UMKC

UNIVERSITY OF MISSOURI
KANSAS CITY

GRAPHIC STANDARDS MANUAL AND STYLE GUIDE

Guide to UMKC Institutional Identity

Effective 2000

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WHERE TO GET A LOGO

The UMKC logo or its individual elements may not be redrawn, repro-portioned, distorted or altered in any way. For logo reproduction, contact the Office of University Communications, the School of Medicine's Office of Educational Resources, the School of Dentistry's Office of Biomedical Communications, or use approved logo sheets.

- Office of University Communications
  300C Administrative Center
  5100 Rockhill Road
  Kansas City, Mo. 64110-2499
  (*Location: 5115 Oak St.*)

  816 235-1576

  creativeservices@umkc.edu
  www.umkc.edu/depts/ucomm

UMKC INSTITUTIONAL IDENTITY

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UMKC INSTITUTIONAL IDENTITY COLORS

The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate color standards, refer to the current edition of the PANTONE Color Formula Guide.

UMKC INSTITUTIONAL IDENTITY

HISTORY AND MEANING

The University of Missouri-Kansas City is a comprehensive, metropolitan university providing undergraduate, graduate, and professional education through more than 125-degree options.

To convey UMKC's image, the University adopted a new institutional identity system in July 1998.

The new UMKC logo system has a crisp, modern look that features a stylized torch and flame, symbolizing the light of knowledge — key elements in the University's very first logo in the 1930s. These elements have been given a 21st century treatment. This modernization of traditional symbols of achievement and enlightenment through education emphasize UMKC's innovative approach to education.

The flame's centered placement further dramatizes UMKC's centralized place in the Kansas City community. The use of traditional UMKC blue and gold, as well as the classical typography, illustrates UMKC's longevity and history as an academic leader.

The consistent use of this logo is imperative in creating a strong, unified UMKC image.

SAMPLE ADMINISTRATIVE UMKC LOGO

The Administrative version of the UMKC logo maintains a consistent identity throughout the institution.

For materials promoting UMKC as a whole, the administrative version of the logo must be used.

UMKC LOGO SYSTEM

The UMKC logo system was designed to maintain a visually cohesive and consistent identity for administrative and academic departments throughout the university. Two parts comprise the UMKC logo — the stylized "UMKC" letterforms and the name of the university or academic unit below it. The two elements cannot be separated.

There are two basic versions of the UMKC logo.

- The Administrative version has the name University of Missouri-Kansas City under the stylized "UMKC" letterforms. This logo is to be used on materials that represent the University as a whole.
- The Academic version has the name of the UMKC academic unit under the stylized "UMKC" letterforms. This design allows for the name of the academic unit to appear in the first level of the institutional identity.

SAMPLE ACADEMIC UMKC LOGO

The Academic version of the UMKC logo provides each school a unifying element to consistently identify all the academic units that make up the University.

The use of the Academic version is limited to materials that represent a single school or unit.

WHO GOVERNS LOGO USE?

The use of logos is covered in *The Collected Rules and Regulations* of the University of Missouri.

Under 170.010, Publications, it states that "the director of University Relations is responsible for University publications produced at the system level. Each chancellor's designated representative for publications is responsible for University publications produced by the campus."

The chancellor's representative at UMKC is the Office of University Communications, which is under the auspices of the assistant vice chancellor, University Communications, within the Division of Advancement.

MINIMUM LOGO SIZE IS 1" WIDE

To ensure readability the logo may be used no smaller than 1" wide on printed materials.

LIMITED USE UMKC LOGO

This version is only approved for use where restrictions compromise readability due to the process or media used. Use only for web sites, and specialty items such as engraved name tags and specified licensed clothing.

CLEARANCE AREA AROUND UMKC LOGO

The clearance area of "X" equals one-half the height of the "U" in "UMKC."

UMKC LOGO SIZE

The UMKC logo is designed to retain its characteristics in a variety of applications and sizes.

To ensure readability the logo may be used no smaller than 1" wide as shown at left.

Certain applications, such as signage, may require enlargements of the UMKC logo. Logo reproductions should be made from approved electronic files or from a logo slick sheet.

Limited Use Version

In limited applications, when representing the University overall, the UMKC logo may be used without the words "University of Missouri-Kansas City" or the academic unit that normally appear below the stylized "UMKC" letterforms in the complete logo mark.

However, the only approved usages of this version of the logo include instances in which size restrictions affect readability. These include

- web sites and other electronic signatures
- specialty items such as engraved name tags and licensed clothing.

Any other use of this version of the logo must be reviewed and approved by the assistant vice chancellor, University Communications, prior to being used.

GRID GUIDELINES

The "one-to-one" proportion grid shown below is only a guide to spatial relationships within the logo itself. The UMKC logo or its individual elements may not be redrawn, reproportioned, distorted or altered in any way.

To ensure legibility and recognition, and to prevent any obstruction of the mark, a protected area is preserved around the logo. This clearance area around the logo, equal to one half the height of the letter "U" in the logo, defines the minimum distance required between the UMKC logo and any other adjacent element.

LOGO GRID

ALIGNMENT

Align text, such as an address with the top of the letters "UMKC" in the logo. Type in an address may hang below the bottom of the logo. Please observe the clearance area around the logo.

ALIGNMENT OF ADDRESS WITH LOGO

SECONDARY LOGOS

Secondary logos used on official publications must appear subordinate to the UMKC logo. It is preferable that the secondary logo appear no larger than the size of the letters "UMKC."

Unit logos or other marks may not be used as a substitute for, or in conjunction with the UMKC logo on any project intended for off-campus use. They may only be used for an on-campus use. Exceptions must be reviewed and approved by the assistant vice chancellor, University Communications.

UMKC
UNIVERSITY OF MISSOURI
KANSAS CITY

THE UMKC LOGO SYSTEM
Adopted July 1998

UMKC
AFFILIATE

UMKC
ALUMNI

UMKC
SCHOOL OF BIOLOGICAL SCIENCES

UMKC
HENRY W. BLOCH SCHOOL OF BUSINESS AND PUBLIC ADMINISTRATION

UMKC
COLLEGE OF ARTS & SCIENCES

UMKC
CONSERVATORY OF MUSIC

UMKC
COORDINATED ENGINEERING PROGRAMS

UMKC
COMPUTER SCIENCE TELECOMMUNICATIONS PROGRAM

UMKC
SCHOOL OF DENTISTRY

UMKC
SCHOOL OF EDUCATION

UMKC
GRADUATE FACULTIES AND RESEARCH

UMKC
SCHOOL OF LAW

UMKC
SCHOOL OF MEDICINE

UMKC
SCHOOL OF NURSING

UMKC
SCHOOL OF PHARMACY

OFFICIAL COLORS FOR TWO-COLOR LOGO

PANTONE 1235

UMKC GOLD
CMYK: C=0, M=27, Y=76, K=0
RGB: R=255, G=143, B=0

PANTONE 287

UMKC BLUE
CMYK: C=100, M=69, Y=0, K=11.5
RGB: R=0, G=56, B=107

TWO-COLOR LOGO

PANTONE® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Color Standards. For accurate color standards, refer to the current edition of the PANTONE® Color Formula Guide.

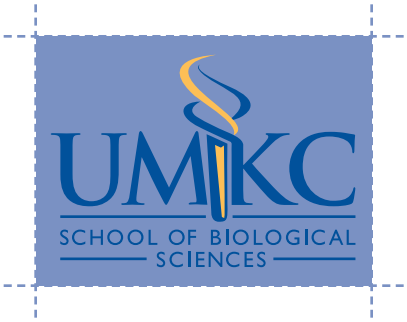
TWO-COLOR UMKC LOGO USAGE

The preferred UMKC logo is the two-color version using the specified UMKC Blue and UMKC Gold. No other colors may be used for the two-color logo.

Different media require different interpretations of the two specified UMKC logotype colors.

- In instances of commercial printing (offset, screen printing) use PANTONE® 287 blue and PANTONE®1235 gold inks.
- The logo also may be printed in process color. The CMYK equivalents are specified at left.
- World Wide Web and other electronic media require RGB equivalents. These specifications are also outlined at left.
- To ensure correct color matching, please use approved color chips.
- Under no circumstances should the logo be isolated within a box or frame.

NOTE:
Under no circumstances should the logo be isolated within a box or frame.



ACCEPTABLE USE OF TWO-COLOR LOGO PLACED IN LARGE FIELD OF COLOR

The above example is intended only to illustrate that the two-color logo can print in official colors over another field of color, provided there is sufficient contrast for readability. *However, under no circumstances should the logo be isolated within a box or frame.*

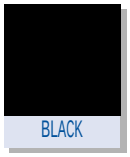
UNACCEPTABLE USE OF TWO-COLOR LOGO IN LARGE FIELD OF COLOR

In this example there is insufficient contrast for readability of the two-color logo. In such instances, it would be preferable to use the reversal or white version of the logo. Please refer to the following section on the use of the reversal logo. *Under no circumstances should the logo be isolated within a box or frame.*

PREFERRED ONE-COLOR

OFFICIAL COLORS FOR ONE-COLOR LOGO

UMKC BLUE
(PREFERRED)



BLACK
(ACCEPTABLE)

ONE-COLOR UMKC LOGO USAGE

The official ink color of the one-color logo is UMKC blue. Use the logo in the official color whenever possible. (Blue ink is required for UMKC letter-head and envelope)

Additional flexibility in the use of color has been incorporated to allow for media and budgetary constraints.

- In instances where only one ink color is used, the logo may print in UMKC blue or black.
- In instances where the logo needs to appear over a large, dark background area, use the reversal (white) logo. The reversal logo has heavier rules to ensure ink will not fill in the negative (white) space of the elements in the logo.
- If you are using the logo in printed material that does not use UMKC blue or black ink, the logo should print in one color using the darkest ink color used.

ACCEPTABLE ONE-COLOR LOGO IN BLACK

NOTE:
Under no circumstances should the logo be isolated within a box or frame.

ACCEPTABLE USE OF ONE-COLOR LOGO PLACED IN LARGE FIELD OF COLOR

The above example is intended only to illustrate that the one-color logo can print in the official color over a field of color, provided there is sufficient contrast for readability. *However, under no circumstances should the logo be isolated within a box or frame.*

UNACCEPTABLE USE OF ONE-COLOR LOGO IN LARGE FIELD OF COLOR

In this example there is insufficient contrast for readability of the one-color logo. In such instances, it would be preferable to use the reversal or white version shown at right.

Under no circumstances should the logo be isolated within a box or frame.

ACCEPTABLE ONE-COLOR REVERSAL LOGO

Use this white logo when the design of a project dictates that you need to place the logo in a large field of a dark color. The reversal logos have heavier rules to ensure ink will not fill in the negative space.

Under no circumstances should the logo be isolated within a box or frame.

GILL SANS REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz1234567890

GILL SANS ITALIC

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz1234567890

GILL SANS BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz1234567890

GILL SANS BOLD ITALIC

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz1234567890

TYPOGRAPHY

Two parts comprise the UMKC logo — the "UMKC" letterforms and the name of the university or academic unit under it. The two parts cannot be separated as they have been customized for each version of the logo.

The typeface adapted to form the letters "UMKC" is Charlemagne. The university or academic unit name below "UMKC" is typset in Gill Sans Regular. Each logo uses custom typesetting for the university or academic name — do not retypeset this information.

Gill Sans is the primary typeface family specified in the University identity program. It is specified for use on all official UMKC stationery items.

The family comprises different weights and styles, including Gill Sans Regular, Gill Sans Bold, Gill Sans Italic and Gill Sans Bold Italic. These typefaces are shown for reference.

Use Gill Sans in conjunction with the UMKC logo when possible. While it is not intended to be used exclusively, it should be used in order to continue to build a strong, consistent visual identity.

UNACCEPTABLE USES OF THE LOGO

To create a strong, unified UMKC image in the public eye, it is imperative to avoid improper uses of the logo.

The stylized elements of the logo, the colors of UMKC blue and gold, as well as the classical typography are integral to the logo. These elements may not be modified.

Do not alter the logo in any form, which includes any of the following:

- Do not stretch or compress the logo in any form.
- Do not use the logo within a box or frame.
- Do not use an alternate or substitute typeface.
- Do not display the logotype at an angle.
- Do not crop the words "The University of Missouri-Kansas City" or the name of the school off the bottom of the logo. They must be used together. *(For exceptions see section on limited use logo.)*

DO NOT STRETCH OR COMPRESS THE LOGO.

DO NOT USE AN ALTERNATE OR SUBSTITUTE TYPEFACE.

DO NOT ISOLATE THE LOGO IN A BOX.

DO NOT DISPLAY THE LOGO AT AN ANGLE.

DO NOT CROP THE LOGO.
For exceptions see section on limited use logo.

