

BRAND MANUAL

2012

Connecticut 
still revolutionary

OVERVIEW

Connecticut 
still revolutionary

Just like every strong and unified brand, Connecticut's image will be carefully managed. The guidelines on the following pages are intended to ensure that the elements of Connecticut's brand are used correctly and consistently, which will strengthen and unify our messages in marketing Connecticut tourism. We encourage the implementation of these brand standards in all promotional materials as we showcase Connecticut to the world.

THE STORY OF OUR BRAND

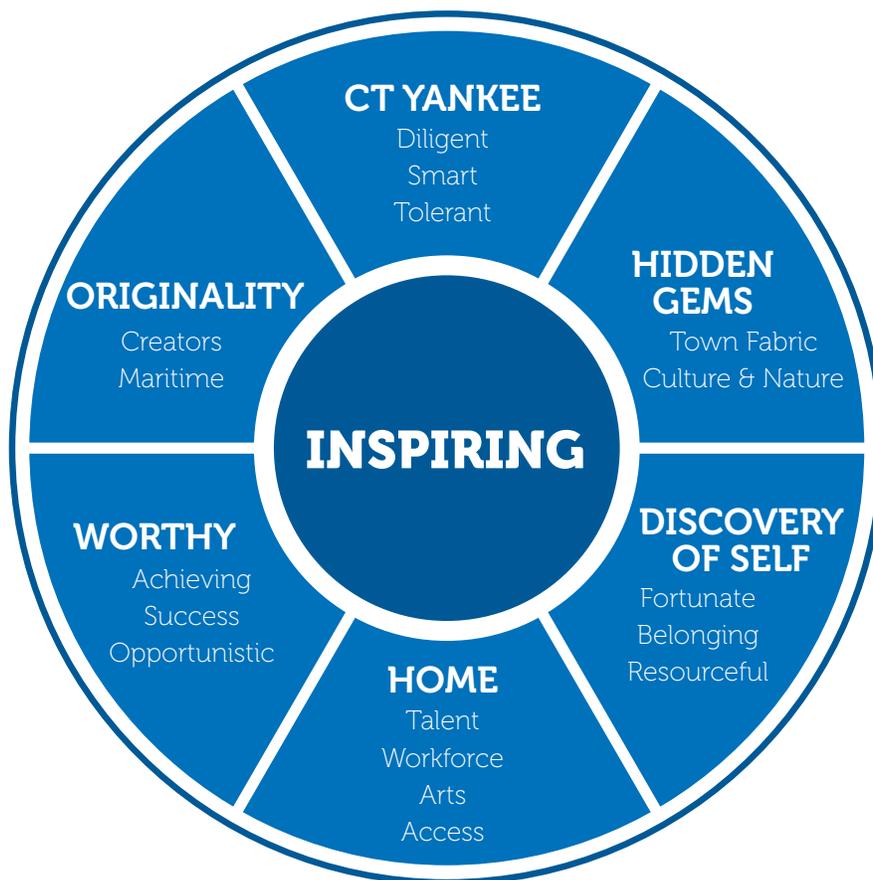
The mission of the State of Connecticut is to develop a branded approach to communications – vocabulary, visualization and story – to disproportionately attract visitors for whom journeying is an experience of self discovery, sensory experience, fun and inspiration. Our state offers a rich tapestry of town, landscape, artistry, food, sights and sounds linked by the powerful urge to create, shape and invent: that is the culture of Connecticut. When a visitor turns off the arteries that link Connecticut to the Eastern Seaboard, the visitor discovers a private connection to this fundamentally American pastiche that inspires mirth, pleasure and inspiration. Our visitors go home renewed, refreshed and relevant. And, for some, they find they have come home, at last.

OUR VISION FOR THE BRAND

Our job is to provide a continuous stream of visitors to fill our lodging, meet our people and engage the wonders of our State. We remain the first state of America... in democracy, industry, wealth and the quality of life. We will show Connecticut in words, pictures, sounds and experiences that point our guests to places whose product-moment is inspiration... inspiration to self discovery of the meaning of family, history, art, and community.

Because our roots are in towns, our vistas are scaled to the deepest aspirations of individuals and families for acceptance, connection, meaningful work, and natural experience. We provide human dimension for people and families that seek to encounter the best of themselves in the best place in America: Connecticut.

And so we tell the stories of Connecticut – stories that echo history, magic, artistry, the sounds of song, the genius of industry and the captivation of town.



“Inviting... Engaging... Original...”



INSPIRING

CREATIVE CONCEPT: STILL REVOLUTIONARY

Just as it has for centuries, Connecticut remains a haven for original ideas and fresh thinking. A magnet for dreamers and doers, the state blends the old and historic with the young and energetic to create an inspiring dynamic – one that motivates people to experience new things, defy convention and blaze their own trails.

