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INTRODUCTION

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 we do.

The logo, visuals and language we use to describe the university in various mediums 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

For information regarding the UMKC logo, colors, fonts or other visual elements, please reference the UMKC Visual Identity Guidelines also available at umkc.edu/mcom.
INTRODUCTION

1.2 Contacts for Advice, Approvals and Graphics

FACULTY AND STAFF

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

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

Purchasing stationery products
MU Printing Services
573-882-7801
go.umkc.edu/stationery

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 OSI.

ALUMNI AND ALUMNI GROUPS

UMKC Alumni Association
alumni@umkc.edu

If you are an alum 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 at brand@umkc.edu.

INDIVIDUALS EXTERNAL TO THE UNIVERSITY

Division of Strategic Marketing and Communications
brand@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 questions forwarded to brand@umkc.edu. The Division of Strategic Marketing and Communications is the brand advocate for UMKC.

ATHLETICS

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

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

2.1 | UMKC Logo Hierarchy, Colors, Fonts

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 most important 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 in the UMKC Visual Identity Guidelines) must appear on all visual media.

LOGO AND LOGO USE
See the UMKC Visual Identity Guidelines for more information about the UMKC master logo, master logo with signature (academic unit logos), as well as affiliate, constituent, organization and group marks. The UMKC logo should be used in all promotional pieces.

COLORS
See sections 2.1 and 4.1 in the UMKC Visual Identity Guidelines.

TYPEFACES
See section 5.0 in the UMKC Visual Identity Guidelines for approved typefaces for print and web use.
UMKC LOGO AND NAME

2.2 | UMKC Long-form Name

To increase awareness of the university’s location or relationship to the University of Missouri System, upon first reference you should use UMKC’s long-form name: University of Missouri-Kansas City.

See table to the right for acceptable and unacceptable long-forms.

Acceptable Long-forms

<table>
<thead>
<tr>
<th>University of Missouri-Kansas City</th>
</tr>
</thead>
<tbody>
<tr>
<td>The University of Missouri-Kansas City</td>
</tr>
</tbody>
</table>

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

Unacceptable Long-forms

<table>
<thead>
<tr>
<th>UM-Kansas City</th>
<th>University of Kansas City</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Missouri</td>
<td>University of KC</td>
</tr>
<tr>
<td>University of Missouri-KC</td>
<td>University of MKC</td>
</tr>
<tr>
<td>University of Missouri-Kansas C</td>
<td>Kansas City University</td>
</tr>
<tr>
<td>University of M-KC</td>
<td></td>
</tr>
</tbody>
</table>

Line Breaks and 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 LOGO AND NAME

2.3 Acronym

On second reference, or where UMKC already has brand awareness, use the acronym instead of the long-form name.

Acceptable Acronym

UMKC

Unacceptable Acronyms

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

Line Breaks and Acronyms

The acronym should never be separated by a line break.

Unacceptable:

UM
KC
UMKC LOGO AND NAME

2.4 | News Releases

The UMKC Public Relations team within the Division of Strategic Marketing and Communications oversees the university boilerplate.

All news releases about UMKC are written and sent by the Public Relations team within MCOM.
The official writing-style reference for university communications is the Associated Press Stylebook. However, some university style items depart from the AP Stylebook and are outlined here in the UMKC Editorial Guidelines.

These guidelines are intended to ensure consistency in the creation of the university’s periodicals, news 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 UMKC Editorial Guidelines are provided as an optional resource for faculty, staff and students to use for all communication and promotional materials.
To provide clarity for our various audiences, it's important to use consistent language when referring to the university and its schools and organizations. See the table to the right for a list of examples of proper first and second references for UMKC and the University of Missouri System.

