



Logo  
Guidelines

# Hello!

Welcome to Connecticut, the brand identity!

The design system herein, has been carefully designed to be flexible and supportive of a broad number of uses and applications. All while remaining true to the spirit of our state and all it embodies.

Inspired by the creator state mentality, this mark has the the ability to reflect the endeless possibilities of making it in Connecticut.

Let's dive in!

## Table of contents

# 01 Logo

Clear space

Versions

Small scale

Vertical orientation

Color backgrounds

Black & white

Logo misuse

# 05 Imagery

Examples

Small scale

Misuse

Content guidelines

# 02 Lockups

Tagline

Tagline and icon

.Gov

With CTVisit logo

Department

Tourism region

# 06 Applications

To come:

Print

Banners

Out-of-home

# 03 Type

Logo

Headline

Copy

System

# 04 Color

Primary

Secondary

Tertiary

# 01 Logo



Logo: Clear space





HORIZONTAL



VERTICAL

Logo: Small scale

APP ICON



FAVICON





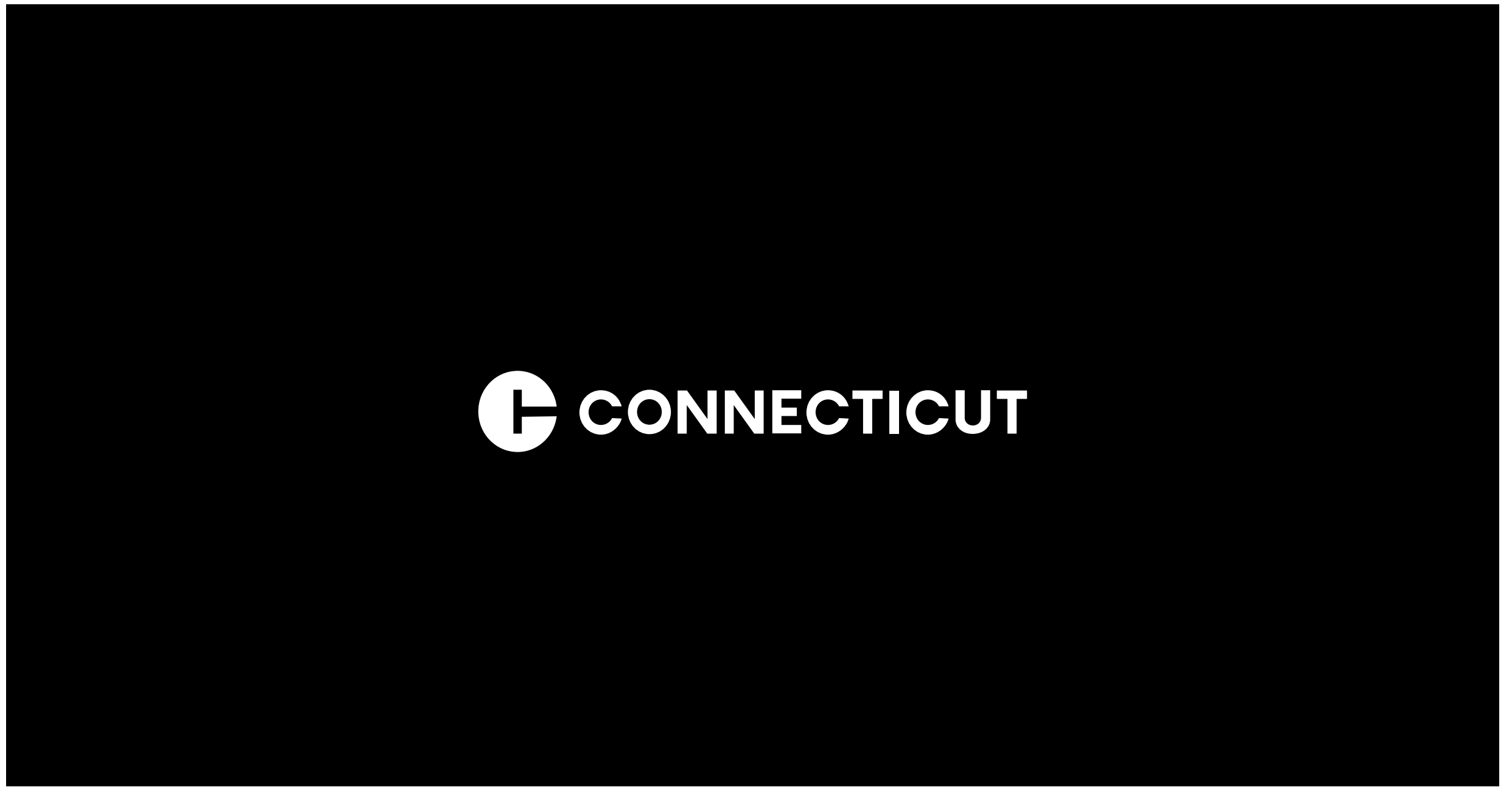
Logo: Vertical orientation



Logo: Color backgrounds



Logo: Black & white



Logo: Misuse



