



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 ability to reflect the endless possibilities of making it in Connecticut.

Let's dive in!

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01 Logo



Logo: Clear space





HORIZONTAL



VERTICAL

Logo: Small scale

APP ICON



FAVICON



Logo: Vertical orientation



Logo: Color backgrounds



Logo: Black & white



Logo: Misuse. Rules apply to main logo and all sub-brands.



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



HORIZONTAL



VERTICAL

Logo Lockups: Tagline with icon



HORIZONTAL



VERTICAL



03 Sub-Brand Logos

Sub-brand Logos: CTvisit Primary

Logo misuse: All logos in this section adhere to the rules on page 12. Do not scale, alter colors or fonts, or use in a manner that makes the logo illegible.



Sub-brand Logos: CTvisit Secondary



Sub-brand Logos: CTvisit districts and regions Primary

DISTRICTS



REGIONS



Sub-brand Logos: CTvisit districts and regions Secondary (example)



Sub-brand Logos: CTMEETINGS and CTSPORTS Primary



Sub-brand Logos: CTMEETINGS and CTSPORTS Secondary



Brand and sub-brands usage in text.

When referencing the brand and sub-brands in text, please adhere to the following spellings and capitalizations.

- **Connecticut:** When referring to the state or the brand.
- **CTvisit:** When referring to the Office of Tourism, or the Tourism brand. Please note that in all applications of text/copy content, CTvisit must be written with a capitalized “CT” and all-lowercase “visit.”
- **CTvisit.com:** When referring specifically to the tourism website.
- **CTMEETINGS:** When referring to Connecticut Convention & Sports Bureau (CTCSB). Please note that in all applications of text/copy content, CTMEETINGS must be written in all-capital letters.
- **CTSPORTS:** When referring to Connecticut Convention & Sports Bureau (CTCSB), specifically to sports. Please note that in all applications of text/copy content, CTSPORTS must be written in all-capital letters.

04 Color

A note on color.

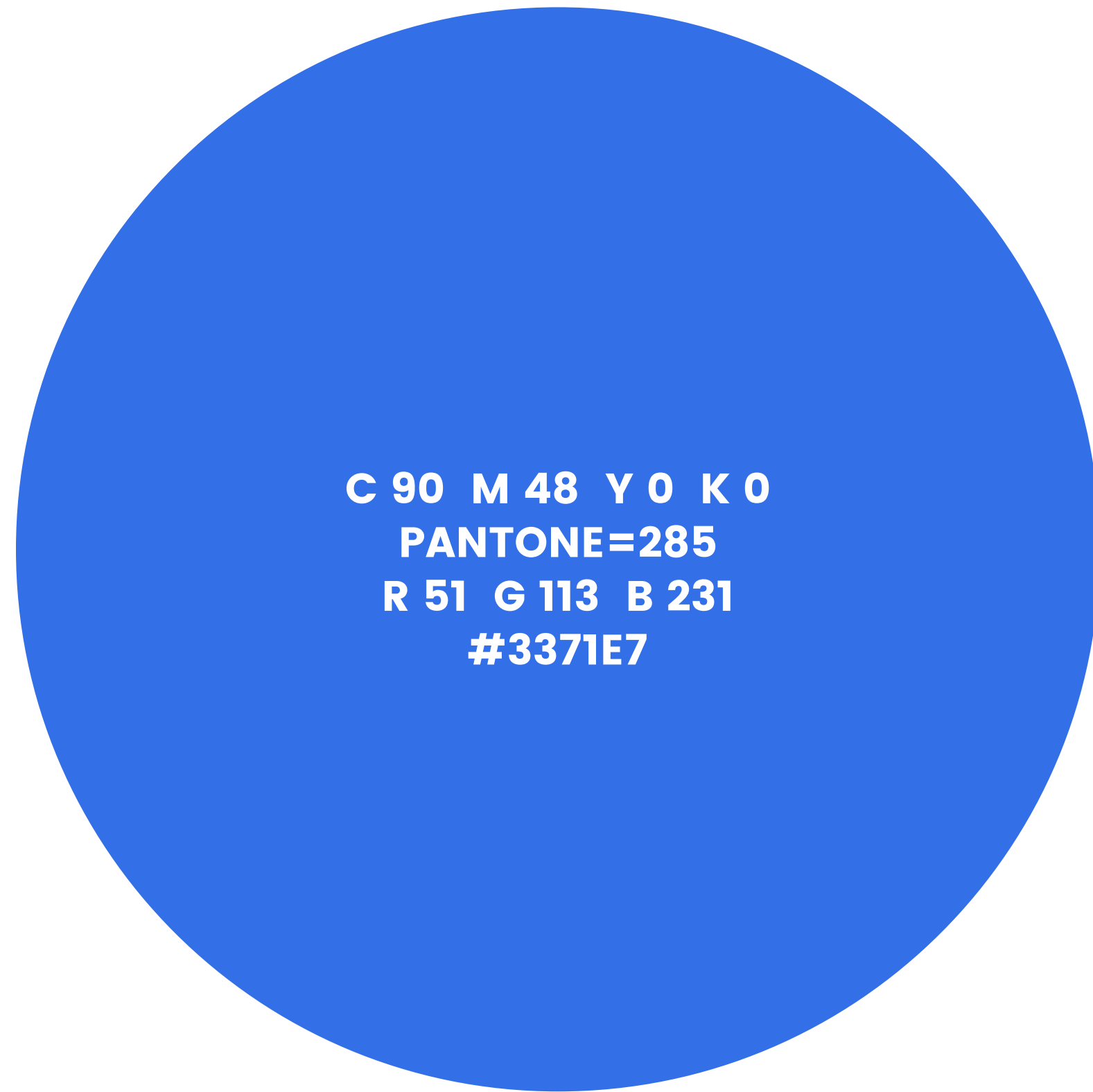
This guide provides color mixes for all applications, including CMYK breakdowns, RGB breakdowns, Hex colors and a Pantone number for our primary blue.

