

# CT<sup>®</sup> meetings

## Logo Brand Guide

Connecticut<sup>®</sup>

## OVERVIEW

The Connecticut Convention & Sports Bureau will now be using the CTmeetings title and logo as our primary brand. Two logos have been developed to support this initiative: CTmeetings **stand alone** logo and CTmeetings with Connecticut Convention & Sports Bureau **lockup** logo.

Entities using the CTmeetings logos are required to follow all guidelines and regulations to ensure the integrity of the brand is maintained throughout all applications. Those using the logos shall follow the guidelines provided in the following pages.

To maintain the integrity of the new brand there are two forms for the logo provided, in approved colors and formats (i.e. eps, jpg and png files). Examples are provided below.

The old name should now be used only in conjunction with the CTmeetings name. The CTCSB acronym should no longer be used. Materials using the old name and/or acronym should be updated as possible, including print materials and letterhead.

Please see page five for information on using the brand name in text/copy.

## APPROVED LOGOS



Connecticut Convention & Sports Bureau

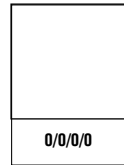
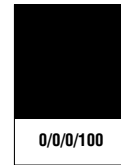
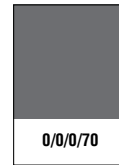
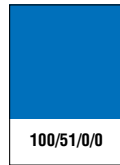
Connecticut Convention & Sports Bureau

## LOGO COLORS

Pantone



CMYK



## LOGO FONTS

Ando Bold is the font used for the initials “CT” in the CTmeetings logo.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#\$%^&\*()**

Ando - Bold

Berthold Akzidenz Grotesk Std - Medium is the font used for the word “meetings” in the CTmeetings logo.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#\$%^&\*()**

Berthold Akzidenz Grotesk Std - Medium

## LOGO SPACING AND ORIENTATION

Minimum space from logo to edges or other content is equal to or greater than X, where X = cap height of the “C” in CT



A horizontal use of the logo is always preferred, but to allow the stand alone logo to appear larger on vertical banners or trade show materials it may be used in a vertical orientation as seen below.

Do not use the logo lock up versions in a vertical orientation.



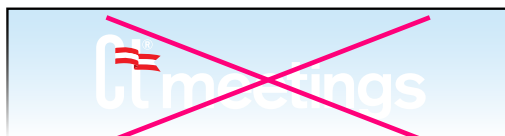
The vertical orientation of the stand alone logo should read top to bottom.

## LOGO USAGE DOS AND DON'TS

Follow this simple rule: keep the logo legible at all times. Do not modify, change or distort the logo. Below are some samples of improper uses of the Connecticut logo; however, THE IMPROPER USES ARE NOT JUST LIMITED TO THE EXAMPLES SHOWN ON THIS PAGE.



Choose the full-color logo for light and bright backgrounds.



The white logo is not to be used on light and bright backgrounds.



The full-color logo is not to be used on dark backgrounds.



Choose the white logo for dark backgrounds.



Do not distort the logo's proportions.



Do not alter the logo elements' opacity.



Do not alter the logo elements' color.



Do not remove or add any elements to the logo or scale any of the elements individually.



Do not use the logo on a busy background if legibility is an issue. An all-white logo might be a better solution.



Do not change or substitute any typefaces in the logo.



Do not use in a combination lock up with the full Connecticut logo to prevent redundancy of the CT flag marks.



The CTmeetings logo should not be rendered as text except where it is included in written copy as specified in the Overview.

## USING THE NAME IN TEXT

When used in text, “Connecticut Convention & Sports Bureau” should be placed in parenthesis after use of the CTmeetings name per the example below.

Ex: **CTmeetings (Connecticut Convention & Sports Bureau)**

Additionally, when written in text the CTmeetings name should always be capital “CT” and lower case “meetings”.

This same formatting should be applied to email and web addresses and social media handles per the example below.

Ex. **@CTmeetings** and **CTmeetings.org**

The CTCSB acronym should no longer be used.



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