Connecticut Department of Transportation Branding Guidelines

CTDOT
CONNECTICUT
TRANSPORTATION

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Defining our purpose and identity is crucial for both internal alignment and external recognition, serving as a guiding beacon for our endeavors.

Welcome

Dear Connecticut Department of Transportation Team,

I am delighted to announce the launch of our new brand guidelines, which mark an exciting chapter in the journey of the Connecticut Department of Transportation (CTDOT). These guidelines have been carefully crafted to strengthen our identity and reinforce our commitment to serving the people of our great state.

As guardians of Connecticut's transportation infrastructure, we understand the profound impact our work has on the lives of our fellow residents. It is with this awareness that we introduce our new mission statement: Improving Lives Through Transportation. This mission encapsulates our dedication to enhancing accessibility, safety, and connectivity across all modes of transportation.

Central to achieving this mission is the safeguarding of our brand's value—a responsibility that rests on the shoulders of each and every CTDOT employee. Our brand is more than just a logo or a tagline; it is a reflection of the trust and confidence the people of Connecticut place in us. By consistently upholding the principles outlined in these guidelines, we reinforce our commitment to excellence and service in every interaction, both internal and external.

Consistency is the cornerstone of effective branding. These guidelines provide clear direction on how to use our logo, colors, typography, and messaging across all communication channels. Whether you're drafting an email, designing a brochure, or engaging with stakeholders, adherence to these guidelines ensures a unified and professional representation of the CTDOT brand.

I urge each of you to familiarize yourselves with these guidelines and integrate them into your daily work. Together, we can ensure that every touchpoint with CTDOT reflects our dedication to improving the lives of those we serve.

Thank you for your unwavering commitment to our mission and for your continued dedication to the people of Connecticut.

Sincerely,

Commissioner Garrett T. Eucalitto
Connecticut Department of Transportation

Purpose

This document aims to enhance brand consistency across all internal and external communications.

Having this singular point of reference is crucial, especially now, as numerous significant development projects are interwoven across multiple bureaus and departments both inside and outside of CTDOT.

Additionally, this effort presents an opportunity to align CTDOT more closely with the recently adopted State guidelines, providing a stronger platform for both entities.

Brand Transition

At CTDOT, we prioritize efficiency and recognize our role in serving the public. Therefore, the transition to our new identity will occur in a gradual, phased approach.

Existing printed materials will remain in use until reprinting or refilling is necessary.

New printed materials should adopt the new identity system, and digital properties that do not require significant expenditures for modification should transition as soon as feasible, considering available resources.

Please contact the Office of Communications at ctdotmedia@ct.gov with any questions.

Using Our Name

The goal of reaching a consensus on the Connecticut Department of Transportation name is to strengthen the impact of our brand identity. Consistent use across all touchpoints will enhance awareness, clarity, and efficiency. However, creating guidelines that are not followed serves no real purpose. Therefore, we recommend a strategy that allows for some alternate usage in spoken form and keeps our end goal in mind.

Written Form

Long form: Connecticut Department of Transportation

Short form: CTDOT

Incorrect forms include:

Department of Transportation
CT Department of Transportation
CT Dept. of Transportation
CT DOT
ConnDOT
DOT
The DOT
The Department

Spoken Form

Long form: Connecticut Department of Transportation

Preferred Short forms: ConnDOT
C-T-D-O-T

Alternate Short forms: Connecticut D-O-T

Safeguarding our brand's value is a shared responsibility among all CTDOT employees, reflecting our commitment to our state and its people.

Our Mission

"Improving Lives Through Transportation" is a broad initiative that is meant to encompass multiple audiences and scenarios. Internally, it entails upholding all the values that CTDOT stands for, fostering a supportive, respectful, and successful environment where individuals can grow both personally and professionally.

Externally, it signifies CTDOT's commitment to executing this mission within the framework of these values, with the goal of enhancing the lives of the public. As a service organization, CTDOT is tasked with investing taxpayer funds effectively and efficiently to serve the State of Connecticut optimally. This mission could manifest in several ways, such as creating a safer transportation network, enhancing the timeliness of public transportation, synchronizing traffic signals more effectively, reducing crashes and Driving Under the Influence (DUI) incidents, and boosting tourism.

IMPROVING LIVES THROUGH TRANSPORTATION

Pillars & Values

CTDOT leans on the following pillars in the fulfillment of its mission.

People First

CTDOT and its associated bureaus are deeply committed to ensuring the highest standard of health and safety for the people of Connecticut within the intermodal transportation network and within CTDOT. This commitment emphasizes that travelers should be at the heart of our growth strategy.

Accountability

To earn and maintain the trust of staff, the state legislature, and the traveling public, CTDOT leadership and all associated initiatives must prioritize fiscal responsibility, impact, and a customer experience that puts people first.

Innovation

Connecticut faces unique challenges that require forward-thinking, strategy-based decision-making. This approach aims to create operational efficiencies, attract top talent, and continuously improve the infrastructure.

Pillars & Values

Within those pillars live the values that
reflect the core priorities of CTDOT.

People First
Safety
Accessibility
Impact
Transparency
Customer Focused
Collaboration

Accountability
Efficiency
Fiscal Responsibility
Consistency
Urgency

Innovation
Strategy-Based
Solution-Oriented
Sustainability
Technology-Driven

People First
Safety
Customer Focused

Accessibility
Impact

Efficiency
Collaboration

**Improving
Lives Through
Transportation**

Accountability
Transparency
Fiscal Responsibility
Consistency

Technology-Driven
Sustainability

Innovation
Strategy-Based
Solution-Oriented

Vision

Create a consistently positive experience for the people of Connecticut that optimizes mobility, supports economic vitality, and recognizes the impact of infrastructure development on the public.

Brand Promise Grid

| MISSION	IMPROVING LIVES THROUGH TRANSPORTATION		
PILLARS	People First	Accountability	Innovation
VALUES	Safety Accessibility Impact Transparency Customer Focused Collaboration	Efficiency Fiscal Responsibility Consistency Urgency	Strategy-Based Solution-Oriented Sustainability Technology-Driven
VISION	Create a consistently positive experience for the people of Connecticut that optimizes mobility, supports economic vitality, and recognizes the impact of infrastructure development on the public.		

Bureau Mission System

The system of bureau mission statements was developed through direct conversations with bureau chiefs, their employees, and the commissioner of CTDOT. This approach is evident in both the structure of the system and the priorities outlined in each mission. The objectives for these missions are as follows:

- Each bureau mission should align with the overall mission of CTDOT while also highlighting how each bureau contributes to that mission in its unique way.

- Bureau missions should focus on overarching concepts and ideas rather than specific tasks, reflecting the priorities expressed by each chief and the commissioner.

- The tone of each bureau mission should be action-oriented and purposeful, avoiding a reactive tone whenever possible.

- The formula for each bureau mission, including consistency in verb tense, point of view, and tone, helps unify the system and clarify the scope of each bureau both internally and externally.

Bureau Mission System

Bureau of Engineering & Construction
The Bureau of Engineering & Construction supports the mission of improving lives through transportation by prioritizing collaboration, public safety, mobility and community connectivity to deliver innovative solutions that support and maintain Connecticut's transportation network.

Bureau of Finance & Administration
The Bureau of Finance & Administration supports the mission of improving lives through transportation by prioritizing the continuous improvement of operational capacity, process efficiency, systems technology, and economic development and opportunity in the State while maximizing the use of CTDOT resources in compliance with State regulations.

Bureau of Highway Operations
The Bureau of Highway Operations supports the mission of improving lives through transportation by prioritizing safety, customer experience, and operational impacts while applying industry-standard practices to maintain the state's highway and bridge systems in the most responsive and adaptable manner.

Bureau of Policy & Planning
The Bureau of Policy & Planning supports the mission of improving lives through transportation by collecting and analyzing critical data for informed decision-making and developing plans that support communities by utilizing a collaborative, holistic process to shape the future of our transportation system.

Bureau of Public Transportation
The Bureau of Public Transportation supports the mission of improving lives through transportation by keeping Connecticut moving with accessible, safe, and reliable multi-modal services across our state and beyond.

