



Community Network — Brand Guide

Level One

The UConn Health logo is the core element of the UConn Health brand. It represents all clinical, academic, and research entities that fall under UConn Health.

Preferred Option



Alternative Option - LIMITED USE!

Please contact srosen@uchc.edu for approvals



Level Two

Community Network is the umbrella term that encompasses all UConn Health community partner organizations. **This logo does not** represent a clinical, academic, or research entity and should only be used to represent the network as a whole, not the individual community partners.

RESTRICTED USE. Please consult the UConn Health marketing department before use.



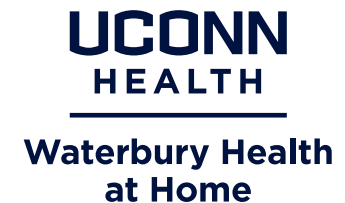
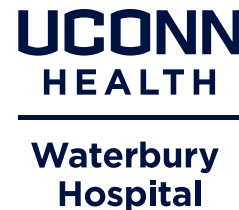
Level Three

Any medical group falling under the UConn Health Community Network is represented by a level 3 wordmark and is used to identify that particular office or satellite.

The UConn Health Community Network Medical Group logo should be used to represent services formerly under Allied Medical Group.

The UConn Health Waterbury Hospital logo should be used to represent any hospital-based service.

The UConn Health Waterbury Health at Home logo should be used to represent services formerly under VNA Health at Home.





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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 UConn Health logo should be at least 75 pixels wide 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

Acronyms

UConn Health **does not use acronyms** to represent any entity, organization, location, or service. Acronyms such as UCH, UCHC, UHWH, and UCHCN should never be used, as they dilute the brand.

Husky Dog Logo

The Husky Dog logo is the official logo of UConn Division I sports teams, and as such is reserved **ONLY for UConn Athletics**.



The Husky Dog logo should not be included in email signatures or used in any other manner.

It's UConn, Not UCONN

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

Email Signatures

While there are no set standards regarding email signatures, departments and individuals may choose to utilize a consistently styled and professional signature. Follow the example below:

First and Last Name, MD, PhD, APRN *(Degrees and Certifications only)*

Pronouns, i.e., (she/her/hers) *(Optional)*

Job Title

Department

UConn Health Waterbury Hospital *(or UConn Health Community Network Medical Group or UConn Health Waterbury Health at Home)*

Street Address 1, Street Address 2, City, CT 06XXX

Phone: XXX-XXX-XXXX | Fax: XXX-XXX-XXXX

Email: XXXX@wtbyhosp.org

waterburyhospital.org

P.S. Please note that my emails may be sent outside of normal working hours. I do not expect a response during that time. *(Optional)*

Out of Office Date(s): XX/XX *(Optional)*