

BRAND MANUAL



TABLE OF CONTENTS

BRAND OVERVIEW.....	3	SPACING & ENVIRONMENT.....	59
Positioning	4	Connecticut spacing guides.....	60
Attributes.....	5	Connecticut logo surrounding space guidelines	63
Personality.....	6		
Essence.....	7	TYPE & FONTS.....	64
Our brand: still revolutionary.....	7	Connecticut type & fonts.....	65
		Fonts	66
LOGOS	8	Ando	66
Connecticut logo	9	Berthold fonts.....	67
Elements of the Connecticut logo	10	Recommended font weights for text elements	68
Connecticut logo usage	11		
Connecticut primary logo color.....	12	WEB USAGE	69
Connecticut logo: black/white	13	Affiliate web use.....	70
Alternative Connecticut logos.....	14	Usage of logo on the web.....	71
Connecticut logo 4-color printing	15		
Connecticut logo RGB	15	POWERPOINT PRESENTATIONS	72
Connecticut logo, website & phone number lockup.....	16	PowerPoint template	73
Connecticut logo & website lockup	19		
Small spaces alternative logo	22	STATIONERY.....	74
Vertical use of logo.....	23	Letterhead.....	75
Connecticut logo: improper uses.....	24	Business cards.....	80
When to use the full-color logo vs. the white logo	25		
Connecticut logo: improper uses.....	27	ADVERTISING CAMPAIGN	81
Connecticut state brand guideline agreement	28	Advertising campaign: revolutionary thoughts.....	82
		Advertising campaign: thought bubble.....	83
GUIDELINES FOR REGIONAL DESTINATIONS	29	Campaign execution: how to do it	84
Connecticut logo with region name lockup	30	Campaign language: the words	85
The regional color palettes	34	Campaign photography: dos and don'ts	86-87
		Print.....	88
Custom regional lockups		Out of home	89
Grid measurements - Fairfield County.....	36	Digital advertising.....	90
Grid measurements - New Haven	39		
Grid measurements - Litchfield Hills	42	CO-OP USAGE & SPONSORSHIP.....	91
Grid measurements - Mystic Country	45	Connecticut logo with other logos & sponsorship	92
Grid measurements - River Valley.....	48	Co-op web banners.....	93-94
		Co-op billboards & posters.....	95
CONNECTICUT LOGO			
GUIDELINES FOR AGENCIES.....	51	TRADE SHOW MATERIALS	96
The CT logo accompanied by agency name.....	52	Trade show booth.....	97
Elements of the Connecticut logo accompanied by		Vertical display banner.....	98
agency name.....	53	Horizontal display banner	99
CT logo above agency or affiliate name.....	54	Tent	100
CT logo and agency or affiliate name, side by side.....	56	Tablecloths	101
		Feather flag.....	102
		Contact us	103
		END PAGE	104

OVERVIEW



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.

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.

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.

In reviewing your communication to see if it is “on brand,” ask yourself whether someone who sees this communication would conclude that Connecticut is:

- a center of innovation?
- an inviting place to visit, play, stay overnight?
- a place with a rich history and a vibrant future?
- a blend of contrasting/complementary forces, e.g., nature/culture, historic/contemporary, relaxing/active, proven/groundbreaking?
- a community of “movers and shakers” — people who are making a difference in their communities and industries?

It's not that this language needs to be used verbatim. But the impression people are left with after seeing our communication should reflect these differentiators.

OUR BRAND ATTRIBUTES

At the core of our “still revolutionary” brand positioning is the idea that Connecticut has always been — and continues to be — **a haven for original ideas and fresh thinking.**

Equally central to our brand positioning is the idea of a **dynamic** — an energizing intersection of contrasting yet complementary forces. As appropriate, we should strive to bring that dynamic to life in our communications. Here are just a few examples of the synergistic marriage of distinctive attributes that together best characterize Connecticut.

- Connecticut is a rich tapestry of interesting small towns and constantly evolving urban centers.
- More than any other New England state, we offer a blend of incredible natural beauty and sophisticated cultural options — all within close proximity to each other as well as to neighboring states.
- We offer visitors a unique blend of activities and experiences: casinos and museums, cultural attractions and active lifestyle options.
- Connecticut is home to some of the nation’s largest leaders in their fields, as well as emerging innovators who are pioneering new industries altogether.
- We are also at the convergence of exciting research and development centers — and some of the country’s most sophisticated advanced manufacturers.

We bring together the natural *and* the cultural, the relaxing *and* the active, the historical *and* the contemporary, the possible *and* the practical.

Too often, this dynamic stays well hidden from view, invisible from the major thoroughfares, awaiting those inquisitive and adventurous types searching for “more.”

So as communicators about this state, we constantly need to remind those who might live, work and play here that Connecticut offers these multilayered experiences — all within close proximity to each other and all worthy of exploration.

Connecticut’s ideal location, size and scale has rendered it a natural and cultural nexus, providing its residents, visitors and businesses a concentration of everything and anything they could possibly need or want.

OUR BRAND PERSONALITY

As critical as *what* we say about Connecticut is *how* we say it. All of our communications should project the innovative, dynamic personality of Connecticut. Here, too, we need to reflect a certain dichotomy.

- On the business development front, we are knowledgeable but always approachable. We have built up a lot of expertise in key industries, but are eager to continue building our community of proven leaders and emerging innovators.
- On the tourism front, we are both sophisticated and authentic. There's a level of taste and refinement here, but also a personable, down-to-earth quality that is open and inviting.
- As a state, we are bold and innovative, while still respectful of tradition and past accomplishments.

Most of all, we need to overcome the frustratingly ingrained stereotype of Connecticut as home to iconic “preppies” who are stiff and shallow. We need to welcome others who crave something more to share our excitement about the rich diversity of experiences Connecticut has to offer.

OUR BRAND ESSENCE



“Inviting...Engaging...Original...Dynamic”



STILL REVOLUTIONARY

OUR BRAND: STILL REVOLUTIONARY

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.

LOGOS



CONNECTICUT LOGO



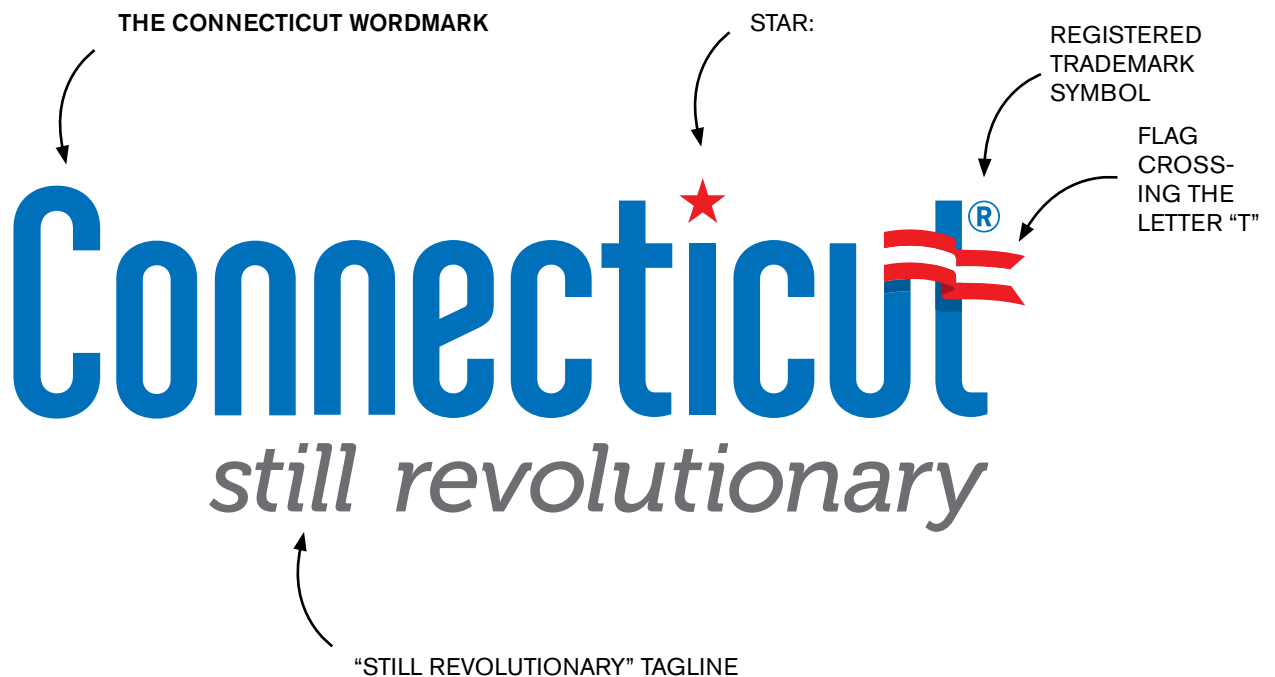
ELEMENTS OF THE CONNECTICUT LOGO

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

The Connecticut logo is made up of five elements: the Connecticut wordmark, flag crossing the letter “T”, star over the letter “I”, the “still revolutionary” tagline and a registered trademark symbol (®).

The state’s logo and brand line lock-up, including “connecticut still revolutionary,” is a registered trademark (serial number 85626900, registration number 4271672). Therefore, please put the ® symbol on the first or most prominent use of the logo lock-up on any communication. One placement is sufficient. You do not need it on every use thereafter or when you reference connecticut still revolutionary in text.

The logo lock-up should never have a TM symbol anywhere.

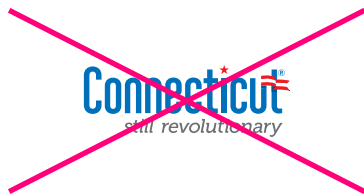


CONNECTICUT LOGO USAGE

Where feasible, preferred usage of the Connecticut logo always includes the “still revolutionary” tagline wordmark. Due to size restrictions and legibility concerns, however, that may not always be possible. At sizes above 0.375” in height, the tagline wordmark must be included. At sizes equal to or below 0.375”, the tagline wordmark should be removed.



Approved logo at any size above 0.375" in height



Do not use logo with tagline at
or below 0.375" in height



Approved logo at
or below 0.375" in height

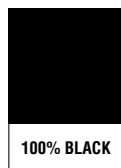
CONNECTICUT PRIMARY LOGO COLOR

The Connecticut logo consists of five main colors, detailed below: Pantone 2935C, Pantone 2945C, Pantone 485C and Pantone 284C. The tagline is displayed in 70% black.

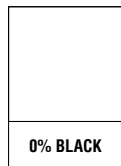


CONNECTICUT LOGO: BLACK/WHITE

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[®]
still revolutionary



Connecticut[®]
still revolutionary

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

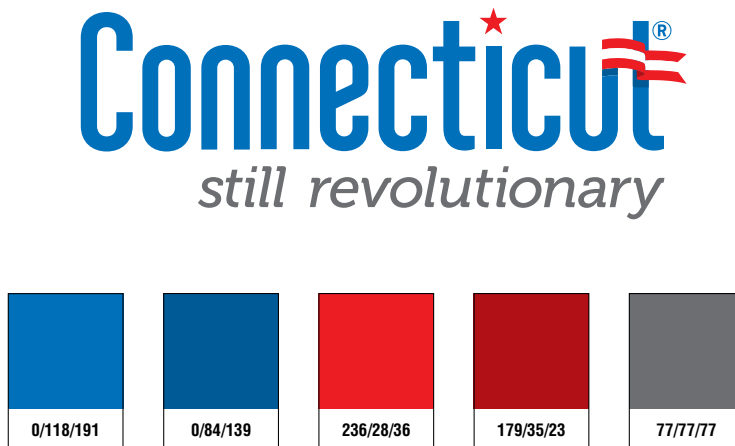
When printing in four-color process, the percentages for achieving an acceptable match to the Connecticut colors are as follows:



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:



CONNECTICUT LOGO, WEBSITE & PHONE NUMBER LOCKUP

When space allows, it is preferred that the URL, CTvisit.com, is displayed alongside the logo. Where appropriate, it is also preferred that the toll-free number, 1.888.CTvisit, is also used. The appropriate space and placement of the URL and location of the URL and phone number is determined by the size of the logo. Both these elements should be placed below the logo and tagline, no closer to the base of the tagline than the height of the lowercase characters of the word “Connecticut” in the logo. See examples below. Font: **Akzidenz Grotesk Medium**.



URL & phone number in a single line centered between the word “Connecticut”



The space between the base of the tagline and the top of the URL & phone number should be no less than the height of the lowercase characters in the word “Connecticut.”



URL & phone number may change in relation to the logo for legibility. They may also be stacked onto two lines. Maintain the center alignment when possible, as well as the proper distance from the bottom of the tagline to the top of the URL.



When the logo is smaller than 0.375" in height and no tagline is included, the URL & phone number should still be no closer than the height of the lowercase characters in the word “Connecticut.”

CONNECTICUT LOGO, WEBSITE & PHONE NUMBER LOCKUP

CT LOGO, WEBSITE & PHONE NUMBER, SIDE BY SIDE

Here are guidelines on how to set the CTvisit.com URL and toll-free number to the right of the logo. See examples below.



Sample logo



The space between the right side of the flag and the left side of the URL should be no less than the height of the lowercase characters in the word "Connecticut."



The dividing line should start at the top of the letter "t" and extend to the lowest point of the letter "y." This is the shortest the line can be when aligning the URL to the right of the logo. The URL should then be centered relative to the height of the line.



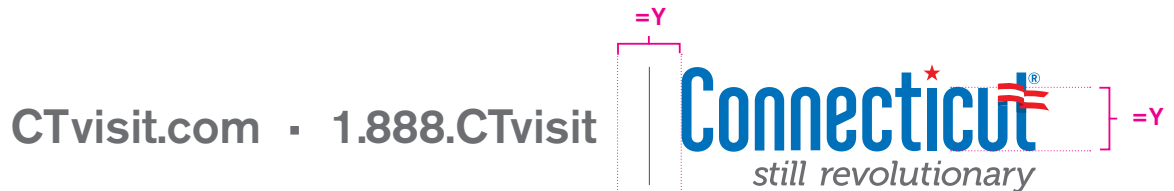
The placement of the line should be roughly halfway between the right side of the flag and the left side of the URL.

CONNECTICUT LOGO, WEBSITE & PHONE NUMBER LOCKUP CT LOGO, WEBSITE & PHONE NUMBER, SIDE BY SIDE

There will be situations where the logo and the CTvisit.com URL and toll-free number might need to switch places due to either legibility or design aesthetics. For such cases, refer to the rules below.



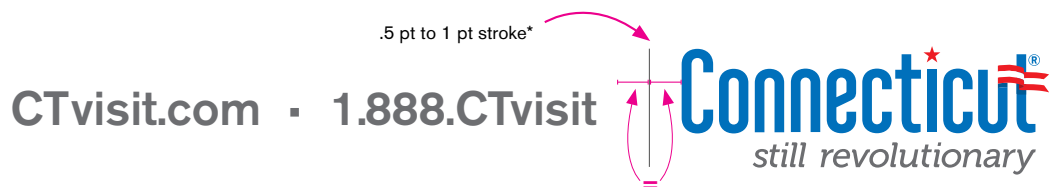
Sample logo



The space between the left edge of the letter "C" and the right side of the URL should be no less than the height of the lowercase characters in the word "Connecticut."



The dividing line should start at the top of the letter "C" and extend to the base of the tagline "still revolutionary."
This is the shortest the line can be when aligning the URL to the left of the logo.
The URL should then be centered relative to the height of the line.



The placement of the line should be roughly halfway between the left edge of the letter "C" and the right side of the URL.

CONNECTICUT LOGO & WEBSITE LOCKUP

When the URL is by itself, it should be placed below the logo and tagline, no closer to the base of the tagline than the height of the lowercase characters of the word “Connecticut” in the logo. See examples below.



URL is centered between the word “Connecticut.”



The space between the base of the tagline and the top of the URL should be no less than the height of the lowercase characters in the word “Connecticut.”



The URL size may change in relation to the logo for legibility. Maintain the center alignment when possible, as well as the proper distance from the bottom of the tagline to the top of the URL.



When the logo is smaller than 0.375” in height and no tagline is included, the URL should still be no closer than the height of the lowercase characters in the word “Connecticut.”

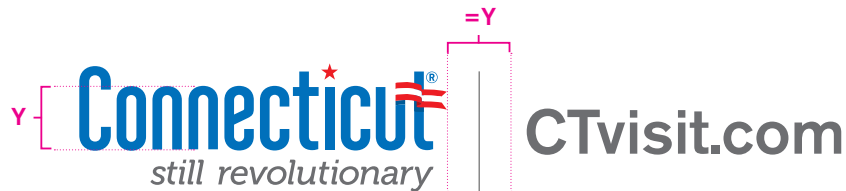
CONNECTICUT LOGO & WEBSITE LOCKUP

CT LOGO & WEBSITE, SIDE BY SIDE

Here are guidelines on how to set the CTvisit.com URL to the right of the logo. See examples below.



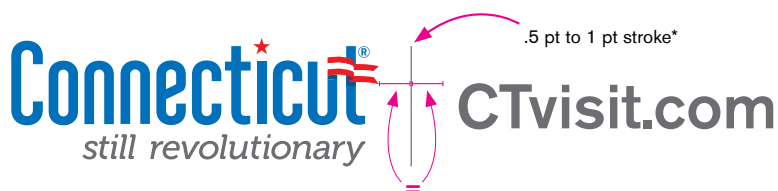
Sample logo



The space between the right side of the flag and the left side of the URL should be no less than the height of the lowercase characters in the word "Connecticut."



