Brand Training:
What You Need to Know
THE RULES:
Wordmarks & Assets
Level One/Primary Wordmark

The UConn wordmark is the core element of the UConn brand. It is the official logo of the University, and is the mark most strongly associated with the UConn brand.

UCONN

Preferred Option

UCONN UNIVERSITY OF CONNECTICUT

Alternative Option

UCONN UNIVERSITY OF CONNECTICUT

Alternative Option
Level Two Wordmarks
(Formerly Established Wordmarks)
School, colleges, and regional campuses comprise the next tier in the UConn wordmark system. These wordmarks cannot be altered or replicated.
Level Three Wordmarks
(Formerly Personalized Wordmarks)
For UConn entities that are not a school, college, or regional campus, a unit wordmark is appropriate. These marks allow for one or two levels of information hierarchy.

Department or group names should not go beyond the width of the primary wordmark; rather, longer names must use multiple lines.

Departments may choose to use their official name or a shortened version for their unit wordmarks.

To request a level three wordmark visit brand.uconn.edu or submit a form request.
Secondary Logos

Secondary logos are available only in very limited circumstances.

Development of all secondary logos requires the review and approval of University Communications and review committee.

Anniversaries, events, or campaigns may use badges to mark the event, but must not use the UConn wordmark as part of the graphic.

Utilizing design elements such as fonts and colors in materials is recommended to showcase the individuality of programs.
Oak Leaf Symbol

The UConn oak leaf continues to serve as a representation of the University.

It may be used as an identifying mark, a design element, or as part of the University seal. When used as a design element, the oak leaf may be used in its entirety or enlarged in such a way that only part of the oak leaf is visible. Do not skew or distort the oak leaf. It can be displayed in navy blue or black, knocked out in white when used on a dark background, or as a watermark.

For guidance, please contact University Communications.
University Seal

The official University of Connecticut seal is the oak leaf symbol encircled by “University of Connecticut 1881”. The seal is the formal identifier for the institution and should be used for only the most formal occasions:

• University diplomas and ceremonial documents;
• Official documents used by the Office of the President, Payroll Department, Bursar’s Office, and the Office of the Registrar.

For any other use, please contact University Communications for review and permission.
Alternative Badges

To better serve the University and its departments in marketing and promotional efforts, alternative badges are offered for promotional items. These badges are not to be used to replace official university logo wordmarks.
Husky Pride Logos and Badges
The “Husky Pride” and “Students Today, Huskies Forever” logos offer the University community more inclusive options to show Husky pride outside the UConn wordmarks.

The Pride logos are meant to be used as created with no editing or alterations.
Husky Pride Logos and Badges

The Pride logos are meant to be used as created with no editing or alteration.

The logos may be used as an accent mark on promotional products, apparel, or signage. Those usages must be approved by the Office of Trademark Licensing and Branding.

- The Husky Dog may not be removed from any Pride Logo and used on its own.
- The Pride logos can be used in full color, navy, black, or with knock-out text.
- If the product using the Pride logo is for a group or club fundraiser, a UConn-licensed vendor of collegiate products must be used.
- All product designs using the Pride logos must be reviewed by the Office of Trademark Licensing and Branding.
Jonathan the Husky Mascot

This artistic take on Jonathan may be exclusively used by the University community to show Husky pride and excitement. Examples for usage could be for display in public spaces or on a T-shirt for giveaway during orientation or senior send-off. **Departmental giveaways should still utilize the Husky Pride logos.**

**All uses must be approved by the Office of Trademark Licensing and Branding;** once approved the office will provide the appropriate version and files for your needs.
Husky Dog Logo

The Husky Dog logo is the official logo of UConn Division I sports teams, and as such is reserved primarily for use on athletic uniforms and retail merchandise.

The Husky Dog logo should not be included in email signatures except by UConn Athletics staff.
THE RULES:
Guidelines & Usage
Protected Area

The protected area around the wordmark is imperative and ensures that no other type, graphic elements, or slogans interfere with its clarity and integrity.

