



# Visual Identity Guidelines

July 2025

UNIVERSITY OF MISSOURI-KANSAS CITY

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# **THE UMKC BRAND**

1.0

## **1.1 | INTRODUCTION**

## THE UMKC BRAND

### 1.1 | Introduction — Brand Overview

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

#### THE IMPORTANCE OF THE UMKC BRAND

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

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

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

#### STRENGTHENING THE UNIVERSITY BY BUILDING THE BRAND

The UMKC brand consists of the following guidelines:

- Visual identity  
(logos, marks, fonts, colors, etc.)
- Editorial style
- Web
- Social media
- Kansas City Athletics  
(logos, marks, fonts, colors, etc.)
- Bloch School  
(logos, marks, fonts, colors, etc.)

These brand guidelines were developed to help you become a UMKC brand ambassador. In these guidelines, you will recognize key brand components, including elements of our visual identity and guidelines on how to communicate clearly and consistently. **Guidelines are available to review and download at [umkc.edu/brand](http://umkc.edu/brand).**

#### IN THIS DOCUMENT

Our visual identity provides standards for using UMKC's marks, signature and graphics in all print and digital communications, marketing initiatives and university-authorized products. By following these standards, you will help protect the brand identity of UMKC and strengthen the university's recognition with internal and external audiences.

#### UMKC LOGO UPDATE

*In April 2022, the university began using a refreshed version of the UMKC logo.*

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

Since this update was a subtle change, rather than a full redesign, there is no need to throw away branded items and start over. The new logo is being phased in over time and should be used on any new print materials being created. Digital updates should be made, if they weren't already implemented during the initial rollout.



Old logo

Updated logo

## THE UMKC BRAND

### 1.1 | Introduction — Brand and Marketing Contacts

#### GENERAL QUESTIONS

##### The Division of Strategic Marketing and Communications (MCOM)

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

The Division of Strategic Marketing and Communications is the UMKC brand advocate. Any questions regarding marketing, communications or in general should be directed to MCOM.

#### GENERAL UMKC BRANDING QUESTIONS OR APPROVALS

##### UMKC Brand Council

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

Any university branding questions or artwork approval requests should be directed to the UMKC Brand Council.

#### ATHLETICS BRANDING QUESTIONS OR APPROVALS

##### Kansas City Athletics

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

Any artwork approval requests or questions about the Kansas City Athletics brand guidelines or the Athletic Roo should be directed to Kansas City Athletics.

#### LICENSED MERCHANDISE AND PROMOTIONAL ITEMS

##### UMKC Brand Council | Kansas City Athletics

[brand@umkc.edu](mailto:brand@umkc.edu) | [Athletics@umkc.edu](mailto:Athletics@umkc.edu)

[go.umkc.edu/PromoStore](http://go.umkc.edu/PromoStore)

Promotional items using an official logo or mark must be ordered through the UMKC promo store or approved by the UMKC Brand Council or Kansas City Athletics before producing.

Before producing any licensed or sellable merchandise using a UMKC or Kansas City Athletics logos or marks, all vendors must secure licensing approval through CLC. If you are already a licensed vendor and want to add UMKC, log into Brand Manager 360. Those interested in signing up as an approved vendor through CLC can learn more and apply at [clc.com/get-licensed](http://clc.com/get-licensed).

Any merchandise or licensing questions should be directed to the UMKC Brand Council or Kansas City Athletics.

#### STATIONERY PRODUCT ORDERS

##### Modern Litho Print Services

[go.umkc.edu/order](http://go.umkc.edu/order) | [muprinting@modernlitho.com](mailto:muprinting@modernlitho.com)

Modern Litho Print Services handles most basic UMKC stationery prints and reprints, including business cards, letterhead and stationery envelopes, as well as electronic letterhead.

#### STUDENTS, STUDENT GROUPS AND ORGANIZATIONS

##### Office of Student Involvement

[getinvolved@umkc.edu](mailto:getinvolved@umkc.edu) | [roogroups.umkc.edu](http://roogroups.umkc.edu)

If your student organization has questions about using the UMKC logo or any related elements, contact the Office of Student Involvement.

Student groups and organizations officially registered with UMKC must submit any design or promotional items for approval through RooGroups at [roogroups.umkc.edu](http://roogroups.umkc.edu).

#### ALUMNI AND ALUMNI GROUPS

##### UMKC Alumni Association

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

If you are an alumni or alumni group, please work with the UMKC Alumni Association on any promotional materials you might need.

#### INDIVIDUALS EXTERNAL TO THE UNIVERSITY

##### The Division of Strategic Marketing and Communications (MCOM)

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

If you are working with a specific department or division within UMKC, please coordinate with your point of contact to have any branding or marketing questions forwarded to the Division of Strategic Marketing and Communications.

Additional brand resources and services can be found at [umkc.edu/mcom](http://umkc.edu/mcom) or [umkc.edu/brand](http://umkc.edu/brand).

Any questions about these guidelines or branding approvals should be sent to [brand@umkc.edu](mailto:brand@umkc.edu).

## **1.2 | BRAND ELEMENTS**

## THE UMKC BRAND

### 1.2 | Brand Elements — Brand Color Palette

Our color palette is bold, confident and UMKC. Use these colors consistently to maintain brand recognition.

#### COLOR TYPES

- Pantone (PMS) is a standardized color matching system, to specify and control colors for printing.
- CMYK (cyan, magenta, yellow, black) is a four-color build for printing.
- RGB (red, green, blue) and HEX (hexadecimal) codes are for screens and websites. HEX should be used over RGB when possible.
- The CMYK, RGB and HEX values for UMKC primary colors differ from the PMS defaults in most design programs. It is necessary to create these formulas within your document rather than relying on the program's built-in conversion from spot color to process color.

#### GUIDELINES

All pieces should include UMKC Blue and Gold as the dominant colors.

Limit the number of secondary colors used in a single piece so it does not break from the UMKC brand.

Be mindful of color combinations that represent other universities.

The UMKC color palette can be deployed in various shades and tints to help create contrast and variety through different pieces of collateral. Tints of our primary and secondary colors are useful when designing charts, graphs and diagrams.

Try and use as much contrast as possible when using text or designs with a colored background. For example, UMKC Gold on white and white on UMKC Gold have a low visual contrast and may be hard for people to see and/or read.

Full color palette



Note: The breakdown above represents the hierarchical balance of color usage within the palette. UMKC Blue and Gold should be the predominant colors, followed by white or gray. The remaining colors should be used sparingly and only as accents. The full color palette should not be used in one piece, unless in a gradient or for a graph with many data points.

## THE UMKC BRAND

### 1.2 | Brand Elements — Primary Colors

Like the UMKC logo, our distinctive blue and gold colors are a vital visual element in the university's brand.

Universities around the country are identified by their official colors, and UMKC is no different.

Variations and inconsistencies in the hues dilute the effectiveness of our colors and weaken the UMKC brand, so it's important to follow the color guidelines.

#### UMKC Blue



**PANTONE:** 300C  
**CMYK:** 99, 50, 0, 0  
**RGB:** 0, 102, 204  
**HEX:** #0066cc

#### UMKC Gold



**PANTONE:** 7405C  
**CMYK:** 0, 11, 97, 2  
**RGB:** 242, 206, 14  
**HEX:** #ffd52f

## THE UMKC BRAND

### 1.2 | Brand Elements — Secondary Colors

#### Our official primary colors are UMKC Blue and Gold.

A supporting color palette was designed to complement our primary colors. Supporting colors should be used as accents within your design, but should **never become the main colors used**.

Dark navy and either UMKC Gold or dark gold should never be used as primary colors together to avoid confusion with other university colors.

Orange should only be used in connection with the Henry W. Bloch School of Management unless using the color in a gradient or as an additional color in graphs.

**Any use of UMKC secondary colors or gradients for marketing or merchandise purposes requires proof review and approval by the UMKC Brand Council. Send all requests to [brand@umkc.edu](mailto:brand@umkc.edu).**

#### Orange



**PANTONE:** 165C | **CMYK:** 0, 74, 97, 0  
**RGB:** 242, 103, 38 | **HEX:** #f26726

#### Dark Gold



**PANTONE:** 123C | **CMYK:** 0, 19, 89, 0  
**RGB:** 255, 199, 44 | **HEX:** #ffc72c

#### Dark Aqua



**PANTONE:** 298C | **CMYK:** 67, 2, 0, 0  
**RGB:** 65, 182, 230 | **HEX:** #41b6e6

#### Light Blue



**PANTONE:** 660C | **CMYK:** 88, 50, 0, 0  
**RGB:** 64, 126, 201 | **HEX:** #407ec9

#### Dark Blue



**PANTONE:** 301C | **CMYK:** 100, 53, 4, 19  
**RGB:** 0, 75, 135 | **HEX:** #004b87

#### Dark Navy



**PANTONE:** 2965C | **CMYK:** 100, 80, 50, 40  
**RGB:** 9, 39, 60 | **HEX:** #043659

#### Gray



**PANTONE:** Cool Gray 3C | **CMYK:** 0, 0, 0, 25  
**RGB:** 199, 200, 202 | **HEX:** #c7c8ca

#### White



**PANTONE:** White | **CMYK:** 0, 0, 0, 0  
**RGB:** 255, 255, 255 | **HEX:** #ffffff

## THE UMKC BRAND

### 1.2 | Brand Elements — Gradients

Gradients create visual interest and speak to the innovative energy found within UMKC's campus and audience.

Our gradients should be treated as a source of light or spatters of innovation.

#### GUIDELINES

Avoid creating gradients that feel dull or muted. The tone should feel light and bright.

