



UNIVERSITY OF MISSOURI
KANSAS
CITY

VISUAL IDENTITY GUIDE



KANSAS CITY ATHLETICS

VISUAL IDENTITY GUIDE

TABLE OF CONTENTS



BRAND GUIDELINES	2
FAMILY OF MARKS	3
PRIMARY LOGO	4
SECONDARY LOGO	5
TERTIARY LOGO	6
MASCOT LOGO	7
KC ROOS LOGO	8
KC BASIC LOGO	9
KC WORDMARKS	10
ROOS WORDMARK	11
SPORT SPECIFIC MARKS	12-13
BRAND TYPEFACES	14-15
UNIFORM OPTIONS	16
BRAND PATTERN	17



KANSAS CITY ATHLETICS

VISUAL IDENTITY GUIDE BRAND GUIDELINES

COLOR PALETTE



PMS 123c
CMYK: 0 19 89 0
RGB: 255 199 44
HEX: FFC72C



PMS 301c
CMYK: 100 53 4 19
RGB: 0 75 135
HEX: 004B87



PMS 660c
CMYK: 88 50 0 0
RGB: 64 126 201
HEX: 407EC9

COLOR PALETTE GUIDELINES

Kansas City's yellow (PMS 123c) should stand as the dominant color representing the Roos athletics program where possible. From the basketball court to website to marketing collateral, Kansas City Athletics should utilize yellow to set itself apart from the other athletic programs in the area, none of whom have yellow as their primary color.

The navy (PMS 301c) in the color palette can and should be used as a secondary color, set against a gold background. Navy apparel and any high usage of navy in print collateral or facility graphics should be avoided.

The light blue (PMS 660) is NEVER to be used outside of the primary mark.

REFERENCING ATHLETICS

The athletic department and its programs should only be referred to as Kansas City Athletics or, for example, Kansas City Women's Soccer, in text form. "UMKC" should be ceased to be used in reference to any part of the athletics brand. For the purposes of visual identity, sport marks have been created that list the sports with "ROOS" on top and the name of the sport below. This is for visuals only. "Roos Men's Basketball" is not an acceptable usage for text or print outside of the established sport wordmark. When referring to any athletic program, or the athletic department, the words "Kansas City" should always precede the name of the sport or department.

Example: Kansas City Track & Field, NOT Roos Track & Field; Kansas City Athletics, NOT Roos Athletics.

REFERENCING THE MASCOT

The Kansas City mascot should always be referred to as the Roos. We are the Kansas City Roos. We should never be referred to as the Kangaroos.



KANSAS CITY ATHLETICS

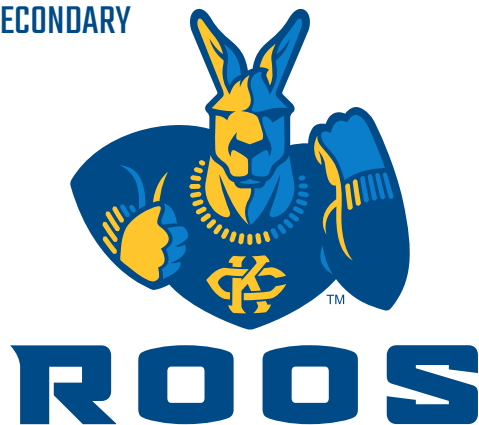
VISUAL IDENTITY GUIDE

FAMILY of MARKS

PRIMARY



SECONDARY



TERTIARY



MASCOT



KC ROOS



KC BASIC*



*For use 1-inch and smaller only

KC WORDMARK A



KC WORDMARK B



ROOS WORDMARK





KANSAS CITY ATHLETICS

VISUAL IDENTITY GUIDE PRIMARY LOGO

KCP-1 - FULL COLOR



KCP-2 - FULL COLOR



KCP-3 - FULL COLOR



KCP-4 - FULL COLOR



KCP-6 - FULL COLOR



KCP-7 - 1-COLOR



KCP-8 - 1-COLOR



KCP-9 - 1-COLOR



KCP-10 - BLACK/WHITE



GUIDELINES FOR USE

- To avoid readability issues with small text, primary logo should never be used smaller than 3-inches. When usage requires a mark to be smaller than 3-inches, an alternate mark should be chosen.
- When screenprinting on yellow or gray, marks KCP-2 and KCP-4 can have the white stroke around "KANSAS CITY" removed to achieve a 3-color print.
- KCP-6 is provided to show what logo should be utilized against black. However, black should be avoided as a background color with the exception of embroidered, collared shirts.
- No versions of the the mark beyond what are shown here should be utilized.
- Single color version of the mark against a navy or dark background does not exist and should not be created.
- Black/white version of mark should be used sparingly and ONLY against a white background when color options are not available.