THE LOGO ON MAILING PANELS

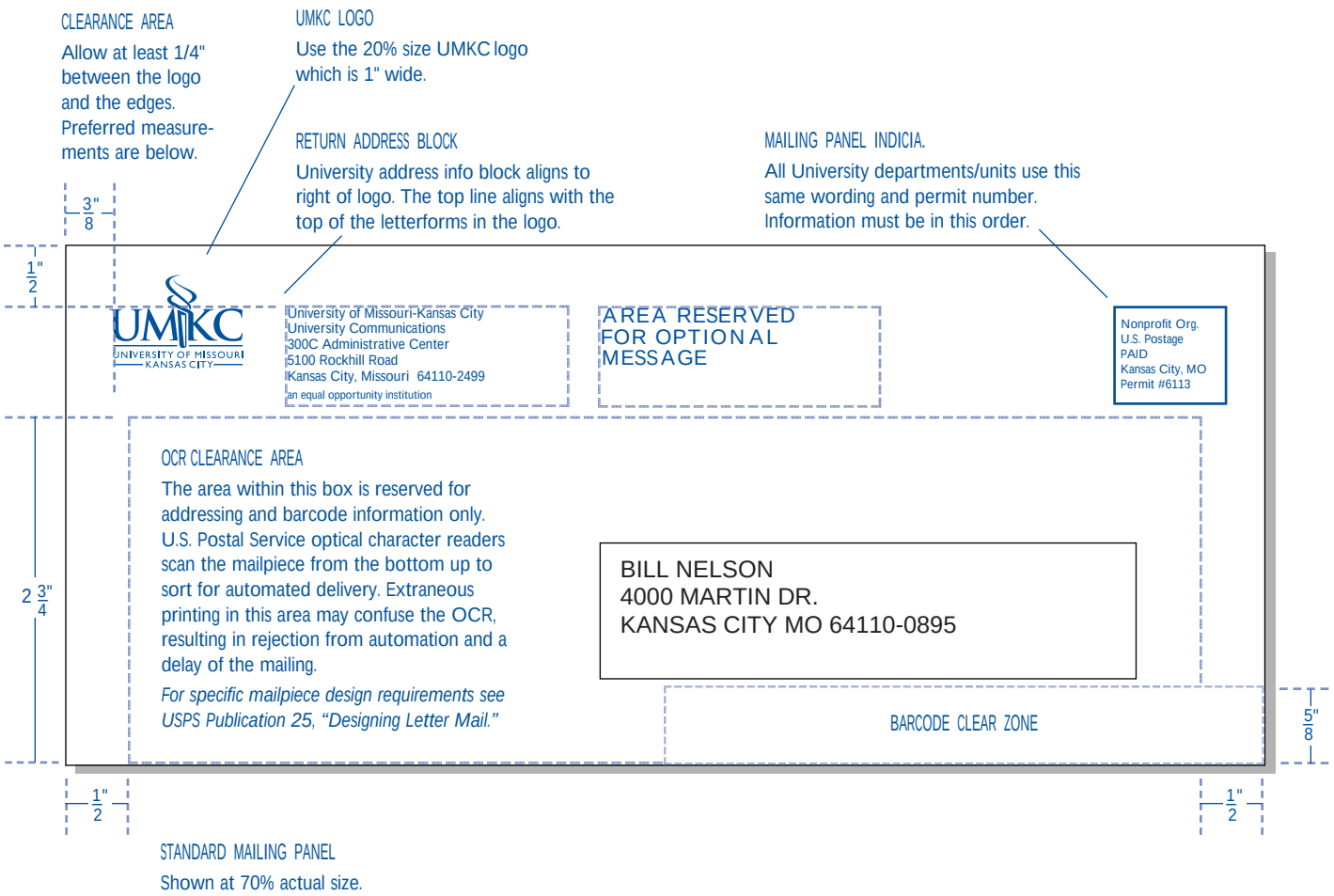
Mailing panels for University materials need to fulfill U.S. Postal Service requirements, as well as communicate appropriately the relationship of the academic or administrative unit that is sending the material to the University in general.

The elements of a mailing panel generally include the appropriate UMKC logo, a return address block, a mailing indicia and an area in which the recipient's address appears. Use the 20% size UMKC logo, which is 1" wide.

Shown below is a typical configuration for a mailing panel on a brochure or business envelope.

Reminders for Publications

- If you use the "administrative" logo, the top line on the address block can be the academic unit or top-level administrative division. You do not need to repeat the name of the University.
- If you use an "academic" logo, the top line on the address block is "University of Missouri-Kansas City," followed by the formal name of the academic unit, a room number and building name, the official University street address, then the city, state, ZIP code.
- Special text and artwork are best positioned in the area noted below, between the address information and the mailing indicia. Placing such information anywhere else may cause a mis-sort by the Postal Service's sorting equipment.



PUBLICATIONS AND COLLATERAL

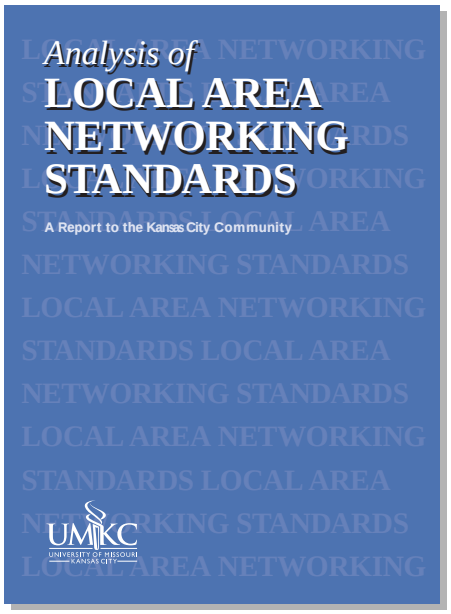
In general, consider the UMKC logo a signature, not a central design element. What's most important on the cover of brochures is to say and show something that attracts the attention of the people you want to reach, rather than depend on a large logo and the name of the University or academic unit.

The examples below show how the logo may be used in printed materials such as report or brochure.

Remember, there are both one- and two-color versions of the logos. Be sure to review the color usage guidelines in this manual during your publications planning process.

Reminders for Publications

- If you use a University phone number as a response mechanism, ADA regulations also require the Relay Missouri phone numbers for those with speech or hearing impairments. (See required statements.)
- The logo must always be used in its entirety, with no part bleeding off the page.
- The University's nonprofit mailing indicia cannot be used by for-profit organizations.
- If you want to use one of UMKC's postage indicias, an official University department or office must be listed as part of the return address.
- Unless you've obtained special permission from the appropriate person in University Communications or Printing Services, all printing must be ordered through or by campus resources.



EXAMPLE OF PUBLICATION COVER WITH REVERSAL UMKC LOGO

EXAMPLE OF PUBLICATION COVER WITH ONE-COLOR UMKC LOGO

THE LOGO IN ADVERTISING

The UMKC logo should appear in display advertisements, along with an information block that at the minimum spells out the name of the University and the "equal opportunity institution" notice.

Whether the logo is the "academic" or "administrative" version will depend on the purpose of the advertisement.

Ads for a specific program sponsored by or coordinated by an academic unit could use the "academic" version, followed by the appropriate address lines and phone numbers. (See Fig. A)

Ads for universitywide programs, recruitment or image ads or personnel ads would require the "UMKC" version. (See Fig. B)

Whether you include a full "mail to" address depends on whether responses by mail are desired. If so, use the official mailing address and the zip code.

Reminders About Advertising

- All advertising except recruitment ads placed by Human Resources must be pre-approved and placed by the Office of University Communications.
- If appropriate, include the name of the department, division or office.
- The logo is not intended to be used as the central element or message, only as a signature or identification device as shown below. Do not use the logo as a headline.
- If "academic" logo version is used, include the name of the University, in addition to other addressing information.
- The line "an equal opportunity institution" must be included.
- Web site addresses, e-mail addresses (especially aliases) and phone numbers with the area code should be used where appropriate.
- If you use a University phone number as a response mechanism, ADA regulations also require the Relay Missouri phone numbers.

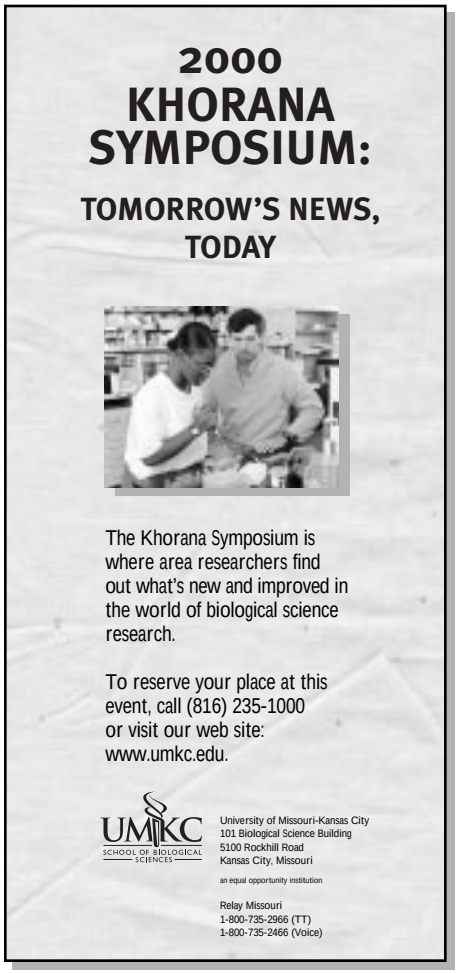


FIG. A: AD WITH ACADEMIC LOGO

The university name is listed as the first line of the address, followed by the official address for UMKC.

The equal opportunity statement must appear in all advertising.

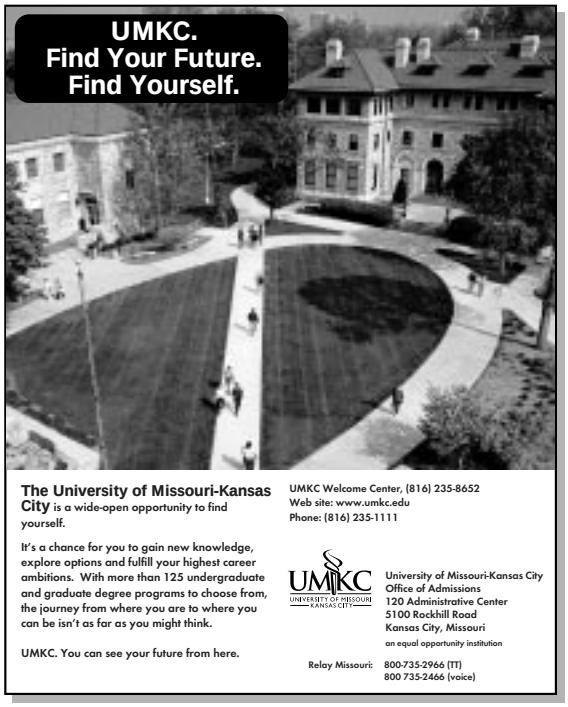


FIG. B: AD WITH ADMINISTRATIVE LOGO

The UMKC administrative department name and official address follow the logo.

The equal opportunity statement must appear in all advertising.

UNIVERSITY OF MISSOURI SYSTEM SEAL, BLACK AND WHITE VERSION

This is the offical seal of the UM system. The seal is the Board of Curators official mark. Its use is limited to official documents.

UNIVERSITY OF MISSOURI SEAL

The UMKC logo does not replace the official seal of the University that was approved by the Board of Curators in 1903.

In July 1996 the University of Missouri published new guidelines for the UM seal, which becomes the one official symbol embracing all elements of the University of Missouri System.

Consequently, the University of Missouri discontinued the "UM" block logo adopted in the 1970s.

Reminders About the UM Seal

- Campuses should use the campus symbol approved by the chancellor.
- As previously stated in UM guidelines, use of the seal is restricted to publications, letterhead, business cards and similar material. The seal cannot be used on official documents (certificates, diplomas) other than those issued by the Board of Curators. The seal is the curators' legal mark and only the Curators are authorized to place its imprint on official documents.
- One of the four official renditions of the seal should be used: four-color; reversed out (black); in black and white; black and white combination (the interior shield area is reversed out).
- The seal cannot be adapted.
- The seal may be used on World Wide Web pages only by offices of the UM System, by the campuses, and by University Outreach and Extension. In most instances, the logo authorized by the campus is used.

REQUIRED STATEMENTS

As a public, state-assisted University, UMKC must adhere to state and federal guidelines. The Office of University Communications is charged with the responsibility for ensuring that material from the University community meets those guidelines.

University Communications can help you determine when, and if, these statements need to be included in material you mail or distribute.

EEO Statement

An equal opportunity institution

This abbreviated statement must appear on all UMKC letterhead, publications and other communications that may be viewed by the public.

Relay Missouri Statements

Those with speech or hearing impairments may use Relay Missouri, 1-800-735-2966 (TT) or 1-800-735-2466 (Voice).

This statement must appear whenever a UMKC publication or communications item lists a phone number to call.

Statement of Human Rights (Non-discrimination policy)

The Board of Curators and the University of Missouri-Kansas City are committed to the policy that there shall be no discrimination on the basis of race, color, creed, sex, age, national origin, disability or Vietnam-era veteran status. The Vice Provost for Affirmative Action, 354 Administrative Center, is responsible for all relevant programs and may be reached at (816) 235-1323 for this information. Office hours are 8 a.m. to 5 p.m. Monday through Friday.

This policy must appear on all materials relating to student recruitment.

Student Retention (2000)

In accordance with Public Law 101-542, UMKC reports 73 percent of its first time freshmen students return the second year.

This policy must appear on all materials relating to the recruitment of students.

Crime and Safety Statement

UMKC's annual security report includes statistics for the previous three years concerning reported crimes that occurred on campus; in certain off-campus buildings owned or controlled by UMKC; and on public property within, or immediately adjacent to and accessible from the campus. The report also includes institutional policies concerning campus security, such as policies concerning alcohol and drug use, crime prevention, the reporting of crimes, sexual assault and other matters. You can obtain a copy of this report by contacting the UMKC Police Department, Room 213, 4825 Troost Building, or via the web site www.umkc.edu/safetyreport.

This statement appears in all Universitywide publications, such as the general catalog and student viewbooks.

TRADEMARK LICENSING PROGRAM

UMKC receives requests from outside vendors and individuals and departments from within the University regarding products that display the marks, symbols and insignia that are associated with the University.

UMKC has a Trademark Licensing Program in place that allows promotion of its image through such products while protecting the trademarked status of such marks and symbols.

For specific information regarding the Trademark Licensing Program, including obtaining a license, contact the director of Business Services at 816 235-1430.

Reminders About Licensing

- Any mark, nickname, letters or word associated with the University of Missouri-Kansas City that can be distinguished from those of other universities, teams or organizations qualifies as a trademark.
- Any design or mark that may cause confusion in the mind of the public is considered an infringement of UMKC's trademark rights.
- Any producer of products bearing any UMKC marks must have a license before offering those goods for purchase.
- Purchasing an officially licensed UMKC souvenir — one carrying the Collegiate Licensed Product label — requires the manufacturer to return a portion of the money to the University.

COLLEGIATE LICENSED PRODUCT®

ATHLETICS LOGOS

The University of Missouri-Kansas City does allow its teams to use an identifying symbol in sports-related publications in which it is deemed appropriate, including game programs, game advertisements and media guides, assuming that proper institutional identification is otherwise given to UMKC.