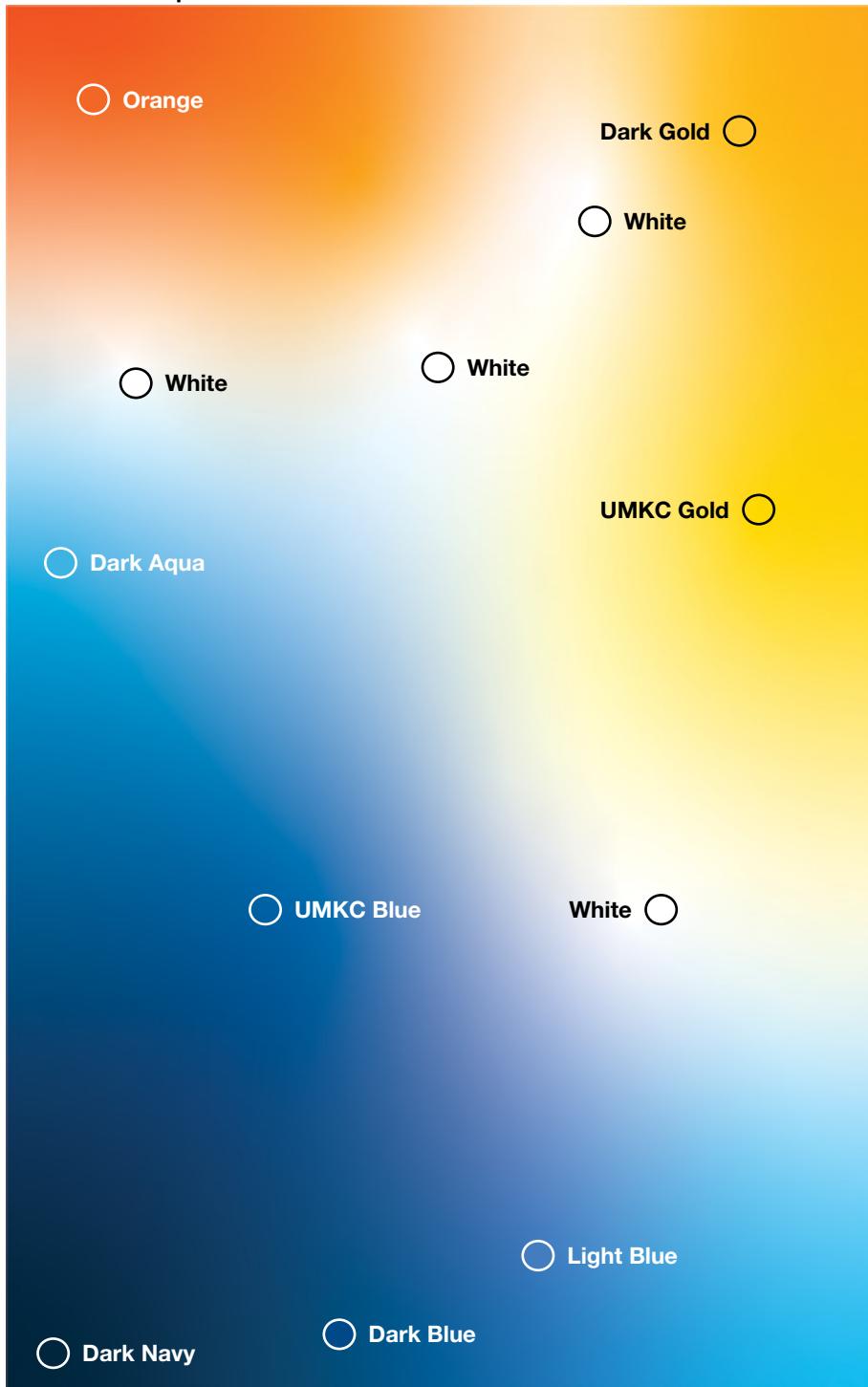
Avoid heavily mixing the primary color palette within the gradient. These colors should feel like light.

The cooler tones and warmer tones in the color palette should be separated by white.

When overlaying text on the gradient, make sure to keep contrast in mind to ensure legibility.

**Any use of UMKC secondary colors or gradients requires review and approval by the UMKC Brand Council. Send all requests to [brand@umkc.edu](mailto:brand@umkc.edu).**

#### Gradient Example



## THE UMKC BRAND

### 1.2 | Brand Elements — Typography

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

**Our preferred brand font is Helvetica Neue (Roman and Condensed versions).**  
If you should need a serif font, Cheltenham is recommended.

For web projects, we recommend the Google fonts: Roboto, Oswald or Bitter.

You can purchase these fonts from a variety of websites, including [linotype.com](#) or [fonts.com](#).

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

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#### Official fonts

##### PRINT

###### **HELVETICA NEUE**

Helvetica Neue Roman

*Helvetica Neue Italic*

**Helvetica Neue Bold**

*Helvetica Neue Bold Italic*

Helvetica Neue Condensed

*Helvetica Neue Condensed Italic*

**Helvetica Neue Bold Condensed**

*Helvetica Neue Bold Condensed Italic*

##### **CHELTONHAM**

Cheltenham Book

*Cheltenham Book Italic*

**Cheltenham Bold**

*Cheltenham Bold Italic*

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##### WEB

**Roboto** (Google font) – use for headings and body copy

**Oswald** (Google font) – only use for headings

**Bitter** (Google font) – use for headings and body copy

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#### Substitute typefaces

##### PRINT

Arial

Times New Roman

##### WEB

Arial

Georgia

## THE UMKC BRAND

### 1.2 | Brand Elements — Long-form Name and Abbreviation

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

On second reference, or where UMKC already has brand awareness, use the abbreviation instead of the long-form name. Often, web content uses "our" for a more informal tone.

**Any use of UMKC long-form name or abbreviation in a graphic treatment or on merchandise requires proof review and approval by the UMKC Brand Council. Send all requests to [brand@umkc.edu](mailto:brand@umkc.edu).**

#### Main Long Form

University of Missouri-Kansas City

The University of Missouri-Kansas City

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

#### Abbreviation

UMKC

#### Body Copy Line Breaks

The abbreviation should never be separated by a line break for body copy. When a line break affects the long-form name in body copy, the following format should be used:

##### OPTION 1

University of Missouri-  
Kansas City

##### OPTION 2

University of  
Missouri-Kansas City

**Note: Do not use spaces on either side of the hyphen to overcome line breaks.**

#### Graphic Treatments and Merchandise Line Breaks

The following formats should be used only when creating a graphic treatment or designing for merchandise:

##### LONG-FORM NAME

University of Missouri  
Kansas City

##### ABBREVIATION

UM  
KC

**Note: Text for both uses of these line breaks must be center aligned.**

## THE UMKC BRAND

### 1.2 | Brand Elements — Long-form Name and Abbreviation *continued*

#### INCORRECT LONG-FORM NAME AND ABBREVIATION USE

The following are examples of incorrect usage that weaken our brand.

- **Do NOT put a space on either side of the hyphen.**
- **Do NOT change the hyphen to an en or em dash.**
- **Do NOT abbreviate any part of the long-form name.**
- **Do NOT add periods, hyphens or other symbols to the abbreviation.**
- **Do NOT add a hyphen to a line break when using the long-form name in a graphic treatment or merchandise.**
- **Do NOT use left or right alignment to a line break when in a graphic treatment or merchandise.**

#### Examples of incorrect long-form names

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

#### Examples of incorrect abbreviations

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

#### Examples of incorrect body copy line breaks

##### LONG-FORM NAME

University of Missouri  
Kansas City

##### ABBREVIATION

UM  
KC

#### Examples of incorrect graphic treatments and merchandise line breaks

##### LONG-FORM NAME

University of Missouri-  
Kansas City

University of Missouri  
Kansas City

# **LOGOS, MARKS AND GRAPHICS**

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## **2.1 | INTRODUCTION**

## LOGOS, MARKS AND GRAPHICS

### 2.1 | Logos, Marks and Graphics — UMKC Logos, Marks and Graphics Overview

Logos, marks and graphics create a strong, consistent brand identity. This overview defines the UMKC logo options available and their intended uses on all materials.

**The primary logo is the most important element of UMKC's visual identity and should appear on all university materials.**

#### MAIN PRIMARY LOGO

The main primary logo is a single graphic element composed of the letters "UMKC" with a graphic flame attached to the "K."

#### ALTERNATE PRIMARY LOGO

The alternate primary logo is used when the audience is not familiar with our UMKC abbreviation (i.e. international brochures, national ads, etc.) or when the university name is not spelled out elsewhere on the piece or website. The approved logo is made up of two parts: UMKC main primary logo and university name.

#### PRIMARY LOGO WITH UNIT SIGNATURE

The primary logo with unit signature is used when greater definition is needed beyond the UMKC primary logo. The approved logo is made up of two parts: UMKC main primary logo and the official administrative or academic unit, center or institute name.

#### MASCOT OR ROO MARK

Several versions of the Roo are currently associated with UMKC. Each has its own unique personality, function and guidelines. Any use or modification of a UMKC Roo requires review and approval.

#### CENTER OR INSTITUTE LOGO OR MARK

Centers and institutes are organizations that have ties, or whose home resides, within the university or a unit. Each one has a specific logo, which includes the UMKC primary logo, center or institute name and unit with which it is associated (as applicable).

*Unique logos/marks have been created in rare instances where exceptions have been granted due to the high-profile, external-audience focus and competitively differentiating nature of a program. A UMKC primary logo must also be used on any materials featuring these unique logos.*

#### AFFILIATE OR CONSTITUENT LOGO OR MARK

Due to their unique relationship with UMKC and their focus on external audiences, affiliates and constituent organizations determine and enforce their own brand standards. Materials using these unique logos must still include either a UMKC primary logo, following co-branding guidelines, or contain the following statement: "(Affiliate/Constituent name) is (an affiliate/a constituent) of the University of Missouri-Kansas City."

A UMKC affiliate is composed of university employees who work in partnership with the university and may also have an external board made up of volunteers. Constituent organizations are composed of external volunteers advocating on behalf of the university. Many of these groups have board members who work with a UMKC contact and are required to sign an annual charter with the university.

*There are rare instances when an affiliate or constituent uses UMKC's main primary logo with a unique signature, including UMKC Foundation, UMKC Trustees and UMKC Alumni Association. These are separate nonprofit organizations established by civic and community leaders to support the betterment of the university as a whole.*

#### UNIVERSITY ORGANIZATION OR GROUP LOGO OR MARK

University organizations and groups are composed of UMKC students, faculty and/or staff. The logo/mark can be unique and should contain the university name or UMKC letters. Unique logos/marks must be preapproved and cannot use official UMKC logos or marks.

*There are rare instances when a group or organization qualifies for an official UMKC logo, like the UMKC Staff Council, with preapproval from the UMKC Brand Council.*

#### ATHLETICS LOGO OR MARK

The athletics logos and marks are registered/trademarked and licensed for Kansas City Athletics and follow their own brand standards. No part of the logo can be used without permission from Kansas City Athletics.

#### UM SYSTEM SEAL MARK

The official seal of the University of Missouri is the only symbol of the University of Missouri System (UM System). The seal is used by UM System administrative offices and the UM Board of Curators, as well as by UMKC for graduations, merchandise and promotional items. Students and student organizations are not allowed to use the UM Seal on apparel, merchandise or promotional items.

#### BRANDED GRAPHIC

All branded graphics must be preapproved and used in conjunction with a UMKC primary logo on all print, digital and promotional materials. They cannot be used as stand-alone branding or permitted on business correspondence and should not be close enough in proximity to the primary logo or university name to suggest a new logo.

#### ANNIVERSARY GRAPHIC

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

Anniversary graphics may not be used longer than one year, except in the case of centennial celebrations. Those may be used up to one year before and after a centennial date.

#### EVENT OR PROGRAM GRAPHIC

Unique marks or graphics may be created for use by the university or a unit for university-related events and programs.

Events will have a specific event date(s) and may not be used longer than one year, except in the case of anniversary or centennial celebrations. Those may be used up to one year before and after an anniversary/centennial date.

#### CO-BRANDED LOGO

Co-branded logos are created when a UMKC administrative or academic unit, service or organization partners with each other or an outside entity.

## LOGOS, MARKS AND GRAPHICS

### 2.1 | Logos, Marks and Graphics — Logo, Mark or Graphic?

#### IS IT A LOGO, MARK OR GRAPHIC?

**Primary logo versions** are the only official university logos.

A brand mark is a symbol or image that helps instantly identify a specific company (i.e., Nike swoosh). The UM System Seal, UMKC R1 Seal and UMKC Roos are examples of approved UMKC marks.

