Brand Usage Manual

Connecticut®

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Overview

Connecticut®

THE CONNECTICUT BRAND

Through clarity and consistency of message, the Connecticut brand continues to attract a dynamic and diverse population by celebrating everything that makes the state a great place to live, work and play. These guidelines are intended to ensure that the elements of Connecticut's brand are used as intended, which will strengthen and unify our efforts in marketing tourism, economic development and other state-focused initiatives. We encourage the implementation of these brand standards in all promotional materials as we showcase Connecticut to potential and existing visitors, businesses and residents.

BRAND POSITIONING

Whether you are creating brochures, digital advertising, tradeshow booths or other materials, every communication about Connecticut should strive to reinforce our overall brand positioning, which describes the perception we would like people to have of our state.

> *Connecticut offers a dynamic blend of complementary experiences — the natural and the cultural, the historic and the contemporary, the relaxing and the active, the possible and the practical — all within close proximity to each other.*

When we express this position in tourism promotion, we add the key benefit of proximity to our primary target audiences:

> *And so close to you.*

In reviewing your communication to see if it is "on brand," ask yourself whether someone who sees this communication would conclude that Connecticut is:

▪ a blend of contrasting/complementary forces, e.g., nature/culture, historic/contemporary, relaxing/active, proven/groundbreaking?

▪ an inviting place to visit, play, stay overnight?

▪ a center of innovation?

▪ a community of people who strive to make a difference in their communities and industries?

While there's no need to use this exact language, the impression people are left with after seeing our communication should reflect these differentiators.

BRAND ATTRIBUTES

Connecticut's ideal location, size and scale have rendered it a natural and cultural nexus, providing its residents, visitors and businesses a concentration of **everything and anything** they could possibly need or want.

At the core of our brand positioning is the idea of a **dynamic** — an energizing intersection of contrasting yet complementary forces. As appropriate, we should strive to bring that dynamic to life in our communications. Here are just a few examples of the synergistic marriage of distinctive attributes that together best characterize Connecticut.

- Connecticut is a rich tapestry of interesting small towns and constantly evolving urban centers.

- More than any other New England state, we offer a blend of incredible natural beauty and sophisticated cultural options — all within close proximity to each other as well as to neighboring states.

- We offer visitors a unique blend of activities and experiences: casinos and museums, cultural attractions and active lifestyle options.

- Connecticut is home to some of the nation's largest leaders in their fields, as well as emerging innovators who are pioneering new industries altogether.

- We are also at the convergence of exciting research and development centers — and some of the country's most sophisticated advanced manufacturers.

BRAND PERSONALITY

As critical as what we say about Connecticut is how we say it. All of our communications should project the innovative, dynamic personality of Connecticut. Here, too, we need to reflect the many sides of our state.

- On the business development front, we are knowledgeable but always approachable. We have built up a lot of expertise in key industries but are eager to continue building our community of proven leaders and emerging innovators.
- On the tourism front, we are both sophisticated and authentic. There's a level of taste and refinement here, but also a personable, down-to-earth quality that is open and inviting.
- As a state, we are bold and innovative, while still respectful of tradition and past accomplishments.

Above all, we need to overcome the frustratingly ingrained stereotype of Connecticut as home to "preppies" who are stiff and shallow with messaging that invites those who crave something more to discover for themselves the diversity of experiences Connecticut has to offer.

Logos

CONNECTICUT STATE BRAND GUIDELINE AGREEMENT

The Connecticut Department of Economic and Community Development (DECD) has a unique and widely recognizable logo to bolster state and brand awareness and promote overnight visitation. Relevant partners and organizations are encouraged to use this logo and participate in the Connecticut brand.

The following claim and statement are added to the record in place of the current claim and statement:

(1) **Color claim: "The color(s) gray, red, white and blue are claimed as a feature of the mark."; and**

(2) **Color location statement: "The mark consists of the wording 'Connecticut' in blue, except for a red and white flag crossing from the letter 'u' to form the horizontal line in the second letter 't' and a red star over the letter 'i'."**

Partners and entities using the Connecticut logo 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 not**:

1. Alter the mark in any way.

2. Use any part of the mark as part of another word.

3. Redesign, redraw, animate, modify, distort or alter the proportions of the mark.

4. Surround the mark with, or place in the foreground over, a pattern or design.

5. Rotate or render the mark three-dimensionally.

6. Add words, images or any other new elements to the mark (unless preapproved).

7. Enclose the mark in a shape or combine it with other design elements or effects.

8. Modify the size or position relationship of any element within the mark.

9. Add additional copy to the mark (unless preapproved).

CONNECTICUT LOGO

ELEMENTS OF THE CONNECTICUT LOGO

▪ The Connecticut wordmark

▪ Flag crossing the letter "T"

▪ Star over the letter "I"

▪ ® symbol

The logo should never have a TM symbol anywhere.

THE CONNECTICUT WORDMARK   STAR: REGISTERED TRADEMARK SYMBOL

FLAG CROSS-ING THE LETTER "T"

Connecticut

When the Connecticut logo needs to be paired with department and state agencies' names, a series of guidelines will help provide consistency.

Connecticut

Y

=Y

Department of Economic and Community Development

THE SPACE BETWEEN THE BOTTOM OF THE LOGO AND THE TOP OF THE NAME OF THE DEPARTMENT OR STATE AGENCY SHOULD BE NO LESS THAN THE HEIGHT OF THE LOWERCASE CHARACTERS IN THE WORD "CONNECTICUT."
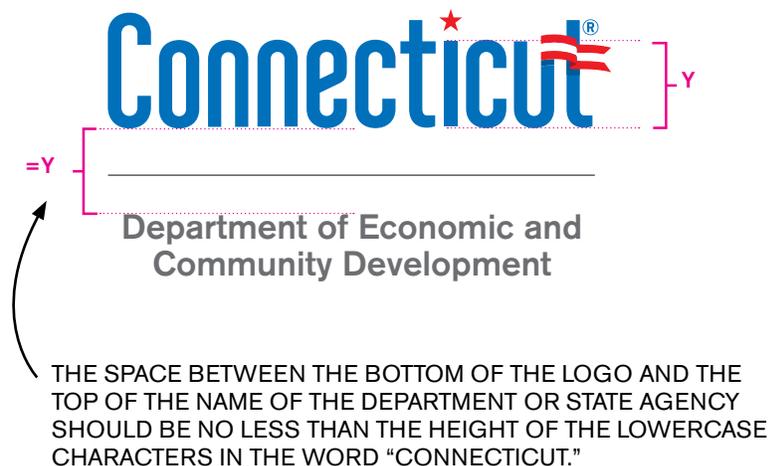
CONNECTICUT PRIMARY LOGO COLOR

The Connecticut logo consists of four main colors, detailed below: Pantone 2935C, Pantone 2945C, Pantone 485C and Pantone 284C.

