GRAPHIC STYLE GUIDE
Message from the president

A strong and coherent visual identity is crucial to the University of Central Missouri’s public image and reputation. The purpose of this guide is to provide standards that help you support a consistent and cohesive visual identity. The persistent use and thoughtful application of these guidelines on every form of official communication reinforces awareness of UCM, increases the university’s visibility, promotes its academic reputation and strengthens the core strategic messaging.

UCM offices and departments produce a wide range of brochures, advertisements, promotional materials, letters, emails, websites, newsletters and the like. Within this diverse scope of communications, the university as a whole benefits when we all use consistent design and editorial standards. Individual offices and departments also benefit from a strong association with the university’s identity.

As stewards of institutional identity, the Office of University Relations can answer any questions you may have and help you with the application of these standards.

Thank you for sharing and supporting this vision.

Joining you in service,

Chuck Ambrose, president
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Implementation

University Relations is responsible for the university’s integrated marketing and strategic communications. Through the university’s strategic positioning and every communication initiative it guides, UR tells the University of Central Missouri’s story. UR partners with campus departments to support the university’s mission with clear, consistent and professional communications.

As professional communicators, UR brings strategy, experience and industry-wide best practices to all the media and publications it produces. The department meets with campus stakeholders to determine key creative concepts, messaging and target audiences to assure their marketing and communication goals are met and deliverables are consistent with university-wide messaging and design.

UR is also responsible for ensuring the correct use and integrity of the signature, seal and other logos on all university publications and materials produced by the university or by outside agencies. This manual is intended to provide a set of basic guidelines for the implementation of the marks that represent the university in its communications, but, of course, it cannot cover all possible situations and applications. If you have questions concerning the use of this manual or the logos and marks described within, please contact University Relations.

Basic Guidelines

The basic guidelines for the University of Central Missouri graphic identity program are:

- Use the university marks as the primary means of communicating the university’s name by making it an element in any type of communication from the university. Be sure to use the appropriate mark for the target audience.

- Do not modify, redraw, reproportion or use alternative typefaces to change or embellish the logo or mark in any way. On some applications it may be acceptable to use a logo as a screened background (to appear as a “watermark”); these applications must be approved by University Relations.

- Do not use the university logos in conjunction with any other logo or mark. In rare cases, exceptions to this guideline may be granted; such exceptions will be decided on a case-by-case basis by University Relations.

Acceptable Colors

All logos and marks (except the University Seal) may be reproduced in two colors (red and black) or just one color (usually black). The seal may be reproduced in full-color or one-color (usually black). The signature and some other logos may be reversed out of a darker background, and may be reproduced in one color other than black when appearing on a background lighter than the mark. Such uses must be approved by University Relations.

Please note that the red color used by UCM is a Pantone 186 on coated stock; it may be necessary to alter the color somewhat on other papers to most closely match the official color.

Color equivalents for Pantone 186:
CMYK: 12/100/92/3 Web RGB: 207/32/46 HEX #cf202e

These guidelines are basic, and more specific information may be found on the pages illustrating individual marks. Please refer to those pages or contact University Relations if you need further clarification.
Official University of Central Missouri Logos

The University of Central Missouri “Signature” Logo

The university’s “signature” logo has been created with an artistically altered version of the Trajan typeface. The university’s creative expression, “Learning to a Greater Degree,” has been permanently added using Futura BT Book and the “A” in “Greater” has been artistically altered to resemble a vertical “greater than” symbol. It is to be locked in with the official University of Central Missouri logo and is not to stand alone in its artistic format in print or on the Web.

The signature logo is available in three formats: one line, two line and three line. Color options for the two-color format are shown below. As a one-color mark, the signature may be reproduced in nearly any color on nearly any background; however, simple black or white are preferred. Contact University Relations at 660-543-4640 with any questions or for approval of the use of the signature logo.
The University of Central Missouri “UCM” Logo

The “UCM” logo was created with a modification of the Trajan typeface. It is intended to be used in less formal applications, but it is not to replace the more complete signatures. When the UCM logo is used, the full name of the university also must appear on the piece to avoid any confusion. For other uses, contact University Relations at 660-543-4640.