<table>
<thead>
<tr>
<th>First Reference</th>
<th>Second Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Curators of the University of Missouri</td>
<td>The University of Missouri Board of Curators, board of curators, board, curators</td>
</tr>
<tr>
<td>University of Missouri-Columbia</td>
<td>UM-Columbia or Columbia campus</td>
</tr>
<tr>
<td>University of Missouri-Kansas City</td>
<td>UMKC or Kansas City campus</td>
</tr>
<tr>
<td>Missouri University of Science and Technology</td>
<td>Missouri S&amp;T, S&amp;T</td>
</tr>
<tr>
<td>University of Missouri-St. Louis</td>
<td>UMSL, UM-St. Louis or St. Louis campus</td>
</tr>
<tr>
<td>University of Missouri System</td>
<td>UM, UM System, university system, university</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>First Reference</th>
<th>Second Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Missouri-Kansas City</td>
<td>UMKC; the university</td>
</tr>
<tr>
<td>College of Arts and Sciences</td>
<td>CAS</td>
</tr>
<tr>
<td>School of Computing and Engineering</td>
<td>computing and engineering school, SCE, the school</td>
</tr>
<tr>
<td>Conservatory of Music and Dance</td>
<td>the Conservatory</td>
</tr>
<tr>
<td>Henry W. Bloch School of Management</td>
<td>the Bloch School</td>
</tr>
<tr>
<td>School of Dentistry</td>
<td>the dental school; the school</td>
</tr>
<tr>
<td>School of Education</td>
<td>the education school; the school</td>
</tr>
<tr>
<td>School of Graduate Studies</td>
<td>Graduate Studies</td>
</tr>
<tr>
<td>School of Law</td>
<td>the law school; the school</td>
</tr>
<tr>
<td>School of Medicine</td>
<td>the medical school; the school</td>
</tr>
<tr>
<td>School of Biological Sciences</td>
<td>biological sciences school; the school</td>
</tr>
<tr>
<td>School of Nursing and Health Studies</td>
<td>the nursing school; the school</td>
</tr>
<tr>
<td>School of Pharmacy</td>
<td>the pharmacy school; the school</td>
</tr>
<tr>
<td>Department of</td>
<td>Department; the department</td>
</tr>
<tr>
<td>Office of</td>
<td>Office; the office</td>
</tr>
<tr>
<td>Center of</td>
<td>the center</td>
</tr>
<tr>
<td>Swinney Recreation Center</td>
<td>Swinney Rec, SRC</td>
</tr>
<tr>
<td>UMKC Foundation</td>
<td>Foundation</td>
</tr>
<tr>
<td>University of Kansas City (UMKC predecessor)</td>
<td>UKC</td>
</tr>
<tr>
<td>Kansas City Repertory Theatre</td>
<td>KC Rep; the Rep</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Building Name</th>
<th>Building Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative Center</td>
<td>5115 Oak St. Kansas City, MO 64112</td>
</tr>
<tr>
<td>African-American History and Culture House</td>
<td>5245 Rockhill Road Kansas City, MO 64110</td>
</tr>
<tr>
<td>Atterbury Student Success Center</td>
<td>5000 Holmes St. Kansas City, MO 64110</td>
</tr>
<tr>
<td>Berkley Center</td>
<td>1012 E. 52nd St. Kansas City, MO 64110</td>
</tr>
<tr>
<td>Bloch Executive Hall</td>
<td>5108 Cherry St. Kansas City, MO 64110</td>
</tr>
<tr>
<td>Bloch Heritage Hall</td>
<td>5110 Cherry St. Kansas City, MO 64110</td>
</tr>
<tr>
<td>Brookside 51 Building</td>
<td>5110 Oak St. Kansas City, MO 64112</td>
</tr>
<tr>
<td>Cherry Hall</td>
<td>5030 Cherry St. Kansas City, MO 64110</td>
</tr>
<tr>
<td>Cockefair Hall</td>
<td>5121 Rockhill Road Kansas City, MO 64110</td>
</tr>
<tr>
<td>Debate House</td>
<td>5311 Holmes St. Kansas City, MO 64110</td>
</tr>
<tr>
<td>Diastole Scholars’ Center</td>
<td>2501 Holmes St. Kansas City, MO 64108</td>
