short-term Marks
These marks represent just a sampling of event marks associated with the university.

Generic Anniversary Mark
3.4 | Affiliate and Constituent Group Marks

Due to their unique relationships with the university and their focus on external audiences, affiliates and constituent groups determine and enforce their own brand standards. However, they must either use a UMKC master logo, master logo with signature or the following statement: ‘’(Affiliate/Constituent name) is an affiliate/constituent of the University of Missouri-Kansas City.’’

All affiliate and constituent group marks must be approved by the Division of Strategic Marketing and Communications (MCOM) before internal or external use. Email brand@umkc.edu for approval.

**AFFILIATE GROUP MARKS**
A UMKC affiliate is composed of university employees who work in partnership with the university (i.e., UMKC Foundation, UMKC Alumni Association, the Academy, KCSourceLink, KC Rep). They may also have an external board of volunteers.

There are rare instances when a constituent group uses the UMKC master logo, such as the UMKC Foundation and UMKC Alumni Association. These organizations are established by civic and community leaders to support the betterment of the university as a whole.

**CONSTITUENT GROUP MARK**
Constituent groups are composed of external volunteers advocating on behalf of the university. Many of these groups have board members who work with a UMKC contact and are required to sign a yearly charter with the university.

Rarely, a constituent group will use the UMKC master logo with signature. When a group does, such as the UMKC Trustees, it is because the group supports the university as a whole rather than a specific group associated with an academic unit.

**Affiliate Group Marks**
These marks represent just a sampling of the affiliate groups associated with the university.

**Constituent Group Marks**
These marks represent just a sampling of the constituent groups associated with the university.
OTHER MARKS

3.5  UMKC Roo – Overview

Since the 1930s, our Roo has been an integral part of our visual identity. Through dramatic changes in height, weight, color and attitude, the kangaroo has transformed from a playful cartoon character to a powerful mascot representing our sporting teams. He has never lost the pride and pleasure of being one of a few kangaroos currently atop the collegiate mascot mountain. Our furry friend has entertained generations of Roo fans and their friends and families, as well as countless undoubtedly envious mascot rivals.

Several versions of the Roo are currently associated with UMKC. Each has its own unique personality, function and guidelines.

Any use or modification of a UMKC Roo — including Roos not listed in these guidelines — requires review and approval by the Brand Council. Send all requests to brand@umkc.edu.

For additional information about use of the mascot, see our UMKC Editorial Guidelines at go.umkc.edu/brand-toolkit.

Historic Kasey the Kangaroo
Kasey the Kangaroo is considered UMKC’s historic Roo. It, or any other UMKC legacy Roo, cannot be used unless it is for historic reference.

Other historical Roos exist, but are not available for use unless approved in writing by the UMKC Brand Council.

Classic Roo Mark
The Classic Roo is an adaptation of Kasey the Kangaroo. It has been adopted by the UMKC Alumni Association as its primary branding mark. It’s also available for staff, faculty and students to use, with permission from MCOM. Because of its historic significance, referring to the Classic Roo as “Kasey” is acceptable.

Athletic Roo Mark
The UMKC Athletic Roo is the Roo associated with UMKC sports teams.

UMKC Athletics has its own set of guidelines governing use of the Athletic Roo. These are available for review at go.umkc.edu/brand-toolkit.

Mascot
The UMKC mascot is known as KC Roo. It is the live version of the UMKC Athletic Roo and is seen at UMKC sporting events and special appearances.

Kangaroo Crossing Roo
The Kangaroo Crossing Roo is part of a “Roos are everywhere” marketing campaign launched in Spring 2019.
The Classic Roo is an adaptation of the historical Kasey the Kangaroo. It is available for staff, faculty and students to use for university-related events, groups, clothing and marketing materials.

GUIDELINES

The Classic Roo should never be used as the primary graphic for any campaign materials (recruitment or fundraising). It can also never be used for academic materials or official university correspondence. Nor should it be combined with words to create another logo or graphic mark.

