



ORANGE UMBRELLA™
STUDENT CONSULTANCY

BRAND GUIDELINES

HI
HEY
HOLA
HELLO
WELCOME

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WHAT YOU STUDY IN CLASS, WE DO IN OURS.

WHAT YOU STUDY IN CLASS, WE DO IN OURS.

I. WHO WE ARE

Welcome to Orange Umbrella's brand guide.

Orange Umbrella is a full service, student-run consultancy that brings a youthful perspective to a professional environment. We are champions of experiential learning through our collaborative environment and our work with external clients. We maintain standards of academia while never letting go of our fun and lighthearted side. Like an orange tree, we constantly emphasize growth and produce fresh content.

MANIFESTO

The sun is always ripe here, so we plant seeds.

We sow ideas in ever-fresh soil, let them shoot up, green and eager.

We see that our leaves always face the light.

We believe no labor is fruitless.

We believe creativity can blossom from anywhere and anyone.

We believe our best is yet to come.

We believe in the power of collaboration.

We believe experiential education is a force for good.

We believe the best way students can prepare for the professional world is by making one of our own.

WE THRIVE. AND WE'LL KEEP THRIVING.

MISSION AND VISION

MISSION

Orange Umbrella exists to bridge the gap between the classroom and the workplace. We're always evolving and refining our craft. No two days are the same - but collaboration is a constant. Because of our dynamic culture, our members develop a diverse set of professional skills that help them thrive in real-world experiences. We may be structured, but we leave plenty of room for curiosity. We're positive, we're profitable, and we're powerful.

VISION

Orange Umbrella strives to be the premier student-run communication consultancy in the country, redefining higher education and professional development.

OUR ROOTS

Experiential Learning

No orange grows alone. We lean on each other to learn from each other. Whether we're tackling internal initiatives or bringing a client's vision to life, teamwork is at the core of everything we do.

Professionalism

Oranges are given the necessary tools to flourish in the workforce. We foster professional growth within every meeting, workshop, guest speaker, and insight from our alumni network. What other classes study, we put into practice.

Collaboration

We are a full-service student-run agency. We hold ourselves to industry standards in all of our work, communications, and internal processes — reaffirming our commitment to consistency and excellence.

DIVINE DOZEN

- **Attendance:** Show face.
- **Responsiveness:** Don't ghost us.
- **Drive, ClickUp + Slack:** Get with the programs.
- **Positivity and support:** Take your glass half-full.
- **Meeting deadlines:** Time is money, money is time.
- **Participation:** Be a team player.
- **Our job is never done:** If you're free, speak up.
- **Do your best:** It's all you've got.
- **Collaboration:** Don't hate, collaborate.
- **Get approval on everything:** Proofing is key.
- **Mandatory meetings:** Keep ahead of your commitments.
- **Treat the IMC with respect:** Don't be trashy.

2. OUR VISUAL IDENTITY

Our thoughtfully crafted visual identity establishes a consistent look and feel for our brand. We use a collection of visual elements to systematically and meaningfully perpetuate Orange Umbrella's image across all touchpoints.

LOGO

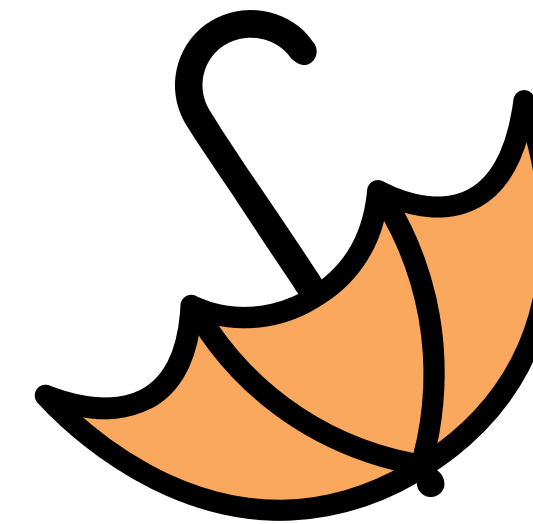
Our logo epitomizes Orange Umbrella's identity. It reminds us of who we are and how far we've come since our start — a small but mighty coalition of thinkers who sat beneath the real orange umbrellas at the University of Miami.

PRIMARY LOGO / INTRODUCTION

Here, we all stand under one umbrella.

The orange umbrella in our logo pays an homage to the time we spent together at the IMC or under the orange umbrellas in courtyard at the School of Communication.

Our student-run consultancy prides itself on the convergence of divergent minds to build an organization bigger than ourselves. By allowing any major or area of study to join OU, we widen our expertise in our ability to truly understand various methods of thinking. The umbrella envelops each Orange as a unique individual, while bringing us all together as one.



