

BRAND GUIDELINES

Introduction

These Brand Guidelines were developed to assist those who create materials that represent Connecticut State Community College. Maintaining consistency in our branding is necessary to establish and strengthen our voice and to present the college as a unified, high-quality institution.

These guidelines provide detailed information about how to use the college and campus names, logos, colors and fonts to effectively communicate our brand to the public. In addition, a Typographic Standards document is available for graphic designers and outside vendors who require additional specific instruction.

As with any young brand's guidelines, these may need to adapt and change over time. This will therefore be a living document that can evolve over months and years to align with changing needs.

If you have any questions, please reach out to the CT State Marketing and Communications department.

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01. Names and Logos

It is important to use only the official names and logos of the college, campuses and satellite locations. The naming and logo systems were developed to represent one college with various locations, while retaining the legacy names of each campus.

Official College and Campus Names

College Name

The name of the college is **Connecticut State Community College**. This is the preferred long version. It can be shortened to **CT State Community College** (pronouncing the CT as either C-T or as Connecticut) and **CT State** (generally pronounced C-T State).

There are no acronyms or other acceptable abbreviations. *Do not use any of these names or abbreviations:* CSCC, Conn State, or Conn State Community College.

In text where the college name is mentioned more than once, it is recommended that the full **Connecticut State Community College** name be used on first mention, then **CT State** thereafter as a shorter version.

Campus Names

The name of an individual campus is **Connecticut State Community College [Campus]**. For example, **Connecticut State Community College Norwalk**. Shorter versions are, for example, **CT State Community College Norwalk** and **CT State Norwalk**. *There are no dashes, colons or other punctuation.*

Satellite Location Names

The name of a satellite location is **Connecticut State Community College [Campus—Satellite]**, with an *em dash* between the campus name and the satellite location. For example, **Connecticut State Community College Gateway—North Haven**. Shorter versions are, for example, **CT State Community College Gateway—North Haven** and **CT State Gateway—North Haven**.

The official logo consists of the words "CT STATE" in a large, bold, blue sans-serif font, with "COMMUNITY COLLEGE" in a smaller, bold, black sans-serif font directly below it.

Official College Logo

This logo is the official identifier of Connecticut State Community College. It is the principal symbol to be used to identify CT State in publications, advertisements, web pages, etc.

The campus logo for Asnuntuck features the "CT STATE COMMUNITY COLLEGE" logo above a dark blue horizontal bar containing the word "ASNUNTUCK" in white, bold, sans-serif capital letters.

Campus Logos

Campus logos include the official college logo and the campus name appearing in a blue band below it. *See page 6 for all campus logos.*

All logos should appear in CT State branded colors (blue and black, all black, or all white). See page 14 for the branding colors. See pages 8-9 for important logo guidelines.

The satellite location logo for Gateway North Haven features the "CT STATE COMMUNITY COLLEGE" logo above a dark blue horizontal bar containing the word "GATEWAY" in white, bold, sans-serif capital letters, with "NORTH HAVEN" in a smaller, bold, blue sans-serif font below the bar.

Satellite Location Logos

Satellite location logos include the campus logo (at left) with the addition of the satellite name below it. *See page 7 for satellite location logos.*

Campus Logos



Appropriate Uses

- For campus signage
- For campus-specific sponsorship advertising
- For promoting campus-specific events

Inappropriate Uses

- To brand a CT State-wide program, department, division or office
- To promote CT State-wide programs or statewide events
- On promotional items where there can be a greater cost savings to use the CT State logo for all campuses (i.e. pens, apparel, etc.)

All of these logos are available in various formats for downloading at ctstate.edu/marketing.

Satellite Location Logos

Appropriate Uses

- For campus signage
- For satellite location-specific event promotions

Inappropriate Uses

- To brand a CT State-wide program, department, division or office
- To promote CT State programs or statewide events
- On promotional items where there can be a greater cost savings to produce an item with the main CT State logo for use across all campuses (i.e. pens, apparel, etc.)



All of these logos are available in various formats for downloading at ctstate.edu/marketing.

Department/Office/Program Identifiers

Departments, offices, and programs should be identified in text on printed materials. However, when space is limited, or in unique circumstances, logo identifiers may be developed as needed (see examples at right).

Logo identifiers should only be created by the CT State Marketing and Communications department.

To request a logo identifier, please email megan.cacioppo@ctstate.edu or contact the Marketing and Communications department.