The sports logos shown cannot be used in place of proper UMKC institutional identity as shown in this manual.

For more information about use of the athletics logo, including the elements adopted by Intercollegiate Athletics in August 1999, contact Intercollegiate Athletics at 1036 regarding the "UMKC Intercollegiate Athletics Identity Standards."

General Reference

- First reference:
  UMKC, University of Missouri-Kansas City
- Second reference:
  UMKC
- Not acceptable in any reference:
  "K.C. Roos," or "U.M.K.C."

Athletic Teams

- First/Second Reference:
  the Kangaroos
- University Athletics colors:
  Blue (PMS 280) and Gold (PMS 116)
- Mascot:
  Kasey the Kangaroo, or "Kasey"
- Kids' Mascot: "Rookie Roo"

UMKC KANGAROOS

UMKC SPORTS LOGO

An identifying symbol, new for 1999, used in sports-related publications. Only Intercollegiate Athletics publications can use this configuration of elements.

THE "FLYING" ROO

In certain situations and with approval by the Asst. Vice Chancellor, University Commuications, this symbol can be used in various publications. Proper UMKC institutional identification must also appear when this symbol is used.

PANTONE 280

UMKC ATHLETICS BLUE
CMYK: C=100, M=72 Y=0, K=18.5

PANTONE 116

UMKC ATHLETICS GOLD
CMYK: C=0, M=15 Y=94, K=0

UMKC ELECTRONIC PUBLISHING POLICY

Whether people are browsing communication material from UMKC in printed form or electronically from their home computer or desktop LAN, they deserve to receive information that presents an accurate picture of the University and communicates a consistent image.

Three tiers of information may be found in UMKC's web site.

Tier 1: "Official" UMKC Presence

University Communications, in concert with Computing Services, will develop and maintain the information displayed on the University's home page: http://www.umkc.edu/.

University Communications will maintain the documents that represent UMKC's official presence on the Web and Computing Services will provide the equipment, support and maintenance of the server and its operating system.

All official pages have a "UMKC electronic signature," which includes an e-mail address of the individual responsible for that page or pages. The e-mail signature may include the alternate version of the UMKC logo.

Changes or additions to official pages must be approved by University Communications.

Tier 2: A Unit's "Official" Presence

Each unit will have a link off one of the "Tier one" pages that points to their unit's documents, wherever they exist. The director, dean or chairman must designate an individual responsible for maintaining the unit's pages. Each page should include an electronic signature similar to the UMKC electronic signature, i.e., one that includes an e-mail address of the individual responsible for maintaining the pages. The UMKC logo may be used as a button back to the main UMKC web site. The logotype may not be part of the "title" of the web page, but it can be an element on the page.

Deans, directors and department chairs, through their designees, are given the latitude to establish their own unit specific guidelines for information provided on their web sites consistent with their units goals and objectives.

However, unit specific guidelines should not conflict with any existing state, UM system or UMKC guidelines and policies.

We recommend that at a minimum, the following information be included or be easily located on each units home page:

- Official Name
- Affiliation — School, Department, or Division
- Mailing Address
- Location Address
- Phone number
- An e-mail address (electronic signature)
- The URL
- A link back to the affiliated school, department or division
- A link back to UMKC's main web site at www.umkc.edu
- Links to related sites/areas of interest

Units should also keep in mind that everyone that might benefit from the information proffered on their web site may not have the latest and greatest computer, modem or web browsing software. For this reason, UMKC's web site is designed to download in less than 30 seconds on a 14.4Kb modem and is designed to fit a screen with a resolution no higher than 480x320. It also is available in both graphical and text format.

Tier 2, cont'd

The University discourages the advertisement or endorsement of any web serving or creation software as well as establishing links to commercial sites that provide no real added value to visitors to the site. Links to search engine (Yahoo, Lycos, Dogpile) and student job search sites, although commercial, provide a useful service to individuals visiting your site and are not discouraged.

However, links to credit card companies, banks, online bookstores and catalog houses that are not necessarily targeted to the unit's mission and objectives are examples of the types of commercial sites to avoid, if possible.

Contact electronic communications (bytes@umkc.edu) if you have questions about establishing unit specific guidelines for your web site.

Tier 3: Individual Home Pages

Whether pointed from a "Tier 1" or "Tier 2" site, each page of an individual's personal web site must be signed by the e-mail address of the owner of those pages.

Reminders for Electronic Publishing

- (Tier 1) As with material developed for print, display or broadcast, the Office of University Communications must approve all official electronic publications for the University.
- (Tier 2 and 3) Offering information via the Web is no different than publishing information via any other medium or form of expression and is already covered by various University policy documents including, but not limited to: "State of Missouri, Computer Related Crimes & Punishment," "MOREnet Acceptable Use Policy," "UMKCnet Connectivity and Usage Guidelines," "A Guide to the Ethical and Legal Use of Software for Members of the Academic Community," "UMKC Computer Usage Guidelines" and section 200.010 of the UMKC "Student Conduct Code."
- Individuals will be held responsible for what they present to the Web.
- Individual pages will not be reviewed by the University.
- (Tier 3) Information of an inflammatory or questionable nature on an individual page must be identified as such before the information is displayed.
- (Tier 3) The "UMKC Computer Usage Guidelines" allow immediate suspension of Web publishing ability to anyone breaching the guidelines.

Questions and Guidance

For more information, contact the Manager of Electronic Communications at 816 235-2368 or bytes@umkc.edu.

SPECIFICATIONS:

SIZE

$8\frac{1}{2}$" x 11"

INK CHOICES

UMKC Blue & UMKC Gold

UMKC Blue & Metallic Gold Foil

UMKC Blue

TYPOGRAPHIC STYLES

Department name: 8/10 pt. Gill Sans Bold

Address block

University: 9/10 pt. Gill Sans Regular, all caps, tracked +95, space after 0p6

Address: 8/10 pt. Gill Sans Regular, insert bullet (option-8) between each subsection of address. Use one space before and after each bullet.

EEO: 7/10 pt. Gill Sans Light

ALIGNMENT OF ELEMENTS

Blue rule: 1 pt. wide aligns 7p4 from top

Gold rule: 1 pt. wide aligns 7p6 from top

Logo: 30% size UMKC administrative logo, centered 2p3 from top with 1p3 of white space to the left and right of logo

Department name: 0p9 below bottom edge of logo

Address block: last line with EEO statement always aligns 2p3 from the bottom.

KEY

6 PICAS = 1 INCH. 1 INCH = 72PTS.

A MEASUREMENT OF "2P6" IS 2 PICAS + 6 POINTS.

UMKC STATIONERY STANDARDS

ADMINISTRATIVE CENTERED LETTERHEAD

The University Stationery system is an important means of presenting a uniform and consistent visual image for the University of Missouri-Kansas City. It is the most frequently seen and widely used form of communication.

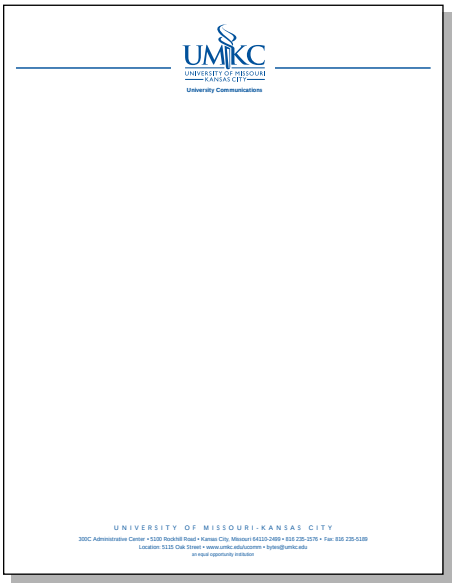
Shown below is the UMKC Centered Letterhead option, in which the logo and top-level department name are centered at the top.

Additional addressing information is centered at the bottom of the sheet. In this option, no secondary logos or symbols should be used. This letterhead works best for correspondance in which the "mail to" address shows through the window envelope.

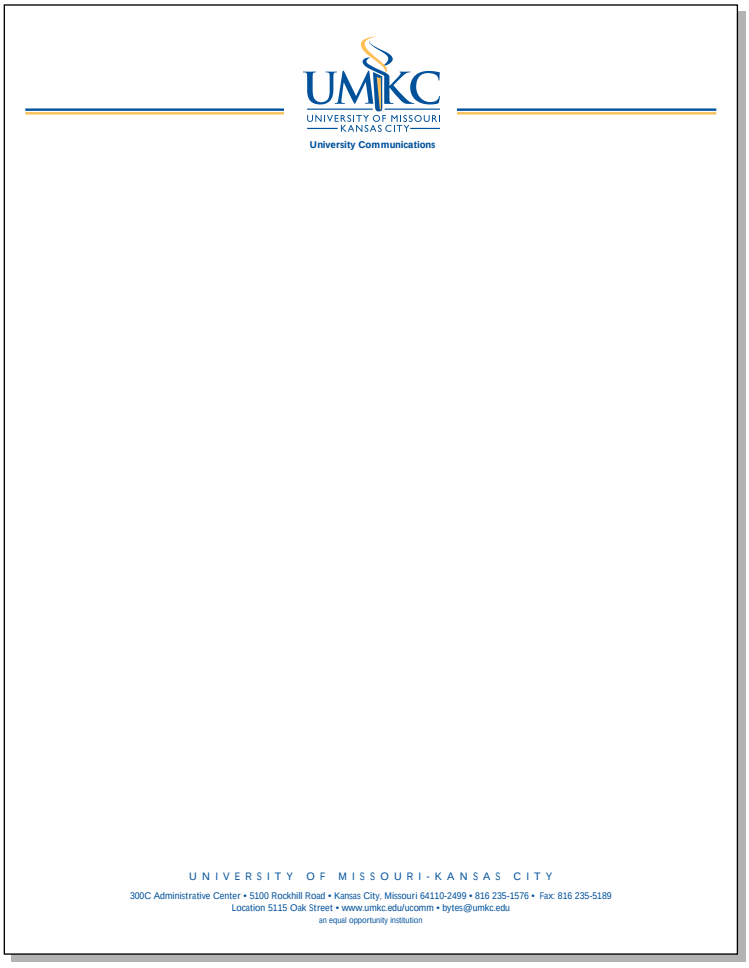
This letterhead design is available as two color or one color.

General Information

- No individual names are used in UMKC letterhead. However, in the case of any previous printed UMKC letterhead with an individual's name and/or title, that letterhead may be reproduced in the new stationery style.
- All exceptions to letterhead style must be forwarded to the assistant vice chancellor, University Communications, 317 Administrative Center.



ONE-COLOR



TWO-COLOR

ADMINISTRATIVE LEFT-SIDE LETTERHEAD

Shown below is the UMKC Left-side Letterhead option, in which the logo, department name and address align at the top and left.

Additional type lines, such a board of directors or for multiple office use, are placed under the UMKC logo. If a secondary logo is permitted, it is placed in position at the bottom left.

This letterhead design is available as two color or one color.

General Information

- No individual names are used in UMKC letterhead. However, in the case of any previous printed UMKC letterhead with an individual's name and/or title, that letterhead may be reproduced in the new stationery style.
- All exceptions to letterhead style must be forwarded to the assistant vice chancellor, University Communications, 317 Administrative Center.

SPECIFICATIONS:

SIZE

$8\frac{1}{2}$" x 11"

INK CHOICES

UMKC Blue & UMKC Gold

UMKC Blue

TYPOGRAPHIC STYLES

Address block

Department name: 7.5/9 pt. Gill Sans Bold

Address: 7.5/9 pt. Gill Sans Regular, with an extra return between each subsection, such as between address and phone.

University: 9/10 pt. Gill Sans Regular, all caps, tracked +95, space after 0p6

EEO: 7/10 Gill Sans Light

ALIGNMENT OF ELEMENTS

Logo: 30% size UMKC administrative logo aligns 2p3 from top, 3p from left edge.

Address block is 9p3 wide and aligns 3p below bottom edge of logo, 3p from left edge.

Gold rule: 1 pt. wide aligns 62p4 from top.

Blue rule: 1 pt. wide aligns 62p6 from top.

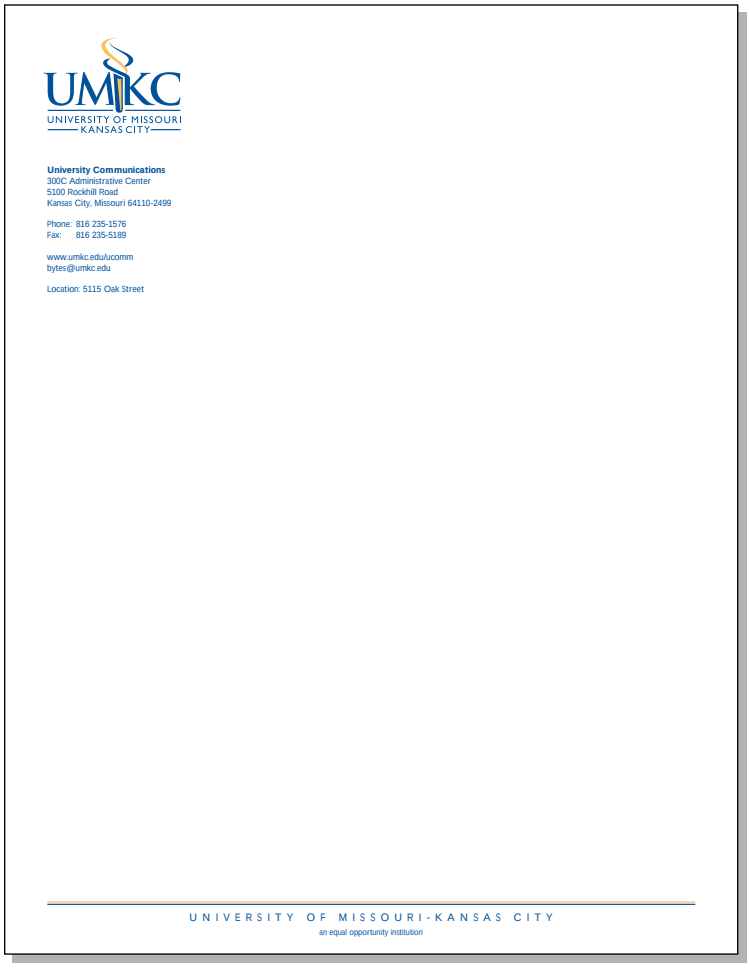
University/EEO block: last line always aligns 1p6 from the bottom.

