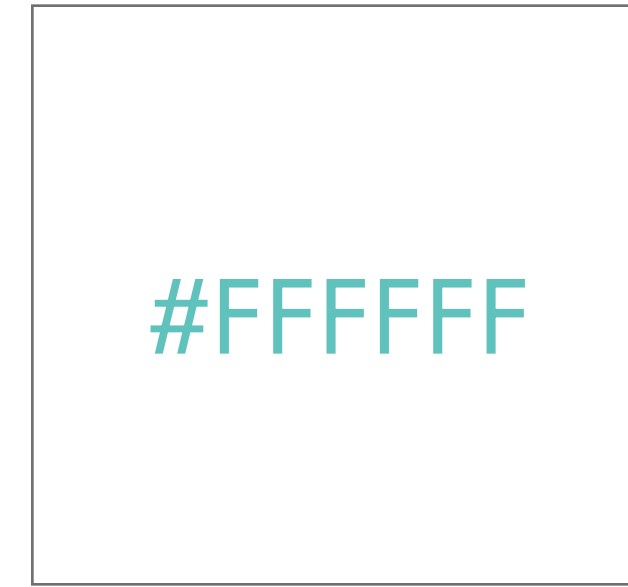




UCONN PRAXIS

2021–2022 Style Guide

Color Palette



Font

Header (Jost Bold)

Sub Header (Jost Regular)

Text (Poppins Regular)

Primary Logo (Can be any variation of colors)



Secondary Logo (Can be any variation of colors)

UCONN
PRAXIS

UCONN
PRAXIS

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Sample Materials: Social Media

View Professional Dashboard

UConn
PRAXIS

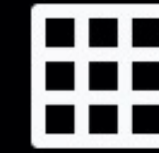


170
Posts

878
Followers

476
Following

Just a couple Huskies trying to make some social change. Interested? Visit our website and learn how to get involved! linktr.ee/UConnPIRG



UConnPIRG HUNGER & HOMELESSNESS CAMPAIGN



HUSKY VOICES

Join us in lobbying for bills related to hunger, homelessness, health care, and pandemic relief. We will also be taking social media legislative action on these issues and workshopping testimony for future public hearings.

We encourage you to use your voice for change!

SAVE THE DATE

4-5pm on Monday, April 5th
Zoom Meeting ID: 981 6652 5850
Passcode: PIRG



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Tampon Tax



- The "Tampon Tax" refers to a government-imposed tax on menstrual hygiene products - 30 states currently have this tax
- Issues presented by the Tampon Tax
 - Menstrual hygiene products are necessities and taxing them is unconstitutional and discriminatory
 - Classifying these products as medical equipment or supplies instead of "luxury items" would significantly help low-income groups



www.investopedia.com/tampon-tax-4774993

What are reproductive rights?

An individual's reproductive rights refer to their freedom to choose whether or not to reproduce as well as their reproductive health.



Save the Earth Podcast

Join the Save the Earth campaign, exploring intersectional approaches of environmentalism, connecting UConn's vibrant environmental community, and building on our massive climate movement.

MEET THE 2021-2022 TEAM

CHAIR, NATALIE SEIER



VICE CHAIR, REBECCA TRIPP



TREASURER, BEN ALBEE



SECRETARY, MONET PAREDES



Sample Materials: Print & Newsletter

Period Boxes

Sign up to receive a free package of menstrual materials along with a tote bag!

Sign up by April 9th!



Join us for Campaign Overviews

PUBLIC HEALTH

Tuesday 1/26 at 6PM
Wednesday 1/27 at 11AM



SAVE THE EARTH

Tuesday 1/26 at 5PM
Thursday 1/28 at 12PM



HUNGER & HOMELESSNESS

Tuesday 1/26 at 1PM
Thursday 1/28 at 6PM

AFFORDABLE TEXTBOOKS

Wednesday 1/27 at 5PM
Thursday 1/28 at 12:30PM
Friday 1/29 at 12:30PM



WOMEN'S HEALTH

Wednesday 1/27 at 4PM
Thursday 1/28 at 6PM



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UCONN PRAXIS September Newsletter

Recruitment and Zero Waste



Although classes just started, we've been busy recruiting and training more students to join our campaigns here on campus. In the first few weeks, we reached over 7700 students in classes and tabling events, with 128 volunteers and 29 student leaders. All our work culminated in our Campaign Kickoff meeting with over 100 students in attendance. We've been talking about our recent victory: passing a statewide single-use plastic bag ban in Connecticut, and have started building support for banning polystyrene, also known as Styrofoam, in Mansfield. So far we have collected over 1,700 petitions from students on campus.

SEPT. 2019

Sample Merchandise



Front



Back