



UConn

Current Revision Date: 05/02/17

Established: 1881 **Location:** Storrs, CT **Mascot:** Huskies, UConn **Mascot Name:** Jonathan

Conferences: American Athletic, Hockey East, Big East (Field Hockey & Women's Lacrosse)

Verbiage

UConn ®
Huskies ™
UConn Huskies ™
Connecticut Huskies ®
Connecticut ®
University of Connecticut ®

Navy	White	Red	Grey	Blue (Dog eyes only)
PANTONE 289 C MADEIRA: 1243 RA: 2603	White MADEIRA: 1002 RA: 2297	PANTONE 185 C MADEIRA: 1147 RA: 2263	PANTONE 429 C MADEIRA: 1319 RA: 2585	PANTONE 543 C MADEIRA: 1363 RA: 5825

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Primary Word Marks



Secondary Word Marks

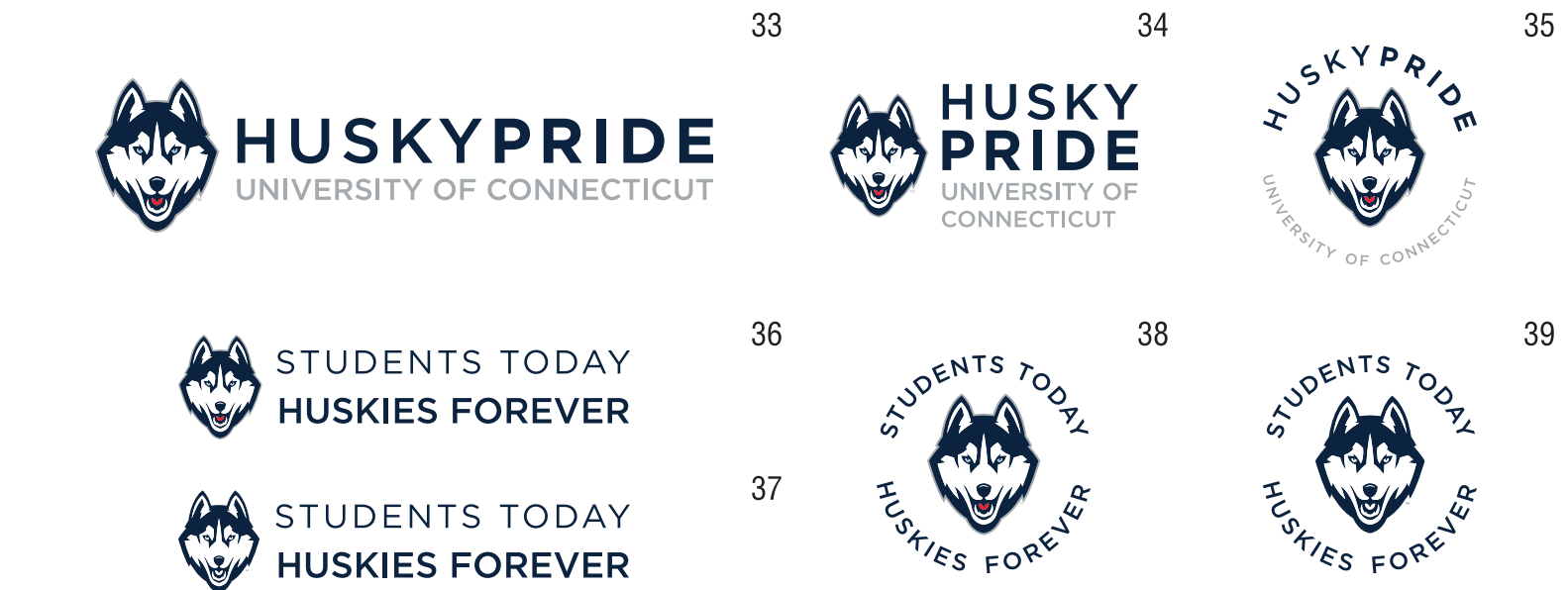


Sport Specific Word Marks

For additional Sport Specific marks, please contact Kyle Muncy at licensing@uconn.edu. Do not attempt to recreate marks.



Internal and Student Marks



University Word Marks



Signature University Seal



Seal is permitted for use on academic, commencement and memorabilia type items, but not for use on apparel.

NOTE: The marks of the University of Connecticut are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from Collegiate Licensing Company.



Primary Husky Marks

The Husky Dog is meant to be used in either full-color or one-color versions. It cannot be altered to simply remove light blue or red.



Secondary Husky Marks



Combination Marks



Combination Sport Specific Marks

For additional Sport Specific marks, please contact Kyle Muncy at licensing@uconn.edu. Do not attempt to recreate/edit marks.



ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (special permission required; reviewed on a case-by-case basis)
- No alterations or overlaying graphics to seal permitted
- University licenses consumables (must have expiration date on packaging)
- University licenses health and beauty products
- University permits numbers on products for resale
- Mascot caricatures permitted (with University approval)
- Cross licensing with other marks may be permitted with an additional agreement

- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks
- The word "UConn" is only one word. "UConn" and "UCONN" (headline only) are correct, not "U CONN" or "Uconn"
- No use of "Lady Huskies" is allowed
- For more information about UConn brands and licensing, visit brand.uconn.edu