Any combination of design elements and text used in marketing materials is considered a graphic, not a UMKC logo or mark. A graphic may be designed for special events and programs on occasion.

#### GUIDELINES

**Graphics must be accompanied by a version of the primary logo, but the graphic and primary logo do not need to be in the same imprint area.**

#### MARKETING

On a multi-page marketing piece, the graphic may be on the front cover with the primary logo on the back cover. On a single-sided marketing piece or email, the graphic could go in the header with the primary logo in the footer.

#### SOCIAL MEDIA POST

If a social media avatar includes a primary logo, or you are posting on an official university or unit's social media page, your posts do not need to include a primary logo because the avatar serves as the logo.

#### LICENSED MERCHANDISE AND PROMOTIONAL ITEMS

A primary logo or university name or abbreviation text is required on all licensed and promotional merchandise, unless approved as an exception by the UMKC Brand Council.

#### Graphic Example and Primary Logo



Branded Graphic



Include a Primary Logo Version

#### Examples

A brochure for the First Gen ROO program. It features a group photo of students, a large blue "F" and "R" graphic, and text sections about benefits and how to know if you're first-generation.

Marketing



Social



Promotional

## **2.2 | PRIMARY LOGO VERSIONS**

## LOGOS, MARKS AND GRAPHICS

### 2.2 | Primary Logo Versions — Logo Evolution

The evolution of the UMKC logo reflects the university's dynamic identity and transformative spirit. Each logo marks a chapter in UMKC's growth as a university.

Retired UMKC logos cannot be used unless it is for historic reference and approved in writing by the UMKC Brand Council. To request approval for use, contact [brand@umkc.edu](mailto:brand@umkc.edu).

**Any use or modification of a UMKC logo, including logos not listed in these guidelines, requires review and approval by the UMKC Brand Council. Send all requests to [brand@umkc.edu](mailto:brand@umkc.edu).**

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#### Retired logo examples



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#### Current primary logo



## LOGOS, MARKS AND GRAPHICS

### 2.2 | Primary Logo Versions — General University

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

**There are three versions of the primary logo: Main, alternate and with unit signature. A primary logo version must appear on all visual media.**

#### MAIN PRIMARY LOGO

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



Main primary logo

Alternate primary logo (with university name)



#### ALTERNATE PRIMARY LOGO

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

The approved logo is made up of two parts: UMKC main primary logo and the university name.

## LOGOS, MARKS AND GRAPHICS

### 2.2 | Primary Logo Versions — Unit Signatures

#### PRIMARY LOGO WITH UNIT SIGNATURE

The primary logo with unit signature is used when greater definition is needed beyond the UMKC primary main or alternate logos.

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

The primary logo with unit signature is approved for the following:

- university administrative unit
- academic unit
- center or institute

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

The UMKC primary logo with unit signature should be used as the main logo for UMKC centers and institutes. For information regarding exceptions for creating unique logos for centers and institutes, see [section 2.4](#).

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

**Do not manually create your own primary logo with unit signature or a department logo.** Always use the artwork files provided for download at [umkc.edu/mcom](http://umkc.edu/mcom) or by your Strategic Marketing and Communications (MCOM) relationship manager. If your primary logo with signature is not available for download, contact [brand@umkc.edu](mailto:brand@umkc.edu).

#### University administrative unit signature

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



#### Academic unit signature

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



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

#### Center or institute signature

University center and institute signatures are required for centers and institutes with an internal university primary audience.



## LOGOS, MARKS AND GRAPHICS

### 2.2 | Primary Logo Versions — Logo Guidelines

Deviations from the visual identity standards undermine the integrity of the overall brand of UMKC.

**The following guidelines are required any time a primary logo version is used.**

#### GUIDELINES

##### APPROVED COLORS

Pantone 300C and 7405C are the official UMKC colors (see [section 1.2](#)). They should be used whenever possible to create an immediate visual connection to the university and to continue to build brand awareness.

Full-color logos should only be used with UMKC colors. The UMKC Blue and UMKC Gold version should only be placed on white. The white and UMKC Gold version can only be placed on UMKC Blue. If the background color is not white or UMKC Blue, the one-color logo should be used.

If your communication piece does not contain the official colors, it is recommended to use the one-color logo in black or the white logo on a solid background.

Do not change the logo to a different color (i.e., green, purple, red). A white logo on a solid contrasting background is preferred over making the logo a nonofficial color. **The logo should never be reproduced in gold.**

##### VERTICAL CENTER

Primary logos should be centered visually, not actually (geometrically), when centering vertically. The flame element creates the illusion of the logo being lower than center when using its actual vertical center.

Full-color (UMKC Blue/UMKC Gold or white/UMKC Gold)



One-color (white, UMKC Blue or black)



If the overall background color is not blue or white, like in the green example to the left, then a white or black logo should be used. Select the option with the most contrast to the background color.

Actual vs. visual vertical center



Actual Center



Visual Center

## LOGOS, MARKS AND GRAPHICS

### 2.2 | Primary Logo Versions — Logo Guidelines *continued*

The logo should be in a prominent place and proportionate to the item on which it is being used. A logo too big or too small loses its effectiveness as a brand identifier. Placing any element too close to a primary logo diminishes its importance.

#### SAFE SPACE

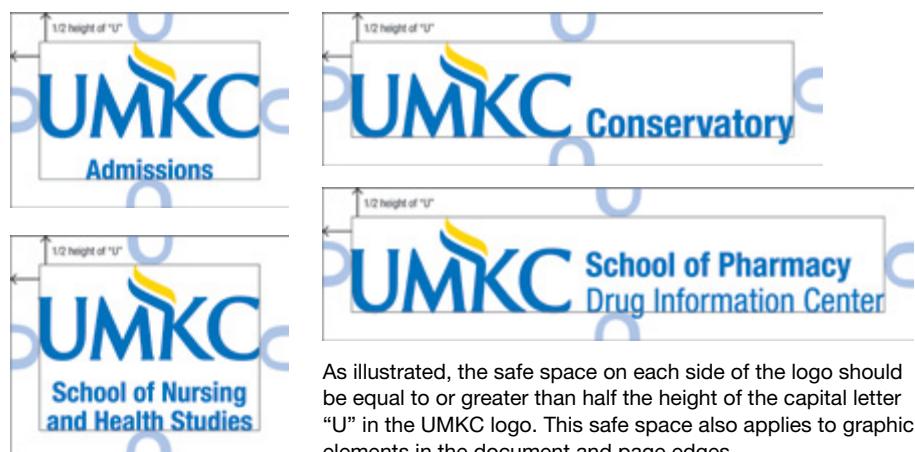
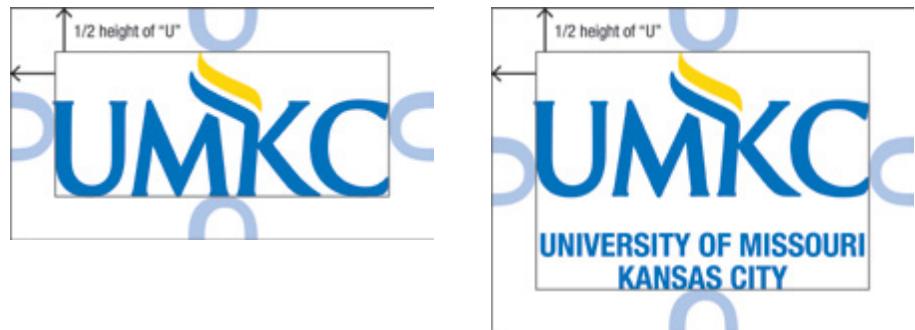
The minimum space needed around a primary logo version should be equal to half the height of the logo's U from all edges, text and other graphic elements.

#### MINIMUM SIZE

The minimum width of the main primary logo in all primary logo versions is one inch.

There will be instances when a smaller logo size is acceptable, including print and web ads and promotional products. For these instances, it is recommended to use the main primary logo, without the university name or unit signature.

#### Safe space



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

#### Minimum size



## LOGOS, MARKS AND GRAPHICS

### 2.2 | Primary Logo Versions — Logo Guidelines *continued*

#### INCORRECT LOGO USE

The following are examples of incorrect usage that weaken our brand.

- **Do NOT Use an Old UMKC Logo**

Any new marketing materials should be created using the updated UMKC primary logos.

- **Do NOT Create a New UMKC Logo**

You should not attempt to recreate any primary logo or the “University of Missouri-Kansas City” text.

- **Do NOT Create a Unique Logo**

Do not create other logos to represent the university or a unit, center, institute or program.

- **Do NOT Alter the Logo**

This includes — but is not limited to — changes in fonts, color, orientation, outlines, effects, gradients and additional elements.

- **Do NOT Put Logos on Web Pages**

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

- **Do NOT Animate the Logo**

The logo should not be animated to include motion or other effects when used on a digital platform.

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

#### Examples of incorrect logo use



Do not create new items with an old logo.



Do not create your own logo.



Do not use two logos close together.



Do not stretch the logo.



Do not tilt or rotate the logo.



Do not reverse the colors of the logo.



Do not change the color of the flame.



Do not add a pattern or change the logo color.



Do not add special effects or drop shadows to the logo.



Do not change the opacity of the logo.



Do not add an element to the logo.



Do not put the logo in another shape.



Do not outline the logo.



Do not put a blue logo on a blue or black background.



Do not put the white/gold logo on any background color except for UMKC blue.



Do not place the logo on a busy or cluttered background.

## **2.3 | MASCOT AND ROO MARKS**

## LOGOS, MARKS AND GRAPHICS

### 2.3 | Mascot and Roo Marks — Roo Overview

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

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

**Any use or modification of a UMKC Roo, including Roos not listed in these guidelines, requires review and approval by the UMKC Brand Council. Send all requests to [brand@umkc.edu](mailto:brand@umkc.edu).**

For additional information about use of the mascot, see our UMKC Editorial Guidelines at [go.umkc.edu/brand-toolkit](http://go.umkc.edu/brand-toolkit).



#### Historic Kasey the Kangaroo

Kasey the Kangaroo is considered UMKC's historic Roo.

Historic Kasey Roo, or any other UMKC Legacy Roo, cannot be used unless it is for historic reference and approved in writing by the UMKC Brand Council. To request approval for use, contact [brand@umkc.edu](mailto:brand@umkc.edu).



#### Classic Roo Mark

The Classic Roo mark is an adaptation of Kasey the Kangaroo and was adopted by the UMKC Alumni Association as a primary branding mark. Because of its historic significance, referring to the Classic Roo as "Kasey" is acceptable. The Classic Roo mark is available for staff, faculty and students to use, with permission from the UMKC Brand Council. To request approval for use, contact [brand@umkc.edu](mailto:brand@umkc.edu).



#### Previous UMKC Athletics Roo Mark

This UMKC Athletics Roo mark was retired with the 2019 Kansas City Athletics rebrand. It, or any other past UMKC Athletics Roo marks, cannot be used unless it is for historical reference and approved in writing by the UMKC Brand Council and Kansas City Athletics. To request approval for use, contact [brand@umkc.edu](mailto:brand@umkc.edu) and [Athletics@umkc.edu](mailto:Athletics@umkc.edu).



