THE UNIVERSITY OF CONNECTICUT BRAND

The words you choose. The type you use. The colors, graphics, and imagery you showcase. How you communicate supports the underlying theme in the University of Connecticut story. It is what shapes people’s perceptions of us. It is our brand.
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BRAND VALUES

As an institution of higher education, UConn is complex and multi-faceted. The University, while grounded in proud historical tradition, is dynamic and evolving. At this particular time in our history, select attributes and personality traits have been identified to help articulate our brand identity.

Broadly speaking, these essential characteristics help define who we are as an institution:

OPTIMISTIC        SMART
INQUISITIVE       TRUSTED
DRIVEN            WINNING SPIRIT
BRAND IDENTITY

This guide provides an overview of UConn’s Brand Identity System. More comprehensive information is available at brand.uconn.edu. Together, this guide and the website provide our community and constituents with a complete framework for University standards.

Using this guide, UConn faculty, staff, partners and suppliers will be able to easily and effectively translate the UConn brand across a wide range of applications and media.
COLOR PALETTE

The UConn Primary Color Palette:
Navy Blue - PANTONE 289
White - Opaque White
Grey - PANTONE 430

The UConn Secondary Color Palette:
(Specialty Usage for Athletics)
Red - PANTONE 185
Grey - PANTONE 429
Blue - PANTONE 543, Husky Eyes Only

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The colors shown on this page and throughout this manual have not been evaluated by Pantone, LLC. for accuracy and may not match the Pantone color standards.
PRIMARY WORDMARK

The UConn wordmark is a unique design that creates a strong and powerful identity for the University. It can stand alone to convey a simple and clean message, or be used with the University of Connecticut type to establish a strong foundation and sense of balance.

There are three interchangeable primary wordmarks, which include vertical and horizontal arrangements.
TYPOGRAPHY ELEMENTS

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 wordmark, used by the University and UConn Athletics. When used as part of the Brand Identity System, the words “UCONN,” and “Huskies” appear in University of Connecticut Extended. In these cases, the font is considered a graphic as opposed to type.

Gotham Bold – the typeface selected for the “University of Connecticut” type in the primary wordmark, and established wordmarks for UConn Health, schools, college, and regional campuses. Gotham Bold, Black, and Ultra should not be used on any University-affiliated communications, except as part of an established wordmark. Gotham Thin, Book, and Medium are able to be used. Look-alike fonts that resemble Gotham should not be used for any wordmarks. Exceptions may be granted upon review by University Communications.

Arial – the typeface selected for personalized wordmarks for departments and affiliated groups (see page 10). This font is editable and should be used as a complement to the wordmark system.

Outside of these minor restrictions, simply utilize discretion when choosing fonts that complement the UConn brand. Also, please note that when used in cases other than the wordmark, the word UConn should simply be written as “UConn” not “UCONN”.

UCONN
UNIVERSITY OF CONNECTICUT
**PROTECTED AREA/MINIMUM SIZE**

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

Type should not be used in close enough proximity to the wordmark to create confusion with custom workmarks. In these instances, $X = \text{the height of the “U” in UCONN}$.

Wordmarks should never be reproduced smaller than the minimum size of one inch.

$X = \frac{1}{2} \text{height of the “U” in “UCONN”}$
CUSTOM WORDMARKS

Established

Established wordmarks have been created for each of the University’s schools, colleges and regional campuses. These wordmarks cannot be altered or replicated. Full sets of each established wordmark are available to download at brand.uconn.edu.
CUSTOM WORDMARKS

Personalized

For UConn entities that do not have an established wordmark, a personalized wordmark may be created. This mark allows for one or two levels of information hierarchy. Departments may choose between their official office name or a shortened version for their personalized wordmark. For example, the Office of Undergraduate Admissions may choose to display its full name or simply “Undergraduate Admissions.”

Department or group names used in personalized wordmarks should not extend beyond the width of the primary wordmark; rather, longer names should wrap to multiple lines.

There are a number of options available for each personalized wordmark. University Communications can provide guidance on layout that best suits individual needs. Please email brand@uconn.edu.
CUSTOM WORDMARKS

One-Level Option
For a one-level option, the department or affiliated group should utilize the primary wordmark as the starting point. The department or group name should be in Arial font and use all capital letters.

- For the one-level option, vertical and horizontal arrangements can be used.

Two-Level Option
Should the department or affiliated group wish to identify with a school, college or regional campus that has an established wordmark, a two-level option is available. In this case, the department or group should utilize the relevant established wordmark as the starting point. The department or group name should be in Arial font and use all capital letters.

- For the two-level option, only the vertical arrangement can be used.
WORDMARK OPTIONS AND VARIATIONS

Primary Wordmark Color Options
The UConn wordmark can be displayed in one or two colors. The one-color option can utilize blue, black, or be knocked out when used on a dark background.

The two-color option includes “UCONN” in navy blue and “University of Connecticut” in grey.

When the wordmark is displayed using special print and/or fabrication techniques such as embossing or engraving, colors other than the official colors may be necessary. These colors should be the result of the requirements of the technique and they should be natural, neutral and compatible with the official identity (e.g., silver, gold, wood grain).

