# UCONN

# Quick Brand Guide

### **Level One/Primary Wordmark**

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.

**Preferred Option** 

**Alternative Option** 

Alternative Option





# UCONN | UNIVERSITY OF CONNECTICUT

#### **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.





### **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

## **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.



## **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:

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



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#### **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.

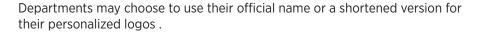




### **Level Three Wordmarks/Logos**

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.





#### **Incorrect Uses**



**DO NOT** stretch or distort the wordmark.



**DO NOT** alter the color of any part of the wordmark



**DO NOT** frame the wordmark in a restricting box.





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

# **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.





# What UConn Is Not

When used in written communications, the word UConn should simply be written as "UConn," not "UCONN."