

12.19

# BRAND BOOK

UMKC

BLOCH



# TABLE OF CONTENTS

03	Why a Brand Book
04	<b>Branding</b>
05	Brand Platform
06	Key Messages
07	Brand Voice
08	<b>Visual Identity</b>
09	Graphic Treatment
17	Typeface
18	Color Palette
19	Photography
21	<b>Sample Executions</b>
22	Marketing Campaign
23	Print
24	Out-of-Home
26	Digital
27	Social
28	Community
29	Promotional

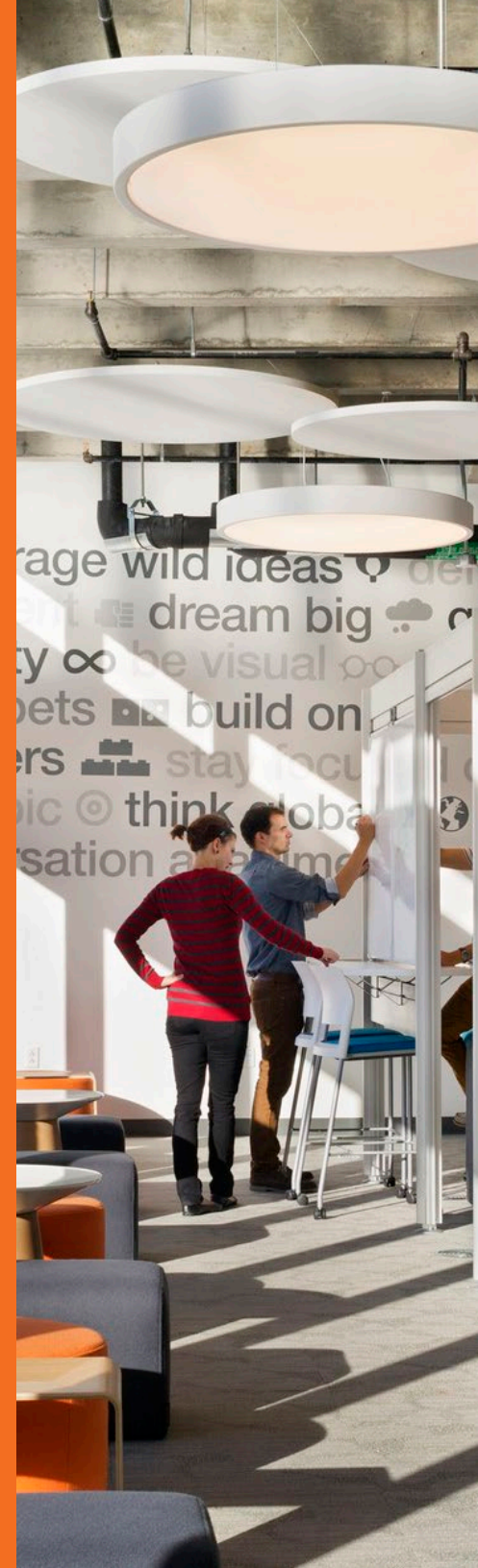
# Why a Brand Book

This guide was created and is updated periodically to ensure the Henry W. Bloch School of Management brand maintains continuity and proper application in the materials and media in which it appears. This, and future editions, address the most common applications of our brand identity, including all internal and external university marketing materials to the extent they can be applied. It is meant to work in conjunction with the Bloch School's Brand Guidelines and UMKC's Visual Identity Guidelines.

Though it cannot possibly speak to all design situations that may arise, consider this your manual and framework for design, strategy and execution. From logo to tagline, color usage to graphic elements, the guidelines and examples provided here help all of us create clear, uniform presentations of the Bloch School brand identity.



# BRANDING



# Brand Platform

A brand is an organization's avenue to building an image and a relationship with its audience. It has both functional and emotional elements, which convey the "heart and soul" of what it stands for and its promise of what it brings that's unique to the marketplace. The brand platform consists of several building blocks that collectively form the overall Bloch School brand.

Our brand platform defines the tone for our key messages, encompassing our focus on being KC's business school, with an entrepreneurial, connected and inspired spirit. This concept should resonate throughout all branded materials. Every marketing communication, big or small, is an opportunity to share the message that Bloch grads are making things happen in KC. We are Kansas City's business school, after all.

