

# CONNECTICUT BRAND MANUAL

Connecticut<sup>®</sup> 

Through the development of clear and consistent communication of its distinctive branding, Connecticut seeks to continue to attract diverse and like-minded people to come play, work and live in our state. These guidelines are intended to ensure that the elements of Connecticut's brand are consistently used as intended, which will strengthen and unify our messages in marketing Connecticut tourism, economic development and other state-focused initiatives. We encourage the implementation of these brand standards in all promotional materials as we showcase Connecticut to potential and existing visitors, businesses and residents.

There may be times when you simply need a quick phrase to capture our brand positioning. In those instances, feel free to incorporate our summary statement. Summary Positioning Statement: Connecticut is a haven for original ideas and innovation that offers a dynamic blend of experiences.

## OUR BRAND POSITIONING

In every communication about Connecticut, we should strive to reinforce our overall brand positioning, which describes the perception we would like people to have of our state.

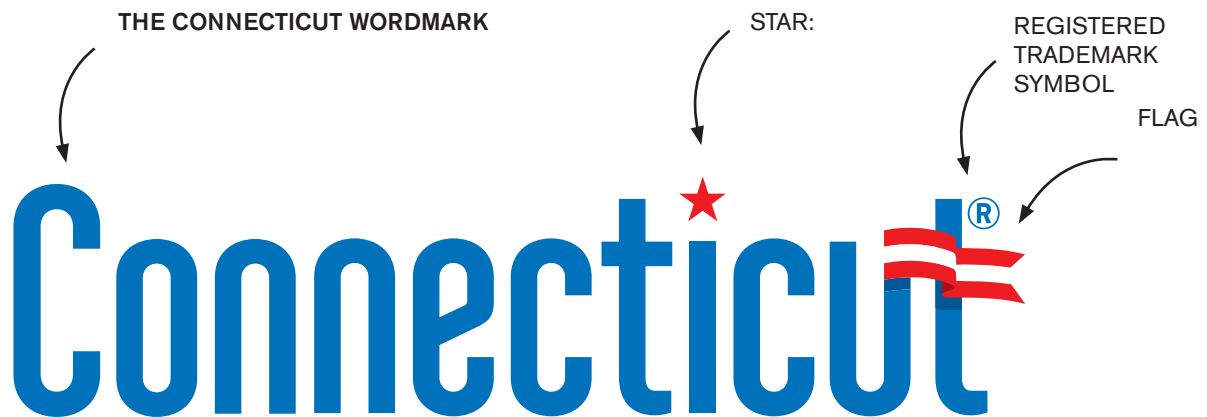
### ***Complete Positioning Statement:***

*Just as it has for centuries, Connecticut remains a haven for original ideas and fresh thinking. A magnet for dreamers and doers, the state blends the old and historic with the young and energetic to create an inspiring dynamic — one that motivates people to experience new things, defy convention and blaze their own trails.*

## ELEMENTS OF THE CONNECTICUT LOGO

- The Connecticut wordmark
- Flag crossing the letter “T”
- Star over the letter “I”
- ® symbol

The Connecticut logo is made up of four elements: the Connecticut wordmark, flag crossing the letter “T”, star over the letter “I”. **The logo should never have a TM symbol anywhere.**