LOGOS

Connecticut 
still revolutionary

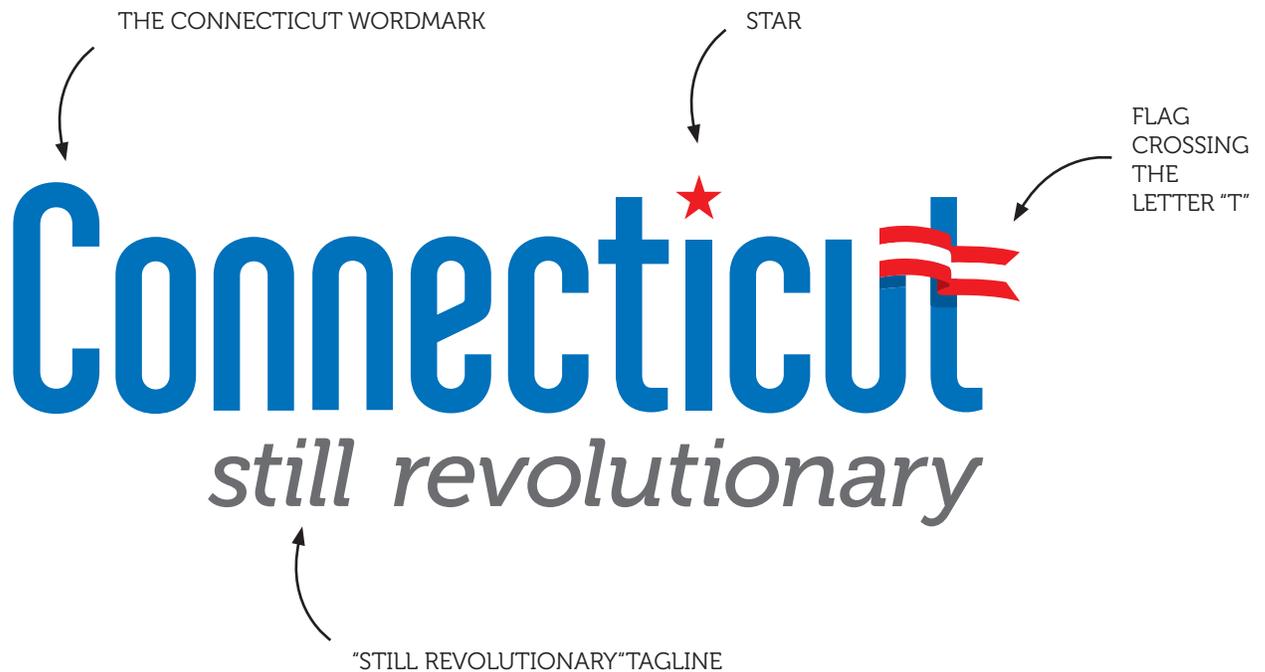
CONNECTICUT LOGO



ELEMENTS OF THE CONNECTICUT LOGO

- The Connecticut wordmark
- Flag Crossing the letter "T"
- Star over the letter "I"
- "STILL REVOLUTIONARY" tagline

The Connecticut logo is made up of four elements: The Connecticut wordmark, Flag Crossing the letter "T", Star over the letter "I" and the "STILL REVOLUTIONARY" tagline.



CONNECTICUT LOGO USAGE

Where feasible, preferred usage of the Connecticut logo always includes the still revolutionary tagline wordmark. Due to size restrictions and legibility concerns, however, that may not always be possible. At sizes above 0.375" in height, the tagline wordmark must be included. At sizes equal or below 0.375" the tagline wordmark should be removed.



Approved logo at any size above 0.375" In height



Do not use logo with tagline at
Or below 0.375" In height



Approved logo at
Or below 0.375" In height

CONNECTICUT PRIMARY LOGO COLOR

The Connecticut logo consists of 5 main colors, detailed below: Pantone 2935C, Pantone 2945C, Pantone 485C and Pantone 284C. The tagline is displayed in 70% black.



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.



Connecticut
still revolutionary



Connecticut
still revolutionary

CONNECTICUT ALTERNATIVE LOGOS

While the primary color combination is always preferred, alternative logos can be used when background or size limitations render the primary color combination unreadable.



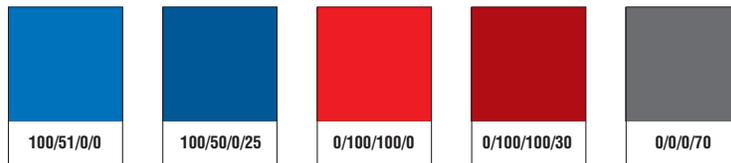
Alternative logo with white tagline



Approved logo at or below 0.375" In height

CONNECTICUT LOGO 4 COLOR PRINTING

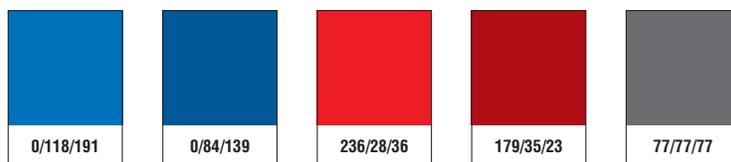
When printing in four-color process, the percentages for achieving an acceptable match to the Connecticut colors are as follows:



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:



CONNECTICUT LOGO & WEBSITE LOCKUP

When space allows, it is preferred that the url, CTvisit.com, is displayed alongside the logo. Where appropriate, it is also preferred that the toll-free number, 1.888.CTvisit is also used. The appropriate space and placement of the url and location of the url and phone number is determine by the size of the logo. When the url is included, it should be placed below the logo and tagline, no closer to the base of the tagline than the height of the lower case characters of the word Connecticut in the logo. See examples below.



url is center to the word Connecticut



The space between the base of the tagline and the top of the url should be no less that 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 tagline to the top of the url



When the logo is smaller that 0.375" height and no tagline is included, the url should still be no closer than then height of the lower case characters in the word Connecticut

CONNECTICUT LOGO, WEBSITE & PHONE NUMBER LOCKUP



url & phone number in a single line
center to the word Connecticut



The space between the base of the tagline and
the top of the url & phone number should be no
less than the height of the lowercase characters
in the word Connecticut



url & phone number may change in relation to
the logo for legibility. They may also be stacked
onto two lines. Maintain the center alignment
when possible as well as the proper distance from
the bottom of the tagline to the top of the url.



When the logo is smaller than 0.375" height and
no tagline is included, the url & phone number
should still be no closer than the height of the
lower case characters in the word Connecticut