

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 ✗

Logos

- Only use the required logos, which can be found on the page (Extension and 4-H)
- Keep the logo as is, don't distort or stretch logo
- Do not put anything behind or in front of the logos
- ONLY USE THE OFFICIAL 4-H CLOVER

When should I use logos/names?

On everything! All communications from your club and county should include UConn Extension and 4-H.

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

Colors

- The official "4-H green" is PMS 347 green
- Extension uses Navy Blue

R=51
G=153
B=102

#000E2F

UConn | COLLEGE OF AGRICULTURE,
HEALTH AND NATURAL RESOURCES

EXTENSION

Branding with UConn Extension



Fonts

To keep all communication similar use

- Korolev for heading
- Adobe Garamond Pro/ Garamond for main body
- Avenir for main body
- Times New Roman for printed publications

Social Media

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

Korolev

Garamond

Avenir

Times New Roman



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