PANTONE
485C

PANTONE
284C

PANTONE
2935C

PANTONE
2945C
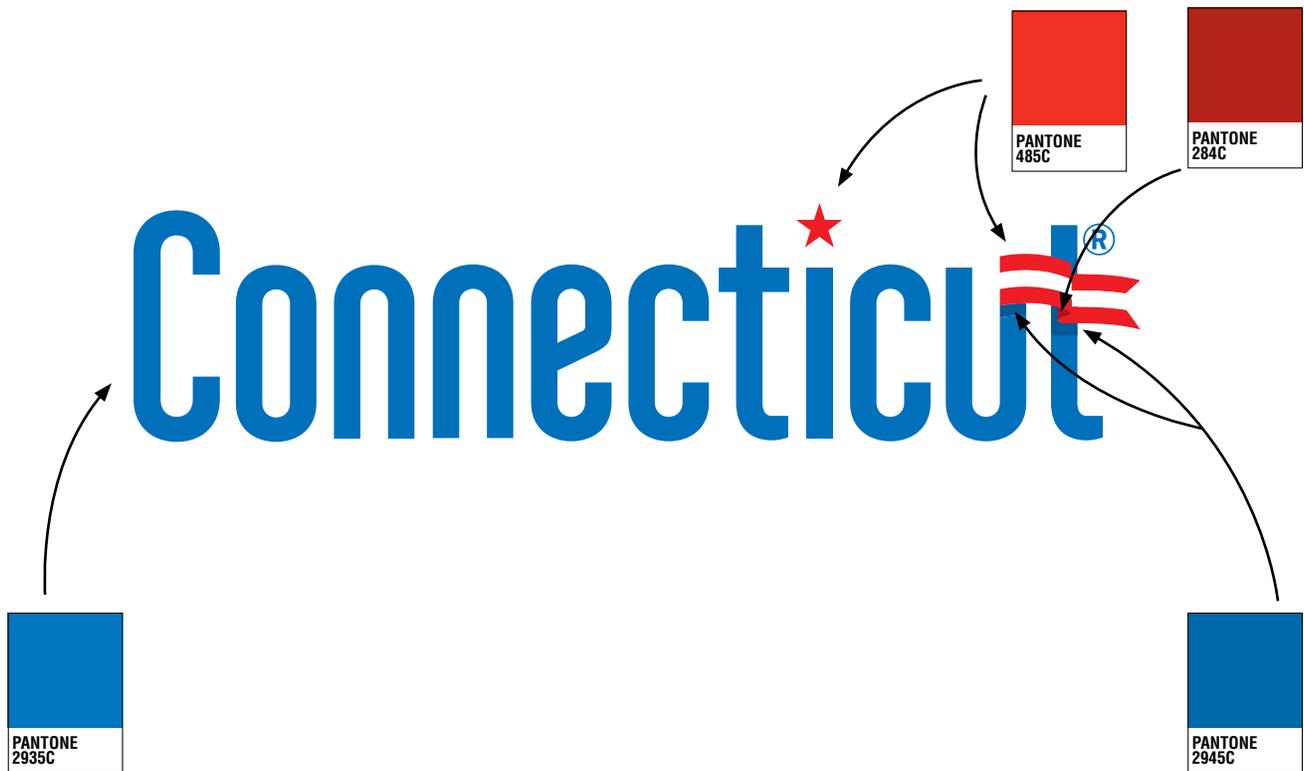
CONNECTICUT LOGO: BLACK/WHITE

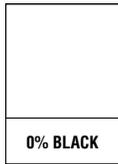Depending on a particular creative or production requirement, an all-black or all-white version of the logo is available. These versions are displayed below.
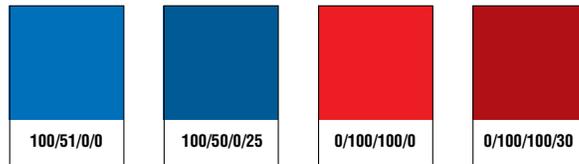

100% BLACK

Connecticut®

0% BLACK

Connecticut®

CONNECTICUT LOGO 4-COLOR PRINTING

When printing in four-color process, the percentages for achieving an acceptable match to the Connecticut colors are as follows:

| 100/51/0/0 | 100/50/0/25 | 0/100/100/0 | 0/100/100/30 |

Note: *These standards are for general use and do not constitute specific guidelines for apparel or signs.*

CONNECTICUT LOGO RGB

When reproducing the logo using the standard RGB method, the percentages for achieving an acceptable match to the Connecticut colors are as follows:

| 0/118/191 | 0/84/139 | 236/28/36 | 179/35/23 |
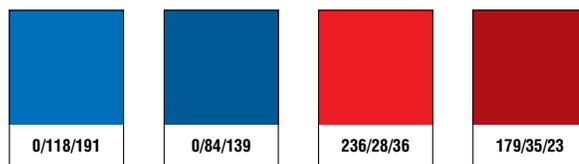
CONNECTICUT LOGO & WEBSITE LOCKUP

When the URL is by itself, it should be placed below the logo, no closer
to the base of the logo than the height of the lowercase characters of the word
"Connecticut" in the logo. See examples below.

URL is centered underneath the word "Connecticut."

The space between the base of the logo and the top
of the URL should be no less than the height of the
lowercase characters in the word "Connecticut."

The URL size may change in relation to the logo
for legibility. Maintain the center alignment when
possible, as well as the proper distance from the
bottom of the logo to the top of the URL.

Font sizing and spacing may be altered with permission from the state, in special circumstances where URL is not legible.
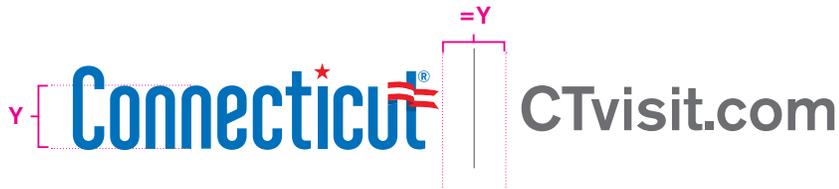
CONNECTICUT LOGO & WEBSITE LOCKUP
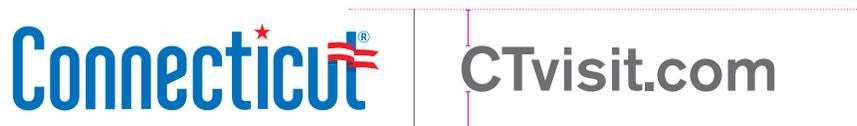## CT LOGO & WEBSITE, SIDE BY SIDE

Here are guidelines on how to set the CTvisit.com URL to the right of the logo. See examples below.

