

# Identity Standards



# Identity Standards



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# The Importance of Identity Standards

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Identity standards help consistently represent the brand in all forms of communication.

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Identity standards provide best practices, guidelines and templates to make it easy for anyone affiliated with Connecticut Grown to support and strengthen the overall brand. Without defined identity standards, it would be extremely difficult to create a unified look that will engage partners, constituents, volunteers, regional businesses, and state residents.

The Connecticut Grown identity standards will help us all work together to present a unified image, reinforce our purpose, and distinguish ourselves from other state organizations. By adhering to these guidelines, we will strengthen the Connecticut Grown brand and better tell our story.

These identity standards provide guidelines for logo usage, fonts, colors, layouts, and more. The standards outlined in this guide apply to all materials produced using the Connecticut Grown logo. The logo can be used by anyone to identify or promote Connecticut farm products.

# Primary Logo

The Connecticut Grown logo is the most fundamental representation of Connecticut farm products.

Our identity consists of artwork and type. AkidenzGrotesk Bold is the native font, which helps creates the unique logo and should never be reset. Proportions of the brand identity must never be altered or redrawn. It should be reproduced from the original artwork.

**It is preferred that the primary logo be used with the web address for print applications.**

When the logo is used without the web address, and the web address needs to appear on the piece it should appear as CTGrown.gov. See page 11 for examples.



PREFERRED LOGO



# Secondary Logo

When using this logo, the same logo style and usage rules apply as those outlined on page 5.



# Logo COLOR, STYLE AND USAGE

## CLEAR SPACE

Allow clear space equal to the height of word “GROWN” on all sides of the logo. This is defined in the illustration as “X” and represented by the shaded rectangle. No graphics or text should invade the clear space.

## SIZE

Minimum height on printed materials is .75”.  
Width is proportional to that measurement.

## PLACEMENT

Logo can be placed over a white, solid colored or tinted background and full-color images (not preferred), as long as it is legible.

## LOGO COLORS

The logo colors can be applied as Pantone® match inks or as process color equivalents for print materials. Please refer to the Pantone Matching System® for accurate representation of the color palette. Web-safe colors are included for multimedia and online usage. RGB color equivalents are provided for color accents within Microsoft® Office applications.

It is preferred that the logo appear in color. However, it can also be used in grayscale, all black, or reversed to white for readability on dark or black background colors.

 Pantone 348 C  
C: 100 M: 0 Y: 85 K: 24  
R: 0 G: 131 B: 62  
Web Safe: 008752

 Pantone Reflex Blue C  
C: 100 M: 73 Y: 0 K: 2  
R: 0 G: 22 B: 137  
Web Safe: 0054A4

See page 10 for full color palette.



Clear Space = Shaded Area



Grayscale



Black



Reversed

# Logo SPECIAL USE FOR APPAREL ONLY

## LOGO FOR DARK APPAREL USAGE

An outlined version of the Connecticut Grown logo has been created for use on dark apparel only. This logo allows for Connecticut Grown logo and the web address to be easily viewed in white on darker color fabrics. For lighter color fabrics the preferred color logo should be used.



# Logo CORRECT AND INCORRECT USAGE

In order to reinforce the Connecticut Grown brand, the logo should be used consistently and correctly and never be reset. Proportions of the brand identity must never be altered or redrawn.

Below are some examples of what is NOT permitted.



CORRECT USAGE OF THE LOGO

## INCORRECT USAGE OF THE LOGO



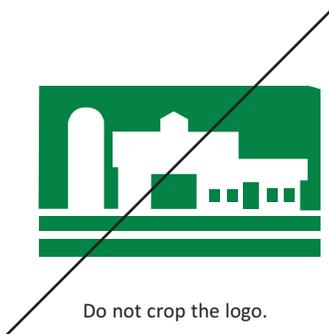
Do not change the logo's proportions.



Do not tilt the logo.



Do not change the colors of the logo.



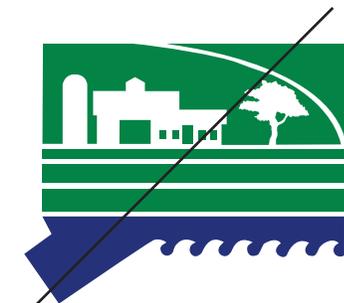
Do not crop the logo.



Do not add any special effects to the logo.



Do not add to or alter the logo in any way.



Do not use the symbol independently.



Do not use the type independently.

# The Connecticut Grown Logo with Other Logos

Every logo has its own unique shape, size, height-to-width ratio, color, etc. In order for logos to convey the personality of the brands they represent they must be displayed in ways that don't distract or crowd the space they occupy. This, however, can be challenging when logos are grouped together. When the Connecticut Grown logo is presented along side other logos, it is important to give it enough space to maintain its presence and legibility. The space required will vary depending upon the size of the logo, but it should never be smaller than .75" height. The clear space guidelines on page 5 should always be followed.