</tr>
<tr>
<td>Durwood Soccer Stadium</td>
<td>5080 Cherry St. Kansas City, MO 64110</td>
</tr>
<tr>
<td>Fine Arts Building</td>
<td>5015 Holmes St. Kansas City, MO 64110</td>
</tr>
<tr>
<td>Flarsheim Hall</td>
<td>5110 Rockhill Road Kansas City, MO 64110</td>
</tr>
<tr>
<td>General Services Building</td>
<td>1011 E. 51st St. Kansas City, MO 64110</td>
</tr>
<tr>
<td>Grant Hall</td>
<td>5228 Charlotte St. Kansas City, MO 64110</td>
</tr>
<tr>
<td>Haag Hall</td>
<td>5120 Rockhill Road Kansas City, MO 64110</td>
</tr>
<tr>
<td>Health Sciences Building</td>
<td>2464 Charlotte St. Kansas City, MO 64108</td>
</tr>
<tr>
<td>Hospital Hill Annex</td>
<td>901 E. 24th Terrace Kansas City, MO 64108</td>
</tr>
<tr>
<td>Hospital Hill Apartments</td>
<td>2401 Troost Ave. Kansas City, MO 64108</td>
</tr>
<tr>
<td>Johnson Residence Hall</td>
<td>5000 Oak St. Kansas City, MO 64112</td>
</tr>
<tr>
<td>Katz Hall</td>
<td>5005 Rockhill Road Kansas City, MO 64110</td>
</tr>
<tr>
<td>Mailing Services in Cherry Street Garage</td>
<td>5009 Oak St. Kansas City, MO 64112</td>
</tr>
<tr>
<td>Manheim Hall</td>
<td>710 E. 52nd St. Kansas City, MO 64110</td>
</tr>
<tr>
<td>Miller Nichols Library and Learning Center</td>
<td>800 E. 51st St. Kansas City, MO 64110</td>
</tr>
<tr>
<td>Newcomb Hall</td>
<td>5123 Holmes St. Kansas City, MO 64110</td>
</tr>
<tr>
<td>Oak Place Apartments</td>
<td>5050 Oak St. Kansas City, MO 64112</td>
</tr>
<tr>
<td>Oak Street Residence Hall</td>
<td>5051 Oak St. Kansas City, MO 64112</td>
</tr>
<tr>
<td>Old Maintenance Building</td>
<td>801 E. 51st St. Kansas City, MO 64110</td>
</tr>
<tr>
<td>Olson Performing Arts Center</td>
<td>4949 Cherry St. Kansas City, MO 64110</td>
</tr>
<tr>
<td>Parking Garage, Cherry Street</td>
<td>5005 Oak St. Kansas City, MO 64112</td>
</tr>
<tr>
<td>Parking Garage, Hospital Hill</td>
<td>2419 Charlotte St. Kansas City, MO 64108</td>
</tr>
<tr>
<td>Parking Garage, Troost Avenue</td>
<td>5444 Troost Ave. Kansas City, MO 64108</td>
</tr>
<tr>
<td>Police, Hospital Hill</td>
<td>2419 Charlotte St. Kansas City, MO 64108</td>
</tr>
<tr>
<td>Police, Volker</td>
<td>5005 Oak St. Kansas City, MO 64112</td>
</tr>
<tr>
<td>Royall Hall</td>
<td>800 E. 52nd St. Kansas City, MO 64110</td>
</tr>
<tr>
<td>School of Biological Sciences</td>
<td>5007 Rockhill Road Kansas City, MO 64110</td>
</tr>
<tr>
<td>School of Dentistry</td>
<td>650 E. 25th St. Kansas City, MO 64108</td>
</tr>
<tr>
<td>School of Education</td>
<td>615 E. 52nd St. Kansas City, MO 64110</td>
</tr>
<tr>
<td>School of Law</td>
<td>500 E. 52nd St. Kansas City, MO 64110</td>
</tr>
<tr>
<td>School of Medicine</td>
<td>2411 Holmes St. Kansas City, MO 64108</td>
</tr>
<tr>
<td>Scofield Hall</td>
<td>711 E. 51st St. Kansas City, MO 64110</td>
</tr>
<tr>
<td>Spencer Hall</td>
<td>5009 Rockhill Road Kansas City, MO 64110</td>
</tr>
<tr>
<td>Student Union</td>
<td>5100 Cherry St. Kansas City, MO 64110</td>
</tr>
<tr>
<td>Swinney Recreation Center</td>
<td>5030 Holmes St. Kansas City, MO 64110</td>
</tr>
<tr>
<td>UMKC Bookstore, Hospital Hill</td>
<td>2417 Charlotte St. Kansas City, MO 64108</td>
</tr>
<tr>
<td>UMKC Bookstore, Volker</td>
<td>5101 Rockhill Road Kansas City, MO 64110</td>
</tr>
<tr>
<td>University House</td>
<td>4825 Troost Ave. Kansas City, MO 64110</td>
</tr>
<tr>
<td>4747 Troost Ave.</td>
<td>4825 Troost Ave. Kansas City, MO 64110</td>
</tr>
</tbody>
</table>
EDITORIAL GUIDELINES

