

Marketing Your Volunteer Program

UConn has guidelines and policies in place to ensure cohesive and consistent communications that strengthen the brand

UConn

COLLEGE OF AGRICULTURE,
HEALTH AND NATURAL
RESOURCES

EXTENSION

Always use the UConn Extension logo.

- Don't change the logo in any way (change font, stretch, alter color)
- Don't use a background or border with the logo
- Do use the logo made only by UConn

Always refer to your volunteer program as part of UConn Extension.



Use the UConn colors and fonts (Gotham and Arial) when possible.



Social Media Requirements

All social media accounts must have two full-time employees (or volunteers) of Extension as administrators. All pages must be recognized as UConn-affiliated programs. Please contact your Extension liaison for permission to start a new social media account.



Materials and Publications

Pass all promotional material by your Extension liaison. All materials should include...

- An equal opportunity statement
- Readable fonts and sizes
- Refrain from including 'http://' or 'www' in web address
- Avoid abbreviations and hyphens

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