

UConn

Brand Training:

What You Need to Know

brand.uconn.edu

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.

The wordmark "UCONN" is displayed in a large, bold, dark blue, sans-serif font. The letters are thick and closely spaced, with a clean, modern aesthetic.

Preferred Option

The wordmark "UCONN" is shown in a bold, dark blue, sans-serif font. Below it, the words "UNIVERSITY OF CONNECTICUT" are written in a smaller, all-caps, dark blue, sans-serif font.

Alternative Option

The wordmark "UCONN" is shown in a bold, dark blue, sans-serif font. To its right, a vertical line separates it from the words "UNIVERSITY OF CONNECTICUT", which are written in a smaller, all-caps, dark blue, sans-serif font.

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.**

UCONN
HARTFORD

UCONN | HARTFORD

UCONN
SCHOOL OF ENGINEERING

UCONN | SCHOOL OF ENGINEERING

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

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.



University-wide initiative



Retail establishment



Anniversary badge

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.



UConn oak leaf

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.



Official University Seal

Alternative Badges

University, School, and College 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.



University community usage



School and College usage

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



Husky Pride Badges

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

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

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

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.

UConn



NO SMALLER THAN 1 INCH



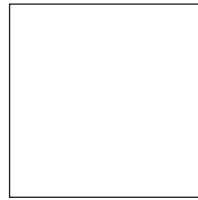
NO SMALLER THAN 3/8 INCH

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.

The image shows the word "UConn" in a bold, dark blue, sans-serif font. The letters are thick and blocky, with a slightly rounded top. The "U" and "C" are particularly prominent due to their size and weight.

University of Connecticut Extended

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



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.

Correct Usage



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)

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/theirs.

Stationery

Stationery Examples : Business Cards

UConn
UNIVERSITY OF CONNECTICUT

Name First Last
Title
Title
Title

Associate Vice President of Infrastructure Planning
and Strategic Project Management
343 Mansfield Road Unit 1130, Storrs, CT 06269-1130
PHONE 860.486.2927 • FAX 860.486.5051
someone.herey@uconn.edu • uconn.edu

UConn
UNIVERSITY OF CONNECTICUT

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
Title

Office of the Associate Vice President
of Finance and Budget
Office of Treasure Services
343 Mansfield Road Unit 1130, Storrs, CT 06269-1130
PHONE 860.486.4429 • FAX 860.486.8738
someone.herey@uconn.edu • uconn.edu

UConn
UNIVERSITY OF CONNECTICUT

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

Secondary
logo

UConn
UNIVERSITY OF CONNECTICUT

L. John Greenfield, Jr., MD, Ph.D.
Associate Professor of Dermatology
Director of Clinical Trial Unit
Farmington Site Directors 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
PHONE 203-407-3160 • FAX 203-407-3176
faye.griffiths-smith@uconn.edu • extension.uconn.edu

UConn
HEALTH

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

Department of Neurology, Division of Something Here
UConn School of Medicine
263 Farmington Avenue, Farmington, CT 06030-5357
PHONE 860-679-3186 • FAX 860-679-6555 • CLINIC 860-679-XXXX
john.greenfield@uconn.edu • health.uconn.edu

Stationery Examples : Letterhead

UConn UNIVERSITY OF CONNECTICUT	Firstname Lastname Title 1 Title 2 Title 3
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Date

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

Dear Addressee,

Caernatem expliaspe vit, sequas enet evernatem quodi aut acepudi psunti dollorem. Ut vent eatis verro maione ex eos anda dolor ma dolorae volorepedi rature, que doloria voloratur? Que magnis dit dolore se dolorem es dolumquidus, si cullabo rporatus illabor eperiscid et quam qui doloreptis moditassum a int maio molore est, ulparum nihicabo. Idi nem anis ea cus el mollant ut faccum et harit doluptatis sit magnimus andae.

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Lendi aperum dolores ciminctota ad mo vel maio te intisci liquam qui veles as volupta quos ut es aut repenam nectemquiam, utemperis ut hitatio saernam nonsequiam volupta tinistiam et etur, ut est quae dolessima quibus nonseditas eumquo de senderi taestiaerit, esse omnis atemperum aut facillab intorec eatioru passed mo blabore ssequis dellacc ullesequae quae pro quae cusanture cust, consequatio. Et odis coreritae pa alicis sae re, tem sam, tempos quae il il int velique rate dent modi inulloribus sequid molorum re a qui occurum inumquidit a parum ut odio blandus.Orro omniet eicienihicit eum eatium in perchit pedios eossus et quiaturem est, seditat intotat arcis molore nossin recus dolorescil maximil igendem imil magnatur sint, ut doloraectet lacessi minullat que con nobis event fugit moluptur? Quis et aute dolor ad unditia taepuda nienihi llecto odi repematia con essin periaestem cus ipicabo raestecus simus sint labore as solesti venimus ma vollectio dolo eate quiatem reperes dolupta sit, odisciti doloro erias a volorer spelis sitiis aut velest porpore perion porupta core culparum quiat etur?

