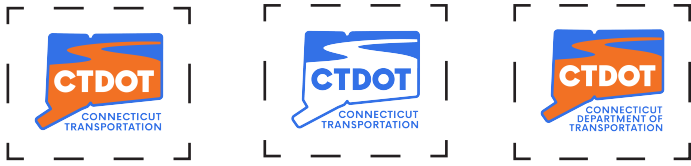


## Logos

Required clearspace Indicated by dashed lines.



### FEATURE

This logo should be used where it stands alone in its own environment, such as promotional items. It's the preferred choice when the logo serves as the featured artwork.



### PRIMARY

This logo should be used in the corner of materials against a white background. A black or white alternative may also be used on different backgrounds.

### ICON

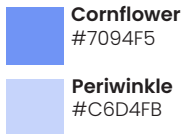
The icon should be used in circumstances where the full name "Connecticut Transportation" is elsewhere in the asset or when it will be too small to read. It follows the same usage as the feature and primary logo applications.

### FORMAL

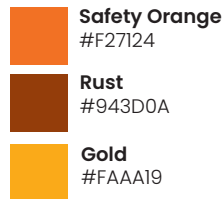
This logo should only be used for events outside of the state/region when alongside other DOTs or Federal agencies, such as transportation conferences and presentations.

## Color Palette (RGB)

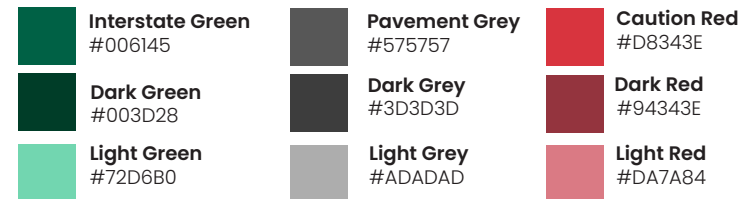
### PRIMARY BLUE



### SECONDARY ORANGE

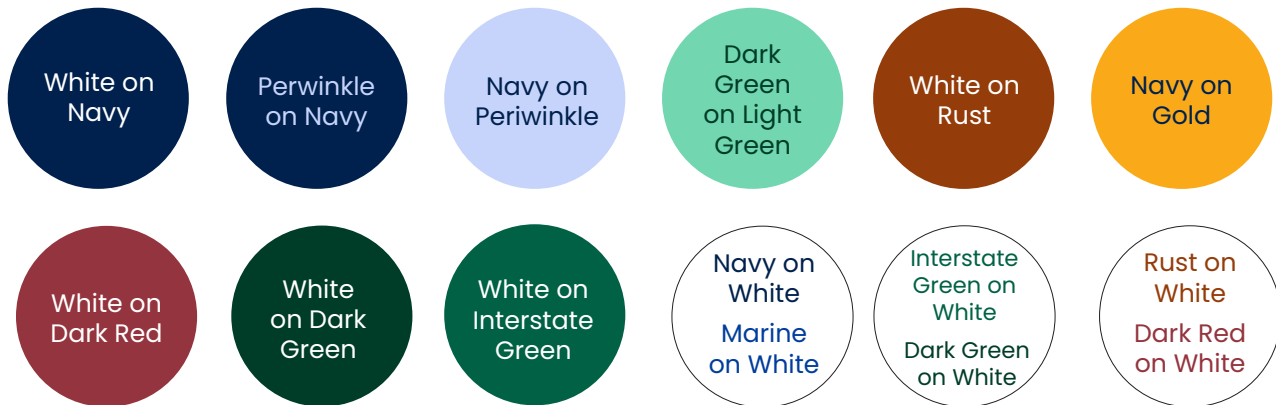


### TERTIARY COLORS



## ADA Compliance and Using Colors with Text

The primary combination to use is Navy and White or Periwinkle. The other combinations are available for use in supporting design elements. CT Blue is **not** ADA compliant and should not be used with text of any kind.



## Font

**Poppins Semibold**  
Headlines or to bold keywords in body copy for emphasis

**Poppins Regular**  
All other body copy should use this style for all text besides headings

**Arial Bold**  
Substitute for Poppins Semibold when not available

**Arial Regular**  
Substitute for Poppins regular when not available

## State Lockups

CTDOT branding is to be used in conjunction with state branding in the cases mentioned below:

Required clearspace indicated by dashed lines.

### ICON LOCKUP

For public facing digital assets, such as social media posts, marketing materials, and public awareness campaigns and advertising.



### LOGO LOCKUP

For large physical assets that have previously displayed the state seal, such as display boards for public informational meetings and on-site project signage.