The dividing line should start at the top of the letter "t" and extend to the lowest point of the letter "y." This is the shortest the line can be when aligning the URL to the right of the logo. The URL should then be centered relative to the height of the line.



The placement of the line should be roughly halfway between the right side of the flag and the left side of the URL.

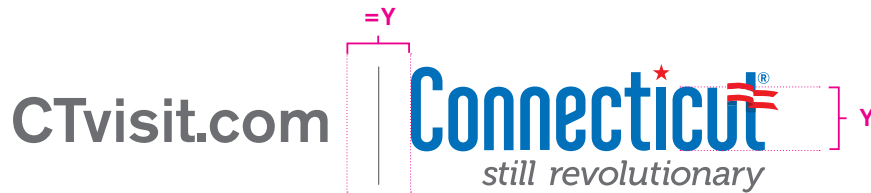
CONNECTICUT LOGO & WEBSITE LOCKUP

CT LOGO, WEBSITE, SIDE BY SIDE

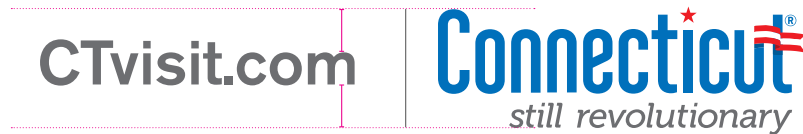
There will be situations where the logo and the CTvisit.com URL might need to switch places due to either legibility or design aesthetics. For such cases, refer to the rules below.



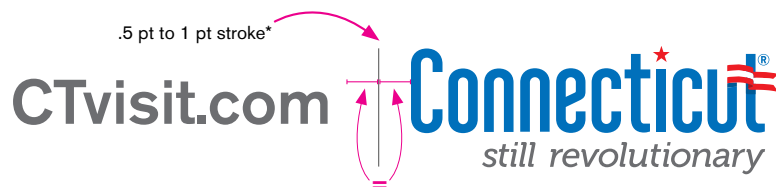
Sample logo



The space between the left edge of the letter "C" and the right side of the URL should be no less than the height of the lowercase characters in the word "Connecticut."



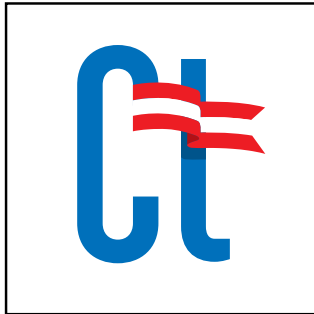
The dividing line should start at the top of the letter "C" and extend to the base of the tagline "still revolutionary." This is the shortest the line can be when aligning the URL to the left of the logo. The URL should then be centered relative to the height of the line.



The placement of the line should be roughly halfway between the left edge of the letter "C" and the right side of the URL.

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

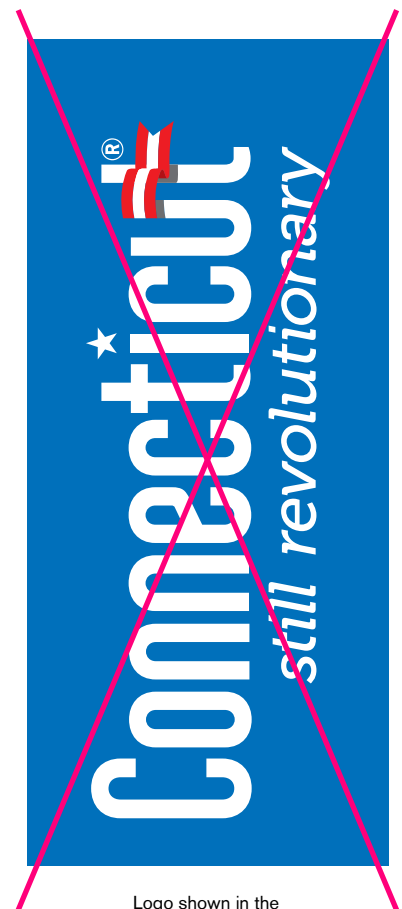
It's preferred that the Connecticut logo be used horizontally. However, it can be used vertically when the allotted space is much taller than it is wide, i.e., as a vertical banner hanging from a streetlamp. In cases like this, it's acceptable to use the logo in a vertical direction, as long as it reads 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 that includes the "still revolutionary" tagline below the recommended size.



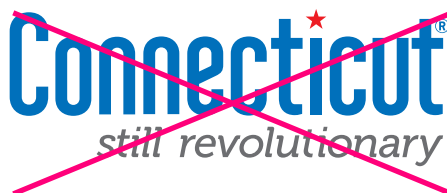
Do not introduce new color to any of the logo's elements.



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.



The "still revolutionary" tagline cannot be replaced with other taglines.

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 LOGO: IMPROPER USES

Under no circumstances should the elements of the logo be used separately or individually. The 3-striped flag should not be separated from the rest of the logo. DO NOT EVER USE THE FLAG BY ITSELF.



Under no circumstances should the logo elements be used individually.

CONNECTICUT STATE BRAND GUIDELINE AGREEMENT

The Connecticut Department of Economic and Community Development (DECD) has commissioned a unique and widely recognizable logo to bolster state and brand awareness and promote overnight visitation. Relevant partners and organizations are encouraged to use this logo and participate in the Connecticut brand.

The following claim and statement are added to the record in place of the current claim and statement:

(1) Color claim: “The color(s) gray, red, white and blue are claimed as a feature of the mark.”; and

(2) Color location statement: “The mark consists of the wording ‘Connecticut’ in blue, except for a red and white flag crossing from the letter ‘u’ to form the horizontal line in the second letter ‘t’ and a red star over the letter ‘i’, above the wording ‘still revolutionary’ in gray.”

Partners and entities using the Connecticut logo are required to follow all guidelines and regulations to ensure the integrity of the brand is maintained throughout all applications. Those using the logos shall not:

1. Alter the mark in any way.
2. Use any part of the mark as part of another word.
3. Redesign, redraw, animate, modify, distort or alter the proportions of the mark.
4. Surround the mark with, or place in the foreground over, a pattern or design.
5. Rotate or render the mark three-dimensionally.
6. Add words, images or any other new elements to the mark (unless preapproved).
7. Enclose the mark in a shape or combine it with other design elements or effects.
8. Modify the size or position relationship of any element within the mark.
9. Add additional copy to the mark (unless preapproved).

CONNECTICUT LOGO GUIDELINES FOR STATE REGIONS



CONNECTICUT LOGO WITH REGION NAME LOCKUP CT LOGO ABOVE REGION NAME

When the logo and region names are set on top of each other, the rules below will ensure consistency and legibility for all elements of the pairing. Also, although not represented below, these same rules apply to small logos below 0.375" in height that do not use the tagline. Font: **Akzidenz Grotesk Medium**.



Name of state's region should be centered with the word "Connecticut." The agency text can be smaller or larger than the width of the word "Connecticut."



The space between the base of the tagline and the top of the name of the state's region should be no less than the height of the lowercase characters in the word "Connecticut."



A dividing line adds to the distinction between the logo and the state's region name. Although the weight of the line might change depending on the size of the grouping, it should be between .5 pt and 1 pt. If the grouping is larger than 5" in width, then the line weight should increase proportionally with the rest of the grouping.



The placement of the dividing line should be roughly halfway between the lowest part of the letter "y" in "still revolutionary" and the top of the highest part of the state's region name.



Sample logo and River Valley's name grouping

CONNECTICUT LOGO WITH REGION NAME LOCKUP CT LOGO BELOW REGION NAME

When the logo and region names are set on top of each other, the rules below will ensure consistency and legibility for all elements of the pairing. Also, although not represented below, these same rules apply to small logos below 0.375" in height that do not use the tagline. Font: **Akzidenz Grotesk Medium**.



Name of state's region should be centered with the word "Connecticut." The agency text can be smaller or larger than the width of the word "Connecticut."



The space between the top of the star in the logo and the bottom of the name of the state's region should be no less than the height of the lowercase characters in the word "Connecticut."

.5 pt to 1 pt stroke*



A dividing line adds to the distinction between the logo and the state's region name. Although the weight of the line might change depending on the size of the grouping, it should be between .5 pt and 1 pt. If the grouping is larger than 5" in width, then the line weight should increase proportionally with the rest of the grouping.



The placement of the dividing line should be roughly halfway between the lowest part of the letter "y" in "still revolutionary" and the top of the highest part of the state's region name.



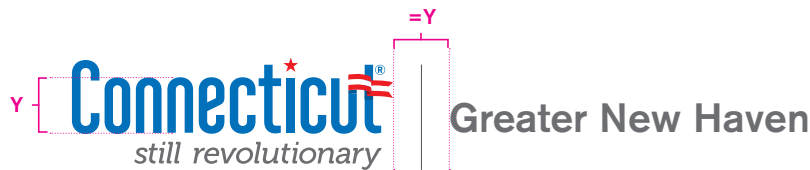
Sample logo and River Valley's name grouping

CONNECTICUT LOGO WITH REGION NAME LOCKUP CT LOGO AND REGION NAME, SIDE BY SIDE

Sometimes, grouping the state's region name below the logo is not the best choice due to media space or design. In such cases, elements may be grouped side by side. Below are some rules to keep in mind when using this system.



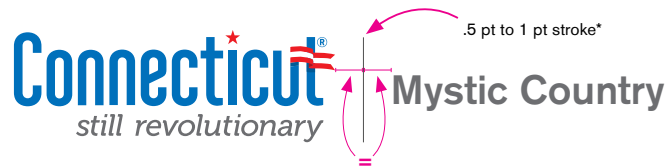
Sample logo with Fairfield County's name



The space between the right side of the flag and the left side of the state's region name should be no less than the height of the lowercase characters in the word "Connecticut."



The dividing line should start at the top of the letter "t" and extend to the lowest point of the letter "y." This is the shortest the line can be when aligning the state's region name to the right of the logo. The state agency name should then be centered relative to the height of the line.



Stroke weight rules are the same as the top and bottom alignment of the logo and state's region name. The placement of the line should be roughly halfway between the right side of the flag and the left side of the region's name.



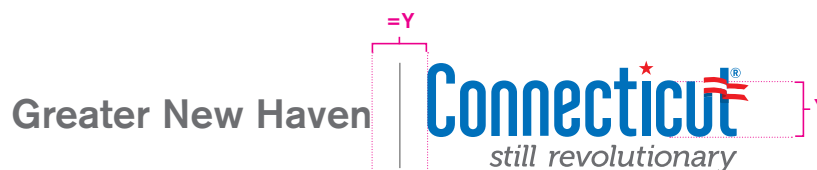
Sample logo with River Valley's name

CONNECTICUT LOGO WITH REGION NAME LOCKUP CT LOGO AND REGION NAME, SIDE BY SIDE

There will be situations where the logo and the state region's name might need to switch places due to either legibility or design aesthetics. For such cases, refer to the rules below.



Sample logo with Fairfield County's name



The space between the left edge of the letter "C" and the right side of the region's name should be no less than the height of the lowercase characters in the word "Connecticut."



The dividing line should start at the top of the letter "C" and extend to the base of the tagline "still revolutionary." This is the shortest the line can be when aligning the region's name to the left of the logo. The region's name text should then be centered relative to the height of the line.



Stroke weight rules are the same as the top and bottom alignment of the logo and region's name. The placement of the line should be roughly halfway between the left edge of the letter "C" and the right side of the region's name.



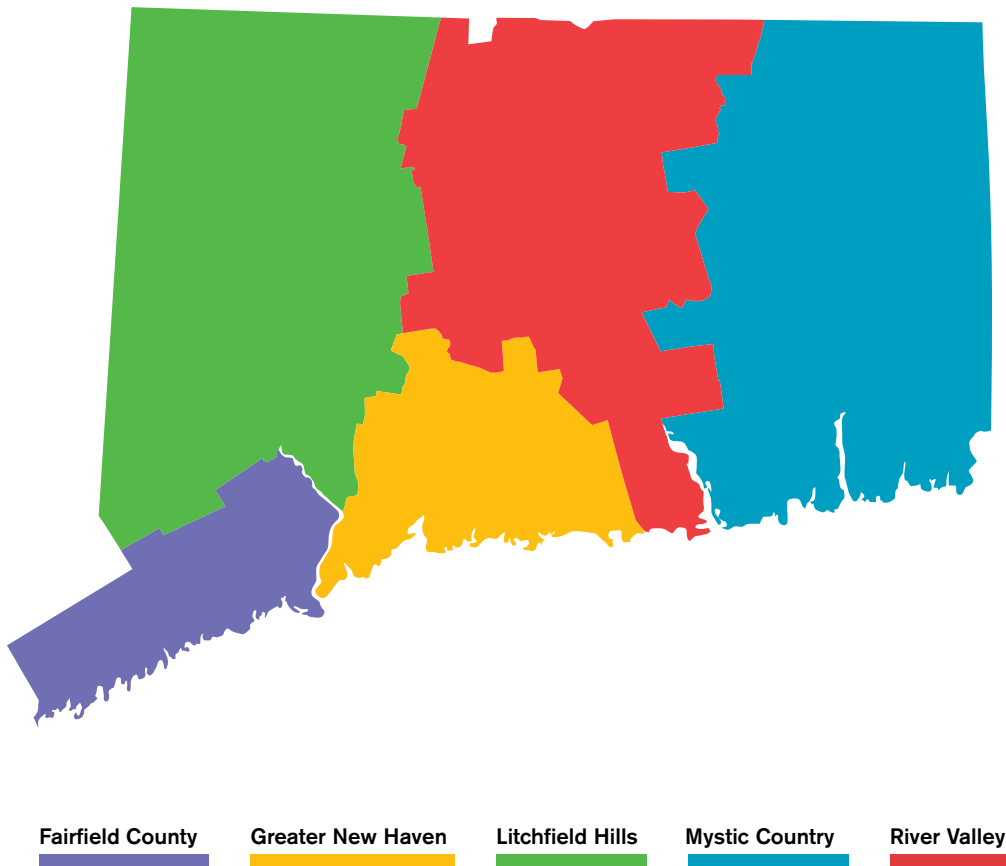
Sample logo with River Valley's name

THE REGIONAL COLOR PALETTES

The state of Connecticut is a combination of five distinct and culturally diverse tourism regions, each characterized by a wealth of activities, attractions and events. Each region, using its own unique name as a color, has its own opportunities to promote its differentiating features under the umbrella of the state's brand identity.

If each district is dedicated to implementing the state's brand identity guidelines correctly and consistently, the combined efforts will result in the mutual benefit of all the state's tourism industry partners.

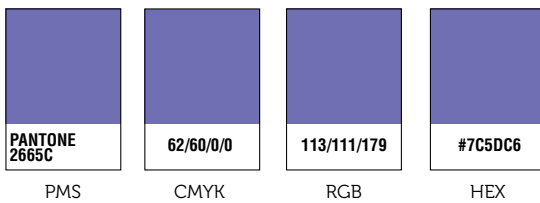
THE REGIONAL COLOR PALETTES



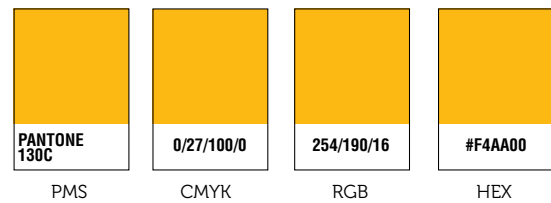
THE REGIONAL COLOR PALETTES

We have chosen five colors to represent the state's regions. The colors are bright and vivid to complement the Connecticut logo. Each color is unique and different — not only from each other, but also from the colors used in the Connecticut logo.