OFFICE OF INSTITUTIONAL
EFFECTIVENESS AND
PLANNING



THREE RIVERS
MANUFACTURING
APPRENTICESHIP CENTER

02. Logo Usage

The logo is one of the most important element of the CT State brand and must be used in a consistent way across all applications. The original two-color logo is preferred unless print options and/or background colors are limited. Please use the logos on a background with enough contrast to comply with Web Content Accessibility Guidelines (WCAG) standards.

Minimum Size

To maintain legibility, the logo must not be smaller than 1 inch wide in print applications and 54 pixels wide in web applications.



Protected (Non-Print) Areas College Logo

For the main CT State logo, the protected area (x) is equal to **half the height of the logo** and extends to all four sides of the logo.



Protected (Non-Print) Areas Campus Logo

For campus logos, the protected area (a) at the bottom is equal to **the height of the horizontal bar**. Top and sides have the same protected area as the main logo.



Correct Uses

Correct usage includes using logos provided, adhering to non-print areas and using the primary brand colors (blue and black or white). See page 12 for branding colors.



Incorrect Uses

- Do not ADD, REMOVE or CHANGE any elements from the logo.
- Do not stretch or condense the logo.
- Do not change the color of the logo, or any parts of it.
- Do not use logo on a dark background.



03. Additional Identifiers

While the CT State logo is the main identifier for the college, the official **college seal** and **college icon** may be used when appropriate. Please adhere to the guidelines provided here for usage of each identifier.

Official College Icon

The college icon may be used as a secondary identifier, as an illustration (die cut, watermark, etc.), and for digital needs (see page 23).

The icon should appear in CT State blue, but can appear in black or secondary colors, where appropriate.

Minimum Size

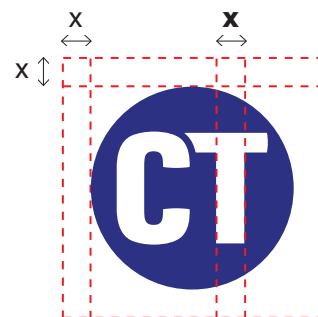
To maintain recognizability, the icon must not be smaller than .5 inch in height/width in print applications and 40 pixels wide in web applications.

Protected (Non-Print) Areas

The protected area (x) is equal to the width of the vertical stroke of the "T", *all the way around the icon.*



.5 inch (print) / 40 pixels (web)



Official College Seal

The CT State seal is used as a formal insignia on official college documents such as honorary degrees, certificates, transcripts, commencement items, etc.,. The CT State seal is not a marketing logo and should only be used with approval by the college's Marketing and Communications department.

Acceptable colors for the seal are brand colors (blue, black), metallic gold or white. Be sure to maintain a high contrast to its background to adhere to accessibility guidelines, unless used as an illustration rather than an identifier, such as in a watermark effect.

Do not reverse the black or blue seal to create a white seal. A separate white seal is available for use on a dark background.



Minimum Size

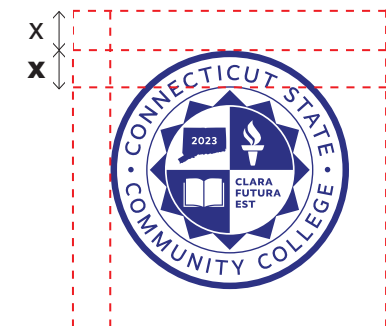
To maintain legibility, the college seal must not be smaller than 1.25 inches in height/width in print applications and 90 pixels wide in web applications.

1.25 inches (print) / 90 pixels (web)



Protected (Non-Print) Areas

The protected area (x) is equal to the the distance between the outermost solid circle and the most inner solid circle, *all the way around the seal.*



04. Brand Colors

Color is important to how our brand is perceived. CT State’s brand colors reflect trust, dependability and balance. This section provides our primary and secondary color palettes. Swatches for CMYK (digital printing), RGB (screen viewing) and HEX (web version) are provided so the colors can be used in various applications. When outside vendors offer limited color choices, select a color that comes as close as possible to the branding color(s).