ORANGE UMBRELLA
STUDENT CONSULTANCY

SECONDARY LOGOS

Just like our diverse consultancy, our branding includes unique secondary logos. No matter the purpose used in branding, each has its own strong contribution.



Horizontal

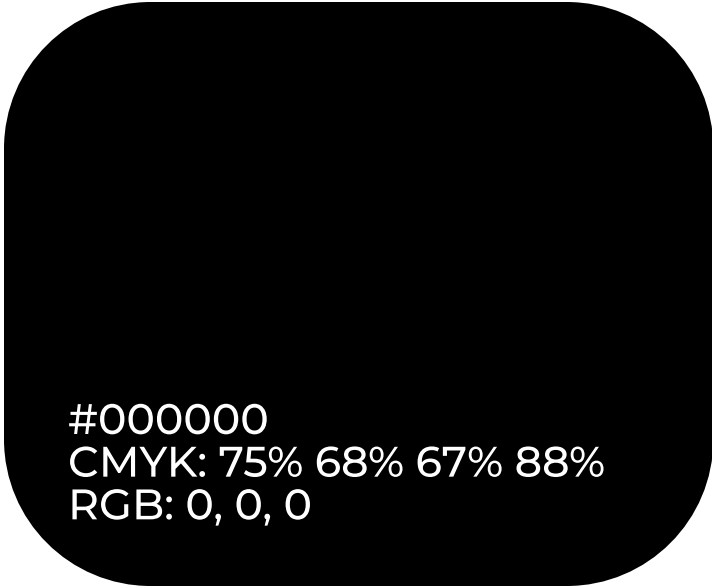
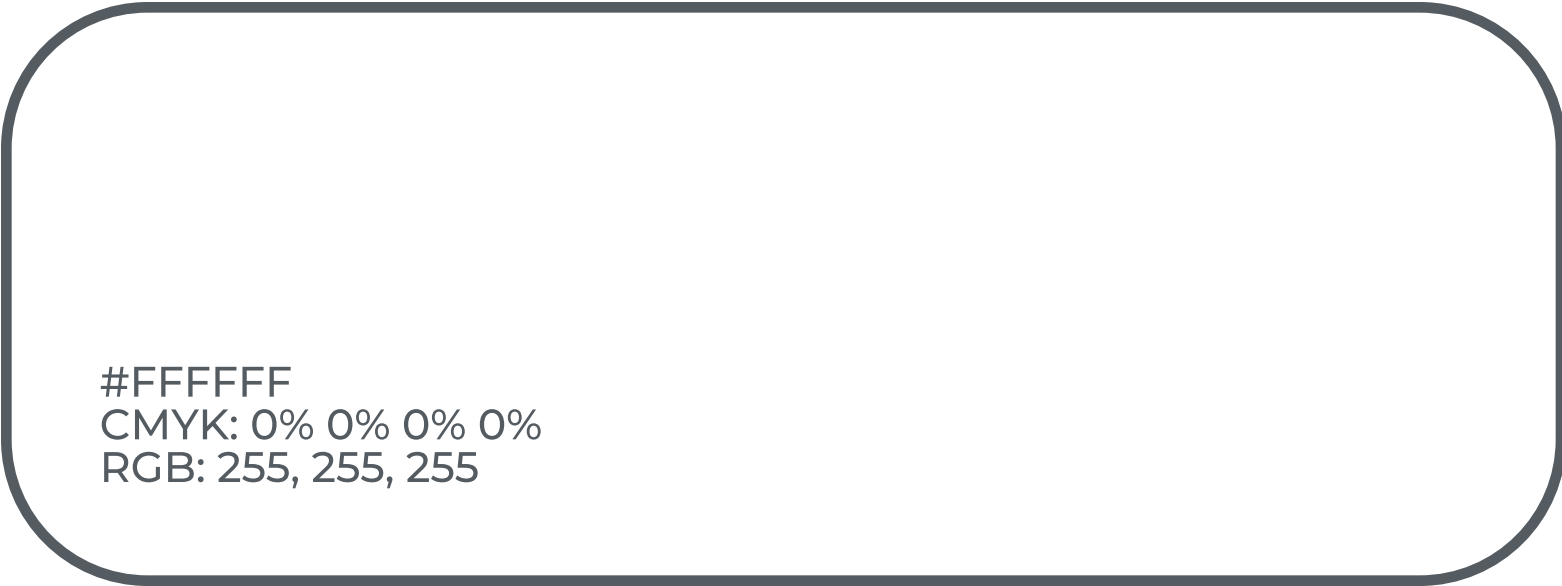


