UConn Extension Brand Standards

Logo usage and BMPs, as they relate to the CAHNR Department of Extension

Updated 3/23/22 (Kara Bonsack, Stacey Stearns)

UConn Extension adheres to the same logo usage requirements and guidelines the UConn logo does. Therefore, much of the following has been copied from the main UConn Brand website, with modifications to be more applicable to Extension. https://brand.uconn.edu/standards/wordmark-and-logos/primary-wordmark/

Primary Wordmark (UConn Logo)

The UConn wordmark is a unique design that creates a strong and powerful identity for the UConn brand. 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. The following three options can be used. Vertical or horizontal versions of all logos are available to best suit your need.

SIZE

The wordmark should never be reproduced smaller than one inch wide (example below), or an equal pixel size to the resolution you are working in when used for web. This applies to the Extension logo as well.

SPACE/PROTECTED AREA

$X = 1/2$ the height of the "U" in "UCONN" (example). However, type should not be close enough to the wordmark to create confusion with custom wordmarks. In instances where type is used in close proximity, $X=$ the height of the "U" in "UCONN." The best management practice is to leave the wording as is.

This means that there is a protected area around the wordmark. You need to leave enough space in between the wordmark and any other text for the wordmark to appear as its own distinct image.
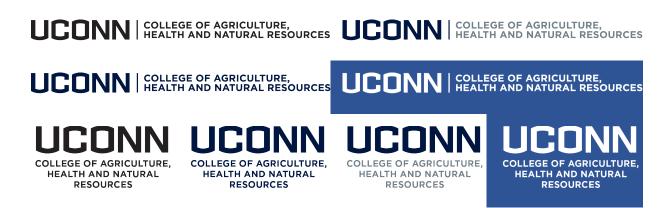

Colors

The one-color option for UConn logos utilizes **navy blue**, **black**, or **white** when used on a dark background. The two-color option includes 'UCONN' in **navy blue** and 'University of Connecticut' in **gray**. Do not use any other color combination.

NAVY BLUE		WHITE		GREY	
PANTONE:	289	**OPAQUE WHITE**		**PANTONE:**	430
CMYK:	100 / 76 / 12 / 70	**CMYK:**	0 / 0 / 0 / 0	**CMYK:**	33 / 18 / 13 / 40
RGB:	0 / 14 / 47	**RGB:**	255 / 255 / 255	**RGB:**	124 / 135 / 142
WEB:	#000E2F	**WEB:**	#FFFFFF	**WEB:**	#7C878E

Custom Wordmark Established (UConn CAHNR Logo)

Established wordmarks/logos have been created for each of the University's Schools, Colleges, and regional campuses. These wordmarks cannot be altered or replicated, but are available in a variety of color options (see examples in above). The protected area and minimum size requirements for established wordmarks are the same as those for the primary wordmark/logo. An example of a custom wordmark is the UConn CAHNR logo.

The following are all the examples of the approved color combinations of *Custom Wordmark Established* for CAHNR.

Custom Wordmark Personalized (CAHNR Extension Logo)

The protected area and minimum size requirements for personalized wordmarks/logo are the same as those for the primary wordmark/logo. The following Extension logos are appropriate for use. The horizontal logo is the preferred choice of the Department of Extension.

For those in the Cooperative Extension System, we have personalized wordmarks that list your home department and Extension.