Sample logo

=Y

Y

The space between the right side of the flag and the left side of the URL should be no less than the height of the lowercase characters in the word "Connecticut."

The logo and URL should then be centered relative to the height of the line.
The logo should be centered off the cap height of the "C" in Connecticut, not the star, which breaks above the "C."

.5 pt to 1 pt stroke*

The placement of the line should be roughly halfway between the right side of the flag and the left side of the URL.

*Weight of line may change depending on grouping size. Font sizing and spacing may be altered with permission from the state, in special circumstances where URL is not legible.
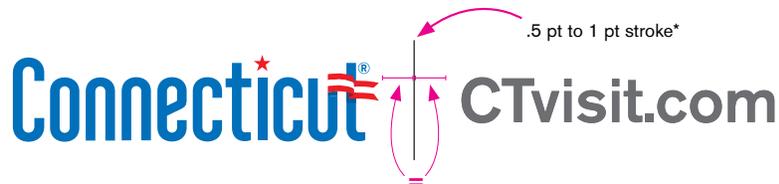
SMALL SPACES ALTERNATIVE LOGO

There are times and situations where the space provided for the Connecticut logo is too small to properly display the logo in a way where legibility won't be compromised. For such situations, there is a small spaces logo. It consists of the uppercase "C" and the lowercase "t" with the three-striped flag across the "t." This logo is to be used in such places as social media and online profile pictures where the width and height ratio are constrained, making it difficult to see all the elements of the primary logo.

Color mark on white background

White text color mark
on color background

Sample of small color mark
on white background

Sample of small white text color
mark on color background

VERTICAL USE OF LOGO

It's preferred that the Connecticut logo be used horizontally. However, it can be used vertically when the allotted space is much taller than it is wide, i.e., as a vertical banner hanging from a streetlamp. In cases like this, it's acceptable to use the logo in a vertical direction, as long as it reads from the top down like on the spine of a book, with the capital "C" of Connecticut starting at the top. See examples below.

Vertical use of the color logo on a light background. Logo reads from the top down.

Vertical use of the white/color logo on a dark color background. Logo reads from the top down.
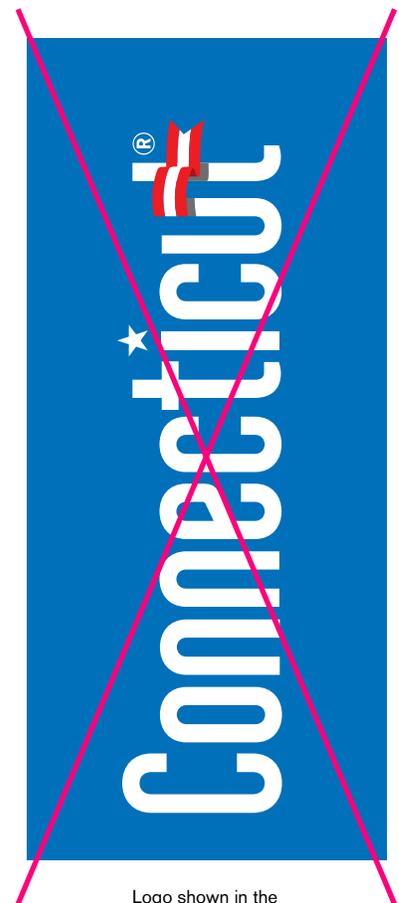
Logo shown in the wrong vertical direction.

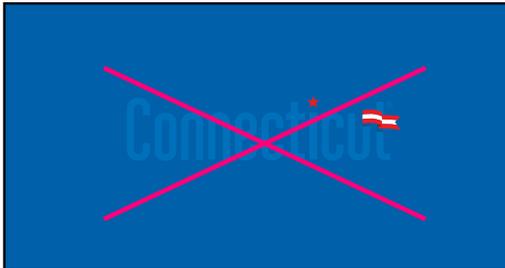# WHEN TO USE THE FULL-COLOR LOGO VS. THE WHITE LOGO

Knowing when to use the different versions of the logo is important. Follow this simple rule: keep the logo legible at all times. If the logo is to be placed on a light background, use the full-color logo. If the background is dark, use the white logo. If the logo is placed on top of a busy pattern and neither logo version is legible, then try to find a different location to put the logo. This rule should also apply to any text that overlaps imagery.

Choose the full-color logo for light and bright backgrounds.
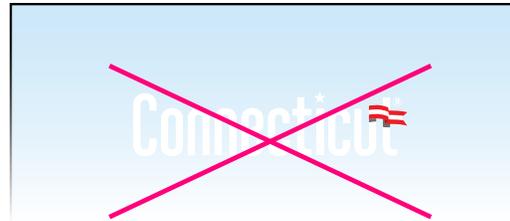
The white logo is not to be used on light and bright backgrounds.

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

Choose the white logo for dark backgrounds.

CONNECTICUT LOGO: IMPROPER USES

To maintain consistent visual presentation of the Connecticut identity, do not modify, change or distort the Connecticut 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.

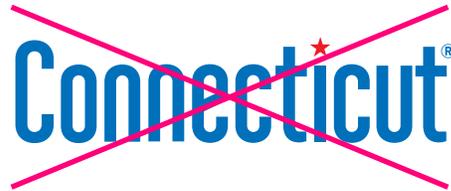Do not distort the logo's proportions.

Do not alter the logo elements' opacity or color.

Do not introduce new color to any of the logo's elements.

Do not remove or add any elements to the logo or scale any of the elements individually.
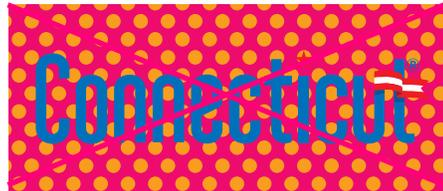
Do not use the logo on a busy background if legibility is an issue. An all-white logo might be a better solution.
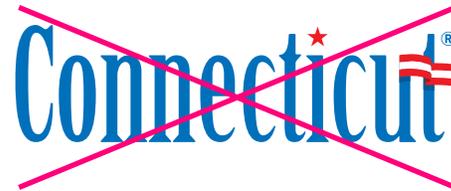
Do not substitute any typefaces on the logo.

