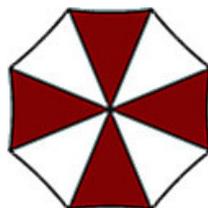


UMBRELLA CORPORATION IDENTITY STANDARD MANUAL

2020



UMBRELLA
CORPORATION

"Our Business Is Life Itself"

To verify that this is the latest version, please contact Mr. David M. Merchant in the Marketing and Communications Services Center at 555-0666 or look online on the Umbrella internal Moodle site.

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While we have done our best to ensure that the information set out in this Guide is relevant, correct, and up to date, errors and omissions are inevitable. If you have any questions regarding the information presented in this guide, please send them by email to the Marketing and Communications Services Center at corporate.marketing@umbrella-corp.biz, or through the Umbrella internal Moodle site.

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About This Manual

Umbrella takes pride in the diversity, independence, initiative, and entrepreneurial spirit of the Umbrella community. However, documents promoting Umbrella have the greatest impact when they have a consistent feel and look.

This identity standards manual establishes the official standards for Umbrella Corporations' visual identity. It is designed to help employees and stakeholders to promote Umbrella consistently and accurately throughout every point of contact with our readers. Inside, you will find guidelines for the proper use of the Umbrella logo and other symbols as well as acceptable color use and approved typefaces.

Adherence to these standards reflect our credibility and strengthens our brand, enhancing our recognition.

If you are planning to produce a broadcast, print, or digital piece promoting the Corporation, approval from the Marketing and Communications Services Center is required. Our role is to help interpret the identity standards presented in this manual for your specific application. To submit your project for approval or to ask questions, email corporate.marketing@Umbrella-corp.biz or call 318.555.1234.

Umbrella Logo Usage Guidelines

At the heart of our identity is our essence, encapsulated in the phrase “*Our Business Is Life Itself.*” This is not only about the Umbrella Corporation, and the many fields it is involved with (which all impact life, especially human life, in some way), but also all the people with whom Umbrella has contact with. Values: scientific endeavor, corporate responsibility, quality of life.

Masterbrand Logo

The Umbrella logo is the most important part of our visual identity. It is Umbrella’s leading icon, incorporating all sites, projects, companies, and divisions. When an organization, such as Umbrella, is made up of multiple components, many of which are in the public eye, it is important to make sure that the branding and visual representation is consistent and strong to avoid conflicting messages and images. If each Umbrella facility and center had their own logo, the Umbrella brand would become diluted and inconsistent. The masterbrand logo is to be used on all general Umbrella material, including marketing material and advertising activities.

Standard Logo

The combination of elements is fixed and is not to be altered. The only exception is the “*Our Business Is Life Itself*” tagline which can be reposition, or omitted, in certain circumstances. For the masterbrand logo without tagline or sub-brands (signatures), use the design shown below.



Figure 1. Standard Logo

The Umbrella emblem must be reproduced in Umbrella Red (RGB 128, 2, 3; Hexadecimal #800203) and basic white with the logotype in basic black, except when placing the logo onto a dark background where the logotype is then reproduced in basic white (see 1.6). The logotype contains the name of the corporation in all caps. The preferred font type is the Umbrella Corporation font, but if not readily available, Arial is acceptable; stack “Umbrella” over “Corporation”; do not abbreviate “Corporation” (some older logos used “Corp.”; this is no longer accepted). The axis of the logo should never be skewed other than a full 90 degrees.

Alternate Logo

An alternate logo, with the Umbrella emblem on the right, is used only with Umbrella uniforms, parking decals, and ID cards. It is *never* used with a tagline or sub-logo. See figure 2 for an example of an alternative logo used on Umbrella uniforms.