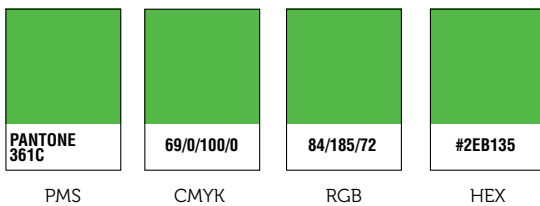
Fairfield County



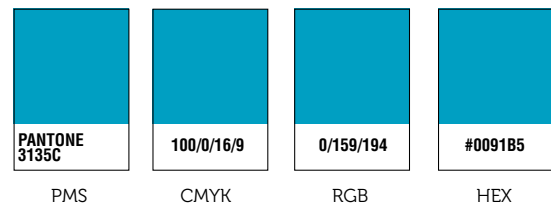
Greater New Haven



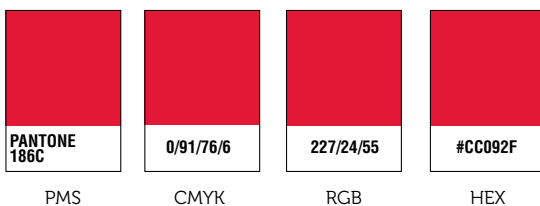
Litchfield Hills



Mystic Country



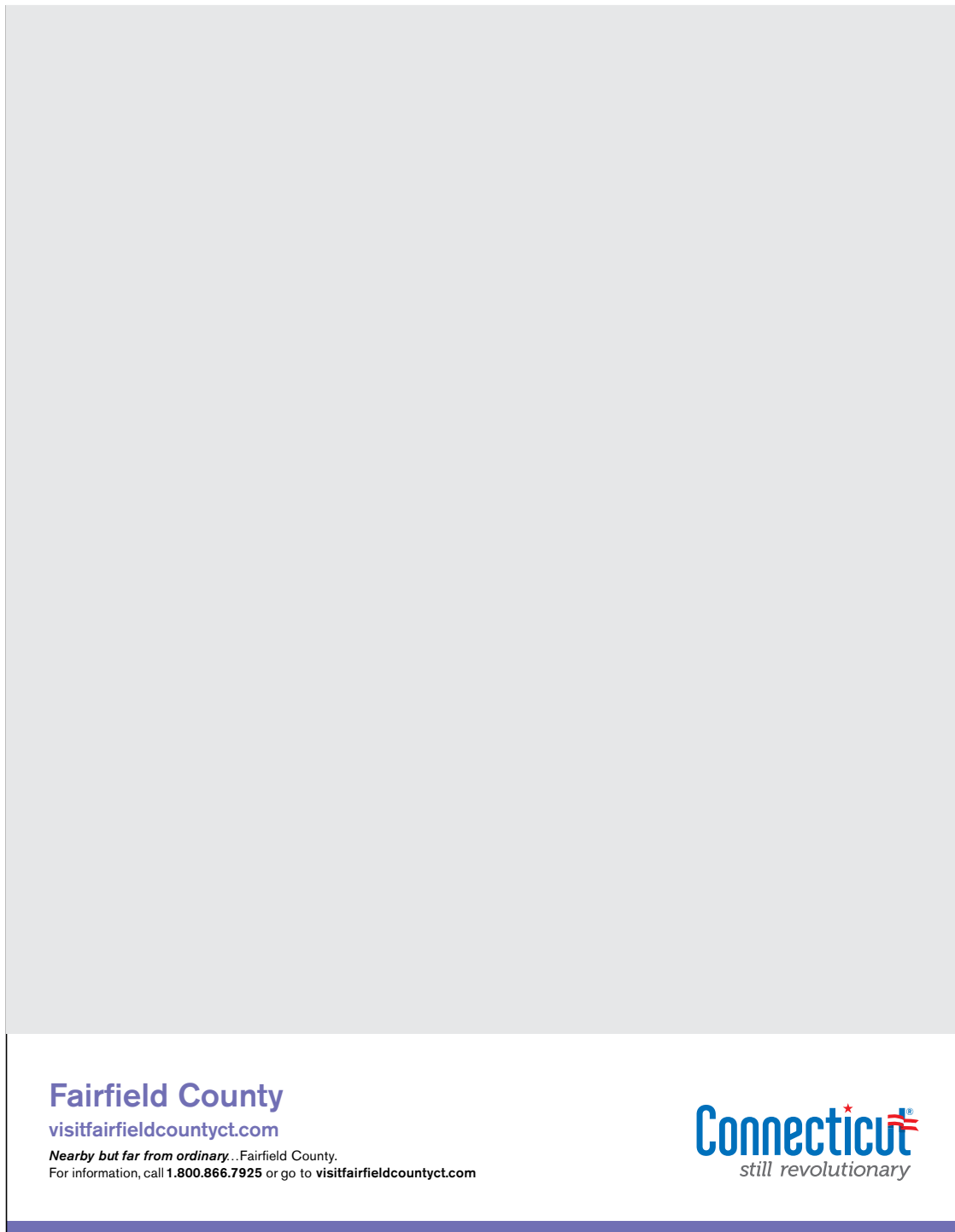
River Valley



CUSTOM REGIONAL LOCKUPS

GRID MEASUREMENTS - FAIRFIELD COUNTY

There are times when the regional information will need to lock up with the Connecticut brand. The regional lockup is a way to display these elements consistently throughout all print communications. Here are the basic lockup samples for Fairfield County shown in an 8.5" x 11" layout.



CUSTOM REGIONAL LOCKUPS

GRID MEASUREMENTS - FAIRFIELD COUNTY

Each region can choose from the following lockup options when developing printed materials. Here are the four options for the regional grid lockups for Fairfield County. Please note that the regional color can't be used on a region's name that is locked up with the CT logo.



Option A: CT logo and region's name, website, address, contact info and regional info tagline if available



Option B: CT logo and region's name, regional map, website, address, contact info and region's tagline if available



Option C: CT logo and region's name, website, co-op partner's logo

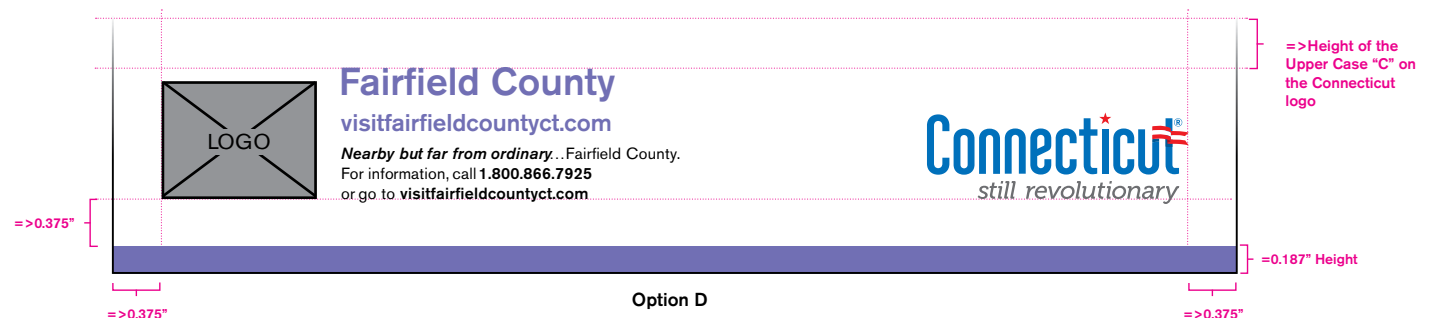
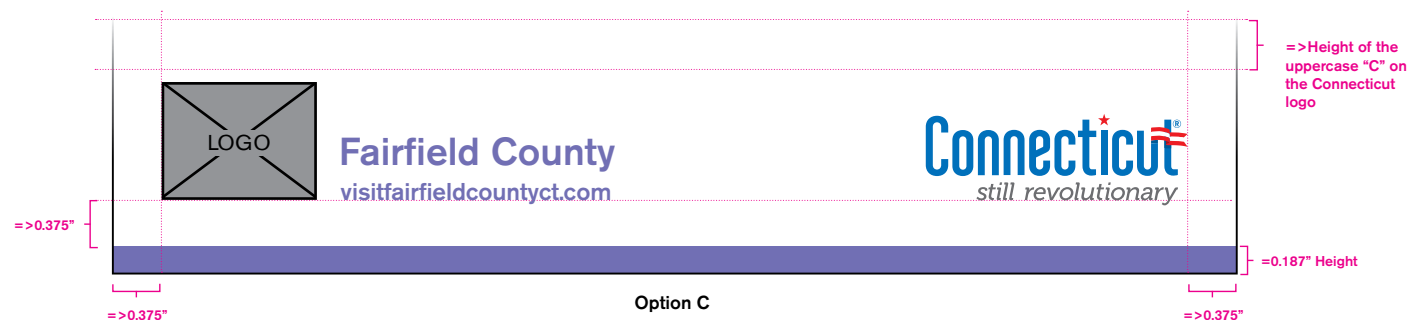
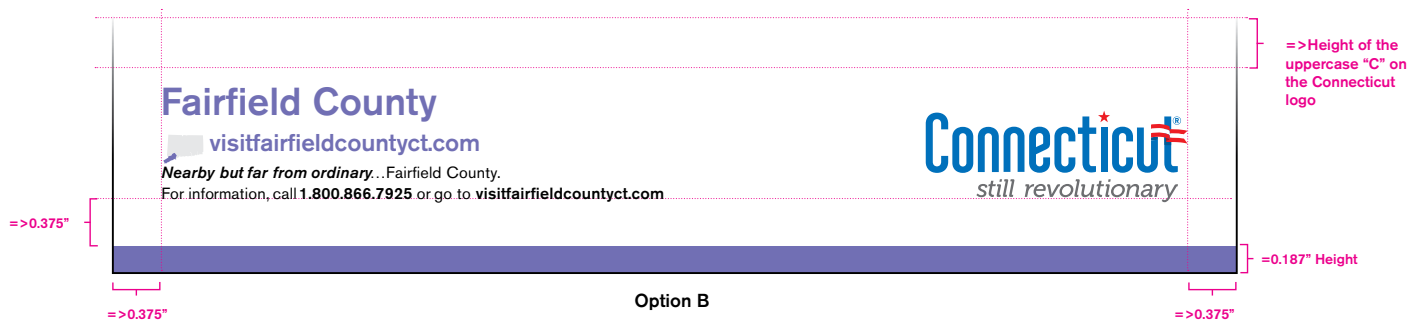
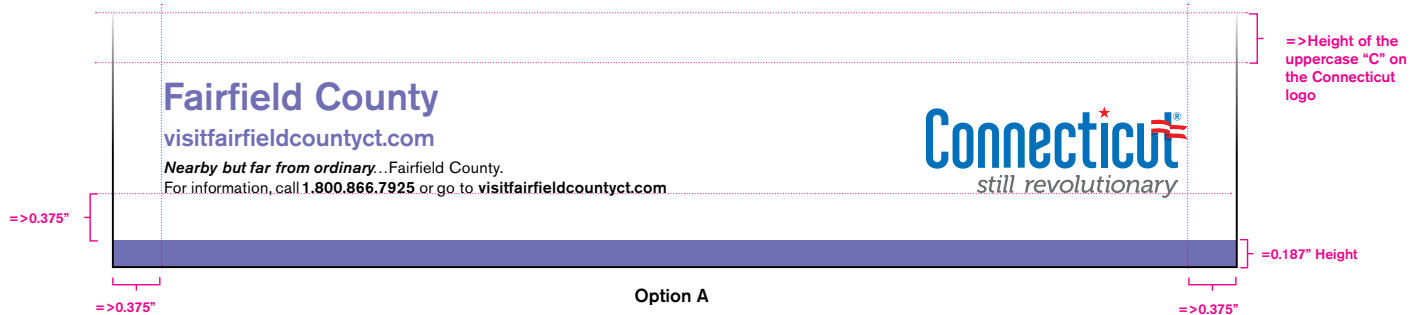


Option D: CT logo and region's name, website, address, contact info and region's tagline if available, co-op partner's logo

CUSTOM REGIONAL LOCKUPS

GRID MEASUREMENTS - FAIRFIELD COUNTY

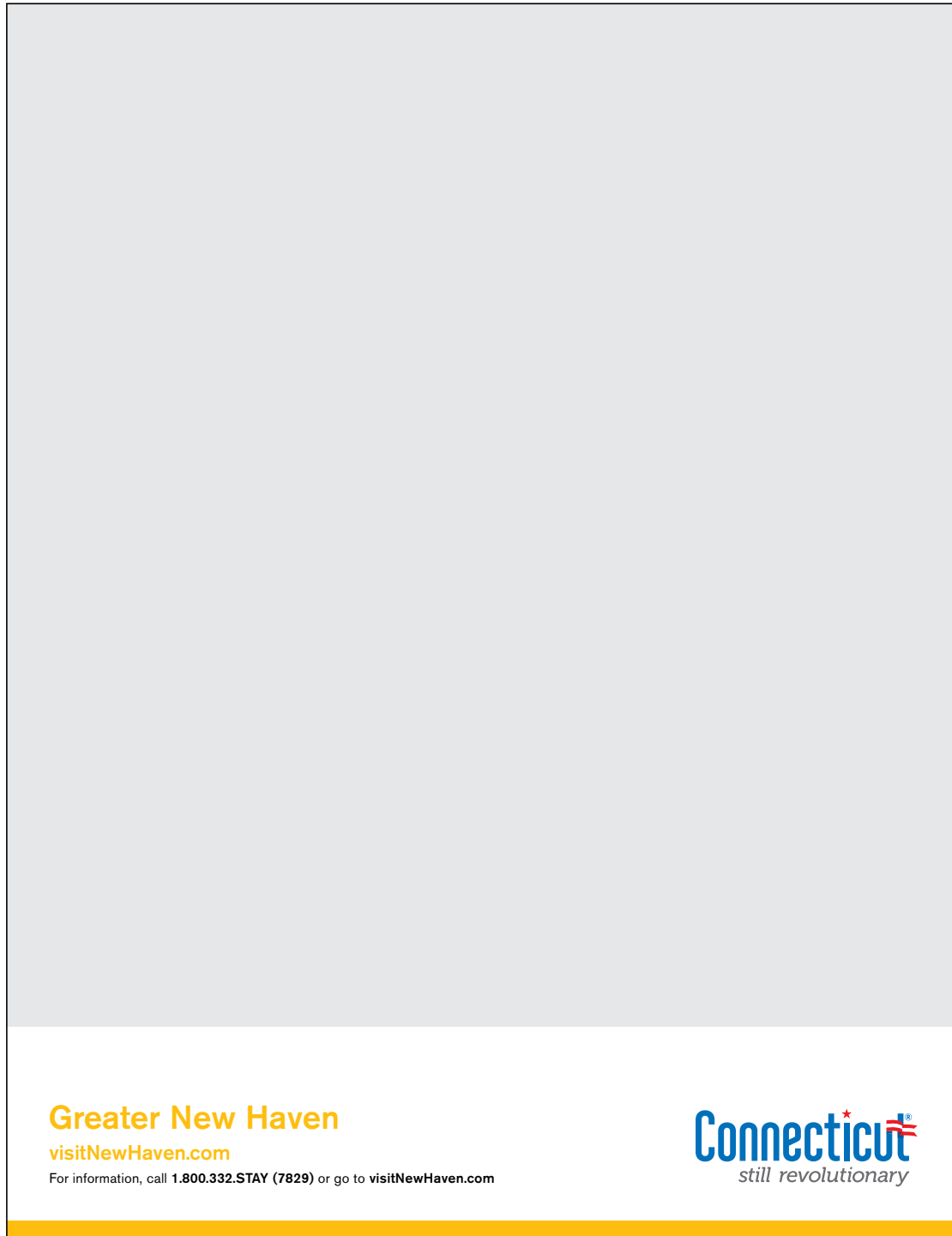
Here are the measurements for each of the basic lockup choices given on the previous page. These measurements are based on an 8.5" x 11" page size. Please adjust proportionally for smaller spaces.



CUSTOM REGIONAL LOCKUPS

GRID MEASUREMENTS - NEW HAVEN

There are times when the regional information will need to lock up with the Connecticut brand. The regional lockup is a way to display these elements consistently throughout all print communications. Here are the basic lockup samples for New Haven shown in an 8.5" x 11" layout.



CUSTOM REGIONAL LOCKUPS

GRID MEASUREMENTS - NEW HAVEN

Each region can choose from the following lockup options when developing printed materials. Here are the four options for the regional grid lockups for New Haven. Please note that the regional color can't be used on a region's name that is locked up with the CT logo.