Secondary logo (*if permitted*): 3p from left, 59p from top. Area is 2p6 deep x 9p3 wide. Should print in UMKC blue ink only. (See page 2 for secondary logo guidelines).

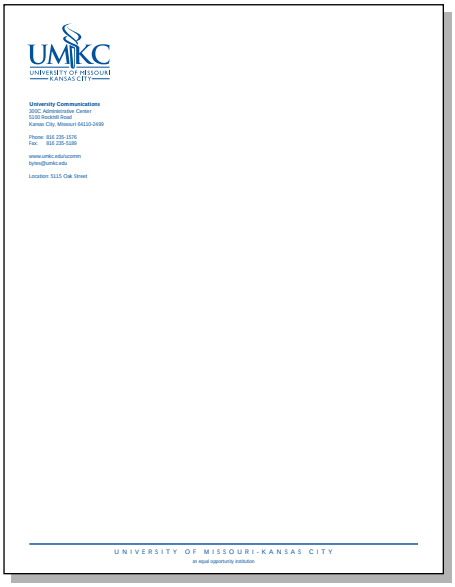
KEY

6 PICAS = 1 INCH. 1 INCH = 72PTS.

A MEASUREMENT OF "2P6" IS 2 PICAS + 6 POINTS.



TWO-COLOR



ONE-COLOR

BUSINESS AND WINDOW ENVELOPE SPECIFICATIONS:

SIZE

$9\frac{1}{2}$" x $4\frac{1}{8}$"

INK CHOICES

UMKC Blue & UMKC Gold

UMKC Blue & Metallic Gold Foil

UMKC Blue

TYPOGRAPHIC STYLES

Address block: 8/9 pt Gill Sans Regular

Message (*optional*): 12/12 pt Gill Sans Extra Bold, all caps

ALIGNMENT OF ELEMENTS

Logo: 20% size UMKC administrative logo aligns 1p4.5 from top, 2p3 from left.

Address block: 3p from top (even with top of "UMKC" letters in logo), 10p6 from left, 13p6 wide.

Message block (*optional*): 3p from top, 26p from left, 13p6 wide.

KEY

6 PICAS = 1 INCH. 1 INCH = 72PTS.

A MEASUREMENT OF "2P6" IS 2 PICAS + 6 POINTS.

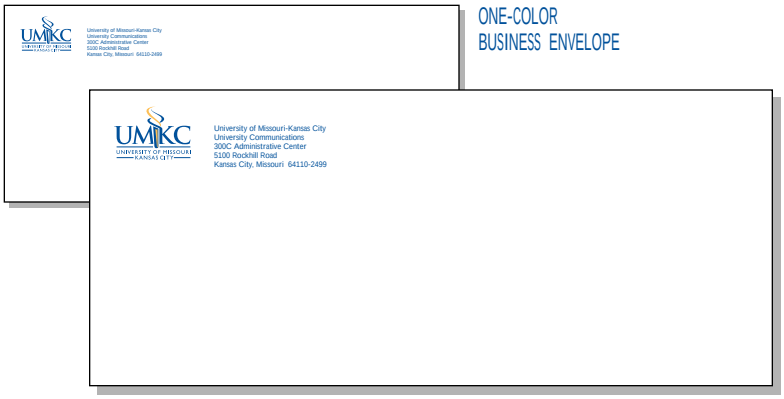
ADMINISTRATIVE STANDARD BUSINESS AND WINDOW ENVELOPES

The UMKC standard business and window envelopes are designed for use with both the centered and left-side letterhead formats.

The envelope design is available as two color or one color. A two-color letterhead should be accompanied by a two-color envelope, although a one-color letterhead can be used with a two-color envelope, if desired.

Secondary logos are not permitted on envelopes, although a message area can be used.

For materials that require the name and address of the recipient to show through the window portion of the envelope, use the one- or two-color Centered Letterhead. Doing this allows you to set the left-side margin to accommodate the envelope window.



ONE-COLOR BUSINESS ENVELOPE

TWO-COLOR BUSINESS ENVELOPE

OVERSIZE ENVELOPE SPECIFICATIONS:

SIZE

9" x 12"

10" x 13"

INK

UMKC Blue

TYPOGRAPHIC STYLES

Address block: 9/10 pt Gill Sans Regular

Message (*optional*): 12/14 pt Gill Sans Extra Bold, all caps

ALIGNMENT OF ELEMENTS

Logo: 30% size UMKC administrative logo aligns 1p from top, 2p from left.

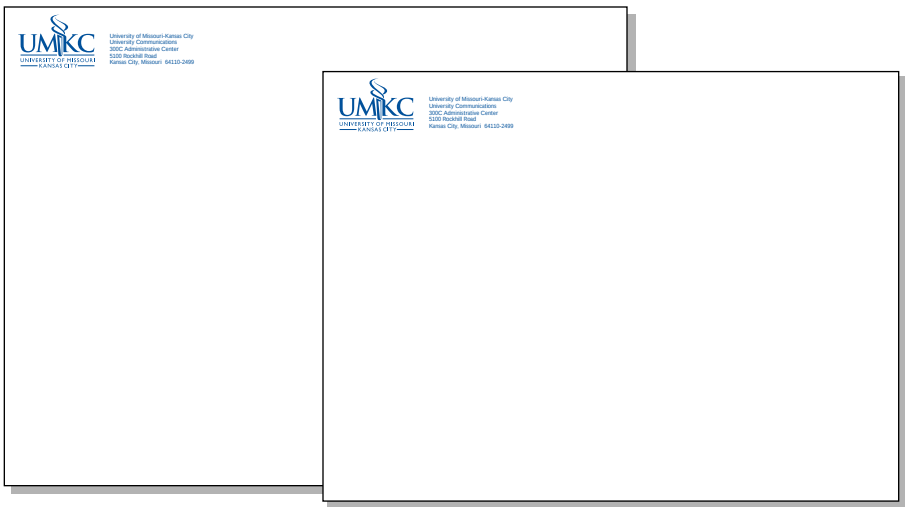
Address block: 3p5 from top (even with top of "UMKC" letters in logo), 13p3 from left, 12p wide.

Message block (*optional*): 3p5 from top, 27p3 from left, 13p6 wide.

ADMINISTRATIVE OVERSIZE ENVELOPES

UMKC oversize envelopes are imprinted with a one-color design that is consistent in look to the UMKC stationery system. UMKC Blue is the preferred ink color for this design.

The envelopes are available in standard 9" x 12" or 10" x 13" sizes, although other sizes may be available.



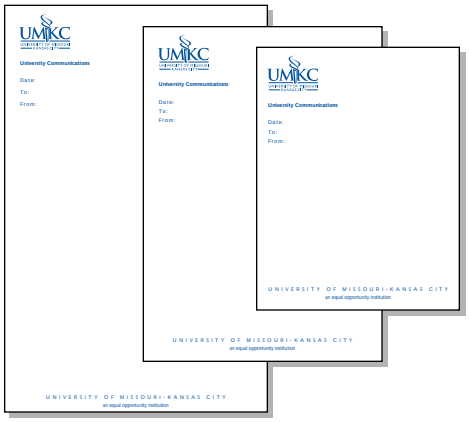
OVERSIZE ENVELOPES

ADMINISTRATIVE NOTE PADS AND BUCK SLIPS

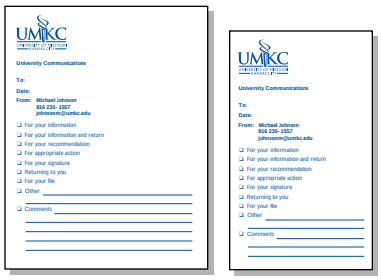
UMKC note pads and buck slips are imprinted with a one-color design that is consistent in look to the UMKC stationery system. UMKC Blue or black ink may be used.

The note pads are available in three standard sizes, the buckslips in two standard sizes.

Standing information, such as "To" and "From" is included on the designs, although they may be customized with other text for an additional typesetting fee. Since these items are used for individual correspondence, note pads and buck slips may be personalized with an individual's name, title, or other pertinent information.



NOTE PADS



BUCK SLIPS

SPECIFICATIONS:

SIZE

Note pads

- $5\frac{1}{2}$" x $8\frac{1}{2}$"
- 5" x 7"
- $4\frac{1}{4}$" x $5\frac{1}{2}$"

Buck slips

- 3" x 5"
- $4\frac{1}{4}$" x $5\frac{1}{2}$"

INK CHOICES

UMKC Blue or Black

TYPE

Information block: 8/24 pt Gill Sans Bold

Action block (*for buck slips*): 9/14 Gill Sans Regular (check box area)

University (notepads): 9/10 Gill Sans Regular, all caps, tracked 95

EEO (notepads): 7/12 Gill Sans Light

ALIGNMENT OF ELEMENTS

Logo: 20% size UMKC administrative logo aligns with margins

Margins:	*top*	*sides*	*bottom*
Note pads	1p6	2p3	1p6
Buck slips	1p3	2p	1p6

Information block: 7p from top

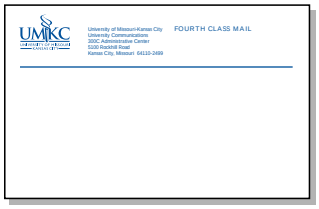
Action block (buck slips): 16p9 from top

University/EOE: last line 1p6 from bottom

ADMINISTRATIVE MAILING LABEL

The UMKC Mailing Label is imprinted with a one-color design that is consistent in look to the UMKC stationery system. UMKC Blue or black ink may be used.

The label is available in one standard size. Secondary logos are not permitted on labels although a message area can be used for that purpose or to designate the postage class.



MAILING LABEL

SPECIFICATIONS:

SIZE

$3\frac{1}{2}$" x $5\frac{1}{2}$"

INK CHOICES

UMKC Blue or Black

TYPE

Address Block: 8/9 pt Gill Sans Regular

Message area: 9/10 Gill Sans Extra Bold, all caps

Campus location: 7/8 Gill Sans Light

ALIGNMENT OF ELEMENTS

Logo: 20% size UMKC administrative logo aligns 1p6 from top, 2p3 from left.

Address block: 3p from top (even with top of "UMKC" letters in logo), 9p9 from left, 10p6 wide.

Message block (*optional*): 3p from top, 21p9 from left, 8p9 wide.

Campus location (*optional*): 21p9 from left, 8p9 wide, bottom line aligns 6p from top

Blue rule: 1 pt. wide aligns 7p from top

KEY

6 PICAS = 1 INCH. 1 INCH = 72PTS.

A MEASUREMENT OF "2P6" IS 2 PICAS + 6 POINTS.

SPECIFICATIONS:

SIZE

3-1/2" x 2"

INKS

UMKC Blue (PMS 287)
& UMKC Gold (PMS 1235)

TYPOGRAPHY

Name: 9/8 pt Gill Sans Bold

Title: 8/8 pt Gill Sans Regular

Address: 8/8 pt Gill Sans Regular

Phone: 8/8 pt Gill Sans Regular

LOGOTYPES

- Administrative UMKC logo (25% size version)
- Tip of tourch aligns 1/8" from top

STYLE

- Do not use parentheses around area codes of telephone numbers
- Use lowercase letters for e-mail and web addresses
- If web addresses begin with "www," omit the "http://"
- Spell out "Avenue," "Road," and "Street"

KEY

6 PICAS = 1 INCH. 1 INCH = 72PTS.

A MEASUREMENT OF "2P6" IS 2 PICAS + 6 POINTS.

ALIGNMENT OF ELEMENTS:

GENERAL

- Bottom baseline of all text always aligns at 5/16" from bottom
- The example above shows all specs

PERSONAL INFORMATION

- Maximum width of personal info area is 1-13/16"
- Maximum 12 lines of type
- Maximum kerning amount is -3 in QuarkXpress
- Use extra return between each section of personal information

"LOCATION"

- Maximum 2 lines of type
- Text always aligns left with edge of "u" in UMKC, as shown above

RULES

- 2 pt gold rule: 5/32" from bottom
- 1 pt blue rule: 1/8" from bottom

ADMINISTRATIVE BUSINESS CARD

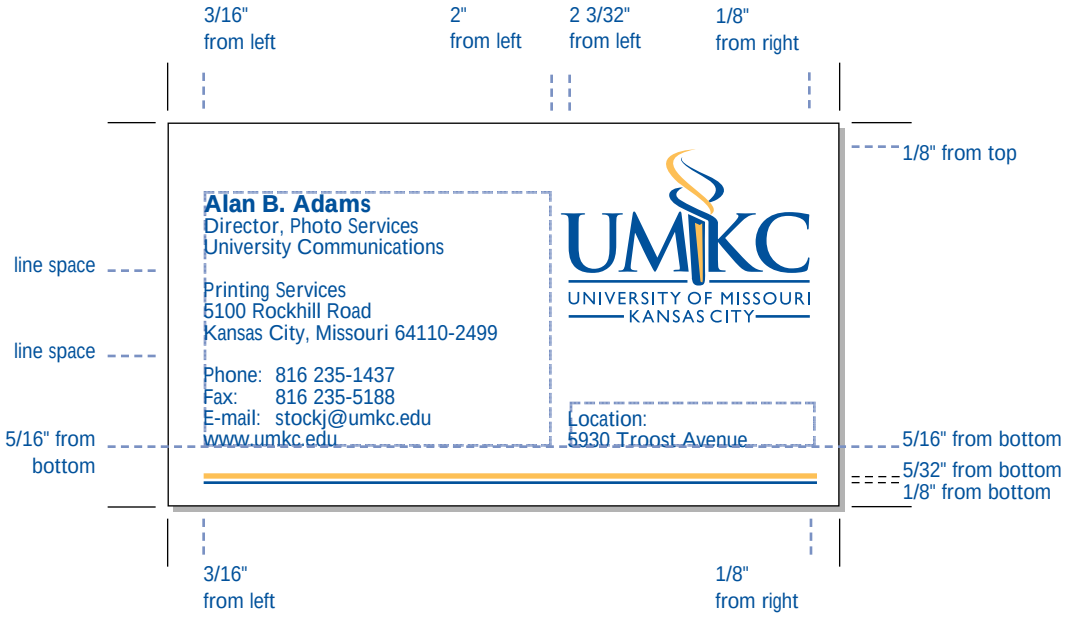
The UMKC business card has been designed to accommodate varying amounts of information while keeping a consistent look and feel with the UMKC letterhead. The business card **must always** be printed in UMKC Blue and UMKC Gold.