X should always equal the height of the “U” in “UConn. Type should not be close enough to the wordmark to create confusion with custom wordmarks.
Minimum Size

The wordmark should never be reproduced smaller than one inch wide. The oak leaf should never be smaller than 3/8 inch wide.

The UConn wordmark should be at least 15 pixels tall and a minimum resolution of 72 dpi on websites and in digital work. Preference is for even larger sizing whenever possible. Please note that custom wordmarks with more than one level of text will need to be sized up accordingly.
Primary Color Palette
The UConn primary color palette includes navy blue, white, and gray as shown below.

PANTONE: 289
CMYK: 100 / 76 / 12 / 70
RGB: 0 / 14 / 47
WEB: #000E2F

OPAQUE WHITE
CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
WEB: #FFFFFF

PANTONE: 430
CMYK: 33 / 18 / 13 / 40
RGB: 124 / 135 / 142
WEB: #7C878E
Fonts

Font selection for copy in letters, marketing pieces, etc. is largely unrestricted. However, there are certain typefaces that do have use limitations in order to maintain brand integrity.

University of Connecticut Extended

The unique and custom typeface designed for the UConn primary wordmark, used by the University, UConn Athletics, and UConn Health. When used as part of the Brand Identity System, the words ‘UCONN,’ ‘Huskies,’ and ‘University of Connecticut’ appear in University of Connecticut Extended. In these cases, the font is considered a graphic as opposed to type.

University of Connecticut Extended may not be used as a typeface on its own, nor may individual letters be used in artwork or for any other graphic element.
Fonts

**Gotham**
The typeface selected for the ‘University of Connecticut’ type in the primary wordmark, and established custom wordmarks for UConn Health, Schools, Colleges, regional campuses, and UConn Health clinicals.

Usage of the Gotham font family is permitted on institutional communications, but is not mandated. **Do not use Gotham or a look-alike font that resembles Gotham to create a personalized wordmark.**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```

**Arial**
The typeface selected for personalized custom wordmarks for departments and affiliated groups. This font is editable and should be used as a complement to the wordmark system. The usage of Arial is also not mandated.