Please note that the appearance of color can vary from traditional printing vs. digital/online applications. Please adhere to the specs provided for the best possible match across platforms.

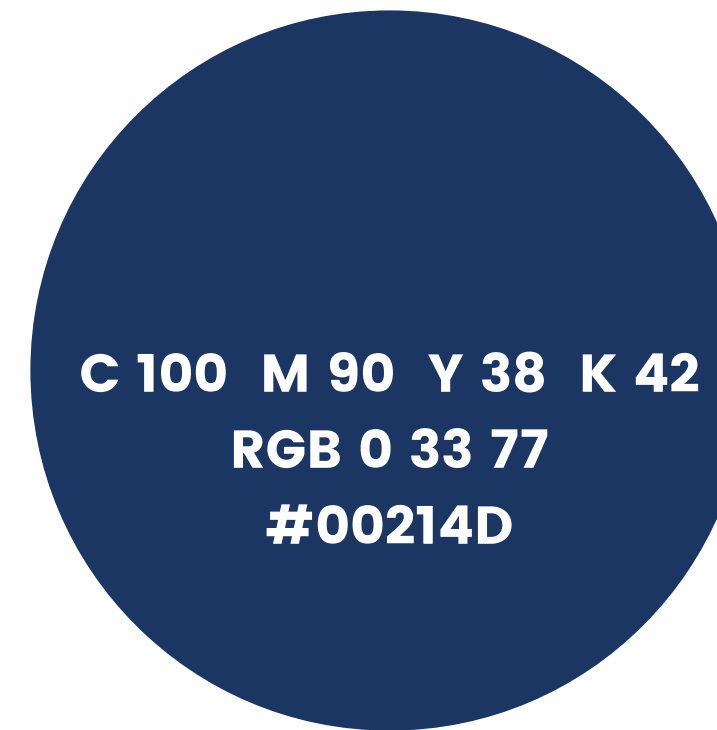
A special note regarding our primary blue: The vibrancy of the RGB values is preferred. When possible in traditional CMYK printing, please work with your printer to get the closest possible match to the RGB tonality, or use the Pantone spec provided as a spot color for best results.