The business card is available in Administrative or Academic versions. The Administrative version has the name University of Missouri-Kansas City under the logotype with lines of blue and gold at the bottom of the card.

The Administrative version may have up to 11 lines of type. A line space separates the three sections of information: name/title, departmental address and phone/fax/e-mail/website. If more lines are needed, the business card order will be converted to a Foldover Business Card.

The University's official mailing address is used in conjunction with the departmental address in the main body of text. For Volker Campus buildings, a location address line below the logotype is recommended to assist visitors with building locations and shipping addresses.

The location address may be either the actual street address (listed in the UMKC Faculty/Staff Directory) or nearest intersection, i.e., 52nd and Holmes streets.



ADMINISTRATIVE BUSINESS CARD

Shown at 100% size.

Business cards using the alumni or affiliates logo follow academic business card specifications.

ADMINISTRATIVE FOLDOVER BUSINESS CARD

For greater flexibility in handling multiple working assignments, the new stationery system includes an option for a Foldover Business Cards.

This card allows two columns of typeset information on the inside panel, retaining the appropriate UMKC logo version on the front. There are two occasions in which the Foldover Card may come into use.

For some people, the amount of information deemed essential may require the foldover format. Business card orders in which the total number of lines of type is 12 or more will convert to the Foldover Card design, unless adjustments to the information are made.

Second, those with multiple appointments; for example, someone with appointments at the School of Medicine and UMKC's public teaching hospital, Truman Medical Center, may need office locations listed for both. The Foldover Card format allows this.

As in regular business cards, this business card **must always** be printed in UMKC Blue and UMKC Gold. The foldover business cards are more expensive than regular cards.

SPECIFICATIONS:

SIZE

3-1/2" x 3-3/4" flat; 3-1/2" x 2" folded

INKS

UMKC Blue (PMS 287) (blue on inside) & UMKC Gold (PMS 1235)

TYPOGRAPHY

Name: 9/8 pt Gill Sans Bold

Title: 8/8 pt Gill Sans Regular

Address: 8/8 pt Gill Sans Regular

Phone: 8/8 pt Gill Sans Regular

LOGOTYPES

- Use the Administrative UMKC logo (25% version) centered on cover panel

STYLE

- Same as academic business card

KEY

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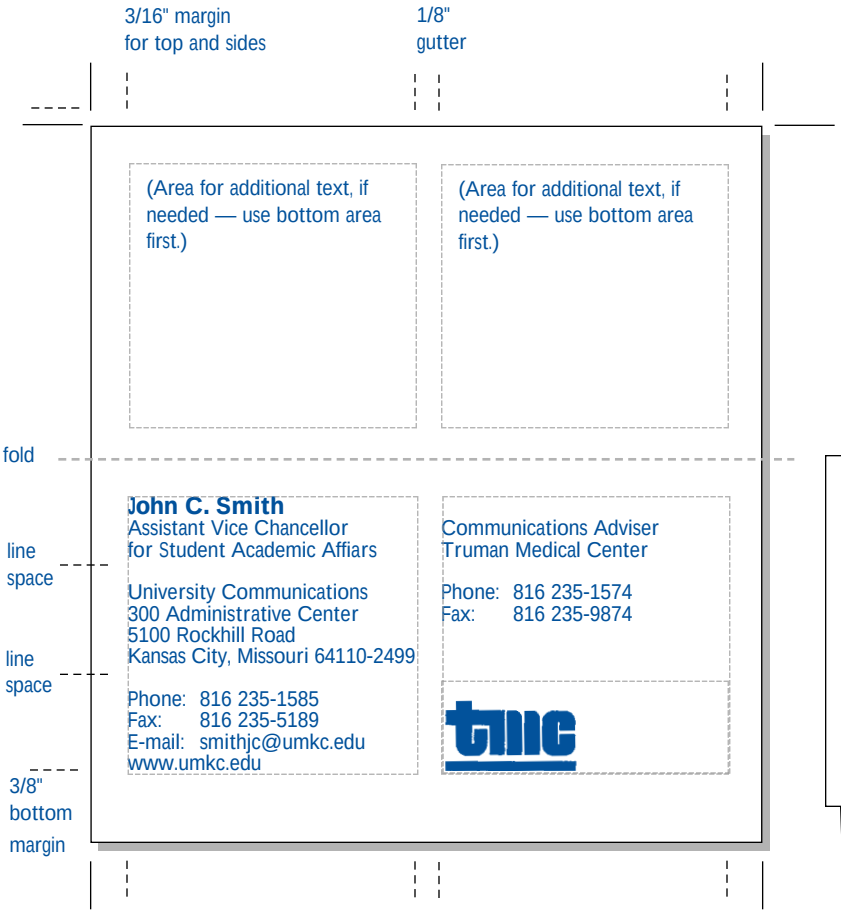
A MEASUREMENT OF "2P6" IS 2 PICAS + 6 POINTS.

ALIGNMENT:

PERSONAL INFORMATION ON INSIDE OF CARD

- Margins: 3/16" on all sides
- Text aligns 3/16" below center fold
- 2 columns 1-1/2" wide with 1/8" gutter
- Use extra return between each section of personal information
- Secondary logo must fit in area at lower right, 1-1/2" wide x 1/2" tall



ADMINISTRATIVE FOLDED BUSINESS CARD

Shown at 100% size.

Business cards using the alumni or affiliates logo follow academic business card specifications.

UMKC ACADEMIC STATIONERY STANDARDS

SPECIFICATIONS:

SIZE

$8\frac{1}{2}$" x 11"

INK CHOICES

UMKC Blue & UMKC Gold

UMKC Blue & Metallic Gold Foil

UMKC Blue

TYPOGRAPHIC STYLES

Department name: 8/10 pt. Gill Sans Bold

Address block

University: 9/10 pt. Gill Sans Regular, all caps, tracked +95, space after 0p6

Address: 8/10 pt. Gill Sans Regular, insert bullet (option-8) between each subsection of address. Use one space before and after each bullet.

EEO: 7/10 pt. Gill Sans Light

ALIGNMENT OF ELEMENTS

Blue rule: 1 pt. wide aligns 7p4 from top

Gold rule: 1 pt. wide aligns 7p6 from top

Logo: 30% size UMKC academic logo, centered 2p3 from top with 1p3 of white space to the left and right of logo.

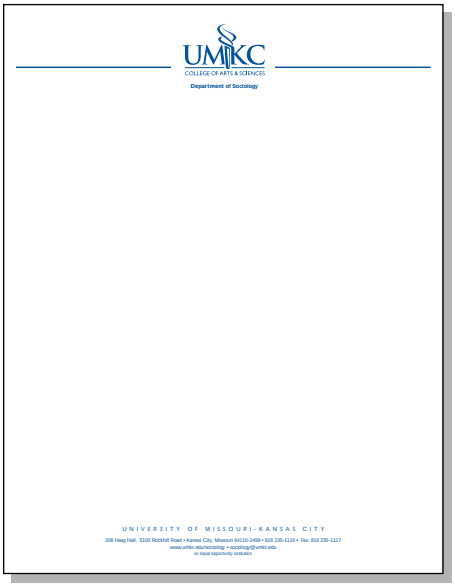
Department name: 0p9 below bottom edge of logo.

Address block: last line with EEO statement. always aligns 2p3 from the bottom.

KEY

6 PICAS = 1 INCH. 1 INCH = 72PTS.

A MEASUREMENT OF "2P6" IS 2 PICAS + 6 POINTS.



ONE-COLOR

ACADEMIC CENTERED LETTERHEAD

The University Stationery system is an important means of presenting a uniform and consistent visual image for the University of Missouri-Kansas City. It is the most frequently seen and widely used form of communication.

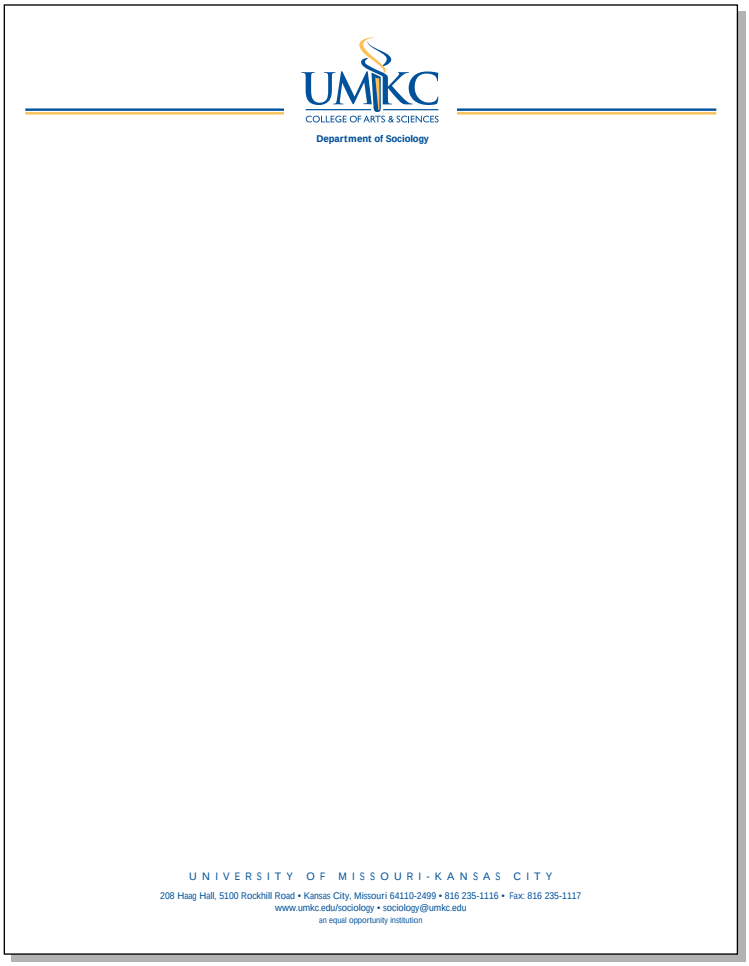
Shown below is the UMKC Centered Letterhead option, in which the logo and top-level department name are centered at the top.

Additional addressing information is centered at the bottom of the sheet. In this option, no secondary logos or symbols should be used. This letterhead works best for correspondance in which the "mail to" address shows through the window envelope.

This letterhead design is available as two color or one color.

General Information

- No individual names are used in UMKC letterhead. However, in the case of any previous printed UMKC letterhead with an individual's name and/or title, that letterhead may be reproduced in the new stationery style.
- All exceptions to letterhead style must be forwarded to the Asst. Vice Chancellor, University Communications, 317 Administrative Center.



TWO-COLOR

ACADEMIC LEFT-SIDE LETTERHEAD

Shown below is the UMKC Left-side Letterhead option, in which the logo, department name and address align at the top and left.

Additional type lines, such a board of directors or for multiple office use, are placed under the UMKC logo. If a secondary logo is permitted, it is placed in position at the bottom left.

This letterhead design is available as two color or one color.

General Information

- No individual names are used in UMKC letterhead. However, in the case of any previous printed UMKC letterhead with an individual's name and/or title, that letterhead may be reproduced in the new stationery style.
- All exceptions to letterhead style must be forwarded to the assistant vice chancellor, University Communications, 317 Administrative Center.

SPECIFICATIONS:

SIZE

$8\frac{1}{2}$" x 11"

INK CHOICES

UMKC Blue & UMKC Gold

UMKC Blue

TYPOGRAPHIC STYLES

Address block

Department name: 7.5/9 pt. Gill Sans Bold

Address: 7.5/9 pt. Gill Sans Regular, with an extra return between each subsection, such as between address and phone.

University: 9/10 pt. Gill Sans Regular, all caps, tracked +95, space after 0p6

EEO: 7/10 Gill Sans Light

ALIGNMENT OF ELEMENTS

Logo: 30% size UMKC academic logo aligns 2p3 from top, 3p from left edge.

Address block is 9p3 wide and aligns 3p below bottom edge of logo, 3p from left edge.

Gold rule: 1 pt. wide aligns 62p4 from top.

Blue rule: 1 pt. wide aligns 62p6 from top.

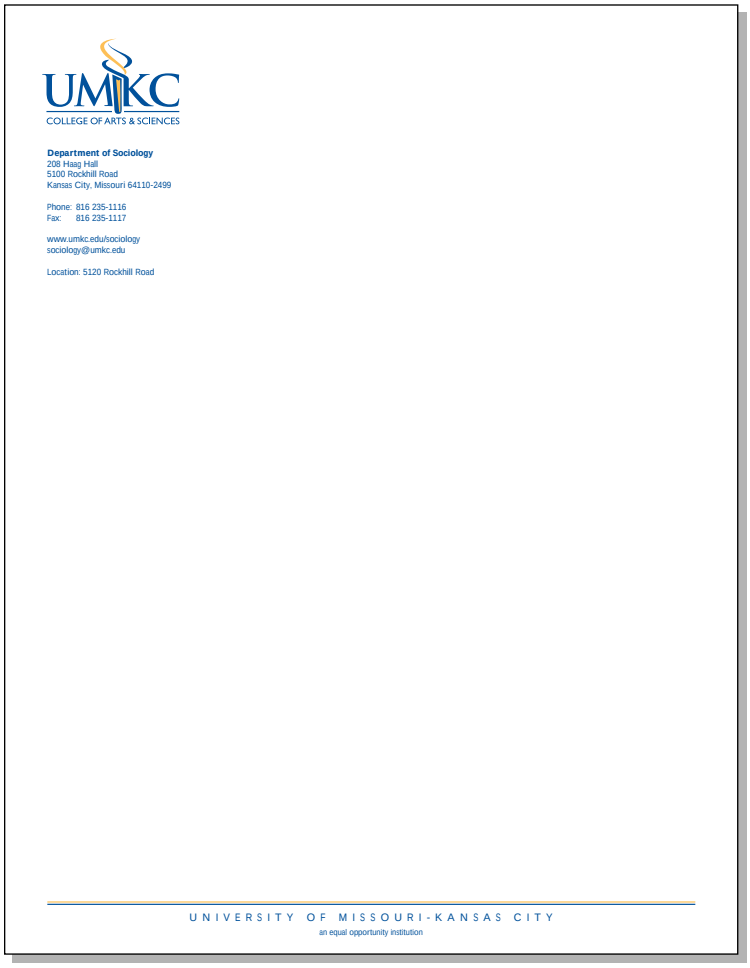
University/EEO block: last line always aligns 1p6 from the bottom.