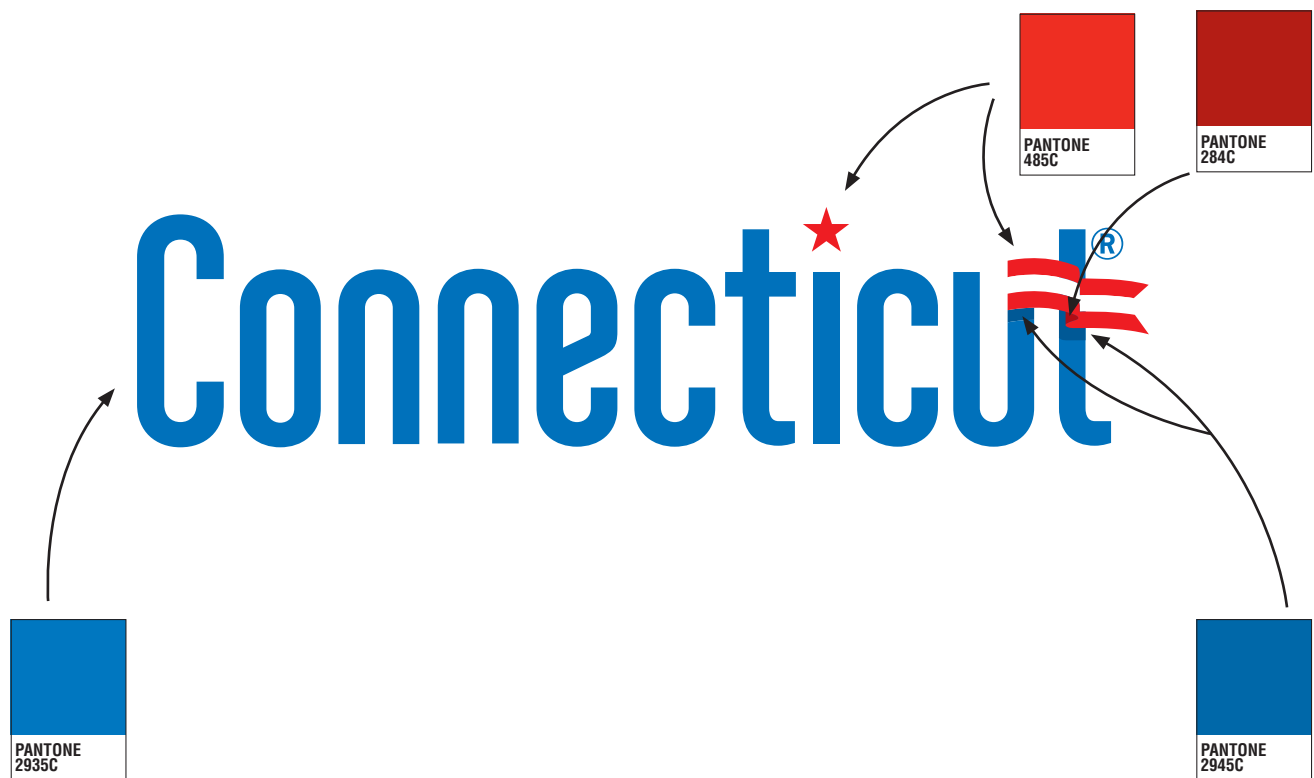


When the Connecticut logo needs to be paired with state agencies' names, a series of guidelines will help provide consistency.



## CONNECTICUT PRIMARY LOGO COLOR

The Connecticut logo consists of five main colors, detailed below: Pantone 2935C, Pantone 2945C, Pantone 485C and Pantone 284C.

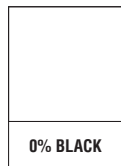


## CONNECTICUT LOGO: BLACK/WHITE

Depending on a particular creative or production requirement, an all-black or all-white version of the logo is available. These versions are displayed below.



Connecticut®



Connecticut®

## ALTERNATIVE CONNECTICUT LOGOS

While the primary color combination is always preferred, alternative logos can be used when background or size limitations render the primary color combination unreadable.



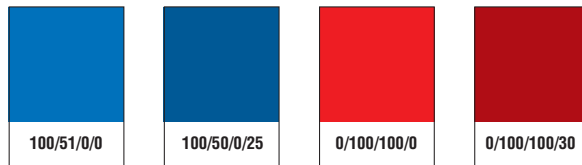
Alternative logo with white tagline



Approved logo at or below 0.375" In height

## CONNECTICUT LOGO 4-COLOR PRINTING

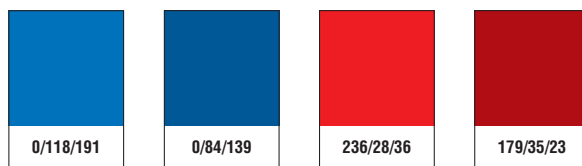
When printing in four-color process, the percentages for achieving an acceptable match to the Connecticut colors are as follows:



*Note: These standards are for general use and do not constitute specific guidelines for apparel or signs.*

## CONNECTICUT LOGO RGB

When reproducing the logo using the standard RGB method, the percentages for achieving an acceptable match to the Connecticut colors are as follows:



## SMALL SPACES ALTERNATIVE LOGO

There are times and situations where the space provided for the Connecticut logo is too small to properly display the logo in a way where legibility won't be compromised. For such situations, there is a small spaces logo. It consists of the uppercase "C" and the lowercase "t" with the three-striped flag across the "t". This logo is to be used in such places as online profile pictures where the width and height ratio are restrained, making it difficult to see all the elements of the primary logo.



Color mark on white background



White text color mark  
on color background



Sample of small color mark  
on white background

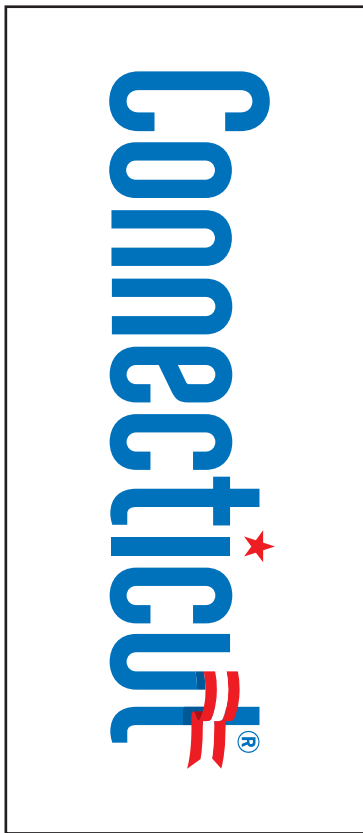


Sample of small white text color  
mark on color background



## VERTICAL USE OF LOGO

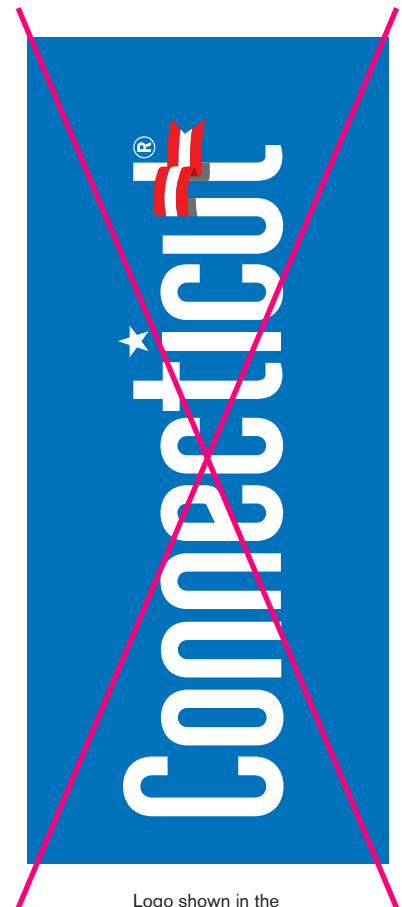
It's preferred that the Connecticut logo be used horizontally. However, it can be used vertically when the allotted space is much taller than it is wide, i.e., as a vertical banner hanging from a streetlamp. In cases like this, it's acceptable to use the logo in a vertical direction, as long as it reads from the top down like on the spine of a book, with the capital "C" of Connecticut starting at the top. See examples below.



Vertical use of the color logo on a light background. Logo reads from the top down.



Vertical use of the white/color logo on a dark color background. Logo reads from the top down.



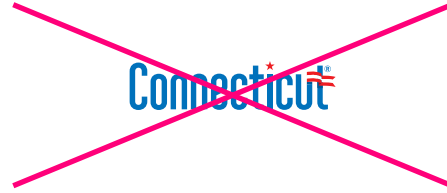
Logo shown in the wrong vertical direction.