Office of the Commissioner
The Office of the Commissioner supports the mission of improving lives through transportation by developing policies and strategic initiatives in collaboration with internal and external stakeholders that inspire employees, prioritize the needs of the public, and promote economic vitality for the State.

Positioning: Ethos Statements

A helpful way to understand brand positioning is to see it as an ongoing conversation with the consumer. Just like any conversation, this process is fluid and ongoing. Instead of relying on a single, inflexible brand positioning statement, we establish a set of ethos statements to guide this conversation. These statements bring the mission and values to life through actionable themes, considerations, and talking points.

Positioning: Ethos Statements

1. An initiative with the goal of changing the public perception of a large sprawling organization such as CTDOT must be considered a long-term commitment. But every action you take as an individual representative of CTDOT is an opportunity to make a difference.

2. A significant part of changing perception is to educate the public whenever possible on the totality of the charge of CTDOT, build the trust through transparency, and listen to stakeholders in open forums.

3. When embarking on any CTDOT initiative, consider the point of view (POV) of every other bureau at CTDOT as well as external stakeholders. Collaborative solutions provide a wider perspective that manage expectations and increase the potential for success.

4. CTDOT is a service organization which means customer service must be a guiding light. It's not just about roads, bridges, trains, and buses. It's about people.

5. Those representing CTDOT on the front-lines by interfacing with the public have a greater responsibility to stay true to the mission and a greater opportunity to combat negative public perception.

6. CTDOT provides enormous opportunity for fostering professional growth within the organization. Every step towards personal advancement should be motivated by the aspiration to make a more significant impact on the lives that CTDOT serves.

7. In order to achieve consistently safe outcomes, CTDOT brings a holistic, safe systems approach to operational safety which understands that all contributing factors must be considered.

8. A commitment to efficiency is a continuous process and a priority of all five bureaus but must also be viewed holistically.

9. A strong agency culture is dependent on, amongst other things, a team attitude, trust in your colleagues, pride working for the state and CTDOT, and pride in the beneficial impact you have on your community.

Consistency in visual representation, particularly with our logo, ensures our brand remains cohesive and recognizable.

A New Look

The core element of our visual rebrand is the introduction of the new logo. As a single piece of communication, it needs to bridge the gap between traditional and modern while working to express the entire charge of CTDOT in an instant.

An important distinction for this mark is the way CTDOT has become an integral part of the lockup. In an effort to simplify and clarify the language usage and more firmly impress the presence of the brand on the public in a consistent way, this strategy has already made a real difference.

Additionally, it is important to maintain a conceptual thread to the State of Connecticut's new identity system which is reflected in the color and typeface choices.

As important as the development of the logo itself are the ways in which it is utilized within the identity system. The following guidelines should provide the direction needed to integrate the new mark consistently in all use cases.

Our "CT"

Our state and the people who live here are why we continue to push forward and improve lives.

Connecticut takes its name from an Algonquian word meaning "land on the long tidal river." The logo design honors that history, and with the curvature shown throughout the state reflecting a river, a road, a trail, or a railroad, it shows how we are always moving forward together.

We are reminded that CTDOT is an intrinsic part of the state, playing a crucial role in developing a brighter future. Our goal is to help Connecticut and the people who call it home, and this is our continued reminder of that responsibility.

This system marries CTDOT with the outline of our state to double-down on the role CTDOT plays as a means of connecting all of Connecticut.

The Anatomy of a Logo

Our logo is made of two separate parts: the Icon and the Wordmark.

While the Icon may be used on its own without the Wordmark, the Wordmark should never be used alone.

Together these pieces create our Logo.

Logo

Icon

Wordmark

The Feature Logo

Our Feature Logo is designed for instances where it stands alone in its own environment. This is typically seen on promotional items like lapel pins, embroidered clothing, and magnets.

It's the preferred choice when the logo itself serves as the featured artwork and the eye-catching orange and blue color scheme make sense.

The Primary Logo

Our primary logo appears in one color: Connecticut Blue.

Where possible the logo should appear in corners of printed and digital materials.

For maximum impact, the primary logo should be used against a white background.

When this is not appropriate a black or white alternative may be used (**see page 24**).

The Formal Logo

The most formal of CTDOT logos, this version is to only be used for events outside of the state/region when alongside other state DOTs or Federal agencies, such as transportation conferences and presentations.

The Formal Logo retains "Department of Transportation" to signal and show uniformity with our peers across the country.

The Formal Logo can appear in either Safety Orange and Connecticut Blue, or the one color Connecticut Blue.

However, when this is not appropriate, a black or white alternative may be used ().

Logo Variations

A white version of our logo may be used when placing the logo over a Pathmark (**see page 53**) or over an appropriate photo (**see page 54**).

A one-color black version of our logo may be used **only** when the project requires grayscale output; i.e. reports on a black-and-white printer, etc.

A one-color version in Safety Orange may be used for specific **safety initiatives**; i.e. social posts during National Work Zone Awareness week.

These variations are available for the Icon and Feature, Primary, Formal logos.

Icon

As noted on page 20, the Icon from our logo may be used independently.

The Icon should be used in circumstances where the full name "Connecticut Department of Transportation" or "Connecticut Transportation" is elsewhere in the piece.

For example, an email signature (**see page 60**) will feature both an employee's name and the full name of CTDOT. It is therefore redundant to feature the primary logo beside this text, and the Icon may be used instead.

Additionally, in executions where the logo must be small and the Wordmark may become illegible, consider using our Icon, provided minimum sizing is applied (**see page 32**).

For example, social media profile pictures often appear quite small within feed posts. While we cannot control the minimum size in these environments, using the Icon ensures our profile remains as legible as possible. The profile is also supported by the profile page name "Connecticut Department of Transportation" for added association (**see page 62**).

Bureau Logos

Public-facing documents and presentations should use the primary logo, to present a unified front to the public.

That said, each CTDOT Bureau is welcome to use its own unique version of our logo for internal purposes.

These bureau logos may also be used as watermarks or icons within larger presentations to indicate the ownership of a presentation section belongs to a specific bureau.

OFFICE OF THE COMMISSIONER

BUREAU OF ENGINEERING AND CONSTRUCTION

BUREAU OF FINANCE AND ADMINISTRATION

BUREAU OF HIGHWAY OPERATIONS

BUREAU OF POLICY AND PLANNING

BUREAU OF PUBLIC TRANSPORTATION
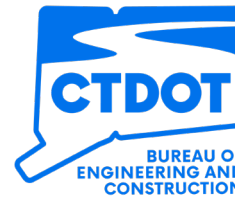
State Lockups

The new CTDOT branding was developed to work with the new Connecticut state branding. When the CTDOT logo or the CTDOT icon are used in conjunction with the state logo they are referred to as a lockup.

State Icon Lockup

For public facing digital assets, such as social media posts, marketing materials, public awareness campaigns and advertising, the State Icon Lockup should be used.

State 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, the State logo lockup should be used as shown below.
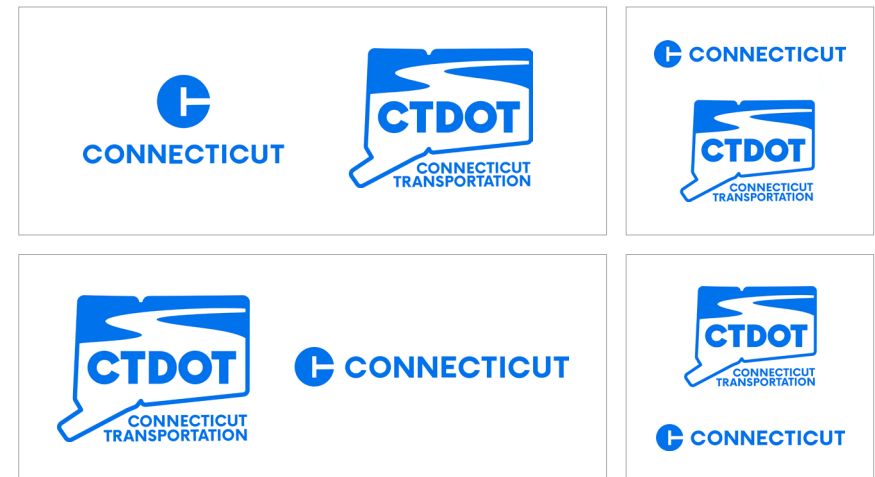
NOTE: For internal facing assets, such as PowerPoint presentations, reports, and memos, the lockup does not need to be used. If in doubt, contact the Office of Communications at **ctdotmedia@ct.gov** before finalizing your design.