#### Roo Mascot Mark

The Kansas City Athletics Roo Mascot mark is the Roo associated with UMKC sports teams. Kansas City Athletics has its own set of guidelines governing use of the Roo Mascot. These are available for review at [go.umkc.edu/brand-toolkit](http://go.umkc.edu/brand-toolkit).



#### KC Roo Mascot

The UMKC mascot is known as KC Roo.

It is the live version of the UMKC Athletics Roo Mascot mark and is seen at UMKC sporting events and special appearances.



#### Illustrated KC Roo Mascot Mark

An illustrated version of KC Roo is available for staff, faculty and students to use, with permission from the UMKC Brand Council. This is the only Roo mark that can be modified, through the UMKC Brand Council, upon request. To request approval for general use or to request a new version modification, contact [brand@umkc.edu](mailto:brand@umkc.edu).



#### Roo Silhouette Marks

Two Roo silhouette mark versions are available for staff, faculty and students to use, with permission from the UMKC Brand Council. To request approval for use, contact [brand@umkc.edu](mailto:brand@umkc.edu).

## LOGOS, MARKS AND GRAPHICS

### 2.3 | Mascot and Roo Marks — Roo Evolution

UMKC's history with the Roo began in 1936. The then University of Kansas City was just three years old, and the school's debate team was in search of a mascot before joining competitions.

Across town, anticipation was building for the Kansas City Zoo's pregnant kangaroo and the arrival of her twins. This inspired the students to choose the kangaroo, believing the mascot would stand out, and it even rhymed with the school's nickname, KCU. In the fall of 1937, Kasey Kangaroo was born.

Shortly after, a group of students wrote to a Kansas City native, and up-and-coming animator, asking for a design for the March 1938 edition of the student-published humor magazine, *The Kangaroo*. The animator, Walt Disney, answered with a drawing of Kasey Kangaroo shaking hands with Mickey Mouse.

Over the next couple of decades, students created their own version of the Roo for various purposes. In 1963, the Roo was officially adopted by then University of Kansas City. Today, the Roo forms an integral part of UMKC's identity.

#### GUIDELINES

UMKC Legacy or retired UMKC Athletics Roo marks cannot be used unless for historical reference and approved in writing by the UMKC Brand Council or Kansas City Athletics.

To request approval to use a UMKC Legacy Roo mark, contact the UMKC Brand Council at [brand@umkc.edu](mailto:brand@umkc.edu). To request approval for a retired UMKC Athletics Roo mark, contact [brand@umkc.edu](mailto:brand@umkc.edu) and [Athletics@umkc.edu](mailto:Athletics@umkc.edu).

**Any use or modification of a UMKC Roo mark, including Roos not listed in these guidelines, requires review and approval by the UMKC Brand Council. Send all requests to [brand@umkc.edu](mailto:brand@umkc.edu).**

#### Retired Legacy Roo Examples



#### Current Roos



## LOGOS, MARKS AND GRAPHICS

### 2.3 | Mascot and Roo Marks — Classic Roo

The Classic Roo mark is an adaptation of the historical Kasey the Kangaroo. It is available for staff, faculty and students to use for university-related events, groups, clothing and marketing materials.

#### GUIDELINES

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

The Classic Roo mark cannot be modified in any way, have any elements added to it or be used to create a pattern without approval from the UMKC Brand Council.

The Classic Roo mark cannot be used for any for-profit use without going through CLC. For more information about licensing the mark, contact [brand@umkc.edu](mailto:brand@umkc.edu).

#### Classic Roo mark



#### APPROVALS

**All usage of the Classic Roo mark must be approved by the UMKC Brand Council before internal or external use.**

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

1. Download a watermarked mark image for layout purposes from [go.umkc.edu/RooGraphics](http://go.umkc.edu/RooGraphics).
2. Submit a pdf or jpeg of your layout to [brand@umkc.edu](mailto:brand@umkc.edu) for approval.

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

## LOGOS, MARKS AND GRAPHICS

### 2.3 | Mascot and Roo Marks — Classic Roo *continued*

#### APPROVED COLORS

Pantone 300C and 7405C are the official UMKC colors (see [section 1.2](#)). They should be used whenever possible to create an immediate visual connection to the university and to continue to build brand awareness.

**The tongue on either full-color Classic Roo Mark should remain white.** If the tongue cannot be white due to printing limitations, then gold is acceptable. Please note any printing limitations when submitting a full-color mark with a gold tongue for approval.

The one-color and reversed marks can only be created in the colors shown below each respective mark. The one-color mark must always be placed on a lighter background color. The reversed mark can only be placed on a background color dark enough for high contrast.

#### EXCEPTIONS

There may be instances when a smaller or simplified Classic Roo mark is needed, including embroidery, print and web ads and promotional products.

An embroidery Classic Roo mark has been created for embroidered items only. There is no reversed option for the embroidery mark. To use, follow the approval process for the Classic Roo mark outlined on the previous page.

For any other size or artwork requests, contact [brand@umkc.edu](mailto:brand@umkc.edu).

#### Acceptable colors

Full-color main



Pantone: 300C  
CMYK: 99, 50, 0, 0  
RGB: 0, 102, 204  
HEX: #0066cc

Full-color alternative



Pantone: 298C  
CMYK: 67, 2, 0, 0  
RGB: 65, 182, 230  
HEX: #41b6e6

One-color options



Pantone: 300C  
CMYK: 99, 50, 0, 0  
RGB: 0, 102, 204  
HEX: #0066cc

Reversed



White  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: #ffffff

#### Embroidery marks



## LOGOS, MARKS AND GRAPHICS

### 2.3 | Mascot and Roo Marks — Classic Roo *continued*

#### SAFE SPACE

The minimum space needed around the Classic Roo mark should be equal to the width of the Roo's front paw from all edges, text and other graphic elements.

#### MINIMUM SIZE

The minimum height of the full-color or one-color Classic Roo mark is one inch. The minimum height of the reversed Classic Roo mark is one-and-a-half inches.

#### BOTTOM ALIGNMENT

Text and other graphics should be aligned visually with the Classic Roo mark, not actually (geometrically), when aligning from the bottom. The tail creates the illusion of the mark floating above the other element when using its actual bottom alignment. For best results, align with the bottom of the front foot instead.

#### Safe space



#### Minimum size



#### Actual vs. visual bottom alignment



Actual Bottom Alignment

Visual Bottom Alignment

## LOGOS, MARKS AND GRAPHICS

### 2.3 | Mascot and Roo Marks — Classic Roo *continued*

#### INCORRECT MARK USE

The following are examples of incorrect usage that weaken our brand.

- **Do NOT Crop the Mark**

You should not attempt to crop the Classic Roo mark. If the size or design requires cropping, approval must be obtained through the UMKC Brand Council at [brand@umkc.edu](mailto:brand@umkc.edu).

- **Do NOT Flip the Mark**

The Classic Roo mark must always be positioned facing right.

- **Do NOT Violate the Safe Space**

The safe space is a rectangle surrounding the Classic Roo mark. Do not add text or other elements in the gap spaces next the marks head or tail.

- **Do NOT Alter the Mark**

This includes — but is not limited to — changes in color, orientation, embellishments or effects.

#### Examples of incorrect mark use



The mark should not be cropped without approval.



The mark must face right and should not be flipped.



Do not place text or other elements in the mark's safe space.



Do not modify or add elements to the mark.



Do not add special effects or drop shadows to the mark.



Do not use the reversed mark if contrast is low.



White can never be used for the one-color mark.



The one-color mark must never be on a darker background.



The reversed mark must never be on a lighter background.



The tongue can only be white (preferred) or yellow.



The Roo colors should not be changed or reversed on any mark version.



## LOGOS, MARKS AND GRAPHICS

### 2.3 | Mascot and Roo Marks — Roo Mascot

Kansas City Athletics maintains an entire suite of graphics, including Roo Mascot marks. For more information about Athletics branding, refer to their brand guidelines, available at [umkc.edu/mcom](http://umkc.edu/mcom).

#### GUIDELINES

The Roo Mascot mark cannot be used for any for-profit use without going through CLC. For more information about licensing the Roo Mascot mark, contact [Athletics@umkc.edu](mailto:Athletics@umkc.edu).

#### APPROVALS

**All usage of the Roo Mascot mark must be approved by Kansas City Athletics before internal or external use.**

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

1. Download a watermarked mark image for layout purposes from [go.umkc.edu/RooGraphics](http://go.umkc.edu/RooGraphics).
2. Submit a pdf or jpeg of your layout to [Athletics@umkc.edu](mailto:Athletics@umkc.edu) for approval.

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

#### Examples of Roo Mascot mark



## LOGOS, MARKS AND GRAPHICS

### 2.3 | Mascot and Roo Marks — Illustrated KC Roo Mascot

The Illustrated KC Roo Mascot mark was created to allow for a Roo mark version that could have a bit more modification and customization. The approved illustrations are available, as they are created, for staff, faculty and students to use with prior approval.

#### GUIDELINES

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

The Illustrated KC Roo Mascot mark cannot be modified in any way, have any elements added to it or be used to create a pattern unless created through the UMKC Brand Council. To request a custom variation, contact [brand@umkc.edu](mailto:brand@umkc.edu).

The Illustrated KC Roo Mascot mark cannot be used for any for-profit use without going through CLC. For more information about licensing the mark, contact [brand@umkc.edu](mailto:brand@umkc.edu).

#### APPROVALS

**All usage of the Illustrated KC Roo Mascot mark must be approved by the UMKC Brand Council before internal or external use.**

If you would like to incorporate the Illustrated KC Roo Mascot mark into your materials, follow these steps:

1. Download a watermarked mark image for layout purposes from [go.umkc.edu/RooGraphics](http://go.umkc.edu/RooGraphics).
2. Submit a pdf or jpeg of your layout to [brand@umkc.edu](mailto:brand@umkc.edu) for approval.

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

#### Examples of available Illustrated KC Roo Mascot mark



#### Examples of incorrect mark use



The mark should not be cropped without approval.

The mark must face right and should not be flipped.

Do not modify or add elements to the mark.



Do not add special effects or drop shadows to the mark.

The mark colors should not be changed or reversed.

## LOGOS, MARKS AND GRAPHICS

### 2.3 | Mascot and Roo Marks — Roo Silhouettes

The Roo Silhouette marks were created to allow for solid Roo versions to replace the retired Athletic Roo mark. The approved marks are available for staff, faculty and students to use with prior approval.

#### GUIDELINES

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

The Roo Silhouette marks cannot be modified in any way, have any elements added to them or be used to create a pattern without approval from the UMKC Brand Council.

The Roo Silhouette marks cannot be used for any for-profit use without going through CLC. For more information about licensing either mark, contact [brand@umkc.edu](mailto:brand@umkc.edu).