## CONNECTICUT LOGO: IMPROPER USES

To maintain consistent visual presentation of the Connecticut identity, do not modify, change or distort the Connecticut logo. Below are some samples of improper uses of the Connecticut logo; however, THE IMPROPER USES ARE NOT JUST LIMITED TO THE EXAMPLES SHOWN ON THIS PAGE.



Do not distort the logo's proportions.



Do not reproduce the logo below the recommended size.



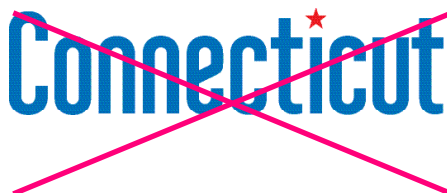
Do not introduce new color to any of the logo's elements.



Do not alter the logo elements' opacity or color.



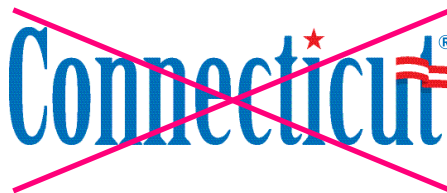
Do not use the logo on a busy background if legibility is an issue. An all-white logo might be a better solution.



Do not remove or add any elements to the logo.



Do not change the size or position of any element in the Connecticut logo.



Do not substitute any typefaces on the logo.

## WHEN TO USE THE FULL-COLOR LOGO VS. THE WHITE LOGO

Knowing when to use the different versions of the logo is important. Follow this simple rule: keep the logo legible at all times. If the logo is to be placed on a light background, use the full-color logo. If the background is dark, use the white logo. If the logo is placed on top of a busy pattern and neither logo version is legible, then try to find a different location to put the logo.



Choose the full-color logo for light and bright backgrounds.



The white logo is not to be used on light and bright backgrounds.



The full-color logo is not to be used on dark backgrounds.



Choose the white logo for dark backgrounds.

## WHEN TO USE THE FULL-COLOR LOGO VS. THE WHITE LOGO

Using the logo versions on solid color backgrounds follows the same rules as using the logo on images. For dark solid backgrounds, use the white logo. For light or white backgrounds, use the full-color logo. See examples below.



Use the white logo for dark solid backgrounds.



Use the full-color logo for light or white backgrounds.

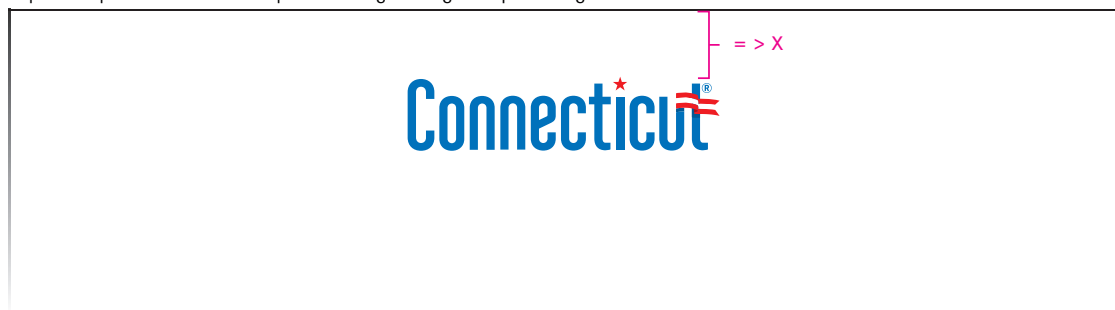
## CONNECTICUT SPACING GUIDES

When using the Connecticut logo, it is important to keep in mind where it resides in relationship to its surroundings — how close it is to other design elements or to the edge of a page. Although each layout design will dictate specific placement and size, a good rule of thumb is that whenever the Connecticut logo is placed near the edge of a page, its distance from the edge should be no less than the height of the uppercase “C” of the Connecticut wordmark. The space value should always be equal to or greater than height of the uppercase “C” (X in the following examples).