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
```
What UConn Is Not

When used in written communications, the word UConn should simply be written as “UConn,” not “UCONN.”
The UConn Wordmark

**Incorrect Usage**

- **DO NOT** change the font or add type to the wordmark.
- **DO NOT** stretch or distort the wordmark.
- **DO NOT** frame the wordmark in a restricting box.
- **DO NOT** change position of any elements of the wordmark.
- **DO NOT** alter the color of any part of the wordmark.
- **DO NOT** use the wordmark on distracting backgrounds or colors outside the UConn color palette unless otherwise approved.
Editorial Style Guide

Many UConn departments produce marketing materials and publications, and it is important that messaging be cohesive in order to reinforce the UConn brand. Following the UConn Editorial Guidelines helps the University communicate to the public in a consistent and professional way.

UConn Style

(exceptions to, and reminders of, oft-used or confusing AP Style, which is our style. If it’s not here, see AP Style)

For use in editorial such as UConn Today and UConn Magazine. Marketing and other publications should adhere whenever possible, but exceptions are often made for creative or other reasons. The primary goals should be clarity, consistency, and readability.

Visit brand.uconn.edu/guidelines-usage/editorial-guidelines/
Email Signatures
Schools, colleges, departments, or individuals may choose to utilize a consistently styled and professional signature. The Husky Dog is not available for use outside of Athletic Department staff.

Overall Email Signature Dos and Don’ts
• When you customize the signature with your personal information, please be sure to adhere to the existing layout, formatting, and text attributes.
• When writing UConn, please use mixed case and never all caps (i.e. UCONN).
• Do not alter the font size or color of your contact information, be consistent.
• Do not add quotations, logos, icons (including social media), or other images. Image files don’t always render on all email clients and come through as potentially large attachments in the receiver’s email; hosted images are best.
• The email background should be all white (no graphics or colors of any kind permitted).
Email Signature Examples

**Your Name**
Title
Department | UConn
XXX North Eagleville Road, U-XXXX
Storrs, CT 06269-XXXX
Office: 860-486-XXXX | Cell: 860-486-XXXX
uconn.edu (optional)

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**Your Name**
Pronouns (e.g., she/her/hers) (optional)
Title

Department | UConn
Office: 860-486-XXXX | uconn.edu (optional)
University Stationery

It is essential that all stationery items be of consistent design and print quality.

A variety of official templates, both print and electronic, are available for UConn academics (via P&S Services in HuskyBuy), which provide a flexible stationery system for the University community. **No other means of producing stationery is allowed.**

**Stationery Guidelines**

- Adhere to correct fields.
- Avoid abbreviations.
- Avoid hyphens.
- **Avoid including ‘http://’ in your web address.**
- **Avoid including ‘www’ in your web address, unless necessary for the site to work.**
- Evenly distribute words between lines (i.e., don’t leave a word alone on a line).
- Be sure to use official department/office names and titles.
- Be consistent. For instance, if you are using ampersands or hyphens, use them throughout.
- Put pronouns in the first title field and keep in lowercase, no parenthesis, e.g., she/her/hers, they/them/their.
Stationery Examples: Business Cards

UCONN UNIVERSITY OF CONNECTICUT
Name First Last
Title
Title

Associate Vice President of Infrastructure Planning and Strategic Project Management
343 Mansfield Road Unit 1100, Storrs, CT 06269-1130
Phone 860.486.3927 • Fax 860.486.5051
someone.hersey@uconn.edu • uconn.edu

UCONN UNIVERSITY OF CONNECTICUT
Name First Last
Title
Title

Faye Griffiths-Smith
Associate Extension Educator
Family Economics and Resource Management

Department of Extension, New Haven County Extension Center
College of Agriculture, Health, and Natural Resources
305 Skiff Street, North Haven, CT 06473-4451
Phone 203-407-3160 • Fax 203-407-3176
faye.griffiths-smith@uconn.edu • extension.uconn.edu

UCONN UNIVERSITY OF CONNECTICUT
Name First Last
Title
Title

Office of the Associate Vice President of Finance and Budget
Office of Treasury Services
343 Mansfield Road Unit 1100, Storrs, CT 06269-1130
Phone 860.486.6739 • Fax 860.486.8738
someone.hersey@uconn.edu • uconn.edu

UCONN UNIVERSITY OF CONNECTICUT
Name First Last
Title
Title

Department of Extension, New Haven County Extension Center
College of Agriculture, Health, and Natural Resources
305 Skiff Street, North Haven, CT 06473-4451
Phone 203-407-3160 • Fax 203-407-3176
faye.griffiths-smith@uconn.edu • extension.uconn.edu

UCONN HEALTH
Name First Last
Title
Title

L. John Greenfield, Jr., MD, Ph.D.
Associate Professor of Dermatology
Director of Clinical Trial Unit
Farmington Site Director of Residency Program

Department of Extension, New Haven County Extension Center
College of Agriculture, Health, and Natural Resources
305 Skiff Street, North Haven, CT 06473-4451
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UCONN HEALTH