Circle

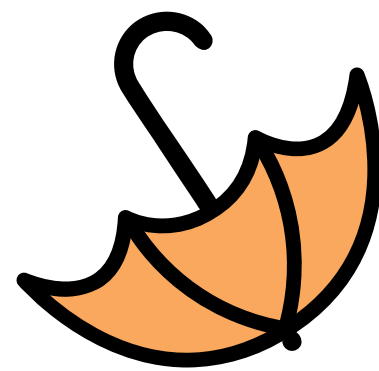


Icon

LOGO COLOR PALETTE



LOGO VARIATIONS / PRIMARY LOGO



ORANGE UMBRELLA
STUDENT CONSULTANCY

Original Logo



ORANGE UMBRELLA
STUDENT CONSULTANCY

Black Outline



ORANGE UMBRELLA
STUDENT CONSULTANCY

White Outline

LOGO VARIATIONS / SECONDARY LOGOS

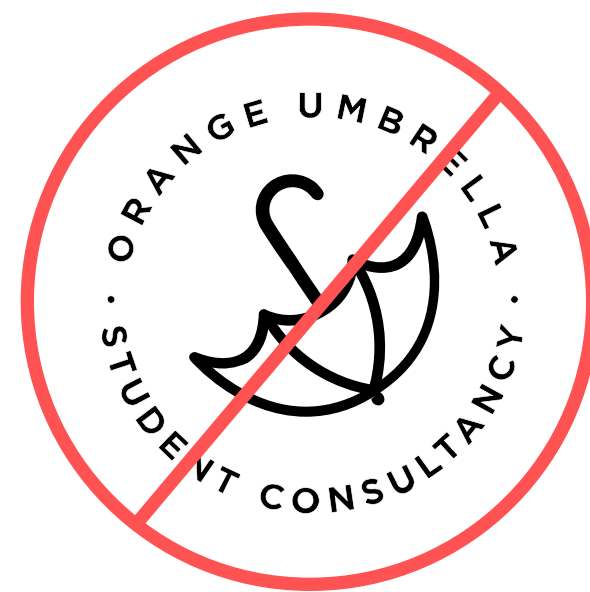
For all logo variations, it is important to stick to the main color palette provided. These are the only logo variations accepted.



LOGO DON'TS



Don't change the color of the logo that is not in the brand guideline



Don't use any variations not included in the guideline



Don't deform any logo in any way



Don't add shadows, effects or strokes



Don't move the tagline from its intended placement.

4. TYPE AND COLOR

We express our youthful essence through our vibrant, energetic colors and typography. Our school spirit shines through the oranges and greens of our primary color palette, and we use fonts as versatile as we are.