## Brand Positioning

A position statement describes the "mental space" a brand should occupy in the minds of a target audience. It serves as a foundational, internal statement to guide a company or organization's marketing strategies.

*The Bloch School gives students the belief, courage and tools to build businesses, shape communities and lead the future.*

## Brand Idea

A brand idea is a simple phrase or statement that clarifies why the brand is important in the eyes and hearts of the target audience. It is more than what you do and how you do it. It defines your purpose, your cause, your belief. It summarizes "why" your organization exists and why anyone should care. What you do only serves as proof of your belief.

*We are committed to growing Kansas City's leadership, and you are our future.*

## Brand Driver

The positioning statement and brand idea lead us to a key brand driver. The brand driver is a word, phrase or notion that captures the essence of the brand's promise and is relevant to the target audience. As the driver, it must be clear and simple – to intuitively stimulate every brand-related activity and behavior. It must be simple and memorable and drive inspired branding.

*Kansas City's Business School*

# Key Messages

The Bloch School gives students the belief, courage and tools to build businesses, networks and communities.

Here's how:

## Close and Connected

- Our location, in the heart of Kansas City, offers convenience and immediate access to a dynamic and growing great American city.
- Students benefit from the Bloch School's long-standing, deep connections to the Kansas City community, including global organizations headquartered here.
- Students learn from prestigious faculty and top area business and nonprofit leaders, as well as peers in the classroom.

## Innovative and Inspiring

- Students are empowered with an innovative and civic mindset, inspired by Henry W. Bloch, that is relevant in today's world.
- The modern Bloch Executive Hall provides interactive classrooms and collaborative learning spaces.
- Project-based learning opportunities give students customized education, allowing them to shape communities and make a true difference where it matters.

## Rewarding and High ROI

- Extensive resources provide career readiness, internships and excellent job placement.
- Students will realize a higher ROI at Bloch, thanks to the benefits of valuable resources and networking exceeding the academic costs.
- Bloch's strong alumni network offers a welcoming community for Kansas City's future business leaders and opportunities for connections across the globe.

# Brand Voice

## Brand Archetype

Just as every piece should look like it is part of the same brand family, all copy should sound like it is coming from the same brand voice. It should sound equally inspirational and aspirational, leading students to conclude that the Bloch School will help them be better equipped to prosper and advance. Whenever possible, focus on talking “to” rather than “at” your audience. One example of this is simply using more “you” focused language: “Your goals are important at Bloch School of Management” is preferred over “A student’s goals are important at Bloch School of Management.”

---

## The Visionary

AKA the Inventor, Transformer, Creator.

*“If you can dream it, you can achieve it.”*

**Confident**

**Passionate**

**Inspired but Grounded**

**Authentic**

**Inclusive**

# VISUAL IDENTITY





# Graphic Treatment



**BLOCH**

.....

#### REVERSE WORDMARK

The reverse Bloch wordmark is the primary mark used for Bloch marketing collateral. The Bloch wordmark must always be used in conjunction with the official UMKC logo. It should never replace the university logo (see examples on page 12).



**BLOCH**

.....

#### WORDMARK

The Bloch mark may be used in select circumstances to separate from a solid background, like a white t-shirt. The same rules for this wordmark apply to the reverse workmark.



**B**

.....

#### LETTERMARK

The Bloch lettermark may be used in special circumstances as a visual identifier of the Bloch School. Examples of its usage are social media profile images or campus signage, where it is used as more of a visual element than an identifier of the school.

# Graphic Treatment

## Master Logo

### REVERSE WORDMARK

The reverse Bloch wordmark should always be used in conjunction with the official UMKC logo, but it should never replace the official university logo (see examples on page 12).

The orange wordmark is best used when placed on a solid or monochromatic background. It is not suited for colors outside of the Bloch brand (i.e. green, red, grey, etc.)

### FULL COLOR



**BLOCH**



**BLOCH**

### 1-COLOR



**BLOCH**



**BLOCH**



**BLOCH**

If the Bloch wordmark is placed on a color outside of the Bloch brand, the white Bloch wordmark must be used instead of the orange Bloch wordmark.

# Graphic Treatment

## Incorrect Logo Use

### DO NOT CREATE A LOGO

Do not create other logos to represent the Bloch School or any program, department, center or institute within the Bloch School.

