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Office of Strategic Communications and Marketing  
Last updated:







central office . When needed to provide clarity, use “central office” to refer to employees, programs, services, etc. that are associated directly with the System/president as opposed to a campus/chancellor. Example: Employees of the UM System central office should use this guide. Generally, MU, UMKC, Missouri S&T and UMSL employees should refer to their respective style guides, though they may, from time to time, wish to refer to this guide when designing for the entirety of the UM System.

The name “University of Missouri System” refers to the entirety of the multi-campus, statewide institution. See the [System, University of Missouri](#) entry for details.

chair of the Board of Curators. Refers to the curator who is the duly elected or acting chair, who also may be referred to as chairman, chairwoman or Board chair. Note that the Board does not elect a “president of the board.” Lowercase unless used before a name.

Collected Rules and Regulations. Spell out on first reference.

For chapter citations:

- f* First reference: Collected Rules and Regulations, Chapter 170: Communications.
- f* Subsequent references may use CRR 170. Alternative: Chapter 170: Communications.

For section citations (sections are smaller parts of a chapter):

- f* First reference: Collected Rules and Regulations, Section 170.060: University Identification and Symbols.
- f* Subsequent references may use CRR 170.060. Alternative: Section 170.060: University Identification and Symbols.

Coordinating Board for Higher Education (CBHE). Not Coordinating Board **of** Higher Education. Do not confuse with the Missouri Department of Higher Education (MDHE).

Curator. Do not capitalize when used alone to refer to a single member of the Board. Capitalize when preceding the name of the individual: Curator Jane Doe called for a vote. The curator asked a question of the president. See [Board of Curators](#).

Curators Professor. Do not use an apostrophe. Capitalize before a name and when standing alone.

Curators Scholar. Do not use an apostrophe. Capitalize before a name and when standing alone.

executive order/executive guidelines. Executive orders/guidelines can only be enacted by the president of the University. An executive order specifies a new rule or subject matter that is not already part of the collected rules. An executive guideline defines how a rule is going to be utilized or implemented. Lowercase for both.

Extension, University of Missouri. The formal name for the extension mission of the University of Missouri-Columbia. Capitalize the word “Extension” when it is used as part of a formal name; lowercase in other instances: the extension program.

For additional details, see the [campus identification](#) entry.

extension center. Capitalize when referring to a specific center: University of Missouri Extension Center in Greene County.

fiscal year. On first reference: spell out Fiscal Year XXXX; uppercase. Subsequent references may use FYXX. Never use FY20XX or fiscal year XX.

four campus. Hyphenate when used as an adjective: Our institution is a four-campus system. Do not hyphenate when “campus” is a noun or object: The University of Missouri System is one university with four campuses.

general officers. Plural; not possessive. The general officers meeting will be held in the president’s conference room. Lowercase unless used before a name.

Health, UniversityHR10u8pb74aTJ 2.557 0 Td (;)Tg2rg91.7 (er)-4.8 (c)-1.7 (as)-1.7 (e unl)-1.1 (e)5.1 (s)-1. sy



acronyms. Try to avoid acronyms. Some are acceptable either because they are widely known—MOREnet, for example—or because there is no other short way to refer to the organization. When using an acronym on first reference, use the full name of the organization followed by the acronym in parentheses: The Missouri Department of Elementary and Secondary Education (DESE) sponsored the event. Subsequent references may use the acronym alone: To be certified by DESE, a (ga)]TJmrhw 0M.7 ( )]0(1.1 (n -1.7 ( )] Tw [(ac)0 Tc 00 12 36 7



dates.

general revenue. Lowercase: The budget includes general revenue appropriations.

governor. Capitalize and abbreviate as Gov. or Govs. when used as a formal title before one or more names in regular text. Capitalize and spell out when used as a formal title before one or more names in direct quotations. Lowercase and spell out in all other uses. See the [titles](#) entry.

Examples: Gov. John Doe spoke at the alumni alliance event. The governor said higher education is a priority.

Note: When using the title of governor in lists (such as in an awards program) or in headings (such as in a curriculum vitae or resume), it may be appropriate to capitalize the title even if it follows a person's name. See the [academic titles](#) entry for similar samples that may better suit lists and headings.

hyphen. Hyphens are joiners. Use them to avoid ambiguity or to form a single idea from two or more words (known as "compound words"). Use of the hyphen is far from standardized. In general, the fewer hyphens the better.

Compound modifiers, such as compound adjectives like "[full time](#)," are usually hyphenated when preceding the words they modify but not hyphenated when following the words they modify: A bluish-green color is featured in the school's brand. The school's brand features a bluish green color.

internet. Do not capitalize.

legislative titles. First reference, use Rep., Reps., Sen. and Sens. as formal titles before one or more names in regular text. Spell out and capitalize these titles before one or more names in a direct quotation. Spell out and lowercase representative and senator in other uses. Add U.S. or state before a title only if necessary to avoid confusion: U.S. Sen. Jane Doe spoke with state Sen. John Doe.