Clear Space

Clear space refers to the minimum amount of "breathing room" around our logo or icon.

The clear space must remain empty; no text, graphics, or photos can encroach on this space.

At a minimum, the clear space must be the height of the letter "O" in the "CTDOT" of our logo.

Clear Space

The same rule applies to our icon; the clear space must be the height of the letter "O" in the "CTDOT" in the Icon.

Clear Space

The same rule applies to our bureau logos; the clear space must be the height of the letter "O" in the "CTDOT" in the logo.

Clear Space

Clear space must also apply when our logo is used in a lockup.

The clear space rules of the additional brand logo must be applied, in addition to the clear space of our own logo.

In this case, the clear space for the Connecticut state logo must be the size of the "C" icon in their logo.

When used in a lockup with our logo, both the Connecticut "C" and the CTDOT "O" must be applied. We have overlapped the "C" and "O" to ensure the space between logos adheres to both brands' rules.
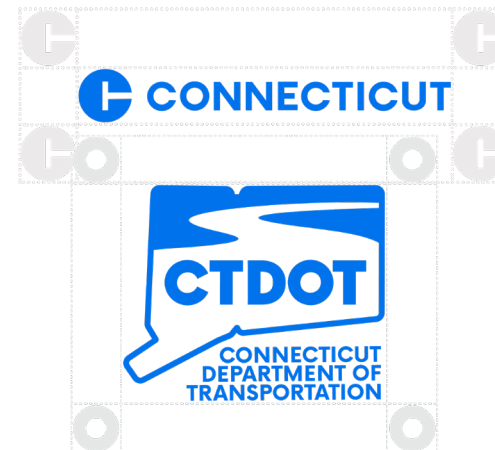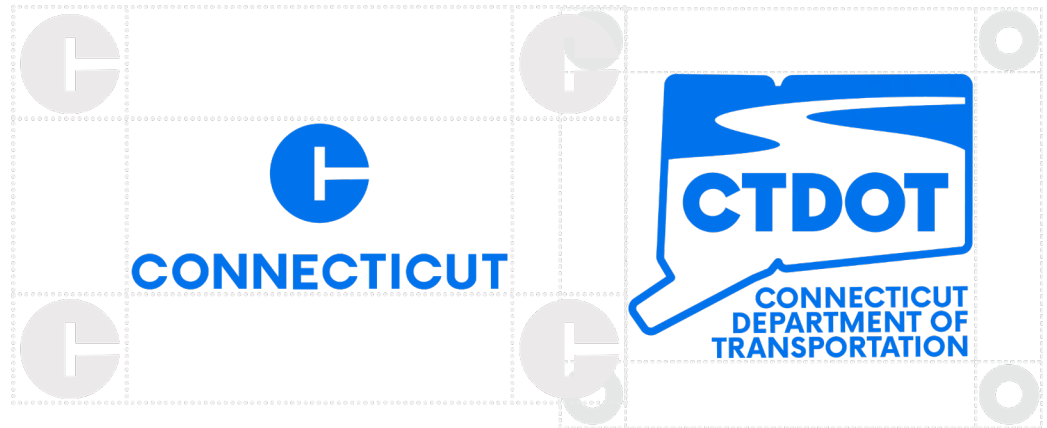
Minimum Size

Minimum size restrictions assist with preserving legibility of our logo in print collateral and digital applications.

When use cases require the logo exists below 1.2" wide or 65 pixels wide, defer to using our icon.

Logo

Icon

Print

1.2"

0.75"

Digital

65px

55px

Usage Don'ts

Our logo is the core of our visual identity.

To ensure that it remains a strong representation of CTDOT, it must be used consistently across all lines of communications.

Misuse of the logo dilutes our identity and compromises our brand.

Do NOT skew or distort proportions.

Do NOT alter transparency.

Do NOT change color.

Do NOT scale any elements independently.

Do NOT change the typeface of the logo.

Do NOT use on a busy background/photo.
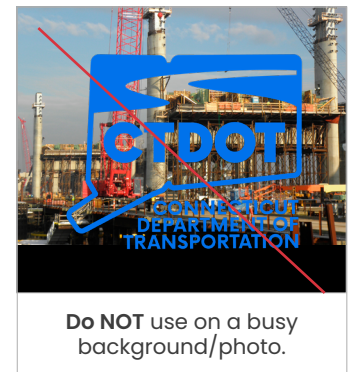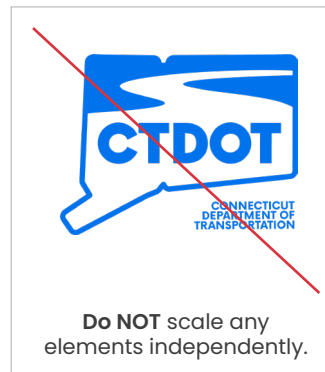
Detailed insights into CTDOT's brand color palette provide a comprehensive understanding of our visual identity.

A Fresh Coat of Paint

Our brand palette embodies CTDOT's commitment to innovation and growth.

We gravitate towards bright, welcoming hues that exude authority and trustworthiness.

Consistency in color application serves to unify all brand expressions, anchoring them to our logo's originating palette.

Color, a frequent graphic device in our brand, injects vibrancy into designs, ensuring a consistently recognizable aesthetic.
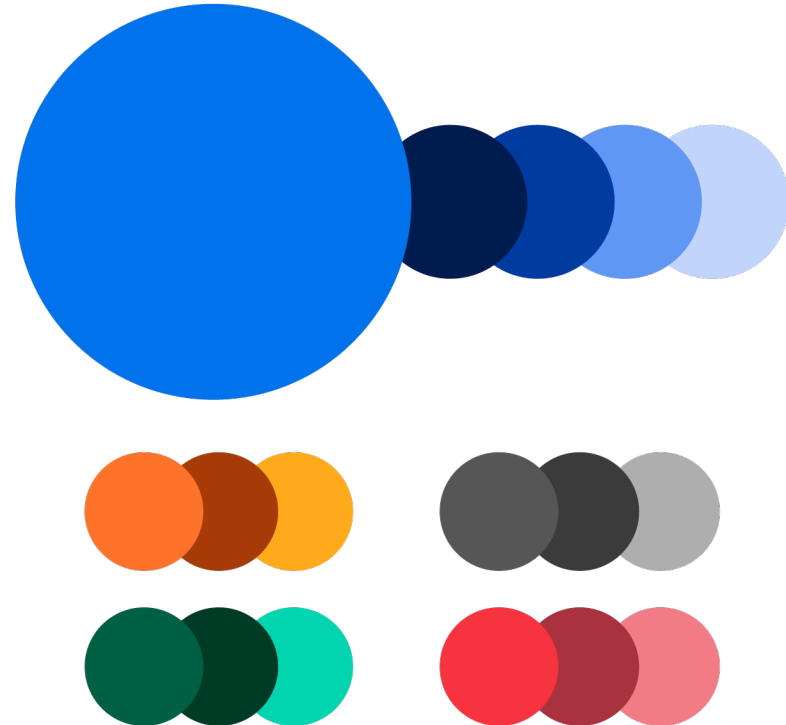
Primary Blue

The core of our palette comes directly from the Connecticut state brand.

Connecticut Blue is reserved to the primary logo and Pathmarks (**see page 50**).