It is recommended that the Connecticut Grown logo appear at the bottom of a group of stacked logos and to the far right of a group of horizontally aligned logos.

## ACCEPTABLE USE OF CONNECTICUT GROWN LOGO WITH THE STATE LOGO

When the Connecticut Grown logo and state logo appear side by side it is recommended that the height of the state seal be equal to the Y height shown below.



## ACCEPTABLE USE OF CONNECTICUT GROWN LOGO WITH MULTIPLE LOGOS



*Lorem ipsum*  
DOLOR SIT A MET



*Lorem ipsum*  
DOLOR SIT A MET



# Typography

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There are two options when choosing typefaces that compliment the Connecticut Grown identity, Calibri and Georgia. These typefaces may be used individually or in combination.

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## TYPOGRAPHY AND TEXT

Successful typography reinforces the messages being delivered without distracting the reader. Typography should be subtle and understated, yet consistency is still important. Below are the required typefaces for print, multimedia, web and PowerPoint applications.

## PRINT, MULTIMEDIA, WEB AND POWERPOINT TYPEFACES

The Calibri font family is the sans serif typeface for Connecticut Grown. The Georgia font family is the serif typeface for Connecticut Grown.

Calibri Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

*Calibri Italic*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

**Calibri Bold**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

***Calibri Bold Italic***  
***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890***

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Georgia Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

*Georgia Italic*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

**Georgia Bold**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

***Georgia Bold Italic***  
***abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890***

# Color Palette

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The color palette for Connecticut Grown is vibrant, impactful, and compliments our logo colors. Using these colors will further unify the brand.

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When selecting colors from the palette, make sure the colors are harmonious with colors found in any art or photography being used. You may use up to two complimentary colors in addition to the logo colors. Using too many colors will distract from the message and overall branding.

The logo colors can be applied as Pantone® match inks or as process color equivalents for print materials. Please refer to the Pantone Matching System® for accurate representation of the color palette. Web-safe colors are included for multimedia and online usage. RGB color equivalents are provided for color accents within Microsoft® Office applications.

## LOGO COLORS



Pantone 348 C  
C: 100 M: 0 Y: 85 K: 24  
R: 0 G: 131 B: 62  
Web Safe: 008752



Pantone Reflex Blue C  
C: 100 M: 73 Y: 0 K: 2  
R: 0 G: 22 B: 137  
Web Safe: 0054A4

## COMPLIMENTARY COLOR PALETTE



Pantone 158 C  
C: 0 M: 61 Y: 97 K: 0  
R: 239 G: 118 B: 34  
Web Safe: F58025



Pantone 130 C  
C: 0 M: 30 Y: 100 K: 0  
R: 247 G: 168 B: 0  
Web Safe: FDB913



Pantone 2612 C  
C: 64 M: 100 Y: 0 K: 14  
R: 124 G: 37 B: 130  
Web Safe: 6C217F

