

CAHNR Brand & Identity Guide, 2021–2022

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.

brand.uconn.edu
s.uconn.edu/cahnr-logos

Primary



Departments and Units



Secondary & Specialty Usage



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.

uconn.merlinone.net



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.

fonts.google.com

CAHNR Sans-Serif: Open Sans

Title of article or Section

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Serif: Merriweather

Title of article or Section

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Do not use:

UConn Extended

This font is only used for the UConn wordmark. No title, text or other usage is allowed.

Gotham

Safely, this font is only used for the UConn wordmark.

Please note that when used in cases other than the wordmark, the word **UConn** should simply be written as 'UConn' not 'UConn'. Likewise, the words **UConn CAHNR** should simply be written as 'UConn CAHNR' not 'UConn CAHNR'.

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.

accessibility.uconn.edu

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
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Secondary

Gold C:7 M:4 Y:86 K:1 #EFD41	Grey C:33 M:18 Y:13 K:40 #7C878E
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