PRIMARY COLOR PALETTE

#F2904E
CMYK: 2% 52% 76% 0%
RGB: 242, 144, 78

#FAAB65
CMYK: 4% 33% 60% 0%
RGB: 250, 171, 101

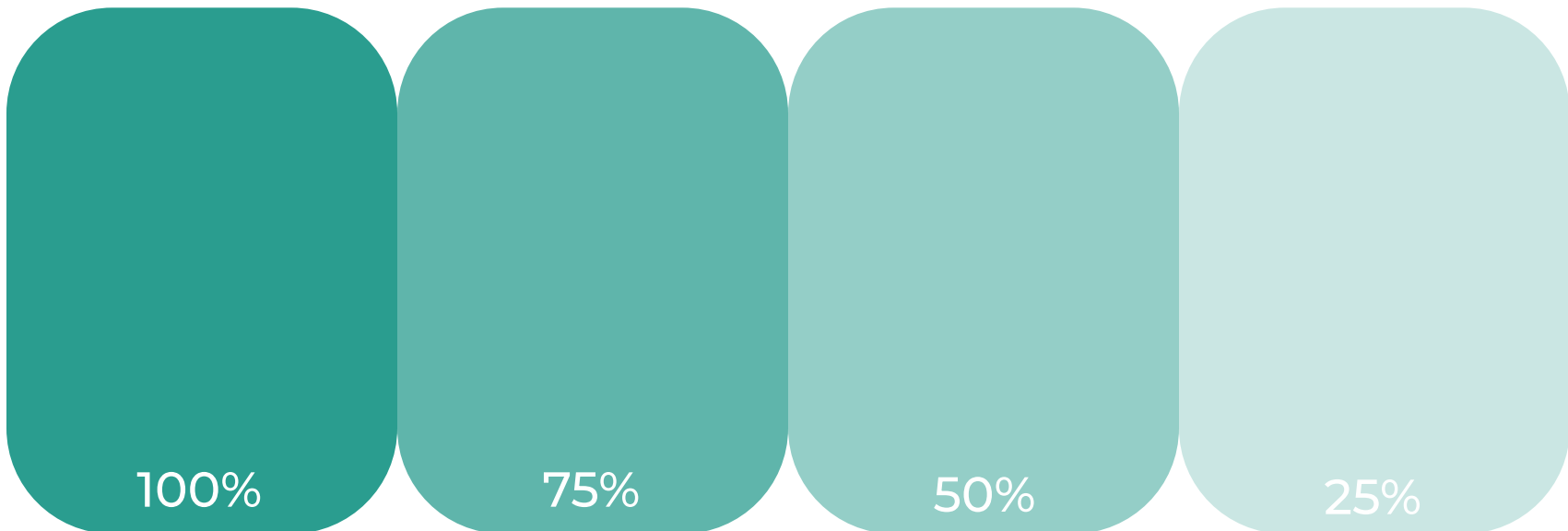