Figure 2. Alternative Logo

Tagline

The tagline “*Our Business Is Life Itself*” (always written in italics) is an important phrase that emphasizes what encapsulates Umbrella’s essence. Earlier, our tagline was “Umbrella Sheltering Your Family.” The earlier tagline was too narrow and misled some of the public into thinking Umbrella was only an insurance corporation. It did not reflect properly the core business of Umbrella, bio-technology, nor the many fields it is involved with (all which impact life, especially human life, in some way). The tagline does not have to be used, but when it is, it should never appear without the Umbrella masterbrand logo. It does not have to be incorporated into the logo, but should always be below the logo, never above it. When incorporated into the logo, a separator line is placed between it and the logo text, as is shown in figure 3.



Figure 3. Masterbrand Logo With Tagline

The tagline should never be in a font size equal to, or larger than, the logo. The preferred font type is the Umbrella Corporation font in italics, but if not readily available, you can also use Arial in italics. Font color is black, except when on a dark background when the text will be white. Do not highlight any of the logo text with a different color background.

Capitalize each word in the tagline, and enclose in quotation marks. Do not punctuate the tagline. Do not use the tagline when there is an issue of its legibility. Do not use the tagline in sub-brand logos (see 1.4 for more information) or in the alternate logo. Align the end of the tagline vertically with the end of the masterbrand text.

Sub-brand Logos (Signatures)

Signatures have been created as some Umbrella divisions benefit from clearly communicating their purpose, but still need to be perceived as part of the Umbrella family. Sub-brand logos should only be used on material specific to that division’s activity, or for material promoting that division’s activities. Simply replace the tagline with the sub-brand text. The signature should not cover the Umbrella emblem, nor should it be more than one line. Font size should never be larger

than the “Umbrella” text. Align the end of the sub-brand text vertically with the end of the masterbrand text. The tagline, if used, can be placed below the logo (but not within). Figure 4 shows a masterbrand logo with a signature and a tagline separated by a space (textbox or illustration).



“Our Business Is Life Itself”

Figure 4. Masterbrand Logo With Signature and Tagline

Co-Branding

When Umbrella chooses to co-brand, the Umbrella logo must be represented in the following way:

- Both logos to be of equal size or height
- Both logos to be position side by side, with the Umbrella logo, where possible, on the right-hand side of the partner logo
- The look and feel of the document should reflect that of the Umbrella master brand in terms of style, typography, and colors.

Color Variants

The following colors are approved for use in official Umbrella Corporation documents. Any deviation must be pre-approved by the Marketing and Public Relations Division. See the discussions below for approved colors use for level headings, table headers, and logo sub-brand text.

Table 1. Approved Colors

Color Sample	Color Name	HEX Code	RGB Code
	Umbrella Red (official)	#800203	128,2,3
	Tan	#F4DEC6	244, 222,198
	Nectarine	#ED8E4E	237,142,78
	Lemon	#F7E15A	247,225,90
	Yellow	#FFFF00	255,255,0
	Apple Green	#DFFF00	141,182,0
	Green	#2F8B00	47,139,0
	Lime	#43CA00	67,202,0
	Teal	#008979	8,151,144
	Dark Blue	#1f497d	31,73,125
	Light Blue	#AFCAFF	175, 202,255
	Dark Magenta	#8B0074	139,0,116
	White	#FFFFFF	255,255,255
	Cool Gray	#A1A6A5	161,166,165
	Light Cool Gray	# D9D9D9	217,217,217
	Black	#000000	0,0,0

1.5.1 Level Heading Colors

Use Umbrella Red for titles and dark blue for level-1 headings. All other headings are in black.

1.5.2 Table Caption Colors

Table captions (column headings) shall have a dark blue cell background with white text.

1.5.3 Logo Sub-brand and TaglineText Colors

You may choose colored text for the sub-brand text, but choose either Umbrella Red or dark blue; otherwise sub-brand text is black unless against a dark background when white is then used.

The divider line is also black unless against a dark background when white is then used. Tagline text is always in black unless against a dark background when white is then used.

Figures 5 and 6 below are examples of sub-brand texts against a white background and a black background, respectively.



Figure 5. Sub-brand Text Colors Against a White Background



Figure 6. Sub-brand and Tagline Text Against a Black Background

Clear Space

For greater visual impact the standard masterbrand logo should be given generous clear space around it. The standard masterbrand logo should never be enclosed in a box or other graphic to make it stand out. These restrictions do not apply to the alternate logo. Shown here is the minimum clear space that should surround the standard masterbrand logo.