Secondary logo (*if permitted*): 3p from left, 59p from top. Area is 2p6 deep x 9p3 wide. Should print in UMKC blue ink only.

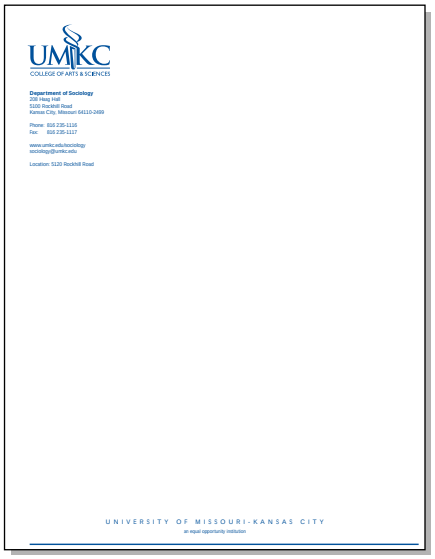
KEY

6 PICAS = 1 INCH. 1 INCH = 72PTS.

A MEASUREMENT OF "2P6" IS 2 PICAS + 6 POINTS.



TWO-COLOR



ONE-COLOR

BUSINESS AND WINDOW ENVELOPE SPECIFICATIONS:

SIZE

$9\frac{1}{2}$" x $4\frac{1}{8}$"

INK CHOICES

UMKC Blue & UMKC Gold

UMKC Blue & Metallic Gold Foil

UMKC Blue

TYPOGRAPHIC STYLES

Address block: 8/9 pt Gill Sans Regular

Message (*optional*): 12/12 pt Gill Sans Extra Bold, all caps

ALIGNMENT OF ELEMENTS

Logo: 20% size UMKC academic logo aligns 1p4.5 from top, 2p3 from left.

Address block: 3p from top (even with top of "UMKC" letters in logo), 10p6 from left, 13p6 wide.

Message block (*optional*): 3p from top, 26p from left, 13p6 wide.

KEY

6 PICAS = 1 INCH. 1 INCH = 72PTS.

A MEASUREMENT OF "2P6" IS 2 PICAS + 6 POINTS.

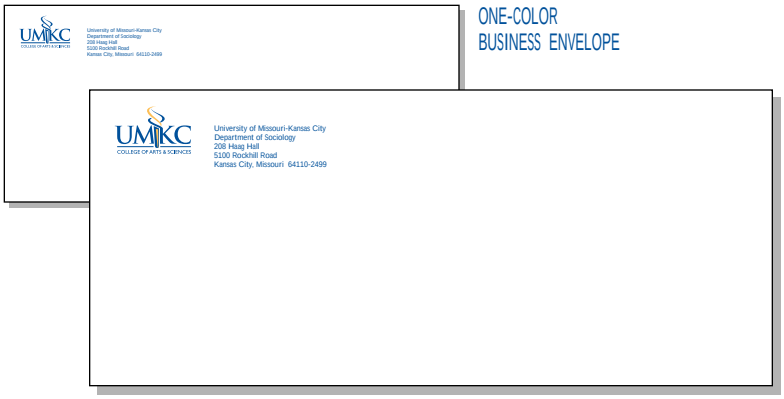
ACADEMIC STANDARD BUSINESS AND WINDOW ENVELOPES

The UMKC standard business and window envelopes are designed for use with both the centered and left-side letterhead formats.

The envelope design is available as two color or one color. A two-color letterhead should be accompanied by a two-color envelope, although a one-color letterhead can be used with a two-color envelope, if desired.

Secondary logos are not permitted on envelopes, although a message area can be used.

For materials that require the name and address of the recipient to show through the window portion of the envelope, use the one- or two-color Centered Letterhead. Doing this allows you to set the left-side margin to accommodate the envelope window.



ONE-COLOR BUSINESS ENVELOPE

TWO-COLOR BUSINESS ENVELOPE

OVERSIZE ENVELOPE SPECIFICATIONS:

SIZE

9" x 12"

10" x 13"

INK

UMKC Blue

TYPOGRAPHIC STYLES

Address block: 9/10 pt Gill Sans Regular

Message (*optional*): 12/14 pt Gill Sans Extra Bold, all caps

ALIGNMENT OF ELEMENTS

Logo: 30% size UMKC academic logo aligns 1p from top, 2p from left.

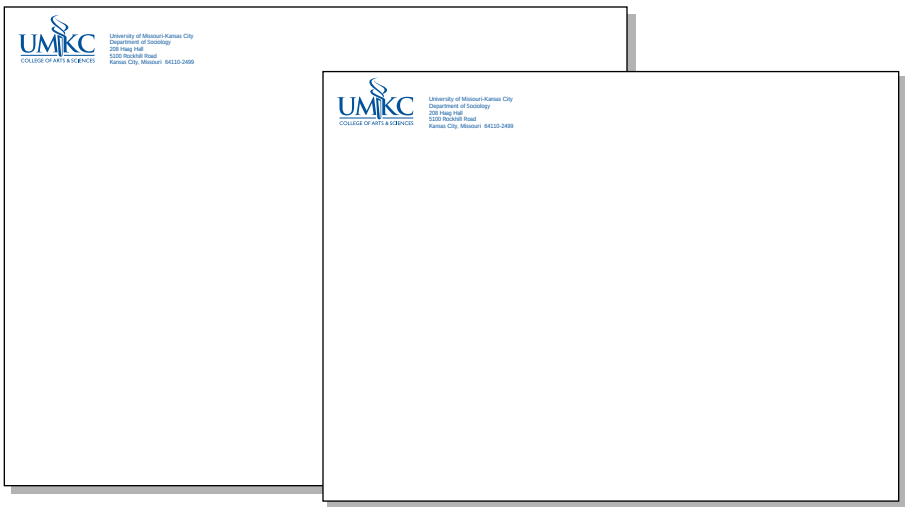
Address block: 3p5 from top (even with top of "UMKC" letters in logo), 13p3 from left, 12p wide.

Message block (*optional*): 3p5 from top, 27p3 from left, 13p6 wide.

ACADEMIC OVERSIZE ENVELOPES

UMKC oversize envelopes are imprinted with a one-color design that is consistent in look to the UMKC stationery system. UMKC Blue is the preferred ink color for this design.

The envelopes are available in standard 9" x 12" or 10" x 13" sizes, although other sizes may be available.



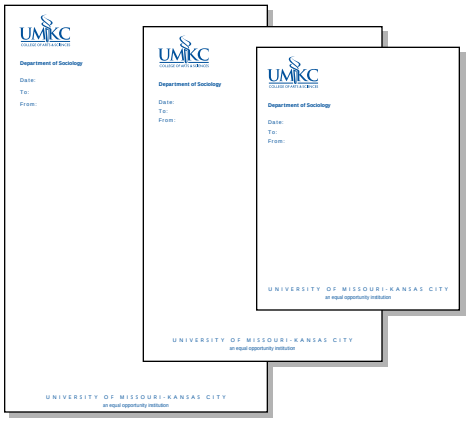
OVERSIZE ENVELOPES

ACADEMIC NOTE PADS AND BUCK SLIPS

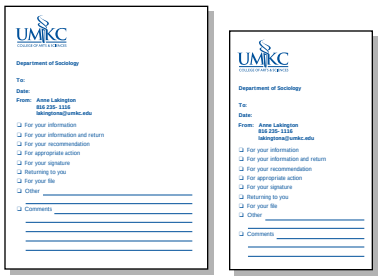
UMKC note pads and buck slips are imprinted with a one-color design that is consistent in look to the UMKC stationery system. UMKC Blue or black ink may be used.

The note pads are available in three standard sizes, the buckslips in two standard sizes.

Standing information, such as "To" and "From" is included on the designs, although they may be customized with other text for an additional typesetting fee. Since these items are used for individual correspondence, note pads and buck slips may be personalized with an individual's name, title, or other pertinent information.



NOTE PADS



BUCK SLIPS

SPECIFICATIONS:

SIZE

Note pads

- 5 $\frac{1}{2}$" x 8 $\frac{1}{2}$"
- 5" x 7"
- 4 $\frac{1}{4}$" x 5 $\frac{1}{2}$"

Buck slips

- 3" x 5"
- 4 $\frac{1}{4}$" x 5 $\frac{1}{2}$"

INK CHOICES

UMKC Blue or Black

TYPE

Information block: 8/24 pt Gill Sans Bold

Action block (*for buck slips*): 9/14 Gill Sans Regular (check box area)

University (notepads): 9/10 Gill Sans Regular, all caps, tracked 95

EEO (notepads): 7/12 Gill Sans Light

ALIGNMENT OF ELEMENTS

Logo: 20% size UMKC academic logo aligns with margins

Margins:	*top*	*sides*	*bottom*
Note pads	1p6	2p3	1p6
Buck slips	1p3	2p	1p6

Information block: 7p from top

Action block (buck slips): 16p9 from top

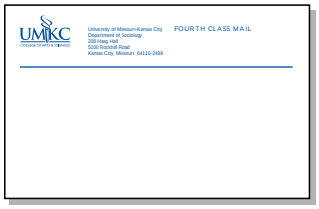
University/EOE: last line 1p6 from bottom

6 PICAS = 1 INCH. 1 INCH = 72PTS.
A MEASUREMENT OF "2P6" IS 2 PICAS + 6 POINTS.

ACADEMIC MAILING LABEL

The UMKC Mailing Label is imprinted with a one-color design that is consistent in look to the UMKC stationery system. UMKC Blue or black ink may be used.

The label is available in one standard size. Secondary logos are not permitted on labels although a message area can be used for that purpose or to designate the postage class.



MAILING LABEL

SPECIFICATIONS:

SIZE

3 $\frac{1}{2}$" x 5 $\frac{1}{2}$"

INK CHOICES

UMKC Blue or Black

TYPE

Address Block: 8/9 pt Gill Sans Regular

Message area: 9/10 Gill Sans Extra Bold, all caps

Campus location: 7/8 Gill Sans Light

ALIGNMENT OF ELEMENTS

Logo: 20% size UMKC academic logo aligns 1p6 from top, 2p3 from left.

Address block: 3p from top (even with top of "UMKC" letters in logo), 9p9 from left, 10p6 wide.

Message block (*optional*): 3p from top, 21p9 from left, 8p9 wide.

Campus location (*optional*): 21p9 from left, 8p9 wide, bottom line aligns 6p from top

Blue rule: 1 pt. wide aligns 7p from top

SPECIFICATIONS:

SIZE

3-1/2" x 2"

INKS

UMKC Blue (PMS 287)
& UMKC Gold (PMS 1235)

TYPOGRAPHY

Name: 9/8 pt Gill Sans Bold

Title: 8/8 pt Gill Sans Regular

Address: 8/8 pt Gill Sans Regular

Phone: 8/8 pt Gill Sans Regular

University: 10/10 pt Gill Sans Regular all caps, force justified (tracked +29 in QuarkXpress)

LOGOTYPES

- Use the appropriate Academic UMKC logo (25% version) — do not retype-set school name
- Tip of tourch aligns 1/8" from top
- Depth of logo varies for each logo

STYLE

- Do not use parentheses around area codes of telephone numbers
- Use lowercase letters for e-mail and web addresses
- If web addresses begin with "www," omit the "http://"
- Spell out "Avenue," "Road," and "Street"

ALIGNMENT OF ELEMENTS:

GENERAL

- Bottom baseline of all text always aligns at 7/16" from bottom
- The example shows all specs

PERSONAL INFORMATION

- Maximum width of personal info area is 1 13/16"
- Maximum 11 lines of type
- Maximum kerning amount is -3 in QuarkXpress
- Use extra return between each section of personal information

"LOCATION"

- Maximum 2 lines of type
- Text always aligns left with edge of "U" in UMKC, as shown above

RULES

- 2 pt gold rule: 9/32" from bottom

ACADEMIC BUSINESS CARD

The UMKC business card has been designed to accommodate varying amounts of information while keeping a consistent look and feel to the UMKC letterhead. The business card **must always** be printed in UMKC Blue and UMKC Gold.

The business card is available in Administrative or Academic versions. The Academic version has the name of the UMKC academic unit under the logotype. The bottom of the card has a gold rule followed by the full name of the University.

The Academic version may have up to 11 lines of type. A line space separates the three sections of information: name/title, departmental address and phone/fax/e-mail/website. If more lines are needed, the business card order will be converted to a Foldover Business Card.

The University's official mailing address is used in conjunction with the departmental address in the main body of text. For Volker Campus buildings, a location address line below the logotype is recommended to assist visitors with building locations and shipping addresses.

The campus location may be either the actual street address (listed in the UMKC Faculty/Staff Directory) or nearest intersection, i.e., 52nd and Holmes streets.

ACADEMIC BUSINESS CARD

Shown at 100% size.

Business cards using the alumni or affiliates logo follow academic business card specifications.

