CONNECTICUT

Logo
Guidelines

Hello

The Connecticut brand identity has been designed to be flexible and supportive of a broad number of uses and applications, while remaining true to the spirit of our state and all it embodies. Inspired by the creator state mentality, this mark can showcase the endless possibilities and opportunities here in Connecticut.

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01 Logo

Logo

Logo: Clear space

Logo: Versions

HORIZONTAL

VERTICAL

Logo: Small scale
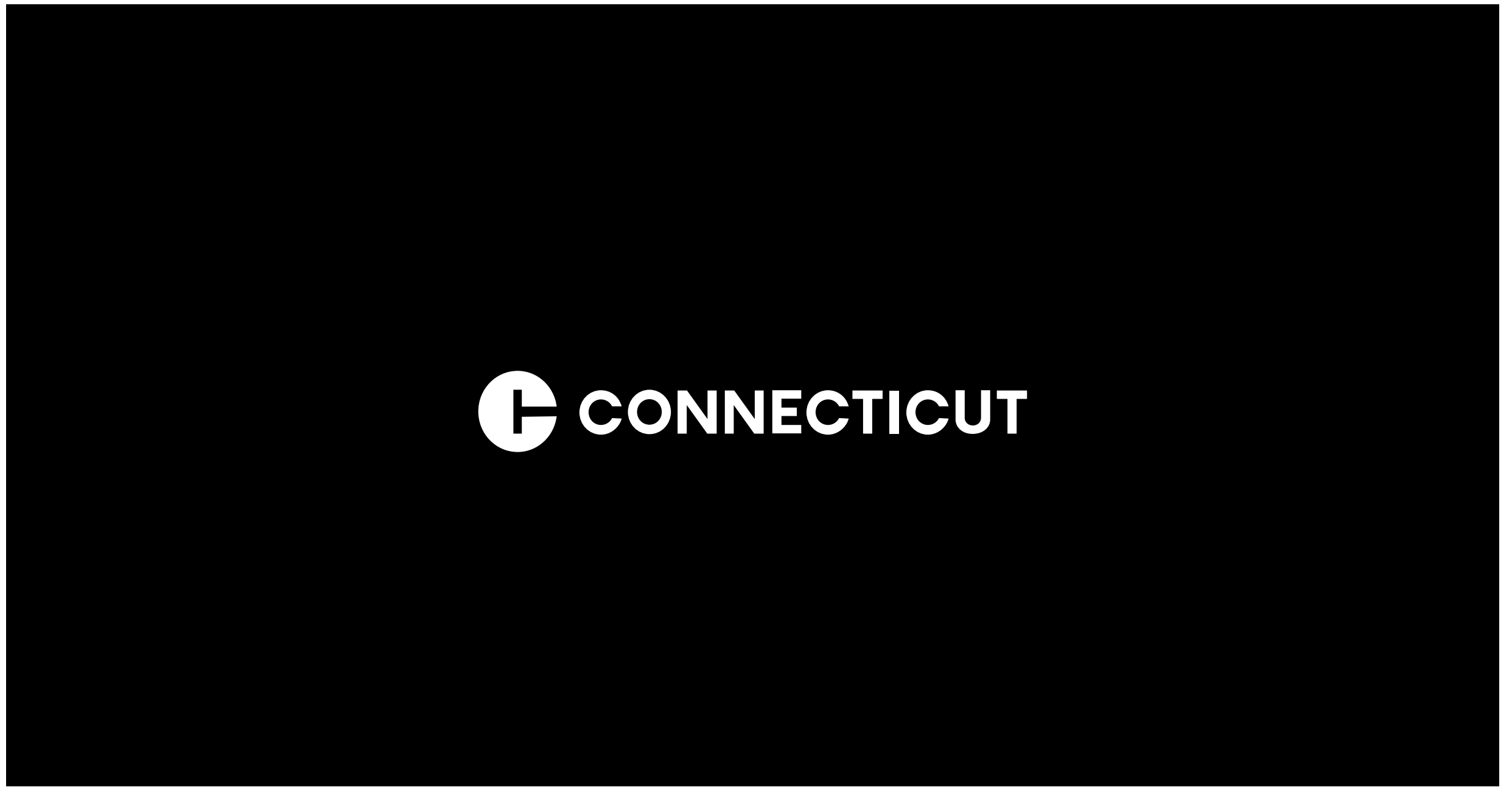
APP ICON

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

Logo: Versions

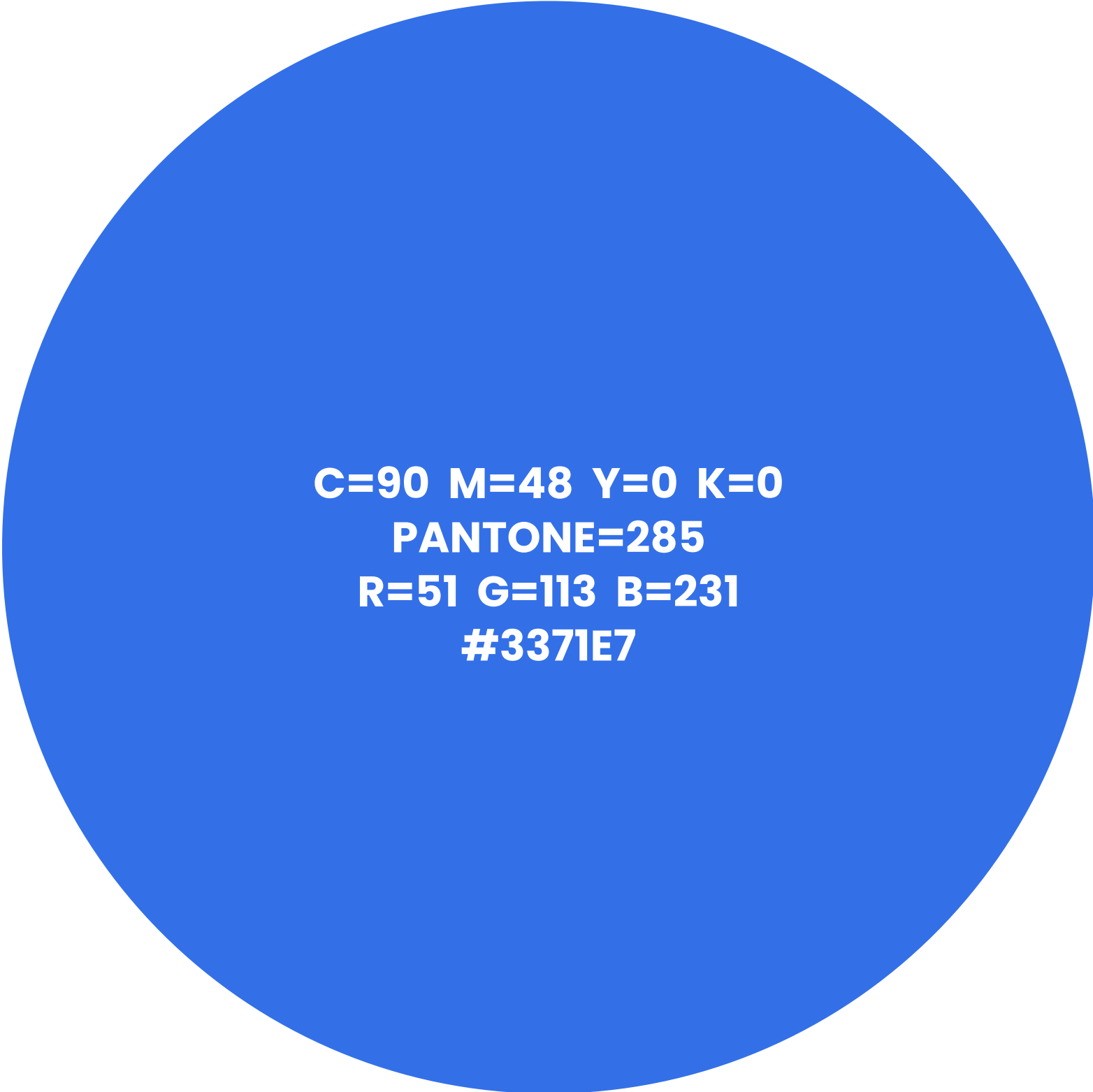HORIZONTAL

VERTICAL

Logo Lockups: Tagline