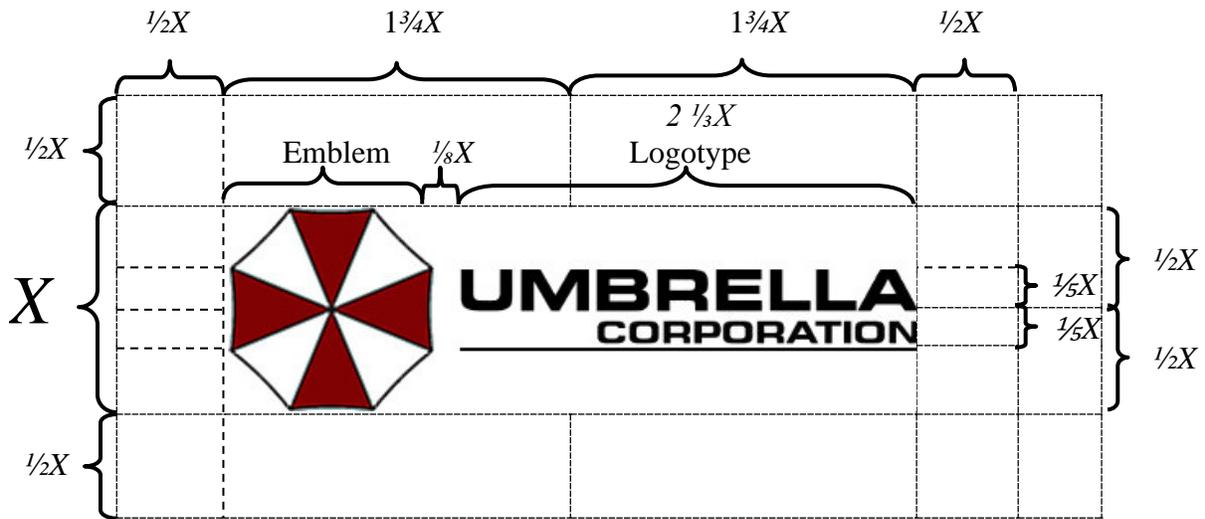


Figure 7. Masterbrand Logo and Clear Space Proportions

Size

The Umbrella Corporation logo may never be used so small that its emblem is less than 10 mm in height. The logo may be scaled up to any size, but should not exceed 30 percent of the space where it is applied. Specialist applications that require the logo to be smaller or larger than stated must be approved by the Marketing and Communications Department. Keep the above proportions of height= X and width= $3\frac{1}{2}X$, or a 1:3.5 ratio. Make sure the image is crisp and clear. For letterheads, $X=30$ mm.

Font size (Arial or Umbrella Corporate font) should maintain as best as possible the following ratios: where $X=30$ mm (for use in a standard letterhead), “Umbrella” is in size 22 font, “Corporation” and the tagline are size 11, while the signatures are size 14 (long signatures may need to be placed in a smaller font to keep them onto one line).

Examples of Improper Use

Below are examples of improper use of the Umbrella logo and sub-logos (signatures).



Keep the logo text right-aligned. Do not highlight text.

Always use a separator line when incorporating the sub-logo (signature) or tagline into the logo.

Figure 8. Examples of Improper Use of Sub-logos

Below are additional examples of improper use of the Umbrella Corporation Logo as well as the improper use of the Umbrella Corporation tagline.



Figure 9. Examples of Improper Use of Taglines

Business Card Style Guide

The back of the business card should not be used to print additional information such as mission statements, addresses, or other visual identifiers. The back may be used to translate the card into a second language. The address is not usually translated as the English mailing address is required for correspondence. The corporation name should never be translated. See figure 10 below for an annotated example of how the front of the business card should be designed.