Connecticut Blue is **NOT** ADA compliant and therefore should not be used for text of any kind; this also means no text should be placed on top of Connecticut Blue.
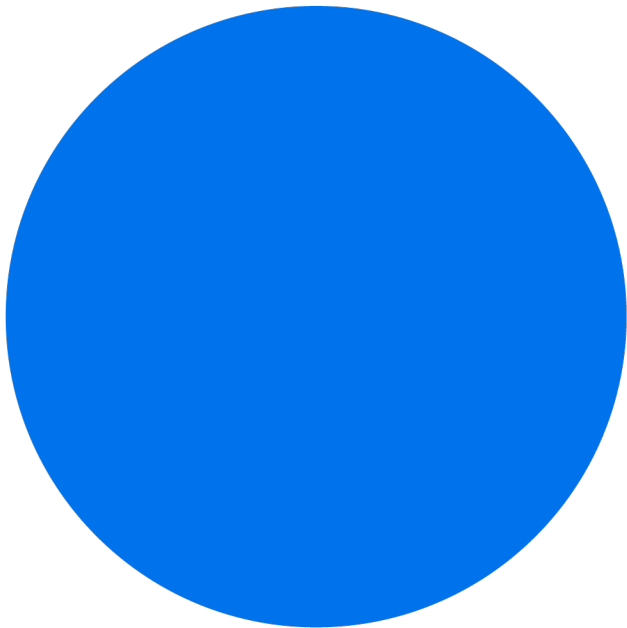
Connecticut Blue
C 90 M 48 Y 0 K 0
PANTONE=285
R 51 G 113 B 231
#3371E7
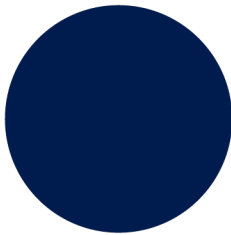
Navy
C 100 M 90 Y 38 K 42
R 0 G 33 B 77
#00214D
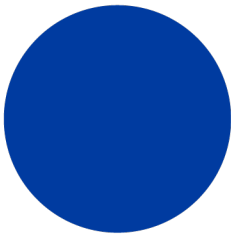
Marine
C 100 M 87 Y 4 K 0
R 0 G 61 B 156
#003D9C
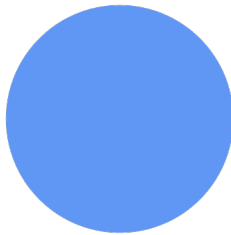
Cornflower
C 55 M 39 Y 0 K 0
R 112 G 148 B 245
#7094F5
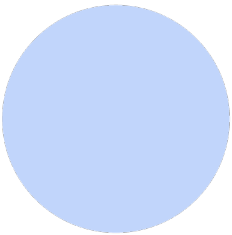
Periwinkle
C 19 M 12 Y 0 K 0
R 198 G 212 B 251
#C6D4FB

Secondary Orange

This secondary color also comes from the Connecticut state brand.

Safety Orange is reserved to the Feature logo and Pathmarks (**see Graphic Elements section starting at page 50**).

Safety Orange is **NOT** to be used for text of any kind; this also means no text should be placed on top of Safety Orange.

Rust and Gold may be used in illustrations, tables and graphics, on the condition that tables and informative graphics adhere to ADA compliance rules (**see page 39**).
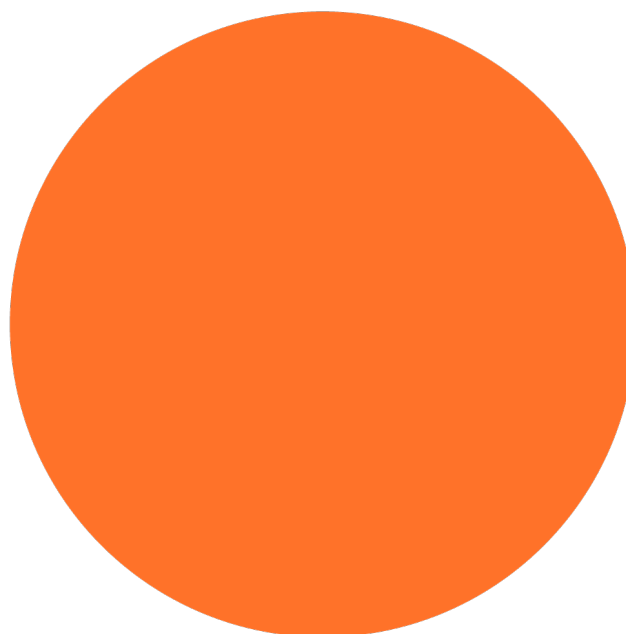
Safety Orange
C 0 M 69 Y 98 K 0
R 242 G 113 B 36
#F27124
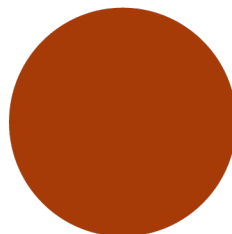
Rust
C 28 M 82 Y 100 K 27
R 148 G 61 B 10
#943D0A
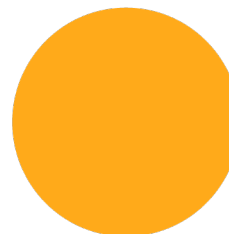
Gold
C 0 M 38 Y 100 K 0
R 250 G 170 B 25
#FAAA19

Tertiary Colors

Pavement Grey or Dark Grey should be the primary colors of body copy and long form writing.

Interstate Green and its shades should be reserved for designs associated with eco-friendly initiatives and other related topics.

Caution Red and its shades should be reserved for error states and cautionary design elements.

Interstate Green
C 90 M 37 Y 80 K 30
R 0 G 97 B 69
#006145

Dark Green
C 89 M 47 Y 80 K 57
R 0 G 61 B 43
#003D2B

Light Green
C 52 M 0 Y 41 K 0
R 114 G 214 B 176
#72D6B0

Pavement Grey
C 64 M 55 Y 54 K 30
R 87 G 87 B 87
#575757

Dark Grey
C 68 M 61 Y 60 K 49
R 61 G 61 B 61
#3D3D3D

Light Grey
C 33 M 27 Y 27 K 0
R 173 G 173 B 173
#ADADAD

Caution Red
C 9 M 94 Y 79 K 0
R 216 G 52 B 62
#D8343E

Dark Red
C 29 M 90 Y 71 K 23
R 148 G 52 B 62
#94343E

Light Red
C 13 M 63 Y 37 K 0
R 218 G 122 B 132
#DA7A84

ADA Compliance

When designing for readability and ADA* compliance, it is important that color is **never the only means of identifying** a message.

For example, if an icon is selected, never change only its color; instead also add a dot beneath it, to differentiate the icon from those unselected.

Another example is to emphasize text with both a change in color and bolding its weight or adding an underline.

ADA color limitations **do NOT** apply to general illustrations, or icons with captions.

*The Americans with Disibities Act (ADA)

May be used as text.
May be used as background for white text.

Navy

Marine

Interstate Green

Dark Green
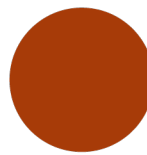
Rust
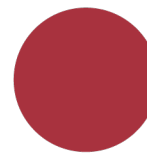
Dark Red
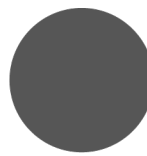
Pavement Grey
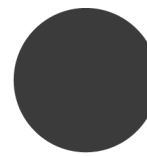
Dark Grey

May **NOT** be used as text **EXCEPT** against black.
May **NOT** be used as background for white text.

Cornflower

Periwinkle

Light Green

Light Grey

Safety Orange

Gold

Caution Red

Light Red

ADA Compliance

The table to the right provides a quick reference guide of **ADA compliant color combinations** for text and backgrounds.

The **primary combination** to use is Navy and White or Periwinkle.

The **other combinations** are available for use in **supporting design elements**, such as tables and graphs.

White on Navy

Periwinkle on Navy

Navy on Periwinkle

White on Interstate Green

White on Dark Green

Dark Green on Light Green

White on Rust

Navy on Gold

White on Dark Red

Navy on White

Marine on White

Interstate Green on White

Dark Green on White

Rust on White

Dark Red on White

Typography plays a pivotal role in conveying our organization's essence and personality.

Logo Font

Now ExtraBold – Logo font **only.**

Now
Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*?()

Headline & Body Font

Poppins Semibold is to be used for headlines, or to bold keywords in body copy for emphasis.