3.4 UMKC Style A-Z

A

ABBREVIATIONS

BEFORE A NAME

• Abbreviate the following titles when used before a full name outside direct quotations: Dr. (see “Dr.” entry in these guidelines), Gov., Hon., Lt. Gov., Rep., the Rev., Sen., and certain military designations. Spell out all others except Dr., Mr., Mrs. when used before a name. See “Titles” entry.

AFTER A NAME

• Abbreviate junior or senior after a name and omit the comma: John Doe Jr.

• 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>.” Formal titles should be capitalized: “Bachelor of Science; Master of Fine Arts.”

• If identifying an individual by degree listing is necessary on first reference, spell-out the degree name — unless it would be cumbersome, then abbreviate the degree.

• 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. However, MBA is preferred over M.B.A. and likewise for EMBA.

• 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

For a list of building addresses, see Section 3.3.

EVENTS AND INVITATIONS

Building addresses should be used for event locations in invitations, evites and web pages. If the invitation is not a bulk mailing, then for the return address on the invitation mailing envelope you can use the building address of the office sending the invitation (not the event location). If you are mailing bulk, see “bulk mailing” note below.

Any RSVP/reply envelope that may contain money or financial information and all business reply envelopes should be directed to:

UMKC Gift Processing
Administrative Center, Room 112
5115 Oak Street
Kansas City, MO 64112

RETURN ADDRESS – VOLKER CAMPUS

Unless you are mailing bulk, you may use your building’s physical address (see section 3.3) for the return address on mailing pieces for your school, division or department. If you are mailing bulk, see “Exceptions” below.

RETURN ADDRESS – HEALTH SCIENCES CAMPUS AT HOSPITAL HILL

Use the following return addresses on all correspondence, unless you’re mailing bulk (see “Exceptions” below).

School of Medicine, 2411 Holmes St., Kansas City, MO 64108
School of Dentistry, 650 E. 25th St., Kansas City, MO 64108
School of Nursing and Health Studies, 2464 Charlotte St., Kansas City, MO 64108
School of Pharmacy, 2464 Charlotte St., Kansas City, MO 64108

RETURN ADDRESS – EXCEPTIONS

Bulk mailing: If you are mailing bulk and will be using the UMKC bulk permit #6113, then you must use this return address:

University of Missouri-Kansas City
[Insert your School, Department, Organization name]
5100 Rockhill Road
Kansas City, MO 64110-2446
ADDRESS ABBREVIATIONS

Abbreviate avenue, boulevard and street in numbered addresses. Correct: UMKC Administrative Center is on Oak Street. The address is 5115 Oak St. Any room numbers should be capitalized and follow the building name. Example: The meeting is in the Student Union, Room 402.

ADVISOR

Preferred spelling, all uses.

ALUM, ALUMNA, ALUMNAE, ALUMNI, ALUMNUS

- 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 woman.
- Use alumni when referring to a mixed gender group
- Use alum when the individual’s gender is unknown or the individual considers themselves gender neutral.

ATHLETICS DEPARTMENT

The UMKC Athletics Department brand is parallel but distinct from the official university brand. The athletics department manages its own brand in order to capitalize on the commercial potential common to many collegiate athletics brands.

For more information on authority, trademark and use of the UMKC Athletics brand, contact athlicensing@umkc.edu.

BRAND, UMKC

UMKC’s brand refers to the UMKC brand system, which includes the logo and 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

UMKC locations: Volker Campus, Health Sciences Campus at Hospital Hill

CELLPHONE

One word, lowercase. Alternative: mobile phone.

CHAIR, CHAIRPERSON, CHAIRMAN, CHAIRWOMAN

“Chair” or “chairperson” 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. Capitalize if it precedes the individual’s name. Example: [Company name] Chairperson Jane Doe.

CHANCELLOR LEO E. MORTON

On first reference, Chancellor Leo E. Morton. On second reference, Chancellor Morton and “the chancellor.”