HORIZONTAL

VERTICAL

Logo Lockups: Tagline with icon

HORIZONTAL

VERTICAL

03 Color

Color: Primary

PRIMARY

PRIMARY SHADES

C=90 M=48 Y=0 K=0
PANTONE=285
R=51 G=113 B=231
#3371E7

RGB 0 33 77

RGB 0 61 156

RGB 112 148 245

RGB 198 212 251

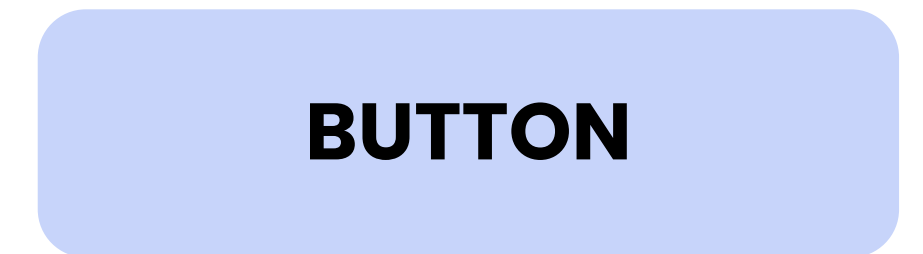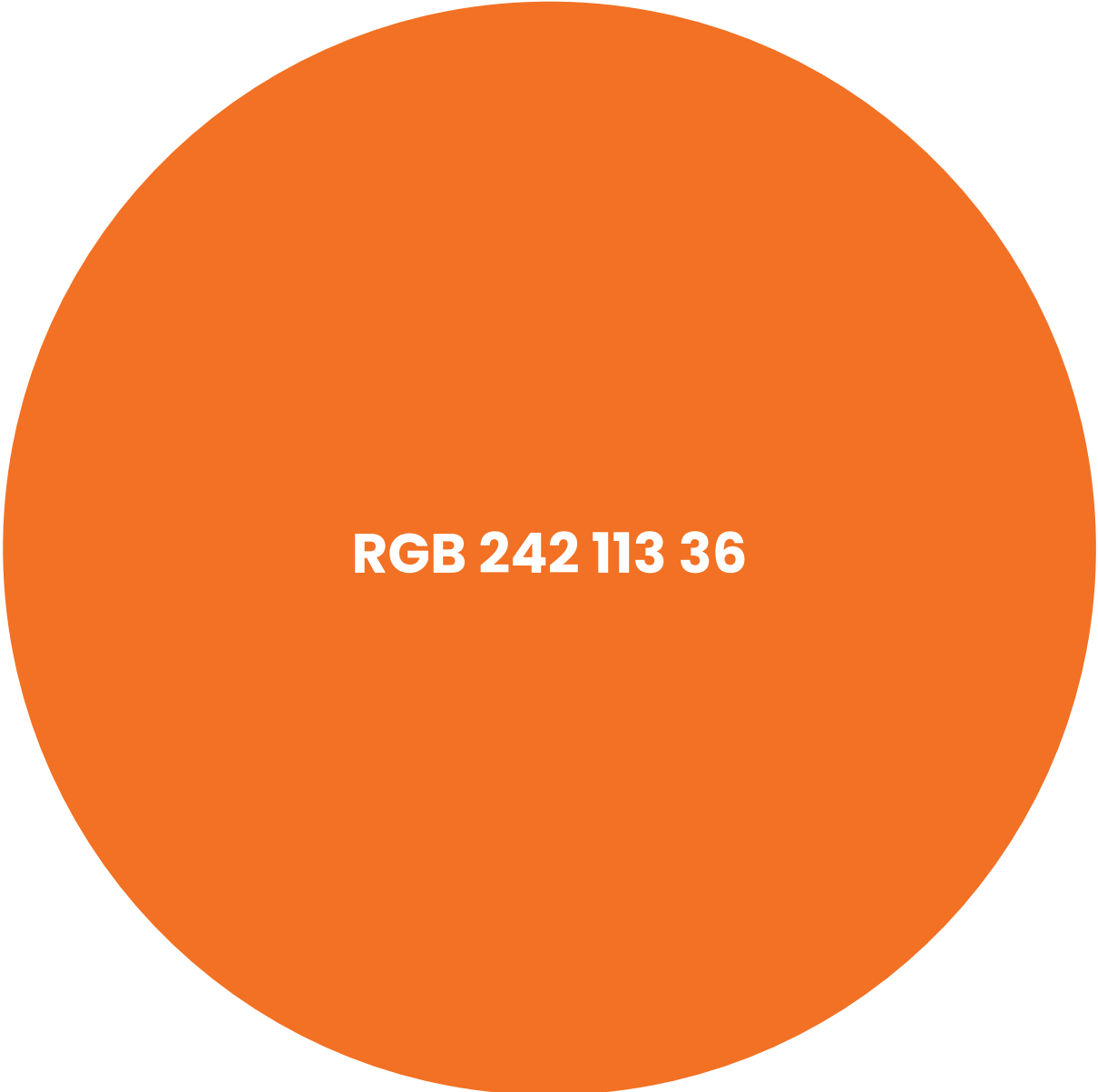**Color:** Primary