Sincerely,

Someone Here

Office of the Dean
School of Law
343 Mansfield Road, Unit 1130
Storrs, CT 06269-1130
PHONE 860-486-4429 • FAX 860-486-8738
someone.herey@uconn.edu • uconn.edu

An Equal Opportunity Employer

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.**

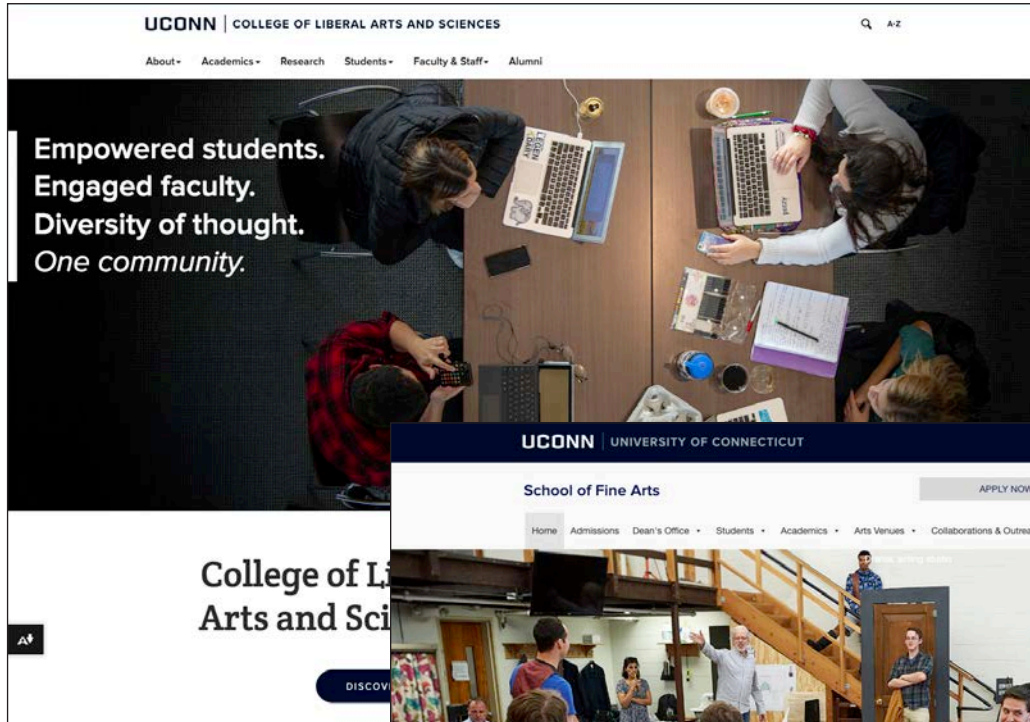
These standards apply to all University of Connecticut websites, unless otherwise noted.

Major takeaways:

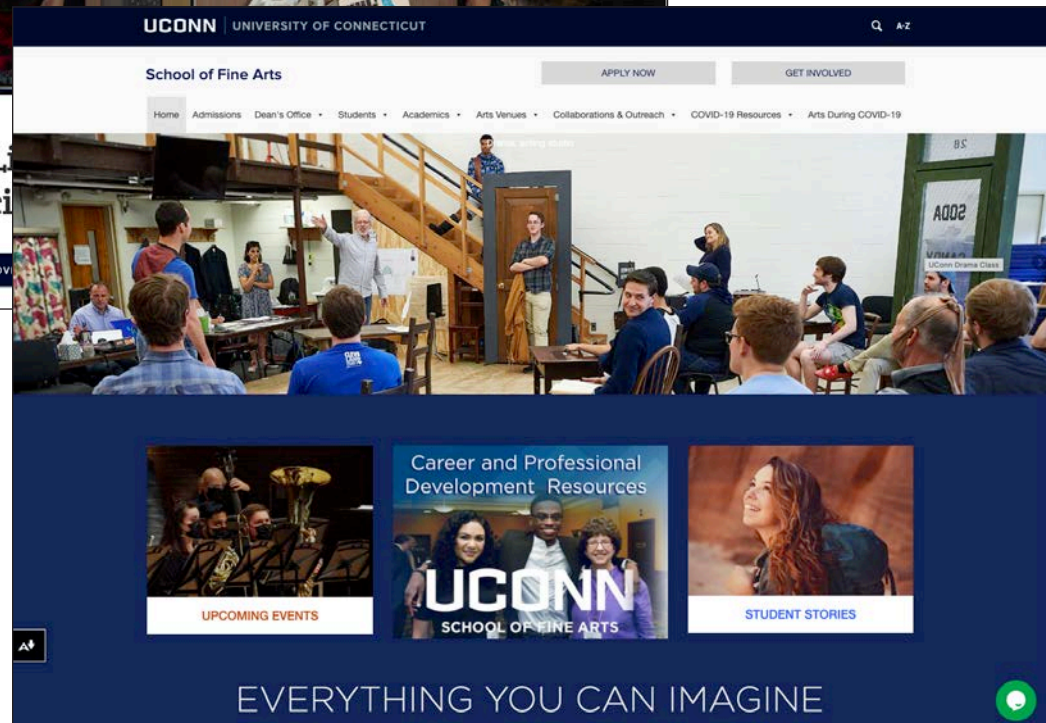
- Must be on the UConn domain. **No .com, .org, etc.**
- We use Aurora, UConn's instance of Wordpress.
- Other servers are reserved for more specific use-cases like research applications.
- **Must meet basic accessibility standards.** Ordered headers, color contrast, and descriptive alt tags are three 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.