**NO**

Do not distort the logo proportions



**NO**

Do not alter the logo opacity



**NO**

Do not use the logo on a busy background



**NO**

Do not introduce a new color to the logo or icon



**NO**

Do not scale any of the elements individually



**NO**

Do not change the typeface of the logo

# 02 Logo Lockups



HORIZONTAL



VERTICAL



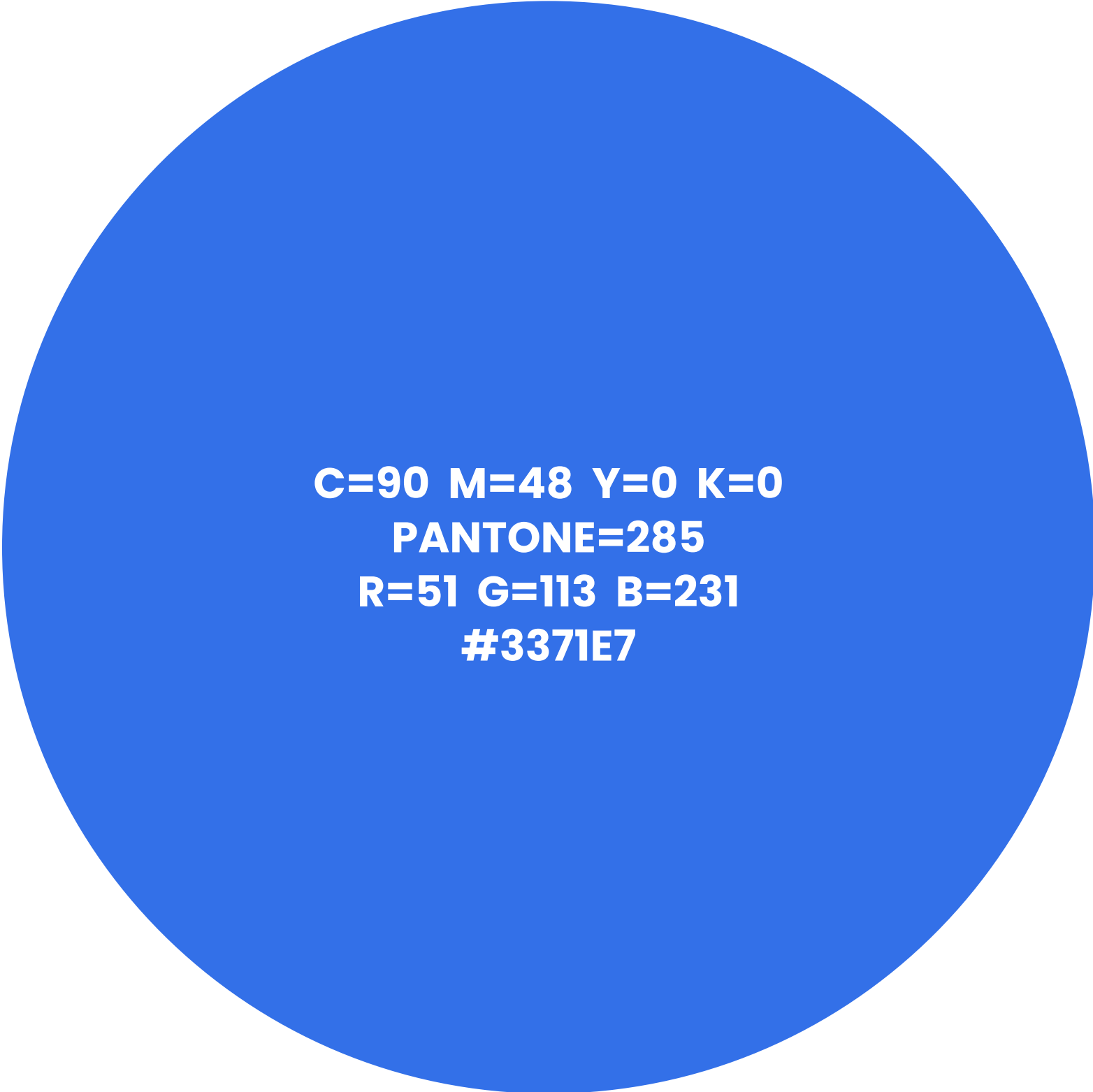




# 03 Color

**Color: Primary**

PRIMARY



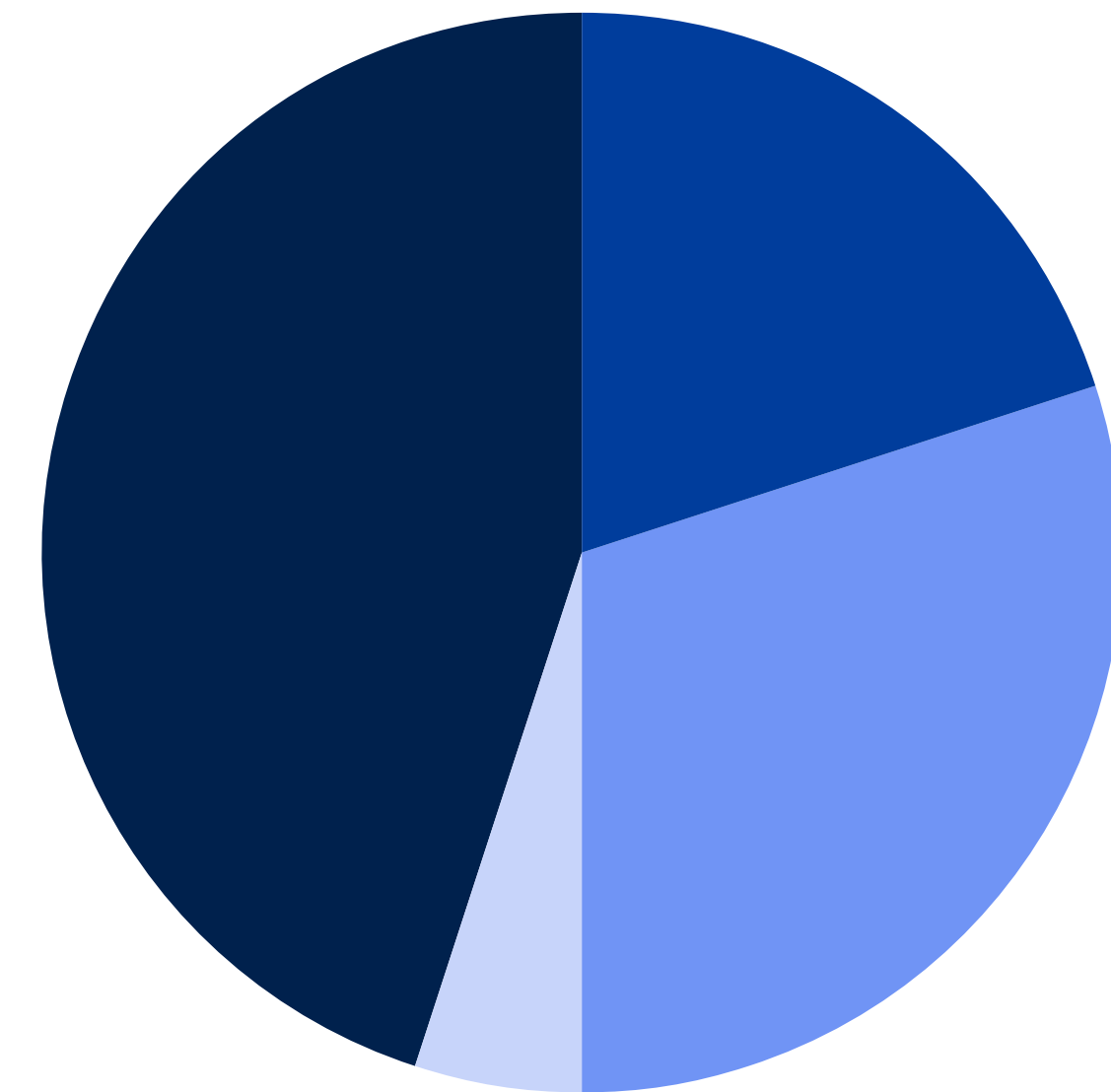
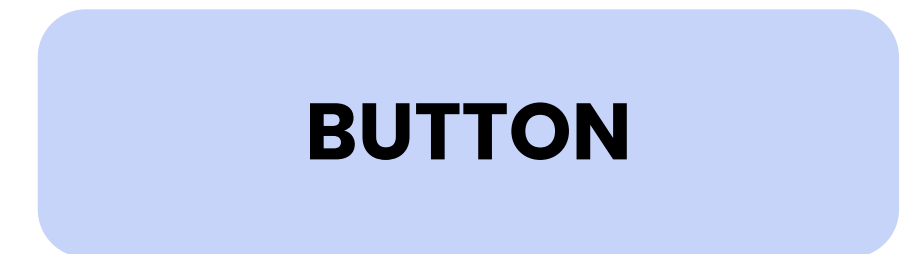
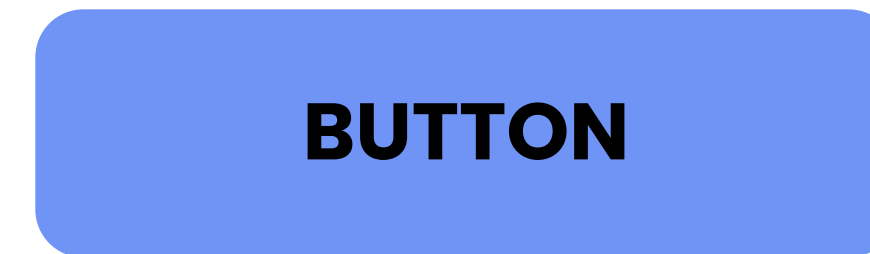
PRIMARY SHADES