#### APPROVALS

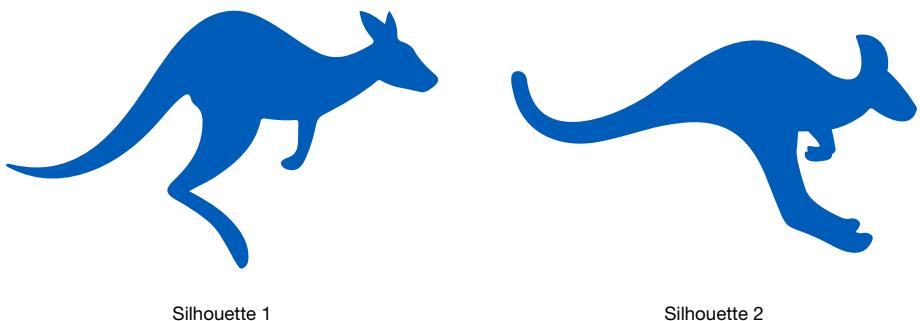
**All usage of the Roo Silhouette marks must be approved by the UMKC Brand Council before internal or external use.**

If you would like to incorporate a Roo Silhouette mark into your materials, follow these steps:

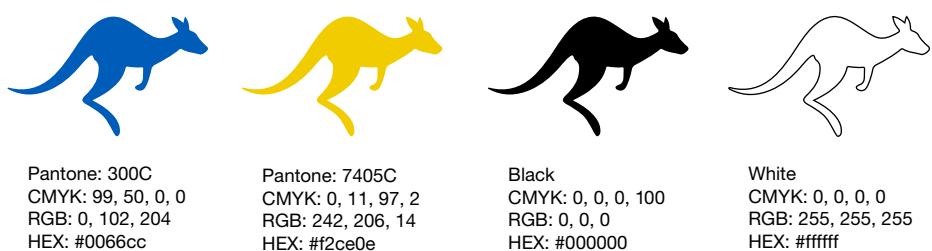
1. Download a watermarked mark image for layout purposes from [go.umkc.edu/RooGraphics](http://go.umkc.edu/RooGraphics).
2. Submit a pdf or jpeg of your layout to [brand@umkc.edu](mailto:brand@umkc.edu) for approval.

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

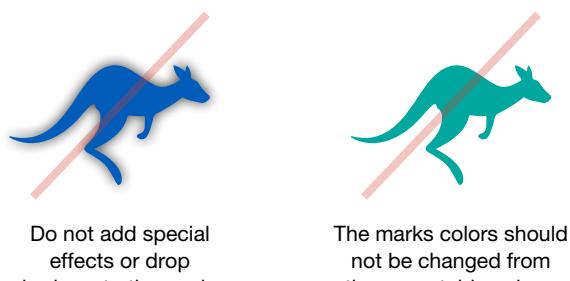
#### Roo Silhouette marks



#### Acceptable colors



#### Examples of incorrect mark use



## **2.4 | OTHER LOGOS AND MARKS**

## LOGOS, MARKS AND GRAPHICS

### 2.4 | Other Logos and Marks — Centers and Institutes

Centers and institutes are organizations that have ties, or whose home resides, within a UMKC unit.

#### GUIDELINES

Centers and institutes have a specific logo, which includes the UMKC primary logo, the center or institute's name and the unit with which it is associated (as applicable).

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

#### Centers and institutes logos and marks

*These represent just a sampling of the centers and institutes associated with the university.*



## LOGOS, MARKS AND GRAPHICS

### 2.4 | Other Logos and Marks — Affiliates and Constituents

Due to their unique relationship with UMKC and their focus on external audiences, affiliates and constituents determine and enforce their own brand standards.

#### AFFILIATES

A UMKC affiliate is composed of university employees who work in partnership with the university and may also have an external board made up of volunteers.

#### CONSTITUENTS

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

#### GUIDELINES

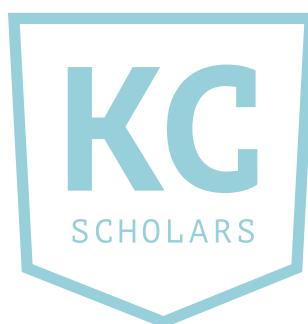
Materials using these unique logos must still include either a UMKC primary logo, following co-branding guidelines, or contain the following statement in 6-point type or larger:  
“(Affiliate/Constituent name) is an affiliate/constituent of the University of Missouri-Kansas City.”

There are rare instances when an affiliate or constituent uses UMKC's main primary logo with a unique signature, including UMKC Foundation, UMKC Trustees and UMKC Alumni Association. These are separate nonprofit organizations established by civic and community leaders to support the betterment of the university as a whole rather than a specific group associated with an academic unit.

**All affiliate and constituent logos or marks must be approved by the UMKC Brand Council before internal or external use. Email a proof to [brand@umkc.edu](mailto:brand@umkc.edu) for approval.**

#### Affiliate and constituent logos and marks

*These represent just a sampling of the affiliates and constituents associated with the university.*



## LOGOS, MARKS AND GRAPHICS

### 2.4 | Other Logos and Marks — Organizations and Groups

University organizations and groups are composed of university students, faculty and/or staff.

#### GUIDELINES

Organization and group logos or marks can be unique and **should** contain the university name or UMKC letters. **However, the official UMKC logos or marks may not be used.**

**NOTE:** A unit name can be included in the logo as long as it also contains the university name or UMKC letters.

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

There are rare instances when an organization or group qualifies for an official UMKC logo, like the UMKC Staff Council, with preapproval from the UMKC Brand Council. These logos will be created and sent by the UMKC Brand Council upon approval.

Student organizations and groups that are sanctioned through the Office of Student Involvement (OSI) should submit proposed marks to [getinvolved@umkc.edu](mailto:getinvolved@umkc.edu) and [brand@umkc.edu](mailto:brand@umkc.edu) for approval.

University organizations and groups should submit proposed marks to [brand@umkc.edu](mailto:brand@umkc.edu) for approval.

#### Organizations and groups logos and marks

*These represent just a sampling of the organizations and groups associated with the university.*



## LOGOS, MARKS AND GRAPHICS

### 2.4 | Other Logos and Marks — Kansas City Athletics

Kansas City Athletics maintains an entire suite of graphics, including Roo Mascot marks, logos and other marks. For more information about the Roo Mascot mark, refer to [section 2.3](#). For all other Athletics branding, refer to their brand guidelines, available at [umkc.edu/mcom](http://umkc.edu/mcom).

#### GUIDELINES

Kansas City Athletics branding cannot be used for any for-profit use without going through CLC. For more information about licensing any Kansas City Athletics graphics, contact [Athletics@umkc.edu](mailto:Athletics@umkc.edu).

**All usage of Athletics branding must be approved by Kansas City Athletics before internal or external use.**

If you would like to incorporate Kansas City Athletics branding into your materials, submit a pdf or jpeg of your layout to [Athletics@umkc.edu](mailto:Athletics@umkc.edu) for approval.

#### CO-BRANDING WITH UMKC

In some instances, it may be necessary to co-brand Kansas City Athletics with UMKC academics. Any uses beyond student-focused materials must be approved by the UMKC Brand Council at [brand@umkc.edu](mailto:brand@umkc.edu).

The Roo Mascot mark is the only Kansas City Athletics branding allowed to be used with UMKC branding. Other logos and marks must never be used. See [section 3.2](#) for more information.

#### Kansas City Athletics logos and marks

*These represent just a sampling of the Kansas City Athletics logos and marks.*



**KANSAS CITY  
ATHLETICS**

## LOGOS, MARKS AND GRAPHICS

### 2.4 | Other Logos and Marks — UM System Seal

The official seal mark of the University of Missouri is the only symbol of the University of Missouri System (UM System).

The seal mark is used by UM System administrative offices and the UM Board of Curators, as well as by UMKC for graduations, apparel, merchandise and promotional items.

#### GUIDELINES

Students and student organizations are not allowed to use the UM Seal mark on apparel, merchandise or promotional items.

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

Any items with the seal need to be approved through UM System first before sending to [brand@umkc.edu](mailto:brand@umkc.edu) to review. Email [identity@missouri.edu](mailto:identity@missouri.edu) for approval to use the seal mark on your item and include their approval in your email to [brand@umkc.edu](mailto:brand@umkc.edu) for final review.

Official seal mark of the UM System



Full-color



One-color

## LOGOS, MARKS AND GRAPHICS

### 2.4 | Other Logos and Marks — UMKC R1 Seal

In February 2025, UMKC secured the coveted Carnegie R1 designation. As Kansas City's only Carnegie R1 university, UMKC joined an elite group of U.S. institutions reshaping the future of discovery and education. To celebrate, a seal mark was created for promotion of UMKC's R1 status.

#### GUIDELINES

The UMKC R1 Seal mark should never be used as the primary graphic for any campaign materials (recruitment or fundraising). It can also never be used for academic materials or official university correspondence. Nor should it be combined with words to create another logo or graphic mark.

The UMKC R1 Seal mark cannot be modified in any way, have any elements added to it or be used to create a pattern without approval from the UMKC Brand Council.

The UMKC R1 Seal mark cannot be used for any for-profit use without going through CLC. For more information about licensing the mark, contact [brand@umkc.edu](mailto:brand@umkc.edu).

UMKC R1 Seal mark



#### APPROVALS

**All usage of the UMKC R1 Seal mark must be approved by the UMKC Brand Council before internal or external use.**

If you would like to incorporate a UMKC R1 Seal mark into your materials, follow these steps:

1. Download a watermarked mark image for layout purposes from [go.umkc.edu/R1Graphics](http://go.umkc.edu/R1Graphics).
2. Submit a pdf or jpeg of your layout to [brand@umkc.edu](mailto:brand@umkc.edu) for approval.

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

## LOGOS, MARKS AND GRAPHICS

### 2.4 | Other Logos and Marks — UMKC R1 Seal *continued*

There are three versions of the UMKC R1 Seal Mark: Primary, alternate and simple.

#### PRIMARY SEAL

The main primary seal mark is composed of the letters "R1" with the phrase "Top Tier University" at the top and "Carnegie Research" at the bottom.

#### ALTERNATE SEAL

The alternate seal mark is used when a primary UMKC logo version cannot be included on your piece due to space restrictions, etc.

#### SIMPLE SEAL

The simple seal mark is used when the primary or alternate seals will not be legible due to size restrictions, etc.

**A primary UMKC logo version must appear on all visual media using the primary or simple seal. If the primary UMKC logo cannot be used on an item, the alternate seal mark should be used.**

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Primary seal mark



---

Alternate seal mark (with UMKC abbreviation)



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Simple seal mark



## LOGOS, MARKS AND GRAPHICS

### 2.4 | Other Logos and Marks — UMKC R1 Seal *continued*

#### APPROVED COLORS

Pantone 300C and 7405C are the official UMKC colors (see [section 1.2](#)). They should be used whenever possible to create an immediate visual connection to the university and to continue to build brand awareness.

Full-color seal marks should only be used with UMKC colors and should only be placed on a white or UMKC Blue background or photo. Otherwise, the one-color seal should be used. Select the option with the most contrast to the background color.

If your communication piece does not contain the official colors, it is recommended to use the one-color seal mark in black or white.

Do not change the seal mark to a different color (i.e., green, purple, red). The text on the seal mark should always be the darkest color. If using the one-color seal mark on a light background, use the blue or black version. White or yellow one-color (reversed) versions should be used on darker backgrounds.

#### SAFE SPACE

The minimum space needed around all seal mark versions should be one quarter the width of the main R1 circle from all edges, text and other graphic elements.