KEY

6 PICAS = 1 INCH. 1 INCH = 72PTS.

A MEASUREMENT OF "2P6" IS 2 PICAS + 6 POINTS.

ACADEMIC FOLDOVER BUSINESS CARD

For greater flexibility in handling multiple working assignments, the new stationery system includes an option for a Foldover Business Cards.

This card allows two columns of typeset information on the inside panel, retaining the appropriate UMKC logo version on the front. There are two occasions in which the Foldover Card may come into use.

For some people, the amount of information deemed essential may require the foldover format. Business card orders in which the total number of lines of type is 12 or more will convert to the Foldover Card design, unless adjustments to the information are made.

Second, those with multiple appointments, for example, someone with appointments at the School of Medicine and UMKC's public teaching hospital, Truman Medical Center, may need office locations listed for both. The Foldover Card format allows this.

As in regular business cards, this business card **must always** be printed in UMKC Blue and UMKC Gold. The foldover business cards are more expensive than regular cards.

SPECIFICATIONS:

SIZE

3-1/2" x 3-3/4" flat; 3-1/2" x 2" folded

INKS

UMKC Blue (PMS 287) (blue on inside) & UMKC Gold (PMS 1235)

TYPOGRAPHY

Name: 9/8 pt Gill Sans Bold

Title: 8/8 pt Gill Sans Regular

Address: 8/8 pt Gill Sans Regular

Phone: 8/8 pt Gill Sans Regular

University: 10/10 pt Gill Sans Regular all caps, force justified (tracked +29 in QuarkXpress) Baseline 3/32" from bottom

LOGOTYPES

- Use the appropriate Academic UMKC logo (25% version) centered on cover panel — do not retypeset school name

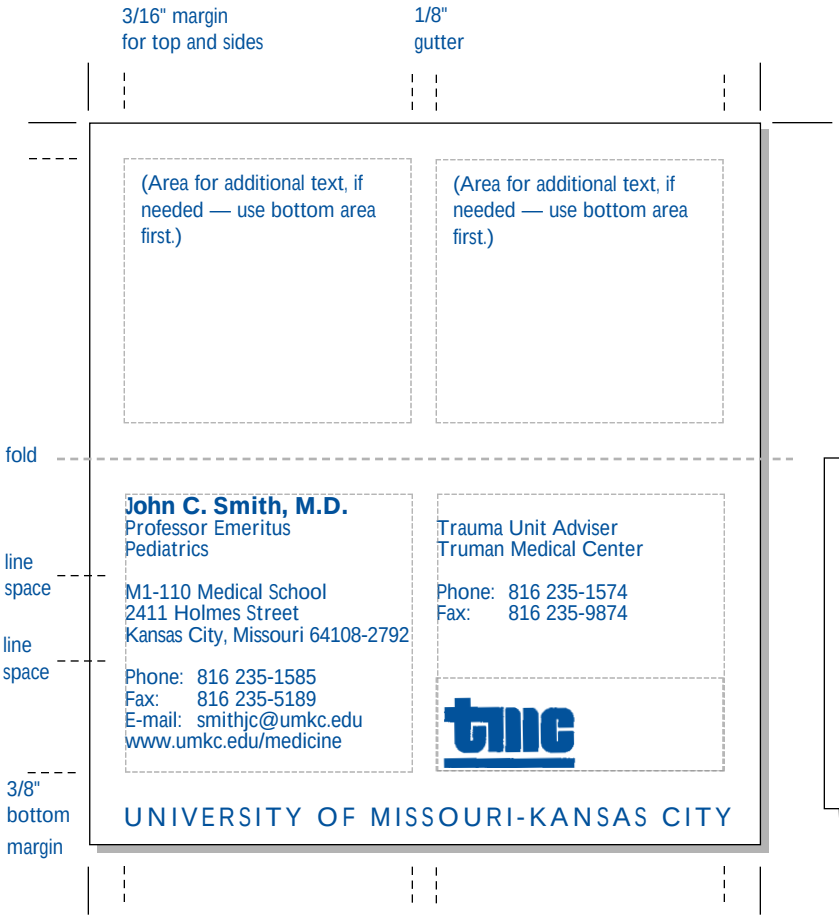
STYLE

- Same as academic business card

ALIGNMENT:

PERSONAL INFORMATION ON INSIDE OF CARD

- Margins: 3/16" at top and sides; 3/8" at bottom
- Text aligns 3/16" below center fold
- 2 columns 1-1/2" wide with 1/8" gutter
- Use extra return between each section of personal information
- Secondary logo must fit in area at lower right, 1-1/2" wide x 1/2" tall



ACADEMIC FOLDED BUSINESS CARD

Shown at 100% size.

Business cards using the alumni or affiliates logo follow academic business card specifications.

KEY

6 PICAS = 1 INCH. 1 INCH = 72PTS.

A MEASUREMENT OF "2P6" IS 2 PICAS + 6 POINTS.

UMKC STYLE GUIDE

The University of Missouri

The one, statewide, four-campus University of Missouri is the University of Missouri system. System is not capitalized because it is not part of the official name.

Capitalize the word "University" when it refers to one of the campuses. Capitalize the names of colleges, schools, divisions and centers when using their full, proper name. Capitalize a shortened form of the name when referring to an entity on this campus. (An exception to AP style.)

"Office" is capitalized when it is the full, proper name of an office: "Office of University Communications." In second reference, when not using the full name, it's "the UMKC communication office."

General

First Reference	Second Reference
Board of Curators	the curators
University of Missouri-Columbia	UMC, UM-Columbia or Columbia campus
University of Missouri-Kansas City	UMKC, UM-Kansas City; Kansas City campus
University of Missouri-Rolla	UMR, UM-Rolla or Rolla campus
University of Missouri-St. Louis	UMSL, UM-St. Louis or St. Louis campus
University of Missouri System	UM System

University of Missouri-Kansas City

Official Name/First Reference	Second Reference
University of Missouri-Kansas City	UMKC; the University
College of Arts and Sciences	the College
Computer Science Telecommunications Program	Computer Science Telecommunications; CST
Conservatory of Music	the Conservatory
Coordinated Undergraduate Engineering Programs	Coordinated Engineering, Engineering Programs
Henry W. Bloch School of Business and Public Administration	the Bloch School
School of Dentistry	the Dental School; the school
School of Education	the Education School; the school
School of Graduate Studies	Graduate Studies
School of Law	the Law School; the school
School of Medicine	the Medical School; the school
Missouri Repertory Theatre	the Rep
School of Biological Sciences	Biological Sciences School; the school
School of Nursing	the Nursing School; the school
School of Pharmacy	the Pharmacy School; the school
Department of <*Name*>	<*Name*> Department; the department
Office of <*Name*>	<*Name*> Office; the office
Center of <*Name of Center*>	the center
Swinney Recreation Center	Swinney Rec, SRC
University of Kansas City (UMKC predecessor)	UKC

UMKC Building Names

Also important to a strong institutional identify is the use of correct names and consistent references to campus buildings. Listed below are the official names of UMKC buildings, the abbreviation used for those buildings in class schedules, etc., and the specific building location. The building location is imporant to use when shipments are being delivered to a department or school by a delivery service or commercial shipper.

ABBREV.	BUILDING	LOCATION
AC	Administrative Center	5115 Oak
ANLB	Animal Facilities Building	1015 E. 50th St.
ANNEX	51st Street Annex Building	301 E. 51st St.
BC	Berkley Child & Family Development Center	1012 E. 52nd St.
BKSTR	University Bookstore	5000 Rockhill
BSB	Biological Science Building	5007 Rockhill
BLOCH	Henry W. Bloch School of Business and Public Administration	5110 Cherry
CH	Cockefair Hall	5121 Rockhill
DORM	Student Residence Hall	5030 Cherry
DS	School of Dentistry	650 E. 25th St.
ED	Education Building	615 E. 52nd St.
EPP	Epperson House	5200 Cherry
FA	Fine Arts Building	5015 Holmes
GAR	Garage	5444 Troost
EMH	Ernest Manheim Hall	710 E. 52nd St.
GH	Grant Hall	5228 Charlotte
GSB	General Services Building	1011 E. 51st St.
RHFH	Robert H. Flarsheim Science and Technology Hall	5110 Rockhill Road
HH	Haag Hall	5120 Rockhill
HSB	Health Sciences Building (Hospital Hill)	2220 Holmes
KPB	Katz Pharmacy Building	5005 Rockhill
LAW	Law School	500 E. 52nd St.
MED	School of Medicine (Hospital Hill)	2411 Holmes
MNL	Miller Nichols Library	800 E. 51st St.
NH	Newcomb Hall	5123 Holmes
OMB	Old Maintenance Building	801 E. 51st St.
PAC	Performing Arts Center	4949 Cherry
RH	Royall Hall	800 E. 52nd St.
SASS	Student Academic Support Services	5014 Rockhill
SCB	Spencer Chemistry Building	5009 Rockhill
SH	Scofield Hall	711 E. 51st St.
SRC	Swinney Recreation Center	5030 Holmes
4825T	4825 Troost Bldg.	4825 Troost Ave.
UC	University Center	5000 Holmes
UH	University House	5101 Rockhill

UMKC GENERAL STYLE

A

Abbreviations

BEFORE A NAME

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

AFTER A NAME

Abbreviate junior or senior after a name. Abbreviate company, corporation, incorporated and limited when used after the name of a corporate entity. Do not use a comma after the designation. Correct: "the Center for Money Studies Inc."

Abbreviations/acronyms in parentheses Do not follow an organization's name with an abbreviation or acronym in parentheses. If an abbreviation or acronym would not be clear on second reference, do not use it.

Academic degrees

In general usage, spell out the degrees in lowercase letters, using an apostrophe: bachelor's degree, master's degree. For a doctorate, use "doctorate in <name of field>."

Use degree abbreviations only when the need to identify individuals by degree on first reference would make the preferred form cumbersome. Use abbreviations only after the full name of a person. "Mike Jones, M.F.A."

Academic departments

Capitalize the proper names of departments. Examples:

Department of Theatre;
the Theatre Department

General references to the same department are not capitalized: "the department."

Academic Titles

See entry under "Titles."

Address

VOLKER CAMPUS

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

5100 Rockhill Road
Kansas City, MO 64110-2499

HOSPITAL HILL CAMPUS

Use these as the return address on all correspondence.
School of Medicine, 2411 Holmes Street
School of Dentistry, 650 E. 25th Street
School of Nursing, 2220 Holmes Street

EXCEPTION

The only exception to this rule is when mail is delivered by the U.S. Postal Service to the building. (Example: UMKC Residence Hall), or in the case of music, theater or Conservatory events that are primarily dependent on people attending a specific location.

Example:
"the Performing Arts Center, 4949 Cherry."

Otherwise, refer in printed materials to "our mailing address" and "our location address," or "our building address."

Address abbreviations

Abbreviate avenue, boulevard and street in numbered addresses. Correct: Epperson House is on Cherry street. The address is 5200 Cherry St."

Adviser

Preferred spelling, all uses. Use in place of "advisor."

Alumnus, alumni, alumna, alumnae

Alumnus (alumni as plural) refers to man or a woman who has attended a school. Alumna (alumnae as plural) is a woman who has attended a school. Alumni refers to a group of men and women.

B

Black

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

BkMk Press

Capitalize as indicated.
Pronounced "bookmark."

Board of Curators

Always capitalized if used as a complete phrase.. Secondary reference is lowercase, as in "the curators."

Board of directors, board of trustees

Lowercase if not used with the full title of the organization.

C

Campus designations

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

Chair, Chairman, Chairwoman

"Chair" 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.

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."

Coordinating Board for Higher Education

Sometimes misused as Coordinating Board of ...

Coursework

At UMKC, it's one word.

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

Curators' Professor
Always a plural possessive, always capitalized, even after a name.

D
Dean
Capitalize only when used as a formal title before the full name. Example:
"Dean Mike McIntosh."

Dr.
in first reference, UMKC style is to use the academic degree initials. i.e., "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.
Exception: UMKC commencement and Convocation programs.

E
E-mail
The "e" is not capitalized unless it's the first word of a sentence. Examples:
"My e-mail didn't get through."
"E-mail is a great tool."

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

Equity biographies
Exceptions to title styles are allowed in accordance with rules of the actors' union. Check with the information specialist for the Rep, 816 235-1579, for more specific guidelines.

F
Flarsheim Hall
The official name of UMKC's newest building is the Robert H. Flarsheim Science and Technology Hall. Flarsheim Hall is suitable for most purposes.

Fund raising, fund-raising, fund-raiser
Correct usage of these word forms depends on the context and whether it's serving as a noun or as a compound modifier. Examples:
"Fund raising is difficult."
"Let's go to that fund raiser."
"They planned a fund-raising campaign."
"A fund raiser was hired."

Faculty
Refers to a teacher or a body of teachers within a school of university. When meant as a plural, it is clearer to non-academic audiences to say "faculty members are..."

G
Grade Point Average
In general, spell out on first reference; G.P.A. or GPA after that. Usually, the abbreviation GPA can be used with figures:
"He earned a 3.99 GPA in biology."

H
Health care
Two words. If used as an modifier, hyphenate. Example:
"He is in favor of health-care reform."

I
Internet
A reference to a decentralized network of host computers. Always capitalized if referring to the worldwide network. Lowercase if referring to simple networks.

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

L
Logo
There are specific policies regarding the use of the University of Missouri, its official seal and the UMKC logo.
For specific information, reference the Standards Manual section of this publication or contact University Communications, 816 235-1576.

M
Midwest
"Midwest" is preferred: "Missouri is in the Midwest." For adjectives: "Missouri is a midwestern state."

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

Missouri Relay Phone Numbers
A requirement of the Americans With Disabilities Act that requires additional phone numbers to be listed when using a University phone number for response or more information.
"People with speech or hearing impairments may contact the University by using Relay Missouri,
1-800-735-2966 (TT) or
1-800-735-2466 (voice). "

Missouri Repertory Theatre
Spell as indicated. On second reference, write in entirety or use "the Rep."

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

N
Noon
This term stands alone. Do not put a "12" in front of it."12 p.m." also is acceptable.

