



University of Missouri System Style Guide

Office of Strategic Communications and Marketing
Last updated: December 2022

CONTENTS

section 1 	MANAGEMENT	2
section 2 	EDITORIAL STYLE	3
2.1.	Default Style	3
2.2.	University of Missouri-Specific Style Guidelines	3
2.3.	General Style Guidelines	6
section 3 	CORRESPONDENCE GUIDELINES	13
3.1.	Correspondence Sample	13
3.2.	Memorandum Sample	14
3.3.	President's Personal Notes, Memos and Letters	15
3.4.	Correspondence to Members of the Board, General Officers and Elected Officials	15
section 4 	GRAPHIC STANDARDS	17
4.1.	Preferred Typeface	17
4.2.	Colors	17
4.3.	Templates	18
4.4.	Letterhead and Publications	18
section 5 	THE OFFICIAL UM SYSTEM SEAL	19
5.1.	History	19
5.2.	Guidelines for Using the Seal	19
5.3.	Licensed Uses of the Seal	20
5.4.	Downloading the Seal and Campus Logos	21
5.5.	Secondary Symbols Policy	21
5.6.	Seal Do's and Don'ts	21
section 6 	DIGITAL PRESENTATION STANDARDS	24
6.1.	Presentation Guidelines	24
6.2.	Slide Content Suggestions	24
section 7 	WEB COMMUNICATIONS STANDARDS	25
7.1.	Accessibility/508 Compliance	25
7.2.	Banner Design	25
7.3.	Required Elements of a UM System Website	25
7.4.	Colors	26
7.5.	CSS	26
7.6.	Fonts	26
7.7.	Footer	27
7.8.	Hyperlinks	27
7.9.	Modification of the UM System Website Design	28
7.10.	Navigation	28
7.11.	Title	29

7.12. The UM System’s Official URL Shortener	29
7.13. XHTML	29
section 8 RESOURCES AND CONTACTS.....	30

section 1 | MANAGEMENT

The University of Missouri System Office of Strategic Communications and Marketing develops and maintains style guidelines for print and electronic publications to protect the value and reputation of the University of Missouri System and to ensure consistency for official publications. A designated brand manager, appointed from among the strategic communication professionals who work in University Relations, maintains this style guide. The guide covers editorial, correspondence and graphic guidelines for types of communication including but not limited to:

- Agendas,
- Brochures/programs,
- Emails,
- Fact sheets,
- Flyers,
- Invitations,
- Letters,
- Memoranda,
- Presentation materials (e.g., PowerPoint presentations),
- Reports,
- Social media and
- Web.

Questions about this style guide, or related guidelines or templates, should be directed to the Office of Strategic Communications and Marketing. Jump to the [Resources and Contacts](#) section for details.

section 2 | EDITORIAL STYLE

2.1. Default Style

In general, use *The Associated Press Stylebook (AP Stylebook)* when a style question is not addressed in this guide. Where this guide conflicts with the *AP Stylebook*, this guide prevails.

Some professional disciplines require use of a different guide than the *AP Stylebook*. If that is the case for your discipline, use whatever style guide is appropriate. Consistency is paramount.

2.2. University of Missouri-Specific Style Guidelines

Board of Curators. Use University of Missouri Board of Curators on first reference. Board of Curators, Board or Curators are acceptable on second reference. Uppercase when referring to the University's Board of Curators. Lowercase when referring to an individual member unless preceding a name. Lowercase when referring to similar bodies from other universities.

The phrase takes singular verbs and pronouns. The Board of Curators elected Jane Doe of St. Louis as its chair for 20XX. The Curators will make a formal announcement next Monday.

Note: Per the [Collected Rules and Regulations, Section 10.030: Board Bylaws](#),¹ it is incorrect to refer to the governing body as the University of Missouri **System** Board of Curators. In legal documents, the name of the UM System is "The Curators of the University of Missouri." See the [System, University of Missouri](#) entry for details.

campus identification. On first reference:

- University of Missouri-Columbia
- University of Missouri-Kansas City
- Missouri University of Science and Technology
 - The "and" is spelled out on first reference. Do not substitute the ampersand (&).
- University of Missouri-St. Louis

Campus names use a hyphen, not an en-dash or em-dash. No space before or after the hyphen.

