UCONN

Brand Training:
Get What You Need

brand.uconn.edu

07/22/2024

THE RULES:

Wordmarks & Assets

Wordmarks

Level One/Primary Wordmark/Logo

The UConn logo 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 Logo

UCONN
UNIVERSITY OF CONNECTICUT

Alternative Option -
University Logo

UCONN | UNIVERSITY OF CONNECTICUT

Alternative Option -
University Logo

Level Two Wordmarks/Logos

School, colleges, and regional campuses comprise the next tier in the UConn logo system. **These logos cannot be altered or replicated.**

UCONN
HARTFORD

UCONN | HARTFORD

UCONN
COLLEGE OF LIBERAL
ARTS AND SCIENCES

UCONN | COLLEGE OF LIBERAL
ARTS AND SCIENCES

Level Three Wordmarks/Logos

For UConn entities that are not a school, college, or regional campus, a personal logo 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 logo; rather, longer names must use multiple lines.

Departments may choose to use their official name or a shortened version for their personalized logos .

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

Extended Brands

Extended brands and specialty badges are available only in very limited circumstances.

Development of all extended brands and specialty badges requires the review and approval of University Communications.

Anniversaries or events 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

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.

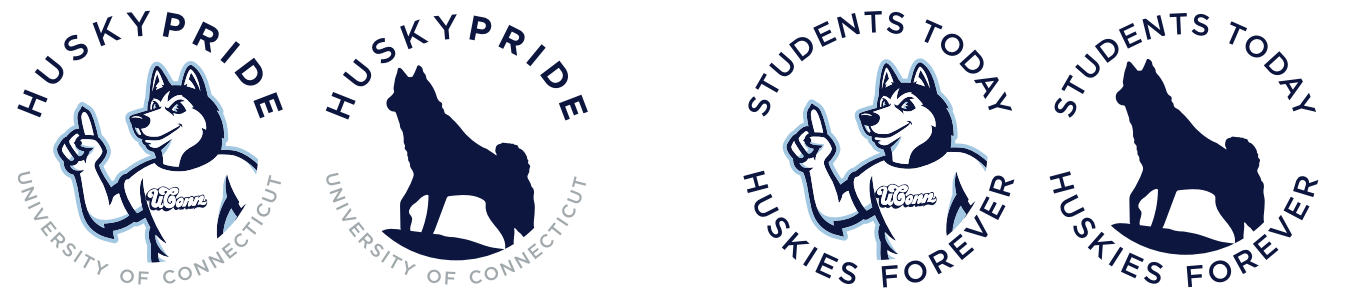
University community usage

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 hierarchy.

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 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 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 logo 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 logo to create confusion with other words or elements.

Minimum Size

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

The UConn logo 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 logos with more than one level of text will need to be sized up accordingly.

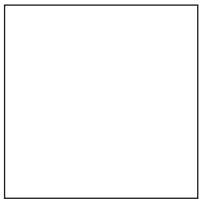
NO SMALLER THAN 1 INCH

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.

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.”**

Incorrect Usage

The UConn Wordmark

UCONN
UNIVERSITY OF CONNECTICUT

DO NOT change the font or add type to the wordmark.

UCONN
UNIVERSITY OF CONNECTICUT

UCONN
UNIVERSITY OF CONNECTICUT

DO NOT stretch or distort the wordmark.

UCONN
UNIVERSITY OF CONNECTICUT

DO NOT frame the wordmark in a restricting box.

UCONN
UNIVERSITY OF CONNECTICUT

DO NOT change position of any elements of the wordmark.

UCONN
UNIVERSITY OF CONNECTICUT

DO NOT alter the color of any part of the wordmark

UCONN

DO NOT use the wordmark on distracting backgrounds or colors outside the UConn color palette unless otherwise approved.