The Classic Roo should not be modified in any way, have any elements added to it or used to create a pattern without approval from the Division of Strategic Marketing and Communications (MCOM).

The Classic Roo cannot be used for any for-profit use without going through the licensing agent Learfield Licensing. For more information about licensing the Roo, contact brand@umkc.edu.

All usage of the Classic Roo must be approved by UMKC’s Division of Strategic Marketing and Communication (MCOM) before internal or external use.

If you would like to incorporate the Classic Roo into your materials, follow these steps:

1. Download a watermarked Classic Roo image for layout purposes from umkc.edu/mcom.

2. Submit a pdf or jpeg of your layout to brand@umkc.edu for approval.

Once you receive approval, a high-resolution image of the Roo will be provided for use in your final layout.

NOTE: The Roo’s tongue should remain white. If the tongue cannot be white due to printing limitations, then yellow is acceptable.

Acceptable Colors

<table>
<thead>
<tr>
<th>Option 1</th>
<th>Option 2</th>
<th>Option 3</th>
<th>Option 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 300C C:99, M:50, Y:0, K:0 HEX: #0066cc RGB: 0, 102, 204</td>
<td>Pantone 298C C:67, M:2, Y:0, K:0 HEX: #41b6e6 RGB: 65, 182, 230</td>
<td>Pantone 300C C:99, M:50, Y:0, K:0 HEX: #0066cc RGB: 0, 102, 204</td>
<td>Black C:0, M:0, Y:0, K:100 HEX: #000000 RGB: 0, 0, 0</td>
</tr>
<tr>
<td>Pantone 124C C:0, M:30, Y:100, K:0 HEX: #eaaa00 RGB: 242, 206, 14</td>
<td>Pantone 123C C:0, M:11, Y:80, K:0 HEX: #fed141 RGB: 254, 209, 65</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
OTHER MARKS

3.6 | Classic Roo continued

GUIDELINES
Refer to the previous page’s guidelines for the Classic Roo.

Safe Space

Safe space always equals the width of the Roo’s front paw.

No text is allowed inside the safe space around the Roo.

Unacceptable Usage

The Roo should not be cropped without approval from MCOM.

The Roo should not be flipped. It must appear with the Roo facing right.

Do not violate the safe space surrounding the Roo with text.

The Roo should not be modified.

The Roo colors should not be changed or reversed.
OTHER MARKS

3.7 Athletics

Kansas City Athletics maintains an entire suite of graphics, including Roos, logos and other marks. For more information about Athletics branding, refer to their brand guidelines, available at go.umkc.edu/brand-toolkit.

Kansas City Athletics marks cannot be used for any for-profit use without going through the licensing agent Learfield Licensing.

To request approval for use of any Kansas City Athletics graphics, contact athlicensing@umkc.edu.
OTHER MARKS

3.8 Kangaroo Crossing Mark

The Kangaroo Crossing mark cannot be modified in any way. The two elements of the Kangaroo Crossing mark — the Roo and the yellow diamond — should not be separated and used independently of each other.

The Kangaroo Crossing mark must always be accompanied by the UMKC master logo.

All uses of the Kangaroo Crossing mark must be approved by the Brand Council. To request approval for use, contact brand@umkc.edu.
3.9 | Flame Element

The flame element from the UMKC logo can be used as a graphic element on web-based and print materials as long as you adhere to the following guidelines.

GUIDELINES

The flame element may not be added to words to create a logo mark. Nor can it be used as a bullet for a list of items.

The flame should never be the primary focal point or dominate the item on which it is used, but rather it should be an accent element.

Both parts of the flame must be anchored to an edge of an item on which it is used.

The UMKC logo or UMKC logo with signature must appear somewhere on the material when the flame element is used. If the flame element is being used on the web, then web guidelines for logo usage apply.

All usages of the flame element must be approved by UMKC’s Division of Strategic Marketing and Communications (MCOM) before internal or external use.

