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. Its 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, 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.
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!@#$%^&*()+=
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.

UConn School of Business

Financial Risk Management
Part-Time MBA

Learn More

UConn’s MBA Program Will Get You There.
Part-Time / Full-Time / Executive

Learn More

UConn School of Business

Social Media (Instagram): MBA 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.

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
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 are challenges. 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 will become leaders for their communities and their companies.

The times are challenging, COVID-19 are challenges. 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 do our part to use our knowledge and skill to produce efficiently and to share the fruits of our labor fairly, so 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

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 scholarship to make their college dreams more affordable.

harterforpromises.org

Dean’s Annual Report / 2020

Meet Seanie 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 1995 as an administrative assistant in the Undergraduate Programs Office. I always tried to give others الدنيums to minority students because there were very few of them, and we are a two-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, preparation, 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 most successful programs is Transfer 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 improve their college skills 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, we have a shortage of minority students with ability. We have a K-12 educational system that rewards those who are from privileged communities and disadvantages those from low-affluent communities. While our diversity enrollment at UConn has increased, it is not to the level where it could be. I 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.

College 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 gateways. 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 lead our peer to those who have a blueprint and a plan. And I am committed, unlike 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 changing what has been accepted norms in our society. The current movement for racial justice is being led by Black women, which understand that change rarely occur without disruption. In the words of the late U.S. Representative John Lewis, they should continue to try to get in good trouble, necessary trouble. 