Correct Usage

University Stationery

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

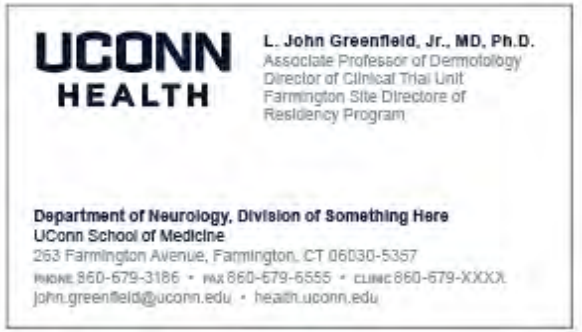
A variety of official templates, both print and electronic, are available for UConn academics (via P&S Services in HuskyBuy), which provide a flexible stationery system for the University community. **No other means of producing stationery is allowed.**

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



Stationery Examples : Letterhead

UCONN
UNIVERSITY OF CONNECTICUT

Firstname Lastname
Title 1
Title 2
Title 3

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.

Tatur aspedis volo maximus moloressiti re omnimolum, qui occullu ptiunt at. At res et aruntur molorep ercimin ullaccus. Explaut alibusdandit accat. Equo exerum ipsus mos estium etusantoria consequam dolorrumquo exceperum dest facescipis res quisquuntis estorer orescim inistrum excepudae sinvel inverum quibus, vendaep erruptatus coraest ut maionseque aut quos doluptat quiant expel imolestiisi que parionestiis qui cus eum eat rem quodio.

Lendi aperum dolores ciminctota ad mo vel maio te intisci liquam qui veles as volupta quos ut es aut repernam nectemquiam, utemperis ut hitatio saernam nonsequiam volupta tinistiam et etur, ut est quae dolessima quibus nonseditas eumquo de senderi taestiaerit, esse omnis atemperrum aut facillab intorec eatioru ptassed mo blabore ssequis dellacc ullesequae quae pro quae cusanture cust, consequatio. Et odis coreritae pa aliciis sae re, tem sam, tempos quae il il int velique rate dent modi inulloribus sequid molorum re a qui occum inumquidit a parum ut odio blandus.Orro omniet eicienihicit eum eatium in perchit pedios eossus et quiaturem est, seditat intotat arciis molore nossin recus dolorescil maximil igendem imil magnatur sint, ut doloraectet lacessi minullaut que con nobis event fugit moluptur? Quis et aute dolor ad unditia taepuda nienihi llecto odi repernatia con essin periaestem cus ipicabo raestecus simus sint labore as solesti venimus ma vollectio dolo eate quiatem reperes dolupta sit, odisciti dolorro erias a volorer spelis sitius 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 860-486-8736
someone.hersey@uconn.edu • uconn.edu

