



**'CANES COMMUNITIES REGIONAL
VISUAL IDENTITY MANUAL**

March 2015

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The logo features a stylized 'U' with a green top half and an orange bottom half, followed by the word 'CANES' in orange. A thin orange arc underlines the 'U' and 'C'.

IDENTITY
INTRODUCTION 1.0

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IDENTITY INTRODUCTION

1.1 Using this manual

This manual contains the approved graphics for the University of Miami Alumni Association 'Canes Communities regional visual identity. It has been prepared to ensure the success of this identity. Please use and adhere to these guidelines.

No specific fonts are required for use of EPS, JPEG, or PNG files of the signature font. A specific font is required to create versions of the signature for specific regions (see page 4.1)

IDENTITY INTRODUCTION

1.2 Identity Policy

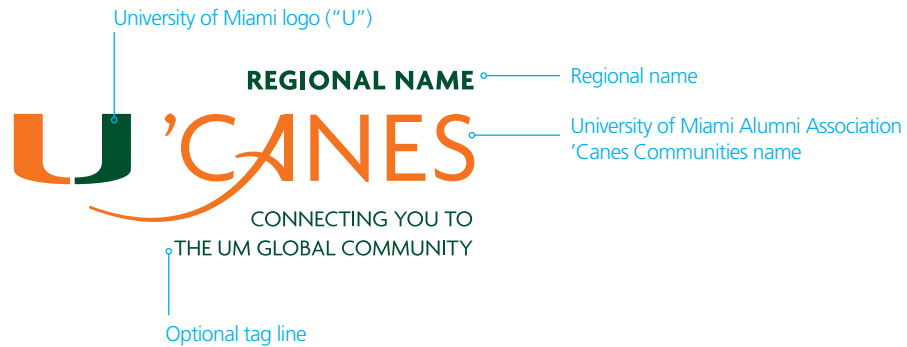
This manual provides specific guidelines and standards for the visual identity. Adherence to these guidelines is vital to ensure that all UM Alumni Association 'Canes Communities are represented in a uniform and consistent fashion.

The University of Miami Alumni Association 'Canes Communities regional signature is a registered mark owned by the University. This mark may not be used in any medium, other than approved University programs, without approval.

U 'CANES | BASIC STANDARDS 2.0

Signature	2.1
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BASIC STANDARDS



2.1 Signature

The signature is made up of four components:

The University of Miami Alumni Association 'Canes Communities name

The University of Miami logo ("U")

The regional name

Marketing tagline*

Customized signatures for individual University of Miami regions are created by integrating the name of the region with the UM Alumni Association 'Canes Communities signature using specific templates. (See page 2.2)

**Please note that signature may be used with or without marketing tagline.*

BASIC STANDARDS



2.2 Regional Signatures

Customized signatures for individual University of Miami Alumni Association 'Canes Communities regions are created by integrating the name of the region with the 'Canes Communities signature using specific templates.

Two options of regional templates are available: with and without the marketing tagline.

BASIC STANDARDS



Clear space above, below, to the left, and to the right of the signature is determined by a distance equivalent to the height and the width of the University of Miami "U."

The space between the region and the top of the visual identity is half the distance between the "U" and the edge of the "C" in 'Canes.



The space between the bottom of the tag line and the bottom of the visual identity is one and a half times the distance between the "U" and the edge of the "C" in 'Canes.

The left edge of the region name cannot exceed the left edge of the apostrophe of 'Canes.



2.3 Structure & Surrounding Space Restrictions

Unit signatures are made up of four components:

The University of Miami Alumni Association name

The University of Miami logo ("U")

A horizontal or vertical rule

The unit name

Region names are set in all caps. Spaces between individual letters may be kerned to create a legible, evenly spaced appearance. Type and font sizes are not to be adjusted.


The left edge of the region name cannot exceed the left edge of the apostrophe of 'Canes.

Elements are not to be moved, resized, or altered in any way.

When using the signature in layout, placement of surrounding elements (text, photos, and other graphic elements) should respect the clear space guideline shown above.

BASIC STANDARDS

Miami "U" should be
at least 11.5 pts. high.



2.4 Size Restrictions

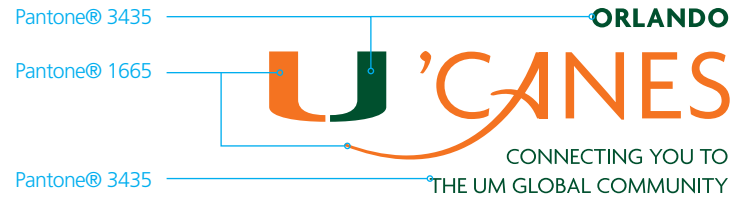
The minimum size specifications, shown above, have been established to ensure the legibility of the University of Miami Alumni Association 'Canes Communities regional signature.

U 'CANES | COLOR & TYPOGRAPHY 3.0

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COLOR & TYPOGRAPHY

Miami Green	Miami Orange
Pantone® 3435	Pantone® 1665
C 100 M 0 Y 81 K 66	C 0 M 68 Y 100 K 0
R 0 G 80 B 48	R 244 G 115 B 33
Hexadecimal: #005030	Hexadecimal: #f47321



3.1 Color Palette

The colors for the University of Miami Alumni Association 'Canes Communities regional visual identity are Miami orange (Pantone® 1665) and Miami green (Pantone® 3435). Equivalent color formulas for four-color process printing and digital media are provided here.

COLOR & TYPOGRAPHY



Colored boxes represent a dark background. They are not part of the signature.

3.2 Full-color Reproduction

The University of Miami Alumni Association 'Canes Communities regional signature is available in various combinations for a variety of applications.

In the full-color reversed version, text becomes white.

COLOR & TYPOGRAPHY



Black boxes represent a dark background.
They are not part of the signature.

3.3 One-color Reproduction–Gray

In the one-color version with gray tints, components that were Miami orange become 65% black. Components that were Miami green become solid black.

In the one-color reversed version with gray tints, text that was Miami orange or Miami green becomes white.

COLOR & TYPOGRAPHY



Black boxes represent a dark background.
They are not part of the signature.

3.4 One-color Reproduction–Solid

A one-color (all black) version may be used.

The positive solid signatures are solid black.
The reversed ones are solid white.

See page 3.3 for one-color gray versions.

3.5 Typefaces

The san serif typeface for the University of Miami Alumni Association 'Canes Communities is Agenda (Font Bureau), which is used for the region names.

These fonts are available for both Windows and Macintosh platforms and may be purchased from, among others, the following sources:

fontpool.com
fontshop.com
fonthaus.com

Agenda (Font Bureau)

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890