## Color: Primary

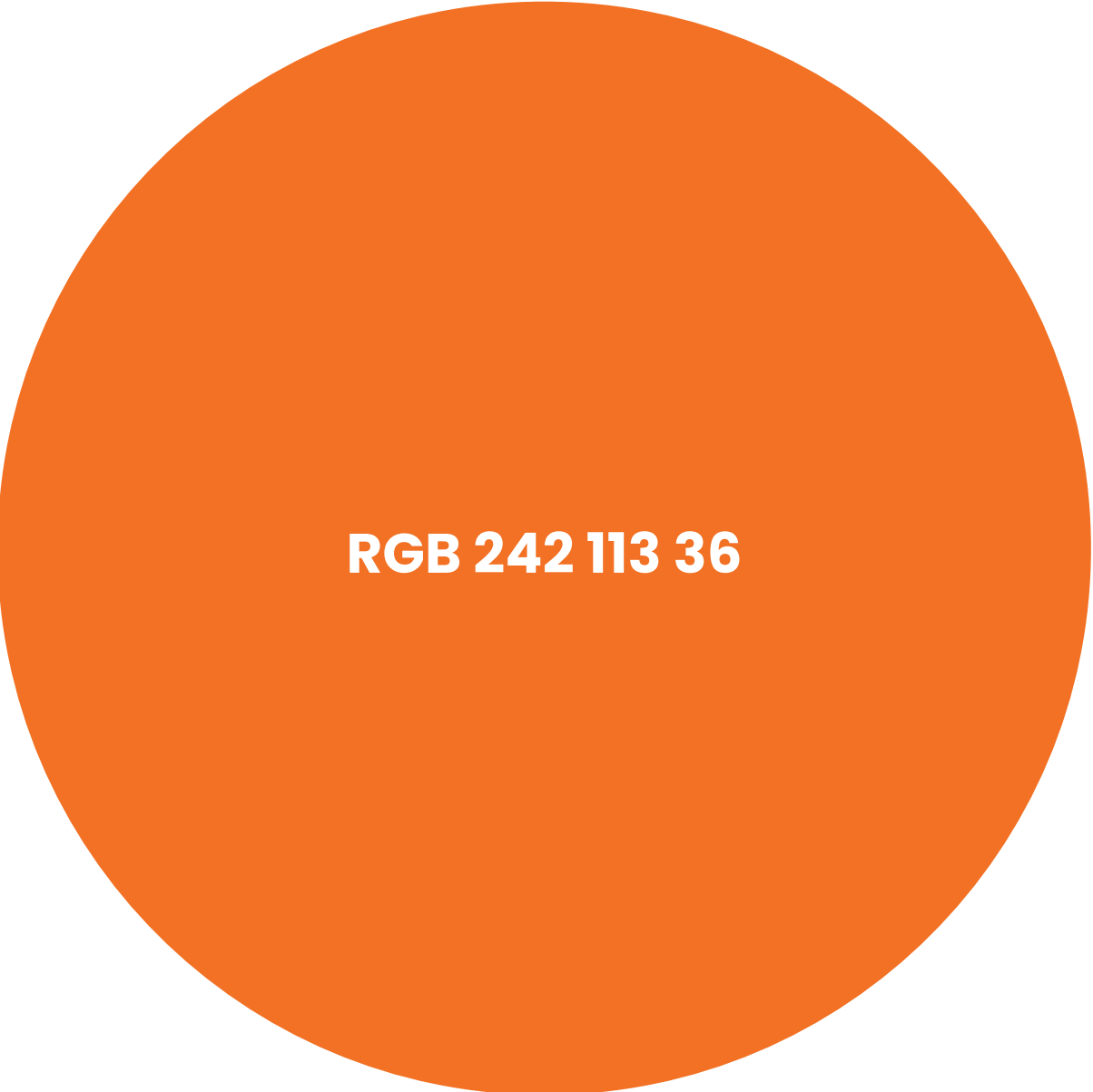
The logo should always be in the primary blue except when it is in black or white.

