UConn CAHNR Extension Communication Resources

Best Management Practices
- UConn not UCONN
- Always include the CAHNR Extension word mark
- Include the statement: *UConn is an equal opportunity provider* on any print materials
- Strive for ADA compliance on all materials
  - UConn HR: https://accessibility.uconn.edu/faculty_staff_resources/
  - Alt Text tags: https://accessibility.its.uconn.edu/2018/09/14/unique-and-descriptive-more-tags/#
  - General for communications: https://accessibility.its.uconn.edu
  - Readable fonts (and sizes): https://www.digitalauthority.me/resources/ada-compliant-font-size/#:~:text=Not%20all%20fonts%20are%20designed,color%2C%20size%2C%20and%20contrast.
  - Color contrast analyzer tool (I use this one): https://chrome.google.com/webstore/detail/color-contrast-analyzer/dagdlcijhfbmgkjokkjicnnfimlebcll?hl=en

Logos and Colors:
- UConn brand standards: https://brand.uconn.edu/
- Logo downloads: http://cag.uconn.edu/communications/logos.php
  - The logo is also called the word mark
  - The logo should never be smaller than one-inch
  - It should not be too close to other logos (e.g. looking like they are part of the same logo)
- Release forms (photo/video): http://cag.uconn.edu/communications/photo-resources.php
- UConn Navy Blue – Pantone 289C
  RGB: 12 35 64
  HEX/HTML: 0C2340
  CMYK: 100 66 0 76
- CAHNR Green -
  RGB: 80 175 85
  HEX/HTML: #50af55
  CMYK: 54 0 51 31

Extension Accounts:
Website: https://cahnr.uconn.edu/extension/

Blog: https://blog.extension.uconn.edu/
YouTube: https://www.youtube.com/user/uconnextension
Facebook: https://www.facebook.com/uconnextension/
Twitter: https://twitter.com/UConnExtension
Instagram: https://www.instagram.com/uconnextension/
Pinterest: https://www.pinterest.com/uconnextension/
Podbean: https://uconnextension.podbean.com/ and
https://connectingconnecticut.podbean.com/
TikTok: https://www.tiktok.com/@uconnextension?

Software Available

Aurora Wordpress – Website platform – we can request sites for you
       Aurora tutorials: https://aurora.uconn.edu/training/
Keap/InfusionSoft – Customer Relationship Manager for email marketing
       https://keap.com/ - let me know if you want to start email marketing. We are
       switching to Salesforce in the Fall 2021 semester.
Google Analytics – detailed analytics for your websites
YouTube Analytics – detailed analytics for your videos
Qualtrics – survey software available to everyone within UConn Extension
       Create an account and log in at: https://oire.uconn.edu/qualtrics/
Canva – We have a Pro account you can use for design.

Media/Press

We have a list of media contacts that we can share with you, pitch a story for you, or promote a press release on your behalf.

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