Option A: CT logo and region's name, website, address, contact info and regional info tagline if available



Option B: CT logo and region's name, regional map, website, address, contact info and region's tagline if available



Option C: CT logo and region's name, website, co-op partner's logo

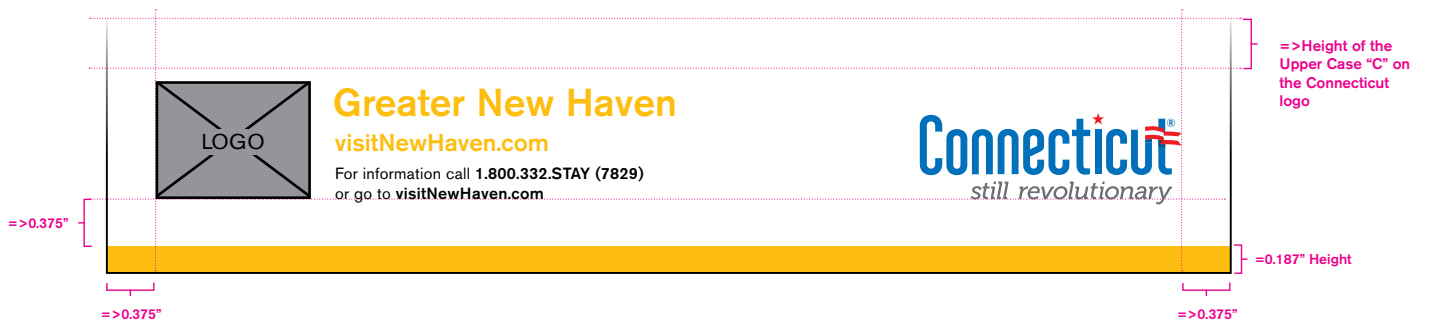
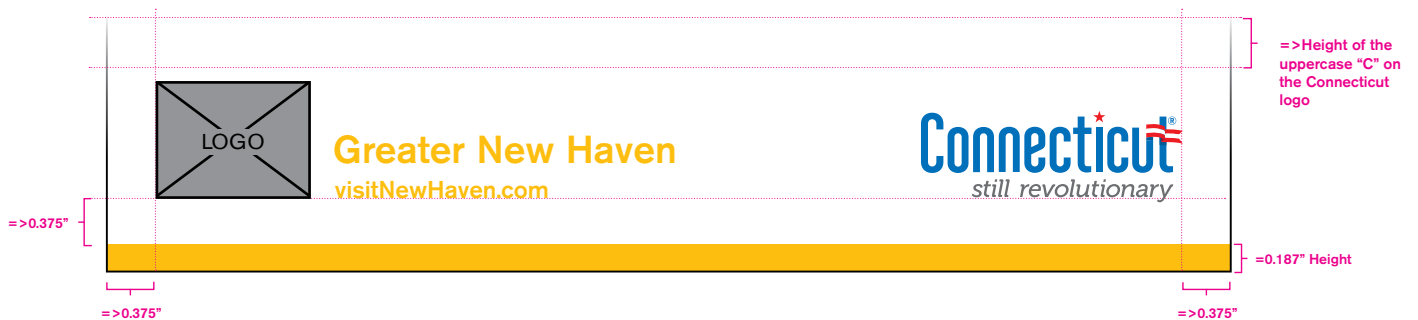
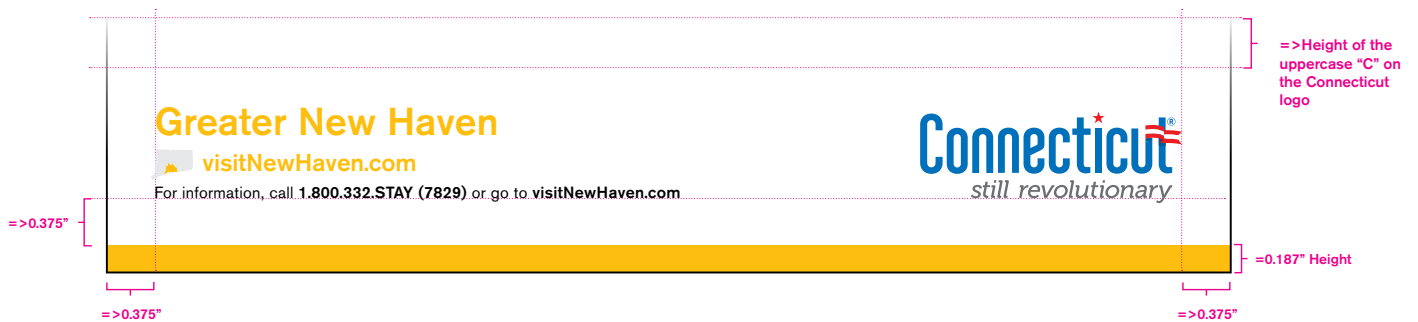
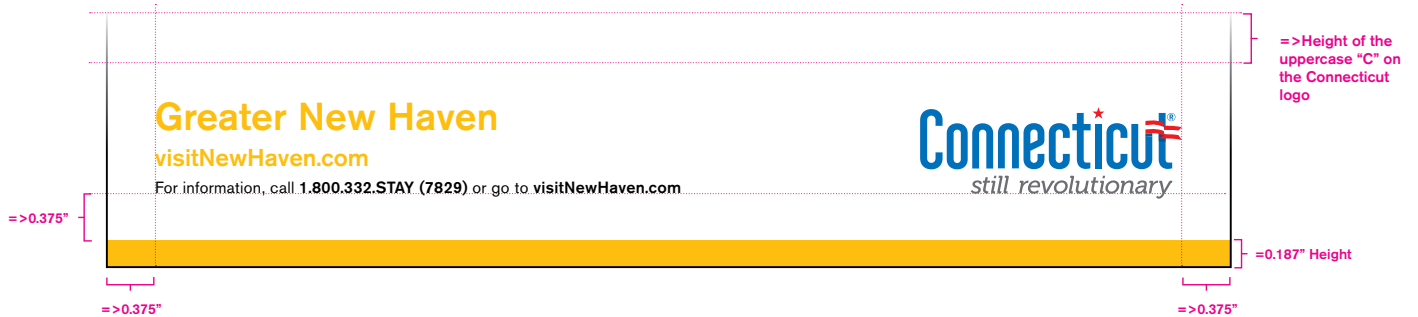


Option D: CT logo and region's name, website, address, contact info and region's tagline if available, co-op partner's logo

CUSTOM REGIONAL LOCKUPS

GRID MEASUREMENTS - NEW HAVEN

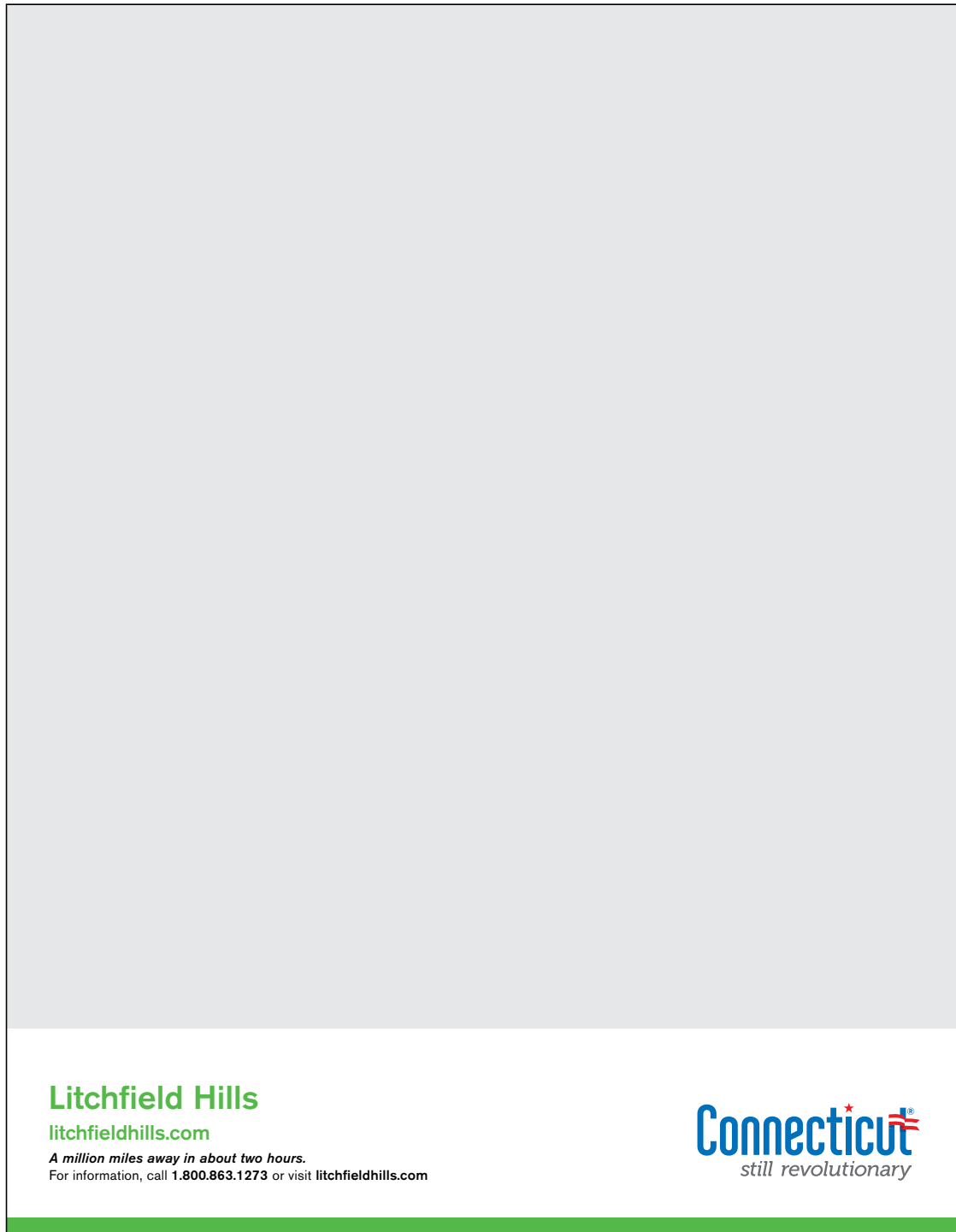
Here are the measurements for each of the basic lockup choices given on the previous page. These measurements are based on an 8.5" x 11" page size. Please adjust proportionally for smaller spaces.



CUSTOM REGIONAL LOCKUPS

GRID MEASUREMENTS - LITCHFIELD HILLS

There are times when the regional information will need to lock up with the Connecticut brand. The regional lockup is a way to display these elements in a consistent way throughout all print communications. Here are the basic lockup samples for Litchfield Hills shown in an 8.5" x 11" layout.



CUSTOM REGIONAL LOCKUPS

GRID MEASUREMENTS - LITCHFIELD HILLS

Each region can choose from the following lockup options when developing printed materials. Here are the four options for the regional grid lockups for Litchfield Hills. Please note that the regional color can't be used on the region's name that is locked up with the CT logo.



Option A: CT logo and region's name, website, address, contact info and regional info tagline if available



Option B: CT logo and region's name, regional map, website, address, contact info and region's tagline if available



Option C: CT logo and region's name, website, co-op partner's logo

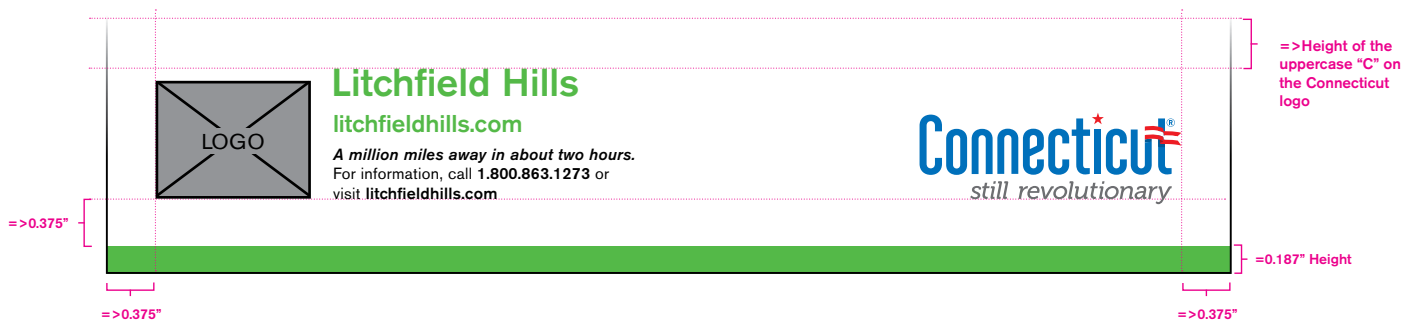
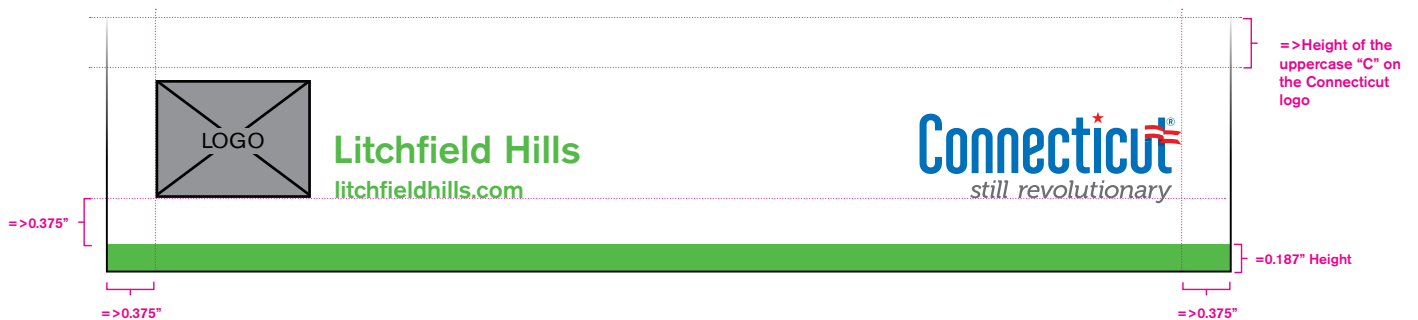
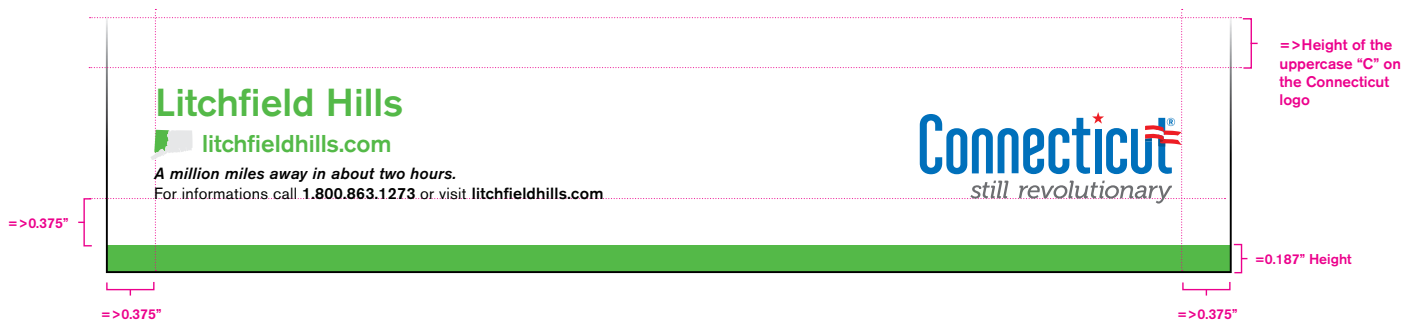
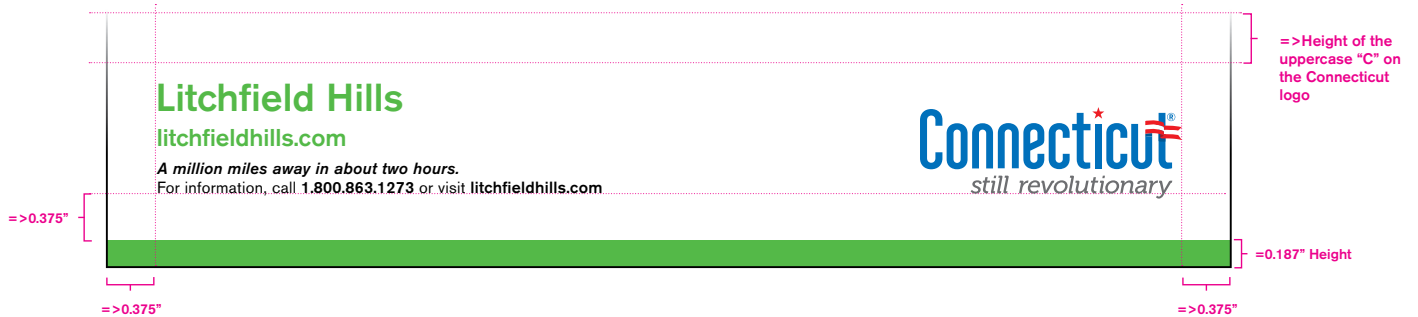


Option D: CT logo and region's name, website, address, contact info and region's tagline if available, co-op partner's logo

CUSTOM REGIONAL LOCKUPS

GRID MEASUREMENTS - LITCHFIELD HILLS

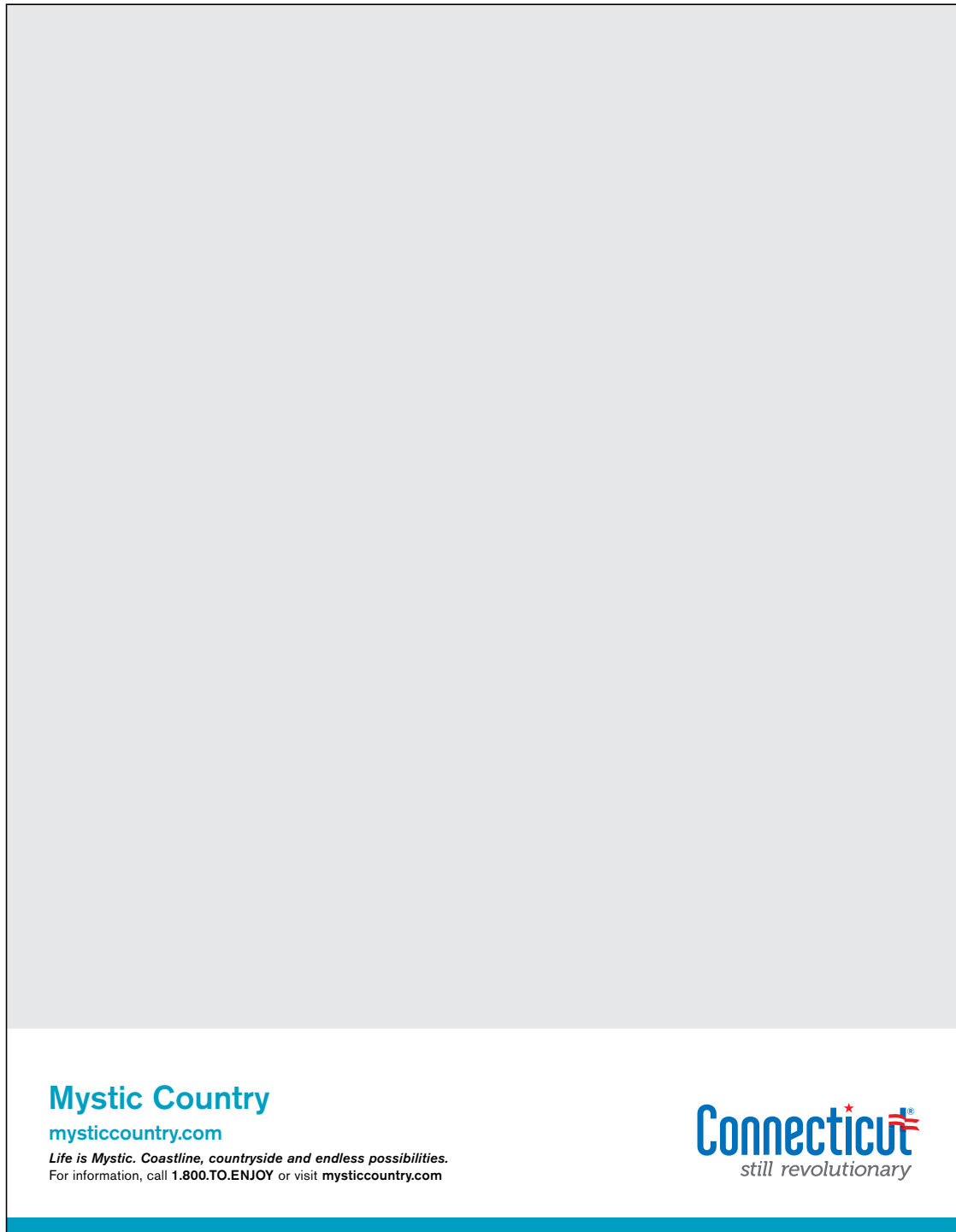
Here are the measurements for each of the basic lockup choices given on the previous page. These measurements are based on an 8.5" x 11" page size. Please adjust proportionally for smaller spaces.