The shades of the primary blue are not for use in the logo, but can play a supporting part as background colors, tones for typography and digital elements on state materials, and to provide a richer suite of accessible colors.



**Color: Secondary**

SECONDARY



**RGB 242 113 36**

SECONDARY SHADE

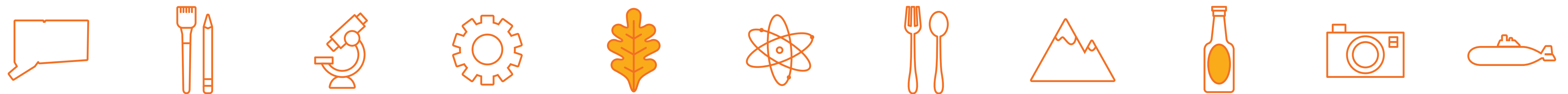


**RGB 250 170 25**

## Color: Secondary

The secondary color is intended as an accent color and to provide a link with the CTVisit logo.

Primary use will be for the Connecticut and CTVisit lockup and potentially for iconography or other illustrative elements.



**Color:** Tertiary

TERTIARY



TERTIARY SHADE



## Color: Photography

A note on the use of additional (tertiary) colors.

The flexibility and uniqueness of our design system allows for accent colors to be leveraged from key images when needed for application. This idea in practice, means when our blues and oranges are not enough or need additional support, it is ok to pull colors from the leading image/photograph to help support the art direction of the designed object.

Please see below example of referencing colors and also the applications section for examples.