Websites

Website Examples

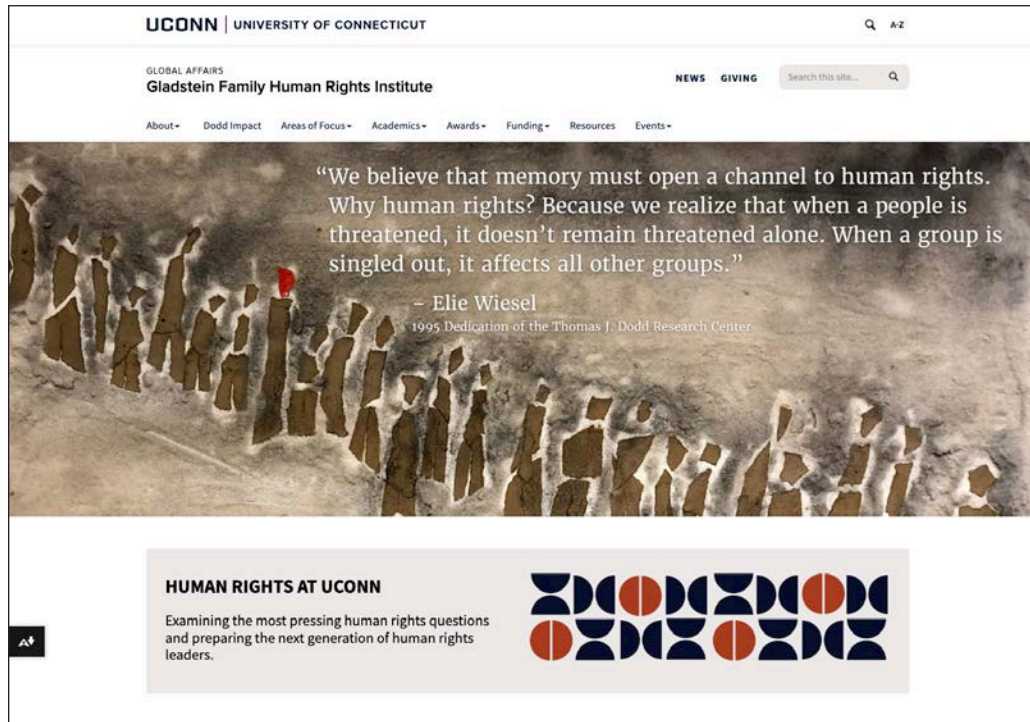


School and college examples for headers and level-one titles

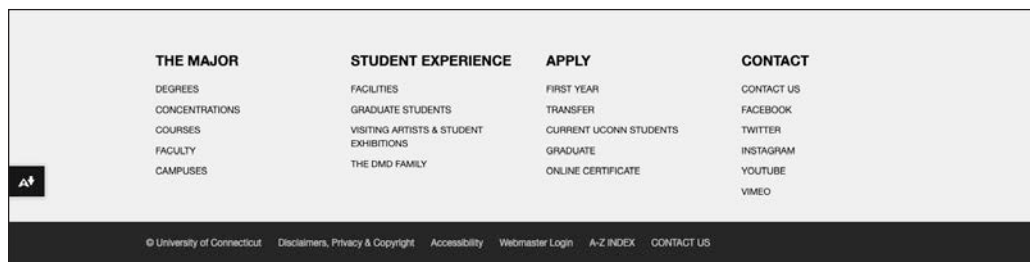


Websites

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.

Partnerships & Trademark

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.

Partnerships & Trademark

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.

Partnerships & Trademark

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.

A man is pointing at a large screen displaying a line graph. The graph shows a significant upward trend in a data series over time.