If you would like to incorporate the flame element into your materials, follow these steps:

1. Download a watermarked flame element for layout purposes at umkc.edu/mcom.
2. Submit a pdf or jpeg of your layout to brand@umkc.edu for approval.

Once you receive approval, a high-resolution image of the flame will be provided for use in your final layout.

Incorrect Usages

- The flame element should never be distorted or stretched.
- The flame element should never be composed of two colors.
- The flame element can never have an effect added to it.
- The flame element can never be a solid color on another solid color. It must be a screen of the background color on which it is used.
- The flame element can never be flipped or rotated in any direction.
- The flame element should never have all the points cut off.
OTHER MARKS

3.10 | UM System Seal

The distinctive and historic official seal of the University of Missouri is the only symbol of the University of Missouri System. The official seal is used by administrative offices of the UM System and UM Board of Curators.

For more information regarding the seal and other UM System brand elements, refer to the UM System Style Guide at umsystem.edu/ums/sc/styleguide.

To request permission to use the seal, contact UM System University Relations at 573-884-1409.
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 distinctive blue and gold 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.

**UMKC Blue**

**Coated stock**
- PANTONE: 300C
- CMYK: 99, 50, 0, 0

**Uncoated stock**
- PANTONE: 300U
- CMYK: 100, 35, 0, 0

**PowerPoint and web**
- RGB: 0, 102, 204
- HEX: #0066cc

**UMKC Gold**

**Coated stock**
- PANTONE: 7405C
- CMYK: 0, 11, 97, 2

**Uncoated stock**
- PANTONE: 740U
- CMYK: 0, 10, 100, 0

**PowerPoint and web**
- RGB: 242, 206, 14
- HEX: #FFdd00
5.1 | Official UMKC Typefaces

Typography is an essential part of our brand identity. It helps unify our materials and promote familiarity with our messaging.

Our preferred brand typeface is Helvetica Neue Roman and Helvetica Neue Condensed. If you should need a serif font, Goudy Old Style is recommended.

For web projects, we recommend Helvetica, Oswald (Google font) or Bitter (Google font).

You can purchase these fonts at a variety of websites, including Linotype.com or fonts.com.

If you don’t wish to purchase fonts, substitute typefaces are listed below.

<table>
<thead>
<tr>
<th>Official Typefaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINT</td>
</tr>
<tr>
<td><strong>HELVETICA NEUE</strong></td>
</tr>
<tr>
<td>Helvetica Neue Roman</td>
</tr>
<tr>
<td><em>Helvetica Neue Italic</em></td>
</tr>
<tr>
<td><strong>Helvetica Neue Bold</strong></td>
</tr>
<tr>
<td><em>Helvetica Neue Bold Italic</em></td>
</tr>
<tr>
<td>Helvetica Neue Condensed</td>
</tr>
<tr>
<td><em>Helvetica Neue Condensed Italic</em></td>
</tr>
<tr>
<td><strong>Helvetica Neue Bold Condensed</strong></td>
</tr>
<tr>
<td><em>Helvetica Neue Bold Condensed Italic</em></td>
</tr>
<tr>
<td><strong>GOUDY OLD STYLE</strong></td>
</tr>
<tr>
<td>Goudy Old Style</td>
</tr>
<tr>
<td><em>Goudy Old Style Italic</em></td>
</tr>
<tr>
<td>Goudy Old Style Bold</td>
</tr>
<tr>
<td><em>Goudy Old Style Bold Italic</em></td>
</tr>
<tr>
<td><strong>WEB</strong></td>
</tr>
<tr>
<td>Helvetica – use for headings and body copy</td>
</tr>
<tr>
<td>Oswald (Google font) – only use for headings</td>
</tr>
<tr>
<td>Bitter (Google font) – use for headings and body copy</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Substitute Typefaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINT</td>
</tr>
<tr>
<td>Arial</td>
</tr>
<tr>
<td>Times New Roman</td>
</tr>
<tr>
<td>WEB</td>
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<tr>
<td>Arial</td>
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<td>Georgia</td>
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STATIONERY SYSTEM

6.1 | Stationery System Introduction

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 January 2017.

