

**CONNECTICUT**

Branding Guidelines

# Introduction

A carefully managed and well-implemented brand identity program will carry Connecticut's image to the world. The guidelines outlined on the following pages are intended to ensure that the elements of the state's branding program are used correctly and consistently.

Along with examples of correct usage of the logo, typography, color palette, and other elements, specific directions are included to guide the design and production of Connecticut's tourism communications materials.

Accurate implementation of these brand identity elements will build equity in our brand and strengthen and unify our messages in marketing Connecticut tourism.

We encourage the tourism industry to use the new logo in their own promotional material.

# The Theme

Connecticut is taking ownership of the word **CONNECT**. In doing so, we can do what no other state can. Inherent in our state's name is our theme.

In owning the idea that Connecticut is a place where you can connect with yourself, your feelings, your friends and loved ones, your inner adventurer, etc., we are creating a place that is more than a mere destination. It is an emotional outlet, a place where our consumers can feel like they are getting more than a vacation — they are visiting a place where the reward is the feeling they get from making an emotional connection. This is a very powerful payoff.

# The Logo

Every once in a while a concept comes along that's such a natural it can be used in every aspect of communication.

**CONNECTICUT** is just that kind of concept.

It's deceptively simple. It can mean all the things we want it to mean — connecting with the emotions you'll feel in Connecticut. Connecting with what you'll experience, or see, or learn in Connecticut. Connecting with the uniqueness of the different regions of Connecticut.

It can even mean connecting with one's self.

Connect is an action word, an imperative that leads to a benefit.

The benefit is always Connecticut.

## Guidelines

The Logo must always appear on a white background.

White space surrounding the Logo must be equivalent in size to the height of the Logo.



Minimum size usage is 12 points.

## Two color

**CONNECTICUT**

■ Pantone Blue 072U  
Pantone Blue 072C

■ Pantone 2716U  
Pantone 2716C

## Four color

**CONNECTICUT**

■ C: 100 M: 79  
Y: 0 K: 0

■ C: 47 M: 34  
Y: 0 K: 0

## Grayscale *(suitable for newspaper use)*

**CONNECTICUT**

■ Black

■ 40% Black

## Black with no screen *(for fax and photocopy use only)*

**CONNECTICUT**

■ Black

□ Black

## Web

Pantone Blue 072U: 333399

Pantone 2716U: 9999FF

# The State Curve

A simple detail can make an amazing difference.

We are conditioned to recognize and easily accept standard shapes. When a standard shape is altered, even slightly, it adds visual interest. The State Curve is an integral element in Connecticut's marketing campaign because it attracts attention.

The Curve denotes that Connecticut is just a little different—maybe something more than one would expect. Its use elevates the tone of an ad, poster or web banner by adding a touch of sophistication and elegance. Importantly, it provides visual continuity – essential to the establishment of a branded look.

Studies show that people look first at pictures then at words. The State Curve dips down on the left and pulls the viewer into the copy. As one reads across, the curve rises on the right leaving the viewer on a pleasant “high” note above the logo.



Use of the State Curve will enhance even the most beautiful photo and layout—adding that little *je ne sais quoi* that creates a message that wants to be read.

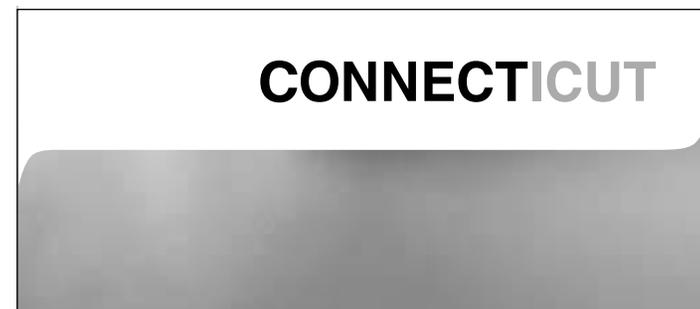
Use the State Curve as a design device.

The State Curve has no outline; it is a graphic device used to separate content from the Logo.



When used at the bottom of an item, the logo placement is flush right and the content abuts the top of the curve.

When used as a banner at the top of an item, the content abuts the bottom of the curve.