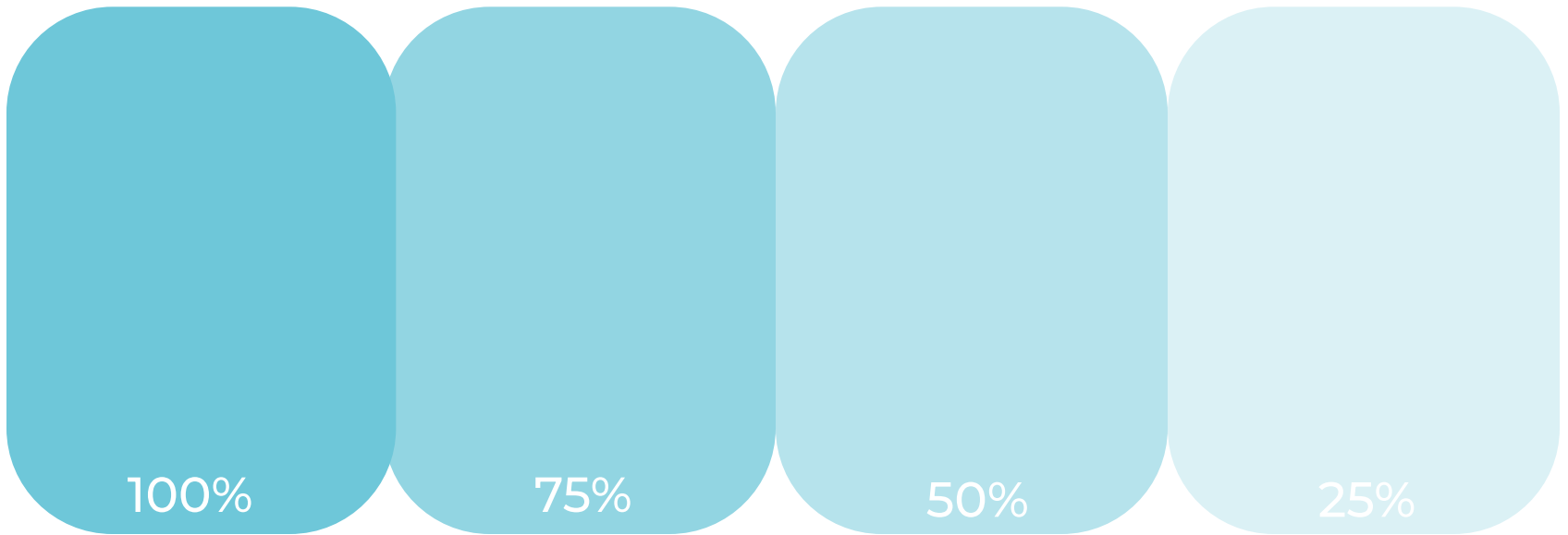
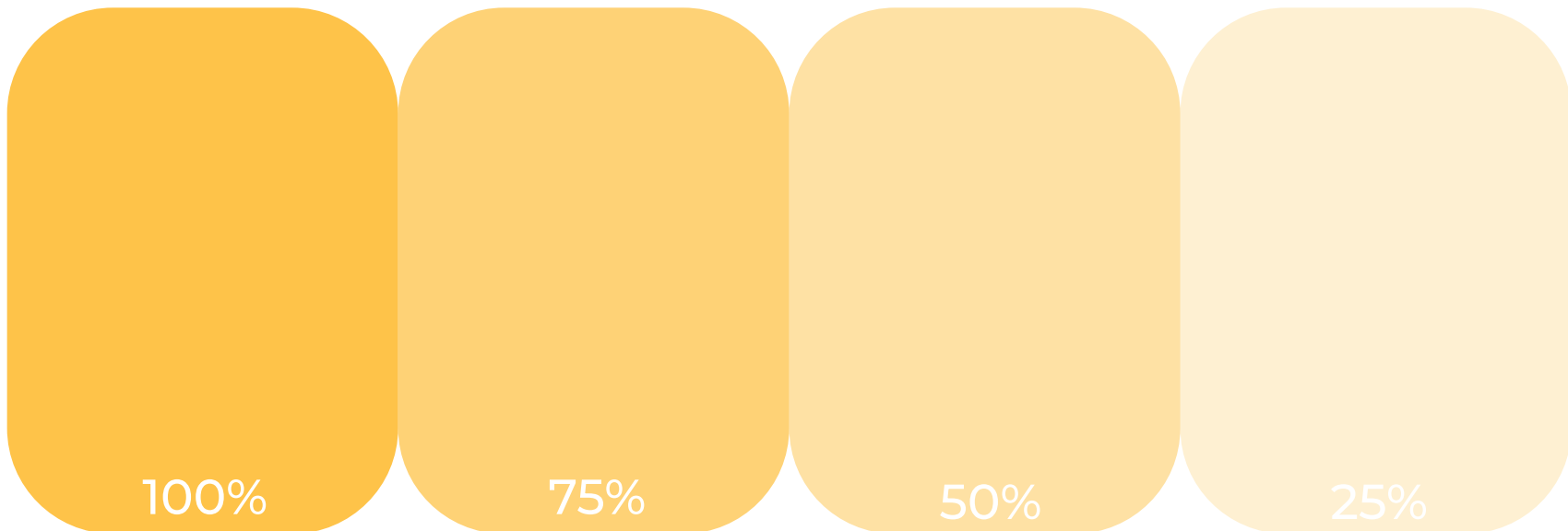
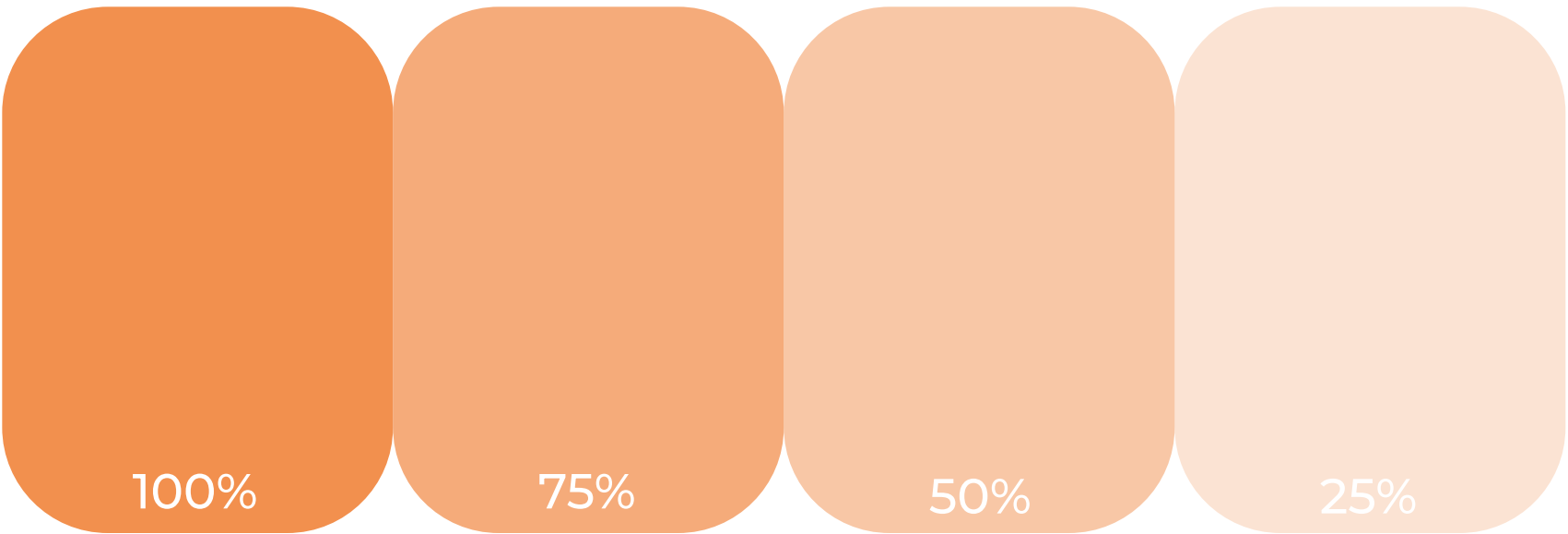
#FEC349
CMYK: 0% 22% 71% 0%
RGB: 254, 195, 73