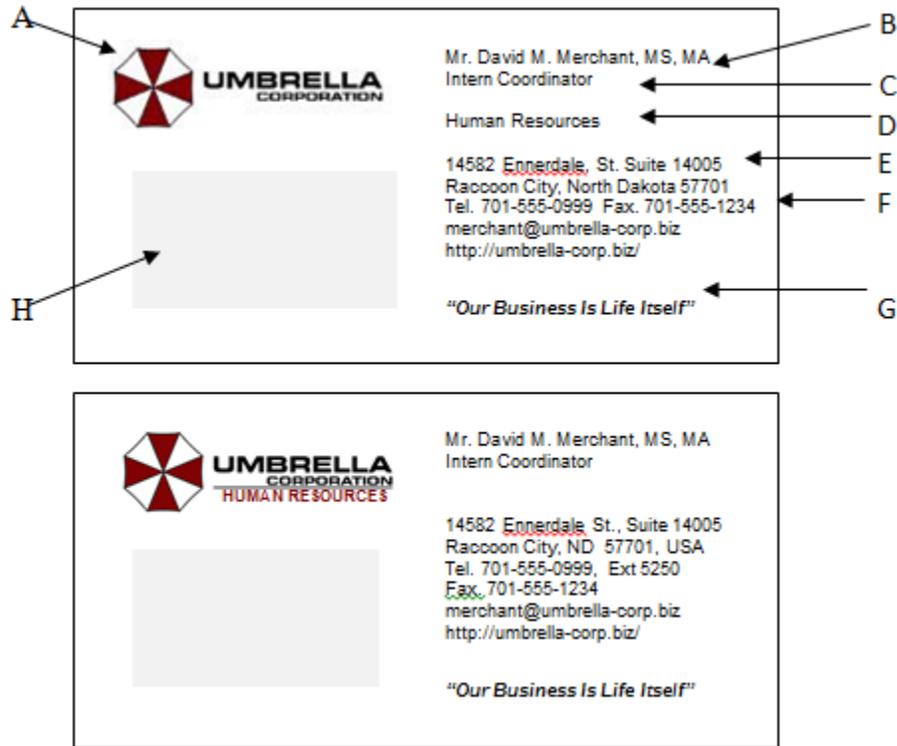


Figure 10. Umbrella Corporation Business Card Examples

- A. The logo should be placed according to the clear space rules in 1.6.
- B. Refer to section 4 for guidelines for punctuating abbreviations.
- C. Specific job title or position of the individual.
- D. Only the department name is used here. If a departmental signature is used in the logo, the department name can be skipped here.
- E. The correct order is address, city, state (two-letter postal abbreviations), postal code, country. No commas are used before the postal code. Double spaces are used between the state code and the postal code.
- F. The business telephone number is preceded by “Tel” (no period or colon) followed by “Ext” (extension number, if used), “Fax,” and “Cell” (if used). If two numbers are listed on the same line, separate them by two spaces.
- G. If there is room left, the tagline should be used, with the same clear space as the logo.
- H. The grey-toned area indicates the size and position for a maximum of one program or initiative identifier.

Stationery—Letterhead (Masthead) Style Guide

The letterhead, the first page of a memo or letter, contains the masterbrand logo with either the tagline or, for inter-departmental use, the option of using the department signature (sub-logo). The masterbrand logo should be 30 mm in height and centered in the header. No other text or visuals should be included. Letterhead (masthead) templates can be downloaded from Umbrella’s internal Moodle site. See figure 10 below for memo masthead examples. An example of a masthead including a standard memo heading segment is found in Appendix A.



Figure 11. Umbrella Corporation Masthead Examples

Envelope Style Guide

The logo should be placed according to the clear space rules in 1.6. Put return address in US Postal Service standardized format (all caps). Include two spaces before the postal code. Below is an example of an official Umbrella Corporation envelope.