Color: Primary

PRIMARY



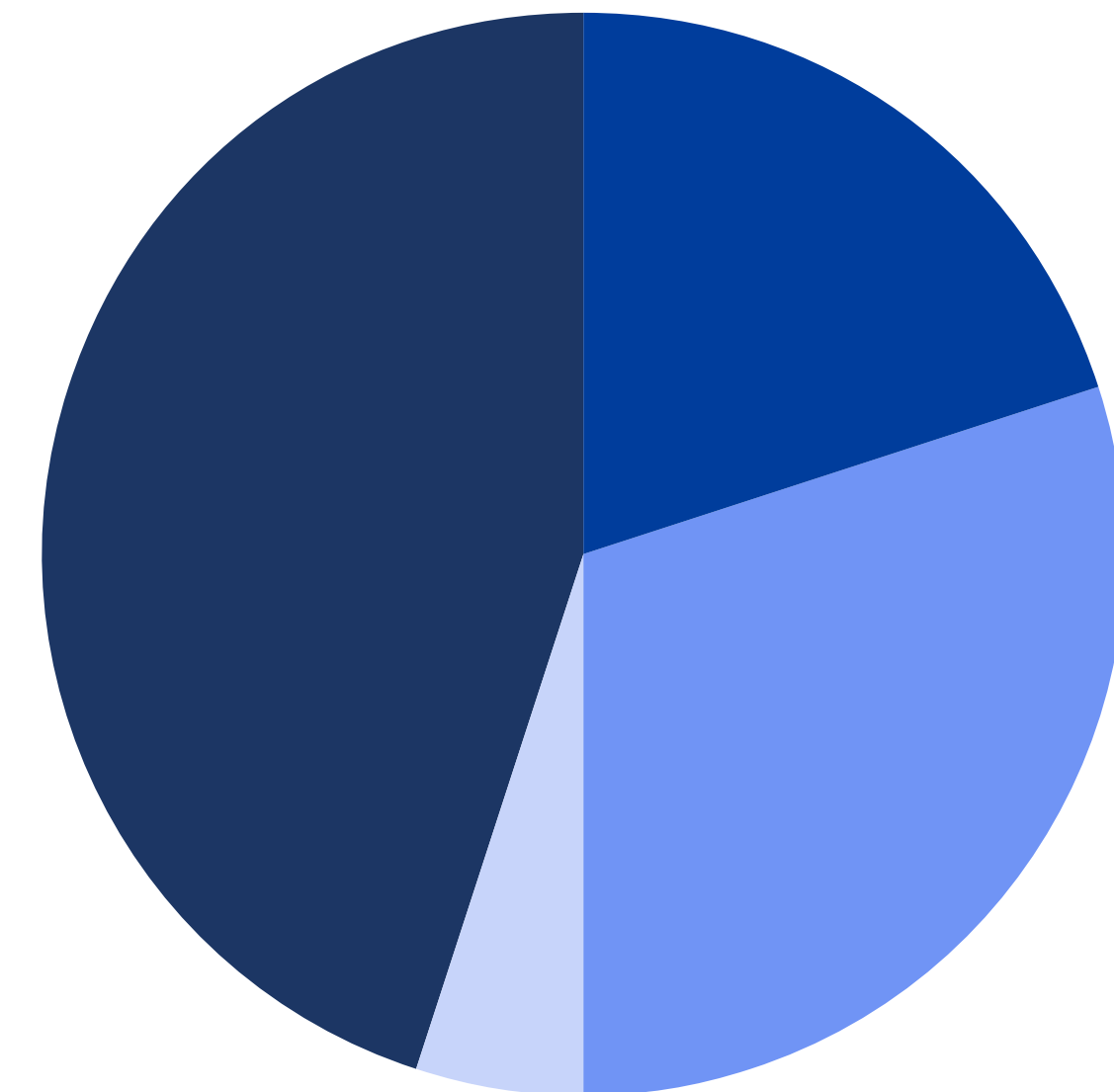
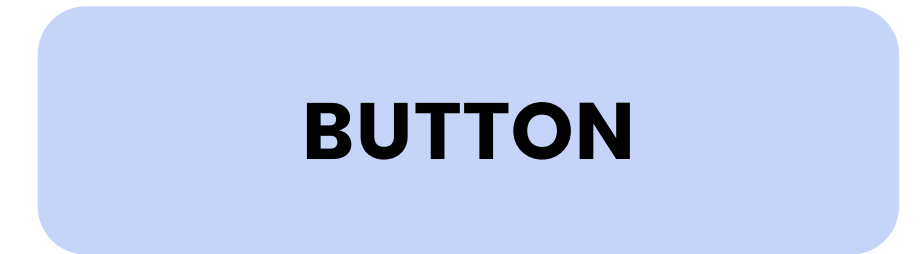
PRIMARY SHADES



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



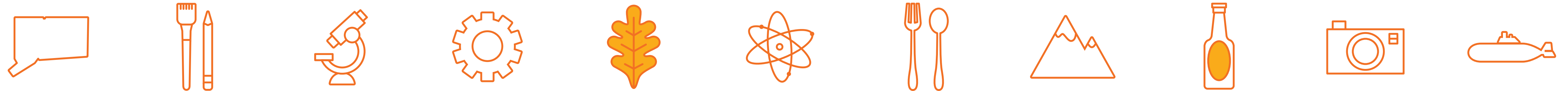
SECONDARY SHADE



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 “.gov” in the state website URLs, highlighted copy and content – for example, if we want to emphasize a word or a phrase – 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 allow 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 okay to pull colors from the leading image/photograph to help support the art direction of the designed object.