#6EC7D9
CMYK: 47% 6% 11% 0%
RGB: 110, 199, 217

#2A9D8F
CMYK: 78% 17% 50% 1%
RGB: 42, 157, 143

#4B555C
CMYK: 67% 55% 49% 25%
RGB: 84, 91, 97

EXTENDED COLOR PALETTE



PRIMARY TYPEFACES

MONTSERRAT

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:-!*

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:-!*

SYDNEY SANS SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*1234567890.,;:-!**

SECONDARY TYPEFACES

ROBOTO

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:-!*

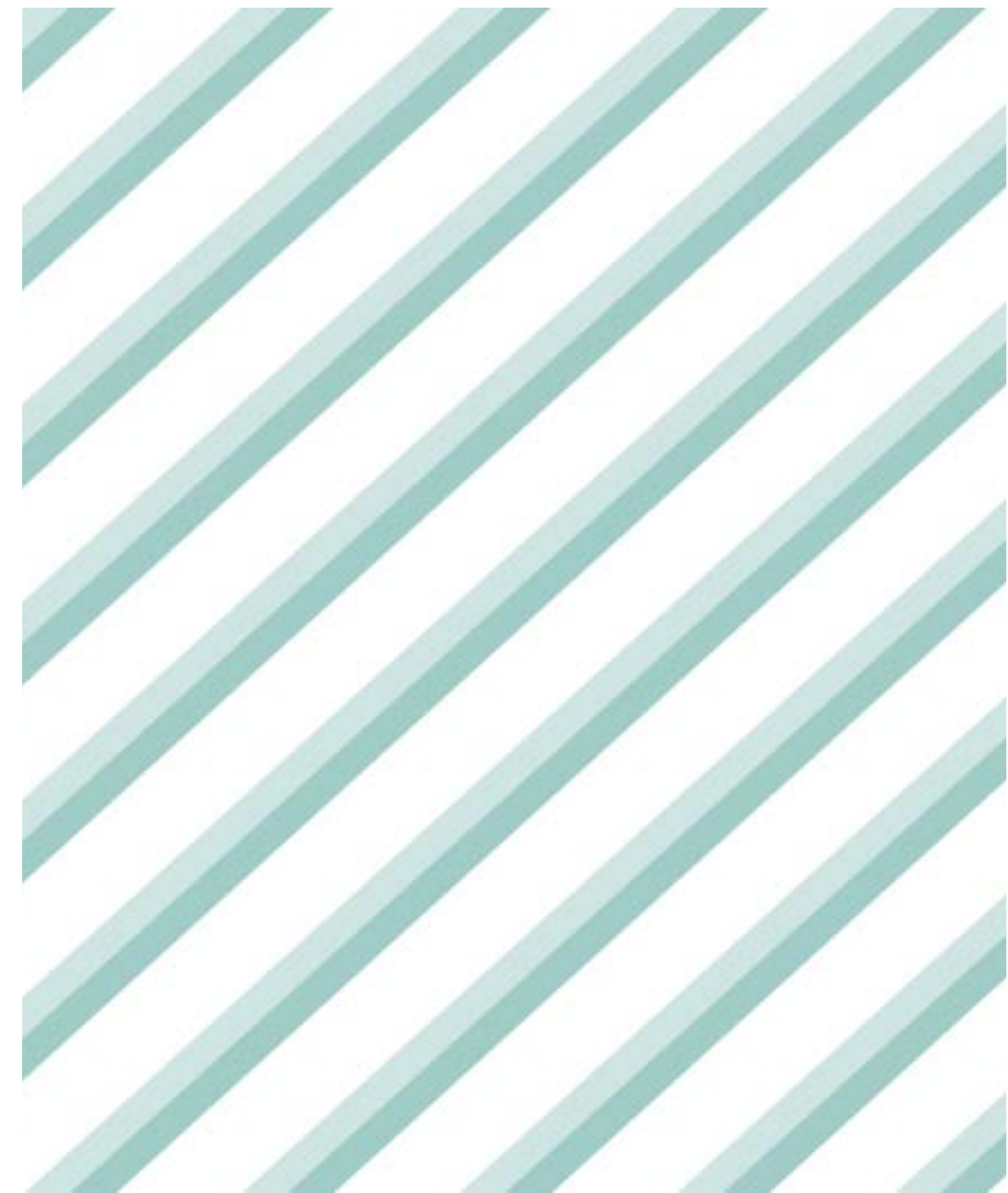
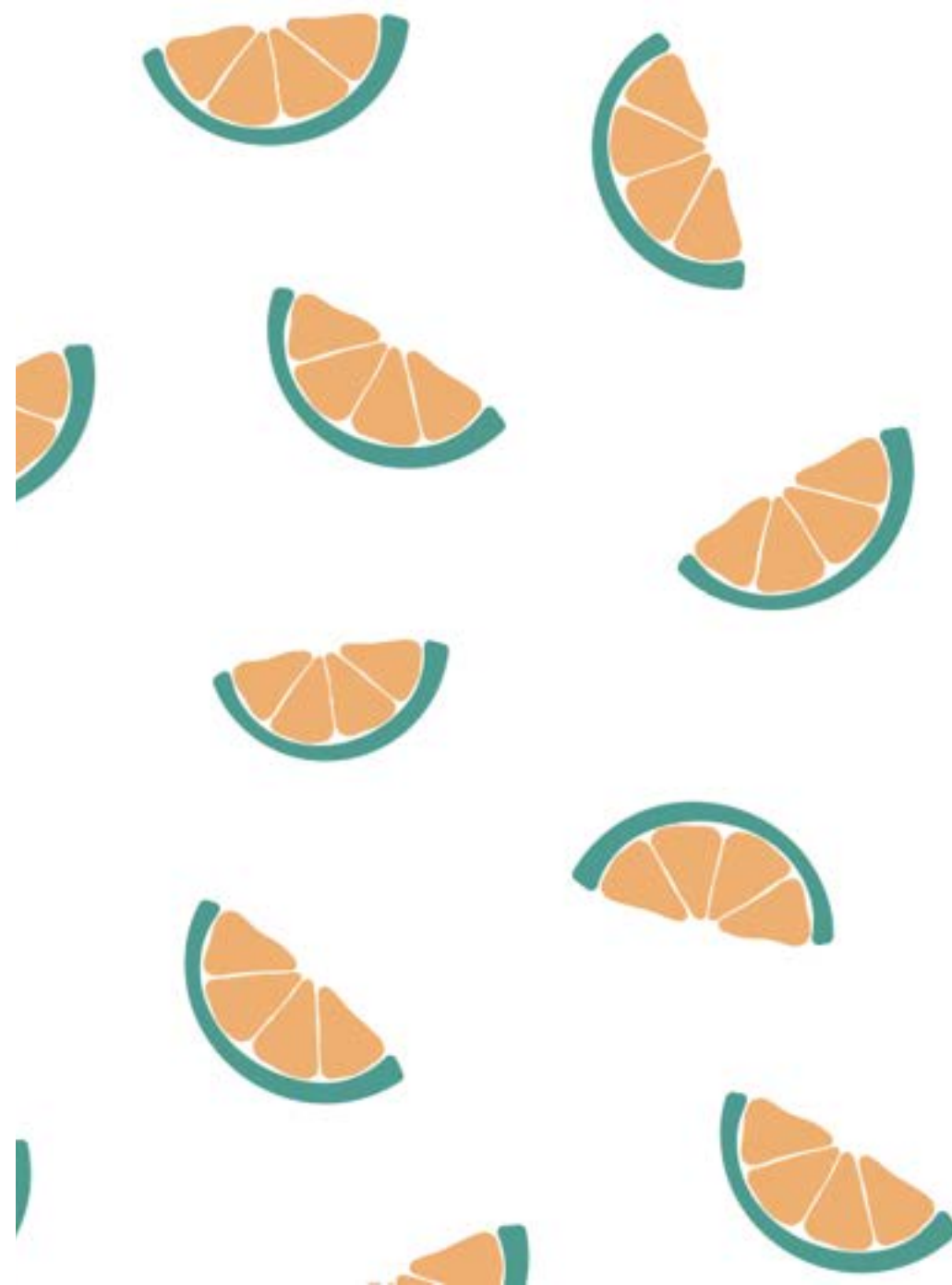
Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:-!*

