



BRAND STYLE GUIDE

UConn | SCHOOL OF BUSINESS

logo exclusion zone & minimum size

The logo's exclusion zone should be equal to half the height of the "U" in "UCONN" (marked as "x" in the diagram). Type should not be close enough to the wordmark to create confusion with custom wordmarks.

Exclusion Zone



Establishing a minimum size ensures that the impact and legibility of the logo aren't compromised. The wordmark should never be reproduced smaller than 1-1.5 inches wide in print and no smaller than 100-150 pixels in digital.

Minimum Size



logo misuse

The School of Business logo is considered a Level 2 logo in the University branding system. It's important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. It's orientation, color, and composition should remain as indicated in this document. No exceptions.



Do not apply a gradient to the wordmark.



Do not rotate the wordmark.



Do not change the wordmark color or tone outside of the specified colors.



Do not reverse the wordmark colors in any way.



Do not distort or warp the wordmark in any way.



Do not outline the wordmark.



Do not change the typeface of the wordmark.



Do not use past iterations of the wordmark.

sub-brands & custom logos

Sub-brands, programs and departments of the School of Business are Level 3 logos in the University brand system. These must be created by Communications in Adobe Illustrator according to specific guidelines. Learn more [here](#). The department/program name shouldn't extend beyond the navy "bar". The department/program name is written in all caps, Arial Regular at 26 pt, 32 leading with 10 pt tracking.

Level 3 Logos



Custom Logos — *may be created only by Communications upon special request/approval.*



Primary

UConn Navy

Pantone **289 C**
 c99 m84 y45 k51
 r10 g34 b64
 #0a2240

75%	50%	25%
#45526c	#7f879a	#bdc1cb

UConn Gray

Pantone **430 C**
 c55 m41 y38 k05
 r123 g134 b140
 #7b868c

75%	50%	25%
#9aa2a8	#bac0c3	#dcdee0

Business Blue

Pantone **7461 C**
 c96 m42 y06 k00
 r00 g124 b186
 #007cba

75%	50%	25%
#479bcb	#8bbdbc	#c6dced

Secondary & Neutrals

Business Red

Pantone **1795 C**
 c10 m98 y93 k01
 r215 g40 b47
 #d7283f

75%	50%	25%
#e96a5e	#f69d90	#fcdcc5

Business Orange

Pantone **1505 C**
 c00 m71 y100 k00
 r255 g107 b00
 #ff6b00

75%	50%	25%
#ff9330	#ffb777	#ffdbba

Business Yellow

Pantone **108 C**
 c02 m11 y100 k00
 r255 g218 b00
 #ffda00

75%	50%	25%
#ffe353	#ffe690	#fff5c7

Business Green

Pantone **3405 C**
 c100 m00 y82 k00
 r00 g172 b105
 #00ac69

75%	50%	25%
#00c38c	#6cd8b1	#baecd7

Business Teal

Pantone **319 C**
 c66 m00 y21 k00
 r30 g202 b211
 #1ecad3

75%	50%	25%
#74d7de	#a7e4e8	#d4f1f3

Business Purple

Pantone **2617 C**
 c84 m100 y24 k20
 r73 g14 b103
 #490e67

75%	50%	25%
#764a8b	#a282b0	#d0bfd7

Business Gray

Pantone **445 C**
 c69 m54 y54 k30
 r77 g88 b88
 #4d5858

75%	50%	25%
#767e7f	#a1a6a7	#ced1d2

Rich Black

c73 m68 y64 k79
 r24 g23 b25
 #181719

Opaque White

c00 m00 y00 k00
 r255 g255 b255
 #ffffff

typography: primary typefaces

These typeface families are preferred as the most appropriate for general usage in all School of Business print and web communications. While Gotham is preferred, Proxima Nova and Arial are close alternatives when Gotham is not available.