# Advertising

## The Target

Currently, we are targeting the New York City metro area and Connecticut in our communications. Remember that many of our consumers have busy lives and have little time to relax. You can use this truth in the copy to speak directly to the consumer. (ie: "It's time for busy to take a backseat. Time for simple pleasures. It's all here and it's oh-so-close.") Getting our consumer to consider Connecticut as an easy, close destination where they can connect emotionally is integral to the success of the campaign.

## Headlines

Headlines should begin with the word "Connect." To complete the headline, finish it with something that evokes emotion. For example, "Connect with your senses." By making your headlines a little more abstract and not about a specific tangible item or place, you can reinforce the theme.

## Copy

Copy can help reinforce the theme of an emotional connection and the payoff. When a person connects, they feel things like: refreshed, revived, exhilarated, thrilled, delighted. When crafting copy, think about how people will feel when they participate in the activity or event you are promoting. Keep copy short and friendly.

## Visuals

The ideal ad consists of a "face visual" and a "place visual." These two separate elements combine to create one ad that appeals to our target.

When choosing a face visual for your communications, look for faces that express an emotion. By cropping tightly, a sense of immediacy and closeness is conveyed. By focusing on the expression, we can help reinforce the emotional payoff we want our consumer to feel.

In choosing "the place," look for simple visuals, ones that are place-focused. They should not have people in them, and if they do, the people should not be the focus or the story. We want to show the beauty of Connecticut and let it speak for itself. We also want our consumers to place themselves mentally in that picture and imagine how great it would feel to visit.

**CONNECT WITH YOUR SENSES.**

**It's time for busy to take a back seat. Time for simple pleasures.  
It's all here and you're oh-so-close.**

**HOW WILL YOU CONNECT?  
888-CTvisit / CTvisit.com**

**CONNECTICUT**

Emotional, experiential, evocative and attractive are the watchwords of advertising success in tourism marketing and in these tourist-targeted ads.

Graphics include contemporary photos of our target market expressing emotional feelings in response to a real experience. The truth and compelling believability of the settings are an important component of the promise.

The copy is light, friendly and informative, and supportive of a promise to benefit by connecting to the essence of the message.

The headline copy should straddle the line where the two photos meet.

The call to action is to be represented as follows: **888-CTvisit / CTvisit.com** with particular attention to capitalization.

**CONNECT WITH YOUR SENSES.**

**It's time for busy to take a back seat. Time for simple pleasures.  
It's all here and you're oh-so-close.**

**HOW WILL YOU CONNECT?  
888-CTvisit / CTvisit.com**

**CONNECTICUT**

# The Regions

The State of Connecticut is a combination of five distinct and culturally diverse tourism regions, each characterized by a wealth of activities, attractions and events. Every region has its own opportunities, through its name and color, to promote its differentiating features under the umbrella of the State's brand identity.

To the degree that tourism's communication materials are used correctly and consistently, each region's efforts will accrue to the mutual benefit of all of the State's tourism industry partners.



**Litchfield Hills/CONNECTICUT**

**SPRING**

**Greater New Haven/CONNECTICUT**

**SUNRISE**

**Fairfield County/CONNECTICUT**

**PLUM**

**River Valley/CONNECTICUT**

**CHARISMA**

**Mystic Country/CONNECTICUT**

**AQUA**

# Regional Guidelines

The Logo must always appear on a white background.



White space surrounding the Logo must be equivalent in size to the height of the Logo.

When horizontal space is 1 3/4" or less, the logo may be stacked as shown below, with no slash.

1.75" column width  
or 125x125 button

Region: 12 pt  
State: 10 pt  
Leading: 12 pt

**Mystic Country**  
CONNECTICUT

1.5" column width

Region: 11 pt  
State: 9 pt  
Leading: 11 pt

**Mystic Country**  
CONNECTICUT

## Two Color

### Litchfield Hills/CONNECTICUT

■ Pantone 361U Pantone 361C C: 69 M: 0 Y: 100 K: 0 Web #66CC33	■ Pantone 359U Pantone 359C C: 36 M: 0 Y: 49 K: 0 Web #99CC99
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### Greater New Haven/CONNECTICUT

■ Pantone Orange 130U Pantone Orange 130C C: 0 M: 27 Y: 100 K: 0 Web #FF9900	■ Pantone 130U Pantone 130C C: 0 M: 16.2 Y: 60 K: 0 Web #FFCC66
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### Fairfield County/CONNECTICUT

■ Pantone 2665U Pantone 2665C C: 62 M: 60 Y: 0 K: 0 Web #6666CC	■ Pantone 2635U Pantone 2635C C: 28 M: 27 Y: 0 K: 0 Web #9999CC
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### River Valley/CONNECTICUT