CUSTOM REGIONAL LOCKUPS

GRID MEASUREMENTS - MYSTIC COUNTRY

There are times when the regional information will need to lock up with the Connecticut brand. The regional lockup is a way to display these elements in a consistent way throughout all print communications. Here are the basic lockup samples for Mystic Country shown in an 8.5" x 11" layout.



CUSTOM REGIONAL LOCKUPS

GRID MEASUREMENTS - MYSTIC COUNTRY

Each region can choose from the following lockup options when developing printed materials. Here are the four options for the regional grid lockups for Mystic Country. Please note that the regional color can't be used on the region's name that is locked up with the CT logo.



Option A: CT logo and region's name, website, address, contact info and regional info tagline if available



Option B: CT logo and region's name, regional map, website, address, contact info and region's tagline if available



Option C: CT logo and region's name, website, co-op partner's logo



Option D: CT logo and region's name, website, address, contact info and region's tagline if available, co-op partner's logo

CUSTOM REGIONAL LOCKUPS

GRID MEASUREMENTS - MYSTIC COUNTRY

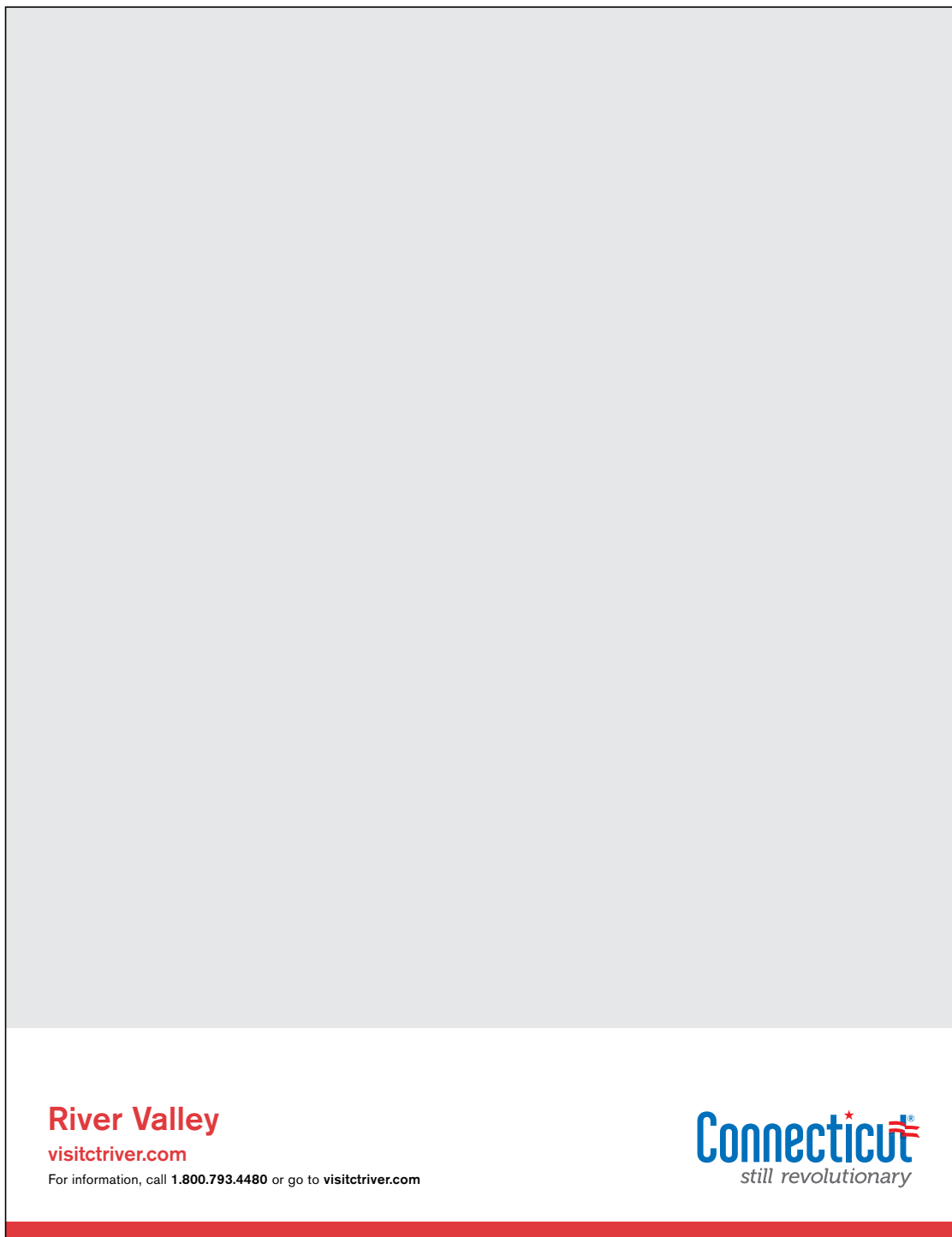
Here are the measurements for each of the basic lockup choices given on the previous page. These measurements are based on an 8.5" x 11" page size. Please adjust proportionally for smaller spaces.



CUSTOM REGIONAL LOCKUPS

GRID MEASUREMENTS - RIVER VALLEY

There are times when the regional information will need to lock up with the Connecticut brand. The regional lockup is a way to display these elements in a consistent way throughout all print communications. Here are the basic lockup samples for River Valley shown in an 8.5" x 11" layout.



CUSTOM REGIONAL LOCKUPS

GRID MEASUREMENTS - RIVER VALLEY

Each region can choose from the following lockup options when developing printed materials. Here are the four options for the regional grid lockups for River Valley. Please note that the regional color can't be used on the region's name that is locked up with the CT logo.



Option A: CT logo and region's name, website, address, contact info and regional info tagline if available



Option B: CT logo and region's name, regional map, website, address, contact info and region's tagline if available



Option C: CT logo and region's name, website, co-op partner's logo

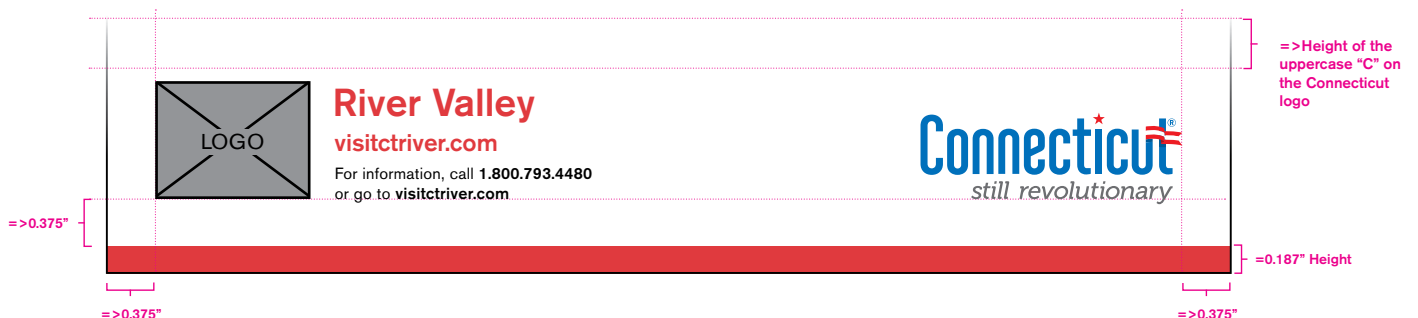


Option D: CT logo and region's name, website, address, contact info and region's tagline if available, co-op partner's logo

CUSTOM REGIONAL LOCKUPS

GRID MEASUREMENTS - RIVER VALLEY

Here are the measurements for each of the basic lockup choices given on the previous page. These measurements are based on an 8.5" x 11" page size. Please adjust proportionally for smaller spaces.



CONNECTICUT LOGO GUIDELINES FOR AGENCIES



THE CONNECTICUT LOGO ACCOMPANIED BY AGENCY NAME



Department of Economic and
Community Development

Sample representation of how to treat state agencies' names with the Connecticut "still revolutionary" logo

ELEMENTS OF THE CONNECTICUT LOGO ACCOMPANIED BY AGENCY NAME

When the Connecticut logo needs to be paired with state agencies' names, a series of guidelines will help provide consistency. Three core elements are needed. The first is the Connecticut logo, which should always have placement priority in relation to the elements that accompany it. Secondly, a thin dividing line provides a clear distinction between the logo and the agency's name. The weight of the line can vary depending on the size of the logo, but should never overwhelm the pairing. Lastly, the name of the state agency should be included and set in **Akzidenz Grotesk Medium** if space and legibility allows it.



CONNECTICUT LOGO WITH AGENCY NAME

CT LOGO ABOVE/SIDE BY SIDE WITH AGENCY NAME

When the logo and agency names are set on top of each other, the rules below will ensure consistency and legibility for all elements of the pairing. Also, although not represented below, these same rules apply to small logos below 0.375" in height that do not use the tagline.



Name of state agency should be centered with the word "Connecticut." The agency text can be smaller or larger than the width of the word "Connecticut."



The space between the base of the tagline and the top of the name of the state agency should be no less than the height of the lowercase characters in the word "Connecticut."



A dividing line adds to the distinction between the logo and the state agency name. Although the weight of the line might change depending on the size of the grouping, it should be between .5 pt and 1 pt. If the grouping is larger than 5" in width, then the line weight should increase proportionally with the rest of the grouping.



The placement of the dividing line should be roughly halfway between the lowest part of the letter "y" in "still revolutionary" and the top of the highest part of the agency's name.

CONNECTICUT LOGO WITH AFFILIATE NAME

CT LOGO ABOVE AFFILIATE NAME

When the logo and affiliate names are set on top of each other, the rules below will ensure consistency and legibility for all elements of the pairing. Also, although not represented below, these same rules apply to small logos below 0.375" in height that do not use the tagline. Font: **Akzidenz Grotesk Medium**.



Name of state agency should be centered with the word "Connecticut." The agency text can be smaller or larger than the width of the word "Connecticut."



The space between the base of the tagline and the top of the name of the state agency should be no less than the height of the lowercase characters in the word "Connecticut."



A dividing line adds to the distinction between the logo and the state agency name. Although the weight of the line might change depending on the size of the grouping, it should be between .5 pt and 1 pt. If the grouping is larger than 5" in width, then the line weight should increase proportionally with the rest of the grouping.



The placement of the dividing line should be roughly halfway between the lowest part of the letter "y" in "still revolutionary" and the top of the highest part of the agency's name.

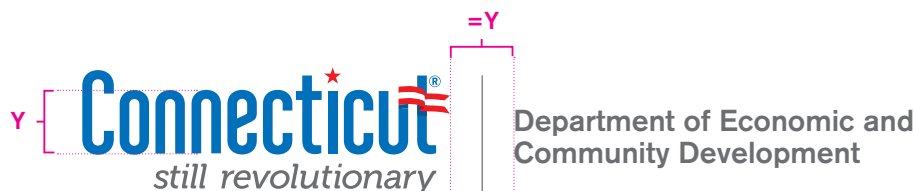
CONNECTICUT LOGO WITH AGENCY NAME

CT LOGO AND AGENCY NAME, SIDE BY SIDE

Sometimes, grouping the state agency name below the logo is not the best choice due to media space or design. In such cases, elements may be grouped side by side. Below are some rules to keep in mind when using this system.



Sample logo



The space between the right side of the flag and the left side of the agency's name should be no less than the height of the lowercase characters in the word "Connecticut."



The dividing line should start at the top of the letter "t" and extend to the lowest point of the letter "y." This is the shortest the line can be when aligning state agency names to the right of the logo. The state agency name should then be centered relative to the height of the line.



Stroke weight rules are the same as the top and bottom alignment of the logo and agency name. The placement of the line should be roughly halfway between the right side of the flag and the left side of the agency name.

CONNECTICUT LOGO WITH AGENCY NAME

CT LOGO AND AGENCY NAME, SIDE BY SIDE

There will be situations where the logo and the state agency name might need to switch places due to either legibility or design aesthetics. For such cases, refer to the rules below.

Department of Economic and
Community Development



Sample logo

Department of Economic and
Community Development



The space between the left edge of the letter "C" and the right side of the agency's name should be no less than the height of the lowercase characters in the word "Connecticut."

Department of Economic and
Community Development



The dividing line should start at the top of the letter "C" and extend to the base of the tagline "still revolutionary." This is the shortest the line can be when aligning state agency names to the left of the logo. State agency name text should then be centered relative to the height of the line.

Department of Economic and
Community Development

.5 pt to 1 pt stroke*



Stroke weight rules are the same as the top and bottom alignment of logo and state agency name. The placement of the line should be roughly halfway between the left edge of the letter "C" and the right side of the agency's name.

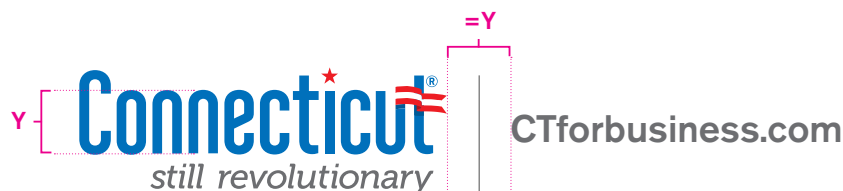
CONNECTICUT LOGO WITH AFFILIATE NAME

CT LOGO AND AFFILIATE NAME, SIDE BY SIDE

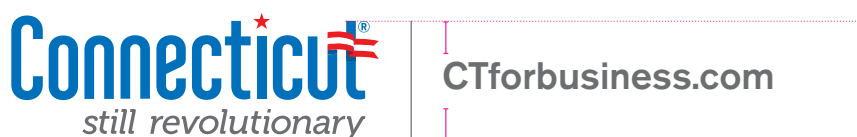
Sometimes, grouping the state affiliate name below the logo is not the best choice due to media space or design. In such cases, elements may be grouped side by side. Below are some rules to keep in mind when using this system.



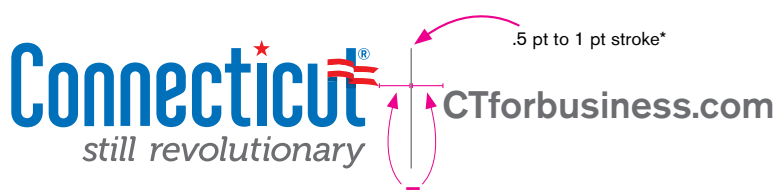
Sample logo



The space between the right side of the flag and the left side of the agency's name should be no less than the height of the lowercase characters in the word "Connecticut."



The dividing line should start at the top of the letter "t" and extend to the lowest point of the letter "y." This is the shortest the line can be when aligning state agency names to the right of the logo. The state agency name should then be centered relative to the height of the line.



Stroke weight rules are the same as the top and bottom alignment of the logo and agency name. The placement of the line should be roughly halfway between the right side of the flag and the left side of the agency name.