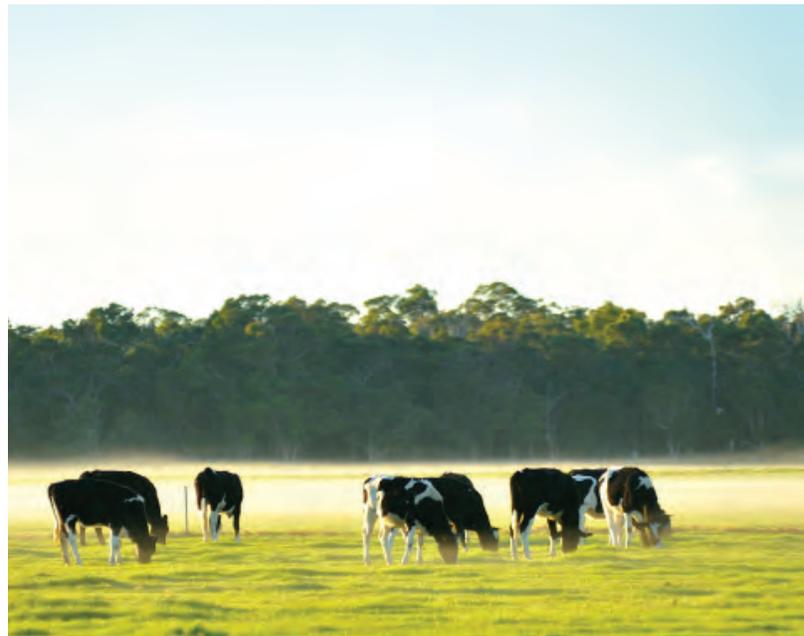


Pantone 463 C  
C: 30 M: 56 Y: 100 K: 37  
R: 120 G: 77 B: 40  
Web Safe: 80561B

# Communications Collateral

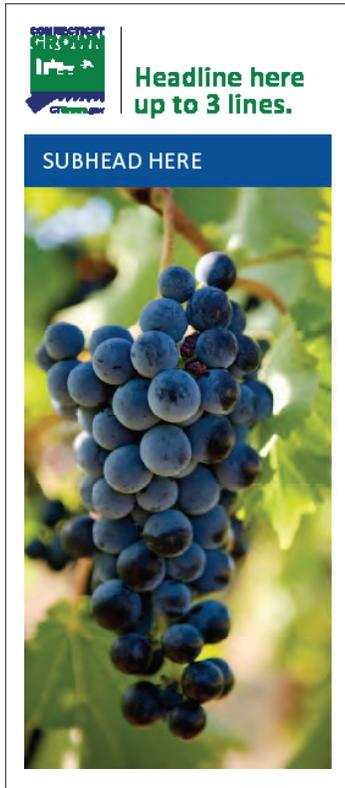
Identity guidelines are more flexible for signage, online communications and print design. However, it is still extremely important to maintain a consistent use of the Connecticut Grown identity. It is up to the designer or developer to determine how to best apply the guidelines while also conveying the intended message of the communication.

The following pages contain examples of Connecticut Grown communications.



To download InDesign templates please visit:  
[www.CTGrown.gov](http://www.CTGrown.gov)

# Communications RACK CARDS



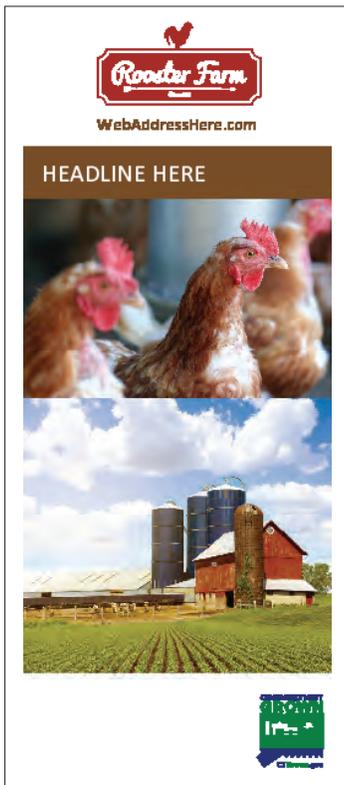
Front



Front

Two types of rack cards have been developed within the Connecticut Grown standards. One version where the Connecticut Grown logo is prominent at the top and a second version where the partner logo is prominent at the top. These rack card examples show various layout options to help you develop similar materials. The clear space guidelines on page 5 should be followed. A solid band(s) of color should be used to highlight important information on the front. The color should be selected from the color palette on page 10, and work well with additional graphic elements. It is recommended that the headline on the front be set in Calibri bold (see page 9 for fonts). Body copy should be set in Georgia and be kept within one column for easy readability. It is recommended that subheadlines appear in Calibri bold, and in the same color as the color band.

The Connecticut Grown logo should appear on the back of double-sided or multiple panel pieces in the lower right corner.



Front



Front



Front



Back

# Communications FLYERS & POSTERS

The examples below show various layout options to help you develop similar materials. When creating flyers or posters the Connecticut Grown logo should appear in the lower right corner for a consistent brand look. The clear space guidelines on page 5 should be followed. A solid band of color may be used to add color and give weight to photos. The color should be selected from the color palette on page 10, and work well with additional graphic elements. It is recommended that the headline on the front be set in Calibri bold (see page 9 for fonts). Body copy should be set in Georgia for easy readability. Subheadlines should appear in Calibri bold, and be in the same color as the color band.

**NATURAL FARMING**  
FRESH ORGANIC PRODUCTS

## Headline to go here.

**Headline to go here.**

Subhead line to go here. Subhead line to go here. Subhead line to go here.

**APPLE TREE FARM**  
323 Any Street • Any Town, CT  
Ph: 860.123.4567  
WebAddressHere.com

**CONNECTICUT GROWN**  
CTGrown.org

## Headline to go here.

Subhead line to go here. Subhead line to go here. Subhead line to go here.

**APPLE TREE FARM**  
323 Any Street • Any Town, CT  
Ph: 860.123.4567  
WebAddressHere.com

**CONNECTICUT GROWN**  
CTGrown.org

## Headline to go here.

Subhead line to go here. Subhead line to go here. Subhead line to go here.

**NATURAL FARMING**  
FRESH ORGANIC PRODUCTS  
WebAddressHere.com

**CONNECTICUT GROWN**  
CTGrown.org

Flyers 8.5 x 11

## Headline to go here.

Subhead line to go here. Subhead line to go here. Subhead line to go here.