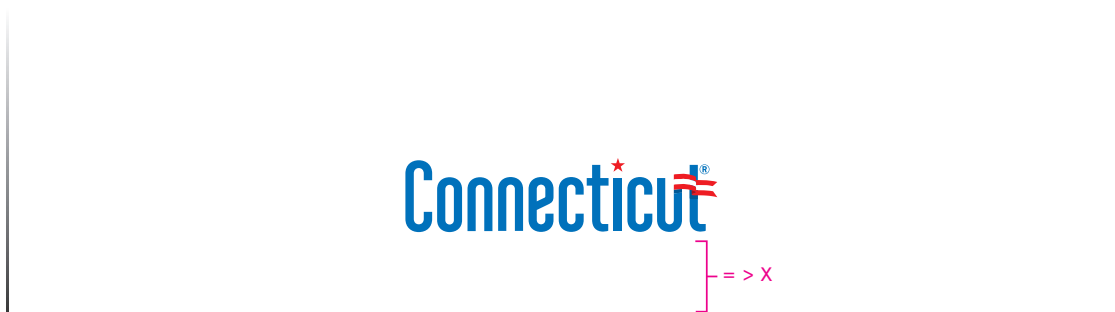
Height of uppercase C in the wordmark Connecticut equals ( = ) X.

Top center placement: minimum space from logo to edge is equal to or greater than X



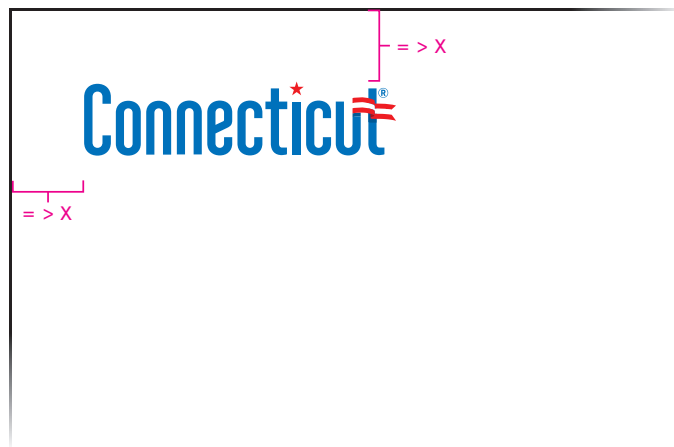
## CONNECTICUT SPACING GUIDES

Please keep this minimum desired spacing in mind whenever placing the logo into a layout.



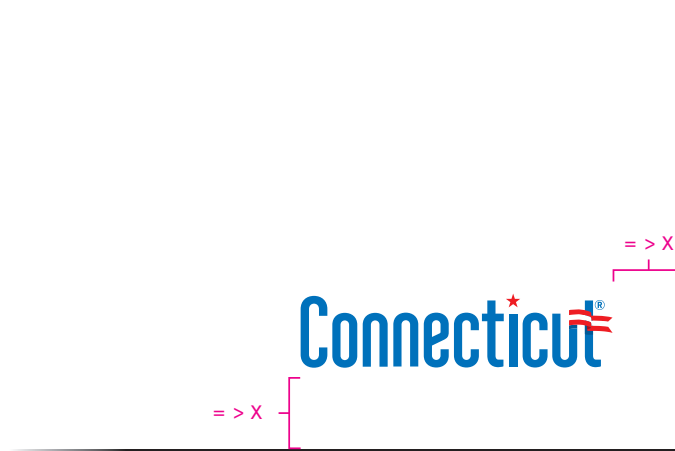
Bottom center placement: Minimum space from logo to edge is equal to or greater than X

Upper left corner placement: minimum space from logo to edges is equal to or greater than X