Please see the example on this page of referencing colors, and also the applications section for examples.



05 Type

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z**

NOW BOLD

1 2 3 4 5 6 7 8 9 0

Poppins SemiBold

HEADLINE

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

Poppins Regular

COPY

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Arial Bold

HEADLINE

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

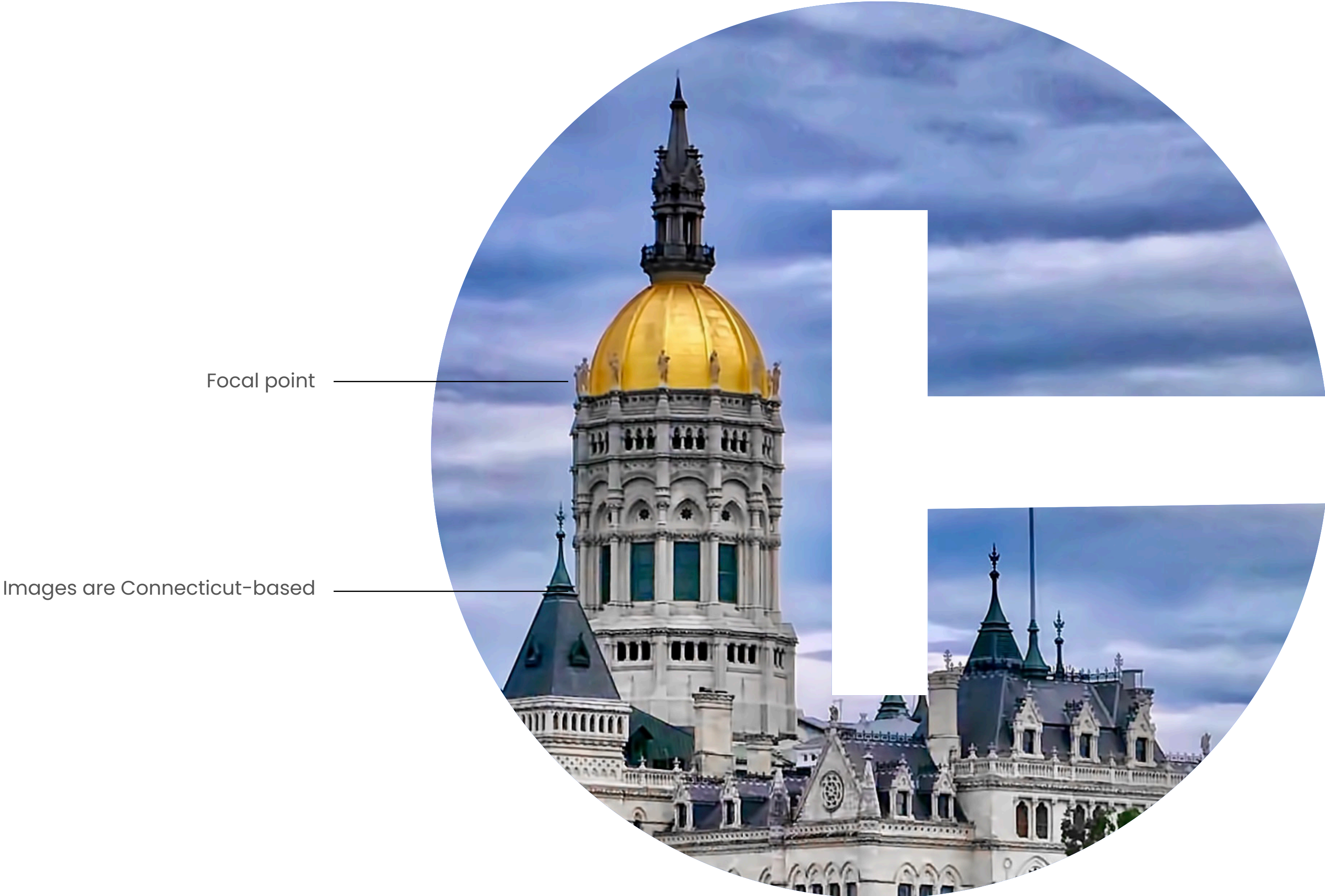
Arial Regular

COPY

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

06 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 ensures readability at every scale.