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.
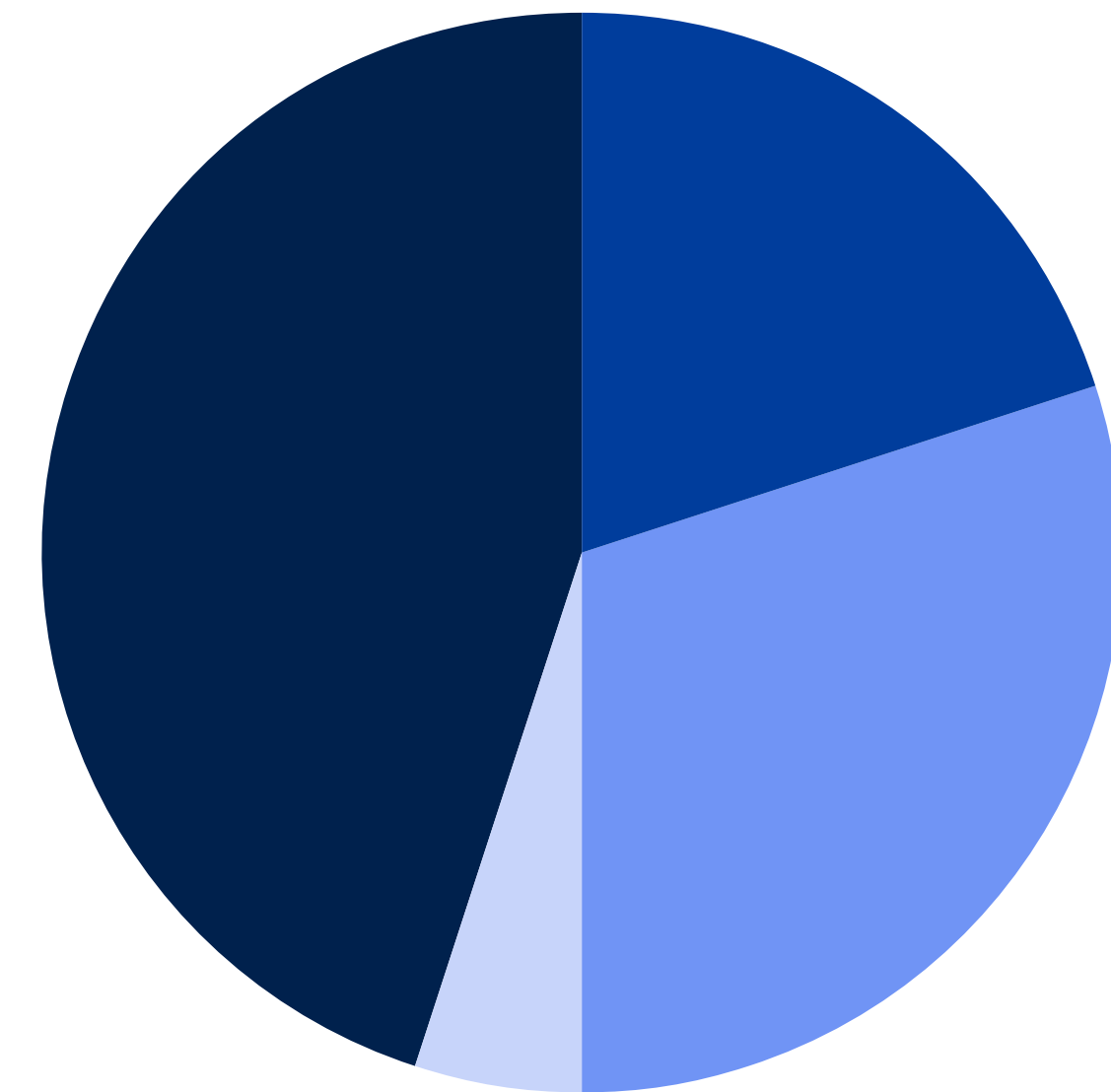
Color: Secondary

SECONDARY

SECONDARY SHADE

RGB 242 113 36

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 ".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.

04 Type

LOGO FONT ONLY | HEADLINE AND COPY FONT | SYSTEM FONT

Typography: Logo font only
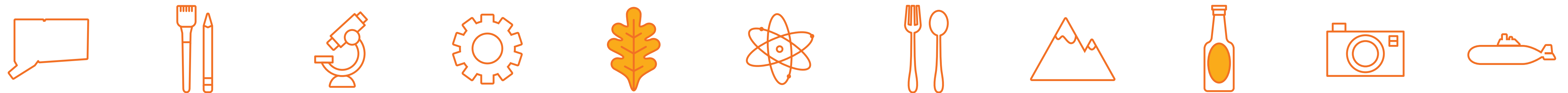
NOW BOLD

ABCDEFGHIJKLM NOPQRSTUVWXYZ

1234567890

Typography: Headline and copy font

HEADLINE

Poppins Semibold

AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

COPY

Poppins Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Typography: System font