Subsequent references may use:

- University of Missouri, MU or Mizzou
- UMKC
- Missouri S&T or S&T
 - Note: Missouri S&T is preferred.
- UMSL

central office. In certain limited circumstances, it may be necessary to distinguish employees, and/or services related to those employees, who are directly associated with the System/president in a structural capacity rather than a university campus. In these cases, the term “UM System central office” may be used to clarify (e.g., UM System central office employees).

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:

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

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

- First reference: Collected Rules and Regulations, Section 170.060: University Identification and Symbols.
- 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. Does use an apostrophe. Capitalize before a name and when standing alone.

Curators’ Scholar. Does use an apostrophe. Capitalize before a name and when standing alone.

Discovery Ridge Research Park. Use Discovery Ridge Research Park on first reference. Discovery Ridge is acceptable on second reference.

This refers to MU’s research and development park next to Highway 63. Do not confuse with the MU Research Park, located on Providence Road.

Example: The Discovery Ridge Research Park currently has two tenants: ABC Labs and RADIL.

executive order/htive orsopmsrii alaoHh()Tḡ ()11.2 (t)-6.6 2 (ov)-2 (ere6 (s)-20.5 (t-l)2.6 (opm)-5.9 (en)

Note: In legal docum

- John Smith, M.B.A., Chief Executive
- Jane Doe
Professor of Economics and Public Policy
Doctorate in Economics
- John Doe
Professor of Nutrition and Exercise Physiology
Doctorate of Nutritional Biochemistry

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 school’s achievement scores must be above average.

ages. Always display age as a digit. Use hyphens when age is expressed as an adjective before a noun or as a substitute for a noun: A 5-year-old boy. Examples of when to not use hyphens: The boy is 5 years old. The woman, 26, has a daughter 2 months old. The woman is in her 30s.

alumni. Use alumna (alumnae in the plural) when referring to a female who has attended a school. Use alumnus (alumni in the plural) for similar references to a male. Use alumni when referring to a group of both men and women.

awards and decorations. Capitalize formal names of awards: Jane Doe received the University of Missouri-Kansas City Outstanding Alumni Award.

board of directors, board of trustees. Always lowercase: Active in community service, he also serves on the board of directors of the Independent School.

building. Capitalize the proper names of buildings, including the word “building” if it is an integral part of the proper name: The annual conference was held at the Empire State Building.

capitalization. Capitalize titles that appear before a name; do not capitalize titles that appear after a name. Capitalize proper and official names, not general terms. Examples: The College of Business, the business college, the college; the Office of the Registrar, the registrar’s office, the registrar. Dr. Smith will teach Advanced Environmental Geology next semester. She will teach advanced geology.

Note: Consistency is paramount. If a document calls for the serial comma, or a style guide other than the *AP Stylebook* is governing your document's style, make sure to apply the serial comma consistently.

committee names. Do not abbreviate. Capitalize when part of a formal name: Senator Jones is a member of the House Appropriations Committee. Do not capitalize in shortened versions of long committee names: "The Special Senate Committee to Investigate Higher Education Funding," for example, becomes "the higher education funding committee."

course work. Two words.

dates. When a phrase lists only a month and a year, do not separate the year with commas. When a phrase

fractions. Spell out amounts less than one, using hyphens between the words: one-half, two-thirds, four-fifths. When writing fractions combined with whole numbers use figures with a space between the whole number and the fraction: 2 1/3, 5 9/10, 8 13/16.

full time, full-time. Do not hyphenate unless the phrase is (1) operating as a compound adjective and (2) preceding the noun or object: He is a full-time faculty member. If the phrase follows the verb or operates as an adverb, do not hyphenate: She teaches full time. See the [hyphen](#) entry for details about hyphenating compound adjectives.

fundraising, fundraiser. One word in all cases.