Use Roman numerals for an individual who is the third or later in his or her family to bear a name, or for a king, queen, pope or world war: John D. Rockefeller III, Pope John Paul II, Queen Elizabeth II, World War I.

online. One word, not hyphenated.

organizations and institutions. Capitalize the full names of organizations and institutions: the American Medical Association, University of Missouri-St. Louis

time. Always use figures, except use midnight and noon, rather than 12 a.m. and 12 p.m., to avoid confusion. Use lowercase type and periods, but no spaces, with a.m. and p.m.

titles, composition. The AP Stylebook does not italicize any titles; you may follow this style for your document. Consistency is paramount.

However, this guide deviates from the AP Stylebook and follows the Chicago Manual of Style. You may choose to do the same, which means you would italicize titles of albums, art, blogs, books, exhibitions, fairs, journals, magazines, movies, newspapers, pamphlets, periodicals, plays, podcasts, radio programTw [(podc)Ted1.1 (tl(-3 (i)-3 (c

Follow correspondence guidelines when preparing letters for signature by the president or a vice president. You may wish to follow these same guidelines in other instances, as well, but should always check if your unit has more specific guidelines. Please note that these guidelines differ from Associated Press style. Do not use contractions in correspondence.

Print your correspondence on the official UM System letterhead that pertains to the writer.

### 3.1. Correspondence Sample

Date

Name of recipient  
Address Line 1  
Address Line 2

Dear Lorem Ipsum:

} Inside Address  
} Greeting

Pellentesque vel est eu dui vehicula posuere. Sed aliquet elit ultricies diam. Nulla facilisi. Etiam vitae mi non orci vulputate laoreet. Suspendisse est. Fusce a libero id enim congue hendrerit. Nulla facilisi.

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Nunc aliquet purus sed mauris. Aenean malesuada dolor. Etiam enim turpis, vulputate ut, consectetur eu, dignissim a, lacus. Maecenas ut quam. Etiam tempus.

Pellentesque sit amet metus id arcu bibendum consequat. Donec orci orci, placerat et, placerat vitae, varius consectetur, enim.

Sincerely,

} Close

Name of writer  
Title

[Initials of writer in all caps, colon and initials of typer in lowercase. Example: MYC:jw]

[Enc. or Encs. if an enclosure(s) is included]

[Cc: Name(s) of anyone receiving a courtesy copy]

## 3.2. Memorandum Sample

### MEMORANDUM

Date

TO: Lorem Ipsum  
FROM: Name, President  
RE: Dolor sit amet



## Elected Officials

In correspondence to elected officials, such as members of Congress, state representatives and senators, use the formal title “The Honorable” in the inside address: The Honorable Jane Doe. Follow with “Dear Senator Doe” in the greeting. Examples:

The Honorable Jane Doe  
United States Senate  
0000 Russell Senate Office Building  
Washington, DC 20510

Dear Senator Doe:

The Honorable John Doe  
U.S. House of Representatives  
0000 Rayburn House Office Building  
Washington, DC 20510

Dear Congressman Doe:

The Honorable Jane Smith  
Missouri House of Representatives  
Missouri State Capitol  
House Post Office  
Jefferson City, MO 65101

Dear Representative Smith:

The Honorable John Smith  
Missouri State Senate  
Missouri State Capitol  
Senate Post Office  
Jefferson City, MO 65101

Dear Senator Smith:



#### 4.1. Preferred Typeface

Use the Georgia or Arial typeface for titles and headings; pick one for your document and be consistent. the G1.7 (e)]T



## 5.1. History

Dr. John S. Ankeney, then an art teacher in the College of Arts and Sciences at the



#### 5.4. Downloadin g the Seal and Campus Logos

Use the official seal as specified under the [Guidelines](#) section.

To request permission to use the seal, contact Licensing and Trademarks in the Office of Strategic Communications and Marketing. Jump to the [Resources and Contacts](#) section for details.

For campus logos, visit the following websites:

*f* [University of Missouri-Columbia](#) [http://identity.missouri.edu/logo](#)



***When placing the seal in a high-design document (e.g., Adobe InDesign, Photoshop)***

Use only a native Adobe Illustrator (AI) file or EPS to preserve the quality of the image.





Effective design and deployment of a website requires a range of technologies and skill sets. Do not create a new website without experienced resources in place to implement and maintain the project. The webmaster in the Office of Strategic Communications and Marketing is available to consult on projects, provide guidance and, in most cases, design and develop a UM System-related website, proceeding with customer input the entire way. Whenever deploying web content on behalf of the University, always consult the Office of Strategic Communications and Marketing. Jump to [Resources and Contacts](#) for details.

## 7.1. Accessibility/508 Compliance

Design all pages with accessibility in mind. Use a validation program, either within Dreamweaver or another external tool, such the [2 0 Td\[\(O\)3 \(ffi\)-1 \(c\)3.7 \(e oa \)-5.1 \(V\)1n122eh2Tnm-1 \(l\)-DN66n2a60oother2 0 T e of91 \(h\)3](#)

## 7.4. Colors

The [UM System homepage](#)<sup>12</sup> uses the following HEX color codes: #2a394f (darkest blue) and #2d3d54 (dark blue). Use the UM System homepage as a guide in developing any color scheme.