SPACING & ENVIRONMENT

Connecticut[®]
still revolutionary

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



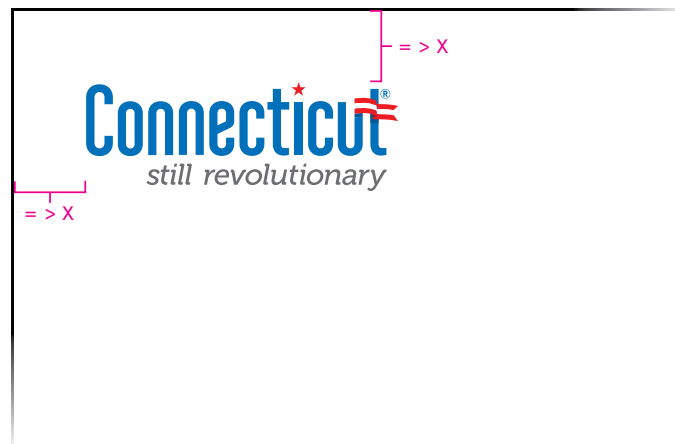
CONNECTICUT SPACING GUIDES

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

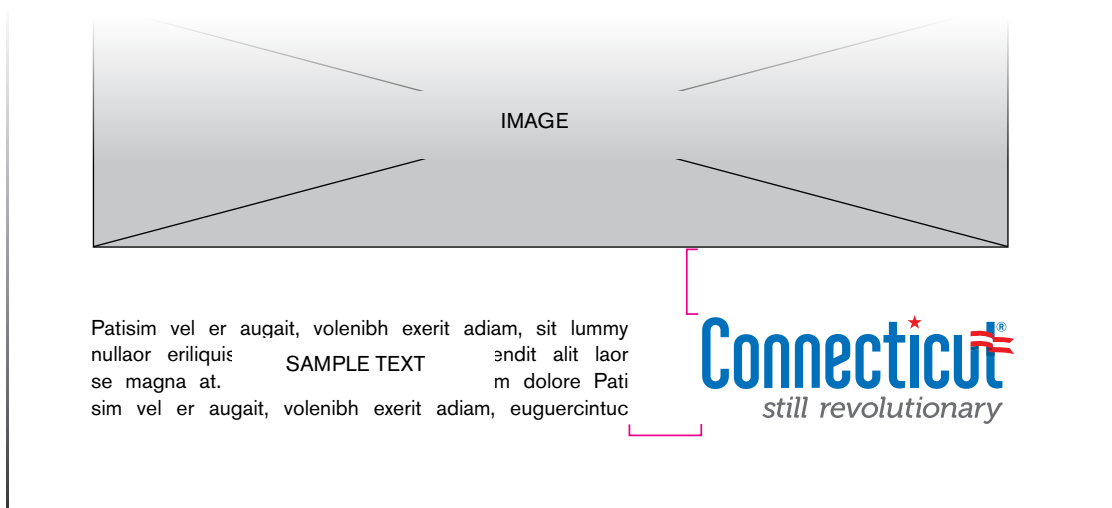
Please keep this minimum desired spacing in mind whenever placing the logo into a layout.



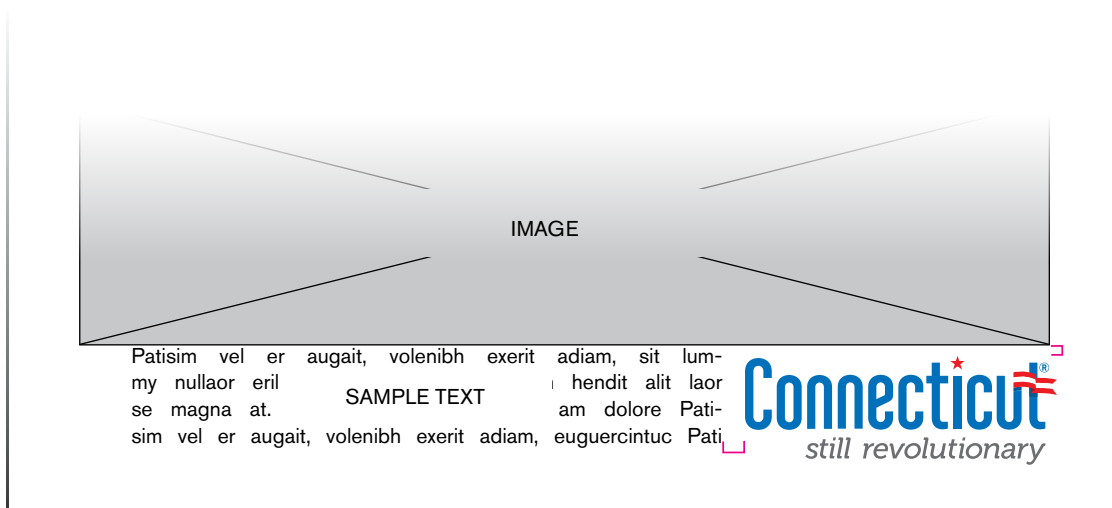
Lower right corner placement: minimum space
from logo to edges is equal to or greater than X

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

TYPE & FONTS



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 new campaign and brand fonts. Maintaining consistency with these new 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.

We are transitioning to the use of Ando as our primary font, in headlines, for example. Berthold will be used for body copy and other secondary copy needs. The font "Museo" is only used with the brand line "still revolutionary" when it is in lockup with the CT logo.

ANDO

Ando is the font used for the word "Connecticut" in the new Connecticut logo. Ando is one of the main elements in the new branding. Ando should be used for the "big" words featured in the marketing elements.

ANDO



Connecticut
still revolutionary

PAIRING HEADLINE WORDS

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

ANDO BOLD

BERTHOLD FONTS

Although Ando is used for the BIG WORDS 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.

BIG WORD 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

WEB USAGE

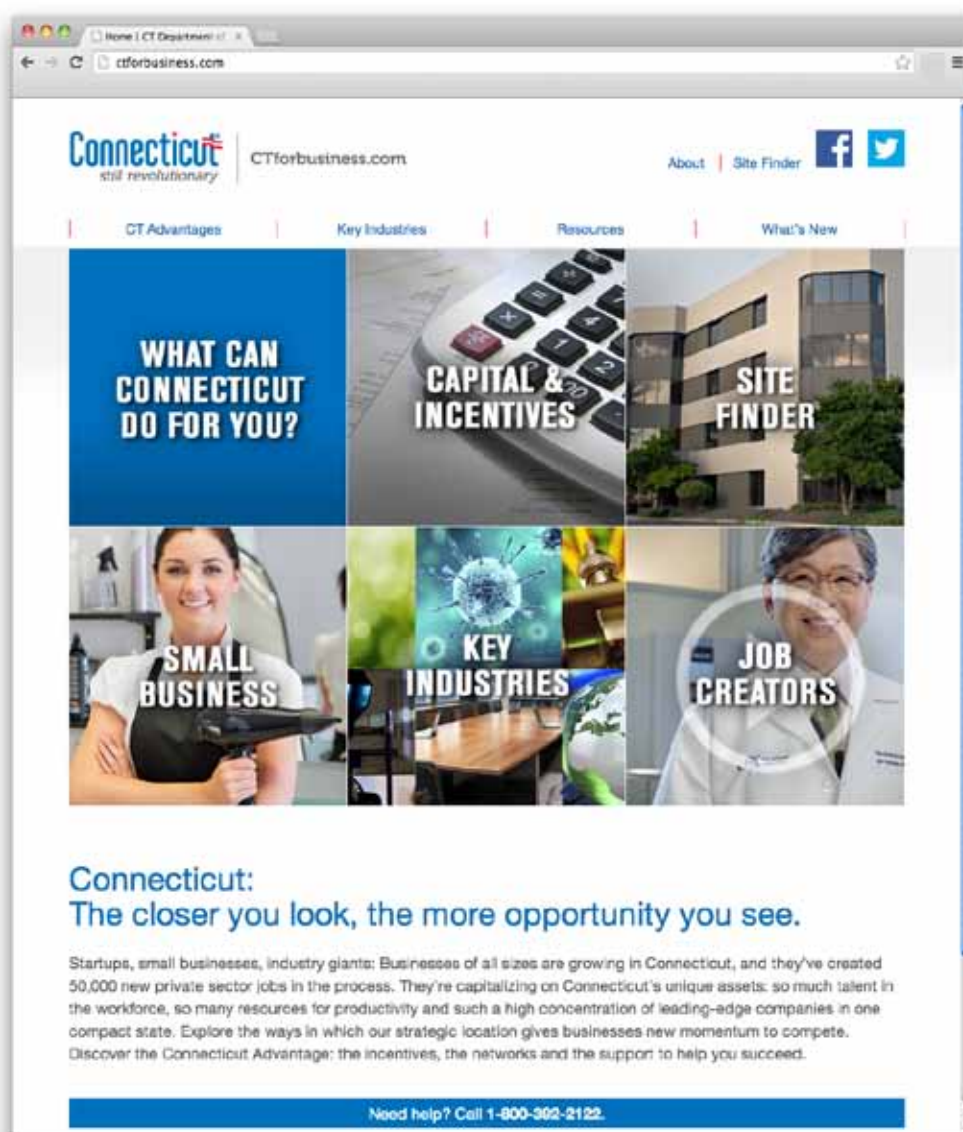


AFFILIATE WEB USE

For state agencies and affiliates, their websites are encouraged to adapt a heavier presence of the “still revolutionary” brand. Augmented logos, logo lockups, images, reskins and official fonts and colors can be implemented when appropriate and at the discretion of the state agency in conjunction with the Connecticut Office of Tourism.

A few reminders about usage:

- The provided color and spacing guidelines are to be observed without exception.
- Preferred placements are in headers, footers or within a button.
- When applicable, logos should direct to CTvisit.com or CTforbusiness.com.



USAGE OF LOGO ON THE WEB

When the Connecticut logo appears on a website, it's not necessary to include the CTvisit.com link next to it since the logo can be an active link. If the logo size is too small to make the tagline legible, please remember to use the correct logo without the tagline.



Example of the Connecticut logo appearing in a website.



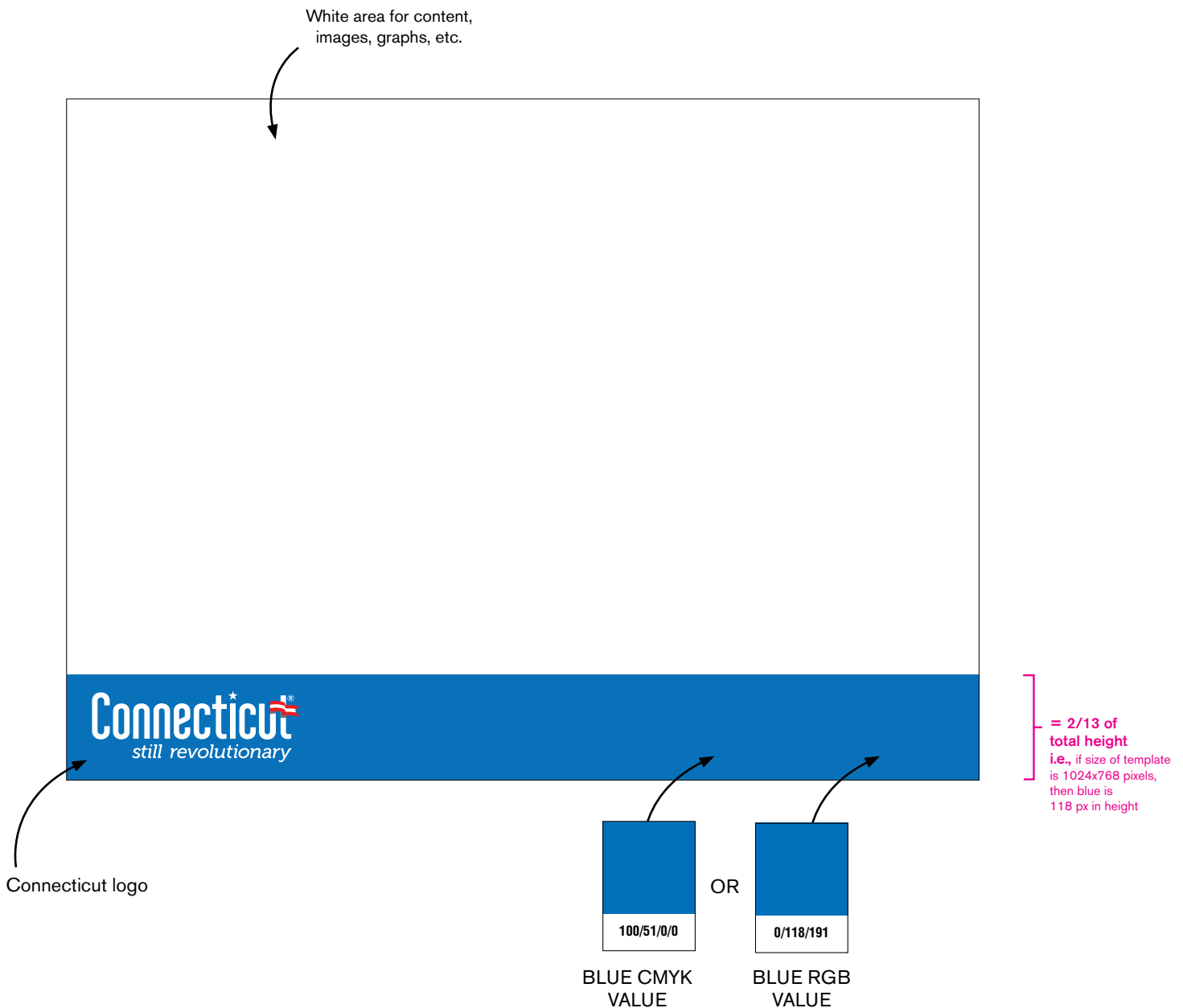
When the Connecticut logo appears in a website, there is no need to add the CTvisit.com URL since the logo can be an active link to the abovementioned URL.

POWERPOINT PRESENTATIONS



POWERPOINT TEMPLATE

A clean open template has been created for electronic presentations. The sample below shows such a template, which consists of a large top white area for text, images, graphs, etc., and a bottom horizontal blue strip. The blue strip is the Connecticut blue color (RGB value 0/118/191, CMYK value 100/51/0/0). The white Connecticut logo is aligned left inside the blue strip. The height of the strip is $\frac{2}{13}$ the height of the overall presentation. For example, if the size of template is 1024x768 pixels, then the blue strip is 118 pixels in height. Or if the dimensions are 10" x 7.5", then the blue is 1.15".

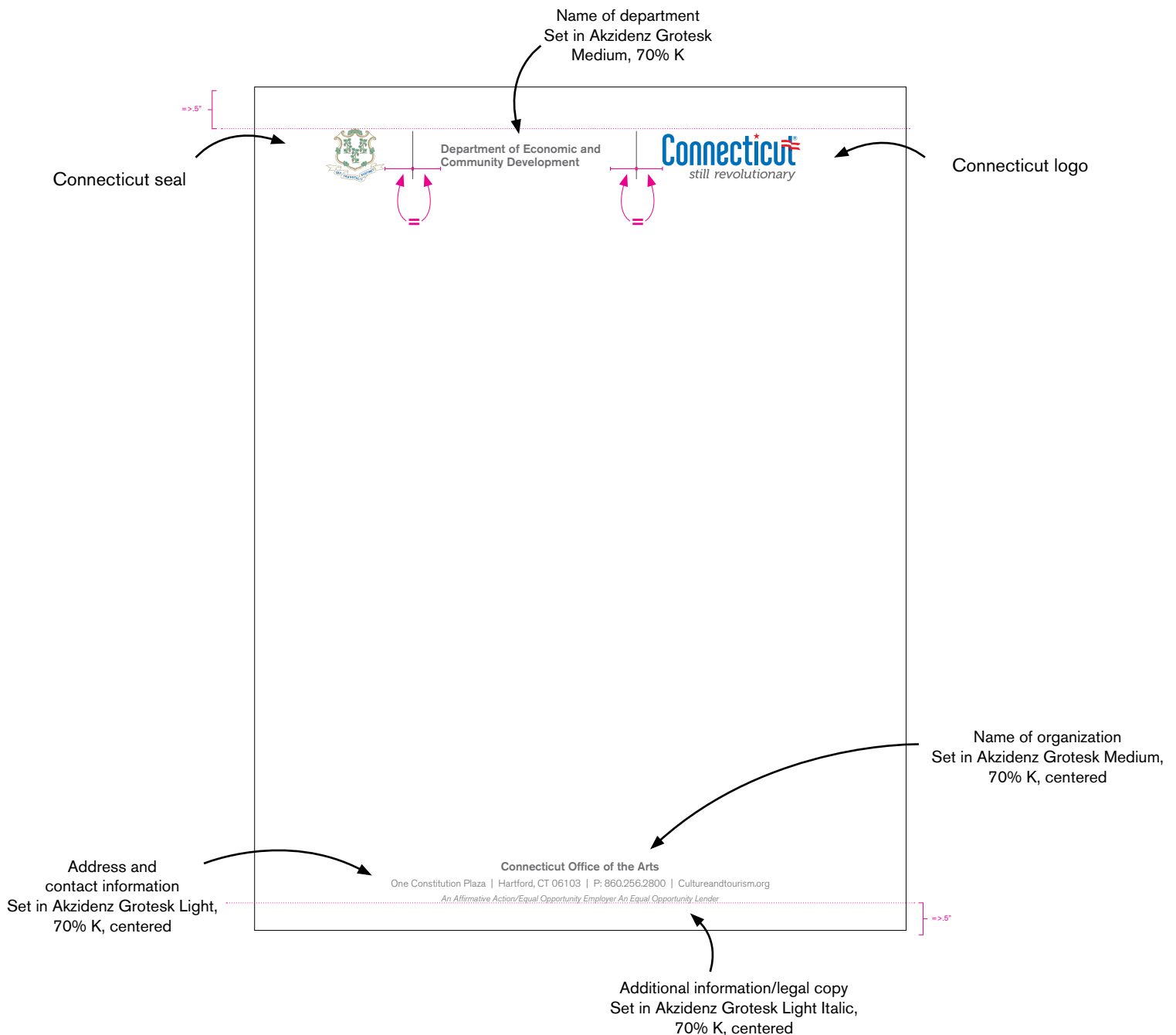


STATIONERY

Connecticut[®]
still revolutionary

LETTERHEAD

Below is an example of a letterhead showing the placement and how to treat each element. Please follow the guidelines below in order to ensure consistency of the brand. If you have current stock featuring the Museo font, please continue to use that until it runs out. When reprinting letterhead, please update to the new font, as noted.