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 to complete something or help 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

“Comprise” is means “to include or contain” or “to consist of” as in “The pie comprises 8 slices.” Compose means “to make up or form the basis of” as in “eight slices compose the pie.” The whole comprises the elements or parts, and the elements or parts compose the whole. Also, while “composed of” is correct, “comprised of” is not correct. For example, we could say that the United States comprises 50 states and that the 50 states compose the United States.
EDITORIAL GUIDELINES

3.4  UMKC Style A-Z continued

COORDINATING BOARD FOR HIGHER EDUCATION
Sometimes incorrectly referred to as Coordinating Board of Higher Education.

COURSEWORK
One word, lowercase.

CURATORS
Capitalize the full, proper title of the governing body: Board of Curators. Do not capitalize “the curators” or “the board.” See first and second references (section 3.2).

CURATORS’ PROFESSOR
Always a plural possessive, always capitalized, even after a name. Example: Curators’ Distinguished Professor of Music Composition Jane Doe.

D

DATES
WITHIN AN ARTICLE
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.

WITHIN AN INVITATION
Should be written as follows: date, time, location. Day of the week and year are often listed. Example: UMKC Alumni Awards, Thursday, April 20, 2017, 11:30 a.m.

DEAN
• Capitalize only when used as a formal title before the full name. Example: “Dean John Doe.”

• When a formal title follows a name, the title is lowercase because it serves the purpose of adding information about the person rather than emphasizing the title and name relationship. Example: “Jane Doe, dean of the School of Architectural Studies, says...”

THE DEAN’S GALLERY
“The Dean’s Gallery” is the official name of the second floor gallery at the Miller Nichols Library and Learning Center.

DEPARTMENT NAMES
When a department has multiple elements, use “and” instead of an ampersand. Example: Department of Physics and Astronomy. Exception: Department of Architecture, Urban Planning + Design.

DIASTOLE
Formerly The Mary Clark and E. Grey Dimond Scholars’ Center, it is currently Diastole Scholars’ Center in invitations and articles or Diastole in conversation.

DOCTOR; DR.
In first reference, UMKC style is to use the academic degree initials. Example: “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 — although the use of M.D. after the name is preferred to “Dr.” Exception: UMKC commencement and convocation programs and donor listings.

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 is gender neutral. Place the word after the formal title, capitalizing when used before a name, but not after. Example: Jane Doe, professor emerita.

ENTREPRENEUR OF THE YEAR AWARDS
Prestigious awards presented annually by the Henry W. Bloch School of Management since 1985. Spell out “Entrepreneur of the Year Awards” in the first reference; “EOY” is acceptable in subsequent references.

EQUAL OPPORTUNITY STATEMENT
This statement is required, along with a UMKC logo, for any published work or website that involves selection, hiring or admissions: UMKC is an equal opportunity/affirmative action institution. It also is often used in public ads or diversity promotional pieces.

EQUITY BIOGRAPHIES
Exceptions to title styles are allowed in accordance with rules of the actors’ union. Contact the information specialist for Kansas City Repertory Theatre at 816-235-1579 for more specific guidelines.
EDITORIAL GUIDELINES

3.4 UMKC Style A-Z continued

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

Formerly Robert H. Flarsheim Science and Technology Hall, Flarsheim Hall is currently used for all 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 words depends on the context and whether the word is 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; 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.”

HEALTH SCIENCES DISTRICT

Do not confuse with the UMKC Health Sciences campus at Hospital Hill, see "Campus" entry. The UMKC Health Sciences District is a collaboration between Hospital Hill area health-care partners and civic agencies on research, grants and health initiatives in Kansas City and beyond.

I

INFORMATION EXCHANGE THEATER

This is the official name of the performance area in the southeast corner of the first floor of the Miller Nichols Library and Learning Center. Also acceptable are "iX Theater," lower case "i," upper case "x."

INSTITUTE FOR URBAN EDUCATION

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

INTERNET

Use lower case as reference to a decentralized network of host computers.

K

KANGAROO

Official mascot of UMKC, always capitalized: UMKC Kangaroos. Shortened, also capitalized: Roo. Example: Become a Roo!

KANSAS CITY, MISSOURI

Spell out the city and state. Don’t use KCMO or K.C., Mo. The use of K.C. is acceptable though not encouraged in marketing copy unless it is to a local or regional audience. When referring to the city and the area surrounding it, use Greater Kansas City area or Kansas City metropolitan area.

KANSAS CITY REPERTORY THEATRE

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

KASEY

Kasey Kangaroo is the official name of the UMKC mascot.

KCUR

KCUR 89.3 on first reference; KCUR on second reference.