## CONNECTICUT SPACING GUIDES

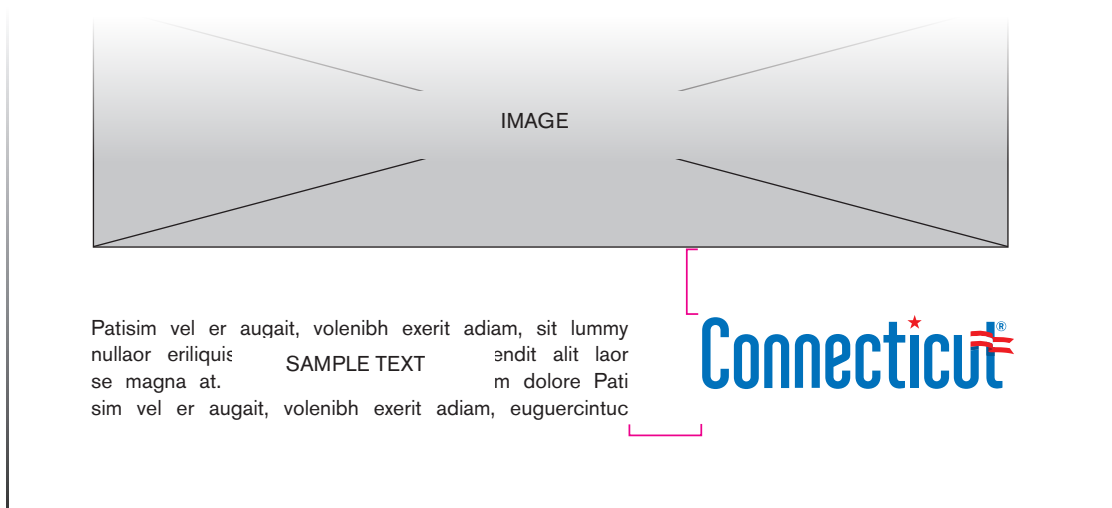
Please keep this minimum desired spacing in mind whenever placing the logo into a layout.



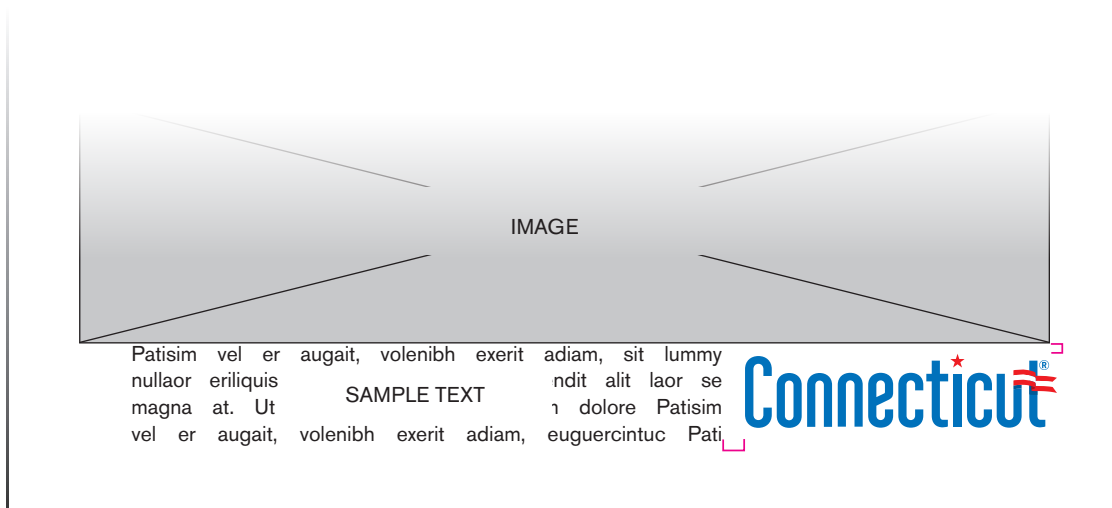
Lower right corner placement: minimum space  
from logo to edges is equal to or greater than X

# CONNECTICUT LOGO SURROUNDING SPACE GUIDELINES

It is important to always keep in mind the space that surrounds the logo. This also applies to other design elements, such as copy and images. It is extremely important that the logo be given the proper “breathing room.” Simple rule: Be proud. Don’t crowd.