GOTHAM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () + =

GOTHAM NARROW

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () + =

PROXIMA NOVA

ARIAL

typography: supporting typefaces

Use these typeface families to support, accent and/or work with the primary fonts.

KEPLER

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () + =

Viva Beautiful Pro

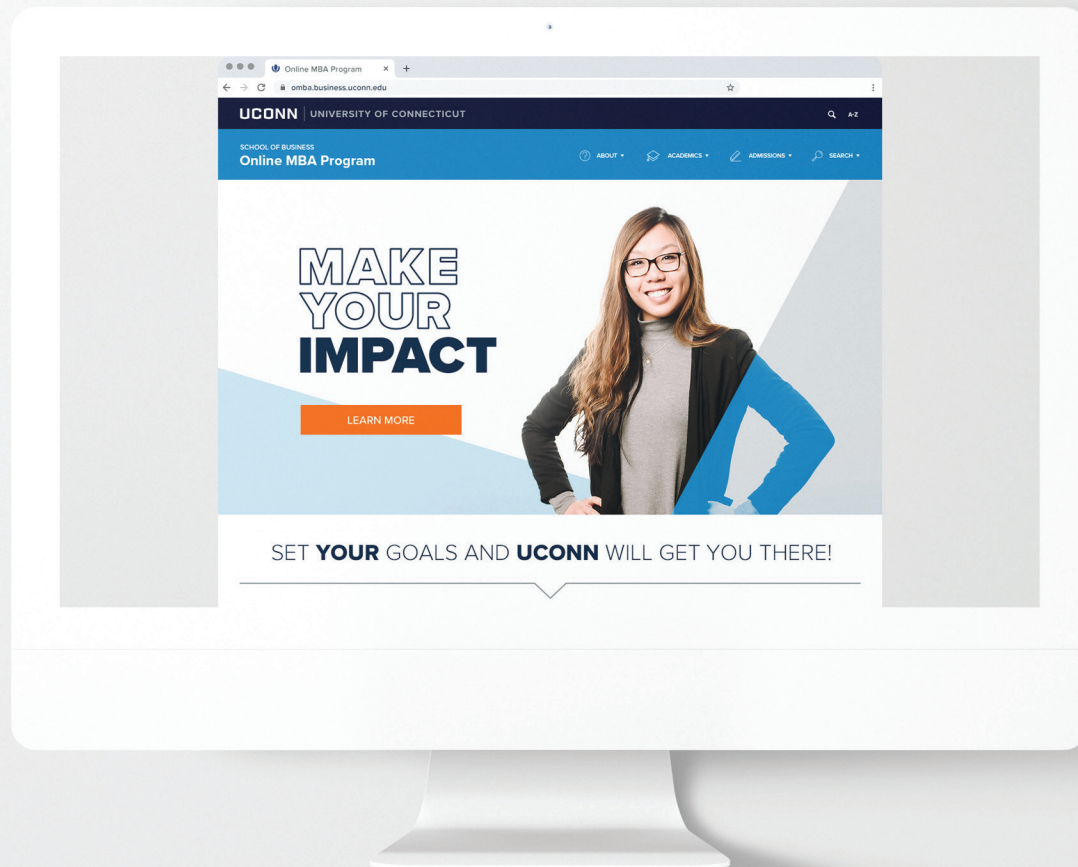
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