Name First Last
Title
Title

L. John Greenfield, Jr., MD, Ph.D.
Associate Professor of Dermatology
Director of Clinical Trial Unit
Farmington Site Director of Residency Program

Department of Neurology, Division of Somewhere Here
UCONN School of Medicine
263 Farmington Avenue, Farmington, CT 06030-5337
Phone 860.679.3168 • Fax 860.679.6555 • Email 860.679.XXXX
john.greenfield@uconn.edu • health.uconn.edu
Stationery Examples: Letterhead

Date

Addresser Name
Company Name
Department or Post Office Number
Street Address
City or Town, State 00000-0000

Dear Addresser,

Gaeratem expilase vit, sequas enet everratem quod ai aequi uiusdiis diislorem. Ut verit estis verro maein ex eos anda dolor ma doctorei volonopedi rature, que doloria voloratu? Que magnis di dolore se dolorem es dolumqui-dus, si culabo rorputis illar eperisicat et quam qui diolepts moditassum a int maio molore est, uiparum nihii-cabo. Idi nem ari ea cues iollant ut faccum et harti doluptatis sit maghima andae.

Tatur aspedis vlo maximus moloresstis re omnimolium, qui occiulu ptiurt at. At res et arnunt xororem erinim ullam-cus. Expilaut altiusandadi acatl. Equo exerum ipus meos estum etiusanto ria conseque quom dolofuriumo exceperum deet faciesciui res quiqutant estore orecim instrum expecutae sinvel inverum quibus, vendacq eormuptas coraeit ut maionsequaut quos doluptat quiant expelt molestissi que parionestis qui quis eum est rem quodio.

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tempos quae il int veltue rate dent modi illuntorbus sequid molorem re a qui occum inrepudid a parum ut odio blandius.Doro omnet eclinicihit eum euld in perchit pedios eosius et quiatuem est, sedint intotat acriis molore nossin recus doioresmcex maxilm igemdm illii magnatur sint, ut dobrasacq facessi minuait que con nobis event fugit moluptur? Quis e aut dolor ad uditia taqnpa nielihit lecto odi repemtia con essin periaestem cus ipicabo raecetcus simus sint labore as soleti vivonis ma velocito doio este qwesten reperes doluptas sit, odesilc dolorro erias a voletre spels sitius aut veile petpore peron orapta core ciparum quat etur?

Sincerely,

Someone Here

Office of the Dean
School of Law
343 Marshfield Road, Unit 1130
Storis, CT 06039-1130
fax 860-486-4423
someone.henry@uconn.edu  •  uconn.edu
Web Standards
UConn’s website is one of the primary ways that we communicate our message to the University community and external audiences. **It is vital that all UConn websites and pages are consistent in appearance and functionality.**

These standards apply to all University of Connecticut websites, unless otherwise noted.

**Major takeaways:**
- Must be on the UConn domain. **No .com, .org, etc.**
- We use Aurora, UConn’s instance of Wordpress.
- Other servers are reserved for more specific use-cases like research applications.
- **Must meet basic accessibility standards.** Ordered headers, color contrast, and descriptive alt tags are three common issues we see.
- The header and footer style is defined by the University.
- Two site titles required — one for the name of the website and the other to reflect the unit responsible, or parent unit.
- Contact page is required.
Website Examples

Empowered students. Engaged faculty. Diversity of thought. One community.

College of Liberal Arts and Sciences

School and college examples for headers and level-one titles
Website Examples

Example of site with white header and level-one and level-two titles, plus additional needs including News, Giving, and Search this Site.

Example of site with proper required footer information.
Brand Partnerships & Trademark Management

The mission of Brand Partnerships and Trademark Management is to generate maximum value through its trademark licensing program, corporate sponsorships, and strategic partnerships while strengthening and protecting the reputation and brand of the University of Connecticut.

Brand Partnerships

We identify, execute, and manage third-party relationships in collaboration with members of the University administration, UConn Athletics, UConn Foundation, UConn Health, and other stakeholders, creating relationships with brand partners like Barnes & Noble College Booksellers and The Coca-Cola Company among others. We leverage the University brand, assets, spending power and market presence, to realize maximum revenue generation, spending reductions, and operational and academic enhancements for the benefit of the University and its students.

Questions? Please contact the Partnership Office at partnerships@uconn.edu.
Trademark Licensing
Trademark Licensing is to ensure proper use and application of the trademarks associated with the University of Connecticut, to strengthen the trademarks through relationships with retailers, licensees, campus departments, student organizations, alumni, and fans and to generate revenue that funds academic and athletic scholarships.

Trademark Protection
Responsible for the University’s trademark portfolio, including the preparation and processing of new registrations and maintenance filings for all federally registered trademarks and service marks. This also includes performing regular audits of the portfolio to ensure all marks are protected appropriately and engaging in enforcement actions when required.