Arial Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

COPY

Arial Regular

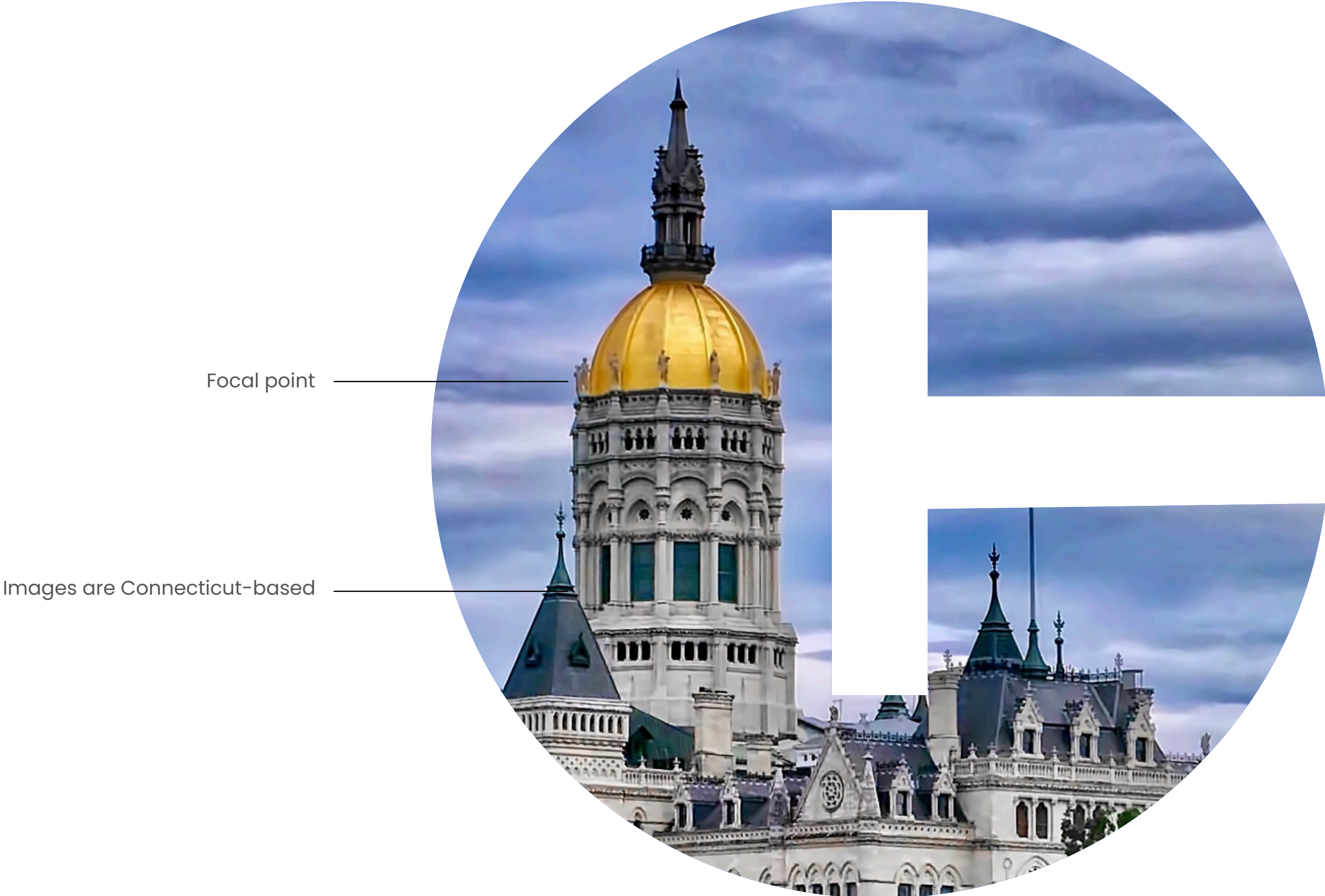AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

05 Imagery

IMAGERY | EXAMPLES | SMALL SCALE | MISUSE | CONTENT GUIDE

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
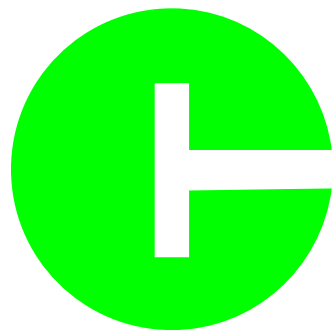
NO

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

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 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