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 statment "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	serif
Korolev	Garamond
Open Sans	Times New Roman
Gotham	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).

In accordance with federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating on the basis of race, color, national origin, sex (including gender identity and sexual orientation), disability, age, or reprisal or retaliation for prior civil rights activity.

Program information may be made available in languages other than English. Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotape, American Sign Language), should contact the responsible state or local agency that administers the program or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form which can be obtained online at: https://www.usda.gov/sites/default/files/documents/USDA-OASCR%20P-Complaint-Form-0508-0002-508-11-28-17Fax2Mail.pdf.pdf, from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by:

1. Mail:
U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410; or
2. Fax:
(833) 256-1665 or (202) 690-7442; or
3. Email:
program.intake@usda.gov

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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

18 USC 707

PMS 347

UConn Color Palette

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

UCONN | EXTENSION

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. Extension program participants with disabilities may request reasonable accommodations to address limitations resulting from a disability. For more information, please contact the UConn Extension Civil Rights Liaison at extensioncivilrights@uconn.edu.

or

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