Primary Color Palette

PMS	CMYK	RGB	HEX	WEB
BLUE 2746	100, 98, 9, 4	45, 49, 133	2D3185	1E059E
DARK BLUE 2758	100, 98, 23, 33	0, 3, 97	000361	
LIGHT TEAL 566	17, 0, 9, 0	208, 242, 237	D0F2ED	
BRIGHT TEAL 2239	66, 0, 38, 0	0, 211, 187	00D3BB	
DARK TEAL 6139	87, 32, 49, 8	0, 128, 128	008080	
YELLOW 116	0, 20, 100, 0	255, 204, 2	FFCC02	
BLACK C	0, 0, 0, 93	17, 17, 17	111111	

Acceptable Color Combinations for Accessibility - Text

White (ffffff) White (ffffff) Yellow (ffcc02) Yellow (ffcc02) Light Teal (d0f2ed) Light Teal (d0f2ed)	White (ffffff) White (ffffff) Yellow (ffcc02) Yellow (ffcc02) Bright Teal (00d3bb) Bright Teal (00d3bb) Light Teal (d0f2ed) Light Teal (d0f2ed)	White (ffffff) White (ffffff) Yellow (ffcc02) Yellow (ffcc02) Light Teal (d0f2ed) Light Teal (d0f2ed)
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Background: Blue (2d3185)

Background: Dark Blue

Background: Dark Teal

Black (111111) Black (111111) Dark Blue (000361) Dark Blue (000361) Blue (2d3185) Blue (2d3185)	Black (111111) Black (111111) Dark Blue (000361) Dark Blue (000361) Blue (2d3185) Blue (2d3185) Dark Teal (008080) Dark Teal (008080)	Black (111111) Black (111111) Dark Blue (000361) Dark Blue (000361) Blue (2d3185) Blue (2d3185)
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Background: Bright Teal (00d3bb)

Background: Light Teal (d0f2ed)

Background: Yellow (ffcc02)

White (ffffff) White (ffffff) Yellow (ffcc02) Yellow (ffcc02) Bright Teal (00d3bb) Bright Teal (00d3bb) Light Teal (d0f2ed) Light Teal (d0f2ed)	Black (111111) Black (111111) Dark Blue (000361) Dark Blue (000361) Blue (2d3185) Blue (2d3185) Dark Teal (008080) Dark Teal (008080)
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Background: Black (111111)

Background: White (ffffff)

For san serif fonts, the type size of 18 pt, as shown, is the minimum size recommended for accessibility. If the type is bold, it may be as small as 14 pt.

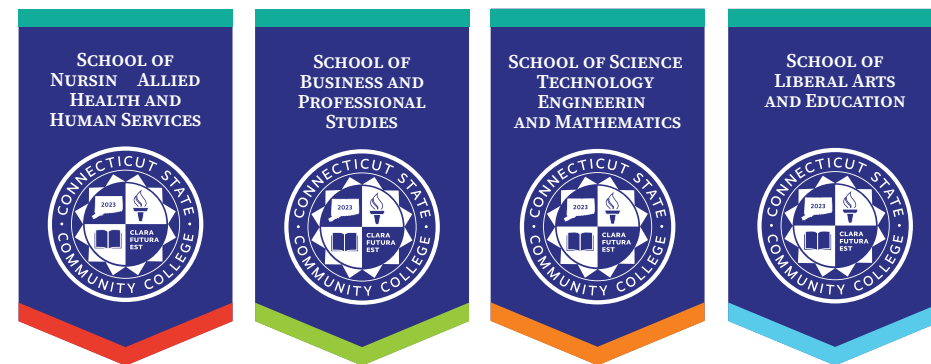
Since serif fonts are harder to read as colored type on dark backgrounds, avoid when possible. If necessary, the sizes should be larger than sans serif fonts, and/or bolder.

Secondary Color Palette

These colors are provided for use along with the primary branding colors to act as optional accent colors. It is not mandatory to use secondary colors in your work, but when used, always include the primary blue (or blue and teal) with these colors.

Unless necessary, avoid using more than two colors from this secondary color palette in one piece.

PMS	CMYK	RGB	HEX
PMS 2299	45, 0, 100, 0	154, 202, 60	9ACA3C
PMS 297	55, 0, 5, 0	96, 203, 234	5FCAE9
PMS 6081	43, 76, 5, 0	155, 90, 157	9A5A9D
PMS 179	0, 90, 90, 0	228, 65, 49	E44131
PMS 158	0, 55, 100, 0	246, 139, 31	F68A1E



This group of gonfalons for the academic schools shows a good example of combining our primary and secondary color palettes.