KANSAS CITY ATHLETICS VISUAL IDENTITY GUIDE

SECONDARY LOGO

KCS-1 - FULL COLOR



KCS-2 - FULL COLOR



KCS-3 - FULL COLOR



KCS-4 - FULL COLOR



KCS-6 - FULL COLOR



KCS-7 - 1-COLOR



KCS-8 - 1-COLOR



KCS-9 - 1-COLOR



KCS-10 - BLACK/WHITE



GUIDELINES FOR USE

- KCS-6 is provided to show what logo should be utilized against black. However, black should be avoided as a background color with the exception of embroidered, collared shirts.
- No versions of the the mark beyond what are shown here should be utilized.
- Single color version of the mark against a navy or dark background does not exist and should not be created.
- Black/white version of mark should be used sparingly and ONLY against a white background when color options are not available.



KANSAS CITY ATHLETICS VISUAL IDENTITY GUIDE TERTIARY LOGO

KCT-1 - FULL COLOR



KCT-2 - FULL COLOR



KCT-3 - FULL COLOR



KCT-4 - FULL COLOR



KCT-6 - FULL COLOR



KCT-7 - 1-COLOR



KCT-8 - 1-COLOR



KCT-9 - 1-COLOR



KCT-10 - BLACK/WHITE



GUIDELINES FOR USE

- To avoid readability issues with small text, tertiary logo should never be used smaller than 2-inches. When usage requires a mark to be smaller than 2-inches, an alternate mark should be chosen.
- When screenprinting on yellow or gray, marks KCT-2 and KCT-4 can have the white stroke around "KANSAS CITY" removed to achieve a 3-color print.
- KCT-6 is provided to show what logo should be utilized against black. However, black should be avoided as a background color with the exception of embroidered, collared shirts.
- No versions of the the mark beyond what are shown here should be utilized.
- Single color version of the mark against a navy or dark background does not exist and should not be created.
- Black/white version of mark should be used sparingly and ONLY against a white background when color options are not available.



KANSAS CITY ATHLETICS

VISUAL IDENTITY GUIDE MASCOT LOGO

KCM-1 - FULL COLOR



KCM-2 - FULL COLOR



KCM-3 - FULL COLOR



KCM-4 - FULL COLOR



KCM-6 - FULL COLOR



KCM-7 - 1-COLOR



KCM-8 - 1-COLOR



KCM-9 - 1-COLOR



KCM-10 - BLACK/WHITE



GUIDELINES FOR USE

- Mascot mark should never be used smaller than 1-inch. If usage requires a mark smaller than 1-inch, the interlocking KC should be used.
- KCM-6 is provided to show what logo should be utilized against black. However, black should be avoided as a background color with the exception of embroidered, collared shirts.
- No versions of the mark beyond what are shown here should be utilized.
- Single color version of the mark against a navy or dark background does not exist and should not be created.
- Black/white version of mark should be used sparingly and ONLY against a white background when color options are not available.



KANSAS CITY ATHLETICS

VISUAL IDENTITY GUIDE KC ROOS LOGO

KCK-1 - 2-COLOR



KCK-2 - 2-COLOR



KCK-3 - 1-COLOR



KCK-4 - 1-COLOR



KCK-6 - 1-COLOR



KCK-7 - 1-COLOR



KCK-9 - BLACK



GUIDELINES FOR USE

- The KC Roos mark should never be used smaller than 1-inch. If usage requires a mark smaller than 1-inch, the KC Basic mark should be used.
- No versions of the the mark beyond what are shown here should be utilized.
- 2-color version should only be used on gray or white. No 2-color version exists for yellow, navy or black backgrounds.
- Black/white version of mark should be used sparingly and ONLY against a white background when color options are not available.



KANSAS CITY ATHLETICS

VISUAL IDENTITY GUIDE KC BASIC LOGO

NOTE: NOT FOR USE AT SIZES GREATER THAN ONE (1) INCH

KCB-1 - 2-COLOR



KCB-2 - 2-COLOR



KCB-3 - 1-COLOR



KCB-4 - 1-COLOR



KCB-6 - 1-COLOR



KCB-7 - 1-COLOR



KCB-9 - BLACK



GUIDELINES FOR USE

- The KC Basic mark is provided for usage LESS THAN 1-INCH ONLY. The KC Basic mark should never be used larger than 1-inch. If usage requires a mark larger than 1-inch, the KC Roos mark, or one of the other approved marks should be used.
- No versions of the the mark beyond what are shown here should be utilized.
- 2-color version should only be used on gray or white. No 2-color version exists for yellow, navy or black backgrounds.
- Black/white version of mark should be used sparingly and ONLY against a white background when color options are not available.



