



# Editorial Style Guidelines

July 2020 | Version 1.3

UNIVERSITY OF MISSOURI-KANSAS CITY

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**1.0 | INTRODUCTION**

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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](mailto:brand@umkc.edu).

If using the UMKC or KC Athletics logos for producing promotional items, approval using the CLC licensing process is required. Please see section 1.2 for details.

#### 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
- Kansas City 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](http://umkc.edu/mcom).

## INTRODUCTION

### 1.2 | Contacts for Advice, Approvals and Graphics

#### FACULTY AND STAFF

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##### General questions

**Division of Strategic Marketing and Communications**  
[mcom@umkc.edu](mailto:mcom@umkc.edu)

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

##### Purchasing stationery products

##### MU Printing Services

573-882-7801

[go.umkc.edu/stationery](http://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

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##### Office of Student Involvement

[getinvolved@umkc.edu](mailto:getinvolved@umkc.edu)

If your student organization has questions about using the UMKC logo or any related elements, contact OSI.

#### ALUMNI AND ALUMNI GROUPS

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##### UMKC Alumni Association

[alumni@umkc.edu](mailto: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](mailto:brand@umkc.edu).

#### INDIVIDUALS EXTERNAL TO THE UNIVERSITY

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##### Division of Strategic Marketing and Communications

[mcom@umkc.edu](mailto: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](mailto:mcom@umkc.edu). The Division of Strategic Marketing and Communications is the brand advocate for UMKC.

#### ATHLETICS

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If you have any questions about the Kansas City Athletics brand guidelines or the Athletic Roo, contact [athlicensing@umkc.edu](mailto:athlicensing@umkc.edu).

#### LICENSING

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General questions can be directed to the Division of Strategic Marketing and Communications at [brand@umkc.edu](mailto: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](http://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](mailto:brand@umkc.edu).

## 2.0 | UMKC LOGO AND NAME

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## 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.

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#### UMKC Master Logo



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#### UMKC Master Logo with Signature



## 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.

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#### Acceptable Long-forms

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

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

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#### Unacceptable Long-forms

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

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#### Line Breaks and Long-Form

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

<b>Option 1</b>	<b>Option 2</b>
University of Missouri- Kansas City	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.

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#### Acceptable Acronym

UMKC

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#### Unacceptable Acronyms

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

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#### 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

All news releases about UMKC are written and sent by the Strategic Communications team within MCom. To contact the Strategic Communications team, email [mcom@umkc.edu](mailto:mcom@umkc.edu) or call 816-235-1576.

## 3.0 | EDITORIAL GUIDELINES

3.0

## EDITORIAL GUIDELINES

### 3.1 | Introduction

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.

## EDITORIAL GUIDELINES

### 3.2 | First and Second Reference

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.

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#### First Reference

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

#### Second Reference

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

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

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#### First Reference

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

#### Second Reference

UMKC; the university  
CAS  
computing and engineering school, SCE, the school  
the Conservatory  
the Bloch School  
the dental school; the school  
the education school; the school  
Graduate Studies  
the law school; the school  
the medical school; the school  
SBC; the school  
the nursing school; the school  
the pharmacy school; the school  
Department; the department  
Office; the office  
the center  
the school  
Swinney  
Foundation  
UKC  
KC Rep; the Rep

## EDITORIAL GUIDELINES

### 3.3 | Building Names and Locations

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

The official address for UMKC is:  
5000 Holmes St.  
Kansas City, MO 64110

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#### Building Name

Administrative Center  
African American History and Culture House  
Atterbury Student Success Center  
Berkley Center  
Bloch Executive Hall  
Bloch Heritage Hall  
Brookside 51 Building  
Cherry Hall  
Cockefair Hall  
Debate House  
Diastole Scholars' Center  
Durwood Soccer Stadium  
Fine Arts Building  
Flarsheim Hall  
General Services Building  
Grant Hall  
Haag Hall  
Health Sciences Building  
Hospital Hill Annex  
Hospital Hill Apartments  
Johnson Residence Hall  
Katz Hall  
Mailing Services in Cherry Street Garage  
Manheim Hall  
Miller Nichols Library and Learning Center  
Newcomb Hall  
Oak Street Residence Hall  
Old Maintenance Building  
Olson Performing Arts Center  
Parking Garage, Cherry Street  
Parking Garage, Hospital Hill  
Parking Garage, Troost Avenue  
Police  
Royall Hall  
School of Biological and Chemical Sciences  
School of Dentistry  
School of Education  
School of Law  
School of Medicine  
Scofield Hall  
Spencer Hall  
Student Union  
Swinney Center  
UMKC Bookstore, Hospital Hill  
UMKC Bookstore, Volker  
University House  
4825 Troost Ave.  
4747 Troost Ave.