CONNECTICUT LOGO: IMPROPER USES

Under no circumstances should the elements of the logo be used separately or individually. The 3-striped flag should not be separated from the rest of the logo. DO NOT EVER USE THE FLAG BY ITSELF.

Under no circumstances should the logo elements be used individually.

Type & Fonts

Connecticut®

CONNECTICUT TYPE & FONTS

One of the keys to maintaining brand strength is the usage of brand-approved fonts. Knowing when to use a particular weight will provide a consistent look to all the materials that represent Connecticut and its uniqueness. Over the next few pages, we'll cover some basic information regarding fonts and how they should be employed to create and maintain a consistent brand look.

FONTS

Fonts come in all shapes and forms. They are as unique as people and places. They all have characteristics that give them personalities and help convey specific messages. With this in mind, we've devised a series of fonts and font weights, and rules on how and when to use them to ensure the Connecticut branding stays consistent and uniform.

Ando is the primary font, and Berthold is the secondary font.

ANDO

Ando Bold is the font used for the word "Connecticut" in the Connecticut logo. Ando should only be used for short copy elements, single words or very short headlines. It can be used in all caps for short one or two word elements, or with initial caps when highlighting part of a sentence or in a slightly longer copy element.

ANDO

Ando

ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#$%^&*()
Ando - Bold

BERTHOLD FONTS

Although Ando is often used in brand communications, **Akzidenz Grotesk Std** is used for all body copy and additional headlines and subheads.

Berthold Akzidenz Grotesk Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#$%^&*()
Akzidenz Grotesk Std - Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#$%^&*()
Akzidenz Grotesk Std - Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#$%^&*()
Akzidenz Grotesk Std - Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#$%^&*()
Akzidenz Grotesk Std - Extra Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#$%^&*()
Akzidenz Grotesk Std - Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#$%^&*()
Akzidenz Grotesk Std - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#$%^&*()
Akzidenz Grotesk Std - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#$%^&*()
Akzidenz Grotesk Std - Bold

RECOMMENDED FONT WEIGHTS
FOR TEXT ELEMENTS

Here are examples of preferred font weights when typesetting text elements.
Using the sample weights below will ensure a cohesive brand standard.

LARGE UPPER CASE/Large Upper Lower Case
FONTS: ANDO // WEIGHT: BOLD //

Additional headline font
FONTS: Akzidenz Grotesk Std // WEIGHT: Medium or Bold // Sentence case

Body copy recommended font usage
FONTS: Akzidenz Grotesk Std // WEIGHT: Regular // Sentence case

WEBSITES, TAGLINES, CALLS TO ACTION
FONTS: Akzidenz Grotesk Std // WEIGHT: Various Weights

Legal copy // Legal copy // Legal copy // Legal copy

FONTS: Akzidenz Grotesk Std Regular, Akzidenz Grotesk Std Condensed, Helvetica Roman or Helvetica Condensed
WEIGHT: Book or Light // Sentence case

ALTERNATIVE FONT

ARIAL FONTS

If Ando and/or Berthold fonts are unavailable, please use the default font of the **Arial** family as an acceptable alternative typeface.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#$%^&*()
Arial Narrow - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#$%^&*()
Arial Narrow - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#$%^&*()
Arial - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#$%^&*()
Arial - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#$%^&()*
Arial - Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ · 1234567890!@#$%^&*()
Arial - Bold Italic

ALTERNATIVE FONT WEIGHTS
FOR TEXT ELEMENTS

Here are examples of preferred font weights when typesetting text elements if Ando and/or Berthold fonts are unavailable.

LARGE UPPER CASE/Large Upper Lower Case

Arial Narrow REPLACES: Ando // WEIGHT: BOLD //

Additional headline font

Arial REPLACES: Akzidenz Grotesk Std // WEIGHT: Bold // Sentence case

Body copy recommended font usage

Arial REPLACES: Akzidenz Grotesk Std // WEIGHT: Regular // Sentence case

WEBSITES, TAGLINES, CALL TO ACTION

Arial REPLACES: Akzidenz Grotesk Std // WEIGHT: Various Weights

Legal copy // Legal copy

USE: Arial or Arial Narrow
WEIGHT: Regular // Sentence case

Brand Guidelines
For Tourism
Regions

Connecticut®

REGIONAL BRAND USAGE

Connecticut is comprised of five geographic tourism regions: Litchfield Hills, Fairfield County, Mystic Country, as well as Greater New Haven and River Valley/Greater Hartford (collectively, the Central Region). Ideally, every effort should be made to ensure that regional messaging fits within the Connecticut brand and meets all format, photo, font and color guidelines.
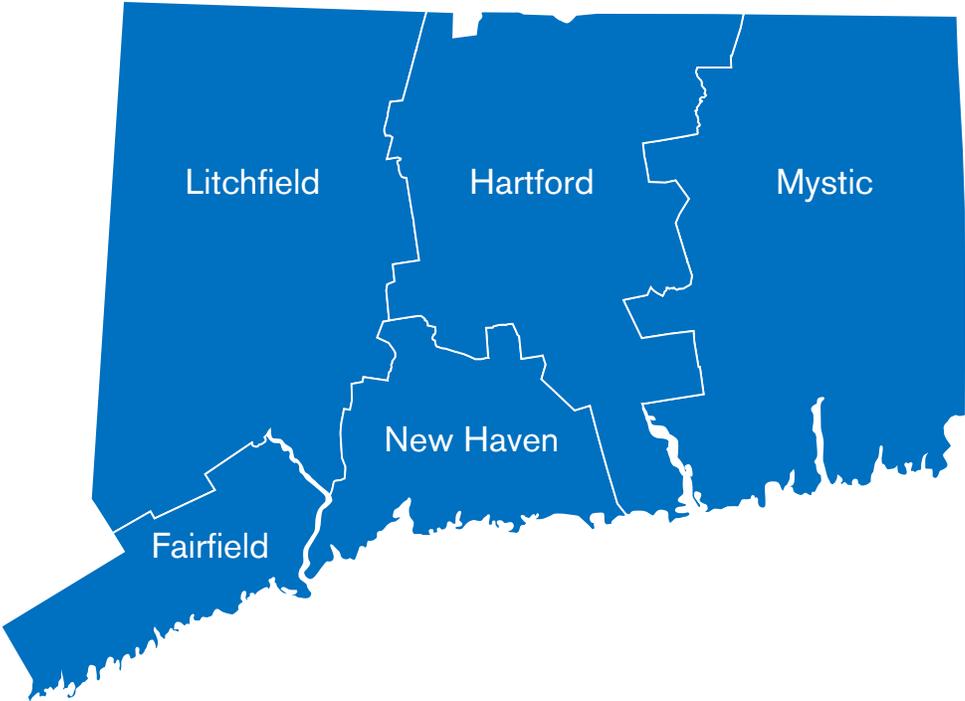
CONNECTICUT LOGO WITH REGION NAME LOCKUP
CT LOGO ABOVE REGION NAME

When the logo and region names are set on top of each other, the rules below will ensure consistency and legibility for all elements of the pairing.
Font: **Akzidenz Grotesk Medium**.