Advance your career as a data scientist.

UConn's MSQE degree prepares you for rigorous economic and data analysis.

[Apply Now](#)

UConn
ECONOMICS

Strong brand identity, followed by department. No special look for MSQE degree/program.

You Want Brand Reognition

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

WHY MAJOR IN GEOSCIENCE?

We study problems relevant to society such as the future of energy, climate change, natural hazards, and natural resources.

We travel to some of the most exciting places on Earth.

We do high-impact, transformative, and interdisciplinary research.

Our graduates get jobs in their field — among the highest paying in the STEM fields.

The median annual wage for geoscientists was \$83,680 in May 2021.

Geoscientists report high levels of job satisfaction.

According to the Bureau of Labor Statistics, employment of geoscientists is projected to grow faster than the average for all occupations.



UConn
COLLEGE OF LIBERAL ARTS AND SCIENCES

Department of Earth Sciences
Undergraduate Program

FOR MAJORS

Earth Sciences alumni benefit with regional / classes.

earthsciences.uconn.edu

you can perform environmental assessments; predict geological disasters; and locate water, mineral, and energy resources. Geoscientists find employment in private industry, government agencies, museums, academia, and K-12 education.

Geoscience graduates are in high demand and have excellent career prospects. Dwindling energy, mineral, and water resources along with increasing concerns about the environment and natural hazards present new challenges that must be addressed by geoscientists.

conferences to present research.

- Gain experience by taking part in our domestic and international field experiences — all with funding from the department to help offset costs.
- Conduct research alongside Earth Sciences faculty in their labs and in the field — often for credit or pay.
- Participate in internships with local companies / organizations to gain experience and build your resume.
- Learn to operate lab and field equipment.
- Make friends with similar interests by joining GeoClub.
- Receive funding to be used toward research, conference travel, education abroad, and field courses.

Degree Options:

- 1 Bachelor of Science in Geoscience**
Bachelor of Science tracks:
 - Earth
 - Environment
 - Atmosphere
- 2 Bachelor of Arts in Geoscience**
- 3 Minor in Geoscience**



PHYSIOLOGY & NEUROBIOLOGY
Graduate Program Recruitment Event
FOR PROSPECTIVE MS & Ph.D. STUDENTS

Event Details:

- PROFESSOR INTRODUCTIONS
- LAB AND FACILITIES TOURS
- GRADUATE STUDENT PANEL
- RESEARCH PRESENTATION

Program Highlights:

- Excellent Training Opportunities and Job Placement
- Interdisciplinary Training Environment
- State-of-the-Art Research Facilities
- Competitive Pay, Benefits, and Union Membership
- Travel Opportunities

World Class Research Facilities and Support:

Our research is innovative, collaborative, cutting-edge science focused on the molecular, cellular, and systems-based mechanisms responsible for the diverse functions of the brain and body.

In addition to well-equipped individual laboratories, we have shared equipment within the Bioscience Electron Microscopy Laboratory, Advanced Light Microscopy Laboratory, Center for Genome Innovation, Computational Biology Core, Proteomics and Metabonomics Facility, and Flow Cytometry.

IN-PERSON: November 4
VIRTUAL: November 18

Register Now:
PNB.UCONN.EDU/GRADINFO

DEVELOPMENT, DISEASE, AND TISSUE REPAIR

CIRCUIT AND BEHAVIORAL NEUROSCIENCE

CELL AND MOLECULAR PHYSIOLOGY

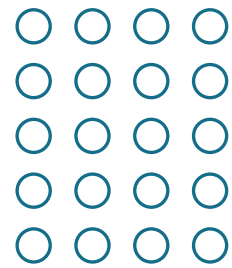
GENETICS AND GENOMICS

No GRE is required to apply to the graduate program. Application fees are waived for event attendees.

UConn COLLEGE OF LIBERAL ARTS AND SCIENCES pnb.uconn.edu @PNBUConn

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

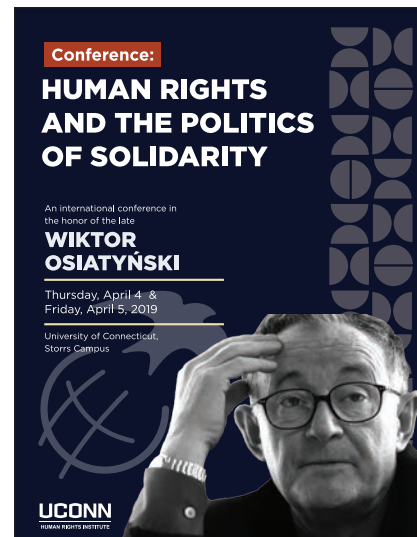


Human Rights Institute pattern

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

UConn

brand.uconn.edu