■ Pantone 186U Pantone 186C C: 0 M: 91 Y: 76 K: 6 Web #CC3333	■ Pantone 197U Pantone 197C C: 0 M: 47 Y: 11 K: 0 Web #FF99CC
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### Mystic Country/CONNECTICUT

■ Pantone 3135U Pantone 3135C C: 100 M: 0 Y: 16 K: 9 Web #0099CC	■ Pantone 3105U Pantone 3105C C: 43 M: 0 Y: 12 K: 0 Web #99CCCC
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## One Color

### Litchfield Hills/CONNECTICUT

■ Pantone 361U Pantone 361C 100%	■ Pantone 361U Pantone 361C 35%
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### Greater New Haven/CONNECTICUT

■ Pantone Orange 130U Pantone Orange 130C 100%	■ Pantone Orange 130U Pantone Orange 130C 60%
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### Fairfield County/CONNECTICUT

■ Pantone 2665U Pantone 2665C 100%	■ Pantone 2665U Pantone 2665C 35%
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### River Valley/CONNECTICUT

■ Pantone 186U Pantone 186C 100%	■ Pantone 186U Pantone 186C 35%
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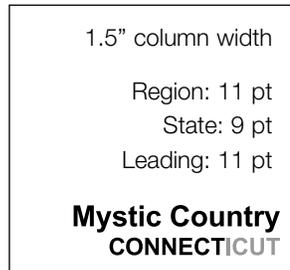
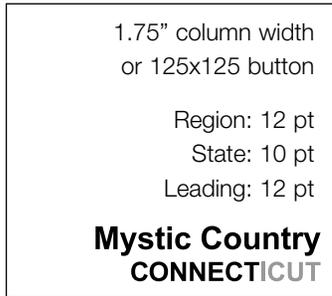
### Mystic Country/CONNECTICUT

■ Pantone 3135U Pantone 3135C 100%	■ Pantone 3135U Pantone 3135C 35%
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# Guidelines for Black and White Usage

The Logo must always appear on a white background.

When horizontal space is 1 3/4" or less, the logo may be stacked as shown below, with no slash.



Grayscale  
*(suitable for newspaper use)*

**Litchfield Hills / CONNECTICUT**  
■ Black      ■ 40% Black

**Greater New Haven / CONNECTICUT**  
■ Black      ■ 40% Black

**Fairfield County / CONNECTICUT**  
■ Black      ■ 40% Black

**River Valley / CONNECTICUT**  
■ Black      ■ 40% Black

**Mystic Country / CONNECTICUT**  
■ Black      ■ 40% Black

Black with no screen  
*(for fax and photocopy use only)*

**Litchfield Hills / CONNECTICUT**  
■ Black      □ Black

**Greater New Haven / CONNECTICUT**  
■ Black      □ Black

**Fairfield County / CONNECTICUT**  
■ Black      □ Black

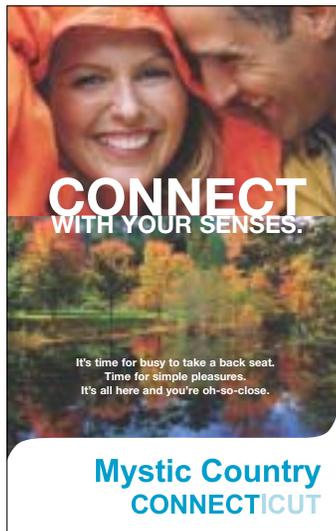
**River Valley / CONNECTICUT**  
■ Black      □ Black

**Mystic Country / CONNECTICUT**  
■ Black      □ Black

# Regional Advertising

Always use the Logo and the State Curve from the Illustrator files provided by the Connecticut Commission on Culture & Tourism.