These colors should provide the foundation for any design scheme for a UM System website. Complementary colors can be added, but always seek input from the Office of Strategic Communications and Marketing (details in the [Resources and Contacts](#) section) and strive to avoid emulating the color schemes of any of our four campuses. Design systemwide websites specifically to avoid favoring any one of the campuses.

## 7.5. CSS

All pages should use Cascading Style Sheets (CSS) for layout and design. This code should reside in external, linked CSS files that have a .css file extension. All CSS files should reside in a directory at the root level of the website (or website section) that is also named “css.” Typically, the CSS files are defined and managed by the webmaster. Discuss questions about deviating from the general CSS layout and design, or requests to deviate, with the webmaster (details in the [Resources and Contacts](#) section).

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## 7.7. Footer

Every webpage belonging to a department of the University should contain a footer with the below text. The footer will contain the year of the site's creation. For sites that have been in existence for more than one year, the footer will include the year of creation, followed by a hyphen, and then the current year. For example:

Copyright © 2003-2017 The Curators of the University of Missouri. All rights reserved.

[DMCA Policy](#) | [Accessibility](#) | [An equal opportunity/access/affirmative action/pro-disabled and veteran employer](#) | [Report a broken/incorrect link](#)

In the example above, link the words to the following URLs:

- f* DMCA Policy: <https://www.umsystem.edu/ums/copyright/>
- f* Accessibility: <https://www.umsystem.edu/help/help-accessibility>
- f* An equal opportunity/affirmative action/pro-disabled and veteran employer:  
[https://www.umsystem.edu/ums/rules/collected\\_rules/personnel/ch320/320.010\\_Equal\\_Employment\\_Opportunity\\_Policy](https://www.umsystem.edu/ums/rules/collected_rules/personnel/ch320/320.010_Equal_Employment_Opportunity_Policy)
- f* Report a broken/incorrect link: <https://www.umsystem.edu/forms/report-broken-link>

## 7.8. Hyperlinks

Make every webpage user friendly and accessible by properly using hyperlinks within the text of a webpage. Hyperlinks are strongly encouraged; follow these best practices to be most effective:

- f* Choose words that are identical, or at least very similar, to the name of the webpage to which the hyperlink is referring. In other words, the words a visitor clicks on should mirror the words at the top of the page once they arrive at their destination. Examples:
  - o Good use of hyperlinks:
    - f* The [mission statement](#) of the University of Missouri System includes a commitment to promote lifelong learning, foster innovation and economic development, and advance health, cultural and social interests.
    - f* Note that the words “mission statement” are hyperlinked.
    - f* When visitors click on those words, they are directed to a webpage with “Mission Statement” as the page name.
  - o Bad use of hyperlinks:
    - f* [Click here](#) to read the mission statement, which includes a commitment to promoting lifelong learning.
    - f* This is a poorer example of using hyperlinks. Visitors are less sure of where the link will take them, not to mention that this sentence is less powerful and engaging.
- f* In most cases, avoid using “click here” as a hyperlink. It is vague and therefore does not easily signal to visitors what webpage they are about to visit. Furthermore, repeated use of “click here” on a single webpage can become confusing to individuals who are not familiar with the site.

## 7.9. Modification of the UM System Website Design

The design of the University of Missouri System website may not be modified or mimicked in any way. This includes using a similar design or layout, or using the same or similar graphical elements. Mimicking the official System design has the potential to create significant confusion among users. However, this rule is not meant to limit or restrict the use of University colors or other design elements, as long as they conform to the rules outlined in this guide. Please consult with the Office of Strategic Communications and Marketing for advice on website design. Jump to the [Resources and Contacts](#) section for details.

## 7.10. Navigation

### UM Seal

The seal on any banner should always point to the [UM System homepage](#).<sup>13</sup> If it is not possible to link the seal back to the homepage, then some other text link should reside somewhere “above the fold” on the webpage.

### Top Navigation

The landing page for each administrative unit of the UM System should include a set of tabs along the top of the screen, as well as a left-hand menu described in the next subsection. For purposes of these guidelines, “administrative unit” includes the Board of Curators office, the president’s office, the six offices headed by a vibleless

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For additional information about this guide—or similar guidelines, templates, or website designs—contact:

Office of Strategic Communications and Marketing  
University of Missouri System  
215 University Hall  
(573) 882-9212  
[umupdates@umsystem.edu](mailto:umupdates@umsystem.edu)  
<https://www.umsystem.edu/ums/sc>

To request the use of the seal or signature line, contact:

Licensing and Trademarks  
Office of Strategic Communications and Marketing  
200 Heinkel Building  
(573)-882-7256  
[identity@missouri.edu](mailto:identity@missouri.edu)  
<https://www.umsystem.edu/ums/sc>

To request the president's stationery, contact:

Office of the President  
University of Missouri System  
321 University Hall  
(573) 882-2011  
[umpresident@umsystem.edu](mailto:umpresident@umsystem.edu)

To order all other non-presidential stationery, envelopes, business cards and other print projects, contact:

Print & Mail Services  
University of Missouri-Columbia  
2800 Maguire Boulevard  
(573) 882-7801  
<http://www.ps.missouri.edu>