#### MINIMUM SIZE

The minimum width of the UMKC R1 seal mark variations is as follows:

- Primary—one inch
- Alternative—one and a quarter inches
- Simple—one and a half inches

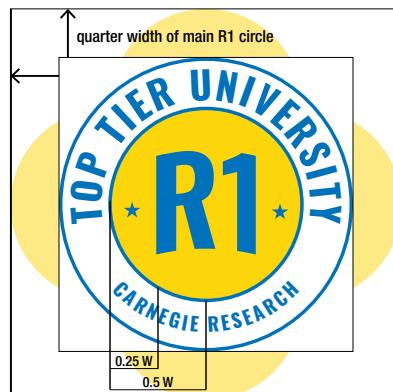
Full-color (UMKC Blue, UMKC Gold and white)



One-color (UMKC Blue or black; UMKC Gold or white)



Safe space



Minimum size



## LOGOS, MARKS AND GRAPHICS

### 2.4 | Other Logos and Marks — UMKC R1 Seal *continued*

#### INCORRECT SEAL MARK USE

The following are examples of incorrect usage that weaken our brand.

- **Do NOT Use the Old UMKC Logo**

Any new marketing materials should be created using the updated UMKC primary logo with the R1 seal mark.

- **Do NOT Create a New Seal mark**

You should not attempt to recreate any primary seal mark or text.

- **Do NOT Create a Unique Logo**

Do not use the seal mark to create other logos to represent the university or a unit, center, institute or program.

- **Do NOT Alter the Seal mark**

This includes — but is not limited to — changes in fonts, color, orientation, outlines, effects, gradients and additional elements.

#### Examples of incorrect seal mark use



Do not create new items with the old logo.



Do not stretch the seal.



Do not reverse the colors of the mark.



Do not create your own mark.



Do not tilt or rotate the mark.



Do not change the opacity of the mark.



Do not add special effects or drop shadows to the mark.



Do not outline the mark.



Do not add an element to the mark.



Do not put the mark in another shape.



Choose a mark color version with the highest contrast to the background color.

## **2.5 | BRANDED GRAPHICS**

## LOGOS, MARKS AND GRAPHICS

### 2.5 | Branded Graphics — Graphics Overview

Unique graphics may be created for use by the university or a unit for university-related events.

#### UNIT, CENTER OR INSTITUTE

#### NON-DEGREE PROGRAMS

Programs within a unit, center or institute will not have an official UMKC logo. They can have a unique text/graphic treatment.

#### GUIDELINES

All branded graphics must be preapproved and used in conjunction with a UMKC primary logo on all print, digital and promotional materials. They cannot be used as stand-alone branding and are not permitted on business correspondence.

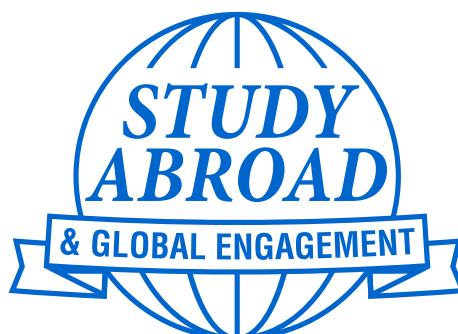
Graphics should not be close enough in proximity to the primary logo or university name to suggest that these two separate items constitute a new logo. If you are limited on space to use an official logo, then you should use the university name spelled out. If the former doesn't fit, you can use UMKC.

Anniversary graphics may not be used longer than one year, except in the case of centennial celebrations. Those may be used up to one year before and after a centennial date.

Submit a pdf or jpeg of your proposed branded graphic to [brand@umkc.edu](mailto:brand@umkc.edu) for approval.

For use of a graphic on UMKC websites, refer to UMKC's web policy at [umkc.edu/mcom](http://umkc.edu/mcom).

#### Branded graphics examples



## LOGOS, MARKS AND GRAPHICS

### 2.5 | Branded Graphics — Anniversary Graphics

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

#### GUIDELINES

Anniversary graphics must be preapproved and used in conjunction with a UMKC primary logo on all print, digital and promotional materials. They cannot be used as stand-alone branding and are not permitted on business correspondence.

Graphics should not be close enough in proximity to the primary logo or university name to suggest that these two separate items constitute a new logo. If you are limited on space to use an official logo, then you should use the university name spelled out. If the former doesn't fit, you can use UMKC.

Anniversary graphics may not be used longer than one year, except in the case of centennial celebrations. Those may be used up to one year before and after a centennial date.

If you wish to use a unique anniversary graphic, submit a pdf or jpeg of the proposed graphic to [brand@umkc.edu](mailto:brand@umkc.edu) for approval.

If you wish to use the generic university anniversary graphic with your anniversary year and dates, contact [brand@umkc.edu](mailto:brand@umkc.edu).

For use of a graphic on UMKC websites, refer to UMKC's web policy at [umkc.edu/mcom](http://umkc.edu/mcom).

Generic anniversary graphic



Anniversary graphic examples

*These graphics represent just a sampling of anniversary graphics associated with the university.*



## LOGOS, MARKS AND GRAPHICS

### 2.5 | Branded Graphics — Event Graphics

Unique marks or graphics may be created for use by the university or a unit for university-related events.

#### GUIDELINES

Event graphics must be preapproved and used in conjunction with a UMKC primary logo on all print, digital and promotional materials. They cannot be used as stand-alone branding and are not permitted on business correspondence.

Graphics should not be close enough in proximity to the primary logo or university name to suggest that these two separate items constitute a new logo. If you are limited on space to use an official logo, then you should use the university name spelled out. If the former doesn't fit, you can use UMKC.

Events will have a specific event date(s) and may not be used longer than one year, except in the case of anniversary or centennial celebrations. Those may be used up to one year before and after an anniversary/centennial date.

Submit a pdf or jpeg of your proposed event graphic to [brand@umkc.edu](mailto:brand@umkc.edu) for approval.

For use of a graphic on UMKC websites, refer to UMKC's web policy at [umkc.edu/mcom](http://umkc.edu/mcom).

#### Event graphic examples

*These graphics represent just a sampling of event graphics associated with the university.*



## LOGOS, MARKS AND GRAPHICS

### 2.5 | Branded Graphics — Program Graphics

Unique marks or graphics may be created for use by the university or a unit for university-related programs.

#### GUIDELINES

Program graphics must be preapproved and used in conjunction with a UMKC primary logo on all print, digital and promotional materials. They cannot be used as stand-alone branding and are not permitted on business correspondence.

Graphics should not be close enough in proximity to the primary logo or university name to suggest that these two separate items constitute a new logo. If you are limited on space to use an official logo, then you should use the university name spelled out. If the former doesn't fit, you can use UMKC.

Submit a pdf or jpeg of your proposed program graphic to [brand@umkc.edu](mailto:brand@umkc.edu) for approval.

For use of a graphic on UMKC websites, refer to UMKC's web policy at [umkc.edu/mcom](http://umkc.edu/mcom).

#### Program graphic examples

*These graphics represent just a sampling of program graphics associated with the university.*



**UMKC Professional  
Career Escalators**



# APPLYING THE BRAND

3.0

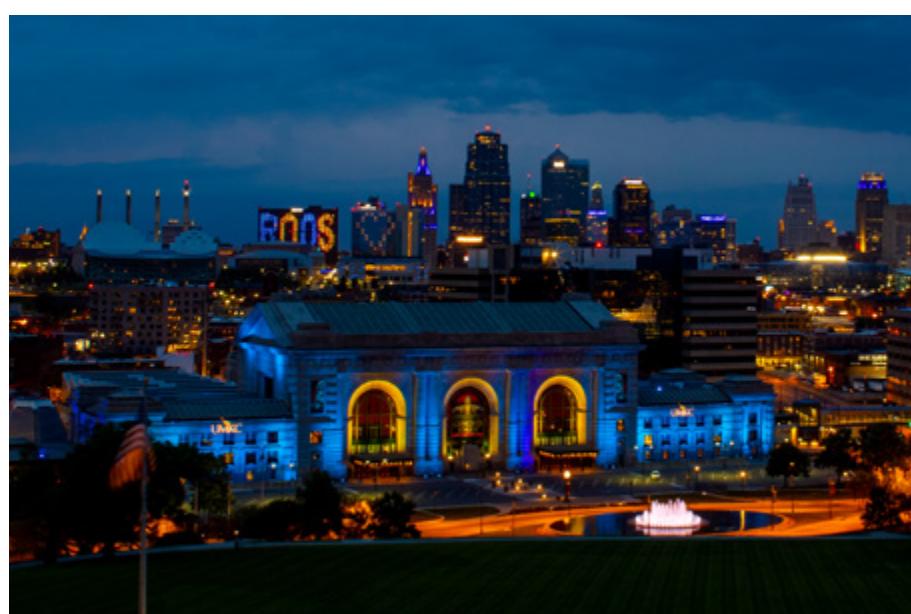
## **3.1 | INTRODUCTION**

## APPLYING THE BRAND

### 3.1 | Introduction — Using UMKC Logos, Marks, Graphics and Other Brand Elements

The UMKC brand is everywhere — which is just how we like it. Applying the brand consistently and powerfully across a variety of channels, products, marketing materials and customer-facing touchpoints can help customers get to know a brand, create trust and strengthen the brand.

This section provides information about implementing the UMKC Brand Guidelines for your print or digital project. While there is flexibility to some of these examples, it is important to note the value of consistency and connecting to the university brand in appropriate ways. You can find more templates and ways to apply the brand at [umkc.edu/mcom](http://umkc.edu/mcom).



## **3.2 | CO-BRANDING WITH A PRIMARY LOGO**

## APPLYING THE BRAND

### 3.2 | Co-Branding with a Primary Logo — Multiple Primary Logos

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

#### GUIDELINES

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

Always pair the partner grouping with the UMKC main primary logo.

Co-branded logos must follow the same guidelines as the UMKC primary logos. Further information can be found in [section 2.2](#).

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

#### Stacked — Left aligned



School of Nursing and Health Studies  
School of Science and Engineering  
School of Medicine

#### Stacked — Center aligned



School of Nursing and Health Studies  
School of Science and Engineering  
School of Medicine

#### Horizontal

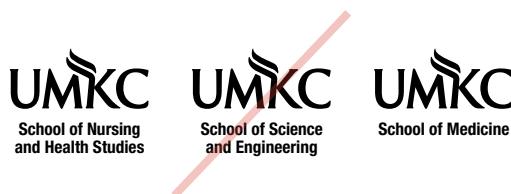


School of Nursing  
and Health Studies

School of Science  
and Engineering

School  
of Medicine

#### Examples of incorrect co-branding



## APPLYING THE BRAND

### 3.2 | Co-Branding with a Primary Logo — Primary Logo with Non-Primary Logo

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

#### HIERARCHY

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

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

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

#### GUIDELINES

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

Co-branded logos must follow the same guidelines as the UMKC primary logos. Further information can be found in [section 2.2](#).