Please see page 4 for specific Pantone colors.
WORDMARK OPTIONS AND VARIATIONS

Established and Personalized Color Options
Schools, colleges, regional campuses, departments, or affiliated groups may use the one-color options as explained on page 12.

Two-color options utilize navy blue and grey, only as shown in the examples to the right.

Please see page 4 for specific Pantone colors.
OAK LEAF SYMBOL AND UNIVERSITY SEAL

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.

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 University for diplomas and other official documents, and should not be used on apparel, promotional items, etc.

Identifying Mark
The oak leaf and University seal can be displayed in navy blue, black, or knocked out when used on a dark background. When displayed using special print and/or fabrication techniques such as embossing or engraving, colors other than the official colors may be necessary. These colors should be the result of the requirements of the technique and they should be natural, neutral and compatible with the official identity (e.g., silver, gold, wood grain).

Design Element
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. It can be displayed in navy blue, black, knocked out when used on a dark background, or as a watermark. For guidance, please contact University Communications at brand@uconn.edu.

Please see page 4 for specific Pantone colors.
OAK LEAF SYMBOL AND UNIVERSITY SEAL
PROTECTED AREA/MINIMUM SIZE

Oak Leaf Symbol

• When used as an identifying mark, to ensure clarity and integrity of the seal and symbol, it is imperative that no other graphic elements violate the protected area of 1/2 the height of the oak leaf. The oak leaf symbol should never be smaller than 3/8 of an inch.

• The oak leaf should not be used in close enough proximity to the wordmark to compromise the integrity of either element or create confusion about appropriate display of the wordmark. For questions, email brand@uconn.edu.

X = 1/2 height of the oak leaf

University Seal

• To ensure clarity and integrity of the seal, it is imperative that no other graphic elements violate the protected area. All words and images used in proximity to the seal should be placed no closer than the distance equal to the width of its circular band.

• Also, to ensure legibility, the University seal should never be smaller than 3/4 of an inch.

For information about specialty seals such as those used on laboratory coats, visit brand.uconn.edu.

Please see page 4 for specific Pantone colors.
THE 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.

Husky Dog Pride Logo

The Husky Pride logos are for use by University staff in email signatures and on approved promotional products, apparel or signage. The Husky Pride logo is meant to be used as created; the Husky Dog may not be removed from the logo and used on its own.

The Husky Pride logos are available for download at brand.uconn.edu.

For Husky Pride and all other Husky Dog logo questions, please contact the Office of Trademark Licensing and Branding at licensing@uconn.edu, 860.486.9097.
BRAND APPLICATIONS

When establishing a brand, consistency is key. Using the Brand Identity System in a consistent manner will build credibility for the brand, increase recognition and set us apart from the competition. As design elements evolve, remember that consistency is the cornerstone of a memorable brand experience.

In the instance that an opportunity arises that is not addressed in this guide, the University has assembled a team of brand advocates and managers who are able to assist you with additional needs.

Please email brand@uconn.edu.
BRAND APPLICATIONS

Stationery

It is essential that all stationery items be of consistent design and print quality. A variety of official templates is available, which provides a flexible stationery system for the University community. A sample of stationery options can be seen on the right. The full system is available through the following:

**Kuali System**
for the Storrs campus, regional campuses and Law School
kuali.uconn.edu

No other means of producing stationery is allowed. For detailed information and best practices for utilizing the templates, visit brand.uconn.edu.

Web and Mobile

As technology continues to evolve, so will the University's web and mobile standards. For the most current information on these standards, including color and font selections, sizing requirements and ADA compliance, visit brand.uconn.edu.
BRAND APPLICATIONS

Vehicles

The UConn wordmark is the preferred brand element on official UConn service vehicles and buses. In cases where a vehicle needs to be identified for special access privileges, the department name can be added to the wordmark. A sample of vehicle options can be seen on the right.

For authorization to use the wordmark on a vehicle, please contact University Communications at brand@uconn.edu.
BRAND APPLICATIONS

Incorrect Uses

In order to present a strong and unified brand, it is important to utilize the brand identity elements in a way that enforces, rather than jeopardizes, the overall brand. The sample incorrect uses illustrated on these pages demonstrate some common errors that must be avoided.
Incorrect Uses, continued

**DO NOT** reproduce in any colors other than those in the approved palette

**DO NOT** knock out the seal

**DO NOT** overlap the official seal with other elements

**DO NOT** enclose or frame the seal in a shape or area

**DO NOT** manipulate or distort proportions
TRADEMARK AND LICENSING

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.

Who Needs a License?
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. In addition, promotional licenses must be obtained by companies or organizations wanting to associate with the University through any use of its trademarks.

For more information, please contact the Office of Trademark Licensing and Branding at licensing@uconn.edu, 860.486.9097.
TRADEMARK AND LICENSING

UConn’s Office of Trademark Licensing and Branding serves four primary purposes:

• Promote UConn through licensed products and other licensing arrangements.

• Preserve UConn’s history by protecting historically significant and important trademarks.

• Protect UConn’s image and reputation through trademark usage and ensure that the only entities using our trademarks for commercial purposes have the legal right to do so.

• Profit from the sale of officially licensed merchandise and other licensing agreements, which funds various athletic and academic programs.