L

LATINX

Commonly used in gender-neutral references to the Latin community; use "Latinx" instead of "Latino" or "Latina."

LOGO

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

LONGTIME

One word, no hyphens as a modifier.
EDITORIAL GUIDELINES

3.4  |  UMKC Style A-Z continued

M

MAJOR
Always lowercase academic majors.

MASCOT
See “Kasey Kangaroo” entry.

MIDWEST; MIDWESTERN
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.” is also 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: “Relay MO: 800-735-2966 (TTY)”

MONTHS

EXCEPTION
In formal invitations, always write the full name of the month with the date.

N

NOON
This term stands alone, uncapsulated. Do not put a “12” in front of it. As an alternative to “noon,” “12 p.m.” is also acceptable but not preferred.

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 letters 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.

P

PERCENT
One word. Do not use % unless in tables or infographics. 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 Atterbury Student Success Center. Include reference to Atterbury Student Success Center to avoid having individuals unfamiliar with UMKC looking for a “Pierson Auditorium” building.

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 VENTURE CREATION CHALLENGE
A competition held every April by the Regnier Institute for Entrepreneurship and Innovation. Use “the Regnier Venture Creation Challenge” on the first reference and “Venture Creation Challenge” on subsequent references.

REGNIER INSTITUTE FOR ENTREPRENEURSHIP AND INNOVATION
In first reference, use “Regnier Institute for Entrepreneurship and Innovation”; use “Regnier Institute” or “the institute” in subsequent references.

ROO
See “Kangaroo” entry.

ROOBOT
The automated storage and retrieval system (aka “the robot”) at Miller Nichols Library and Learning Center 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, lowercase.

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, spell out state names.
- In physical or mailing addresses, always use the postal abbreviations for states.

STUDENT SERVICES SUITE
Located in the Brookside 51 Building, the Student Services Suite includes the following: Student Counseling Services, Student Disability Services and Student Health and Wellness.

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

SWINNEY CENTER
Use “Swinney Center” when referring to the location of UMKC Athletics competitions. Unrelated to UMKC Athletics, Swinney Recreation Center refers to the entire fitness facility and related programs.

T

THAT/WHICH
“That” is used to restrict meaning and “which” is used to elaborate. Examples: “The bonds that are to be used for the new building will be paid in 2012.” “The bonds, which were issued in 2000, will be paid off in 2012.”

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 Spencer Theatre.

TIME; P.M., A.M.
Lowercase and use periods with time notations. 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. If it is from 10 to 11 in the morning, write 10–11 a.m. Times are listed with no space on either side of the en dash.

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. Upon first reference, list formal title. On second reference, use last name only.

- 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., Hon., Lt. Gov., Rep., the Rev., Sen. and certain military ranks. Spell out all except “Dr.” when they are used in quotations. See “Dr.” entry for rules and exceptions.

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.
EDITORIAL GUIDELINES

LONG TITLES
Separate and lowercase a long title from a name by a construction that requires a comma: “John Doe, vice chancellor of human resources, 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.”
- If modifiers are necessary, such as “political science,” always lowercase. Prioritize the use of name, title (i.e. John Doe, political science professor) over title name (i.e. political science Professor John Doe). Apply the same principles with “department”: John Smith, political science department chair.

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.,” and “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. Exceptions may be made in donor lists at the donor’s request.
- Refer to single women by their first names and surnames without the term “Miss” or “Ms.” Exceptions may be made in donor lists at the donor’s request.

DOCTOR; DR.
See these additional entries in the Editorial Guidelines: “Academic Degree” and “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, Ph.D.” or “Jim Phillips, who has a doctorate in physics....”
- In articles and materials prepared for academic audiences or for use only on campus, 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: U.S. Sen. Jane Doe.
- 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.
In general, operas, albums or major works are italicized. Movements or selections of larger works are in quotations. Example: Dante’s *The Divine Comedy* features one of the most popular arias of all time, “O mio babbino caro.”

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

TOWARD/TOWARDS
Use “toward,” not “towards.”

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 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.”

WEEKLONG
Use as one word: “weeklong.”

WEB
The short form of World Wide Web is “web.” It is a service, or set of standards, that enables the publishing of multimedia documents on the internet. The web is not the same as the internet, but is a subset; other applications, such as email, exist on the internet. Carry lowercase through all applications:

website, webcam, webcast, webfeed, webmaster, webpage, web address, web browser.