An Equal Opportunity Employer

Web Standards

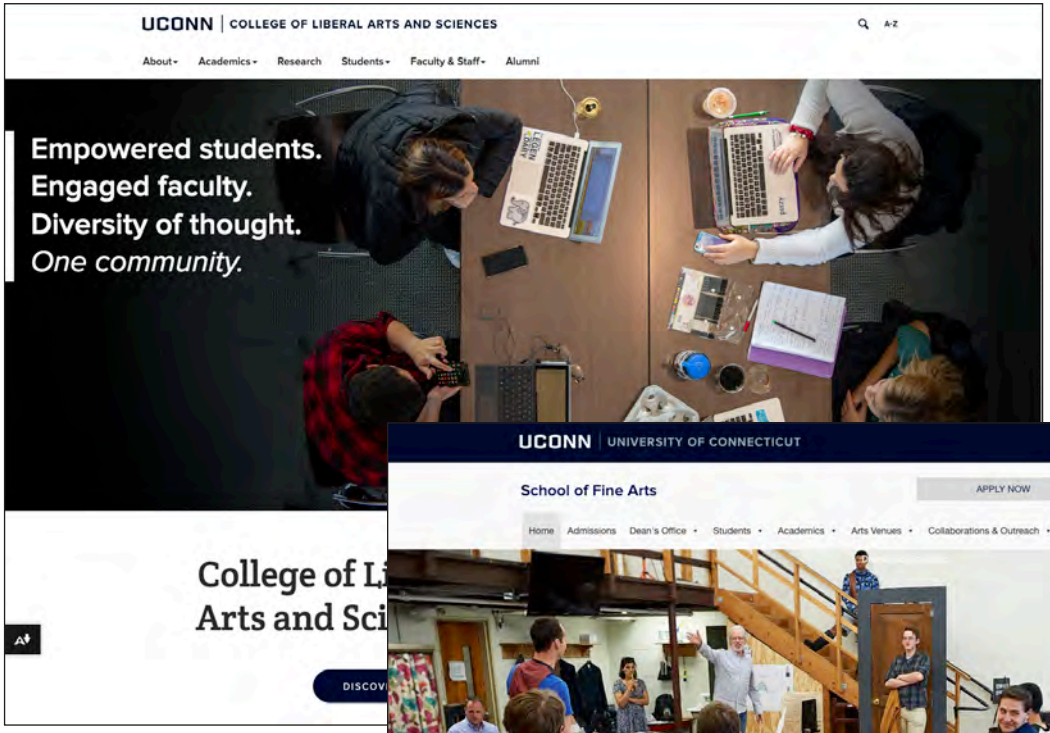
UConn's website is one of the primary ways that we communicate our message to the University community and external audiences. **It is vital that all UConn websites and pages are consistent in appearance and functionality.**

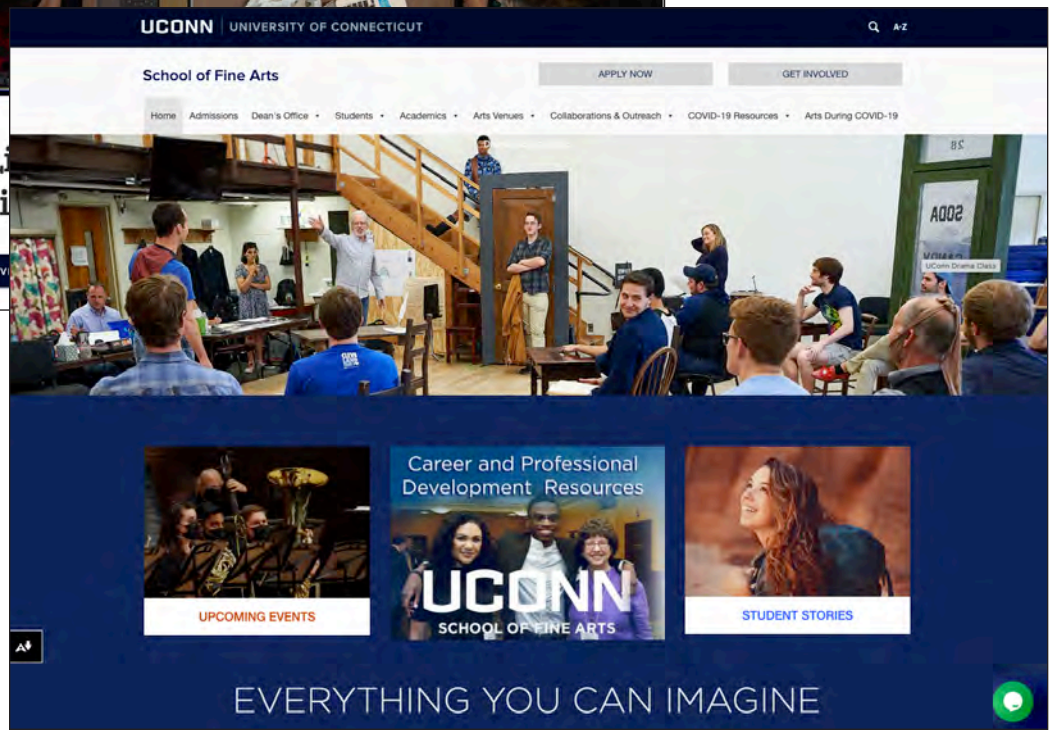
These standards apply to all University of Connecticut websites, unless otherwise noted.