Name of state's region should be centered underneath with the word "Connecticut." The region text should not exceed the width of the word "Connecticut."

The space between the base of the logo and the top of the name of the state's region should be no less than the height of the lowercase characters in the word "Connecticut."

A dividing line adds to the distinction between the logo and the state's region name. Although the weight of the line might change depending on the size of the grouping, it should be between .5 pt and 1 pt. If the grouping is larger than 5" in width, then the line weight should increase proportionally with the rest of the grouping.

The placement of the dividing line should be roughly halfway between the bottom of the logo and the top of the highest part of the state's region name.

Sample logo and River Valley's name grouping

CONNECTICUT LOGO WITH REGION NAME LOCKUP
CT LOGO AND REGION NAME, SIDE BY SIDE

Sometimes, grouping the state's region name below the logo is not the best choice due to media space or design. In such cases, elements may be grouped side by side. Below are some rules to keep in mind when using this system.


Sample logo with Fairfield County's name
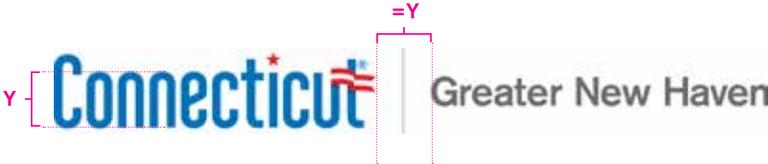
The space between the right side of the flag and the left side of the state's region name should be no less than the height of the lowercase characters in the word "Connecticut."

The logo and region name should then be centered relative to the height of the line. The logo should be centered off the cap height of the "C" in Connecticut, not the star, which breaks above the "C."
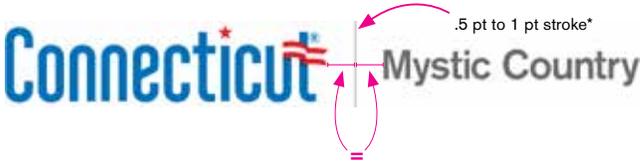
Stroke weight rules are the same as the top and bottom alignment of the logo and state's region name. The placement of the line should be roughly halfway between the right side of the flag and the left side of the region's name.

Sample logo with stacked, two-line region's name

SAMPLE REGIONAL BRAND USAGE

Following are a few samples of how the guidelines may be applied to regional needs.

SAMPLE PRINT AD

When designing a print ad with a regional message, the logo and call to action (CTvisit.com) should not be on the photo imagery area. The brand stays cleanest if these elements remain on a solid color field. The stacked or horizontal regional logo lockup can be used depending on space available.
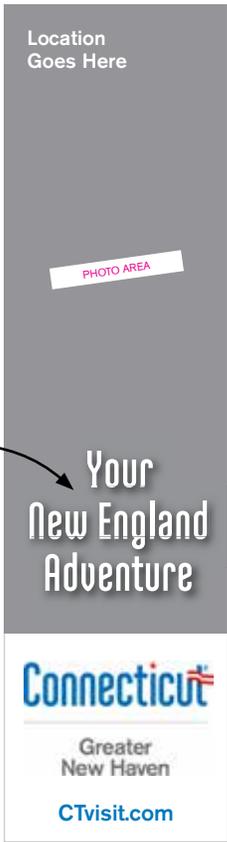
SAMPLE DIGITAL ADS

When designing a digital banner or display ad with a regional message, here are a few tips to keep in mind. The location caption works best in the upper left corner and should be initial caps. For the headline, keep line spacing tight enough so that it reads as a group if it is more than one line long, and a drop shadow is acceptable if needed to help improve readability over a photo. Logo and call to action (CTvisit.com) should not be on the photo imagery area. The brand stays cleanest if these elements remain on a white field.

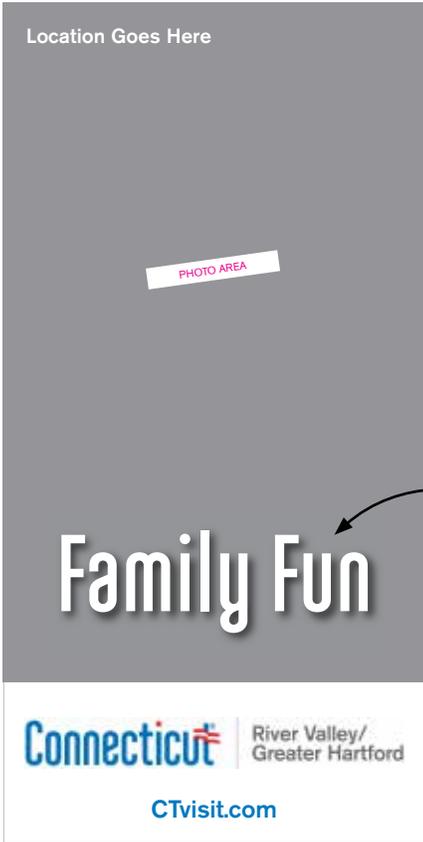**160 x 600**

Location Goes Here

PHOTO AREA

A general rule of thumb for line spacing/leading for headlines using the **Ando** font is increasing the leading by one point from the type size, for example 14/15.

Your New England Adventure

Connecticut
Greater New Haven
CTvisit.com

300 x 600

Location Goes Here

PHOTO AREA

For white headline copy on photo backgrounds, use **only** a drop shadow effect to enhance readability. Do not use outlines, colored fonts or other effects. Photos can be retouched to aid in readability as well.