Department logos can be downloaded at: cag.uconn.edu/communications

UCONN | COLLEGE OF AGRICULTURE,
HEALTH AND NATURAL RESOURCES

EXTENSION

UCONN | COLLEGE OF AGRICULTURE,
HEALTH AND NATURAL RESOURCES

EXTENSION

UCONN | COLLEGE OF AGRICULTURE,
HEALTH AND NATURAL RESOURCES

EXTENSION

UCONN
COLLEGE OF AGRICULTURE,
HEALTH AND NATURAL
RESOURCES

EXTENSION

UCONN
COLLEGE OF AGRICULTURE,
HEALTH AND NATURAL
RESOURCES

EXTENSION

UCONN
COLLEGE OF AGRICULTURE,
HEALTH AND NATURAL
RESOURCES

EXTENSION

UCONN
COLLEGE OF AGRICULTURE,
HEALTH AND NATURAL
RESOURCES

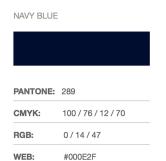EXTENSION

Extension Best Management Practices

LOGOS

1) The Extension wordmark/logo must be included on every document that originates with one of our programs, and that we partner on. (See Wordmark/Logo usage guidelines above.)
2) For joint programs between multiple departments (e.g. Extension and Plant Science), we have joint wordmarks. The other option is to use the College wordmark and list all the departments included.
3) When placing a file on a background other than white, use a PNG or EPS file to avoid having a white box around the wordmark. If you are using a program such as Microsoft Word or PowerPoint, save the file on your desktop and then insert from within the program. You may not have the capability to view the file just by clicking on the downloaded file; this does not mean that you are not able to place it into a document.
4) Do not stretch or distort logos.

5) When using a JPG or PNG file, to maintain the integrity of the graphic, please do not scale the original larger than its original size. If a larger mark is needed than what the original file size provides, please use the EPS files (vector art), as scaling will not affect the quality of these files (ask Stacey if you need help resizing a logo). To scale a photo while still maintaining the correct aspect ratio, hold the shift key down while dragging the corner of the image.
6) Guidelines for the creation of a new logo are outlined here http://cag.uconn.edu/communications/logoguidelines.php

COLORS

To maintain a consistent message throughout the Department of Extension, the following color scheme can and should be used whenever possible. Exceptions include specific programs that have identifiable and/or already well-established colors schemes (i.e. 4-H uses green, PEP uses purple and light blues, etc.)
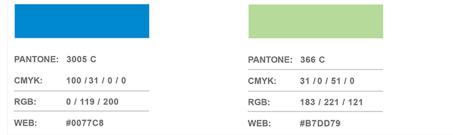
Primary University Colors

NAVY BLUE		WHITE		GREY	
PANTONE:	289	**OPAQUE WHITE**		**PANTONE:**	430
CMYK:	100 / 76 / 12 / 70	**CMYK:**	0 / 0 / 0 / 0	**CMYK:**	33 / 18 / 13 / 40
RGB:	0 / 14 / 47	**RGB:**	255 / 255 / 255	**RGB:**	124 / 135 / 142
WEB:	#000E2F	**WEB:**	#FFFFFF	**WEB:**	#7C878E

Primary Extension Colors

PANTONE:	3005 C	**PANTONE:**	366 C	**PANTONE:**	200 C
CMYK:	100 / 31 / 0 / 0	**CMYK:**	31 / 0 / 51 / 0	**CMYK:**	3 / 100 / 70 / 12
RGB:	0 / 119 / 200	**RGB:**	183 / 221 / 121	**RGB:**	186 / 12 / 47
WEB:	#0077C8	**WEB:**	#B7DD79	**WEB:**	#BA0C2F

EXTENSION TAGLINES AND DESCRIPTIONS

To maintain a consistent message throughout Extension, the following phrases can and should be used:

Primary Extension Tagline:

UConn Extension is on a collaborative journey. We co-create knowledge with farmers, families, students, communities, and businesses. We educate. We convene diverse groups to help solve problems. Join us.

More Options:

"UConn Extension – A CAHNR Program"

"Empowering communities by building a network of awareness and knowledge."

"Extension is a nationwide effort of the federal, state, and county governments to give the public access to research-based information, scientific expertise, and educational programs they can use to enhance their everyday lives."