Poppins Regular is to be used for all other body copy.

Poppins
Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*?()

Poppins
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*?()

System Fonts

When Poppins font is unavailable, or when a web-safe font is needed, substitute Poppins with system font Arial.

Arial Bold is to be used for headlines, or to bold keywords in body copy for emphasis.

Arial Regular is to be used for all other body copy.

Arial
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*?()

Arial
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*?()

Compliant Colors in Text Hierarchy

Ensuring information is readable, specific colors are used for specific types of text and graphics.

Variations within this system are acceptable, but when in doubt, defer to these color assignments.

I'm a Headline in Poppins Semibold Navy.

I'M A SUBHEAD IN POPPINS SEMIBOLD, MARINE, AND ALL-CAPS.

I'm body copy in Poppins Regular in the color Dark Grey. If I need to emphasize any phrases, I can be used in **Poppins Semibold in Marine or Dark Grey**. I can be used in Poppins Semibold in Marine with an underline to denote a **hyperlink**.

In rare cases, **Poppins Semibold in Dark Red** may be used to emphasis a concerning statistic, or an error state in an online environment. Do not use Caution Red or Light red for text, as these are not ADA compliant colors.

Never use Safety Orange or Light Orange for emphasizing text, as neither are ADA compliant. **Rust** may be used if necessary.

A NAVY BACKGROUND ON A TABLE DENOTES THIS IS A HEADER SECTION. THIS TEXT MAY BE EITHER WHITE OR PERIWINKLE FOR READABILITY.
This cell uses Pavement Grey text on a Periwinkle background. This helps the cell look different from the white page around the table.
This shade of Periwinkle is used at a 25% transparency for added legibility. This may be done at your discretion.
This cell uses Periwinkle at 100% transparency again. Alternating transparencies in tables often improves legibility of content. This may be done at your discretion.

Leveraging the right visuals enhances our storytelling, effectively communicating our mission and the positive impact we have on the communities we serve.

Photo Do's

Visuals should feel positive and complementary without always being a direct representation of the message. Photography should be clear and intentional, with distinct subjects, yet also have the flexibility to incorporate artistic elements such as depth of field, unconventional cropping, macro shots, textures related to transportation, and other creative techniques.

Layouts should feel uncrowded and unforced. When in doubt, take it out.

When portraying people, aim for genuine, unposed expressions and interactions, often enhanced by natural lighting, and don't always feel obligated to show their faces.

When portraying landscapes or areas with transportation infrastructure, always look for innovative ways to showcase the beauty of transportation with these in mind.
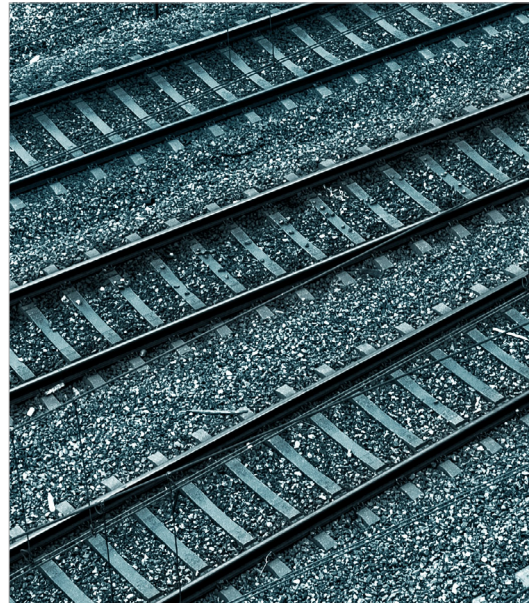
Photo Don'ts

In general, direction here is focused on ways in which photography might negatively affect the way in which we interact with the public. Common things to look out for include:

- Poorly lit environments that feel dreary, dirty or gloomy rather than purposeful, natural, or artful. Night time photography can still feel dynamic and alive.

- Posed models staring into the camera without any context that relates to the subject matter.

- Photos where the primary subject is blurry, out of focus or otherwise unclear.

- Photos that contain inappropriate content of any sort including:

  - Lewd and lascivious content of any sort

  - Political statements or imagery

  - Hate speech/imagery/symbolism

Do NOT use gloomy lighting.

Do NOT feature models looking to camera.

Do NOT feature overly posed models.

Do NOT use soft focus for subject matter.

Let the Brand be Your Guide

The directions provided in these guidelines may be interpreted differently by individuals.

What one person sees as "artful," another may perceive as "obtuse." Nonetheless, these guidelines are designed explicitly to support our efforts to stay true to our mission of Improving Lives Through Transportation.

For further guidance, we suggest a brief review of the Brand Promise Grid before incorporating photography into your communications ().

Compelling designs will incorporate dynamic curved graphics inspired by Connecticut's pathways.

Our Visual Voice

To establish a visual voice, a consistent graphic style across all CTDOT works, we look to our logo for guidance.

The iconic pathway within the state becomes the core of our visual library.

By extrapolating an abstract curve from the pathway in our logo, we are left with a shape that we can crop into four unique, abstract shapes.

We call these four shapes Pathmarks.

These Pathmarks become the foundation upon which every CTDOT design can be built. See section "Brand Activations" starting on **page 56** that showcases many examples featuring Pathmarks.

Extrapolating an abstract curve from the pathway in our logo.

| A | B | C | D |
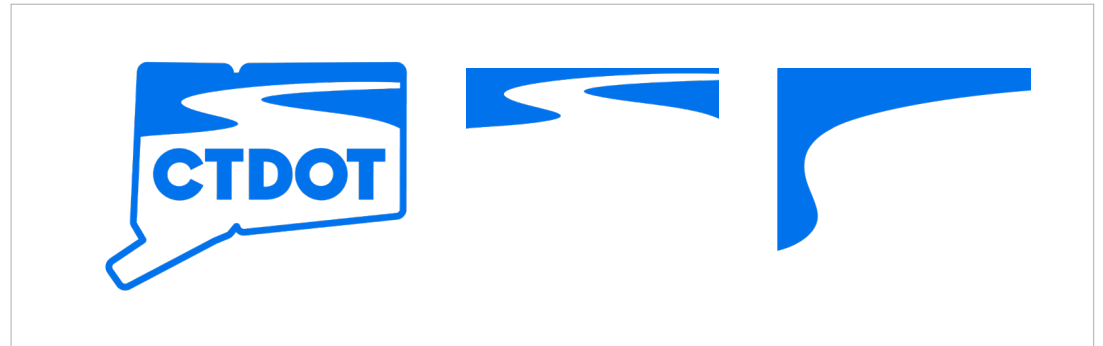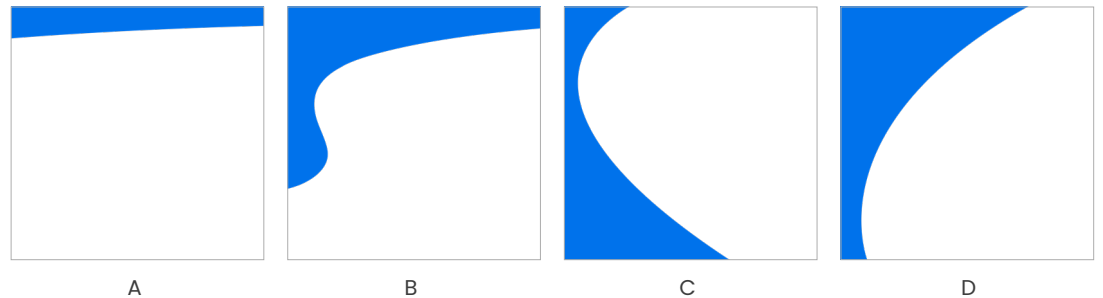
This curve is then cropped for further abstract use. These shapes are called Pathmarks.

Using Our Pathmarks

When used as an overlay, Pathmarks may **only** be used in Connecticut Blue, Safety Orange, or Interstate Green**.**

When used as an overlay, some color shift may occur; this is acceptable.