Family Fun

Connecticut | River Valley/ Greater Hartford
CTvisit.com

728 x 90

Location Goes Here
History Comes Alive

PHOTO AREA

Connecticut | River Valley/ Greater Hartford
CTvisit.com

SAMPLE DIGITAL ADS
WITH ALTERNATE TYPEFACE

Here are a few sample banner ads with regional messaging that use the acceptable alternative typeface (Arial). Please see **TYPE & FONTS section** for details on usage of alternative fonts.

160 x 600

Location Goes Here

PHOTO AREA

A general rule of thumb for line spacing/leading for headlines using the **Arial Narrow Bold** font is increasing the leading by one point from the type size, for example 14/15.

Your New England Adventure

Connecticut
Greater New Haven
CTvisit.com

300 x 600

Location Goes Here

PHOTO AREA

For white headline copy on photo backgrounds, use **only** a drop shadow effect to enhance readability. Do not use outlines, colored fonts or other effects.

Family Fun

Connecticut | River Valley/ Greater Hartford
CTvisit.com

728 x 90

Location Goes Here
History Comes Alive

PHOTO AREA

Connecticut | River Valley/ Greater Hartford
CTvisit.com

Connecticut Logo Guidelines For Departments

THE CONNECTICUT LOGO
ACCOMPANIED BY DEPARTMENT NAME

Connecticut®

Department of Economic and
Community Development

ELEMENTS OF THE CONNECTICUT LOGO ACCOMPANIED BY DEPARTMENT NAME

When the Connecticut logo needs to be paired with the department name, a series of guidelines will help provide consistency. Three core elements are needed. The first is the Connecticut logo, which should always have placement priority in relation to the elements that accompany it. Secondly, a thin dividing line provides a clear distinction between the logo and the department name. The weight of the line can vary depending on the size of the logo, but should never overwhelm the pairing. Lastly, the name of the state department should be included and set in **Akzidenz Grotesk Medium**.

CONNECTICUT LOGO

Connecticut ®

DIVIDING LINE

Department of Economic and Community Development

DEPARTMENT NAME

CONNECTICUT LOGO WITH DEPARTMENT NAME
STACKED VERSION

When the logo and department name are set on top of each other, the rules below will ensure consistency and legibility for all elements of the pairing.

Name of state department should be centered underneath the word "Connecticut."

.5 pt to 1 pt stroke*

A dividing line adds to the distinction between the logo and the department name. Although the weight of the line might change depending on the size of the grouping, it should be between .5 pt and 1 pt. If the grouping is larger than 5" in width, then the line weight should increase proportionally with the rest of the grouping.


The placement of the dividing line should be roughly halfway between the bottom of the logo and the highest part of the department name.

Weight of line may change depending on grouping size.

CONNECTICUT LOGO WITH DEPARTMENT NAME
HORIZONTAL VERSION

Sometimes, grouping the department name below the logo is not the best choice due to media space or design. In such cases, elements may be grouped side by side. Below are some rules to keep in mind when using this system.

Sample logo
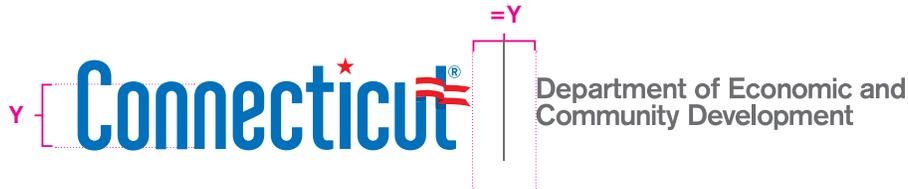
The space between the right side of the flag and the left side of the department's name should be no less than the height of the lowercase characters in the word "Connecticut."

The logo and department name should be centered relative to the height of the line.
The logo should be centered off the cap height of the "C" in Connecticut, not the star, which breaks above the "C."

.5 pt to 1 pt stroke*
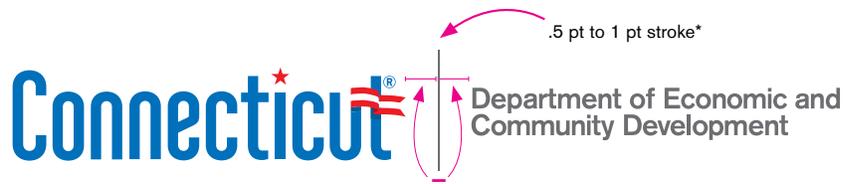
Stroke weight rules are the same as the top and bottom alignment of the logo and department name.
The placement of the line should be roughly halfway between the right side of the flag and the left side of the department name.

Weight of line may change depending on grouping size.

CONNECTICUT LOGO WITH DEPARTMENT NAME
STACKED WITH OFFICE NAME

When office names are included as part of the logo, the formatting should follow the examples below.

Connecticut®

Department of Economic and
Community Development

Office Of Tourism

Connecticut®

Department of Economic and
Community Development

State Office Of Brownfield
Remediation And Development

Connecticut®

Department of Economic and
Community Development

Office Of The Arts

Connecticut®

Department of Economic and
Community Development

Office Of Capital Projects

Connecticut®

Department of Economic and
Community Development

State Historic Preservation Office

CONNECTICUT LOGO WITH DEPARTMENT NAME
HORIZONTAL WITH OFFICE NAME

When office names are included as part of the logo, the formatting should follow the examples below.

Department of Economic and Community Development

Office Of Tourism

Department of Economic and Community Development

State Office Of Brownfield Remediation And Development

Department of Economic and Community Development

Office Of The Arts

Department of Economic and Community Development

Office Of Capital Projects

Department of Economic and Community Development

State Historic Preservation Office

Spacing & Environment

Connecticut®
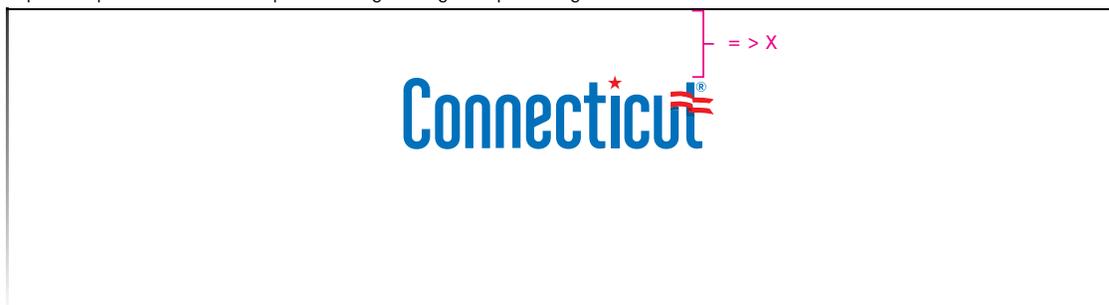
CONNECTICUT SPACING GUIDES

When using the Connecticut logo, it is important to keep in mind where it resides in relationship to its surroundings — how close it is to other design elements or to the edge of a page. Although each layout design will dictate specific placement and size, a good rule of thumb is that whenever the Connecticut logo is placed near the edge of a page, its distance from the edge should be no less than the height of the uppercase "C" of the Connecticut wordmark. The space value should always be equal to or greater than height of the uppercase "C" (X in the following examples).