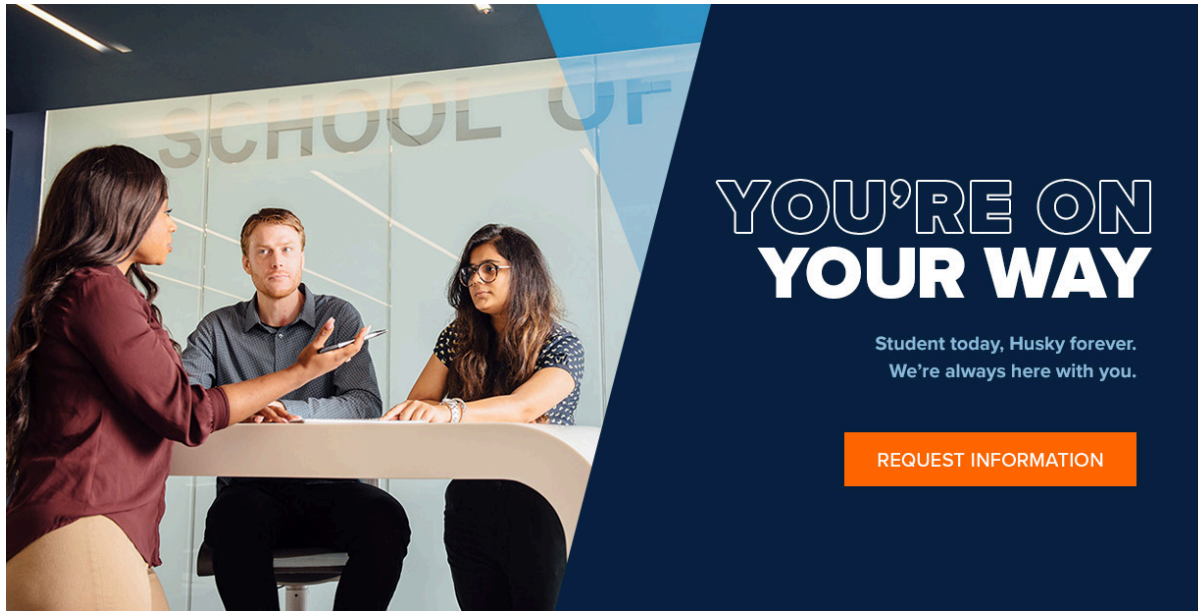
*1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () + =*

BRAND APPLICATIONS

A few examples of how our brand can be used across both print and digital applications.
This section will be continually updated with more examples.



Website: Online MBA Program



Web Graphics

UConn | SCHOOL OF BUSINESS

Master's Degrees That
**WORK
 FOR YOU.**

**Financial Risk Management
 Part-Time MBA**



LEARN MORE

Digital Display Ad (300x600): Master's Programs


UConn's **MBA PROGRAM** WILL

GET
you
THERE.

Part-Time / Full-Time / Executive

LEARN MORE

UConn | SCHOOL OF BUSINESS



Social Media (Instagram): MBA Programs

UConn
 SCHOOL OF BUSINESS

**MASTER'S DEGREES
 THAT WORK FOR YOU.**

Financial Risk Management / Part-Time MBA



LEARN MORE

Digital Display Ad (728x90): Master's Programs

A digital billboard for UConn's MBA programs. The billboard is split into two main sections. The left section has a blue background with a geometric pattern and contains the text 'MBA your WAY' in a white box, with 'your' in a script font. Below this, it lists 'FULL-TIME / PART-TIME / EXECUTIVE / NEW! ONLINE'. The right section has a dark blue background and contains the 'UConn SCHOOL OF BUSINESS' logo and the website 'grad.business.uconn.edu'.

MBA *your* **WAY**

FULL-TIME / PART-TIME / EXECUTIVE / **NEW!** ONLINE

UConn
SCHOOL OF BUSINESS

grad.business.uconn.edu

Digital Billboard: Master's Programs

UConn | SCHOOL OF BUSINESS

Want to advance your career, improve your job prospects,
make a difference in the world, or gain new business knowledge?
UConn's graduate business programs will

GET YOU THERE.



Cal Miller-Stevens & Capri Frank
Miller Foods, Inc.
Fourth Generation
Family-Owned Business

MBA PROGRAMS

Part-Time
Full-Time
Executive

SPECIALIZED MASTERS

Accounting (Online)
Business Analytics & Project Management
Financial Risk Management
Human Resource Management

learn more at grad.business.uconn.edu

Print Ad: Graduate Programs

UConn | SCHOOL OF BUSINESS

Want to advance your career,
improve your job prospects,
make a difference in the world,
or gain new business knowledge?
UConn's graduate business
programs in Hartford will

GET YOU THERE.