LETTERHEAD SAMPLE

GENERIC - SAMPLE

Below is an example of the generic letterhead.



Department of Economic and
Community Development



LETTERHEAD SAMPLE

OFFICE OF THE ARTS - SAMPLE

Below is an example of the letterhead for the Connecticut Office of the Arts.



Department of Economic and
Community Development

Connecticut
still revolutionary

Connecticut Office of the Arts

One Constitution Plaza | Hartford, CT 06103 | P: 860.256.2800 | Cultureandtourism.org

An Affirmative Action/Equal Opportunity Employer An Equal Opportunity Lender

LETTERHEAD SAMPLE

CONNECTICUT OFFICE OF TOURISM - SAMPLE

Below is an example of the letterhead for the Connecticut Office of Tourism.



Department of Economic and
Community Development

Connecticut
still revolutionary

Connecticut Office of Tourism

One Constitution Plaza | Hartford, CT 06103 | P: 860.256.2800 | CTvisit.com

An Affirmative Action/Equal Opportunity Employer An Equal Opportunity Lender

LETTERHEAD SAMPLE

STATE HISTORIC PRESERVATION OFFICE - SAMPLE

Below is an example of the letterhead for the Connecticut State Historic Preservation Office.



Department of Economic and
Community Development

Connecticut
still revolutionary

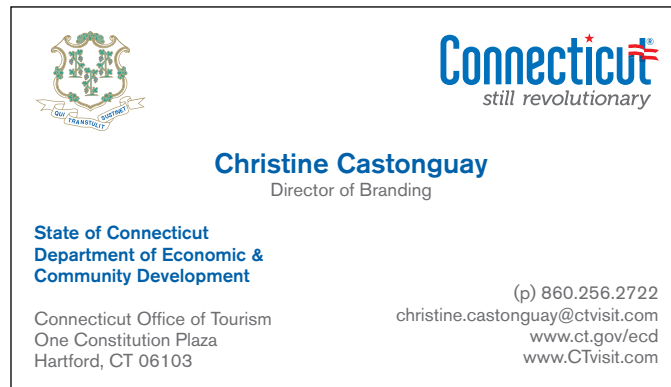
State Historic Preservation Office

One Constitution Plaza | Hartford, CT 06103 | P: 860.256.2800 | Cultureandtourism.org

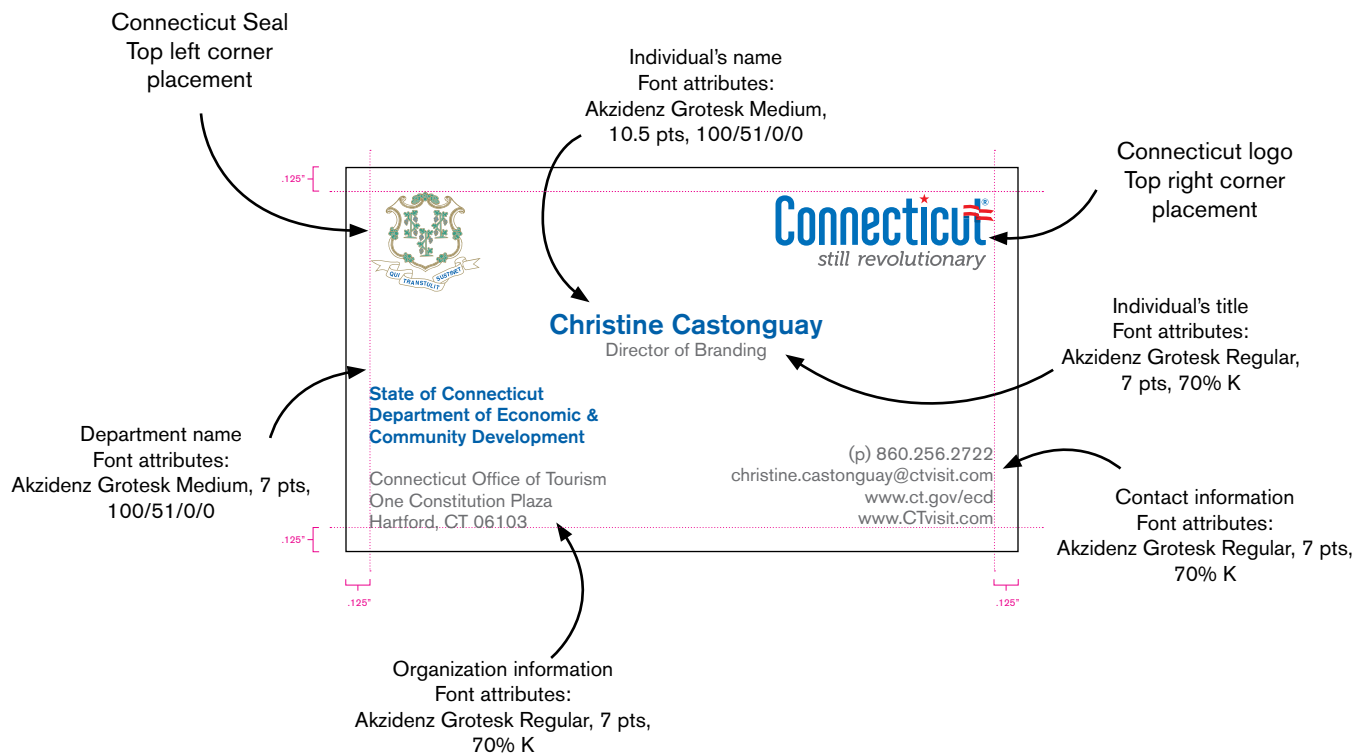
An Affirmative Action/Equal Opportunity Employer An Equal Opportunity Lender

BUSINESS CARDS

Below is an example of a business card showing the placement and how to treat each element. Please follow the guidelines below in order to ensure consistency of the brand. If you have current stock featuring the Museo font, please continue to use that until it runs out. When reprinting business cards, please update to the new font, as noted.



Sample



ADVERTISING CAMPAIGN



ADVERTISING CAMPAIGN: REVOLUTIONARY THOUGHTS

As discussed earlier, central to our brand positioning is the notion that Connecticut is distinguished by its dynamic blend of contrasting yet complementary forces. We call this notion a “Revolutionary Thought” — an idea, a suggestion, an invitation to discover what makes Connecticut an exciting, vibrant, multifaceted place to live, work and visit. In our advertising, revolutionary thoughts can jump start a weekend, inspire a family vacation or encourage a business. To bring our positioning to life in this year’s advertising campaigns, we are focused on three key creative campaign elements.

- 1) ***Revolutionary thoughts.*** Throughout all the aspects of this campaign, we want to motivate people to think differently about Connecticut. So we’re inspiring them to have some “revolutionary thoughts” about our state, selectively illustrated through the use of a *thought bubble* shaped like the state of Connecticut. If you’re going to incorporate this element into your marketing, make sure you ask for the approved thought bubble artwork. No other representation of this idea may be included in marketing materials. We’re happy to consult with you on when and how it’s advisable to include this element into your communication initiatives as well.
- 2) ***Dynamic pairings.*** The central creative element of this campaign is our representation of the dynamic blend that Connecticut offers prospective businesses and visitors through visual and verbal “pairings.” These pairings will typically include one word and one visual contrasted with one other word and visual to represent a true dichotomy of opposites. To make these pairings visually appealing and verbally compelling, it’s critical that the visuals be simple, clean and contrasting and that the word pairings form true opposites, not just a clever play on words.

On the pages that follow, we’ve included a list of preapproved word pairings as well as photographic suggestions to help guide you in creating the pairings that work best for your need.

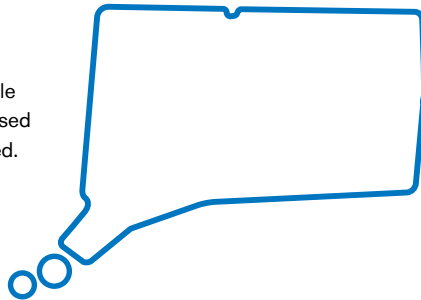
- 3) ***Proximity messaging.*** What further differentiates our dynamic blend of offerings is that everything is so physically close to everything else. Thanks to our state’s compact size and central New England location, everything we have to offer is truly “so close to each other — and so close to you.” We encourage you to emphasize this proximity messaging in your communications.

ADVERTISING CAMPAIGN: THOUGHT BUBBLE

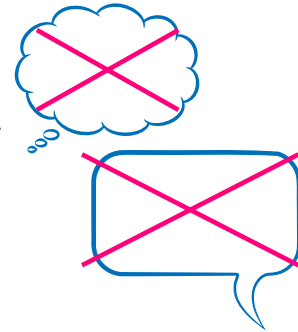
Connecticut is a haven for revolutionary thinkers, a magnet for people who want to experience new things, defy convention and blaze their own trails. So in our tourism marketing, we selectively use a graphical element that captures that moment when visitors think about escaping to Connecticut. This element is a thought bubble, shaped like our state. Mapped to the thought bubble is typically a photograph of the inspiration that sparks an interest in exploring the rich dynamic of experiences the state offers. Paired with it is the phrase, “Here’s a revolutionary idea.”

This element is primarily used in our TV and digital video advertising, but it may also be used in other select applications. It’s critical, though, that this element be used exactly as designed. It is not meant to be comical, but rather a sophisticated representation of the spontaneous inspirations we inspire. We’re happy to consult with you on how best to utilize this graphic.

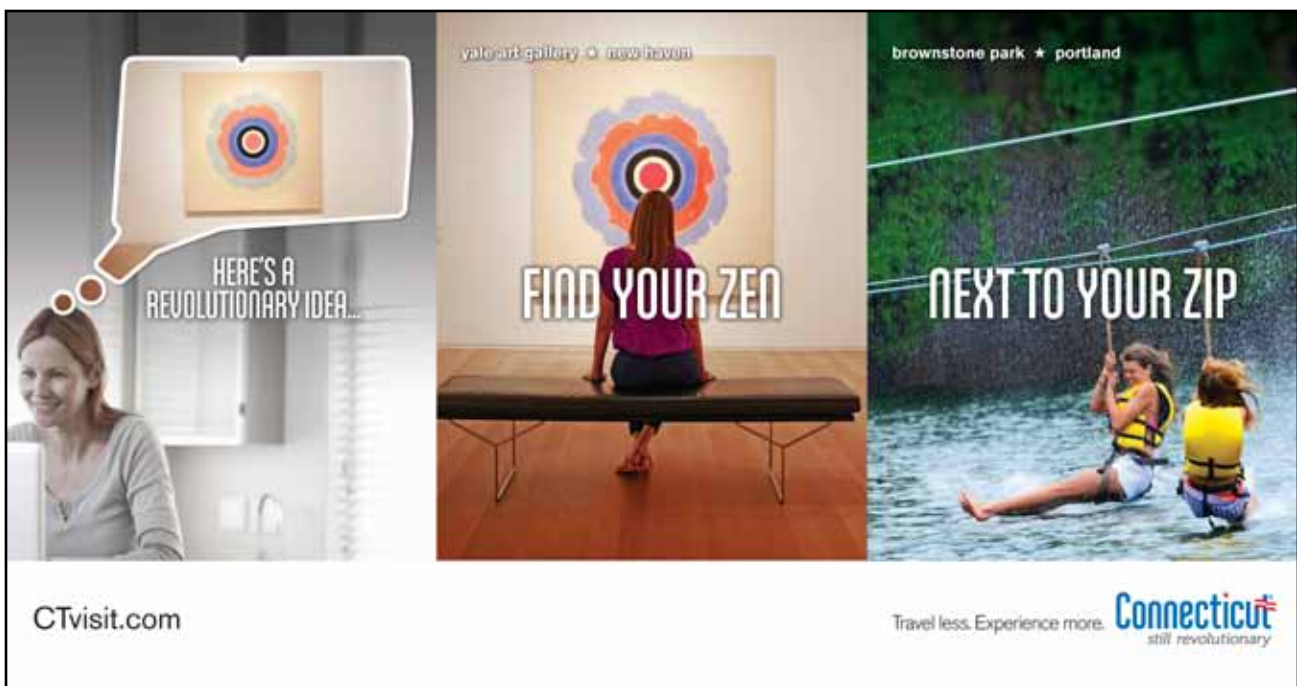
This thought bubble artwork must be used exactly as designed.



Do NOT use any other thought bubble artwork.



SAMPLE THOUGHT BUBBLE EXECUTION



CAMPAIGN EXECUTION: HOW TO DO IT

This integrated advertising campaign includes executions in print, outdoor and digital media. It will be an ongoing campaign, with new materials created for different seasons, audiences and needs as they arise.

We appreciate your support in making sure any additional marketing materials also fit into this campaign. Whether you are advertising a region of the state, a destination or a specific event or activity, we hope that you will find this template one that you can work within.

HERE ARE SOME TIPS:

As you can see by our “pairings,” we want to communicate that Connecticut (and each region of Connecticut) offers a rewarding mix of experiences. We accomplish this by showing side-by-side imagery that reflects “opposites,” or a blend of two options that’s a little unexpected, for example: the soothing image of a pastoral nature scene combined with an image that represents stimulating nightlife.

To maximize the impact and consistency of this powerfully engaging campaign, we ask that wherever possible, you:

- Select photos that offer two very different aspects of your region, destination or attraction.
- Consider the emotion or feeling you want your audience to experience.
- Choose a word pairing that enhances the images.
- Avoid “busy” images or photos that are filled with people or elements that may distract from the message.
- Keep the body copy short and to the point. We welcome you to select from the lines contained in this manual.
- Be sure to include a caption naming the specific destination depicted in each photo, and the town where possible. See page 83 for use of the star.

With your help, Connecticut’s campaign can be one of the most successful, consistent and powerful campaigns in the country.

If you have any questions, contact the Connecticut Office of Tourism for assistance.

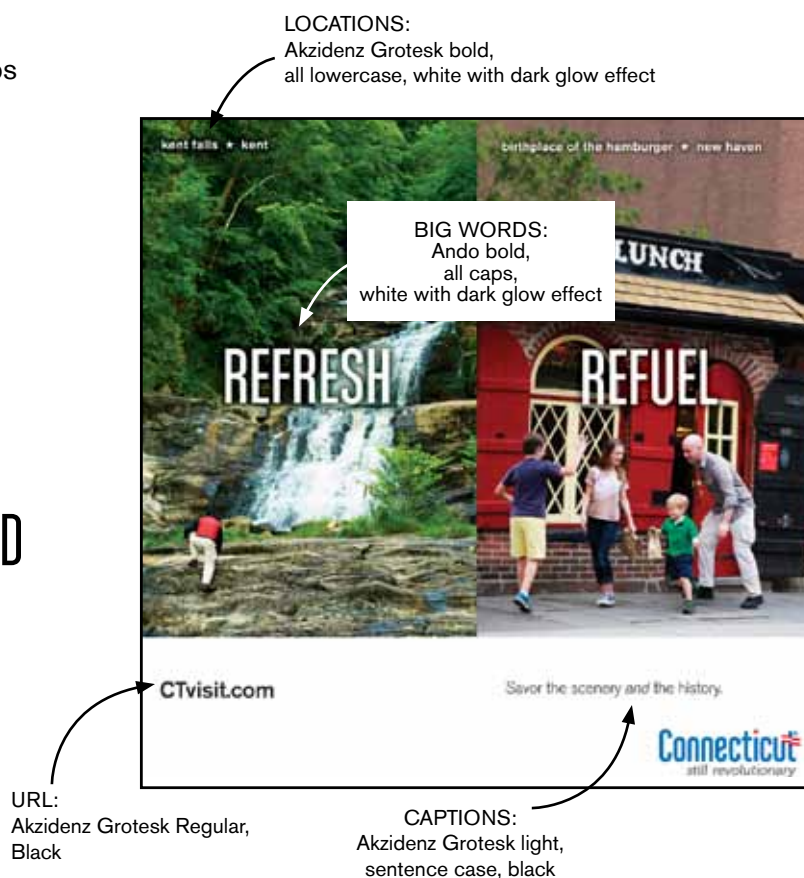
CAMPAIGN LANGUAGE: THE WORDS

Energetic, emotive word pairings are used to support the imagery and evoke the multilayered experience of visiting Connecticut. When developing new materials, feel free to use any of the word pairings suggested below. If you wish to come up with your own two words to use with the images you select, be sure to choose a pairing of words that:

- are opposing or contrasting, per the photographs
- invite emotion or engagement (for example, more than simply “east/west” or “black/white”)
- work together or play off of one another in some way

BIG WORDS: Font: Ando Bold, all caps

CHILL THRILL
UNPLUG RECHARGE
SOAR PLUNGE
PAUSE PLAY
REWIND FAST-FORWARD
CHALLENGES REWARDS
CATCH RELEASE



CAPTIONS: Font: Akzidenz Grotesk light, sentence case

Both kinds of thrills. All so close.
Travel less *and* experience more.
Stress less. Explore more.