### DO NOT EMBELLISH THE LOGO

Do not combine the logo with elements from the UMKC Athletics logo or with any other “graphic elements.”

### DO NOT CREATE A NEW UMKC LOGO

You should not attempt to re-create the logo or the “BLOCH” text.

### DO NOT ALTER THE LOGO

This includes — but is not limited to — changes in type, color, boxes, outlines, embellishments, effects or gradients.

## EXAMPLES OF INCORRECT LOGO USE



Do not punch out the letters of the watermark.



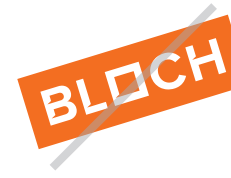
Do not add special effects or drop shadows to the logo.



Do not make the logo transparent or screen the colors.



Do not stretch the logo.



Do not tilt the logo.



Do not rotate the logo.



Do not change the color of the logo.



Do not add a pattern or effect to the logo.



Do not create your own logo.



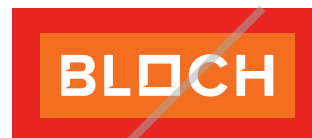
Do not add an element to the logo.



Do not put the logo in another shape.



Do not outline the logo.



Do not use the orange watermark on any colored background other than white.



Do not use the white reverse watermark with orange on any color other than UMKC blue.



Do not place the logo on a busy or cluttered background.

# Graphic Treatment

## Master Logo With UMKC Logo

The master logo must always be used in conjunction with the official UMKC logo to indicate that Bloch is a school at the University of Missouri-Kansas City.

When the master logo is paired with the UMKC logo, the UMKC logo is always on the left, while the reversed Bloch watermark is on the right.

When stacking the logos, the UMKC logo is always on top and the reversed Bloch watermark is on the bottom.

.....  
HORIZONTAL



.....  
STACKED



# Graphic Treatment

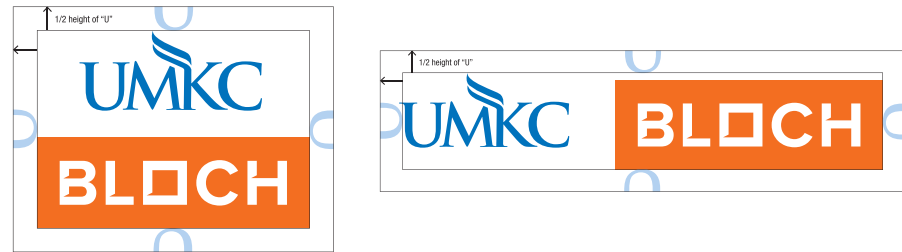
## Safe Space

The logo should be in a prominent place and proportionate to the item on which it is being used. A logo too big or too small loses its effectiveness as a brand identifier. Placing any element too close to the master logo diminishes its importance. Using the following “safe space” guidelines gives the logo the room needed to stand out.

## Minimum Size

The minimum size the UMKC logo should be when paired with the Bloch logo and logo should be reproduced is 1 inch. However, there will be instances when a smaller logo size is acceptable, including print and web ads and promotional products.

### SAFE-SPACE



As illustrated, whether the logos are stacked or side-by-side, the distance between the logos is based on the UMKC logo safe space, which is half the height of the ‘U’.

### MINIMUM SIZE



For general purposes, the UMKC logo and Bloch wordmark must be a minimum of 1” on marketing collateral. There are some instances, such as print and web ads, where the size can be adjusted. Please contact the office of Strategic Marketing and Communication with questions.

# Graphic Treatment

## Co-branding – Bloch Programs and Departments

To create a sense of brand coherency and to streamline the branding, all programs and departments within the Bloch School follow the branding structure as seen on the right.

For marketing purposes, programs and departments will use the UMKC logo along with the reversed Bloch watermark.

The program or department name will be listed below in Helvetica Neue Condensed in a medium weight.

Both the horizontal and stacked logo arrangements are acceptable for use by Bloch programs and departments.

Do not manually create your own logo and/or graphic treatment. Send all requests for co-branding and/or graphic treatments to [brand@umkc.edu](mailto:brand@umkc.edu).

.....  
HORIZONTAL



Career Center

.....  
STACKED



Career Center

# Graphic Treatment

## Co-branding – Centers and Institutes

Third-party centers and institutes share a unique relationship within the Bloch School and thus, the branding should reflect that relationship.