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

3.5 | Grammar and Punctuation

APOSTROPHEs
When shortening a decade or year, use ’ rather than ‘. Example: 1970s is ’70s; B.A. ’85
On a Mac, the shortcut for ’ is Option + Shift + ].

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.” See “Colon” entry for capitalization rules.
Example:
There are many characteristics of life, including:
• Exciting
• Challenging
• Short

COLON
It 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 (03:51.1), 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.”
3.5 | Grammar and Punctuation continued

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 ATTRAITION

- 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 WITH CITY NAMES

“He traveled from Paris, France, to Versailles, Missouri, 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.

DASHES

An em dash (—) is used in sentences to indicate a break in thought. There are also spaces on either side of the em dash. For example, “The university observes many holidays — including Thanksgiving and New Years Day — and is closed on those days.”

An en dash (–) is used to indicate a range of numbers. For example, “The university will be closed Dec. 2–5.”

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 length 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, 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 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.)
Example: “He called his wife, Jane.” (Omission of the comma would indicate he had multiple wives and Jane is one of them.)

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 point.

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. The distinction is clear here: “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. Example: “He bought a lightly salted pretzel.” 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 their 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.

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.

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

PARENTHESES

Do not use just one: Example: l) 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).”

PREFIXES

Generally do not hyphenate when using a prefix with a word starting with a consonant.
• Except “cooperate” and “coordinate,” use a hyphen if the prefix ends in a vowel and the word that follows begins with the same vowel.
• Use a hyphen if the word that follows is capitalized: pre-Civil War.
• Use a hyphen to join doubled prefixes: sub-subparagraph.

QUOTATION MARKS

DIRECT QUOTATIONS

Use 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 ironic 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, Missouri; 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.”

SUFFIXES

If a word combination is not listed in Webster’s New World College Dictionary, use two words for the verb form; hyphenate any noun or adjective forms.
In several ways, writing for the web is very different than writing for a print publication. The UMKC Division of Strategic Marketing and Communications has developed best practices for web writing and web design. See Web Content Best Practices at go.umkc.edu/brand.
3.7 | Language Guidelines

LANGUAGE ABOUT DIVERSITY

It’s important to avoid “otherizing.” The following are guidelines for copy regarding diversity.

- Do not use “ethnic” to describe any non-white person. Instead, clearly state a person’s race or ethnicity.
- Avoid the use of “caucasian,” which has become antiquated and references a system of racial hierarchical categorization. Instead, use “white” when necessary.
- When necessary, use similar terms to describe diverse populations. If you use “white” then use “black.” Likewise, if you use African American, then use Asian American, Mexican American, European American, etc.
- Avoid the use of “minority.” Instead, choose specific titles like black, Latinx, Hispanic unless you are specifically referring to the fact a group is numerically a minority (i.e. the student body is 20 percent Hispanic).
- When applicable, avoid describing students as “at-risk” or “high-risk.” Unfortunately, these terms have been widely used to refer to economically disadvantaged people of color, which neglects the issues of other communities facing adversity and has promoted negative stereotypes of people of color. Instead, be specific about what puts the referenced group at risk.

LANGUAGE ABOUT DISABILITIES AND MENTAL ILLNESS

A disability is defined as a functional limitation that substantially limits one or more major life activities. This includes any physical, sensory or mental condition. To avoid reinforcing negative connotations, use words and images that cast persons with disabilities in a positive light.

- 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.
- In general, avoid the use of labeling words and only refer to the person by their name. When it’s necessary to mention a disability, mention the person first, not the disability. For instance, use “a girl who is deaf,” not “a deaf girl.”
- 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 disabled people groups. Instead of saying, “the retarded,” or “the deaf,” say “people with mental disability” or “people who are deaf.”
- 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.