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

Stationery-letterhead options

Centered

Justified left
6.2 | 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 URL 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 partner hospitals.

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

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.
UMKC letterhead is available in print and electronic form (see section 6.4). It is part of a coordinated visual identity 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 URL.

USAGE GUIDELINES
The preferred font for body copy on letterhead is Helvetica Neue or Goudy Old Style. Refer to section 5.1 in these guidelines for more typeface options.

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.
6.4 | Digital Letterhead

UMKC 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 URL.

**Do not attempt to recreate the e-letterhead.**

**USAGE GUIDELINES**
The preferred font for body copy on e-letterhead is Helvetica Neue or Goudy Old Style. Refer to section 5.1 in these guidelines for more typeface options.

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**E-letterhead**

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](http://go.umkc.edu/order) to place your order.
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.

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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.
7.1 Merchandise and Promotional Items

The University of Missouri-Kansas City monitors the use of all UMKC marks, names and logos. This includes the UMKC master logo, UMKC Athletic Roo mark, and the Classic Roo mark.

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 SALE ITEMS**
UMKC uses CLC as the official licensed vendor who manages all licensees and royalties. Any product intended for sale must use 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**
All items intended for give-away or promotional use are not subject to a royalty fee, but they must be approved. Submit your design directly to brand@umkc.edu for approval.

**CLASSIC ROO USAGE**
Any use of the UMKC Classic Roo mark requires approval by UMKC’s Division of Strategic Marketing and Communications (MCOM) before being produced. Please send all requests to brand@umkc.edu.

Further information on the use of the Classic Roo mark can be found in section 3.5.
APPLICATIONS

7.2  Co-branding – Internal Partners

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 Condensed type rather than repeating multiple UMKC logotypes with signatures.

Always pair the partner grouping with the UMKC master logo.

The same UMKC logo usage, color and safe-space guidelines apply to co-branding.

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).

Co-branding With Multiple Partners

UMKC

School of Nursing and Health Sciences  
School of Computing and Engineering  
School of Medicine

OR

UMKC

School of Nursing and Health Sciences  
School of Computing and Engineering  
School of Medicine

OR

UMKC

School of Nursing and Health Sciences  |  School of Computing and Engineering  |  School of Medicine

Incorrect Co-branding

UMKC  
School of Nursing and Health Sciences  
School of Computing and Engineering  
School of Medicine

UMKC  
UNIVERSITY OF MISSOURI-KANSAS CITY  
School of Nursing and Health Sciences  
School of Computing and Engineering  
School of Medicine  
5100 Rockhill Road  
Kansas City, MO 64110
APPLICATIONS

7.3 Co-branding – Affiliate and Constituent Groups

There are many instances when the university will partner with an affiliate or constituent group. The following information details how to represent the UMKC master logo with one of these groups.

GUIDELINES

In these examples, the UMKC master logo with signature can be substituted for the UMKC master logo. If the application size does not allow for legibility, then the UMKC master 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 affiliate or constituent mark.

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

UMKC and Affiliate Group Co-branding
A UMKC logo with signature can be substituted for the UMKC master logo. Logo safe space should be maintained next to the vertical rule.

UMKC IS THE LEAD

UMKC | KCREP
Logos need to be equal in proportion.

AFFILIATE IS THE LEAD

KCREP | UMKC
Logos need to be equal in proportion.

UMKC and Constituent Group Co-branding
A UMKC logo with signature can be substituted for the UMKC master logo. Logo safe space should be maintained next to the vertical rule.

UMKC IS THE LEAD

UMKC | JazzFriends
Logos need to be equal in proportion.