FIERCE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;:-!*

PATTERNS



3. OUR VOICE AND TONE

Our brand voice and tone serve to keep our identity consistent throughout all of our communication. The unique characteristics of Orange Umbrella create a distinctive personality that shines through in everything we say.

BRAND VOICE

Inspiring

Our voice reflects our forward-thinking; we motivate others to be the best version of themselves.

Refreshing

Our voice embraces trends and vernacular to shine the spotlight on our youthful perspective.

Welcoming

There's a place for every Orange in our orchard. Our voice is always approachable and inclusive.

Witty

Our voice is as playful and intelligent as we are.

FAQ'S - FORMATTING

Questions

Answers

Will you use semicolons or create separate clauses?	Either works.
Will you use acronyms and/or abbreviations?	Yes, acronyms and abbreviations are welcome, but use the full phrase or name the first time it's used.
How will you format dates and times?	Date: July 29, 2022 Time: 2:00 PM
How will you capitalize email addresses?	All lowercase (ex: your@email.com).
How will you write phone numbers?	123-456-7890
How many type treatments can be applied to a word? (ex: bold , <i>italic</i> , <u>underline</u> , or some mixture).	Only one type treatment can be applied to a word at a time.
Will you use latin abbreviations (i.e. or e.g.)?	No. use "for instance," "for example," etc.

FAQ'S - MECHANICS

Questions

Answers

Should you use “&” or “and”?	Both “and” and “&” are acceptable.
Will you use the % symbol, or spell out percent?	Use the % symbol.
Do you use contractions?	Yes, contractions are welcome.
Will you use emojis?	Emojis are only acceptable on social media channels (ex: Instagram, Tik Tok). Use them sparingly.
Will you use digits (1-9) or spell out numbers (one-nine)?	Spell out the number when it is between one and nine. For numbers 10 and above, use digits. (ex: one, nine, 10, 2,000,000).
Should you use an oxford comma: a comma before the conjunction in a list of 3 or more items? (example: one, two, and three).	Yes, use an oxford comma.