KANSAS CITY ATHLETICS VISUAL IDENTITY GUIDE KC WORDMARKS

KCwa-1 - 2-COLOR

UNIVERSITY OF MISSOURI
**KANSAS
CITY**

KCwa-2 - 2-COLOR

UNIVERSITY OF MISSOURI
**KANSAS
CITY**

KCwa-3 - 2-COLOR

UNIVERSITY OF MISSOURI
**KANSAS
CITY**

KCwa-4 - 2-COLOR

UNIVERSITY OF MISSOURI
**KANSAS
CITY**

KCwa-5 - 1-COLOR

UNIVERSITY OF MISSOURI
**KANSAS
CITY**

KCwa-6 - 1-COLOR

UNIVERSITY OF MISSOURI
**KANSAS
CITY**

KCwa-7 - 1-COLOR

UNIVERSITY OF MISSOURI
**KANSAS
CITY**

KCwa-8 - 1-COLOR

UNIVERSITY OF MISSOURI
**KANSAS
CITY**

KCwa-9 - BLACK

UNIVERSITY OF MISSOURI
**KANSAS
CITY**

- DO NOT use full wordmark at sizes smaller than 1-inch in height.
- Black/white version of mark should be used sparingly and ONLY against a white background when color options are not available.
- No versions of the the mark beyond what are shown here should be utilized.

KCWb-1 - 2-COLOR

**KANSAS
CITY**

KCWb-2 - 2-COLOR

**KANSAS
CITY**

KCWb-3 - 2-COLOR

**KANSAS
CITY**

KCWb-5 - 1-COLOR

**KANSAS
CITY**

KCWb-6 - 1-COLOR

**KANSAS
CITY**

KCWb-7 - 1-COLOR

**KANSAS
CITY**

KCWb-8 - 1-COLOR

**KANSAS
CITY**

KCWb-9 - BLACK

**KANSAS
CITY**

- Black/white version of mark should be used sparingly and ONLY against a white background when color options are not available.
- No versions of the the mark beyond what are shown here should be utilized.



KANSAS CITY ATHLETICS

VISUAL IDENTITY GUIDE ROOS WORDMARKS

KCR-1 - 1-COLOR

ROOS

KCR-2 - 1-COLOR

ROOS

KCR-3 - 1-COLOR

ROOS

KCR-4 - 1-COLOR

ROOS

KCR-5 - BLACK

ROOS

- Black/white version of mark should be used sparingly and ONLY against a white background when color options are not available.
- No versions of the the mark beyond what are shown here should be utilized.



KANSAS CITY ATHLETICS

VISUAL IDENTITY GUIDE

SPORT SPECIFIC MARKS

This page outlines the available options for sport specific logos. Individual sport marks can be found on the following page.

KCS-1 - FULL COLOR



KCS-2 - FULL COLOR



KCS-3 - FULL COLOR



KCS-4 - FULL COLOR



KCS-6 - FULL COLOR



KCS-7 - 1-COLOR



KCS-8 - 1-COLOR



KCS-9 - 1-COLOR



KCS-10 - BLACK/WHITE



GUIDELINES FOR USE

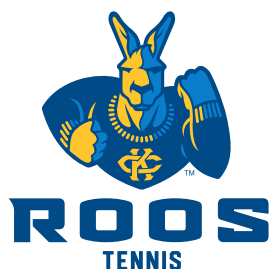
- Sport specific mark with Roo should never be used smaller than 1-inch. If usage requires a mark smaller than 1-inch, use the mark without the Roo (text only).
- KCS-6 is provided to show what logo should be utilized against black. However, black should be avoided as a background color with the exception of embroidered, collared shirts.
- No versions of the the mark beyond what are shown here should be utilized.
- Single color version of the mark against a navy or dark background does not exist and should not be created.
- Black/white version of mark should be used sparingly and ONLY against a white background when color options are not available.



KANSAS CITY ATHLETICS

VISUAL IDENTITY GUIDE

SPORT SPECIFIC MARKS



- Sport specific marks can be used with OR without mascot mark.
- DO NOT adjust size of sport/unit name.
- Please obey all identity guidelines for color usage outlined in this document when using sport specific marks.