# 04 Type



**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

NOW BOLD

**1234567890**

Poppins Semibold

HEADLINE

**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890**

Poppins Regular

COPY

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

Arial Bold

HEADLINE

**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890**

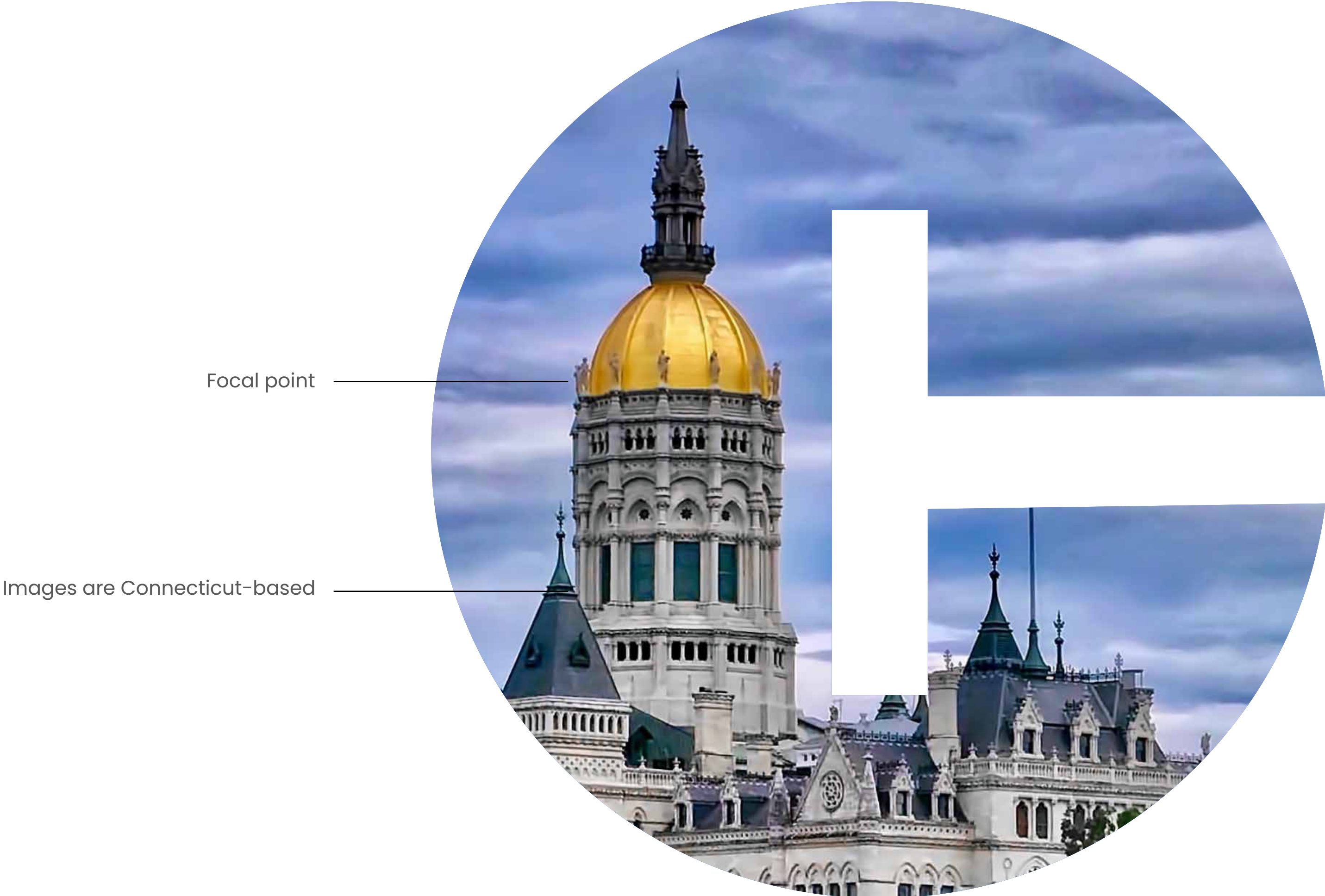
Arial Regular

COPY

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

# 05 Imagery

Icon Imagery



Focal point

Images are Connecticut-based

Icon Imagery: Examples



**Icon Imagery: Small Scale**

The smaller the logo appears, the more simplified the imagery should be. This assures readability at every scale.



## Icon Imagery: Misuse



**NO**

Do not use over a busy background



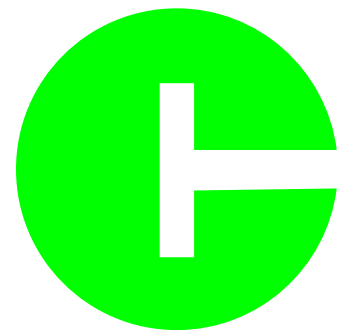
**NO**

Do not use logos



**NO**

Do not use any messaging



**NO**

Do not fill with a solid non-approved color



**NO**

Do not use any out of state iconography



**NO**

Do not use highly detailed imagery in small scale



**NO**

Do not break the boundary of the icon and disrupt the readability and integrity of the C or T in any way