Height of uppercase C in the wordmark Connecticut equals (=) X.

Top center placement: minimum space from logo to edge is equal to or greater than X

= > X

CONNECTICUT SPACING GUIDES

Please keep this minimum desired spacing in mind whenever placing the logo into a layout.

Bottom center placement: Minimum space from logo to edge is equal to or greater than X
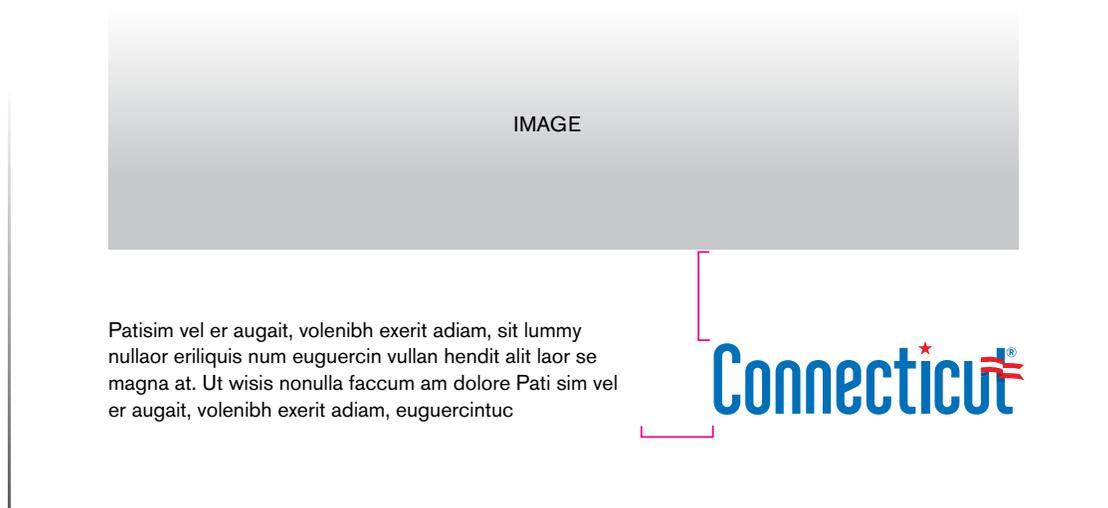
Upper left corner placement: minimum space
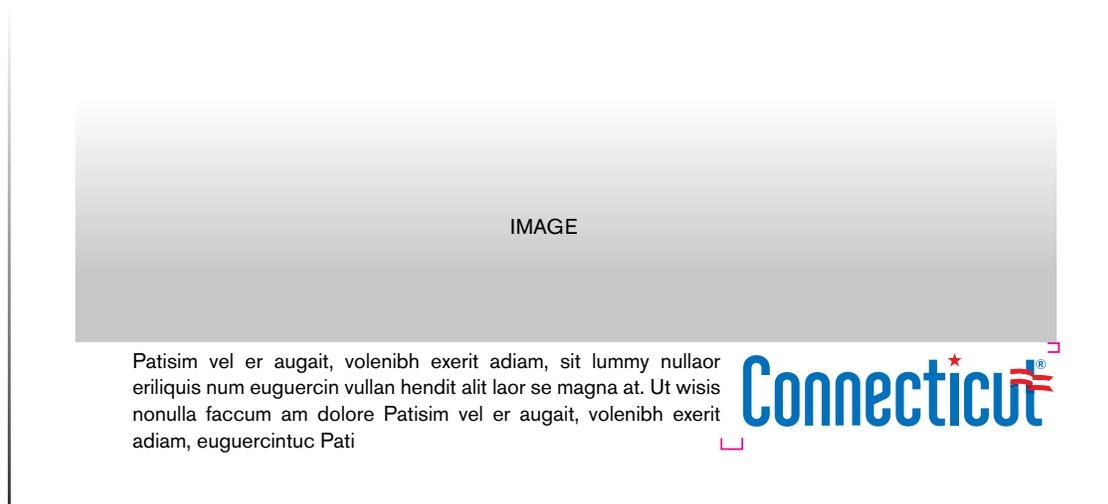from logo to edges is equal to or greater than X

Lower right corner placement: minimum space
from logo to edges is equal to or greater than X

CONNECTICUT LOGO SURROUNDING SPACE GUIDELINES

It is important to always keep in mind the space that surrounds the logo. This also applies to other design elements, such as copy and images. It is extremely important that the logo be given the proper "breathing room." Simple rule: Be proud. Don't crowd.

IMAGE

Patisim vel er augait, volenibh exerit adiam, sit lummy nullaor eriliquis num euguercin vullan hendit alit laor se magna at. Ut wisis nonulla faccum am dolore Pati sim vel er augait, volenibh exerit adiam, euguercintuc

Proper space

IMAGE

Patisim vel er augait, volenibh exerit adiam, sit lummy nullaor eriliquis num euguercin vullan hendit alit laor se magna at. Ut wisis nonulla faccum am dolore Patisim vel er augait, volenibh exerit adiam, euguercintuc Pati

Too crowded

Photography

Connecticut®

PHOTOGRAPHY: THE DOs

A key element for success in our campaign is its ability to visually combine authentic, natural-looking people and a specific sense of place in which those people exist. That place is Connecticut. As you can see in the samples below, selected photos should capture a moment in time, either by showing people experiencing Connecticut in diverse and unexpected ways or by allowing the viewer to feel a connection to the location itself. People in their environment should not be too close up, the activity should still be the main focus and showing ethnic diversity should always be a consideration.

CAMPAIGN PHOTOGRAPHY: THE DON'Ts

There are a lot of great destinations and activities that can be visually portrayed in Connecticut. We are trying to capture an experience, and composition of each picture plays a big part in communicating that experience. Don't use images where the activity and/or the location is not recognizable, or images that could be mistaken for generic stock images. Definitely do not use images that portray places that are not located in Connecticut.

What activity is this?
The cropping of this image makes this activity ambiguous. It could be an arena concert or at a bar/restaurant.