These centers have co-branded graphic treatments. The UMKC/Bloch logos will always be present and paired with the co-brand.

Horizontal or stacked options are acceptable.

Do not manually create your own logo and/or graphic treatment. Send all requests for co-branding and/or graphic treatments to [brand@umkc.edu](mailto:brand@umkc.edu).

No party may use the UMKC/Bloch logos without permission from UMKC's Division of Strategic Marketing and Communications. Send all requests for co-branding to [brand@umkc.edu](mailto:brand@umkc.edu).

.....  
HORIZONTAL



---

**REGNIER INSTITUTE**  
FOR ENTREPRENEURSHIP AND INNOVATION

.....  
STACKED



---

**REGNIER  
INSTITUTE**

# Graphic Treatment

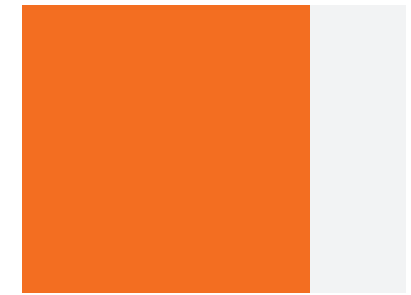
## THE ORANGE BLOCK

### DESIGN ELEMENTS

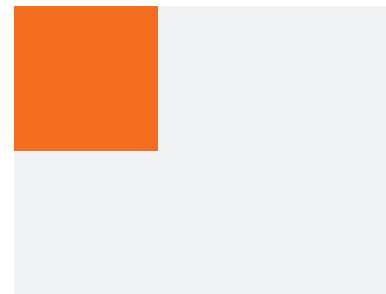
An essential element to the Bloch School brand is the iconic orange “block.” Examples on the right illustrate how this element can be carried through in page layout, bulleted lists and dividers.



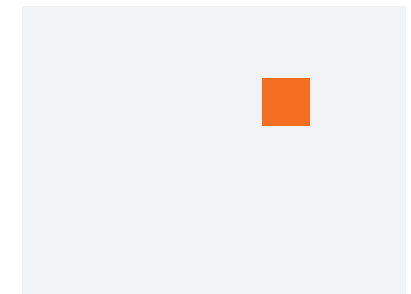
FULL BLEED



SQUARE BLEED



CORNER LOCKUP



FLOATING HIGHLIGHT

- Bulleted List Item #1
- Bulleted List Item #2
- Bulleted List Item #3

BULLET POINTS



DIVIDER LINES



# Typeface

Helvetica Neue is a versatile, modern typeface and is the primary Bloch School font family used for printed materials.