Back to nature. Still close to civilization.
One state for both sides of you.
Long on experience. Short on travel.

LOCATIONS: Font: Akzidenz Grotesk bold, all lowercase

- Use star from CT logo as the divider
- Use glow effect, and drop shadow as needed, to make legible on photos
- For side-by-side photo executions, both locations should appear at the top. For top and bottom photo executions, top photo location appears at the top of the photo and the bottom photo location appears at the bottom of the photo. (Refer to examples on pages 86-88)

CAMPAIGN PHOTOGRAPHY: THE DOs

A key element for success in our campaign is its ability to visually combine authentic, natural-looking people and a specific sense of place in which those people exist. That place is Connecticut. As you can see in the pairing samples below, selected photos should capture a moment in time, either by showing people experiencing Connecticut in diverse and unexpected ways or by allowing the viewer to feel a connection to the location itself.

Do use photos that show two different ways to spend one day, for example, beach and garden.



Do show photos of sites or attractions that are opposite in nature, for example, past and future.



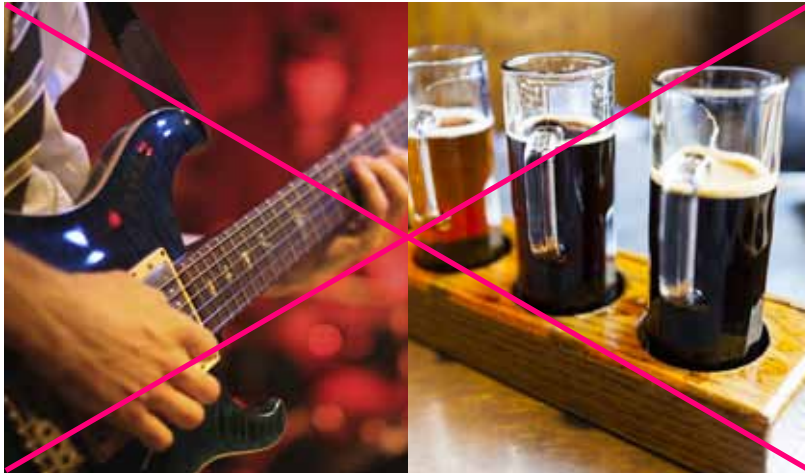
Do show photos of people in at least one of the two images. People should not be close up, the activity should still be the main focus.



CAMPAIGN PHOTOGRAPHY: THE DON'Ts

There are a lot of great destinations and activities that can be visually portrayed in Connecticut. But it's important to be selective when choosing photos and pairings. We are trying to capture an experience, and composition of each picture plays a big part in communicating that experience. Here are some things to avoid. Compare these images with the “do” examples on the preceding page (84).

Don't show images where the activity/ location is not recognizable.



Don't show two images that have no people in them.



Don't use two photos that show two sides of the same experience.



PRINT

This page shows an example of how the campaign is being reflected in print media, including newspaper ads, magazine ads, program ads, flyers, etc.

ledge lighthouse ★ new london

SURF

elizabeth park ★ hartford

TURF

Play on the waves in the morning, then stop and smell the roses in the afternoon. Connecticut gives you a sensational mix of nature and culture, relaxation and exhilaration, living history and contemporary style — all so close together and so close to you. Find dozens of great getaways at CTvisit.com.

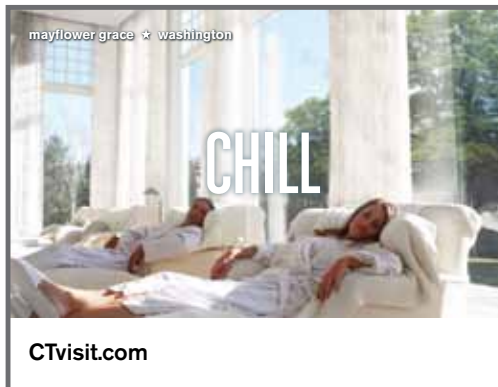
CTvisit.com

Connecticut
still revolutionary

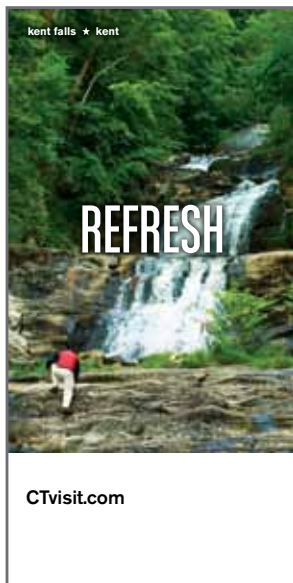
OUT OF HOME

This page shows examples of how the campaign is being reflected in outdoor media, including billboards and transit posters.

HORIZONTAL POSTERS



VERTICAL POSTERS



BILLBOARDS



DIGITAL ADVERTISING

This page shows examples of how the campaign is being reflected in digital media, including banner and display advertising, both static and animated.

300X250 BANNERS: FLASH



160X600 BANNERS: FLASH



728X90 BANNERS: FLASH



NOTE: No star treatment for digital media. Location name and town should be stacked.

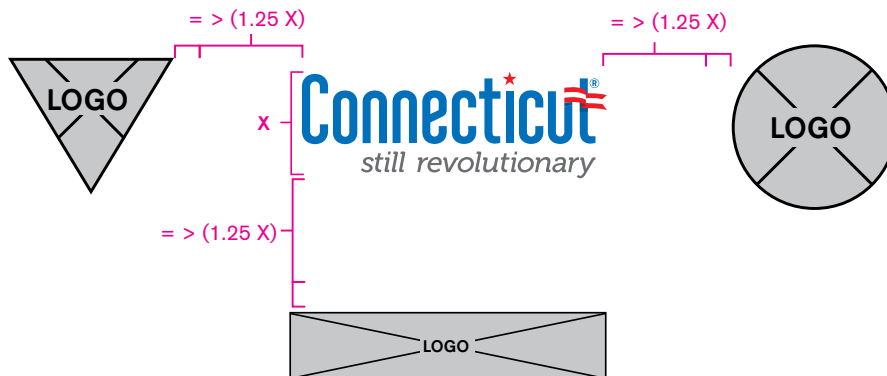
CO-OP USAGE & SPONSORSHIP



SPONSORSHIP USE OF CONNECTICUT LOGO

We are eager to help other organizations promote tourism and economic development in Connecticut. When that support comes in the form of official sponsorships that utilize the Connecticut logo, it is critical that the presentation of our logo follows all the color and spacing guidelines outlined in this manual. So we do require prior approval of any application of our logo for these purposes before any signage, promotional items or other sponsorship marketing materials are produced.

When the Connecticut logo is presented alongside other logos, it is also important to give it enough space to maintain its presence and legibility and to display it at relatively the same size as other logos. Of course, the space required will vary depending upon the size of the logo. But it should never be less than 1¼ times the combined height of the Connecticut wordmark and the tagline. See example below.



SAMPLE SPONSORSHIP BRANDING



CO-OP WEB BANNERS

Each of Connecticut's regions offers its own rich blend of opposite, but complementary experiences. We encourage tourism partners and regions to promote the unique way they bring the State's dynamic to life. For that purpose, we've created a "dichotomy" co-op template.

To effectively use this template, you must:

- Pair two contrasting images that represent either a blend of 1) historical and contemporary attractions, 2) active and relaxing opportunities or 3) natural and cultural experiences. The more contrasting the energy and the colors of these images, the more effective the pairing.
- Pair two opposite, but complementary phrases. These pairs are not simply rhyming or clever combinations. They capture two opposite experiences. See pages 82 and 83 for more guidance on how to create these word/image pairs, as well as pre-approved copy samples.

SAMPLE 300 x 250 WEB BANNER



White



Blue

NOTE: No star treatment for digital media.
Location name and town should be stacked.

Sponsor name



Co-op frame

CO-OP WEB BANNERS: SINGLE IMAGE

We realize there are times when a co-op ad will only include one image. For those instances, we offer a single image template. No matter what size the banner is, the Connecticut logo always appears to the right. If a partner has a logo, offer and/or copy, each of these elements needs to follow the placement shown below.

SAMPLE 300 x 250 WEB BANNER



White



Blue



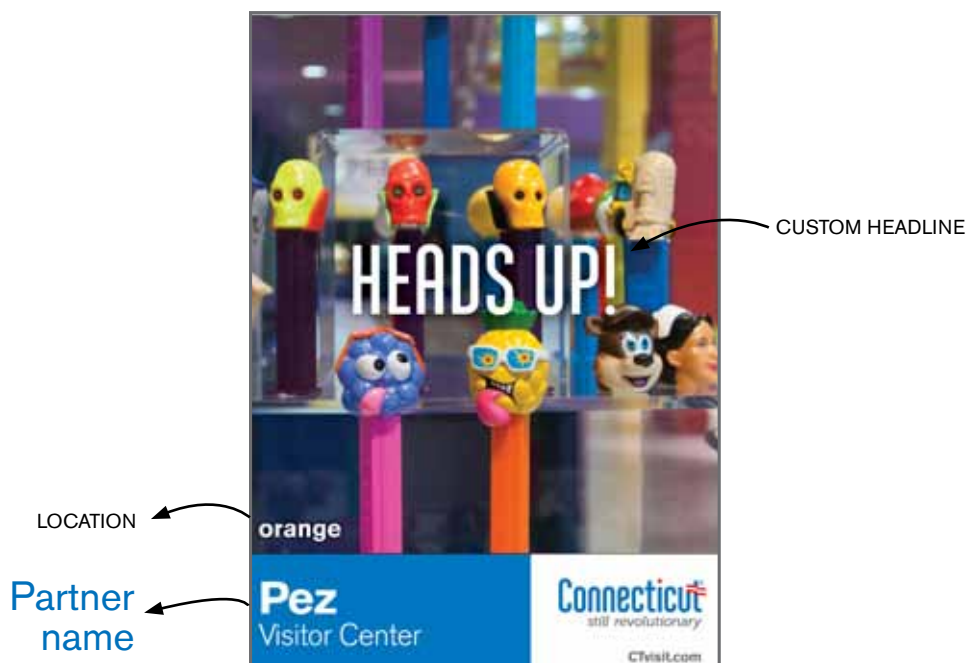
CO-OP BILLBOARDS & POSTERS

When working with the Connecticut Co-op billboard and poster templates, there is a standardized way to show your message. The Connecticut logo/message is displayed as below, followed by the partner's message. If a partner has a logo, offer and/or directions, each of these elements needs to follow the placement shown below.

SAMPLE BILLBOARD



SAMPLE POSTER



TRADE SHOW MATERIALS

Connecticut[®]
still revolutionary

TRADE SHOW BOOTH AND BANNERS

There are different types of trade show booths of varying layouts and sizes. As trade booths can have a single or multiple walls, it's difficult to plan for every possible option, but it's important to use some of the rules that have been discussed previously in this manual.

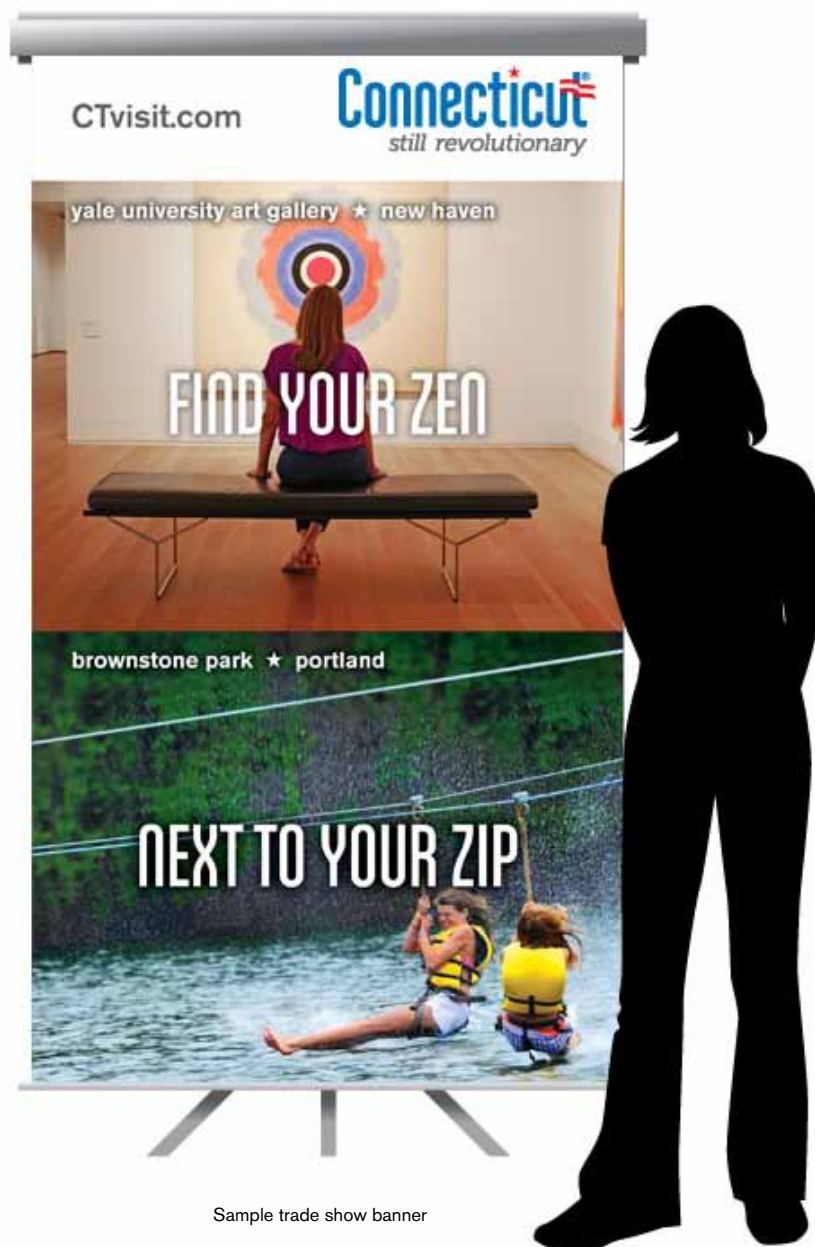
Wherever possible, the design of the booth should reflect the “pairings” campaign. You may diverge from the single-word structure and use a short phrase if you need to. See examples below. Use the brand colors: blue, white, red and gray (for text only). When using the logo, the full-color logo on a white background is preferred. Make the logos large enough to be read from far away, but not so large that they overwhelm their surroundings. Also, remember that additional information such as URLs or contact info needs to be legible and not covered by other elements in the booth. If a URL is on a back wall, set the type high enough so that it can still be read if there are people or objects in front of it.



Sample trade show booth

VERTICAL DISPLAY BANNER

In the case of single vertical banners, the “pairing” execution can be accomplished by using two images stacked above one another in one banner. Again, you may use a phrase if a single word pairing isn’t descriptive enough for your event. See below for an example of this.






Sample trade show banner

HORIZONTAL DISPLAY BANNER

Once again, it is preferable that banners utilize and reflect the “pairing” concept of the campaign.

Horizontal display banners can be created by using an image or a solid color background (white or blue). If the solid color option is selected, remember to use the white logo on a blue background and the full-color logo on a white background. If using an image as a background, remember to choose the color version of the logo that makes the logo most legible. Also, remember to place it in an area that is not too busy, or that will affect the legibility. On the solid color banner, additional information, like the website, can be added using the correct distance (the height of the lowercase letters of the word Connecticut in the logo). Depending on legibility and placement, the color of additional info may vary. Use white text for dark areas, blue or 70% black for light areas.

<p>farmington river tubing ★ new hartford</p>  <p>CHILL</p>	<p>lake compounce ★ bristol</p>  <p>THRILL</p>
<p>CTvisit.com</p>	

Connecticut[®]
still revolutionary

CTvisit.com

TENT

Tents can be created in two versions only: a solid blue tent with white logos or a white tent with full-color logos. Use one logo per side. The logo should never cover more than one side at a time. Additional information, like the website, can be added on the lips of the tent. Use white text for the blue tent and 70% black (gray) for the white tent.



Blue tent sample with white logo and white text.



White tent sample with full-color logo and 70% black text.

TABLECLOTHS

Tablecloths can be created in two versions only: a solid blue with a white logo or a white with a full-color logo. The logo should be placed so that it faces one side. The logo should always be placed along the longest side of the table.



Blue tablecloth sample with white logo and white text.



White tablecloth sample with full-color logo and 70% black text.

FEATHER FLAG

Feather flags can only be created using a solid color background (white or blue). Use the white logo for the blue background and the full-color logo for the white background. Also, remember that the logo should read from the top down.



CONTACT US

We look forward to partnering with you to promote all that Connecticut offers. If you have any questions on how to leverage our *still revolutionary* brand, please contact:

Christine Castonguay

Director of Branding

Connecticut Office of Tourism
One Constitution Plaza
Hartford, CT 06103

860.256.2722
christine.castonguay@ctvisit.com
www.ct.gov/ecd
www.CTvisit.com

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 www.CTvisit.com and our economic development site at CTforbusiness.com.

<http://www.cultureandtourism.org/cct/cwp/view.asp?a=2128&Q=505608>



Revised June 2014

One Constitution Plaza | Hartford, CT 06103 | P: 860.256-2800 | Cultureandtourism.org

An Affirmative Action/Equal Opportunity Employer; An Equal Opportunity Lender