What is this attraction?
These unbranded glasses make this photo location generic. The attraction is not identifiable.

Where is this?
While similar to our views, this bridge is not located in the state of Connecticut.

Trade Show
# Materials

Connecticut®

TRADE SHOW BOOTHS AND BANNERS

There are different types of trade show booths with varying layouts and sizes that might be used for regional, international, economic development, tourism or partner needs. As trade booths can have different configuartions, it's difficult to plan for every possible option, but it's important to use some of the rules that have been discussed previously in this guide.

See the examples on this and the next page. Use only the brand colors: blue, white, red and gray (for text only). Do not add additional colors that might relate to a specific show theme. When using the logo, the full-color logo on a white background OR a white logo with red flag on a CT blue background is preferred. Make the logos large enough to be read from far away, but not so large that they overwhelm their surroundings. Also, remember that additional information such as URLs or contact info needs to be legible and not covered by other elements in the booth. Set this information high enough so that it can still be read if there are people, tables or other objects in front of it.

TRADE SHOW BOOTH EXAMPLES

Here are some examples of ways the brand has been successfully implemented at trade shows.
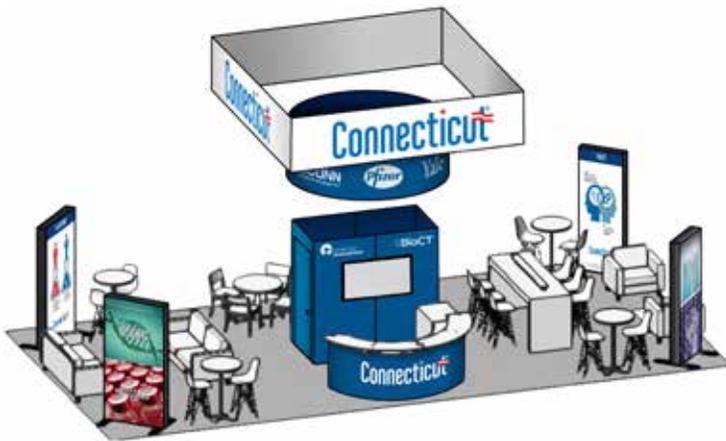
PowerPoint Presentations

Connecticut®

POWERPOINT TEMPLATE

A clean open template has been created for electronic presentations with options for covers, section slides and text slides. Master pages have been set up for consistency across presentations and ease of use, and include the preferred fonts and color palette. Please do not modify headline or subhead styles, bullet styles, or font colors.
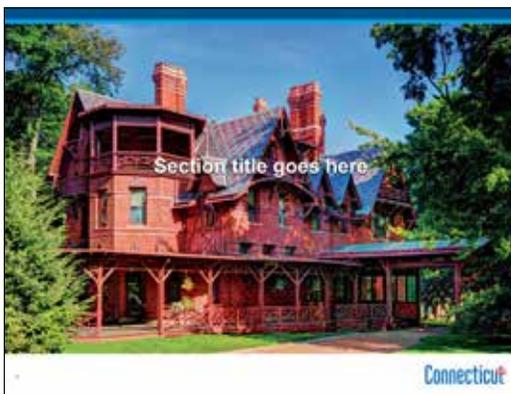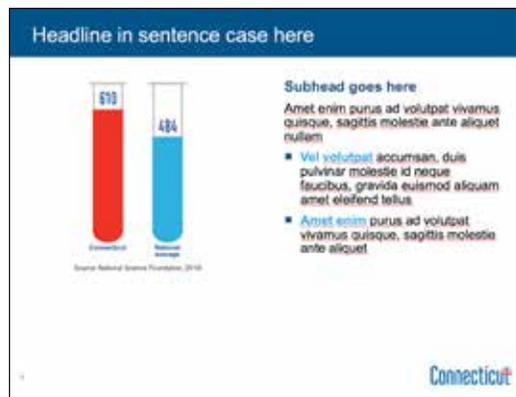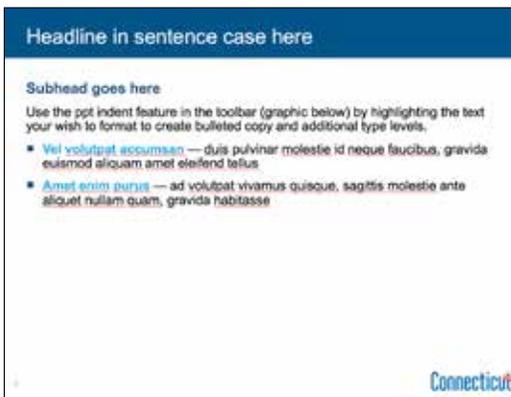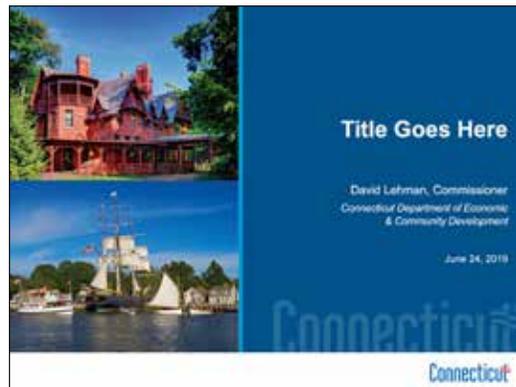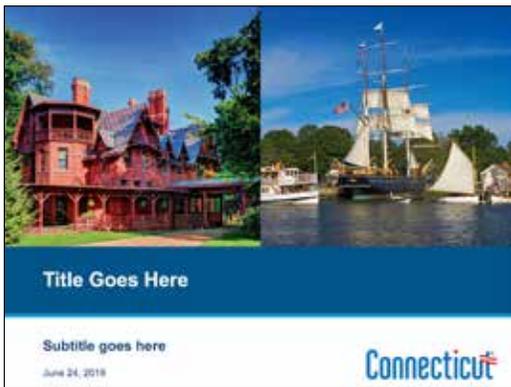
CONTACT US

We look forward to partnering with you to promote all that Connecticut offers. If you have any questions, please contact:

Christine Castonguay

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Suite 5
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860-500-2422
Christine.castonguay@ct.gov
www.ct.gov/ecd
www.CTvisit.com

Various versions of our logo are also available for download online at the link below.
Also, where appropriate, please link directly to our tourism site at *www.CTvisit.com* and
our economic development site at:
https://portal.ct.gov/DECD/Content/Tourism/03_Partner_Office/Use-the-Connecticut-Brand

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