For added brand connectivity, it is helpful to choose the color of Pathmarks in a way that compliments the contents of the photo itself.

The subject nature of our photography will often feature shades of orange and gold; safety cones, construction machinery, road lines, etc.

Look for opportunities to balance the colors within the photo with brand colors in Pathmarks. If a photo is heavy in orange and gold, consider a blue or green Pathmark. If a photo features open landscapes of green, consider blue or gold Pathmarks, etc.

USE CASES: report covers, divider pages, social profile cover images, social posts with no text in the image.

Pathmarks as color overlay.

Using Our Pathmarks

The Pathmarks can serve to emphasize headers, add hierarchy to content, or simply function as a border on long-form copy.

When used as a solid background for white text, Pathmarks may be used in Navy, Marine, Interstate Green, and Dark Green **only.** Other color combinations are **NOT** ADA compliant.

When used purely for framing, Pathmarks may be used **in any color except** Cornflower, Periwinkle, and Light Red.

USE CASES: Text-heavy social posts, infographics, PowerPoint slides, and other similar presentations.

Lorem ipsum.
Pos et ut officabo.

CTDOT
CONNECTICUT
TRANSPORTATION

Dolor sit amet.
Temporumque pedi cum utec.

Sandant de rereriam cuptati corepraturis coritin velent la quistem ut anduntiiscia.

Dolenderatum ducitaspe ped.

Pathmark as a solid background.

Nunqlo titandus.

Temporumque pedi cum utec.

Os eost, il in poreri denita veliam, utemquisque mossi beaquaerum corehenimi, quat. Quia dis dolorem hariam quate sitam, tem idente.

Cuscium quunt et fuga. Nam fugit, con nonsequi te conseque cum fugit eturescia nonsequi ratestore volenient am.

CTDOT
CONNECTICUT
TRANSPORTATION

Pathmark as a solid frame.

Using Our Pathmarks

Pathmarks may also be used as a container for photography. This is ideal for social media posts.

When used in this manner, text may never intersect with the Pathmark container. Only the CTDOT logo may overlay the Pathmark photo container, if the photo allows sufficient negative space for logo clarity. If there is no such space, the logo must not overlay an image.

USE CASES: Social posts, public-facing email marketing, PowerPoint slides or similar presentations.

Nunqlo titandus.

Temporumque pedi cum utec. Os eost, il in poreri denita veliam, utemquisque mossi beaquaerum corehenimi, quat. Quia dis dolorem hariam quate sitam, tem idente.

This photo's negative space allows sufficient room for the CTDOT logo to overlap clearly.

Nunqlo titandus.

Temporumque pedi cum utec. Os eost, il in poreri denita veliam, utemquisque mossi beaquaerum corehenimi, quat. Quia dis dolorem hariam quate sitam, tem idente.

This photo is too busy to overlay the CTDOT logo.

Nunqlo titandus.

Temporumque pedi cum utec. Os eost, il in poreri denita veliam, utemquisque mossi beaquaerum corehenimi, quat. Quia dis dolorem hariam quate sitam, tem idente.

Instead, move the CTDOT logo off the Pathmark and into the negative space of the layout.

Icons

A CTDOT **icon library** has been generated for your convenience.

When sourcing additional icons, it is recommended to use [The Noun Project](#) – an online resource for iconography with the ability to export as both vector and PNG.

While many styles will appear on The Noun Project, it is important to remain visually consistent with all icons.

Acceptable icons will use filled shapes with rounded corners. They should be recognizable at a glance, with minimal detail.

Unacceptable styles include:

- Linework/outlined icons

- 3D/isometric icons

- Icons encased in shapes like circles or squares (with the exception of showing icons of actual traffic signs)

- Overly detailed/illustrated icons

*For icons being used **specifically for web**, please contact ctdotmedia@ct.gov for more guidance.*

Acceptable

Unacceptable

Utilizing design templates establishes a foundational framework, from which teams may develop unique design solutions.

Pathmarks Templates

Pathmarks have been made available in pre-sized assets for common design needs, such as social media posts and slide deck pages.

Templates have been built with several combinations of colors and Pathmark shapes for your convenience.

Files named "**CTDOT Pathmark Overlays**" feature preset settings to use the Pathmarks as overlays over photography for cover and divider pages. Simply drop your desired photo in the designated layer group. Pathmark color results may vary when used as an overlay; this variance is acceptable. Any white space left in the file is left intentionally as space for text.

Files named "**CTDOT Pathmark Photo Mask**" feature preset settings to use Pathmarks as a container for photography. Simply drop your desired photo in the designated layer group to apply your desired Pathmark as a mask.
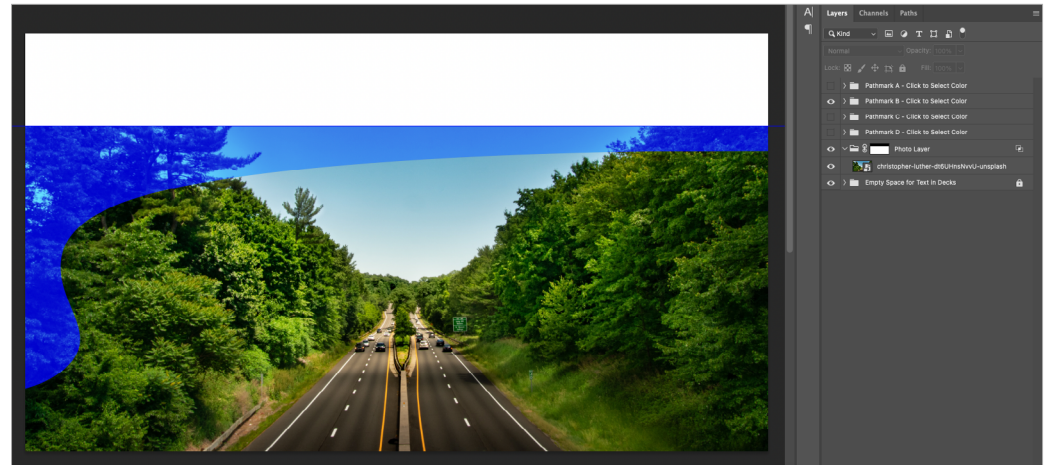
Overlay PSD Preview
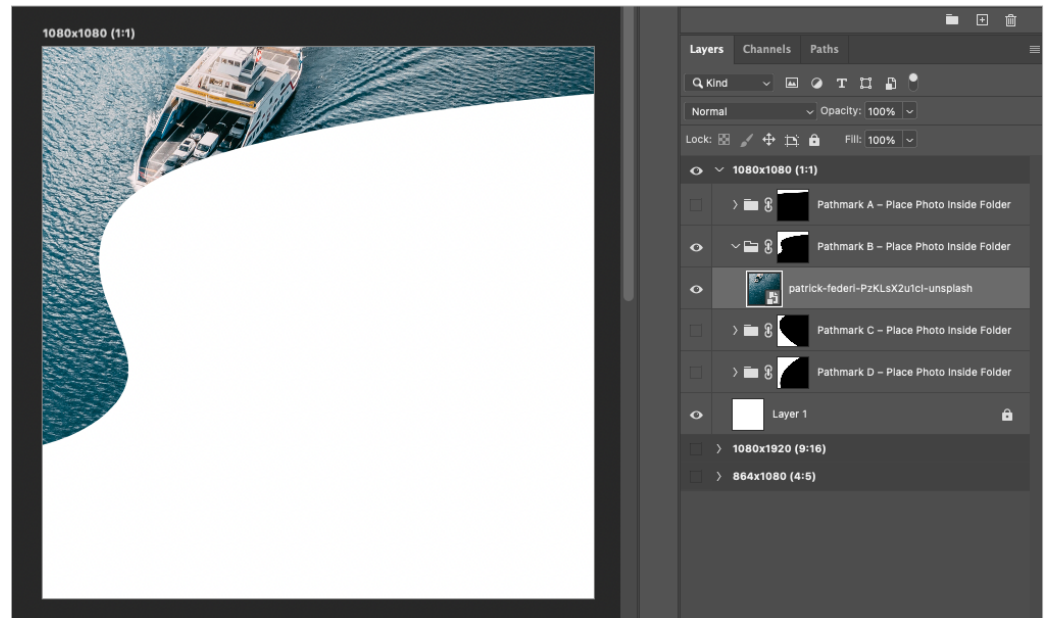
Mask PSD Preview

Icon Library

An icon library has been compiled based on previous CTDOT icon needs.

