

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

UConn

Alternative Option

UConn
UNIVERSITY OF CONNECTICUT

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.

UConn

1 INCH



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

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.



UConn

Quick Brand Guide

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.

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



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."