#### Building Location

5115 Oak St. Kansas City, MO 64112  
5245 Rockhill Road Kansas City, MO 64110  
5000 Holmes St. Kansas City, MO 64110  
1012 E. 52nd St. Kansas City, MO 64110  
5108 Cherry St. Kansas City, MO 64110  
5110 Cherry St. Kansas City, MO 64110  
5110 Oak St. Kansas City, MO 64112  
5030 Cherry St. Kansas City, MO 64110  
5121 Rockhill Road Kansas City, MO 64110  
5311 Holmes St. Kansas City, MO 64110  
2501 Holmes St. Kansas City, MO 64108  
5080 Cherry St. Kansas City, MO 64110  
5015 Holmes St. Kansas City, MO 64110  
5110 Rockhill Road Kansas City, MO 64110  
1011 E. 51st St. Kansas City, MO 64110  
5228 Charlotte St. Kansas City, MO 64110  
5120 Rockhill Road Kansas City, MO 64110  
2464 Charlotte St. Kansas City, MO 64108  
901 E. 24th Terrace Kansas City, MO 64108  
2401 Troost Ave. Kansas City, MO 64108  
5000 Oak St. Kansas City, MO 64112  
5005 Rockhill Road Kansas City, MO 64110  
5009 Oak St. Kansas City, MO 64112  
710 E. 52nd St. Kansas City, MO 64110  
800 E. 51st St. Kansas City, MO 64110  
5123 Holmes St. Kansas City, MO 64110  
5051 Oak St. Kansas City, MO 64112  
801 E. 51st St. Kansas City, MO 64110  
4949 Cherry St. Kansas City, MO 64110  
5005 Oak St. Kansas City, MO 64112  
825 E. 24th St. Kansas City, MO 64108  
5444 Troost Ave. Kansas City, MO 64108  
5005 Oak St. Kansas City, MO 64112  
800 E. 52nd St. Kansas City, MO 64110  
5007 Rockhill Road Kansas City, MO 64110  
650 E. 25th St. Kansas City, MO 64108  
615 E. 52nd St. Kansas City, MO 64110  
500 E. 52nd St. Kansas City, MO 64110  
2411 Holmes St. Kansas City, MO 64108  
711 E. 51st St. Kansas City, MO 64110  
5009 Rockhill Road Kansas City, MO 64110  
5100 Cherry St. Kansas City, MO 64110  
5030 Holmes St. Kansas City, MO 64110  
2417 Charlotte St. Kansas City, MO 64108  
5100 Cherry St. Kansas City, MO 64110  
5101 Rockhill Road Kansas City, MO 64110  
4825 Troost Ave. Kansas City, MO 64110  
4747 Troost Ave. Kansas City, MO 64110

## 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 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 St.  
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]  
5000 Holmes St.  
Kansas City, MO 64110

### 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.

### AFRICAN AMERICAN

See “Black” entry.

### 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 or “graduate” when the individual’s gender is unknown or the individual considers themselves gender neutral.

## EDITORIAL GUIDELINES

### 3.4 | UMKC Style A-Z *continued*

#### ATHLETICS DEPARTMENT

The UMKC athletics department should always be referred to as Kansas City Athletics. The Athletics brand is parallel but distinct from the official university brand.

For more information on authority, trademark and use of the Kansas City Athletics brand, refer to their brand guidelines at [go.umkc.edu/brand-toolkit](http://go.umkc.edu/brand-toolkit) or contact [athlicensing@umkc.edu](mailto:athlicensing@umkc.edu).

## B

#### BARBECUE

Use “barbecue” (AP Style) within a story. As an event title, “BBQ” is permitted (Example: Jazz and BBQ). Referencing specific restaurants, use the spelling in the business name.

#### BLACK, AFRICAN AMERICAN

Not all Black people are African Americans. Let a subject’s preference determine which term is used. In a story in which race is relevant and there is no stated preference for an individual or individuals, use Black.