"At UConn, Extension is an outreach arm of the University and the College of Agriculture, Health and Natural Resources (CAHNR). UConn Extension has 8 regional offices in Fairfield, Hartford, Litchfield, Middlesex, New Haven, New London, Tolland, and Windham counties. We also have offices at the UConn Storrs and Avery Point Campuses, and the 4-H Educational Center at Auerfarm in Bloomfield."

"UConn Extension works in all 169 towns of Connecticut with a network of over 100 educators, scientists, and volunteers."

"UConn Extension Ties Research To Real Life" Or "Tying Research to Real Life"

FONT USE

UConn Branding Standards allow for flexibility. Below are popular recommendations.

UConn Communications uses:
- Gotham
- Arial
- Proxima Nova
- Garamond

CAHNR Communications uses:
- Open Sans
- Merriweather

Extension Communications uses:
- Headers/callouts – Korolev
- Main Body – Adobe Garamond Pro/Garamond

Suggestions for Publications read ONLINE:

- Avenir
- Arial
- Franklin Gothic
- Gotham
- Korolev
- Open Sans
- Proxima Nova
- Raleway
- Roboto

Suggestions for PRINTED Publications:

- Garamond/Pro
- Times New Roman

UConn **Required** Equal Opportunity Statement for Publications

UConn has a policy concerning non-discrimination statements in publications. Here's a link to the policy: https://policy.uconn.edu/2011/05/31/non-discrimination-policy-statements/. Depending on the type of publication, there are different statements that may be used, please refer to this website. Below is ONLY the general statement.

ADA

UConn Extension is committed to providing equal access and full participation for individuals with disabilities within all our programs and activities. Visit s.uconn.edu/accessibility for more resources.

General University Communications

Short Form

Required for publications with significant space limitations such as pamphlets, postcards, advertisements and one-page announcements (flyers and posters).

UConn complies with all applicable federal and state laws regarding non-discrimination, equal opportunity, affirmative action, and providing reasonable accommodations for persons with disabilities. Contact: Office of Institutional Equity; (860) 486-2943; equity@uconn.edu; http://www.equity.uconn.edu.

Long Form

Required for books, booklets, brochures, catalogs, directories, and similar documents or publications that offer more flexibility in the use of space.

The University of Connecticut complies with all applicable federal and state laws regarding non-discrimination, equal opportunity and affirmative action, including the provision of reasonable accommodations for persons with disabilities. UConn does not discriminate on the basis of race, color, ethnicity, religious creed, age, sex, marital status, national origin, ancestry, sexual orientation, genetic information, physical or mental disability, veteran status, prior conviction of a crime, workplace hazards to reproductive systems, gender identity or expression, or political beliefs in its programs and activities. Employees, students, visitors, and applicants with disabilities may request reasonable accommodations to address limitations resulting from a disability. For questions or more information, please contact the Associate Vice President, Office of Institutional Equity, 241 Glenbrook Road, Unit 4175, Storrs, CT 06269-4175; Phone: (860) 486-2943; Email: equity@uconn.edu / Website: http://www.equity.uconn.edu.

Extension Communications Support

Stacey Stearns and Kara Bonsack are Extension's Communications staff. We can help with websites, design, promotion, videos, social media, and other communications projects.

Please submit requests for Communications support at: https://s.uconn.edu/extensioncomms. You can email stacey.stearns@uconn.edu with specific questions.

Your project may be sent to CAHNR's Office of Communications or to UConn Communications, however, they have requested that projects be facilitated through Extension Communications.

Resources

UConn Brand Standards: https://brand.uconn.edu/standards/wordmark-and-logos/
UConn Color Guide:
https://brand.uconn.edu/wp-content/uploads/sites/1060/2015/01/UCONN-Color-Guidelines1.pdf
CAHNR Communications: http://cahnr.uconn.edu/communications/
CAHNR College and Departmental logos: http://cag.uconn.edu/communications/logos.php
UConn-wide logos: https://brand.uconn.edu/downloads/logos/
Extension Contact - Stacey Stearns: stacey.stearns@uconn.edu