These icons are available in vector and PNG formats. EPS and PNG files have been pre-exported in black for your convenience. If another color is needed, simply open the provided Illustrator document and recolor.

Please for color compliance when coloring icons. Safety Orange may be used, provided these icons are accompanying detailed descriptions, or are labeled.
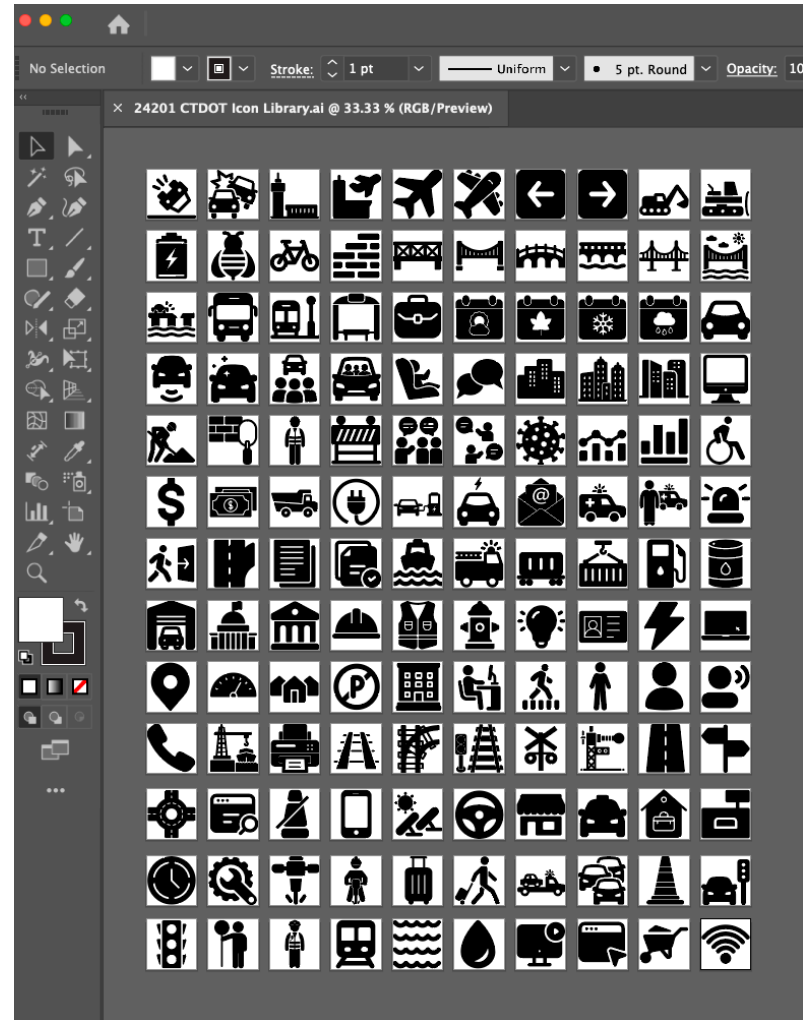
Vector Icon Library Preview

Business Card

3.5x2"

Front

CTDOT

Garrett Eucalitto
Commissioner
Connecticut Department
of Transportation

Garrett.Eucalitto@ct.gov | 860-594-3001 | **CT.GOV/DOT**

Back

**IMPROVING LIVES
THROUGH TRANSPORTATION**

Email Signature

Be sure to adhere to readability and color compliance (**see page 39**).

Most importantly, **never** use Connecticut Blue or any shade of orange for text of any kind.
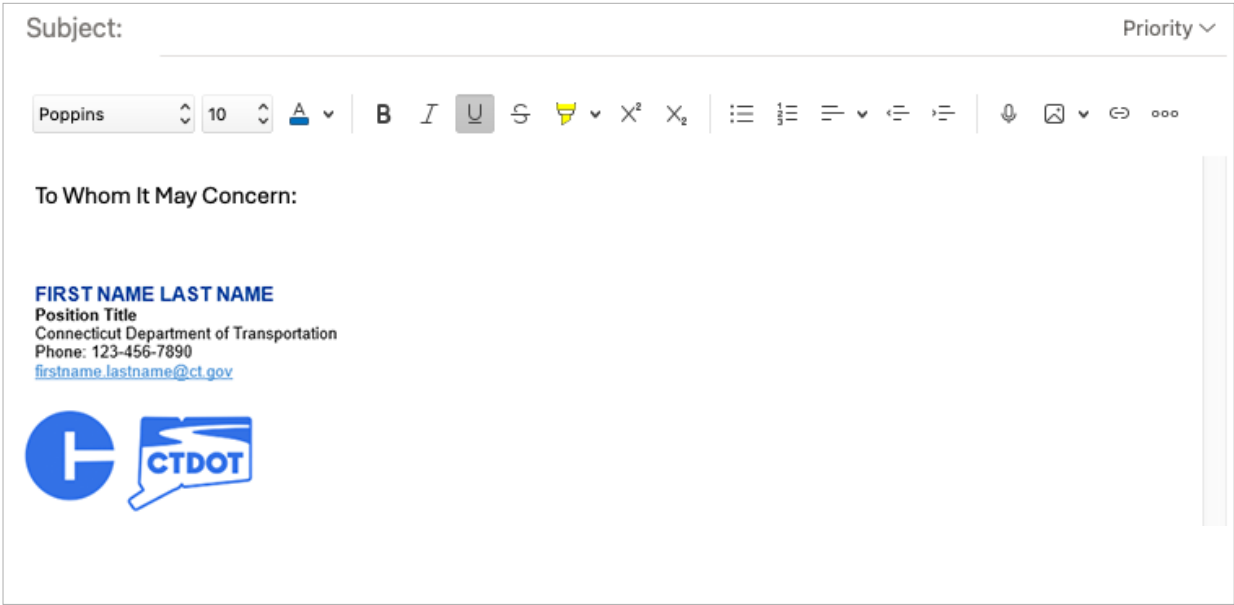
Preview

Letterhead & Envelope

8.5x11"