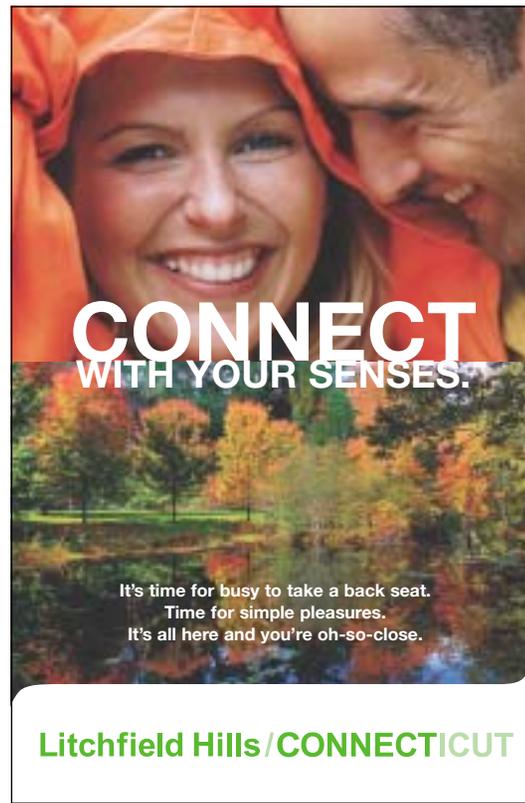
That information is online at [CTvisit.com/connect](http://CTvisit.com/connect)



**CONNECT**  
WITH YOUR SENSES.

It's time for busy to take a back seat.  
Time for simple pleasures.  
It's all here and you're oh-so-close.

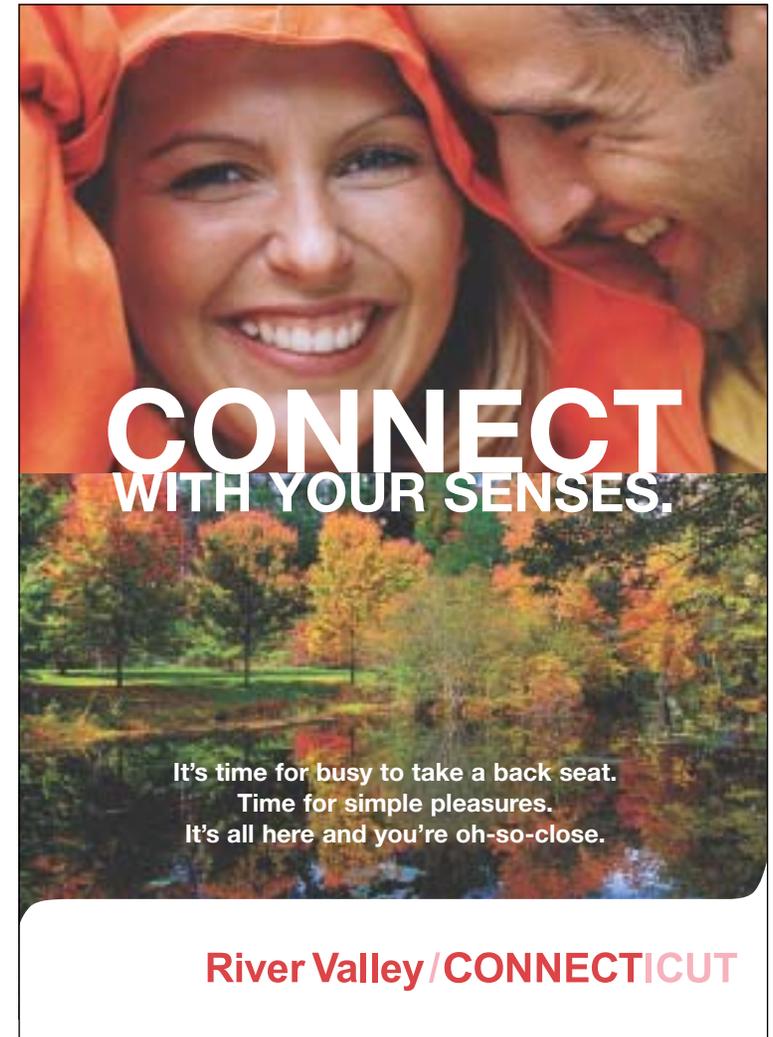
**Mystic Country**  
**CONNECTICUT**



**CONNECT**  
WITH YOUR SENSES.

It's time for busy to take a back seat.  
Time for simple pleasures.  
It's all here and you're oh-so-close.

**Litchfield Hills / CONNECTICUT**



**CONNECT**  
WITH YOUR SENSES.

It's time for busy to take a back seat.  
Time for simple pleasures.  
It's all here and you're oh-so-close.