Be as specific as possible in honoring preferences, as in Haitian American, Jamaican American or (for a non-U.S. citizen living in the United States) Jamaican living in America.

Hyphenate African American only when using as an adjective. Example: “He is an African-American scholar.”

For additional information, see the National Association of Black Journalists style guide at [nabj.org](http://nabj.org).

#### BKMK PRESS

Capitalize as indicated. Pronounced “bookmark.”

#### BOARD OF TRUSTEES

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

#### 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](http://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 C. MAULI AGRAWAL

On first reference:

- Use “C. Mauli Agrawal” as an official signature to campus letters and in formal or official uses, such as listings in event programs.
- Use just “Mauli Agrawal” when used in sentences and paragraphs – web stories, press releases, speeches by others that reference him, etc.

On second reference, use Chancellor Agrawal or “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.

#### COORDINATING BOARD FOR HIGHER EDUCATION

Sometimes incorrectly referred to as Coordinating Board of Higher Education.



## EDITORIAL GUIDELINES

### 3.4 | UMKC Style A-Z *continued*

#### 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.” “Jane Doe, Curators’ Distinguished Professor of Music.”

## 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.

#### DEGREES (ACADEMIC)

- 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.”
- Most grammar and style guides indicate periods for all academic degrees. However, MBA is preferred over M.B.A. and likewise for EMBA.

- Use abbreviations only after the full name of a person. “Mike Jones, M.F.A.”
- 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. “John Smith, who has his bachelor of art’s degree, said he thinks...” “John Smith, who has a B.A., M.D. and LL.M., said he thinks...”
- 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). Note the use of the single *closing* quotation mark.

#### DEPARTMENTS (ACADEMIC)

- Capitalize the proper names of academic departments. Examples: Department of Theatre; the Theatre Department
- General references to the same department are not capitalized: “the department.”
- 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 arts, 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. In news releases and other materials prepared for media use, comply with industry-wide standards of style.

#### DUAL HERITAGE

No hyphen for terms such as African American, Asian American and Filipino American when used as a noun, but hyphenate when using as a modifier (i.e. He is an “African-American scholar.”) Use when relevant to refer to an American person’s heritage.

## EDITORIAL GUIDELINES

### 3.4 | UMKC Style A-Z *continued*

## 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.

## 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

See “KC Roo” entry.

### 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.

## EDITORIAL GUIDELINES

### 3.4 | UMKC Style A-Z *continued*

#### 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 former name of the UMKC mascot, to be used only in a historical reference.

#### KC ROO, KC ROOS

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

Avoid references to the “kangaroo” as the UMKC mascot, except to give historical context.

For additional brand guidelines surrounding the UMKC mascot, see the Kansas City Athletics Visual Identity Guide at [go.umkc.edu/brand-toolkit](http://go.umkc.edu/brand-toolkit).

#### 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.”

#### LGBTQIA, LGBTQIA+

Acceptable in all references for lesbian; gay; bisexual; transgender; questioning and/or queer; intersex; and asexual and/or ally.

#### 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](http://umkc.edu/brand).

#### LONGTIME

One word, no hyphens as a modifier.

## M

#### MAJOR

Always lowercase academic majors.

#### MASCOT

The official mascot of UMKC is KC Roo. For more information, see “KC Roo” 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.

#### MONTHS

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

#### EXCEPTION

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

## N

#### NOON

This term stands alone, uncapitalized. 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. Use the % sign when paired with a numeral, with no space, in most cases. Example: “He won 56.2% of the vote.”

#### 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.

## EDITORIAL GUIDELINES

### 3.4 | UMKC Style A-Z *continued*

## 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 Flarshheim 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.

### RELAY MISSOURI 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)”

## ROO

See “KC Roo” 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 building. Use “UMKC Campus Recreation” when referring to the many services provided by Swinney staff to students, staff, faculty and the community.

## 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.

## EDITORIAL GUIDELINES

### 3.4 | UMKC Style A-Z *continued*

#### 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, Mauli Agrawal, 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 Agrawal.
- Other titles serve primarily as occupational descriptions: anchorperson Katie Couric, humorist Dave Barry.
- Abbreviate "Honorable" in judges' titles: Hon. Jane Doe.