# 06 Applications

Imagery: Example Images



Imagery: Example Images



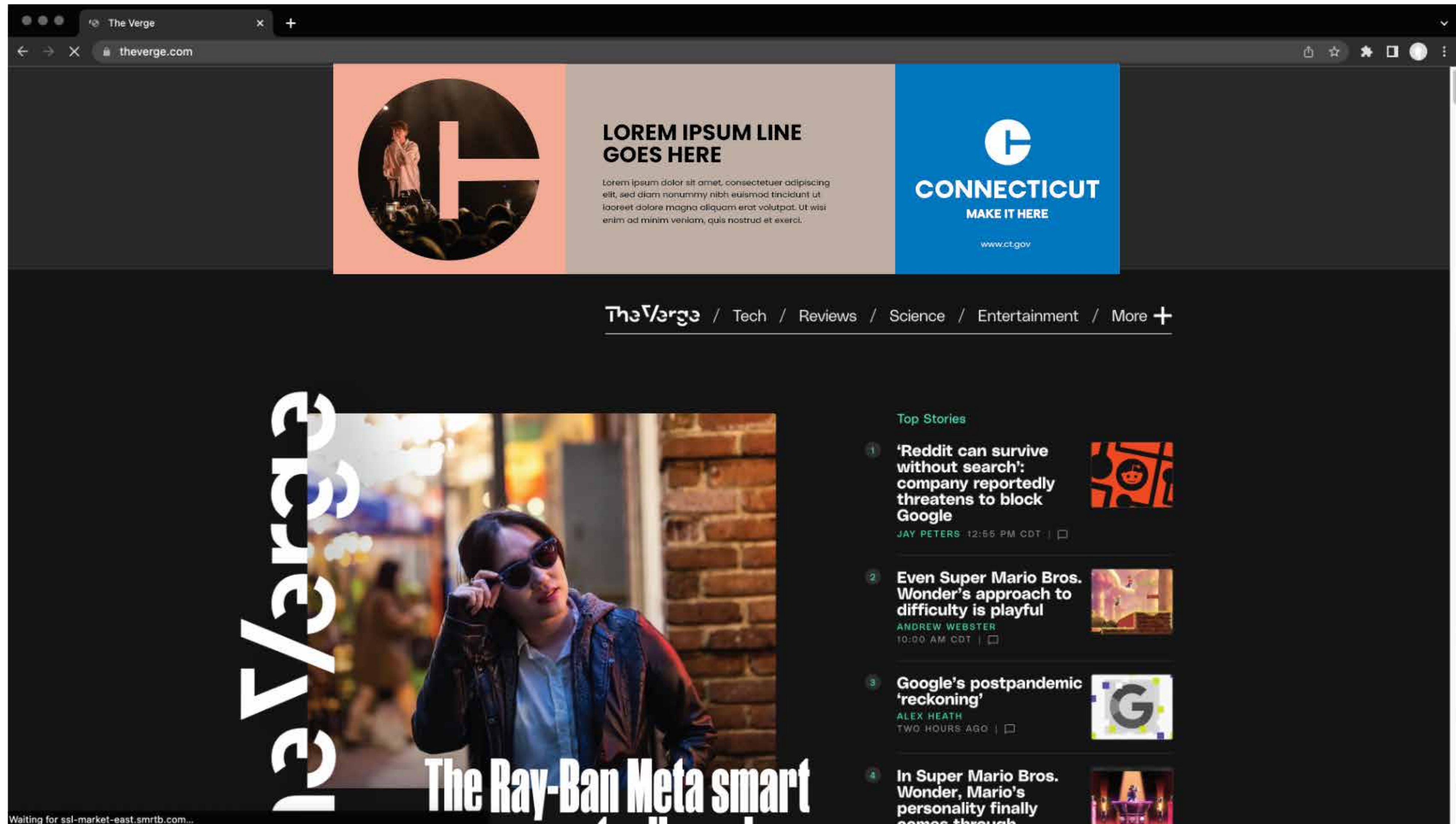
# Imagery: Applications – Print



Imagery: Applications OOH



# Imagery: Applications – Banners



## **Our CT icon belongs to everyone and that should be reflected in the the style of imagery it holds.**

While we want the icon to be a statement of expression, it ultimately represents the state and any graphic or offensive imagery is not permitted.

- Nothing pornographic or lewd
- Imagery should be positive in nature
- Statements or imagery associated with a specific political party should be avoided
- No hate speech/imagery/symbolism
- The logo mark/icon should not contain any imagery when it is part of the full logo; only when it is on its own

## Conclusion

As a creator and maker, we hope you embrace our new branding. The mark is full of endless possibilities and we encourage you to reach out if you have any usage questions or would like approval for your use.

When seeking logo approval, please email [MakeItHere@ct.gov](mailto:MakeItHere@ct.gov) and explain what you're including in the logo, what you're using it for, and explain its connection to our state, either symbolic or actual.





**CONNECTICUT**