CONSTITUENT IS THE LEAD

JazzFriends | UMKC
Logos need to be equal in proportion.
UMKC has many affiliations and teaching partnerships with hospitals throughout the Greater Kansas City area, including:

- Children’s Mercy Kansas City
- Center for Behavioral Medicine
- Kansas City VA Medical Center
- Research Medical Center
- St. Luke’s Hospital of Kansas City
- Truman Medical Centers
  - Hospital Hill
  - Lakewood
- University Health

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

No external party may use the UMKC name or master 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 the Primary Partner

A UMKC logo with signature can be substituted for the UMKC master logo. Logo safe space should be maintained.

UMKC as the Primary Partner

UMKC and External Organization as Equal Partners

A UMKC logo with signature can be substituted for the UMKC master logo. Logo safe space should be maintained next to the vertical rule.

**UMKC IS THE LEAD**

**PARTNER IS THE LEAD**

### 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. Logo safe space should be maintained.

Use only the UMKC master logo (logo without name) when the logo is less than 1 inch wide.
APPLICATIONS

7.5  |  Co-branding – External Partners

There are many instances when the university will partner with external organizations. The following information details how to represent the UMKC master logo with other external partner 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.

GUIDELINES
There are three formats for external partner co-branding. The UMKC master logo or master logo with signature should always be used. Safe space and minimum-size standards must be adhered to while giving ample real estate to external partner logos or logotypes.

The same guidelines regarding UMKC logo usage, color and safe space apply.

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

No external party may use the UMKC name or master logo without permission from UMKC’s Division of Strategic Marketing and Communications (MCOM). Contact MCom at brand@umkc.edu.

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<tr>
<th>UMKC as the Primary Partner</th>
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<td><strong>UMKC as the Primary Partner</strong></td>
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<td>A UMKC logo with signature can be substituted for the UMKC master logo. Logo safe space should be maintained.</td>
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<tr>
<th>In partnership with:</th>
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<tr>
<td>Partner logo 1</td>
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<td>Partner logo 2</td>
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<td>Partner logo 3</td>
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<tr>
<td>OR</td>
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<tr>
<td>Sponsored by:</td>
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<tr>
<td>Partner logo 1</td>
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<tr>
<td>Partner logo 2</td>
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<tr>
<td>Partner logo 3</td>
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<table>
<thead>
<tr>
<th>UMKC and External Organization as Equal Partners</th>
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<tbody>
<tr>
<td>UMKC</td>
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<tr>
<td>OR</td>
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<tr>
<td>Partner logo</td>
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<th><strong>PARTNER IS THE LEAD</strong></th>
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<tbody>
<tr>
<td>Partner logo</td>
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<tr>
<td>OR</td>
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<td>UMKC</td>
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<tr>
<th>UMKC</th>
<th>Other logo 1</th>
<th>Other logo 2</th>
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<tbody>
<tr>
<td>OR</td>
<td>UMKC</td>
<td>Other logo 1</td>
</tr>
<tr>
<td>OR</td>
<td>Other logo 2</td>
<td></td>
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</table>
All social media pages and social profile images need to be approved in order to be considered an official UMKC page. The application for approval is online: go.umkc.edu/social.

Student groups registered with the Office of Student Involvement don’t need to go through this approval step.

GUIDELINES

All social media pages need to follow the following guidelines.

When possible, every social media account (i.e., Twitter, Facebook, etc.) for your school/department/organization should have the same profile image and profile name to strengthen your brand.

Page Title

The letters “UMKC” should be in your page/profile title. For example: UMKC School of Law, UMKC Department of Political Science, UMKC Study Abroad.

Profile Image

You may use your own photo or illustration or download an approved UMKC profile graphic available at umkc.edu/mcom/resources/social.asp.

Do not use UMKC official logos, recreated UMKC logos, your organization’s name or any other UMKC brand elements in your profile image. Many social platforms are limiting the use of text with images because of accessibility issues, so any text on a profile image (besides the “UMKC” text in the provided image) is discouraged.

Cover Photo

You may use a photo or illustration.

Do not use any UMKC official logos or recreated UMKC logo, and limit the amount of text in the image for page accessibility.

For more information about general social media standards visit umkc.edu/mcom/resources/social.asp.