05. Typography

Typography plays an important role in expressing the personality of CT State. Brand fonts include two sans serif fonts and one serif font. These fonts are for use in designing marketing and promotional materials, not for correspondence (emails, letters, etc.). For designing with typography, please refer to the Typographic Standards available from the CT State Marketing and Communications department.

Primary Typefaces

The primary sans serif font for print and digital is the **Realist** font family. Realist is available in eight weights and is a variable font with numerous options within individual characters.

It can be used for both display and text, and is available at Adobe fonts.

If Realist is not available, the **Raleway** font family may be used as a replacement.

All weights of Realist (or Raleway) may be used, but expanded and condensed versions should not. Nor should the fonts be manually expanded or condensed.

Realist

Realist Thin

Realist Thin Italic

Realist Light

Realist Light Italic

Realist SemiLight

Realist SemiLight Italic

Realist Regular

Realist Regular Italic

Realist Medium

Realist Medium Italic

Realist Bold

Realist Bold Italic

Realist Black

Realist Black Italic

Supporting Typefaces

Source Serif Pro is the primary serif font for CT State.

Source Sans Pro may be used as an alternative text font. It is effective for large amounts of text, or small font sizes. *Do not use for headlines.*

Web fonts include **Realist**, **Raleway**, **Source Sans**, **Arial** and **Helvetica**.

All weights of Source Serif Pro and Source Sans Pro may be used, but expanded and condensed versions should not. Nor should these fonts be manually expanded or condensed.

Source Serif Pro

Source Serif Pro ExtraLight

Source Serif Pro ExtraLight Italic

Source Serif Pro Light

Source Serif Pro Light Italic

Source Serif Pro Regular

Source Serif Pro Regular Italic

Source Serif Pro SemiBold

Source Serif Pro SemiBold Italic

Source Serif Pro Bold

Source Serif Pro Bold Italic

Source Serif Pro Black

Source Serif Pro Black Italic

Source Sans Pro

Source Sans Pro Extra Light

Source Sans Pro Extra Light Italic

Source Sans Pro Light

Source Sans Pro Light Italic

Source Sans Pro Regular

Source Sans Pro Regular Italic

Source Sans Pro SemiBold

Source Sans Pro SemiBold Italic

Source Sans Pro Bold

Source Sans Pro Bold Italic

Source Sans Pro Black

Source Sans Pro Black Italic

Using all of the brand fonts in one document can be too busy. It is recommended that only one or two of these fonts be used together.

In instances where a typeface becomes part of an illustration, or a specific type of custom lettering is needed, a font other than these may be appropriate.

06. Stationery

The guidelines provided in this document will help bring consistency to CT State's communications. Part of that effort is unifying stationery items, including letterhead, envelopes and business cards. Other items are designed as needed, and should be requested by contacting the Marketing and Communications department.



Business Cards

Business cards are available for ordering through Publication Services. Instructions: Please go to: [printshop.ctstate.edu](#). If you have not registered your department yet, click the link provided to be set up with an account and log in information. Once logged in, click on Stationery > business cards, choose your campus logo and customize with your information.

Letterhead

Letterhead templates are available for individual campuses and for CT State. Templates can be downloaded at [ctstate.edu/marketing](#).

Envelopes

#10 Envelopes may be ordered online at [ctstate.edu/marketing#envelopes](#).



08. Digital Branding

CT State branding items and their usage should be carried through to all digital situations (websites, apps, social media, video and more). Effective and consistent digital branding strengthens and communicates our brand to the community and external audiences.

Email Signatures

Auto-Generated Email Signature

An email signature "generator" is available for faculty and staff's use in creating a signature for email correspondences. The generator is found at <https://ctstate.edu/email-gen> and will produce the format below.

John Smith

Administrator
Marketing and Communications

-  (203) 555-5555
-  185 Main Street
New Britain, CT 06105
-  ctstate.edu



Self-Composed Email Signature

If faculty and staff prefer to create their own email signature, the following is a suggested format. Please use only simple sans serif fonts (Aptos, Calibri, Arial, Helvetica, etc.) and single line spacing. The font shown below is Verdana, 10pt. **Please be sure leave at least one line space before and after the logo.**

