
Wordmark

The University’s schools and colleges are the second tier in the UConn wordmark system. These wordmarks cannot be altered or replicated, but are available in a variety of color options. Full sets of each established wordmark are available for download.

Brandmark: UConn Navy

Primary: College of Agriculture, Health and Natural Resources

Secondary: Physical Therapy Alumni

Departments and Units

Photography

When selecting photography, consider utilizing high-definition shots that showcase our proud history and strengths as College. Some examples are below for your reference; these and other University photographs can be downloaded from the photo database.

Fonts

To maintain integrity and cohesion of the University and College brands, the following typefaces are preferred. Outside of these fonts, simply utilize discretion when choosing fonts that complement the UConn CAHNR brand.

CAHNR Sans-Serif: Open Sans

Serif: Merriweather

Do not use:

UConn Extended

Gotham

Color Palette

The CAHNR primary color palette includes: navy blue, white, and green as shown below. Refer to the Accessibility website for resources and information regarding accessible digital environment and acceptable color contrast guidelines.

Primary

UConn Navy: C:100 M:76 Y:12 K:70 #000E2F

White: C:0 M:0 Y:0 K:0 #FFFFFF

CAHNR Green: C:74 M:30 Y:94 K:15 #497D40

Secondary

Gold: C:7 M:4 Y:86 K:1

Grey: C:33 M:18 Y:13 K:40 #7C878E