**NATURAL FARMING**  
FRESH ORGANIC PRODUCTS  
WebAddressHere.com

**CONNECTICUT GROWN**  
CTGrown.org

**APPLE TREE FARM**

## Headline to go here.

Subhead line to go here. Subhead line to go here. Subhead line to go here.

**APPLE TREE FARM**  
323 Any Street • Any Town, CT  
Ph: 860.123.4567  
WebAddressHere.com

**CONNECTICUT GROWN**  
CTGrown.org

Poster 11 x 17

# Communications INDOOR/OUTDOOR BANNERS

Below are examples of printed banners. Banners come in a variety of sizes. These examples are set up to demonstrate consistency with the placement of the Connecticut Grown logo. The Connecticut Grown logo should be placed on the right side, and clear space guidelines from page 5 apply. Colors from the Connecticut Grown palette may be used to enhance the design (see page 10). Colors selected should work well with additional graphic elements, and Connecticut Grown brand fonts should be used, see page 9 for font list.



Single-sided banner



Single-sided banner



Single-sided banner



Single-sided banner



Double-sided banner

# Communications SIGNAGE

Signs come in a variety of sizes and are used for many purposes. Below are a few examples of how to apply the Connecticut Grown standards to signage. The Connecticut Grown logo should appear in the bottom right corner if being paired with another or multiple logos. If the Connecticut Grown logo is the only logo being used at the bottom the vertical version may be used in the center position. Colors from the Connecticut Grown palette (see page 10) may be used to enhance the design. Colors selected should work well with additional graphic elements, and Connecticut Grown brand fonts should be used, see page 9 for font list.



A-Frame sign



A-Frame sign



Window Cling/Sticker

# Communications ONLINE BANNERS

Online banners come in various sizes. Shown here are examples of three standard sizes. When developing a rectangular-shaped banner the Connecticut Grown logo should appear in the lower right corner. In a horizontal banner the logo should appear on the far right and in a vertical banner the logo should appear at the bottom. Clear space guidelines from page 5 apply. It is recommended that when using solid colors or color type, colors from the Connecticut Grown color palette (see page 10, use RGB or Web Safe) should be used. These colors should work well with additional graphic elements. Connecticut Grown brand fonts should be used, see page 9 for font list.

Banner 300 x 250

Banner 120 x 600

Banner 300 x 250

Banner 300 x 250

Banner 728 x 90

Banner 728 x 90

Banner 728 x 90

# Communications T-SHIRTS (SINGLE-SIDED)

Below and on the next page are several examples of T-shirt designs. When multiple graphic images or logos are on the front of a shirt it is recommended that the Connecticut Grown logo appear in the left pocket position. If printing is on both the front and back of the shirt, the Connecticut Grown logo may be moved to the back, as shown on page 18. If printing is limited to one color, it is recommended that black or white be used. For small imprint areas, the version of the CT Grown logo without the web address may be used. Please check with your apparel vendor for logo size requirements.



Front large graphic



Front pocket graphic



Front with one color printing



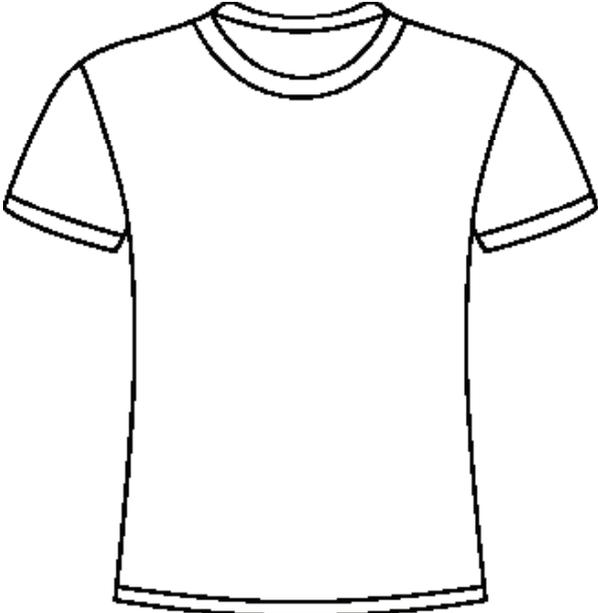
Front 4 color printing

# Communications T-SHIRTS (SINGLE-SIDED)



Front with printing on sleeve

## T-SHIRTS (DOUBLE-SIDED)



Front



Back



Back

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## Questions?

Questions regarding use of the Connecticut Grown logo can be directed to the Bureau of Agricultural Development and Resource Preservation at 860.713.2503 or via email at [doagmarketing@ct.gov](mailto:doagmarketing@ct.gov).

For information about Connecticut Grown programs and services offered through the Connecticut Department of Agriculture, please visit our website, [\*\*www.CTGrown.gov\*\*](http://www.CTGrown.gov).

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860.713.2503 • [CTGrown.gov](http://CTGrown.gov)