**River Valley / CONNECTICUT**

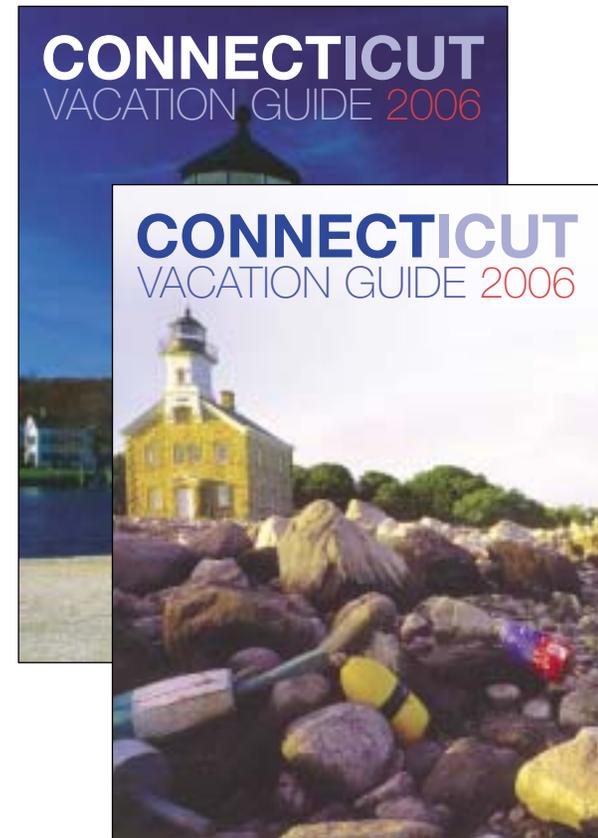
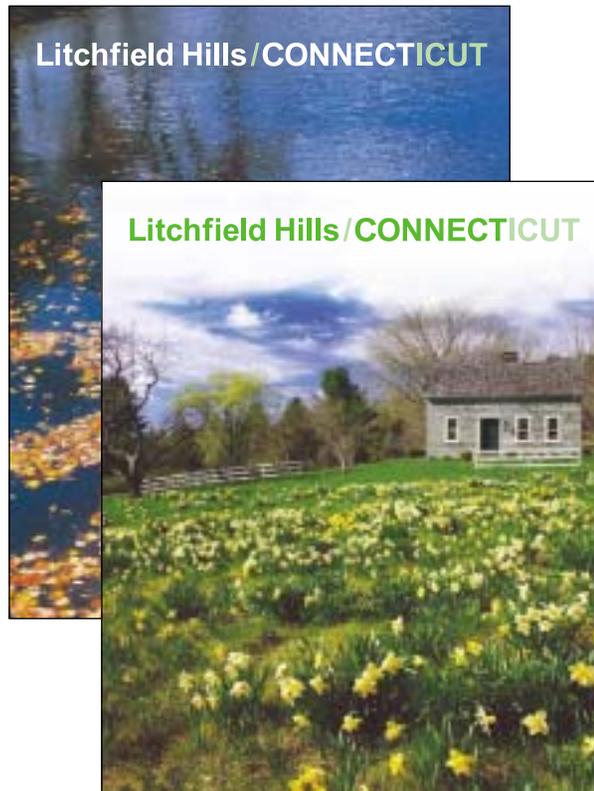
# Masthead Logo

A regional logo should always be used on a white background, preferably within the area of the white State Curve.

When the regional logo is intended for use as a masthead on a brochure, vacation guide or regional magazine — and the cover design includes a logo surprinting full-bleed color art or color photo - the regional logo should appear as reversed-out white type, except for the ICUT portion of the logo. This portion will appear as a 35% screen of the regional color, or the appropriate CYMK formulation.

In those cases where the entire masthead logo will appear on light-colored art or a light-tinted section of a colored photo, the standard regional color, with screened ICUT portion, is required.

The Connecticut masthead logo, when over-printing full-bleed color art or color photo on a state-wide publication, should appear as all white type with the ICUT portion as the CYMK equivalent of PMS 2716. On a light background, surprint the standard logo.



# CONNECTICUT

## Branding Guidelines

Connecticut Commission on Culture & Tourism  
505 Hudson Street  
Hartford, CT 06106  
(860) 270-8080 • [CTvisit.com/connect](http://CTvisit.com/connect)

Contact: Robert Gregson  
Creative Director, Tourism Division  
(860) 270-8085 • [robert.gregson@po.state.ct](mailto:robert.gregson@po.state.ct)



Connecticut Commission  
on Culture & Tourism