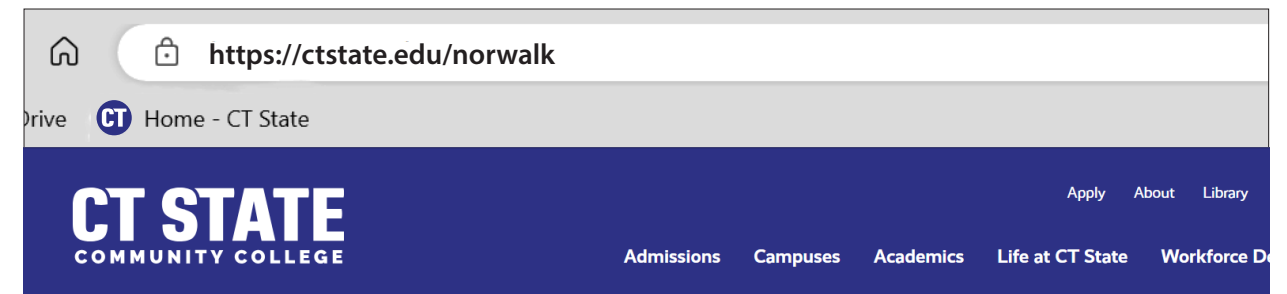
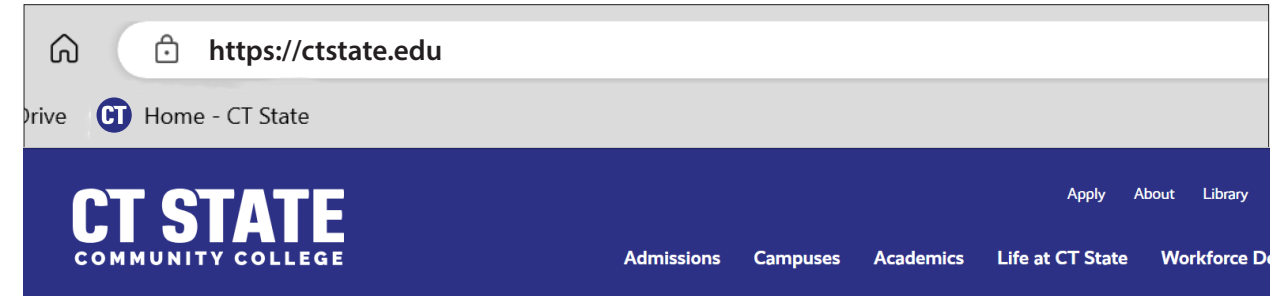
John Smith
Administrator
Marketing and Communications
CT State Norwalk
188 Richards Ave.
Norwalk, CT 06854
(203) 555-5555
ctstate.edu



Web Addresses/URLs

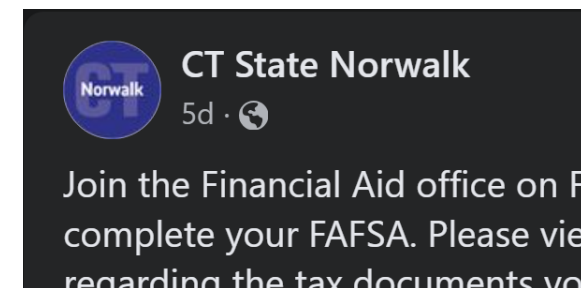
The URLs for CT State and individual campuses should be written/typed in all lower case as shown at right.

ctstate.edu
ctstate.edu/campus



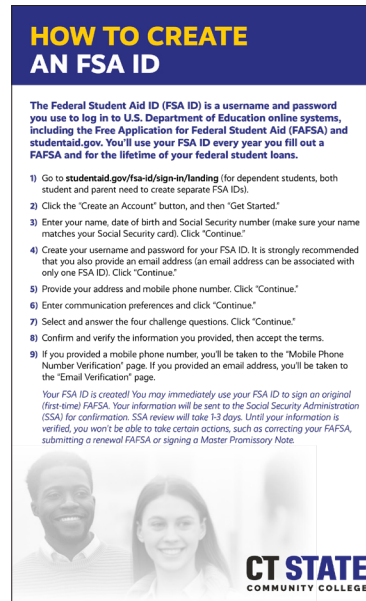
Favicons

The favicon for **social media** and **web URLs** consists of the official college icon with the campus name superimposed in white as shown. *This favicon should not be used for other purposes.*



07. Putting It All Together

Consistent use of all branding items (logos, colors, etc.) strengthens our brand. To ensure quality design for your project(s), please contact the Marketing and Communications department for assistance. Depending on the parameters, one of our established design templates may be used. The examples shown here are some of the materials designed and produced by the Marketing and Communications Department.



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CT STATE
COMMUNITY COLLEGE