FAQ’S - GRAMMAR

Questions

Answers

Do you write in first or third person?	First person for our org (ex: “We are Orange Umbrella.”) but third person for a feature (ex: "Copywriter Daisy says,")
Will you directly address readers using first and second person pronouns (“we,” “you,” “our,” and “us”)?	Yes, directly address readers (ex: “Where do you see yourself working within OU?”)
How do I address my fellow Oranges?	Use their name or their pronouns, both available in each member's Slack profile.
Will you use active or passive voice?	Maintain active voice.
Are there any words to avoid?	Excessive "OU" plays on words (ex. OUr)

FAQ'S - CAPITALIZATION

Questions	Answers
Do you capitalize words that come after a colon/semicolon?	Yes; We do.
Do you use sentence case (This heading rocks) or title case (This Heading Rocks) for headings?	Title case. (ex: Florida Man Beats World Record For Alligator Toss.)
Do you capitalize the first words in bulleted lists?	<ul style="list-style-type: none">• Yes.• We do.

FAQ'S - BRAND SPECIFIC

Questions

Answers

Will you use any branded terms or specific jargon?
(denote correct spelling + capitalization here, too).

Refruitment = our recruitment campaign
Freshly Linked = our mini-mentorship program
Orchard = group of Oranges / OU as a whole
Oranges = members of OU
Clementines = new members of OU
Fruit puns (juicy, fresh, squeeze, slice, etc.)

Whether you love ‘em or hate ‘em, puns are our bread and butter. They show that we don’t take ourselves too seriously, and know how to have fun on the job.

COPY DO'S AND DONT'S

Do

- ✓ **Use fun and friendly language.** Example: At OU, we build everlasting friendships and connections that last forever.
- ✓ **Sound lively and energetic.** Example: A new semester means new opportunities for OU! Who's ready to make some fresh content?
- ✓ **Use a casual tone, like a conversation.** Example: After OU, students are ready to take on the workforce with bright personalities and passionate ideas.
- ✓ **Keep it brief and to the point.** Example: We are Orange Umbrella. We value teamwork, collaboration, and participation.

Dont

- ✗ **Use confusing or cryptic language.** Example: At Orange Umbrella's Student Consultancy, we forge connections that persist for decades.
- ✗ **Sound dull or tedious.** Example: It's a new semester at Orange Umbrella, and we're excited to work with new clients and ideas.
- ✗ **Get too hung up on metaphors.** Example: Our students are like shining stars, ready to take on the workforce with bright personalities.
- ✗ **Write more than you need to.** Example: We are Orange Umbrella, a student consultancy valuing teamwork and collaboration over everything.

4. SUB-BRANDS

Our Sub-Brands serve as branches that extend the influence of our organization. Each initiative enriches the experience of our members and network.

BEYOND THE UMBRELLA

Beyond the Umbrella (BTU) is our diversity, equity, inclusion, and belonging initiative which fosters skills of empathy and compassion within our culture and network. BTU empowers Orange Umbrella students, clients, alumni, and advisors to thoughtfully infuse these principles into their professional and personal lives. OU's unique and collaborative culture underlines the necessity of understanding and welcoming those around us, regardless of our differences.



BEYOND
the
UMBRELLA

DOWNPOUR

DownpOUR production house is how we share dynamic content from our unique, Gen Z perspective. This newsletter bridges the gap between Orange Umbrella's publics - clients, UM students, alumni, faculty, etc - as we interact with relevant cultural topics. Special guests and Orange Umbrella students will provide entertaining commentary, share insights, and answer questions. This practice aligns with Orange Umbrella's mission of bridging the gap between the classroom and the workplace.



FRESHLY LINKED

Freshly Linked is our mentorship program that equips our students with the skills and experience necessary to be the best professionals they can be. Through this initiative, we explore the power of networking and link driven students to successful professionals. Building on OU's mission, students who participate in Freshly Linked have the opportunity to channel their curiosity and make meaningful connections.

The logo features the words "FRESHLY LINKED" in a dark teal, sans-serif font. The word "FRESHLY" is enclosed within a thin orange rectangular border that is open on the left and bottom sides. The word "LINKED" is positioned to the right of "FRESHLY", with a small gap between them. The entire logo is centered horizontally.

FRESHLY LINKED

SLICE OF ADVICE

Slice of Advice is our educational program delivering information and guidance through panel-style speaker events. This program brings in students and professionals beyond Orange Umbrella, allowing an opportunity for mutual learning and growth.



SLICE
of
ADVICE



BYE

ADIOS

SEE YA

FAREWELL

THANK YOU