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

**No party may use the UMKC name or primary logo without permission from the UMKC Brand Council. Send all requests for co-branding to [brand@umkc.edu](mailto:brand@umkc.edu).**

#### UMKC as an equal partner

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

*UMKC IS THE LEAD*



*PARTNER IS THE LEAD*



#### UMKC as the primary partner

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

*ONLY UMKC LOGO FEATURED*



In partnership with:  
Partner name



In partnership with:  
Partner name

*UMKC LOGO FEATURED WITH ONE OR MORE PARTNER LOGOS*



Sponsored by:

Partner  
logo 1

Partner  
logo 2

Partner  
logo 3



In partnership with:

Partner  
logo 1

Partner  
logo 2

Partner  
logo 3

#### UMKC as a supporting partner

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



Other  
logo 1

Other  
logo 2

## LOGOS, MARKS AND GRAPHICS

### 3.2 | Co-Branding with a Primary Logo — Primary Logo with Roo Mascot Mark

In some rare instances, it may be necessary to co-brand Kansas City Athletics with UMKC academics.

Kansas City Athletics maintains an entire suite of graphics, including Roo Mascot marks. For more information about Athletics branding, refer to their brand guidelines, available at [umkc.edu/mcom](http://umkc.edu/mcom).

#### GUIDELINES

The Roo Mascot mark is the only Kansas City Athletics branding allowed to be used with UMKC branding. Other logos and marks must never be used.

If space allows, a UMKC primary logo should always be used when co-branding. If not, “UMKC” letters must be included.

The Roo Mascot mark and primary logo should have sufficient space between them so as not appear to be one logo. For instance, on a multi-page marketing piece, the Roo Mascot mark may be on the front cover with the primary logo on the back cover. On a single-sided marketing piece or email, the primary logo could go in the header with the mark towards the bottom.

The Roo Mascot mark cannot be used for any for-profit use without going through CLC. For more information about licensing the Roo Mascot mark, contact [Athletics@umkc.edu](mailto:Athletics@umkc.edu).

**All usage of the Roo Mascot mark must be approved by Kansas City Athletics before internal or external use.**

If you would like to incorporate the Roo Mascot mark into your materials, submit a pdf or jpeg of your layout to [Athletics@umkc.edu](mailto:Athletics@umkc.edu) for approval. Any uses beyond student-focused materials must be also approved by the UMKC Brand Council at [brand@umkc.edu](mailto:brand@umkc.edu).

#### Examples



### **3.3 | STATIONERY SYSTEM**

## APPLYING THE BRAND

### 3.3 | Stationery System — Stationery Overview

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

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

Visit [go.umkc.edu/order](http://go.umkc.edu/order) to place an order.

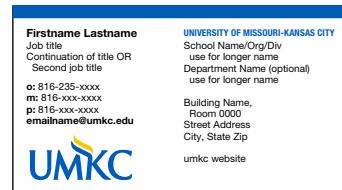
Stationery items on this page reflect designs introduced in April 2022.

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

#### Business card options

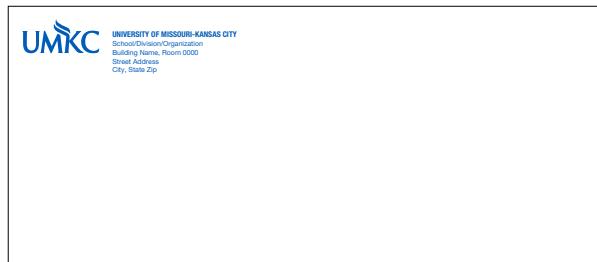


Vertical



Horizontal

#### Envelope



#### Letterhead options



Centered



Justified left

## APPLYING THE BRAND

### 3.3 | Stationery System — Business Cards

UMKC business cards are part of the university's visual identity package. The design of the card indicates the holder is affiliated with UMKC.

**All information submitted for printing is subject to approval by the UMKC Brand Council at [brand@umkc.edu](mailto:brand@umkc.edu).**

#### GUIDELINES

Cards are available in single-sided as the standard and must not deviate from the template. The maximum number of lines available for content, including the person's name, is 16.

In order to be listed on the card, degrees need to be a master's level or higher. Refer to the Writing Style guide at [umkc.edu/brand](http://umkc.edu/brand) for proper degree abbreviations.

The job title should indicate the card holder's position at the university. Card holders with more than one UMKC role need to have a separate card for each role with different contact information.

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

#### CUSTOM DESIGN ELEMENTS

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

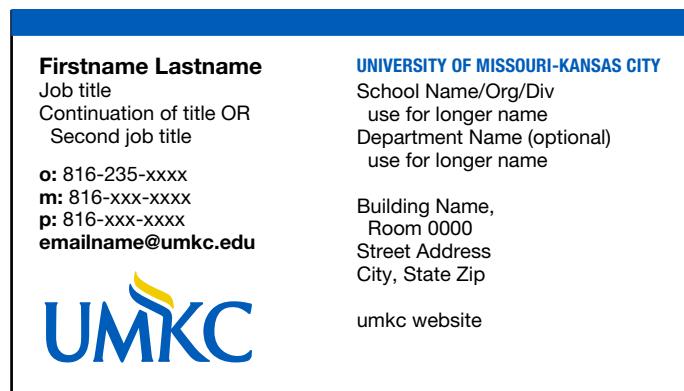
Social media icons, personal websites, personal emails and information about non-affiliates of UMKC cannot appear on UMKC business cards.

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

#### Business card – vertical option



#### Business card – horizontal option



Modern Litho Print Services is the only authorized supplier of university stationery, including e-letterhead. Do not create stationery items yourself. Visit [go.umkc.edu/order](http://go.umkc.edu/order) to place your order.

## APPLYING THE BRAND

### 3.3 | Stationery System — Letterhead

UMKC letterhead is available in print and electronic form.

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

#### GUIDELINES

The preferred font for body copy on letterhead is Helvetica Neue or Cheltenham. Refer to [section 1.2](#) for more typeface options.

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

It is university policy that personalized letterhead not be printed or created.

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

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

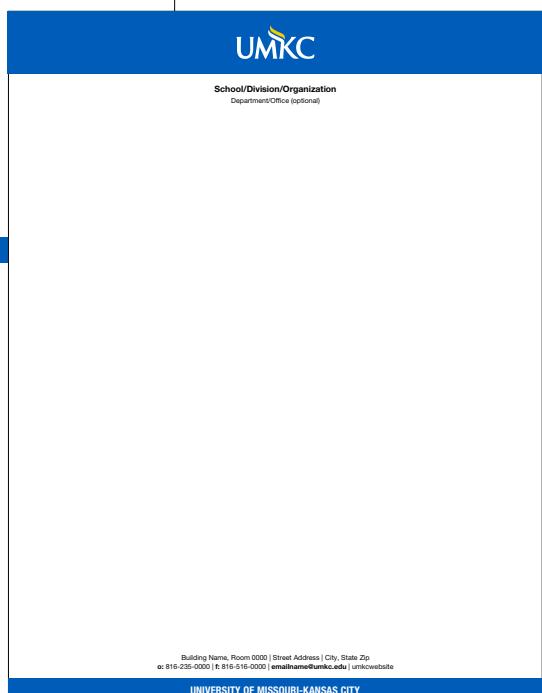
#### PRINTED LETTERHEAD

The header and footer of the letterhead is pre-printed in blue and gold. All other text is printed in black upon ordering.

#### Letterhead – print options



Justified left



Centered

Modern Litho Print Services is the only authorized supplier of university stationery, including e-letterhead. Do not create stationery items yourself. Visit [go.umkc.edu/order](http://go.umkc.edu/order) to place your order.

## APPLYING THE BRAND

### 3.3 | Stationery System — Letterhead *continued*

#### DIGITAL LETTERHEAD

**Electronic or digital letterhead (e-letterhead) is for email use only.**  
It is not intended to replace official printed letterhead. E-letterhead **must** be ordered through Modern Litho Print Services and should not be recreated. A nominal fee is charged.

#### Letterhead – digital



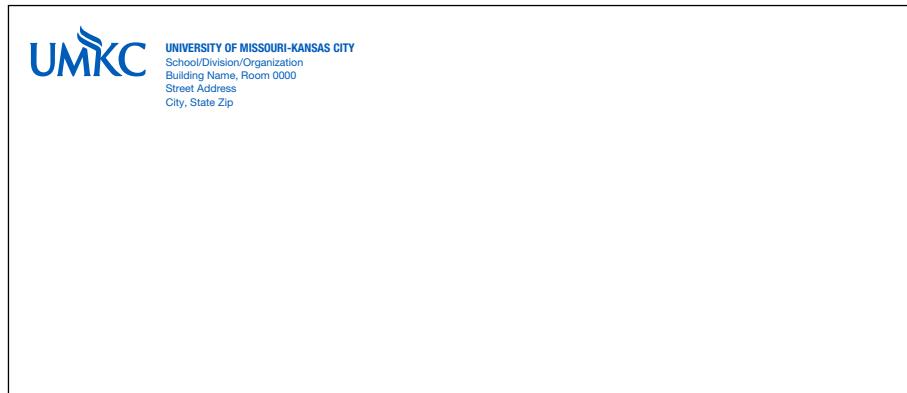
Modern Litho Print Services is the only authorized supplier of university stationery, including e-letterhead. Do not create stationery items yourself. Visit [go.umkc.edu/order](http://go.umkc.edu/order) to place your order.

## APPLYING THE BRAND

### 3.3 | Stationery System — Envelopes

Envelopes for official UMKC correspondence are available in multiple sizes from Modern Litho Print Services.

#### Envelope



#### Available Sizes and Variations

No.10 window

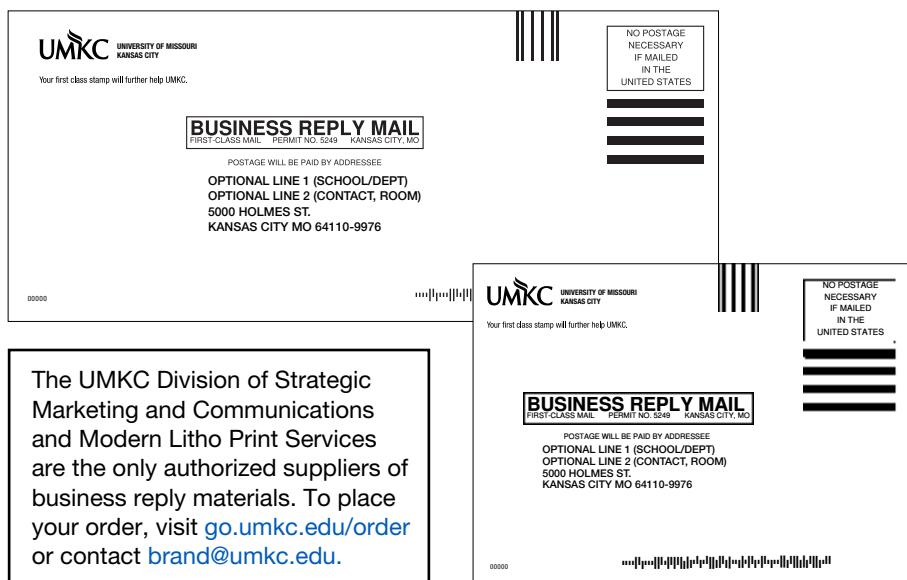
No. 9 Business Reply Mail 1 oz.