General Assembly. Missouri's legislative body. First reference should be: Missouri General Assembly. Subsequent references may use General Assembly, assembly or legislature.

general revenue. Always lowercase.

Example: 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 formalpell ou

months. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Do not abbreviate March, April, May, June and July. Spell out when using alone or with a year alone. When a phrase lists only a month and a year, do not separate with a comma. When a phrase refers to a month, day and year, set off the year with a comma.

Examples: Professor Doe came to the University in March 2015. Professor Doe's anniversary date is March 2. Professor Doe, who has been at the U

state. Lowercase in all “state of” constructions: the state of Missouri. Do not capitalize when used simply as an adjective to specify a level of jurisdiction: “the state Department of Transportation, state funds.”

state names. Spell out the names of the states when they stand alone in textual material. Any state name may be condensed to fit typographical requirements for tabular material. Use the postal service abbreviations only with full addresses, including ZIP Code.

telephone numbers. Use figures with area codes in parentheses: (573) 882-0000 or 1 (800) 884-0000. For extension numbers, use: Ext. 2, Ext. 364, Ext. 4071.

that, which, who. The defining or restrictive pronoun is “that.” Use it when introducing non-parenthetic clauses: She works in the office that was remodeled. Do not set these clauses off with commas.

Use “who” when referring to a person with a name as the subject: The woman who works in the remodeled office. The non-defining or non-restrictive pronoun is “which.” Use it when introducing parenthetical clauses: The book, which was published in 1996, won a Caldecott medal. Set these clauses off with commas.

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 programs, reports and television programs.

Place the following in quotation marks: blog entries; book chapters; essays; journal, magazine or newspaper articles; lectures; podcast, radio or television episodes; poems; short stories; songs; or unpublished works.

Websites are neither italicized nor placed in quotation marks, though webpages and sections are placed in quotes.

titles, courtesy. In general, do not use the courtesy titles Miss, Ms., Mr. or Mrs. After initial reference to a person’s professional title and first and last names, use the last name in subsequent references: Professor John Doe attended the hearing. Doe spoke on the importance of higher education.

underrepresented. One word.

United States. The abbreviation is acceptable as a noun or adjective. Use periods within text: U.S. No periods in headlines: US.

website/webpage. One word, do not capitalize. See the [World Wide Web](#) al

World Wide Web. Capitalize when using the full and proper name. Lowercase when using the word “web” alone in place of the full name: Find us on the web at www.umsystem.edu.

year-end. Hyphenated as noun and adjective.

years. Use figures without commas: 1975. Use an S without an apostrophe to indicate spans of decades or centuries: the 1800s, the 1890s. Avoid “by the year 2000,” when “by 2000” is sufficient. For abbreviated forms, use: '30s, '45, '50s-'60s.

See the [dates](#) entry for how to reference a date within a sentence.

section 3 | CORRESPONDENCE GUIDELINES

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:

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. ee utmale-2 (701 19 >>BD(ent)4.2 (t(per)4.10.6 (,)4.2 (di)27-3.3 (u)-3gni)2.6 (s)1

3.2. Memorandum Sample

MEMORANDUM

Date

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

Pellj -0.00m>BDC 0 -1.14C /P <</MCID 11 >>BDC -0. (.ne To<</MCID 5 >>BDC 0 -1.152 TD ()Tj EMCDDC 0 -1.1
P

Elected Officials

In correspondence to elected officials, such as members of Congress, state representatives and senators, use

section 5 | THE OFFICIAL UM SYSTEMSEAL

5.1. History

Dr. John S. Ankeney, then an art teacher in the College of Arts and Sciences at the University of Missouri-Columbia, designed the seal. The University of Missouri Board of Curators adopted it on March 31, 1903. This distinctive and historic official seal is the only symbol of the University of Missouri System. The seal embraces all elements of the University and is broadly recognized, displayed, reproduced and respected by the University's constituencies.