## Print

### HEADLINE

**Helvetica Neue - Black 95**  
**Helvetica Neue - Heavy 85**

### SUB-HEAD

**Helvetica Neue Condensed - Bold 77**  
**Helvetica Neue Condensed - Medium 67**

### BODY

Helvetica Neue - Roman 55  
Helvetica Neue - Light 45

## Web

### PRIMARY

**Helvetica - Black**  
**Helvetica - Bold**  
Helvetica - Regular  
Helvetica - Light

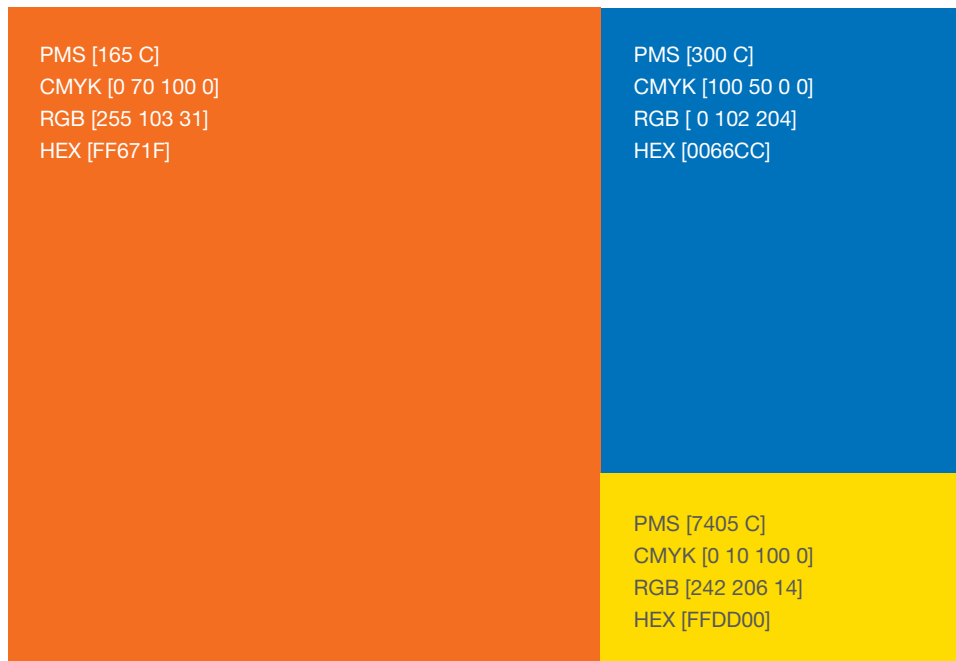
### BACKUP

**Arial - Black**  
**Arial - Bold**  
Arial - Regular

# Color Palette

Bloch School's color palette is designed to give us a strong, modern and consistent professional brand while being flexible to allow multiple variations where necessary. Always lead with the Primary Palette and accent when needed with the Supporting Palette.

## PRIMARY PALETTE

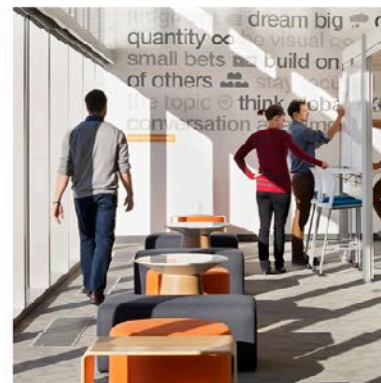
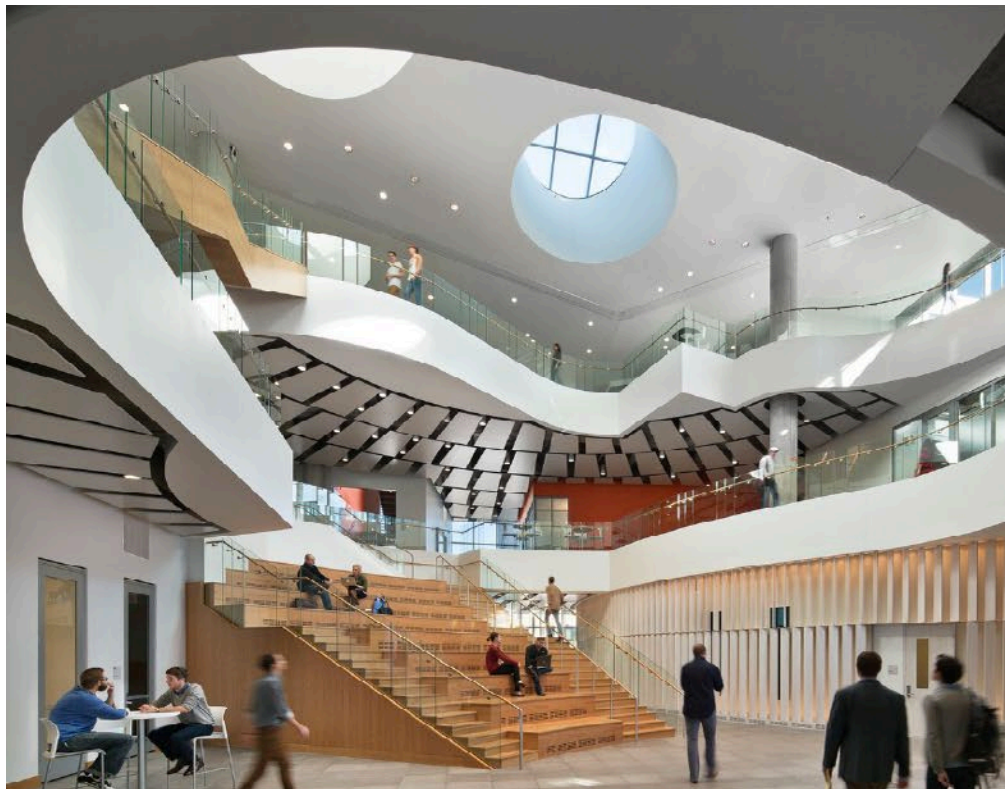