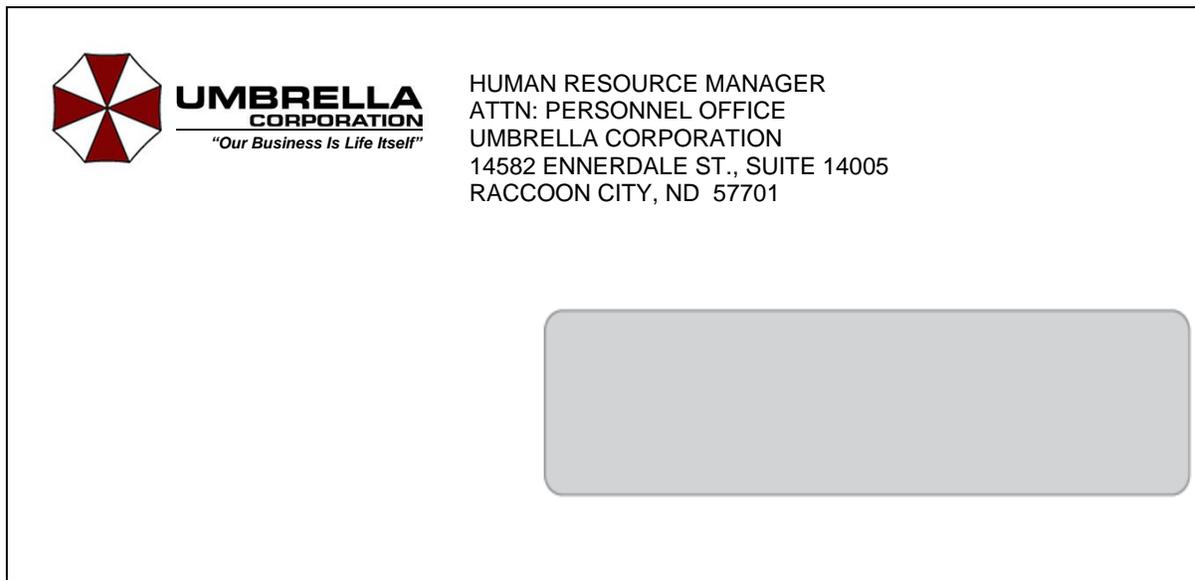


Figure 12. Umbrella Corporation Envelope Style

Website Usage

On Umbrella Websites, use the masterbrand logo with tagline in white on a transparent background. If used on a Website with a dark background, use the whiteout version. Do not use

sub-logos. The logo should never appear at a size where the total width of the word “Umbrella” is less than 150 pixels¹ at a resolution of 72 dpi (dots per inch).



Figure 13. Umbrella Masterbrand Website Usage Example

Social Media Standards: YouTube

All approved Umbrella channel names must follow the format www.umbrella-corp.biz/UmbrellaProgramName. Prior to creating a channel, have an email address set up for it (for example, UmbrellaProgramName@umbrella-corp.biz). The username must be the same as the channel name. YouTube requires an 88-pixel x 88-pixel graphic for each profile. Text should be avoided unless the words are short. Use the Umbrella emblem against a black background:

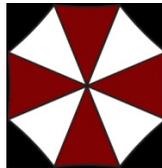
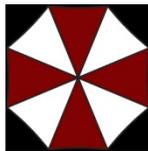


Figure 14. Umbrella Masterbrand YouTube Profile Usage Example

Social Media Standards: Twitter

Twitter requires an 80-pixel x 80-pixel profile graphic. Use the Umbrella avatar or, for department or program accounts, you may choose a spokesperson’s headshot. The use of text is discouraged (unless 1 to 3 characters).



An 80 pixels x 80 pixels avatar as it appears on the Profile page.



A 32 pixels x 32 pixels avatar as it appears in the public timeline beside tweets.



A 20 pixels x 20 pixels avatar as it appears in “Following” aggregated collages.

Figure 15. Umbrella Masterbrand Twitter Profile Usage Examples

Social Media Standards: Facebook

Facebook requires a 200 pixels (fixed) x 600 pixels (maximum) graphic to accompany each profile. You may choose to use one of the generic Umbrella Corporation avatars, Umbrella

¹ A pixel is the smallest discrete component of an image on a monitor (usually a colored dot).

emblem, Umbrella logo or any rated G (General Audience) graphic as long as the Umbrella emblem is included.