5.4. Downloading 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. Ju S, c2Tj 3.272 .6 (hID 4 7Rc)-2 (i10.6o.)Tj 3.272 0 T0 T0.26n60 T0.26n60 T0.26n60

	Do not use a low resolution or pixelated file (i.e., pixels per inch (ppi) of less than 300). Never use an image copied from a website.
	Do not rotate the seal.

When placing the seal in a typical document (e.g., Microsoft Word or PowerPoint)

Properly embed the seal in your document to preserve the quality of the image. In the document:

- Save the image file to your computer or cloud storage first. This will ensure that the file does not look pixelated.
- Navigate to the “Insert” menu.
- Select the “Pictures” submenu.
- Click “From File.”
- Locate the seal file in the location you saved it.

section 6 | DIGITAL PRESENTATION STANDARDS

6.1. Presentation Guidelines

The preferred typeface for digital presentations is the same preferred typeface for any other UM System document. Follow the standards set in the [Preferred Typeface](#) and [Templates](#) sections of this guide.

Microsoft PowerPoint and other digital presentation software programs can be effective presentation tools. However, a digital

section 7 | WEB COMMUNICATIONS STANDARDS

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 [W3C Markup Validation Service](#),⁹ to test against page validation.

7.2. Banner Design

The banner for all major portions of the University of Missouri System website should include the standard banner as defined by the webmaster and established in the Web Content Management System (CMS) style sheets. The elements of this banner include departmental navigation, the University seal, the UM System signature line in Bulmer MT, the city locations of our four campuses, a quick menu and the search bar. This is the top-

7.4. Colors

The [UM System homepage](https://www.umsystem.edu)¹² 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).

CSS can be embedded in documents for special exceptions not covered by the attached style sheets. In all cases, use CSS instead of local HTML font or style formatting. Avoid inline style rules, if possible.

Include a print stylesheet in webpages, allowing for a print version that highlights key content. The Office of Strategic Communications and Marketing can assist with this as needed.

Do not use tables for page layout purposes. Use HTML tables only for tabular data, and never for any type of layout applications. Note that in some instances, newsletters can require the use of a table-based layout in order to avoid potential style discrepancies. Please contact the Office of Strategic Communications and Marketing if you need assistance with a newsletter layout. Jump to the [Resources and Contacts](#) section for details.

7.6. Fonts

The main header font on the UM System website is Accord Alt Bold, which is the font-family outlined in the site's [Cascading Style Sheets](#) (CSS).

The CSS sets body text to the sans-serif font family: Verdana, Geneva, Arial, Helvetica, sans-serif.

¹² <https://www.umsystem.edu>

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

The final menu item should point back to the administrative office of which the subunit is a part. For example, Budget and Planning is a subunit of the Office of Finance, and it has its own left-hand menu. The final menu item should be “Office of Finance” and point back to www.umsystem.edu/ums/fa/.

7.11. Title

The page title should include the department or organization name, separated by a pipe character (|) and then the words “University of Missouri System.” For example: “Finance | University of Missouri System.”

For units or sections under the main office’s webpages, include a subunit name, such as: Office of the Controller | Finance | University of Missouri System. “University of Missouri System” should always appear last in the string of title text.

7.12. The UM System’s Official URL Shortener

The Office of Strategic Communications and Marketing maintains an official URL shortening service for the University of Missouri System, available at UMURL.us. Authorized UM System staff members can create shortened URLs using this service.

Shortened URLs are acceptable for use in email communications and publications. However, avoid using them on webpage content located on the UM System website. This is to avoid any confusion for site viewers who are worried about any nefarious misdirection to an external or unfamiliar webpage.

You can view the [URL Shortener](#) webpage¹⁴ for details about UMURL.us. Contact details for the Office of Strategic Communications and Marketing are in the [Resources and Contacts](#) section of this guide.

7.13. XHTML

All HTML-based pages should use either XHTML 1.0 transitional or XHTML strict. For webpages created with prior versions of HTML, update code before adding the pages to the UM System family of websites. These preferences can be set in authoring software.

¹⁴ <https://www.umsystem.edu/help/help-urlshortener>

section 8 | RESOURCES AND CONTACTS

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
<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
<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

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>