KANSAS CITY REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Usage guidelines: Only use for titles, primarily when writing “Kansas City,” “Roos,” or sport names when used outside approved sport specific marks.

EMPERA SOFT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Usage guidelines: Should never be used for any purpose outside of writing “University of Missouri” and/or sport/unit names. Should not appear as headings or as body copy.

TEKO FONT FAMILY

Regular: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0
Bold: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

Usage guidelines: Should be used for headings, headlines, etc. Example: **2019 SOCCER SCHEDULE**

IBM PLEX SANS & SANS CONDENSED FONT FAMILY

Regular: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
Italic: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
Bold: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
Bold italic: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Usage guidelines: IBM Plex has many other weights and options in the Sans Condensed family. Any option is available for use, provided it is in the Sans Condensed family. This font should be used for all body copy, including media guides, press releases, schedules, etc.



Support Roo Athletics

Teko Regular

2019 Giving Highlights

IBM Plex Sans Condensed Bold

This will be the 33rd season for UMKC Volleyball with the Roos holding an all-time record of 353-603 (.369)

IBM Plex Sans Bold

“High expectations are in place for our TEAM from within the TEAM,” Posey said. “Our veteran players and returning core group feel very positive about the upcoming season and the opportunity before us. A solid spring and the addition of several talented freshmen and newcomers have us poised to compete from the start. Our pre-conference schedule will prepare us well for the rigors of what we expect to be a highly contested race for the WAC Championship.”

IBM Plex Sans Regular

Layout Example



Support the Roo Athletic Fund

2019 Giving Highlights

“High expectations are in place for our TEAM from within the TEAM,” Posey said. “Our veteran players and returning core group feel very positive about the upcoming season and the opportunity before us. A solid spring and the addition of several talented freshmen and newcomers have us poised to compete from the start.

Our pre-conference schedule will prepare us well for the rigors of what we expect to be a highly contested race for the WAC Championship.”

- **This will be the 33rd season for UMKC Volleyball with the Roos holding an all-time record of 353-603 (.369)**
- **The Roos enter their seventh season as a member of the Western Athletic conference, amassing a 52-36 (.591) all-time record in the WAC.**

UMKC opens the 2019 campaign with the UMKC Invitational on Aug. 30-31 in Kansas City, while the following weekend, the Roos will host the Kangaroo Classic on Sep. 6-7 featuring Tulsa, South Dakota and Louisiana Tech.

GIVE NOW

Supporting UMKC or individual programs online is as easy as
1-2-3.



KANSAS CITY ATHLETICS VISUAL IDENTITY GUIDE UNIFORM OPTIONS

KCU-1 - WHITE



KCU-2 - GRAY



KCU-3 - YELLOW



KCU-4 - NAVY



KCU-5 - YELLOW



KCU-6 - WHITE



KCU-7 - GRAY



KCU-8 - LIGHT BLUE



KCU-9 - LIGHT BLUE



KCU-10 - LIGHT BLUE



PLEASE NOTE: Special permission required by Deputy Athletic Director for External for any jerseys/uniforms utilizing light blue options.