Icon Imagery: Misuse



NO

Do not use over a busy background



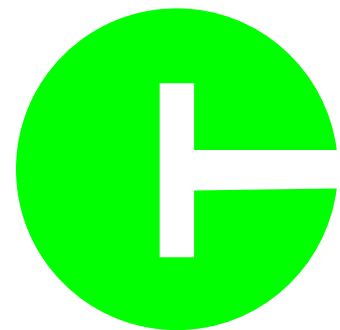
NO

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

Our CT icon belongs to everyone and that should be reflected in 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

07 Applications

Imagery: Example Images



Imagery: Example Images



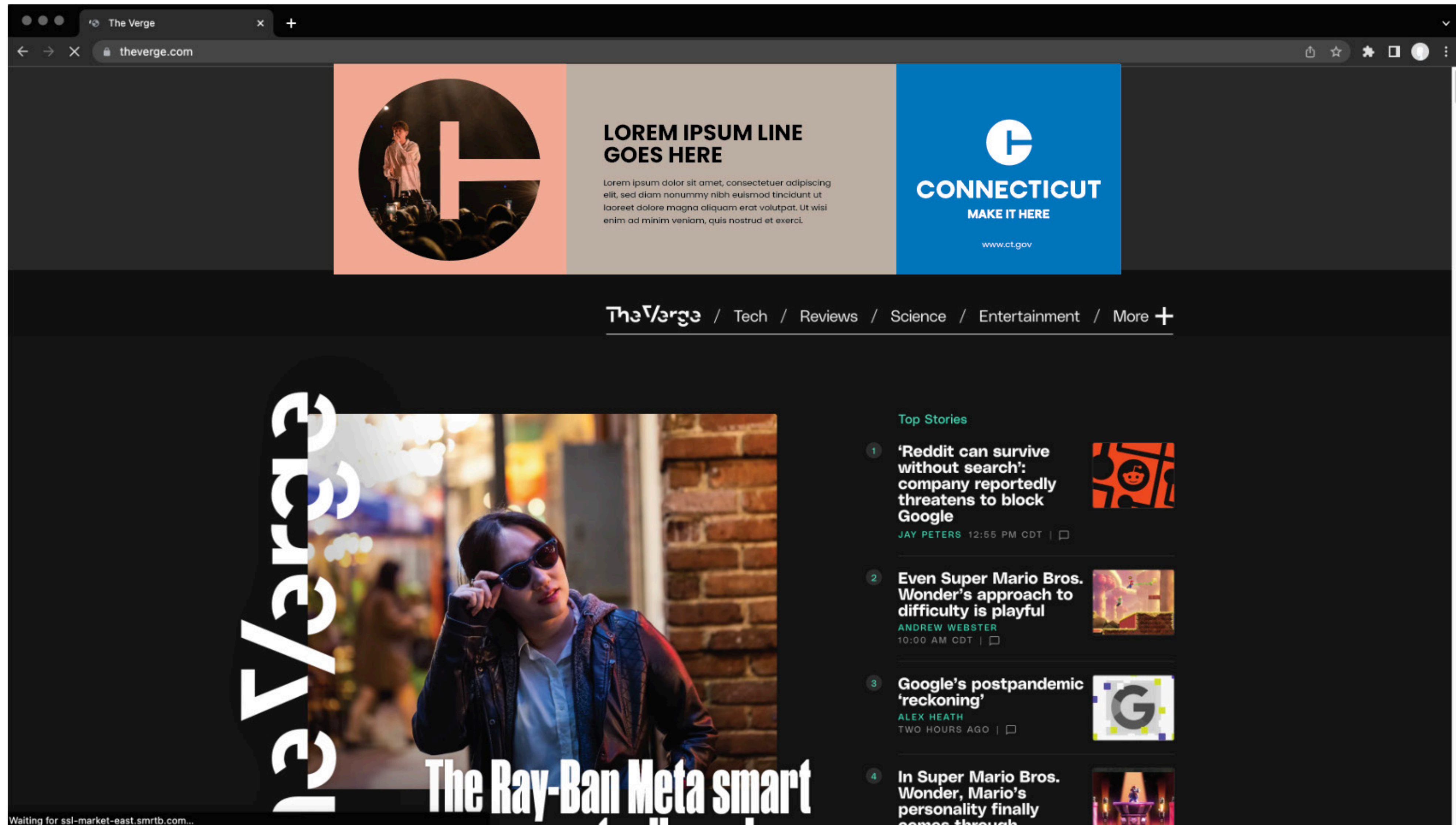
Imagery: Applications – Print



Imagery: Applications – OOH



Imagery: Applications – Banners



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 and explain what you're including in the logo and what you're using it for, and explain its connection to our state, either symbolic or actual.



CONNECTICUT