Proper space



Too crowded



## CONNECTICUT TYPE & FONTS

As part of the Connecticut rebranding effort, changes have been made to the elements that are to be used in all marketing materials. One of the most important is the addition of campaign and brand fonts. Maintaining consistency with these fonts is every bit as important as maintaining consistency with the Connecticut logo and brand logos. Knowing when to use a particular weight will provide a consistent look to all the materials that represent Connecticut and its uniqueness. Over the next few pages, we'll cover some basic information regarding fonts and how they should be employed to create and maintain a consistent brand look.

### FONTS

Fonts come in all shapes and forms. They are as unique as people and places. They all have characteristics that give them personalities and help convey specific messages. With this in mind, we've devised a series of fonts and font weights, and rules on how and when to use them to ensure the Connecticut branding stays consistent and uniform.

Ando is the primary font and Berthold is the secondary font.

### ANDO

Ando is the font used for the word "Connecticut" in the Connecticut logo. Ando is one of the main elements in the branding.

ANDO



### PAIRING HEADLINE WORDS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#\$%^&\*()**

ANDO BOLD

## BERTHOLD FONTS

Although Ando is used throughout the campaign, **Akzidenz Grotesk Std** is used for all body copy and additional headlines and subheads.

### Berthold Akzidenz Grotesk Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#% ^ & \*()  
Akzidenz Grotesk Std - Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#% ^ & \*()  
Akzidenz Grotesk Std - Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#% ^ & \*()**  
Akzidenz Grotesk Std - Bold Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#% ^ & \*()**  
Akzidenz Grotesk Std - Extra Bold Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#% ^ & \*()**  
Akzidenz Grotesk Std - Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#% ^ & \*()  
Akzidenz Grotesk Std - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#% ^ & \*()  
Akzidenz Grotesk Std - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#% ^ & \*()  
Akzidenz Grotesk Std - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1 234567890!@#% ^ & \*()  
Akzidenz Grotesk Std - Light Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1 234567890!@#% ^ & \*()  
Akzidenz Grotesk Std - Extended

**ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1 234567890!@#% ^ & \*()**  
Akzidenz Grotesk Std - Bold Extended

## RECOMMENDED FONT WEIGHTS FOR TEXT ELEMENTS

Here are examples of preferred font weights when typesetting text elements.  
Using the sample weights below will ensure a cohesive brand standard.

### LARGE FONT RECOMMENDED FONT USAGE

FONTS: ANDO // WEIGHT: BOLD // CAPS

#### Additional headline font

FONTS: Akzidenz Grotesk Std // WEIGHT: Medium or Bold // Sentence case

#### Body copy recommended font usage

FONTS: Akzidenz Grotesk Std // WEIGHT: Regular // Sentence case

### WEBSITES, TAGLINES, CALL TO ACTION

FONTS: Akzidenz Grotesk Std // WEIGHT: Various Weights

Legal copy // Legal copy // Legal copy // Legal copy

FONTS: Akzidenz Grotesk Std Regular, Akzidenz Grotesk Std Condensed,  
Helvetica Roman or Helvetica Condensed

WEIGHT: Book or Light // Sentence case

## CONTACT US

We look forward to partnering with you to promote all that Connecticut offers. If you have any questions, please contact:

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Various versions of our logo are also available for download online at the link below. Also, where appropriate, please link directly to our tourism site at [CTvisit.com](http://CTvisit.com) and our economic development site at [ChooseCT.gov](http://ChooseCT.gov).

[https://portal.ct.gov/DECD/Content/Tourism/03\\_Partner\\_Office/Use-the-Connecticut-Brand](https://portal.ct.gov/DECD/Content/Tourism/03_Partner_Office/Use-the-Connecticut-Brand)