KCN-1 - WHITE



KCN-2 - YELLOW



KCN-3 - NAVY



KCN-4 - GRAY

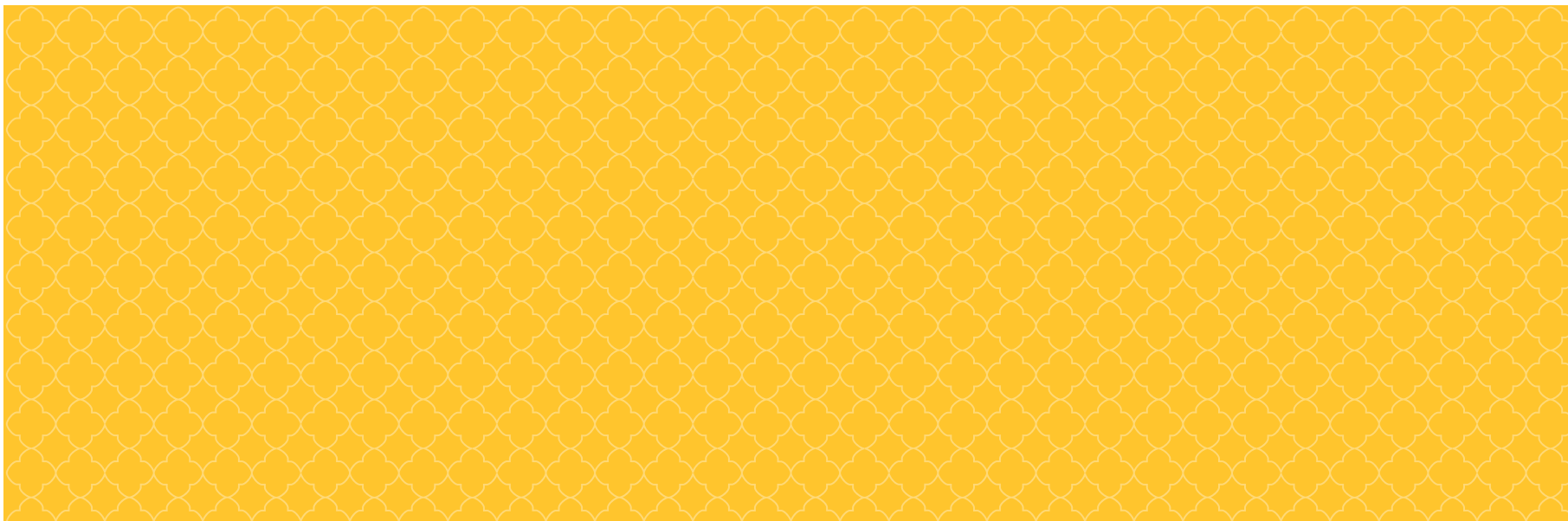


KCN-5 - LIGHT BLUE

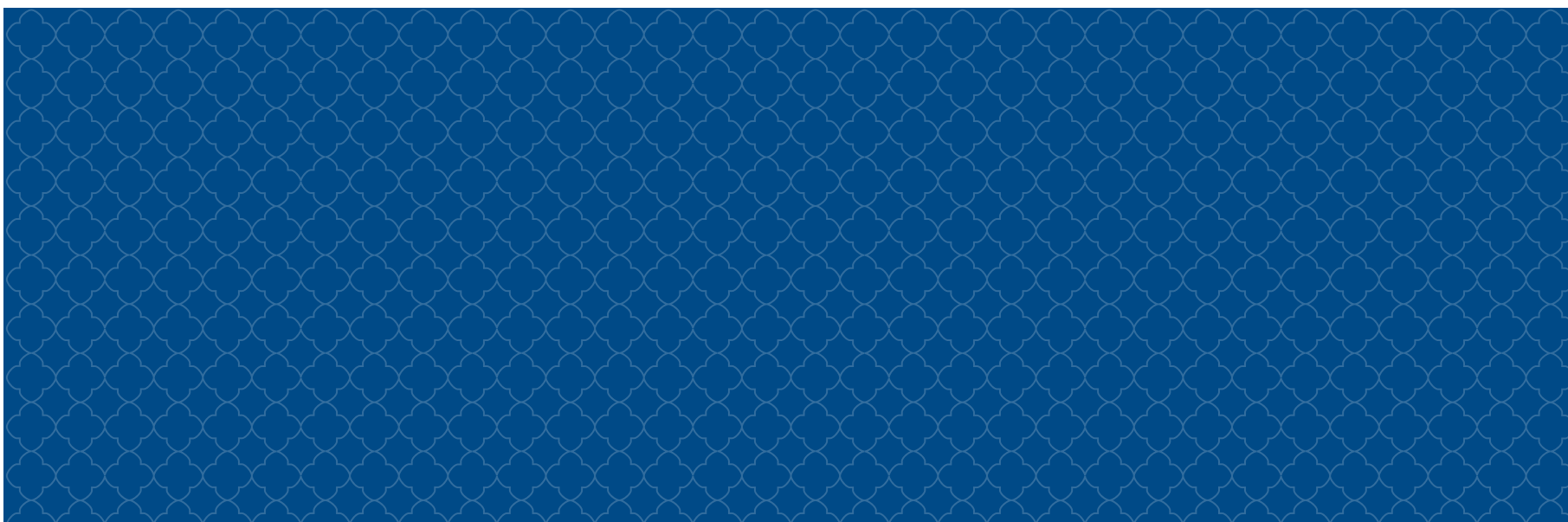




KANSAS CITY ATHLETICS VISUAL IDENTITY GUIDE BRAND PATTERN



When using brand pattern against a yellow background, pattern should be white and the transparency adjusted to 35%.



When using brand pattern against a yellow background, pattern should be white and the transparency adjusted to 20%.

