





Marketing & Outreach – 'Canes Community Communication Style Guidelines

GUIDELINES

- **OFFICIAL UM COLORS:** Use the following orange and green colors in all external communications:
Orange: **R-244, G-115, B-33** 
Green: **R-0, G-80, B-48** 
- **UNIVERSITY OF MIAMI LOGO USAGE:** 'Canes Communities may use University of Miami logos for e-mail, web, and social media communication. Please refer to the University of Miami Visual Identity Manual for more information:

[LINK TO THE UNIVERSITY OF MIAMI VISUAL IDENTITY MANUAL](#)
- **'CANES COMMUNITY LOGO USAGE:** Each 'Canes Community has an official logo/visual identity and utilization of this logo/visual identity is required in all e-mail, web, and social media communication. Please refer to the 'Canes Communities Visual Identity Manual for more information:

[LINK TO THE 'CANES COMMUNITIES VISUAL IDENTITY MANUAL](#)
- **DEGREE INFORMATION:** Include degree information for all University of Miami alumni in the following format:
John Doe, B.B.A. '03, M.A. '10 (name, degree, graduation year)
- **UNIVERSITY OF MIAMI NAME BRANDING:** Refer to the University of Miami, and UM institutions, using the following wording: **University of Miami, UM, University of Miami Alumni Association, UM Alumni Association, Miami Hurricanes, Hurricanes, 'Canes.**



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GUIDELINES (CONTINUED)

- **'CANES COMMUNITY BRANDING:** Refer to your individual 'Canes Community name as **<location> 'Canes**. The officially chartered names for all 'Canes Communities can be found below.
- **OFFICIAL 'CANES COMMUNITY CHARTERED NAMES:**
Please use the following chartered 'Canes Community names in all official 'Canes Community external communication:

Atlanta 'Canes
Austin 'Canes
Boston 'Canes
Broward County 'Canes
Charlotte 'Canes
Chicago 'Canes
Cincinnati 'Canes
Dallas-Fort Worth 'Canes
Denver 'Canes
Detroit 'Canes
Houston 'Canes
Indianapolis 'Canes
Jacksonville 'Canes
Las Vegas 'Canes
Los Angeles 'Canes
Louisville 'Canes
Nashville 'Canes

New Jersey 'Canes
New York 'Canes
Orlando 'Canes
Palm Beach County 'Canes
Philadelphia 'Canes
Phoenix 'Canes
Portland 'Canes
Richmond 'Canes
San Diego 'Canes
San Francisco 'Canes
Sarasota 'Canes
Seattle 'Canes
St. Louis 'Canes
SW Florida 'Canes
Tampa 'Canes
Washington, D.C. 'Canes