Guidelines for Professional Presentations

In an effort to present our School in the most consistent and professional manner that we can, the following guidelines have been developed to help maintain standards of Professionalism in Presentation (PRAXIS). These guidelines are intended to serve as a reminder of some key ways we can be mindful of our PRAXIS commitment, the School’s philosophy and strategic goals, in our everyday work.

UConn Logos

Review the standards for UConn logos at brand.uconn.edu

University of Connecticut wordmarks and graphics are official designed elements of the University and may not be altered in any way.

Download from: https://brand.uconn.edu/downloads/logos/

The standards and guidelines presented here have firm institutional support. Embracing and following these standards enables us to achieve clarity, effectiveness and distinction in all print and electronic communications.

UConn Primary Color Palette

Navy
PANTONE – 289
CMYK – 100/76/12/70
RGB – 0/14/47

White
OPQUAQE WHITE
CMYK – 0/0/0/0
RGB – 255/255/255

Grey
PANTONE – 430
CMYK – 33/18/13/40
RGB – 124/135/142
Black is an acceptable alternate complimentary color choice when grey is not practical due to budgetary or other concerns.

**School of Nursing Supplemental Color Palette**

Apricot

PANTONE – 1565

CMYK – 0/36/57/2

RGB – 251/161/108

Apricot is the School of Nursing’s official color and may be used as an accent to supplement the official University color palette.

**Fonts**

Arial must be used as the primary font for all presentations, PowerPoint slides, flyers and print and electronic materials. Other visually-similar sans serif fonts may be used in smaller, secondary positions.

**Professional Representation in Print**

Be sure to include a UConn wordmark/oak leaf on all outreach materials and correspondence. For presentation materials that have multiple pages, please place a small UConn wordmark/oak leaf on each page. If packet pages become separated, a graphic will be helpful in identifying our outreach materials.

**Professional Representation at Conferences**

Be sure to bring along the School of Nursing banner for use on display tables. It will not only help attendees identify our materials, but the banner will also be visible in any photography published after the fact. Bringing relevant program brochures for display is advisable as well.

**PowerPoint Presentations**

Please be sure to incorporate the UConn/SON logo on each slide/page. Use the logo prominently on the first and last slide, as the audience sees those slides the longest. Each page should also carry some form of the UConn/SON logo in a smaller format but in a consistent location throughout.

Also be sure to incorporate the SON website address: nursing.uconn.edu. A hyperlink is not necessary.
Credentials

In an effort to raise awareness and increase educational opportunities about the field of nursing as well as the various degrees associated with the profession, be sure to list all credentials in a consistent format throughout all printed and web materials.

Current recommendations for the proper order of credentials is highest degree first, followed by licenses, then certifications, and finally honorary titles.

All correspondence and outreach materials should show a consistent listing of credentials. Consider the various placements, including business cards, building signage, email signatures, web pages and listings, syllabi, program materials, faculty/staff directories, etc.

In interviews or other similar situations, please be sure to provide the interviewer with your credentials and title and encourage their use.