“Academic Mule” Logo

The “academic mule” logo was created to be used on University of Central Missouri pieces when the mule should to be used in conjunction with the University of Central Missouri logo. Four versions have been created to fit various design formats. Reverse options are available by contacting University Relations at 660-543-4640.

The University of Central Missouri “University Seal”

The University Seal is the most formal mark adopted by the University of Central Missouri. Use of the seal is reserved for formal and official communications, such as diplomas, letters of acceptance, and communications from the Board of Governors and the Office of the President. Authorization to use the University Seal must be obtained from the President’s Office at 660-543-4106.
College, School, Department, Office and Program Logo Examples

A standard template has been created for University of Central Missouri college, school, office and program logos to keep the UCM brand cohesive and streamlined. These logos are to be used in pieces such as brochures, flyers, websites or promotional items when a particular college, school, department, office or program needs a graphic element to represent itself. Use of previously created logos instead of the standardized versions for a college, school, department, office or program must be approved by University Relations. The creative expression, “Learning to a Greater Degree,” should not be used in conjunction with these.

Other forms of these logos exist as grayscale, reversed, etc. Only logos obtained from University Relations can be used for reproduction in print or Web format.
Creation of New Logos

University Relations discourages the creation of logos to individualize a UCM entity from its parent brand. New logos are considered and created on a case-by-case basis and must be approved by University Relations. University logos for colleges and departments are standardized to protect and reinforce the visual standards of the university. Therefore, a graphic element or unique design is often sufficient to represent programs and services. For questions regarding these logos, contact University Relations at 660-543-4640.

The University of Central Missouri “Mule” Logo

The “mule” logo may be reproduced in the below applications, as well as others. Versions are available facing right or left. The color version is made up of the official university colors of red (Pantone 200) and black; if the Mule is to be used on a dark background, it shall have a white outline as shown. The Mule is also available as a half-tone illustration, with a 40 percent black screen for the areas shown as red, and a line-art rendition may also be used.

This mark may not be altered nor redrawn in any way. It may not have a body of any kind added to it. It may not be tilted or rotated. It may not be partially covered by another shape or object. For questions, contact University Relations at 660-543-4640.

On Black (with white outline)  On Color (with white outline)  Half-tone version  Line-art version  White outline on black  Black mule
Typography

The university identity is designed to stand on its own within a broad variety of design styles. While there are few restrictions on the typefaces that may be used in publications, two type families have been selected that complement the identity. It is suggested that these recommended fonts be used in most University of Central Missouri publications in which the exact typeface is not specified. Their consistent use will establish a continuity of appearance that will help support the recognizability of the UCM brand, while promoting a professional, cohesive look in all communications.

The serif typeface chosen to complement the UCM signature is Times. It is intended to be used primarily for body copy. The sans serif typeface chosen is Futura BT. In limited applications, Trajan, the font used (in a modified form) in the signature, may be used as a headline or subhead.

Futura BT

Futura BT Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,;":"-!?)&

Futura BT Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,;":"-!?)&

Futura BT Light Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,;":"-!?)&

Futura BT Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,;":"-!?)&

Futura BT Book Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,;":"-!?)&

Futura BT Heavy
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,;":"-!?)&

Futura BT Heavy Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,;":"-!?)&

Futura BT Extra Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,;":"-!?)&

Futura BT Extra Black Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,;":"-!?)&

Arial may be used in place of Futura BT on PCs in cases of electronic letterhead or PowerPoint presentations.
UCM Written Style

Editorial style at University of Central Missouri closely follows the “Associated Press Stylebook” and the “Webster’s New World Collegiate Dictionary.” In some instances, university style decisions supersede these references.

AP Style is to be used for all written and electronic communications, including advertising, booklets, brochures, fliers, invitations, newsletters, Web pages and presentations. You may refer to the names of UCM buildings guide at ucmo.edu/urstyle.

If you have a style question, consult the “Associated Press Stylebook.” If you still are unsure or unable to find an answer, call University Relations at 660-543-4640.