Examples of physical disability:

<table>
<thead>
<tr>
<th>USE</th>
<th>DON’T USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>cleft lip, cleft palate</td>
<td>hare lip</td>
</tr>
<tr>
<td>congenital disability</td>
<td>birth defect</td>
</tr>
<tr>
<td>Down syndrome disability</td>
<td>Mongol or Mongoloid</td>
</tr>
<tr>
<td>mental illness</td>
<td>crazy, maniac, lunatic</td>
</tr>
<tr>
<td>short stature</td>
<td>dwarf, midget</td>
</tr>
<tr>
<td>without speech</td>
<td>mute, dumb</td>
</tr>
<tr>
<td>blind</td>
<td>partially sighted</td>
</tr>
<tr>
<td>low-vision</td>
<td>partially blind</td>
</tr>
<tr>
<td>persons with disabilities</td>
<td>special</td>
</tr>
<tr>
<td>learning disabilities</td>
<td>slow learner, retarded</td>
</tr>
</tbody>
</table>

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

- Some communities may have language that is permissible for a member of their community to use, but is offensive if used by an outsider. Likewise, preferences in language may reflect current trends and change quickly. When in doubt, ask the person you are interviewing about their community’s language preferences.

MENTAL ILLNESS

Unfortunately, some of the words we use to colloquially describe everyday feelings have different meaning to someone with mental illness. Below is a list of substitute phrases to replace the more common terms people use.

These terms are not meant to replace actual diagnoses. For example, if someone with panic disorder states that they are “in a panic,” that word best describes the very real effects of a panic attack. The terms below are meant to replace common jargon that is often incorrectly used to magnify a feeling, person or situation.

When possible, ask a follow-up question to get a new quote that more accurately describes how the subject is feeling.

Stay away from terminology that also describes formally diagnosed illnesses.

INSTEAD OF
“They’re acting manic.” “They’re acting like a lunatic.”

USE
“They have a lot of high energy right now. They are not acting like themselves.”
3.7 Language Guidelines

INSTEAD OF
“They’re so A.D.D.”
USE
“They’re having difficulty focusing.”

INSTEAD OF
“They’re O.C.D.”
USE
“They are very particular about things.” “They like things a certain way.”

INSTEAD OF
“They looked anorexic.”
USE
“They looked thin.”

INSTEAD OF
“The news was very depressing.”
USE
“They were sad after hearing the news.”

INSTEAD OF
“That’s so crazy.”
USE
“That was unexpected.” “That makes me feel uncomfortable.”

LANGUAGE REGARDING GENDER

Use these guidelines to promote inclusivity and avoid offending a reading audience:

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

USE    DON’T USE
people    mankind
personnel    manpower
nurturing    mothering
to operate    to man

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

USE    DON’T USE
moderator or chairperson    chairman
supervisor    foreman
postal worker    mailman

• A singular “they” might be used when an anonymous source’s gender must be shielded and other wording is overly awkward. Example: The person feared for their own safety and spoke on condition of anonymity.

• In stories about people who identify as neither male nor female or ask not to be referred to as he/she/him/her: Use the person’s name in place of a pronoun, or otherwise reword the sentence, whenever possible. If they/them/their use is essential, explain in the text that the person prefers a gender-neutral pronoun. Be sure that the phrasing does not imply more than one person. Instead of “everyone raised their hands,” use “all the class members raised their hands.” Instead of “the foundation gave grants to anyone who lost their job,” use “the foundation gave grants to anyone who lost a job this year.”

• 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 advisor,” use “Students must meet with their advisors.”

• 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.”

• 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 “they” and “their.”
3.8 | Formatting Mailing and Contact Information

The following are guidelines for listing academic or administrative mailing and contact information. For building addresses, see section 3.3.

RECOMMENDED USES FOR RETURN ADDRESSES ON MAILING PANELS

BULK MAILING

All bulk mailings with the indicia #6113 need to have a return address of:
5100 Rockhill Road, Kansas City, MO 64110

Academic or administrative name in text only, no academic or administrative logos

UNIVERSITY OF MISSOURI-KANSAS CITY
College of Arts and Sciences
5100 Rockhill Road
Kansas City, MO 64110

CONTACT INFORMATION IN PRINT MATERIALS

The following formats for contact information are meant to be used only in print projects, such as brochures.

Option 1:
University and academic or administrative name in text

UNIVERSITY OF MISSOURI-KANSAS CITY
School of Pharmacy
2464 Charlotte St.
Kansas City, MO 64108

816-235-1609
pharmacy@umkc.edu
pharmacy.umkc.edu

Option 2:
Academic or administrative name in text

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

816-235-1609
pharmacy@umkc.edu
pharmacy.umkc.edu

Option 3:
Academic or administrative name in logo

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

816-235-1609
pharmacy@umkc.edu
pharmacy.umkc.edu