## SUPPORTING PALETTE

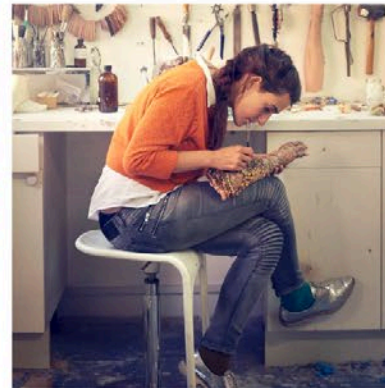


# Photography

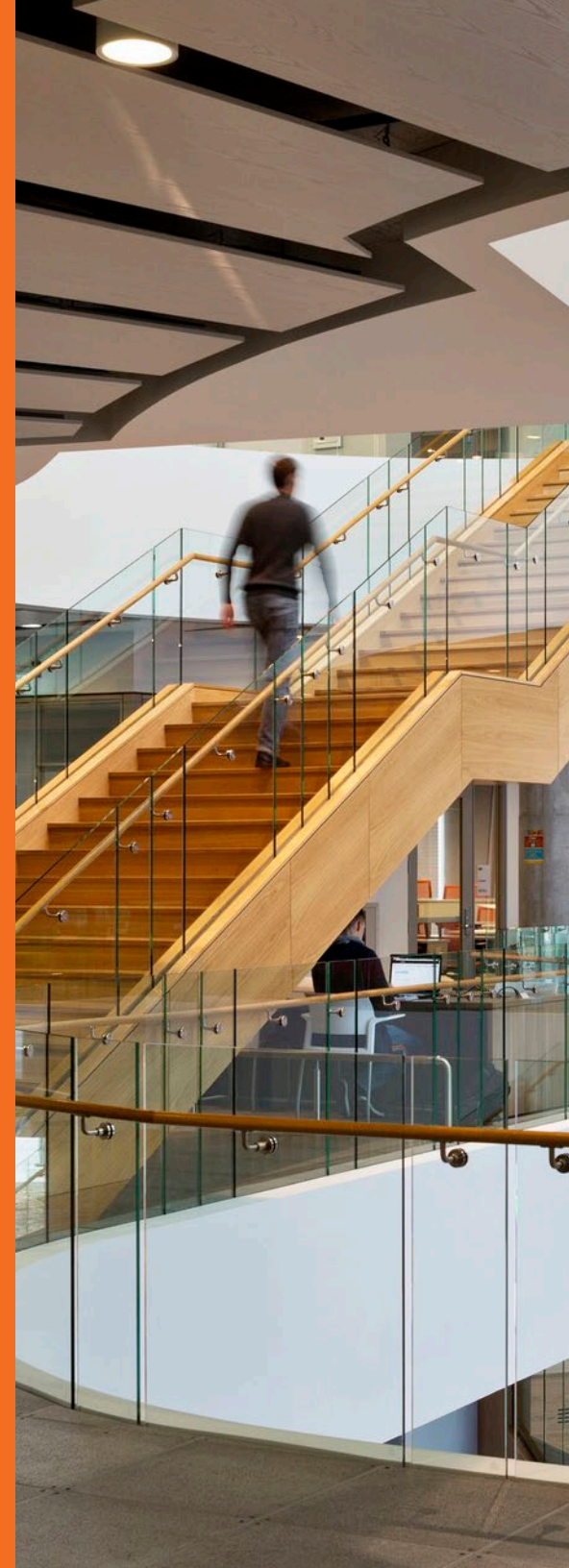
Photography for Bloch School should reflect a candid, diverse and energetic environment, with an emphasis on learning at school or working in Kansas City as successful graduates. Avoid photos that feel “posed” and non-authentic. Photo treatments should have a slight desaturated effect.



# Photography



# SAMPLE EXECUTIONS



# Brand vs. Marketing Campaign

To be clear, the marketing campaign and the brand are not the same, though they definitely work together hand in glove. The brand is the overarching expression of the Bloch School's personality. Think of it as the umbrella under which all communications are created. The brand informs and steers the marketing campaign. Its platform is expressed with the help of the marketing campaign and elements found in this book.