MBA PROGRAMS

Part-Time
Full-Time
Executive

SPECIALIZED MASTERS

Accounting (Online)
Business Analytics & Project Management
Financial Risk Management
Human Resource Management

learn more at grad.business.uconn.edu

Print Ad: Graduate Programs

ADVISORY CABINET

SENIOR ADVISORS

Denis Nayden '76, '77 MBA
Chairman
James Alpha Holdings

Mark Shenkman '65, '07 HON
Founder, President &
Co-Chief Investment Officer
Shenkman Capital
Management, Inc.

Dan Toscano '87
Chairman, UConn Board of
Trustees, Managing Director,
Global Leveraged Finance,
Morgan Stanley

ADVISORS

Kevin Bouley '80
President & CEO
Nenac, Inc.

Robert Chauvin '78
Former President
Tyco SimplexGrinnell

Timothy Curt '84
Managing Director (retired)
Warburg Pincus, LLC

Joann DeBlasis '76, '83 MBA
President, Accident
& Health (retired)
Navigators Re

John Fodor '85
EVP Global Distribution (retired)
The Capital Group/
American Funds

Eugene Martin III '87, '89 MBA
President & CEO
Gordon Brothers Finance
Company

Corliss Montiel '96
Vice President, Internal Audit
L3Harris Technologies

Nicholas Morizio '74
President, Colliers International,
Hartford & New Haven

James Whalen '82
Partner, TA Realty LLC
Member, UConn Foundation
Board of Directors

JUNIOR ADVISORS

Karl Ebert '10, '11 MSA
Senior Manager,
Financial Accounting Advisory
Ernst & Young, LLP

Armond Hodge '16 MBA
Finance Manager,
Global Product Technology
ADP

Founders
NOVO Services Group

Ezra Okon '10
Consultant
Boston Consulting Group

Rodrigo Toledo '13 MSFRM
Senior Consultant
Deloitte Touche Tohmatsu

Kimberly Tomlinson '08 MBA
Senior Manager & Market Insights
Biogen IDEC, Inc.

Amanda Wallace '07 MBA
Head of Insurance Operations
Massachusetts Mutual
Life Insurance

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FROM *the* DEAN

I recently spent 15 months as interim Provost. It engaged me in the rich, vibrant intellectual community that is UConn. As a land-grant institution we have a sacred mission to serve the citizens of our state—all of the citizens of our state. We must prioritize access to educational opportunity, and we must create a diverse community in which all of our students feel welcome.

I am glad to be back in the School of Business and to be working with our faculty, staff, and alumni on behalf of our talented and committed student body. The times are challenging. COVID-19 is one challenge. Supporting first-generation college students as part of a diverse and inclusive community is another.

In this Dean's Report, we address some of those challenges. As educators, we provide life-transforming opportunities to our students. For our young undergraduates it is not only about their growth as aspiring professionals but also becoming accomplished community members, leaders, and citizens. For our graduate students, it is not only about their enhanced knowledge base and skill in their professions, but also about becoming principled leaders who embrace the importance of corporate social responsibility. Ultimately our students will become leaders for their communities and their companies.

Simply put, this is our mission: aiding our students to become the best versions of themselves. We seek to help them become strong voices for global prosperity while realizing that global prosperity begins locally. Global prosperity is about health, education, freedom from hunger, physical safety, and human rights broadly conceived. As we each do our part to use our knowledge and skill to produce efficiently and to share the fruits of our labor fairly, we are building that global prosperity one community at a time.

I am very glad to be part of this exciting, inspiring, collective journey.