Email Footer

You may include the Umbrella masterbrand logo with a tagline (or signature) as an email footer. Keep the logo width to 4 inches or less. Refer to 1.7 for other sizing restrictions.

Video Watermarking

The Umbrella logo and tagline or signature should be included on videos produced for use on electronic media such as Websites, Facebook, and YouTube. The logo with tagline is placed in the top right. It should be watermarked at 50 percent of its full value. The logo should be no more than 1/5 the width of the video width. It should be given the same amount of clear space to maintain visual clarity. Refer to 1.6 for more information.

Vehicle Identification

The Umbrella Corporation leases and owns a large fleet of vehicles. The following pages will help to guide the sizing and placement of the Umbrella masterbrand logo and emblems.

Color

The Umbrella masterbrand logo (without tagline or signature) should appear in its color version whenever possible, on light-toned vehicles. For dark vehicles, the white-out text version of the logo should be used; the standard colored emblem is appropriate for any vehicle tone. It is important to evaluate the visual contrast of a vehicle color to determine whether the color version of the logo or the white-out version should be used.

The integrity of the logo and emblem must be respected at all times. Never recreate or modify in any way.

Size and Placement

Use 30-inch wide (maximum) logos (with tag line) or 15-inch wide (maximum) emblems on driver's doors. Use 12-inch wide (maximum) logos for the back of the vehicle (place to the right). Unless otherwise dictated by law, serial numbers are placed on the back of the vehicle (place to the left), if possible, and should be at least 2 inches in height, in **boldface** Arial font. Ideally, the bottom of the serial numbers should align with the bottom of "Corporation" in the logo to its right.

Optionally, but preferred, the Umbrella emblem may be used centered on the vehicle hood or front. Do not place logos or emblems where they cause a safety hazard (for example, blocking driver's view) or in a manner prohibited by local laws.



Figure 16. Umbrella Masterbrand Vehicle Placement Examples

Typeface Choices

Below are Umbrella font choices regarding font faces (families) and styles.

Font Face: Heading and Body Text

Use Arial for headings, and Times New Roman for the text, including endnotes and footnotes. Exception: for an IEEE document only use Times New Roman for both headings and body text.

Font Face: Typed Code

Always use `Courier` or `Courier New` font for showing typed code. For example:

```
To start the Red Queen server, type the following command: RUN RQ_Server
```

Font Style: Emphasized Text

Emphasized information should be *italicized*, **boldfaced**, or larger (by one font size). Do not get carried away with emphasizing; over-use of emphasis is counter-productive.

Font Style: Italics

In addition to emphasizing text, use italics for book and journal titles, and for foreign words.

Font Style: Underlining

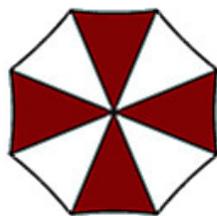
Underlining obscures letter descenders (for example, g, p, q, and y); this can make reading text difficult, especially for dyslexic readers. Also, because of the Web, many skimming readers will

first think underlined texts are clickable links or Web addresses. Therefore, use underlining only for hypertext links in Web documents, unless used in quoted material or for illustrative purposes.

Font Style: Color

Body text, footnotes, and page headings, will be black, unless against a dark background where they will be white. Titles will be Umbrella Red while level-1 headings will be dark blue. All other heading text will be black.

Appendix A: Memo Masthead Example



UMBRELLA
CORPORATION

Memo of Transmittal

To:² Dr. William Birkin, Director of Research and Innovation
Through: Mr. David M. Merchant, Intern Coordinator
From: Jill Valentine, Intern
Subject: Analytical Report for Validation of Confluent English Courses into
Undergraduate and Graduate English Major Curriculum at Louisiana Tech
University
Date: May 5, 2010

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² Some memos will require a **CC** or **Through** field, or both, after the To field.

³ Insert a horizontal line in Microsoft Word by typing three dashes in a row and pressing the ENTER key.

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