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.

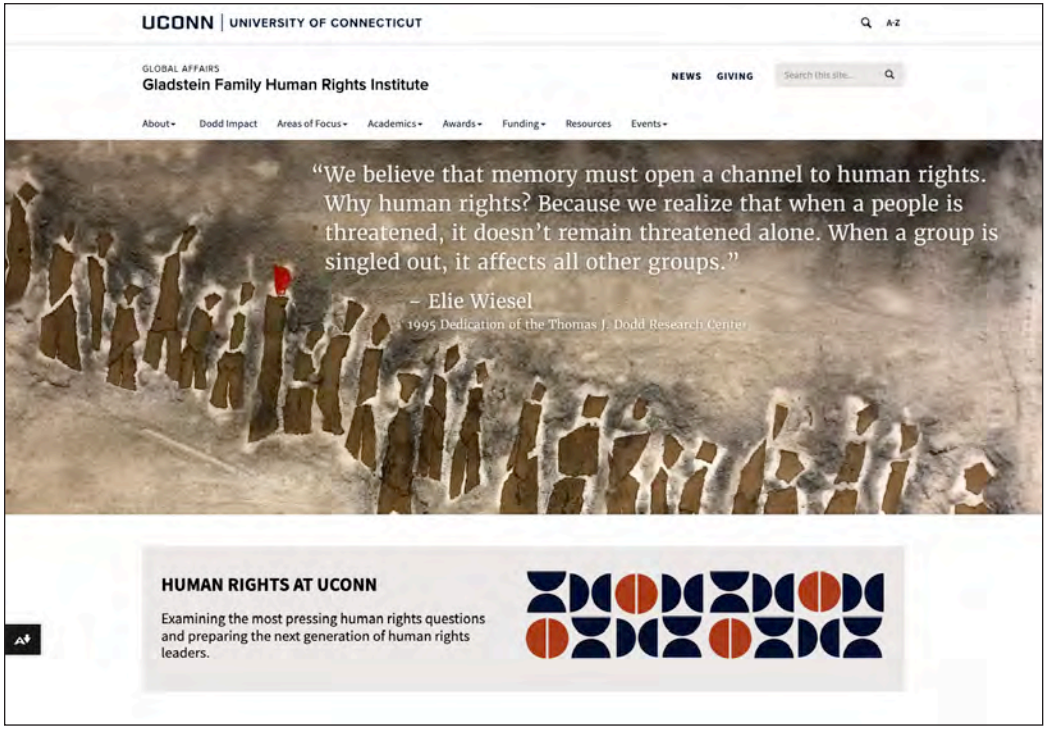
Website Examples





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.

Marketing & Branding

Need A Logo?

I Need A Logo

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

UCONN
UNIVERSITY OF CONNECTICUT

UCONN
COLLEGE OF AGRICULTURE, HEALTH AND NATURAL RESOURCES

UCONN
HARTFORD

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.

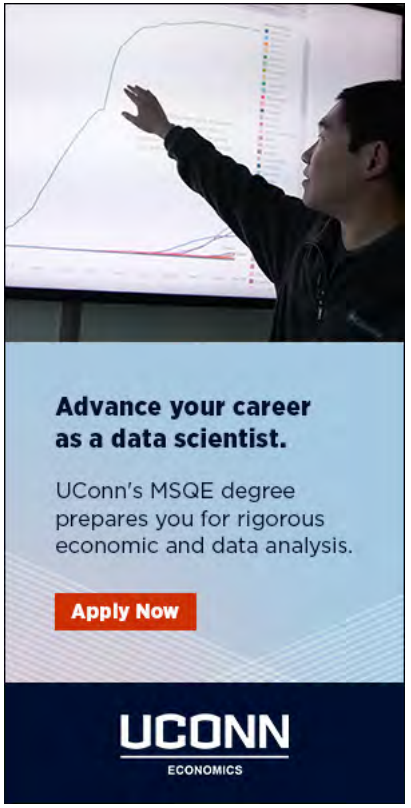
You Want Brand Recognition

Strength does not come from individualization.