No. 9 Courtesy Reply Mail

Large envelopes: 6x9, 9x12, 10x13

Modern Litho Print Services is the only authorized supplier of university stationery, including e-letterhead. Do not create stationery items yourself. Visit [go.umkc.edu/order](http://go.umkc.edu/order) to place your order.

#### Business reply envelopes



## APPLYING THE BRAND

### 3.3 | Stationery System — Email Signatures

All university emails should be updated to use the approved UMKC signature format by using the email signature tool at [go.umkc.edu/signature](http://go.umkc.edu/signature).

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#### Email signature example

**KC Roo** (they/them)

Professional Mascot

University of Missouri-Kansas City  
5000 Holmes St., Kansas City, MO 64110

[umkc.edu](http://umkc.edu)

Phone: 816.235.5555 | Secondary Phone: 816.235.6666 | Fax: 816.235.7777

[Facebook](#) | [Instagram](#) | [Twitter](#) | [LinkedIn](#) | [YouTube](#)



### **3.4 | LICENSED AND PROMOTIONAL MERCHANDISE**

## APPLYING THE BRAND

### 3.4 | Licensed and Promotional Merchandise — Merchandise Overview

UMKC monitors the use of all university branding on merchandise. This includes the UMKC primary logos, Roo marks, UM System Seal mark, UMKC R1 Seal mark and Kansas City Athletics branding.

**All merchandise with UMKC branding must be approved by the UMKC Brand Council or Kansas City Athletics before producing.**

#### LICENSED AND SELLABLE ITEMS

UMKC uses CLC ([clc.com](http://clc.com)) as the official licensed vendor who manages all licensees and royalties. Individuals or groups creating items for sale **must** use a vendor licensed through CLC.

#### Examples of potential UMKC merchandise



#### PROMOTIONAL AND FUNDRAISING ITEMS

Promotional and fundraising items are not subject to a royalty fee, but they must be approved by the UMKC Brand Council or Kansas City Athletics before producing.

#### STUDENT ORGANIZATION ITEMS

Student organizations wishing to produce promotional or fundraising items must be submit their design for approval through RooGroups or the UMKC Brand Council.

## APPLYING THE BRAND

### 3.4 | Licensed and Promotional Merchandise — Merchandise Overview *continued*

The following is a quick guideline for graphic application and approvals for various UMKC marks and logos.

#### UMKC PRIMARY LOGO

Any use of a UMKC primary logo requires approval by UMKC's Division of Strategic Marketing and Communications (MCOM) before being produced. Licensed and sellable merchandise must be approved through [clc.com](http://clc.com). Promotional and fundraising merchandise must be approved by sending a proof to the UMKC Brand Council at [brand@umkc.edu](mailto:brand@umkc.edu).

Further information on the use of UMKC primary logos can be found in [section 2.2](#).

#### CLASSIC ROO

Any use of the UMKC Classic Roo mark requires approval by MCOM before being produced. Licensed merchandise must be approved through [clc.com](http://clc.com). Promotional merchandise must be approved by sending a proof to the UMKC Brand Council at [brand@umkc.edu](mailto:brand@umkc.edu).

Further information on the use of the Classic Roo mark can be found in [section 2.3](#).

#### KANSAS CITY ATHLETICS

Any use of the Kansas City Athletics Roo Mascot, logos or marks requires approval before being produced. Licensed merchandise must be approved through [clc.com](http://clc.com). Promotional merchandise must be approved by sending a proof to Kansas City Athletics at [Athletics@umkc.edu](mailto:Athletics@umkc.edu).

Further information on the use of the Roo Mascot mark can be found in [section 2.3](#). Further information on the use of the Kansas City Athletics logos and marks can be found in [section 2.4](#).

#### Examples of potential merchandise using a UMKC primary logo



#### Examples of potential merchandise using the Classic Roo mark



#### Examples of potential merchandise using Kansas City Athletics branding



## APPLYING THE BRAND

### 3.4 | Licensed and Promotional Merchandise — Merchandise Overview *continued*

#### UM SYSTEM SEAL

Any use of the UM System Seal mark requires approval by UMKC's Division of Strategic Marketing and Communications (MCOM) and UM System before being produced. Licensed merchandise must be approved through CLC. Email [identity@missouri.edu](mailto:identity@missouri.edu) for approval to use the seal on your item and include their approval when sending a proof to the UMKC Brand Council at [brand@umkc.edu](mailto:brand@umkc.edu) for final review.

Students and student organizations are not allowed to use the UM Seal on apparel, merchandise or promotional items.

Further information on the use of the UM System Seal mark can be found in [section 2.4](#).

#### UMKC R1 SEAL

Any use of a UMKC R1 Seal mark requires approval by MCOM before being produced. Licensed and sellable merchandise must be approved through [clc.com](http://clc.com). Promotional and fundraising merchandise must be approved by sending a proof to the UMKC Brand Council at [brand@umkc.edu](mailto:brand@umkc.edu).

Further information on the use of UMKC R1 Seal mark can be found in [section 2.4](#).

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Examples of potential merchandise using the UM System Seal mark



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Examples of potential merchandise using the UMKC R1 Seal mark



## APPLYING THE BRAND

### 3.4 | Licensed and Promotional Merchandise — Merchandise Overview *continued*

#### INCORRECT USE

Refer to the appropriate sections in this document for specific guidelines for all UMKC brand elements. The following are other examples of incorrect usage that weaken our brand.

- **Do NOT Use Retired Logos, Graphics or Marks**

UMKC Legacy or retired UMKC Athletics Roo marks, logos and other brand graphics cannot be used unless for historical reference and approved in writing by the UMKC Brand Council or Kansas City Athletics.

To request approval to use a UMKC Legacy Roo mark, logo or brand graphic, contact the UMKC Brand Council at [brand@umkc.edu](mailto:brand@umkc.edu). To request approval for a retired UMKC Athletics Roo mark, logo or brand graphic, contact [brand@umkc.edu](mailto:brand@umkc.edu) and [Athletics@umkc.edu](mailto:Athletics@umkc.edu).

- **Do NOT Use Colors or Elements that Resemble Other Universities**

Be mindful of color combinations, animals and designs that represent other universities. When possible, try to incorporate UMKC Gold and/or UMKC Blue in your designs.

- **Do NOT Use Other Company Branding Without Approval**

Designs, colors, logos, etc. that match branding of companies outside of UMKC need to be approved through that company's brand resources.

- **Do NOT Combine UMKC, Kansas City Athletics and UM System Seal Branding**

UMKC, Kansas City Athletics and UM System brand elements should never be combined to make a design.

#### Examples of incorrect use



Do not create new designs with an old logo, mark or brand graphic.



Do not use colors or designs that resemble other universities.



Do not use brand elements that resemble other companies without permission.



Do not combine UMKC, Kansas City Athletics and UM System branding.



Refer to the appropriate sections in this document for guidelines for each brand element and appropriate usage. The examples above show incorrect modifications to UMKC logos and marks.

## APPLYING THE BRAND

### 3.4 | Licensed and Promotional Merchandise — Promotional and Fundraising Items

Giveaway items or items to sell as part of a UMKC fundraiser are not subject to a royalty fee, but they must be approved before producing. These items can only be used for their intended purpose and cannot be resold for profit.

**All merchandise with UMKC branding must be approved by the UMKC Brand Council before producing.**

#### GUIDELINES

Promotional and fundraising merchandise containing a UMKC primary logo, UM System Seal or any official Roo mark other than the Roo Mascot mark must be approved by sending a proof to the UMKC Brand Council at [brand@umkc.edu](mailto:brand@umkc.edu).

Any use of the UM System Seal mark requires prior approval by UM System before being produced. Email [identity@missouri.edu](mailto:identity@missouri.edu) for approval to use the seal on your item and include their approval when sending a proof to the UMKC Brand Council at [brand@umkc.edu](mailto:brand@umkc.edu) for final review.

Merchandise containing any Kansas City Athletics Roo Mascot, logos or marks must be approved by sending a proof to Kansas City Athletics at [Athletics@umkc.edu](mailto:Athletics@umkc.edu).

#### UMKC PROMO STORE

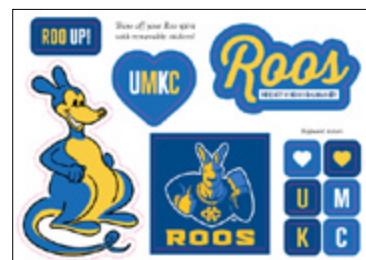
UMKC has partnered with Varsity Marketing to provide university faculty, staff and students a variety of products and apparel for giveaways and promotional purposes. All items are brand approved and ready to order in a variety of color and design options.

Browse the current selection, create a custom order or purchase your items at [go.umkc.edu/PromoStore](http://go.umkc.edu/PromoStore). You must register with an official UMKC, UM System or approved affiliate email to order.

#### Examples of potential promotional and fundraising items



#### Examples of items available on the UMKC Promo Store



## APPLYING THE BRAND

### 3.4 | Licensed and Promotional Merchandise — Student Organization Items

Student organizations sanctioned through the Office of Student Involvement (OSI) must submit proposed merchandise for approval through [RooGroups](#). Departmentally recognized groups such as student employees or ambassadors must submit their proposed items for approval to the UMKC Brand Council at [brand@umkc.edu](mailto:brand@umkc.edu) via a full-time faculty or staff member. These items can only be used for their intended purpose and not be resold for profit.

**All merchandise with UMKC branding must be approved before producing.**

#### GUIDELINES

A UMKC primary logo, university name or UMKC letters must be incorporated into your design if Student Activity Fee Committee (SAFC) funds are used. The UMKC letters or logo may be placed in a location separate from the main design, such as a sleeve or back side. If not using SAFC funds, including UMKC is preferred, but is not required.

#### UMKC PRIMARY LOGOS

A UMKC primary logo should be used **only** when other logos are present or it is the only design element on an item, otherwise the university name or UMKC letters should be used. Further information on the use of UMKC primary logos can be found in [section 2.2](#).

#### OTHER UMKC BRANDING

Students and student organizations are not allowed to use the UM Seal mark on promotional items.

Merchandise submitted on [RooGroups](#) for approval that includes Kansas City Athletics branding must be approved prior to submission by emailing a proof to [Athletics@umkc.edu](mailto:Athletics@umkc.edu). Include the approval in your [RooGroups](#) request.

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Examples of potential student organization items with official UMKC branding



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Examples of potential student organization items with non-official UMKC branding



## APPLYING THE BRAND

### 3.4 | Licensed and Promotional Merchandise — Licensed and Sellable Items

UMKC uses CLC as the official licensed vendor to manage all licensees and royalties.

**All merchandise with UMKC branding must be approved by before producing.**

#### GUIDELINES

Individuals or groups creating items for sale **must** use a CLC-licensed vendor. Before producing licensed or sellable merchandise using any UMKC branding, all vendors must secure approval through [clc.com](http://clc.com).

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

Any use of the UM System Seal mark requires prior approval by UM System before being produced. Email [identity@missouri.edu](mailto:identity@missouri.edu) for approval to use the seal on your item and include their approval in your request.

#### Examples of potential UMKC licensed or sellable items



