

CAMPAIGN GRAPHICS STANDARDS GUIDE

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Our University. *Our Moment.*

THE CAMPAIGN FOR
UConn



INTRODUCTION

The UConn Foundation has developed this Graphics Standards Guide to create a strong, consistent visual identity for our comprehensive campaign. These standards for *Our University. Our Moment. The Campaign for UConn* ensure that our alumni and the public receive a clear and consistent message concerning the campaign and, by extension, the quality and professionalism of the University of Connecticut.

This manual is intended to aid you in the proper use of *Our University. Our Moment.* If you have any questions about the usage, please contact Art Sorrentino, director of communications at the UConn Foundation, at 860.486.6926 or asorrentino@foundation.uconn.edu.

How to Obtain Logos/For More Information

The *Our University. Our Moment.* logo is available in file formats for use in commercial printing, desktop publishing, electronic presentations and web communication. For more information, please contact Art Sorrentino, director of communications at the UConn Foundation, at 860.486.6926 or asorrentino@foundation.uconn.edu.

Campaign Logo

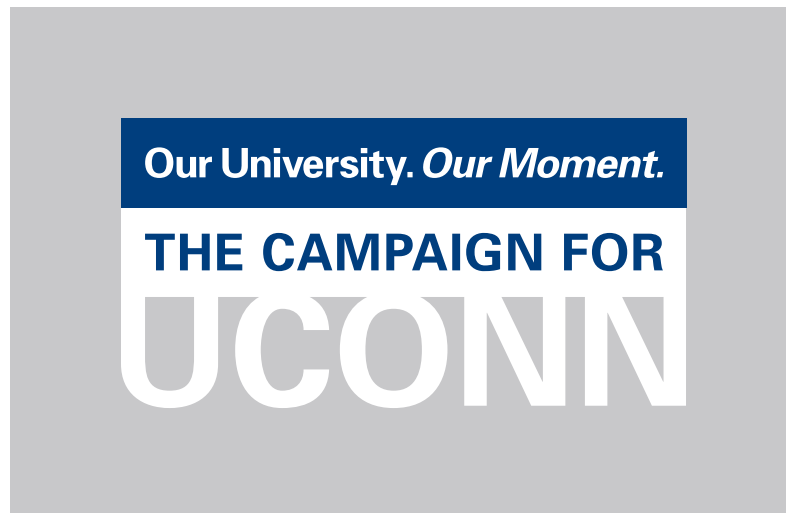
The visual representation of the *Our University. Our Moment.* theme has been carefully designed to complement UConn's identity while remaining strong and distinctive in its own right.

The *Our University. Our Moment.* logo is a visual representation of the unprecedented growth UConn has experienced through campus revitalization and a steady rise in national recognition for excellence in academics, research, athletics and public service.



Alternate Logos

Several alternative versions of the *Our University. Our Moment.* logo are available for use when the standard campaign logo is impractical. The following is an example of one of the alternative versions.



Usage Time Frame

The *Our University. Our Moment.* logo is intended for use throughout the duration of the campaign, which is tentatively scheduled to run through 2014.

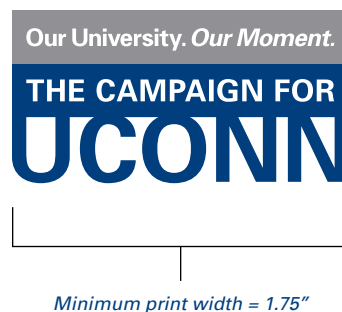
Approved Usage

In order to maintain quality and uniformity, the official *Our University. Our Moment.* logo must be reproduced using the criteria outlined on the following pages. It must not be redrawn, repropotioned, or modified in any way. It may be proportionally resized.

Minimum Reproduction

In order to maximize legibility on printed materials, the campaign logo may not appear smaller than the size illustrated below.

In Web applications, the logo should never be smaller than 220 pixels wide.



Clear Space

To ensure it has a distinct visual impact, the logo should always have adequate clear space around it that is free of words or other graphics. The clear space is defined by the height of the letter “U” in the word UCONN. This clear space should also be applied to ensure sufficient space between the logo and the edge of the page.

Under special circumstances the gray and blue bars may be horizontally extended to the left and right margins of the page. However, this treatment should be used sparingly and is subject to approval by the UConn Foundation.



Incorrect Usage

The campaign logo is a stand-alone design element and must appear separate from other elements in all applications. It is imperative that no words or images crowd, overlap or merge with it and that it not be placed on a photo or design. The logo may not be rotated or tilted, rearranged, shaded, stretched, used in outline form, or filled with a texture or photo. Do not substitute another typeface, alter the language, graphics, or colors, or add other text or graphic elements.

Shown below— Incorrect usage of the campaign logo



Color Usage in Print Applications

A primary palette has been selected for use in all applications. The consistent use of these colors will infuse UConn's campaign communications with a stronger sense of brand identity.

	PMS 281 C - 100 R - 0 M - 85 G - 38 Y - 5 B - 100 K - 20 HTML - 002664		PMS Cool Gray 9 C - 29 R - 116 M - 23 G - 118 Y - 16 B - 120 K - 51 HTML - 747678
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Spot Color

When appearing in a publication that allows the designation of spot colors, the above Pantone Matching System (PMS) colors are to be used.

Four Color

Publications that are produced using process colors can reproduce the Pantone colors closely, although not identically, by specifying the percentages of the four separations that make up the color. (See chart above.)

Color Usage in Web Applications

When using the logo for web communications, an RGB format logo is available. (See chart above.)

TYPOGRAPHY

Typography

The following fonts were used to make up the campaign logo:

Shown below—logo with fonts designated



Campaign Font Families

Fonts that best complement the logo and that have been used in campaign-related publications include Univers and Adobe Garamond.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Univers 55—Shown in caps and lowercase

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Adobe Garamond Regular—Shown in caps and lowercase

BUSINESS SUITE

Business Suite

The examples shown here represent the approved business suite for *Our University. Our Moment.*, which is in use at the Foundation for the duration of the campaign. The suite includes letterhead and envelope, monarch letterhead and envelope, note card and envelope, invitation and envelope, thank you card and envelope, and mailing label. Supplies of these materials for development use may be obtained by contacting Art Sorrentino, director of communications at the UConn Foundation, at 860.486.6926 or asorrentino@foundation.uconn.edu.

Shown below—campaign letterhead and #10 envelope



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