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.

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.
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.

<table>
<thead>
<tr>
<th>UCONN SCHOOL OF BUSINESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not apply a gradient to the wordmark.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UCONN SCHOOL OF BUSINESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not rotate the wordmark.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UCONN SCHOOL OF BUSINESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not change the wordmark color or tone outside of the specified colors.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UCONN SCHOOL OF BUSINESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not reverse the wordmark colors in any way.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UCONN SCHOOL OF BUSINESS</th>
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<tbody>
<tr>
<td>Do not distort or warp the wordmark in any way.</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>UCONN SCHOOL OF BUSINESS</th>
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<tbody>
<tr>
<td>Do not outline the wordmark.</td>
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<tr>
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<tbody>
<tr>
<td>Do not change the typeface of the wordmark.</td>
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<tbody>
<tr>
<td>Do not use past iterations of the wordmark.</td>
</tr>
</tbody>
</table>
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.
<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone Code</th>
<th>CMYK Values</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>UConn Navy</td>
<td>289 C</td>
<td>c99 m84 y45 k51</td>
<td>#0a2240</td>
</tr>
<tr>
<td>UConn Gray</td>
<td>430 C</td>
<td>c55 m41 y38 k05</td>
<td>#7b868c</td>
</tr>
<tr>
<td>Business Red</td>
<td>1795 C</td>
<td>c10 m98 y93 k101</td>
<td>#d7283f</td>
</tr>
<tr>
<td>Business Orange</td>
<td>1505 C</td>
<td>c00 m71 y100 k100</td>
<td>#ff6b00</td>
</tr>
<tr>
<td>Business Green</td>
<td>3405 C</td>
<td>c100 m00 y82 k00</td>
<td>#307281</td>
</tr>
<tr>
<td>Business Teal</td>
<td>319 C</td>
<td>c66 m00 y21 k100</td>
<td>#56a8d7</td>
</tr>
<tr>
<td>Business Purple</td>
<td>2617 C</td>
<td>c04 m100 y24 k20</td>
<td>#490e67</td>
</tr>
<tr>
<td>Business Blue</td>
<td>7461 C</td>
<td>c96 m42 y06 k00</td>
<td>#007c7b</td>
</tr>
<tr>
<td>Business Gray</td>
<td>445 C</td>
<td>c69 m54 y54 k30</td>
<td>#007c7b</td>
</tr>
<tr>
<td>Rich Black</td>
<td>1795 C</td>
<td>c10 m98 y93 k101</td>
<td>#d7283f</td>
</tr>
<tr>
<td>Opaque White</td>
<td>445 C</td>
<td>c69 m54 y54 k30</td>
<td>#007c7b</td>
</tr>
</tbody>
</table>

*Business Red*<br> *Business Orange*<br> *Business Green*<br> *Business Teal*<br> *Business Purple*<br> *Business Blue*<br> *Business Gray*<br> *Rich Black*<br> *Opaque White*
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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+=

GOTHAM NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+=

PROXIMA NOVA   ARIAL
typography: supporting typefaces

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

KEPLER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+=

Viva Beautiful Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+=
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
Master’s Degrees That Work For You.

Financial Risk Management
Part-Time MBA

Learn More

UCONN | SCHOOL OF BUSINESS

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 (300x600): Master’s Programs

Digital Display Ad (728x90): Master’s Programs
Digital Billboard: Master’s Programs
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.

learn more at grad.business.uconn.edu

MBA PROGRAMS
Part-Time
Full-Time
Executive

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

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

learn more at grad.business.uconn.edu
I recently spent 13 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 a challenge. Supporting first-generation college students as part of a diverse and inclusive community is essential.

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 about 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 in and 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 & Arvan J. Fox Chair in Business

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. There 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 alumni Jon Lefkowitz ’89, ’97 and of Grove Property Fund LLC, the program is taught by UConn faculty and staff, and‘UConn undergraduates 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 Diversity for Graduation and Employment), established by Travelers in 2007, provides a unique approach to education for urban high school students, including financial help, career advice, and internships. The School accepts five students from the Greater Hartford area, matching one per year. clientservices.travelers.com/scholarships

The Hartford Promise is a large-scale initiative to help fund and college success program for Hartford public school students, offering high achievers a college scholarship of up to $25,000. UConn offers an additional scholarship to make college dreams more affordable. hartfordpromise.org

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 our [admissions] minority students because there were very few of them, and we are a first-generation college student myself. I know 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 scholarships, 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 most recent programs is TransferEdge, which addresses all these areas but also includes a five-week summer bridge program for participants with UConn Student Support Services that allows our students to take classes and develop key skills. Like study skills and time management, I would say it is a program expanded to serve a larger number of incoming business students.

What could Connecticut do to offer more opportunities to minority students?

We don’t have a shortage of minority students applying or undoing what has become accepted know is biased and is built on a racially prejudiced color.

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 challenging what has become accepted norms in our country. The current movement for racial justice is being led by Gen Z, which understands that change only occurs without disruption. In the words of the late U.S. Representative John Lewis, they should continue to “get in good trouble, necessary trouble.”