## KANSAS CITY'S BUSINESS SCHOOL

### CAMPAIGN

Look around throughout Kansas City. Peer inside its top businesses. Its most promising startups. And its hidden gems. There, you'll find Kansas City's Business School graduates. Making their mark. Advancing themselves and their companies. Delivering more. Look around KC and you'll find that the entrepreneurial engine of this town is fueled by Bloch grads.

## WE ARE KANSAS CITY'S BUSINESS SCHOOL

### TAGLINE

The tagline "We are Kansas City's Business School" is set in Helvetica Neue 85 Heavy and all caps. Placement of the tagline will vary depending on context and media.

# Print Advertising and Collateral



**BLOCH**

**WE ARE LEADERS.  
WE ARE INNOVATORS.  
WE ARE KANSAS CITY'S BUSINESS SCHOOL.**

**UMKC**

# Out-of-Home Advertising

**WE ARE KANSAS CITY'S  
BUSINESS SCHOOL.**



**BLOCH**

A photograph of a billboard in a cityscape. The billboard is orange and features the text 'WE ARE KANSAS CITY'S BUSINESS SCHOOL.' in white, the UMKC logo, and the BLOCH logo.

**WE ARE KANSAS CITY'S  
BUSINESS SCHOOL.**

UMKC

**BLOCH**

## **Traditional**

When placing media and designing ads, it is important to consider how the message aligns with the environment. When possible, the message should be reinforced and strengthened by where it is being read.



# Out-of-Home Advertising

UPDATE: logos are incorrect



**WE ARE  
KANSAS CITY'S  
BUSINESS SCHOOL.**

**BLOCH**

**UMKC**

## **Nontraditional**

When placing media and designing marketing materials, look for opportunities to get creative. Unique placements and contextually relevant ideas that are unexpected are just some examples of what's possible. Just remember to always stay true to the "Kansas City's Business School" concept.

# Digital Advertising

FRAME #01



FRAME #02



FRAME #03



FRAME #04



FRAME #05



FRAME #06



# Social Advertising

**WE ARE  
KANSAS CITY'S  
BUSINESS  
SCHOOL.**

**BLOCH**

**UMKC**

**Cerner Corporation**  
Information Technology and Services • Kansas City, Missouri • 141,508 followers

[Follow](#) [See jobs](#)

1 person from your company was hired here.  
See all 24,591 employees on LinkedIn →

**Overview**

**Jobs**  
**John Smith**  
Entrepreneur  
[View jobs at Cerner Corporation](#)

**Life**

**About us**  
Cerner is the leading U.S. supplier of health care information technology solutions that optimize clinical and financial outcomes. Around the world, health organizations ranging from single-doctor practices to entire countries turn to Cerner (NASDAQ: CERN) for our powerful yet intuitive solutions. Cerner offers clients a dedicated focus on health care, an end-to-end solution and service portfolio, and proven market leadership.

**Recent update** [See all](#)

**The Cerner Blog**  
Leveraging Technology to Improve Rural Health Outcomes in the Now and Next  
Michelle Clark, Sr. Vice President, CommunityWorks  
[Cerner](#)  
Leveraging Technology to Improve Rur...  
cerner.com

**Stock snapshot**

CERN	NASDAQ	Jun 5, 4:28 PM
<b>\$60.39</b>		Up to 20 minute delay
▲ 0.64 (1.071%)		Open <b>\$59.89</b>
		High <b>\$60.58</b>
		Low <b>\$59.72</b>

Data from Morningstar • [Disclaimer](#) [Bing](#)

**327 BLOCH GRADS WORK @CERNER**

**UMKC**

Get exclusive insights on 450,000+ public & private companies

- See company growth and functional trends
- Check out notable leadership changes

[Upgrade for Free](#)

# Community Engagement



## Big Orange Block

Imagine creating buzz by wheeling our large Bloch to various companies throughout KC that employ or were launched by Bloch grads. The block essentially tags our grads where they work. Fabricated and built large enough to turn heads wherever it goes, it's a buzzworthy concept that extends the idea of Kansas City's Business School.

Along with placing the block outside of these area companies, we video record the experience as the grads and employees are enticed to come out and interact. It's literally a big idea that earns its own media.

# Promotional Products

POST-IT NOTE



T-SHIRTS



