

Branding with UConn Extension

Name

When referring to the College and 4-H organization...

- Use UConn not UCONN
- Use 4-H not 4H

4-H ✓ 4H ✗

UConn ✓ UCONN ✗

When should I use logos/ names?

On everything! All communications from your club and county should include UConn Extension and 4-H. The 4-H name and emblem also needs to be included on apparel, signage, displays, banners and items such as robots that include sponsors or organizational branding.

What is the official 4-H Clover?

- The stem of the clover goes to the right
- The statement "18 USC 707" must legibly appear
- The color is either official 4-H Green or black/white



Logos

- Don't distort or stretch logo (size proportionately)
- Don't make the logos too small OR too large.
- Do not put anything behind or in front of logos
- ONLY USE THE OFFICIAL 4-H CLOVER
- USE ONLY THE OFFICIAL UCONN LOGO

Color and layout variations acceptable



Social Media and Web Sites

- Make sure social media accounts and web sites are properly branded as part of UConn 4-H
- There must be 2 registered 4-H Volunteers on all social media accounts
- Tag @UConn4H on Facebook and Instagram



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Fonts

UConn Branding Standards allow for flexibility, keep to similar styles if you don't have access to these fonts. Below are popular recommendations.

Serif fonts work best in print. Sans serif fonts work best for online.

- Korolev, Open Sans, or Merriweather for the Headers/Subheaders.
- Adobe Garamond Pro/Garamond or Times New Roman for main body text in printed materials.
- Arial, Avenir, Proxima Nova or Open Sans for main body text for online materials.

sans serif

Korolev

Open Sans

Gotham

serif

Garamond

Times New Roman

Merriweather

Equal Opportunity Statement

UConn has a policy concerning non-discrimination statements in publications. This statement is required on all materials (doesn't have to be on ALL pages). If there are size restrictions, use the shorter version (second paragraph).




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: [equity.uconn.edu](http://www.equity.uconn.edu).

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Colors

Extension Color Palette

		
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

4-H Green

The official "4-H green" is PMS 347 green

CMYK: 100, 0, 90, 0

RGB: 51, 153, 102

WEB: #339966



UConn Color Palette

NAVY BLUE



PANTONE: 289

CMYK: 100 / 76 / 12 / 70

RGB: 0 / 14 / 47

WEB: #000E2F

WHITE



OPAQUE WHITE

CMYK: 0 / 0 / 0 / 0

RGB: 255 / 255 / 255

WEB: #FFFFFF

GREY



PANTONE: 430

CMYK: 33 / 18 / 13 / 40

RGB: 124 / 135 / 142

WEB: #7C878E



Standard Header & Footer

All 4-H materials **MUST** include the UConn CAHNR Extension logo. Preference is as a header bar like above (could be used as header OR footer).

All 4-H materials **MUST** include the 4-H logo. The logo can be at top with UConn logo (like above) OR somewhere else on the page.

All 4-H materials **MUST** include the Equal Opportunity Statement. Text can be smaller than other text on the page but make sure it is still legible.

Footer Options

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: equity.uconn.edu.

or

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