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CTDOT

**Connecticut Department
of Transportation**
2800 Berlin Turnpike
P.O. Box 317546
Newington, CT 06131-7546

2800 Berlin Turnpike
P.O. Box 317546
Newington, CT 06131-7546
860-594-2000

CT.GOV/DOT
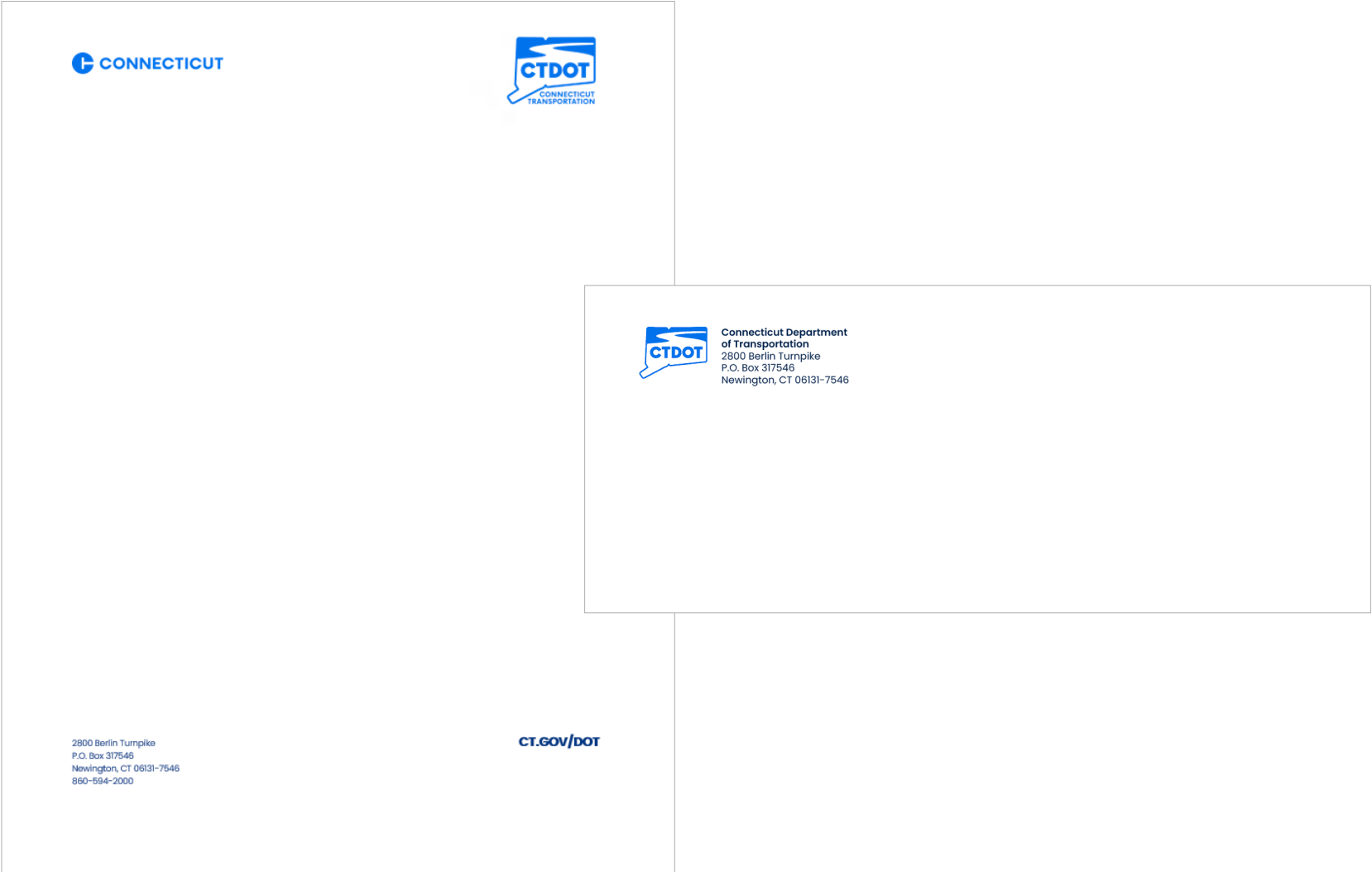
Social Media Profile

Sample: Facebook
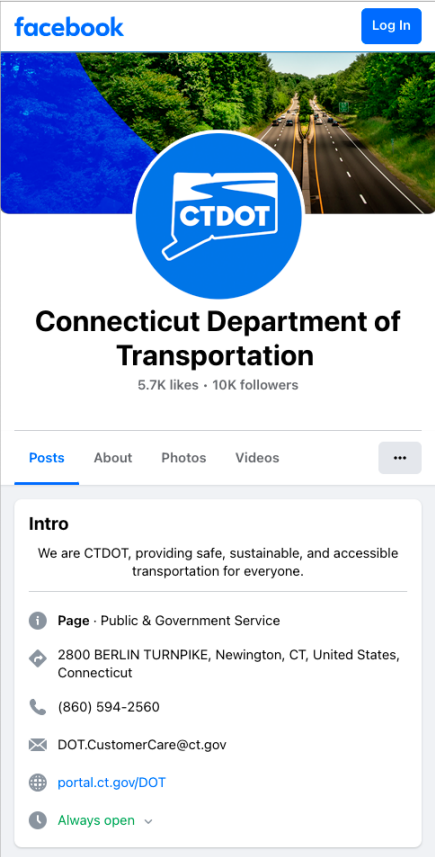
Mobile

The following files were made in accordance to the specifications. Please note that these specifications are subject to change often and efforts should be made to maintain brand standards within the latest guidelines for each social property. Should questions or concerns arise, please contact **ctdotmedia@ctdot.gov**

PowerPoint

Avoid using drop shadows on anything.

Be sure to adhere to ADA color compliance (**see page 39**). Most importantly, **Safety Orange and Gold are never to be used for text of any kind.** When emphasizing a word or phrase, consider using Marine instead.

Use Poppins or Arial fonts **only** for brand consistency and safeguarding file integrity.

Pathmarks have been provided in PowerPoint as optional edge frames for slides. Use best judgment when selecting which Pathmark will frame the content most efficiently.

Body text must never overlap a Pathmark in PowerPoint.

Imagery may overlap a Pathmark slightly.

ID Card
3.5x2"

3.5x2"
Design File

Zoomed
Mockup

Fact Sheet

Remember to adhere to ADA guidelines
(**see page 39**).

Charts and graphs must **never** rely solely
on color to relay information. **Always**
label sections of graphs in addition to
differentiating with color.
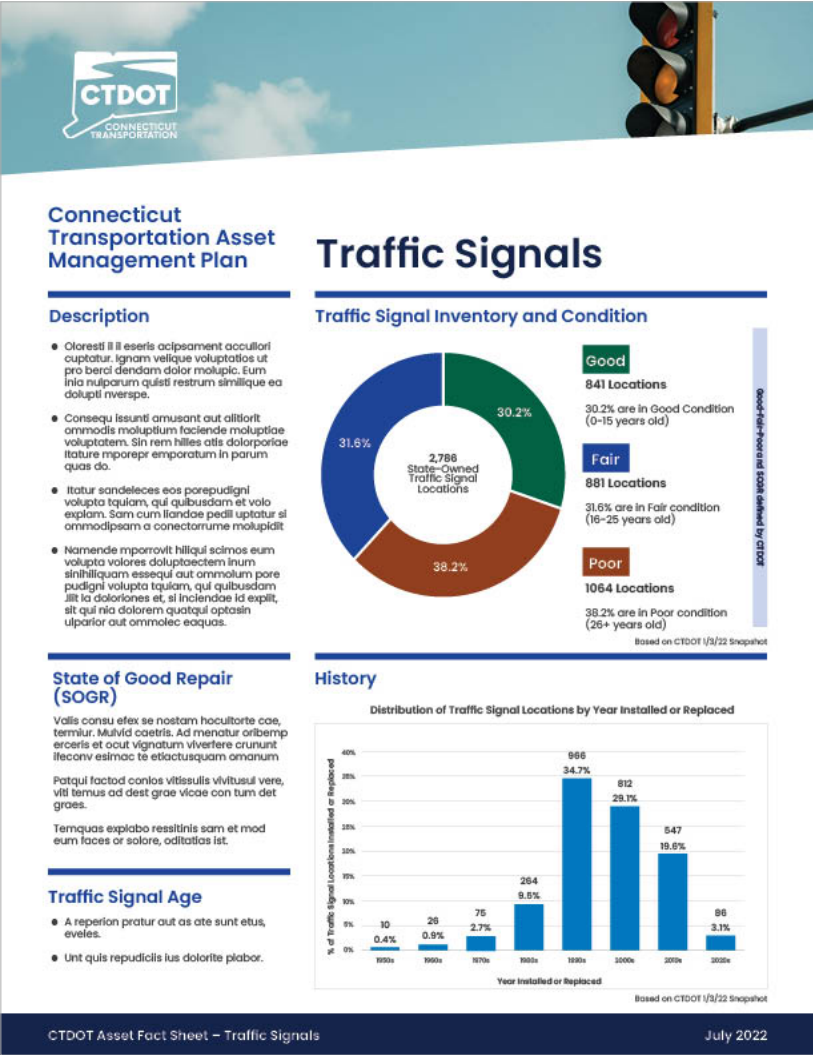
Report

Remember to adhere to ADA guidelines (**see page 39**).

Be consistent in use of brand fonts; use either Poppins or Arial only (**see page 41**).

Be consistent in use of color in text (**see page 45**).

Poster Board
4x3' & 3x2'

Pull-Up Banner
Tall, 33x78"

Pull-Up Banner
Tabletop, 19x11"

Digital Signage

Please contact **ctdotmedia@ctdot.gov** with any questions.