Strategic Positioning Creative Statement Guidelines

The university’s strategic positioning platform defines UCM as an institution and guides all internal and external communications. The essence of the strategic positioning is conveyed by the creative expression “Learning to a Greater Degree.” The creative expression and the accompanying design elements will unify UCM’s messaging.

All pieces have two options (either/or):
1. The statement can be at the end of the content as part of the last sentence.
2. The statement is used as a point of emphasis in the lock up with the logo.
   • All large pieces, such as view books, must have the statement locked in with the logo, and do not get the choice of placing it in the content as part of the last sentence.
   • Statement is not be used with Choose Red logo.
3. When using the University of Central Missouri logo, the statement is always locked in.
4. The use of the statement on promotional items is on a case-by-case basis.
5. The creative expression, Learning to a Greater Degree, must always be used in its entirety and should not be altered in any way.
**University Stationery**

A coordinated system of university stationery and other identification materials present a unified brand image when communicating inside and outside of the university. Individual schools, departments or offices may not create their own stationery or identification materials apart from the university system, but exceptions to the general standard will be considered by University Relations on a case-by-case basis. University Relations staff members are available to assist university offices in designing these materials.

This manual shows standard dimensions of letterheads and business cards, as well as examples of the materials and some representative exceptions to the standard. Envelopes, forms and other materials will be created by University Relations in a manner consistent with the standard.

**Business Cards**

Three basic business card designs have been developed for use by any department. Basic components are described below and should be followed on each design.

**Basic Card:** (For academics and all offices not using specialized marks)

1. .175” left margin
2. Futura BT Medium, 12 pt.
3. Futura BT Medium, 8 pt., 10.5 leading
4. .175” bottom margin
5. .175” right margin
6. .875”
7. .175” top margin

**Additional Business Card Options**

shown at 90 percent
**Letterhead**

Letterheads are to follow the illustrated example shown. Exceptions to the standard (see example on next page) are subject to the approval of University Relations. Please note, these examples are not of the actual size.

Futura BT Light, 10 pt. with 12 pt. leading is the font treatment for letterhead. Up to seven lines of type for contact information may be used. The bottom line of type should be level with the bottom of the logo.

Electronic letterhead is available through University Relations.
Athletic Logos

The University of Central Missouri “Athletics Signatures” and “Athletics Signature with Mule” Logos

These logos are closely related and are to be used exclusively by the athletic teams and department at the University of Central Missouri. With permission, these marks may also be used on retail items such as apparel. These logos may be reproduced on white, colored or black backgrounds, and will be used in various combinations of red (Pantone 200), black and white, depending on the background. For questions regarding these logos, contact University Relations at 660-543-4640.

Athletics Signatures

![Athletics Signatures Logo]

Athletics Signature with Mule

![Athletics Signature with Mule Logo]
The University of Central Missouri “Athletics UCM” and “Athletics UCM with Mule” Logos

These logos are closely related and are to be used exclusively by the athletic teams and department at the University of Central Missouri. With permission, these marks may also be used on retail items such as apparel. These logos may be reproduced on white, colored or black backgrounds, and shall be in various combinations of red (Pantone 200), black and white, depending on the background. For questions regarding these logos, contact University Relations at 660-543-4640.

Athletics UCM logo

![Athletics UCM logo](image1)

Athletics UCM logo with Mule

The “athletics UCM with mule” logo was created prior to branding regulations. It is not acceptable to cover or distort any part of the mule when a new logo is created.

![Athletics UCM logo with Mule](image2)
The University of Central Missouri “C”, “CM” and “C with Mule” Logos

These logos are closely related and are to be used exclusively by UCM’s athletic teams and department, though they may be used with permission on apparel and other retail items. These marks are intended to be reproduced in two colors, red (Pantone 200) and black on light backgrounds, and red and white on dark backgrounds. Contact University Relations at 660-543-4640 with any questions regarding the use of these logos.

The “C with mule” logo was created prior to branding regulations. It is not acceptable to cover or distort any part of the mule when a new logo is created.

Note: Mark may be combined with type as shown in these examples; such uses must be approved by University Relations.