Strength comes from brand recognition.

Strong brand identity, national recognition.

Only recognizable if you know what KSI is.



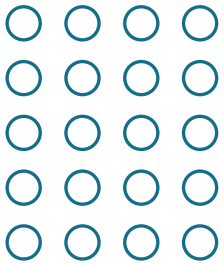
Strong brand identity, followed by department. No special look for MSQE degree/program.

You Want Brand Recongition

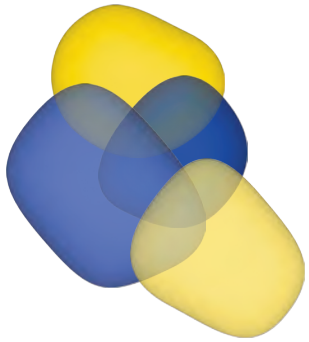
Strengthen your unit's content and visual approach by leaning into the UConn brand and creating BETTER content and BETTER visual appeal.

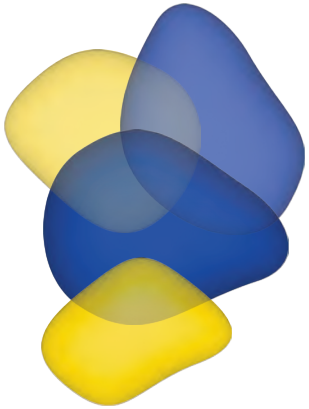
Artwork

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

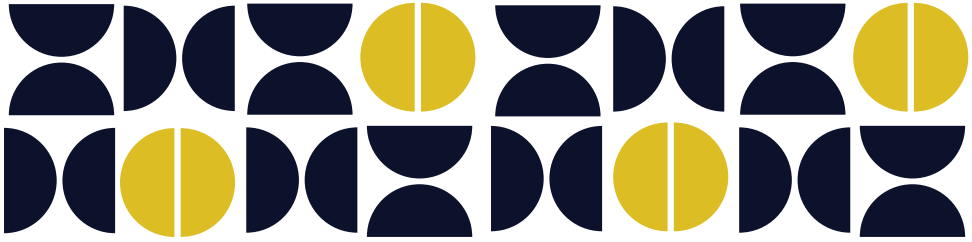


Innovations Institute elements





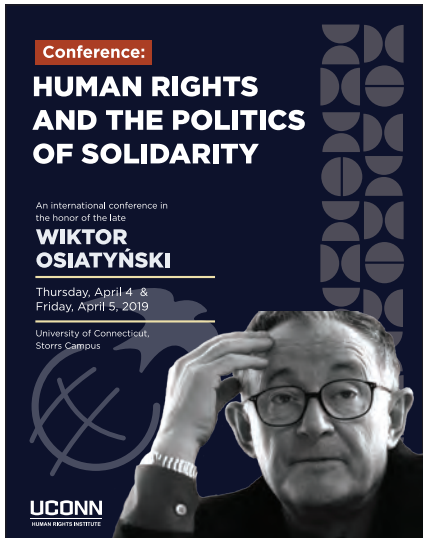
Center for Neurodiversity



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. Reach out to University Communications 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/unit communications office
- University Design Services, through University Communications
- DIY: Canva, etc.

You Need Promo Items

- T-shirts
- Giveaways
- Other tchotchke items

Resources to Get It Done

- School/college/unit communications office
- Work directly with JMA, university promo vendor. If working directly with JMA, you must share your design product with your school/college/unit 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/unit 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/unit 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

All marketing materials, advertisements, and promo items **must be approved by your school/college/unit communications office or University Communications prior to publication or production. 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