



## Logo and Brand Guidelines

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# LOGOS: PRIMARY

The Connecticut Office of Tourism CTvisit logo is a stylized word mark in the brand colors. The primary logo includes the Connecticut Tourism Office tagline.

Do not recreate the logo. Logo files have been provided in all formats and should be placed for use.

These include .eps, .jpg, and .png formats in full color, 1-color KO white, 2-color KO white, and 1-color orange versions.



# LOGOS: SECONDARY AND ADDITIONAL ENTITIES

The secondary use logo is the word mark alone.

# CTVISIT

Additional entity logos are the unique logos for regional use, and logos for CTmeetings and CTsports. These exist in the same formats and color variations as the primary logo. Only use provided/approved logos for appropriate applications.

**CTVISIT**  
CENTRAL CONNECTICUT

**CTVISIT**  
EASTERN CONNECTICUT

**CTVISIT**  
FAIRFIELD COUNTY

**CTVISIT**  
GREATER NEW HAVEN

**CTVISIT**  
GREATER NEW LONDON/NORWICH

**CTVISIT**  
LITCHFIELD HILLS

**CTVISIT**  
MYSTIC COUNTRY

**CTVISIT**  
NAUGATUCK VALLEY

**CTVISIT**  
RIVER VALLEY/GREATER HARTFORD

**CTVISIT**  
SCENIC NORTHEAST

**CTVISIT**  
WESTERN CONNECTICUT

**CTMEETINGS**  
CONNECTICUT CONVENTION & SPORTS BUREAU

**CTSPORTS**  
CONNECTICUT CONVENTION & SPORTS BUREAU

**CTMEETINGS**

**CTSPORTS**

CTmeetings and CTsports have two configurations each.

If vertical space is limited, or the logo placement is very small, the version that does not include the tagline may be used.

When using the versions that includes the tagline, please ensure that the logo width is large enough that the tagline is legible.

Do not add underscores or other graphic element to any of the logo entities.

# LOGOS: CLEARANCE

Clear space around the logo or lockups is critical in order to separate it from other communication elements, such as text, headlines or imagery.

The area around the logos should always have a generous clear space so that these components aren't crowded or constrained by external elements. Please observe the area of clear space to ensure clarity and logo/lockup prominence on all materials and media.

The diagrams here show the **minimum** amount of clear space that should surround the logos. Maintain at least 1 "X" (where X = width of the "I" in VISIT) between any logo and any accompanying element.



# LOGOS: COLOR VARIATIONS

The full color logos for any entity should only be used on a white or light background.

The 2-color KO White versions can be used on darker backgrounds.

Where printing techniques are limited to one color, or a background color or pattern doesn't allow for the full color mark, the orange or white one-color logos should be used to provide best legibility.

2-color KO White



1-color Orange



1-color KO White



# LOGOS: INCORRECT USAGE

Logos should not be altered from what is seen in the guidelines.

The 2 colors in the provided logos should not be switched or altered.



The color of the entire logo should not be altered to any other one color except 100% orange or white.



The logo should not be compressed vertically or horizontally.



The size relationship and/or alignment between the word mark and the tagline should not be altered.



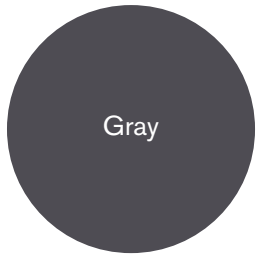
The logo should not be placed on background where the pattern or color make it illegible.



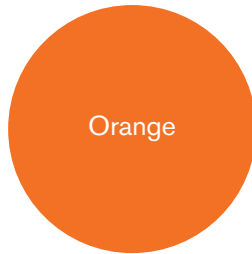
# COLOR PALETTE

The color palette consists of the two primary colors found in the logo (gray and orange). Tints of these colors may be used for design elements.

## CMYK / RGB / PMS



C67 M62 Y52 K34  
R216 G223 B35  
PMS 7540

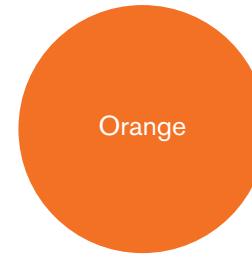


C0 M69 Y98 K0  
R0 G184 B163  
PMS 165

## WEB HEX COLORS



HEX: 4e4c53



HEX: ff5f00



# BRAND FONTS

The brand fonts for primary use are Big John and Berthold Akzidenz Grotesk. Big John is the logo and tagline font, and is best for headline and subhead uses. Berthold Akzidenz Grotesk Regular is best used for body copy/text block applications. Berthold Akzidenz Grotesk comes in several weights to create emphasis as needed.

## PRIMARY BRAND FONTS

### Headlines and Subheads

#### **BIG JOHN**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**NO LOWERCASE 0123456789**

**!"\$%&'()\*+?**

### Body Copy

Berthold Akzidenz Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

!"#\$%&'()\*+@?©

## WEBSITE FONTS

### H1 Headlines

#### **BIG JOHN**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**NO LOWERCASE 0123456789**

**!"\$%&'()\*+?**

### H2 Subheadlines

Bangla Sangam MN Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

!"#\$%&'()\*+@?©

### H3 Body Copy

Bangla Sangam MN Regular Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

!"#\$%&'()\*+@?©

## EMAIL FONTS

(available in Campaign Monitor email platform)

### Headlines

#### **FUTURA BOLD (use all caps)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**no lowercase 0123456789**

**!"\$%&'()\*+?**

### Body Copy

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

!"#\$%&'()\*+@?©

# ALTERNATIVE FONT

In instances where preferred fonts are not available, or system fonts must be used (as in Microsoft PowerPoint, Word or Office emails), please use the alternative font of Arial. Arial Bold should be used for headlines and Arial Regular for body copy. Please note that to mimic the style of the primary brand font, Big John, short headlines and subheads should be set in all caps. Examples are seen below.

## ALTERNATIVE SYSTEM FONT

### Headlines

Arial Bold (use all caps)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

no lowercase 0123456789

!"#\$%&'()\*+?

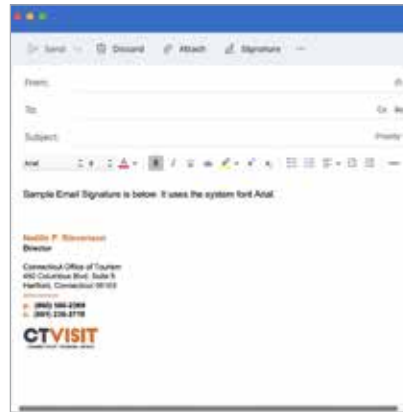
### Body Copy

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

!"#\$%&'()\*+@?



# PHOTOGRAPHIC IMAGERY

Photography style is the key component for the look of our brand. Images should always be authentic, energetic, engaging and unique in subject and composition. Color saturation should be enhanced for vibrancy. Do not use staid, bland or generic photos.

When communicating about any specific locations, use photography that is from that location for an authentic representation. If it is necessary to use stock photographs, do not use images that feel over-posed or produced. Use only imagery that captures a real, authentic moment.

Only use images that the Connecticut Office of Tourism owns or has rights to. Do not pull unknown images from the Internet or use images that are not the appropriate resolution for the intended use. Do not distort or stretch images when placed into applications.

Examples are seen below.



**CTVISIT**  
CONNECTICUT TOURISM OFFICE