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.
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