O

off of, off
Off will work nicely, as in "Get off my back!" "Off of " is redundant and a bulky construction.

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

P

Percent
One word. Do not use % unless in tabular material. Percent takes a singular verb when standing alone or when a singular word follows an "of" construction.

"She collected 50 percent to win the election."

Percent takes a a plural verb when a plural word follows an "of" construction.

"More than 40 percent of the students came to the meeting."

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

p.m., a.m.
Lowercase and use periods. Avoid redundancies such as "8 p.m. tonight." If your seminar is from 10 in the morning to 6 in the evening, write "10 a.m. -6 p.m." rather than 10-6. Most people won't show up at 10 p.m., but it always helps to be clear.

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."

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.

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

In running text,. use regular (Associated Press) abbreviations, such as Kan., Mo., Ark., Neb., Okla., Ill.

Eight states are never abbreviated in running text: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, Utah.

T

That/Which
"That" is used to restrict meaning and "which" is used to elaborate.

Correct: The bonds <u>that</u> are to be used for the new building will be paid in 2010.

Correct: The bonds, <u>which</u> were issued in 2000, will be paid off in 2010."

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 UM System president, Bill Johansen, was available for questions after the meeting."

FORMAL TITLES
Capitalize formal titles when they are used immediately before one or more names: President Clinton, Pope John Paul.

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: Gov. Carnahan.

Other titles serve primarily as occupational descriptions: pilot Chuck Yeager, novelist Tom Clancy.

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

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

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

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

ACADEMIC TITLES
Capitalize and spell out formal titles such as professor, dean, president, chancellor, chairman, etc., when they precede a name. Lowercase elsewhere: "former Chancellor and Provost Eleanor Brantley Schwartz;" or "George Russell, former chancellor, spoke at the event."

Lowercase modifiers such as "political science," as in "political science Professor Ben Martin" or "department" in "department Chairman Burton Dunbar."

COMPOSITION TITLES

Apply these guidelines to book titles, movie titles, opera titles, play titles, poem titles, song titles, television program titles, and 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, Frazier.
- Quote marks around the names of articles appearing in magazines, newspapers or journals, i.e., "Analysis of Antitoxins in Pharmacology," or the names of art exhibitions, i.e., "Still Life: Photography at Its Best."

COURTESY TITLES

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

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

DOCTOR, DR.

In news releases and other materials prepared for media use, comply with industrywide standards of style. "M.D." or "D.D.S." or "Ph.D." after a name makes it clear for the reader. When writing for general audiences, reserve "Dr." only for practitioners of the healing arts (including osteopaths, dentists, psychologists, optometrists and chiropractors).

In general, the preferred form for mention of academic degrees is to use a phrase such as "Jim Phillips, who has a doctorate in physics ...."

In articles and materials prepared for academic audiences or on-campus use, or in materials where the credentials of the person are necessary to establish credibility, the title "Dr." may be used for holders of Ph.D. or honorary degrees.

However, care should be taken that the individual's specialty is stated in first or second reference. The only exception would be a story in which the context left no doubt that the person was a dentist, psychologist, chemist, etc.

Do not continue the use of "Dr." in subsequent references.

LEGISLATIVE TITLES

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

Spell out other legislative titles in all uses. Capitalize when they are used before a name. Lowercase in other uses.

Add "U.S." or "state" before a title only if necessary to avoid confusion.

Do not use legislative titles before a name on second reference unless they are part of a direct quotation.

MILITARY TITLES

Check with the AP Stylebook for specific rules regarding military titles.

MUSIC TITLES

Check with the the Conservatory of Music for specific guidelines on musical composition titles, 816 235-2949.

RELIGIOUS TITLES

Consult the AP Stylebook for specific guidelines on use of religious titles.

toward, towards

It's "toward," not "towards."

try and/try to

Correct: "She will try to pass the test."
Incorrect: "She will try and pass the test."

U

University of Kansas City, trustees of the University of Kansas City

Prior to being UMKC, the University was the private University of Kansas City. After merging with the UM system in 1963, the board of trustees of UKC became a private corporation called "University of Kansas City." In references, use as "UKC." When referring to members of this constituent orgranization, use "trustees."

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."

use, utilize

Grammar experts note no discernible reason to substitute "utilize" for "use," because they have the same meaning. Rene Cappon, in *Guide to Good Writing"* says "Why choose the longer and ugly word over the short and crisp one? Use use."

W

Web site

Use as two words: "web site."

World Wide Web

On second reference, it's acceptable as "the Web."

X

X-ray

It's "X-ray," always capital "x."

LANGUAGE ABOUT DISABILITIES

A disability is defined as a functional limitation. That includes any physical, sensory or mental condition.

To avoid reinforcing negative images and myths, use words and images that cast persons with disabilities in a positive light. For instance:

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

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

Some examples are listed.

Use	Don't Use
cleft lip, cleft palate	hare lip
congenital disability	birth defect
Down's syndrome	Mongol or Mongoloid
disability	handicap
mental illness	crazy, maniac, lunatic, demented
short stature	dwarf, midget
without speech	mute, dumb
blind	partially sighted
persons with disabilities	special
learning disabilities	slow learner, retarded

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

AVOIDING SEXIST WORDING

Use these guidelines to avoid offending a reading audience:

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

Instead of	Use
mankind	people
manpower	personnel
mothering	nurturing
to man	to operate

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

Instead of	Use
chairman	moderator
foreman	supervisor
mailman	postal worker

3. 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."

4. To avoid the awkward "his/her" structure, recast to plural.
From
"Each student must meet with his adviser."
To
"Students must meet with their advisers."

5. Address your readers directly in the second person.
From
"The applicant must mail his form by Thursday."
To
"Mail your form by Thursday."

6. Replace third person singular possessives with articles.
From
"Each child wrote in his notebook."
To
"Each child wrote in a notebook."

7. Write your way out of the problem by using the passive voice. (This should be a last-ditch effort, because it is usually preferable to use the active voice in writing.)
From
"Each trainer developed his tests."
To
"The tests were developed by each trainer."

8. Use a third person singular pronoun to refer to a third person singular antecedent, unless you are sure your audience is as willing as you are to break the rules of English grammar.
"Every student should do his or her homework thoroughly."
or
"All students should do their homework thoroughly."

9. Avoid "s/he," "he/she," and "his/her." They look awkward and interfere when someone is trying to read a text aloud. If you can't apply one of the other guidelines, use "he or she," and "his and hers."

GRAMMAR; PUNCTUATION

Colon

The colon is used most frequently at the end of a sentence to introduce lists, tabulations, texts, etc.

Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence: "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."

EMPHASIS

"He was good at just one thing: sleeping."

LISTINGS

Use the colon in such listings as time elapsed (3:51.1), time of day (7:30 a.m.), biblical and legal citations (2 Kings 21:4 and 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. Use a colon to introduce longer quotations within a paragraph and to end all paragraphs that introduce a paragraph of quoted material.

PLACEMENT WITH QUOTATION MARKS

Colons go outside quotation marks unless they are part of the quotation itself.

MISCELLANEOUS

Do not combine a dash and a colon.

Comma

The following guidelines regard frequent usage of commas. Refer to Webster's New World 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."

Do put 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."

Do 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 appropriate experience, whether he has an adequate educational background, and whether you think he will work well with the other employees."

Do use a comma before the concluding conjunction if not using the comma would confuse the meaning of the sentence.

WITH EQUAL ADJECTIVES

Use commas to separate a series of adjectives equal in rank. If the commas could be replaced by the word "and" without changing the sense, the adjectives are equal:

" a cool, calm demeanor,"
" a dark, wet night."

Use no comma when the last adjective before a noun outranks its predecessors because it is an integral element of a noun phrase, which is the equivalent of a single noun:

"a cheap fur coat (the noun phrase is 'fur coat'); the old oaken bucket; a new, pink summer hat."

WITH NON-ESSENTIAL CLAUSES AND PHRASES

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

WITH INTRODUCTORY CLAUSES AND PHRASES

Commas usually are used to separate introductory clauses or phrases from the main clauses: "Whenever he had trouble starting his car in the morning, he took the bus."

The comma may be omitted if no ambiguity would result:

"While he slept it snowed."

But use the comma if its omission would slow comprehension:

"Up above, the man looked out his window at the crowd."
(Generally, use with introductory phrases of four or more words.)

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."

As a rule of thumb, 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. Use a colon to introduce quotations of more than one sentence.

Do not use a comma at the start of an indirect or partial quotation:

"He said he felt 'just wonderful' to be here."

BEFORE ATTRIBUTION

Use a comma instead of a period at the end of a quote that is followed by attribution:

"I'd like to go to the game," he said.

Do not use a comma if the quote ends with a question mark or exclamation point:

"Don't you think it will rain?" he asked.

NAMES OF STATES AND NATIONS USED WITH CITY NAMES

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

WITH "YES" AND "NO"

"Yes, you did." "No, I didn't."

IN DIRECT ADDRESS

"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. Major exceptions are street addresses, broadcast frequencies, room numbers, serial numbers, telephone numbers and years.

PLACEMENT WITH QUOTES

Commas always go inside quotation marks.

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 spaced 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 ... !"

In general, treat an ellipsis as a three-letter word, constructed with three periods and two spaces as shown above.

Essential and non-essential clauses and phrases

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

ESSENTIAL

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

Clauses and phrases add information, but they can be eliminated without changing the meaning of the sentence:

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

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

Displayed Lists

Lists in running text usually work better as "bulleted" lists. Bulleted items look best when set with hanging indention, which may appear (as an indented block) ... or with further indention of runover lines.

Hanging indention is preferred for numbered list items, but paragraph style is acceptable when

(1) every item or almost every item is about one-third of manuscript page long or longer or

(2) the page is to be typeset in two or more columns.

USING BULLETED LISTS

What kind of bullets to use? Round, square, diamond, or any other shape that your software can produce — just go easy on the somewhat clichéd icons like checkmarks and pointing fingers, and avoid the asterisks reminiscent of typewriter mock-dingbats.

A formatting point:

- Bullets should be checked for positioning — the same amount of space should be used before each bullet and after each bullet throughout the text.
- They should also be checked for con-

sistency — 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 it it's not a full sentence;
- End each bulleted item with a semicolon;
- Follow the final bulleted item with a period.

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. Why? To emphasize coordinate relationships.

Exclamation points

Use the exclamation point to express a high degree of surprise, incredulity or other strong emotion. Do not overuse it. Place exclamation points inside quotation marks when they are part of the quoted material; place them outside when they are not part of the quoted material. Do not use a comma or period after the exclamation mark.

Parentheses

Do not use just one.
Wrong: l)
Right: (1).

Periods go inside or outside parentheses and brackets depending on whether the enclosed statement stands alone or is part of a complete sentence:

"She acted fast. (There's no time like the present.)"

"There's no time like the present (or so she thought)."

Quotation marks

DIRECT QUOTATIONS

Use the quote 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 close-quote marks at the end of the first paragraph. Do put open-quote marks at the start of the second paragraph. Continue in this fashion for any succeeding paragraphs, using close-quote 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 close-quote 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 word or words used in an ironical sense:

The "game" soon turned into a "slugfest."

UNFAMILIAR TERMS

A word or words being introduced to readers may be placed in quotation marks on first reference: "A 'DVD' is a disk, similar to a CD, used to store computer data."

Do not put subsequent references to the word in quotation marks.

PLACEMENT WITH OTHER PUNCTUATION

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

Semicolon

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

TO CLARIFY A SERIES

Use semicolons to separate elements of a series when individual segments contain material that also must be set off by commas:

"He has a cousin, Jeff Franks of New York; two uncles, Bob and Jerry Webster of Smithville, Mo.; and a brother, John, in Kansas City."

Note that the semicolon is used before the final "and" in such a series.

TO LINK INDEPENDENT CLAUSES

Use a semicolon when a coordinating conjunction such as "and," "but" or "for" is not present:

"The package was due last week; it arrived today."

If a coordinating conjunction is present, use a semicolon before it 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; but even with those precautions, the escapee crossed the state line."

NUMERALS

General

- 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.
- For uses not covered by the following listings spell out whole numbers below 10, use figures for 10 and above.

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 other 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. If necessary, recast the sentence. There is one exception — a numeral that identifies a calendar year

Wrong: 300 students attended the rally.
Right: On Friday, 300 students attended the rally.
Right: 1976 was the bicentennial.

Casual uses

Spell out 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 or words

For ordinals spell out "first" through "ninth" when they indicate sequence in time or location first base, the First Amendment, he was first in line. Starting with "10th" use figures.

Use "1st," "2nd," "3rd" when the sequence has been assigned in forming names. The principal examples are geographic, military and political designations such as 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

POLICY ON EDITORIAL/GRAPHICS STANDARDS

All copy and graphics pertaining to a mass-produced publication that will go to or be seen by people outside the University, or uses the name "University of Missouri-Kansas City," must be reviewed by the Office of University Communications to conform to UMKC guidelines for usage and style, including grammar, spelling, punctuation, capitalization.

Additional editing services may be suggested by a member of the editorial staff, subject to the approval of the client.

Preparing text for use in publications

Whether flyer or catalog, poster or brochure, it's the text in your publication that first defines your image, sells your program and communicates your message.

Regardless of the medium, copy should be clear, concise and accurate. It should be well-organized, easily read and understood and never pretentious.

Most of the time you'll write the original copy for your publication. (Time and staffing allow us to originate copy on a limited number of publications.) Our editors will work with you and your copy to make sure it conveys your message in the best way possible to fulfil your project's goals.

To help you get started, here are several writing tips:

1. Keep your sentences short. Usually, simple declarative sentences will work better for you than sentences with complex grammatical constructions.
2. Use the active voice — it strengthens the sentence and quickens the pace.
3. Vary sentence structure so the copy flows.
4. Use short, familiar words that your reader can understand quickly and easily.

Preparing graphics for use in publications

1. Collect any images or graphic items that you believe might be used to add appeal to your promotional materials. These might be photos of events, textbooks relating to the curriculum, or other noncopyrighted material.
2. Gather promotional items that show techniques or copy approaches. These will help you communicate the look and feel you want.

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