#### 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.

#### 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."
- 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." Contact the Conservatory for specific guidelines on musical composition titles, 816-235-2229.

#### 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.

## EDITORIAL GUIDELINES

### 3.4 | UMKC Style A-Z *continued*

#### 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.

#### 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.”

## EDITORIAL GUIDELINES

### 3.5 | Grammar and Punctuation *continued*

#### WITH NON-ESSENTIAL CLAUSES AND PHRASES

See entry “Essential and Non-essential Clauses and Phrases.”

#### WITH INTRODUCTORY CLAUSES AND PHRASES

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

#### WITH CONJUNCTIONS

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

#### INTRODUCING DIRECT QUOTES

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

#### BEFORE ATTRIBUTION

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

#### NAMES OF STATES AND NATIONS 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.



## EDITORIAL GUIDELINES

### 3.5 | Grammar and Punctuation *continued*

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.

#### 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.

#### 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.”

## EDITORIAL GUIDELINES

### 3.5 | Grammar and Punctuation *continued*

#### 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.

#### NUMERALS

##### GENERAL

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

##### IN A SERIES

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

##### LARGE NUMBERS

- When large numbers must be spelled out, use a hyphen to connect a word ending in “y” to another word.
- Do not use commas between separate words that are part of one number: twenty, thirty; twenty-two; thirty-three; two hundred fifty-four.

##### SENTENCE START

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

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

##### CASUAL EXPRESSIONS

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

##### PROPER NAMES

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

##### FIGURES vs. WORDS

- Spell out “first” through “ninth” when they indicate sequence in time or location. Examples: first base, the First Amendment, he was first in line.
- Use figures beginning with “10th.”

## EDITORIAL GUIDELINES

### 3.5 | Grammar and Punctuation *continued*

- 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%
- 1970s, '70s
- 5 cents

#### PARENTHESES

Do not use just one: Example: I) is incorrect; (1) is correct. Periods go inside or outside parentheses and brackets, depending on whether the enclosed statement stands alone or is part of a complete sentence. Examples: “She acted fast. (There’s no time like the present.)” “There’s no time like the present (or so she thought).”

#### 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.

## EDITORIAL GUIDELINES

### 3.5 | Grammar and Punctuation *continued*

#### 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.

## EDITORIAL GUIDELINES

### 3.6 | Writing for the Web

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/mcom-web-services](https://go.umkc.edu/mcom-web-services).

## EDITORIAL GUIDELINES

### 3.7 | Language Guidelines

#### LANGUAGE ABOUT DIVERSITY AND RACE

It's important to avoid "otherizing." The following are guidelines for copy regarding diversity.

- Only mention a person's race if it is relevant to the story or subject matter. If including the race of one person, be sure to also include the races of other persons in the story.
- Confirm with a story subject how they identify themselves as it pertains to race, rather than making an assumption.
- Be as specific as possible when describing someone's race. For instance, "Korean" would be preferred over the broader term, "Asian."
- 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% 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.

## EDITORIAL GUIDELINES

### 3.7 | Language Guidelines *continued*

#### 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.

- Only mention a person's disability if it is relevant to the story or subject matter.
- 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:

USE	DON'T USE
cleft lip, cleft palate	hare lip
congenital disability	birth defect
Down syndrome	Mongol or Mongoloid
disability	handicap, differently abled
mental illness	crazy, maniac, lunatic
short stature	dwarf, midget
without speech	mute, dumb
blind	partially sighted
low-vision	partially blind
persons with disabilities	special
learning disabilities	slow learner, retarded

Also avoid these terms: handicapable, 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 are tied to stigmatizing 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."

##### 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."

## EDITORIAL GUIDELINES

### 3.7 | Language Guidelines *continued*

#### LANGUAGE REGARDING GENDER AND SEXUALITY

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

- Only mention a person's gender or sexuality if it is relevant to the story or subject matter. If including the gender or sexuality of one person, be sure to also include the gender or sexuality of other persons in the story.
- 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.
- 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.”

#### CHOSEN NAMES/PRONOUNS

- Always use a person’s chosen name, even if it differs from their legal name.
- A person who identifies as a certain gender should be referred to using the pronouns appropriate for that gender. If you are not certain which pronoun to use, ask the person, “What pronouns do you use?”
- If it is not possible to ask a person which pronouns they use, avoid using gendered terms by using the person’s name, a descriptor (i.e. “the student” or “the CEO”) or the singular “they.”
- 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.