Questions about licensing? Are you looking to report a potential trademark or misuse of UConn marks? Please email UConn Trademark Licensing, at licensing@uconn.edu.
What is a Trademark?

A trademark is any logo, symbol, nickname, letter(s), word, slogan, or derivative that can be associated with an organization, company, manufacturer, or institution and can be distinguished from those of other entities or competitors.

The University of Connecticut has registered the following trademarks (both logos & phrases) with the U.S. Patent & Trademark Office:

- UConn
- Connecticut
- University of Connecticut
- Huskies
- UConn Huskies
- Connecticut Huskies
- The Husky Dog Logo
- The University seal
- The Oak Leaf logo
- Students Today, Huskies Forever
- WHUS
- The Daily Campus
- Nutmeg Yearbook

Therefore, only UConn and entities that have registered with the University of Connecticut may use these marks and phrases in association with their organization or activities.
Branded Merchandise
UConn’s Office of Trademark Licensing and Branding ensures correct and legal use of UConn trademarks. Licenses must be obtained for the use of any UConn trademark, image, or photograph used on any product sold to the general public or to campus departments and organizations.

Only approved UConn vendors may be used. To learn more visit: brand.uconn.edu
Marketing & Branding
Need A Logo?
Branding Terms To Know

**Logo**
Logos serve to represent a given organization or company through a visual image that can be easily understood and recognized.

**Artwork**
Artwork is a type of drawing that serves as a graphical representation of an image.

**Graphic Design**
Graphic design is the art and practice of planning and projecting ideas and experiences with visual and textual content. In other terms, graphic design communicates certain ideas or messages in a visual way.
I Need A Logo

You probably don’t. And here is why. We are/You are UConn.

UConn is your primary identifier. However, you can use design elements such as fonts, colors, and illustrations/artwork in your materials to showcase your individuality. But, your artwork should not involve words locked up to imply and establish a logo.
You Want Brand Recognition

Strength does not come from individualization. Strength comes from brand recognition.

Strong brand identity, national recognition.

Only recognizable if you know what KSI is.
You Want Brand Recognition

Strengthen your unit’s content and visual approach by leaning into the UConn brand and creating BETTER content and BETTER visual appeal.
Artwork

Maybe you need custom artwork. But more than likely you just need some design elements to enhance the UConn brand for your collateral.

Innovations Institute elements

Veterans Affairs elements

Human Rights Institute pattern
Examples in Use

Collage of visual examples implementing artwork and design.
Ok. But, I Need A Logo

If you do need a logo, that means your unit is NOT exclusively part of UConn. Talk to your school/college communications office for guidance, then reach out to University Communications by emailing brand@uconn.edu, where your request will be reviewed and determined if an exception should be made.
Marketing, Promos, and Websites
# Marketing Collateral, Promo Items, Websites, Oh My!

## You Need Marketing Collateral
- Brochures
- Posters
- Ads: print or digital
- Flyers
- Etc.

## Resources to Get It Done
- School/College communications office
- University Design Services, through University Communications
- DIY: Canva or Adobe Express

## You Need Promo Items
- T-shirts
- Giveaways
- Other tchotchke items

## Resources to Get It Done
- School/College communications office
- Work directly with JMA, university promo vendor. If working directly with JMA, you must share your design product with your school/college communications office PRIOR to production.
Marketing Collateral, Promo Items, Websites, Oh My!

**You Need a Website**
- Ask: do you really?
- If yes, contact your school/college communications office to make sure you indeed need a website and not just a web page on an existing site.
- Once you’re approved, discuss your domain structure with your school/college communications office prior to requesting your website from ITS.
- Once you’re approved, you will be provided with a draft website.

**Resources to Get It Done**
- DIY: ITS has Aurora training to get you on track.
- Reach out to your school/college communications office to inquire about additional help available.
- Review accessibility and web best practices as your website will not get approved to go live without these.
You Need Approval
If you are creating marketing collateral, promo items, websites, or anything related to the UConn brand without the involvement of your school/college communications office OR University Communications, you must share your materials with your school/college communications office PRIOR to printing, publishing, or going live.
NO EXCEPTIONS.
Thank you.

Resource Contacts

Brand Guidelines and Guidance
email: brand@uconn.edu
website: brand.uconn.edu

School/College/Department contacts

Trademark, Licensing, and Strategic Partnerships
email - partnerships: partnerships@uconn.edu
email - licensing: licensing@uconn.edu
website: brand.uconn.edu