Henry W. Bloch School of Management Brand Standards and Guidelines Page

Welcome to the Bloch School of Management's brand guidelines page. Here you will find information on our brand fonts, colors, logo usage and logos for download. Additional questions about brand should be directed to Victoria Prater, praterv@umkc.edu or 816-235-5295.

Outside parties: any external party (media, organizations or companies) wishing to use the Bloch School logo must obtain permission prior to use. Contact Victoria Prater (above) for inquiries.

Brand Fonts

Standard brand fonts include Helvetica Neue Lt Pro:

55 Roman

56 Italic

57 Condensed

57 Condensed Oblique

77 Bold Condensed

77 Bold Condensed Oblique

and Goudy Oldstyle:

Goudy Oldstyle Regular

Goudy Oldstyle Italic

Goudy Oldstyle Bold

Goudy Oldstyle Bold Italic

These are the recommended fonts for standard materials, but other fonts may also be used subject to approval.

Logo and Color

Logos are available in two color (**PMS 301C and PMS 7405C solid coated**), black, and white and a variety of formats. The standard Bloch School logo must appear on all materials. In addition to the standard logo, each department, center and institute* has a personalized version of the logo which may be used as long as the standard logo appears somewhere on the item.

PMS 301C PMS 7405C

*For nationally recognized centers or institutes, a special logo may be used with the standard logo. Academic programs and units will not have special logos.

For use in Microsoft Office, email blasts and websites, .jpg versions of the logo are recommended.
Two-color Standard Bloch School logo (without university name)

Two-color Standard Bloch School logo (with university name - recommended)

Black Standard logo (without university name)

Black Standard logo (with university name)

For vendor use (high resolution printed pieces, t-shirts or promotional items), vector (or .eps) versions are preferred. (images are same as above, but have a transparent background for use on dark or color backgrounds)

Two-color Standard Bloch School logo (without university name)
Two-color Standard Bloch School logo (with university name - recommended)
Black Standard logo (without university name)
Black Standard logo (with university name)
White Standard logo (without university name)
White Standard logo (with university name)

Academic Department Logos:

Accountancy

UMKC | Department of Accountancy
Henry W. Bloch School of Management
UNIVERSITY OF MISSOURI-KANSAS CITY

Executive MBA

UMKC | Executive MBA
Henry W. Bloch School of Management
UNIVERSITY OF MISSOURI-KANSAS CITY

Finance

UMKC | Department of Finance
Henry W. Bloch School of Management
UNIVERSITY OF MISSOURI-KANSAS CITY

Global Entrepreneurship and Innovation

UMKC | Department of Global Entrepreneurship and Innovation
Henry W. Bloch School of Management
UNIVERSITY OF MISSOURI-KANSAS CITY

Management

UMKC | Department of Management
Henry W. Bloch School of Management
UNIVERSITY OF MISSOURI-KANSAS CITY

Marketing and Supply Chain Management

UMKC | Department of Marketing and Supply Chain Management
Henry W. Bloch School of Management
UNIVERSITY OF MISSOURI-KANSAS CITY

Public Affairs

UMKC | Department of Public Affairs
Henry W. Bloch School of Management
UNIVERSITY OF MISSOURI-KANSAS CITY

Center and Institute Logos:

Center for International Business

UMKC | Center for International Business
Henry W. Bloch School of Management
UNIVERSITY OF MISSOURI-KANSAS CITY

Cookingham Institute of Urban Affairs

UMKC | Cookingham Institute of Urban Affairs
Henry W. Bloch School of Management
UNIVERSITY OF MISSOURI-KANSAS CITY

Executive Education Center

UMKC | Executive Education Center
Henry W. Bloch School of Management
UNIVERSITY OF MISSOURI-KANSAS CITY

Institute for Entrepreneurship and Innovation

UMKC | Henry W. Bloch School of Management
UNIVERSITY OF MISSOURI-KANSAS CITY
Institute for Entrepreneurship and Innovation

Lewis White Real Estate Center

UMKC | Lewis White Real Estate Center
Henry W. Bloch School of Management
UNIVERSITY OF MISSOURI-KANSAS CITY

LEWIS WHITE
REAL ESTATE
CENTER

Midwest Center for Nonprofit Leadership

UMKC | Midwest Center for Nonprofit Leadership
Henry W. Bloch School of Management
UNIVERSITY OF MISSOURI-KANSAS CITY