For more information, see the Media Reference Guide located at [glaad.org](http://glaad.org).



## EDITORIAL GUIDELINES

### 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:  
5000 Holmes St., 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  
5000 Holmes St.  
Kansas City, MO 64110

##### NON-BULK MAILING

For non-bulk mailing addresses, see building addresses in section 3.3.

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



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

#### 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**  
2464 Charlotte St.  
Kansas City, MO 64108

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

## EDITORIAL GUIDELINES

### 3.9 | Formatting Contact Information in Emails

The following are recommendations for how employees should list their contact information in an email signature.

For technical and professional reasons, email signatures should not include personal customization. It's best to keep your email signature minimal and aligned with the UMKC brand.

#### HOW TO KEEP IT SIMPLE:

- Use Calibri font in 11 pt. for all text.
- Keep line lengths short.
- Stick to plain text. Avoid using italics or bold. Do not use colors.
- For building addresses, see section 3.3. Room numbers should be listed on the same line as the building name.
- You may choose to include any professional accreditations or degrees relevant to your position at UMKC.
- Limit links in your email signature. In either plain text or hyperlink, only use the UMKC home page (**umkc.edu**) or your school's site (example: **cas.umkc.edu**). Do not include a more specific or longer URL.
- If you want to use a logo, those in Athletics can use the Kansas City Athletics logo; those at the UMKC Foundation can use that logo; all other academic and administrative units should use the UMKC master logo. The email signature sizes of these logos are at **umkc.edu/mcom**.
- Do not use social media icons. Any social media links should go to either the main UMKC Facebook, Instagram or Twitter accounts OR to your school's, department's or program's social media account that has been registered as an official UMKC account. Officially register a social media account at **go.umkc.edu/social**.
- If you choose to include personal pronouns in your email signature, enter that information after your name.

#### WHAT TO AVOID:

- Do not embed images or other files in your email signature, this includes any logos not mentioned above.
- If you are an advocate (LGBTQIA, Veterans, etc.), please list in text.
- Do not include personal information of any kind, including decorative elements or quotes.
- Do not include links to non-UMKC websites.
- Do not include your email address in your signature, as it is self-evident.

## EDITORIAL GUIDELINES

### 3.9 | Formatting Contact Information in Emails *continued*

#### RECOMMENDED STAFF EXAMPLE

*Minimum info (shown in Calibri, 11pt. font):*

Joe Smith  
Assistant Director, Office of Admissions  
University of Missouri-Kansas City  
[umkc.edu](http://umkc.edu)



*Maximum info (shown in Calibri, 11pt. font):*

Joe Smith  
Assistant Director  
Office of Admissions  
Pronouns: he/him

University of Missouri-Kansas City  
Administrative Center, Room 100  
5115 Oak St.  
Kansas City, MO 64112  
816-235-1000  
[umkc.edu](http://umkc.edu) | [Facebook](#) | [Twitter](#)



#### RECOMMENDED FACULTY EXAMPLE

Jane Smith, J.D.  
Associate Dean, Ruby M. Hulen Professor of Law

University of Missouri-Kansas City  
School of Law, Room 100  
500 E. 52nd St.  
Kansas City, MO 64112  
816-235-1111  
[law.umkc.edu](http://law.umkc.edu) | [Facebook](#) | [Twitter](#)

Office hours: Monday–Wednesday, 1-4 p.m.



#### RECOMMENDED CENTER/INSTITUTE EXAMPLE

Joe Smith  
Assistant Director  
Center for Economic Information  
College of Arts and Sciences  
University of Missouri-Kansas City

5211 Rockhill Road  
Haag Hall, Room 210  
Kansas City, MO 64110  
816-235-2832  
[cei.umkc.edu](http://cei.umkc.edu)



#### RECOMMENDED ALUMNI EMPLOYEE EXAMPLE

If you are an alum and sending communication on behalf of UMKC, we encourage you to include your degree(s) and class year(s) in your email signature.

John Long, Ed.D. '07  
Assistant Professor of Educational Administration  
University of Missouri-Kansas City  
School of Education, Room 100  
615 E. 52nd St.  
Kansas City, MO 64110  
816-235-2000  
[education.umkc.edu](http://education.umkc.edu)





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