Sincerely,

John A. Elliott, Ph.D.
Dean & Auran J. Fox
Chair in Business



Meet Seanice Austin

Director of the School of Business'
Office of Diversity and Inclusion
and a 2002 UConn alumna

How did you get into your career field?

I joined the School of Business in 1999 as an administrative assistant in the Undergraduate Programs Office. I always tried to give extra attention to minority students because there were very few of them, and as a first-generation college student myself, I knew the struggles of navigating student life and the college experience. I had the opportunity to lead the School's Diversity and Inclusion Office in 2008-09 when UConn became a recipient of the grant that funded the office following a three-year vacancy.

What are the priorities of the Office of Diversity and Inclusion?

Our priorities are in recruitment, retention, support, graduation, and employment. In working with our corporate partners, we have a three-pronged approach: the first is scholarship/financial assistance, the second is mentoring, and the third is helping our students obtain strong internship opportunities that will lead to employment.

One of our successful programs is Travelers EDGE, which addresses all these areas but also includes a five-week summer bridge program in partnership with UConn Student Support Services that allows our students to take classes and develop key skills, like study skills and time management. I would love to see that program expanded to serve a larger number of incoming business students.

What could Connecticut do to offer more opportunities to students of color?

We don't have a shortage of minority students applying nor a shortage of students with ability. We have a K-12 educational system that rewards those who are from

privileged communities and disadvantages those from less affluent communities. While our diversity enrollment at UConn has increased, it is not to the level where it could be. If we want to make significant change in our diversity enrollment, we cannot continue to use a system that we know is biased and is built on a racially and economically segregated school system.

Colleges and universities that want systemic change have to champion for change in society. They can't just change their own institutions, but have to reach outside the university gates. Addressing the racial wealth gap, economic development, and equality has to be part of the conversation. Without those efforts, anything you do will be a Band-Aid, not a solution for the problem. Every college has to use its resources to impact change in the country. We need to lend our power to those who have a blueprint and a plan. Land-grant universities, like UConn, have an obligation to do so because they are supported by all the people of the state.

What advice do you offer students?

My advice to all UConn students, and young people in general, is to continue to challenge the system of racial inequality and injustice, even if it means breaking or undoing what has become accepted norms in our country. The current movement for racial justice is being led by Gen Z, which understands that change rarely occurs without disruption. In the words of the late U.S. Representative and civil rights leader John Lewis, they should continue to "get in good trouble, necessary trouble."

School Remains Committed to Programs that Open Doors, Enhance Diversity

The leadership at the School of Business has long been focused on increasing the number of Black students and faculty members and ensuring that UConn is a welcoming place for all. Here are some of the programs we embrace:

The Ph.D. Project: UConn is a partner school with this nonprofit organization, which serves as a catalyst for Black, Hispanic, and Native Americans to pursue their doctorates and become business professors. phdproject.org

The School recently launched a **Financial Literacy Innovation Program (FLIP)** for high school students in East Hartford. The brainchild of alumnus **Joe LaBrosse '85**, CFO and founder of Grove Property Fund LLC, the program is taught by UConn faculty and staff, and UConn undergrads serve as mentors.

The School offers a **Diversity in Business Lecture Series**, open to undergraduate and graduate students. The well-attended program culminates in a certificate in diversity leadership.

diversity.business.uconn.edu/lecture-series

Travelers EDGE (Empowering Dreams for Graduation and Employment), established by Travelers in 2007, provides a unique approach to education for underrepresented students, including financial help, career advice, and internships. The School accepts five students from the highly selective program each year. s.uconn.edu/edge

The Hartford Promise is a large-scale college scholarship fund and college success program for Hartford public school students, offering high achievers a college scholarship of up to \$20,000. UConn offers an additional scholarship to make their college dreams more affordable.

hartfordpromise.org

Dean's Annual Report / 2020 3



UConn
SCHOOL OF BUSINESS
OFFICE OF COMMUNICATIONS

communications.business.uconn.edu