CT STATE
COMMUNITY COLLEGE

BRAND
GUIDELINES

Connecticut State Community College
Marketing and Communications | October 2024

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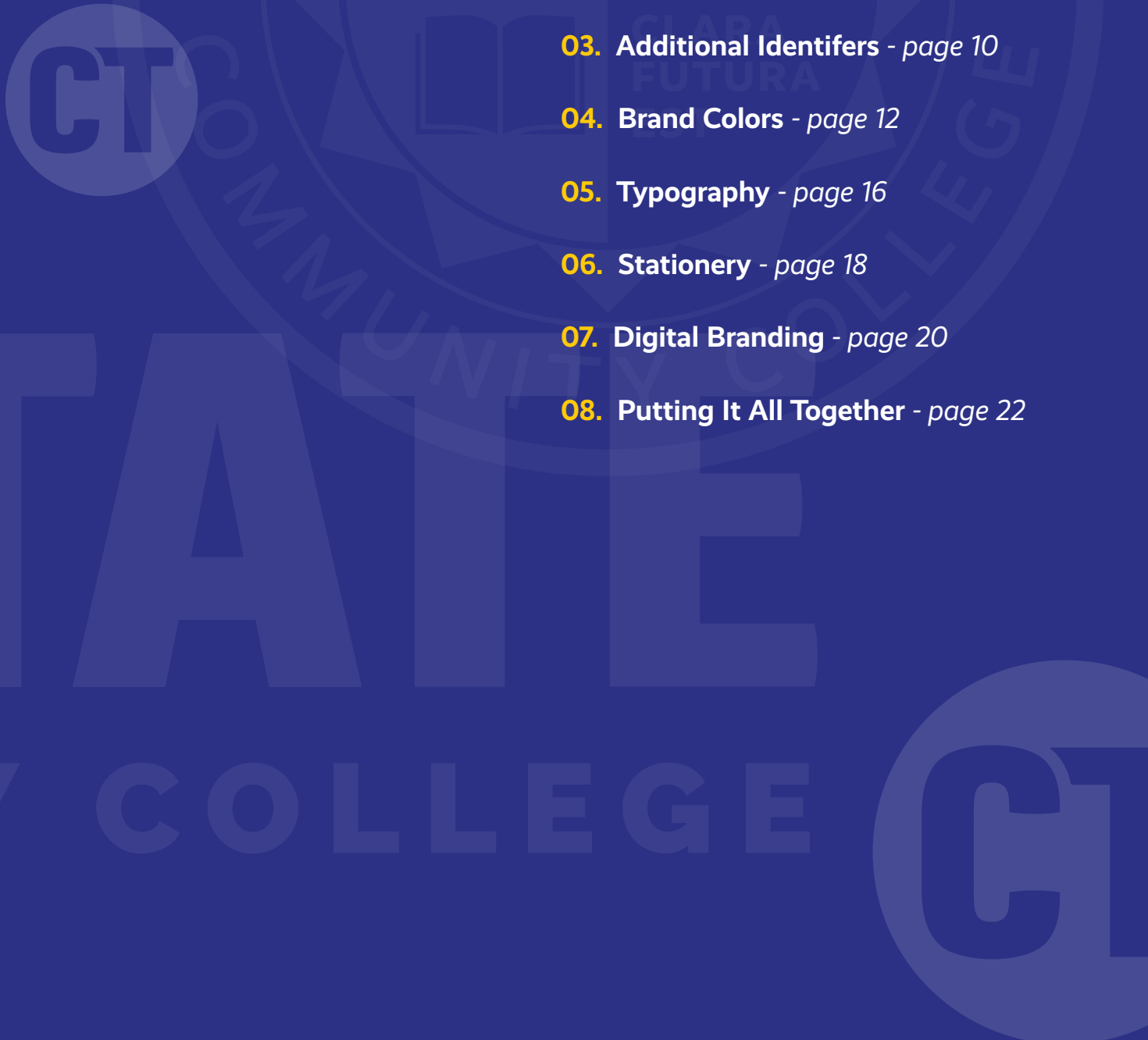
As with any young brand's guidelines, these may need to adapt and change over time. This will therefore be a living document that can evolve over months and years to align with changing needs.

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

Contents

01. Names and Logos

It is important to use only the offical 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**.

CT STATE
COMMUNITY COLLEGE

Offical 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.

CT STATE
COMMUNITY COLLEGE
ASNUNTUCK

Campus Logos

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

CT STATE
COMMUNITY COLLEGE
GATEWAY
NORTH HAVEN

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.*

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.

CT STATE
COMMUNITY COLLEGE
ASNUNTUCK

CT STATE
COMMUNITY COLLEGE
MANCHESTER

CT STATE
COMMUNITY COLLEGE
NORWALK

CT STATE
COMMUNITY COLLEGE
CAPITAL

CT STATE
COMMUNITY COLLEGE
MIDDLESEX

CT STATE
COMMUNITY COLLEGE
QUINEBAUG VALLEY

CT STATE
COMMUNITY COLLEGE
GATEWAY

CT STATE
COMMUNITY COLLEGE
NAUGATUCK VALLEY

CT STATE
COMMUNITY COLLEGE
THREE RIVERS

CT STATE
COMMUNITY COLLEGE
HOUSATONIC

CT STATE
COMMUNITY COLLEGE
NORTHWESTERN

CT STATE
COMMUNITY COLLEGE
TUNXIS

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.)

CT STATE
COMMUNITY COLLEGE
GATEWAY
NORTH HAVEN

CT STATE
COMMUNITY COLLEGE
MIDDLESEX
MERIDEN

CT STATE
COMMUNITY COLLEGE
QUINEBAUG VALLEY
WILLIMANTIC

CT STATE
COMMUNITY COLLEGE
NAUGATUCK VALLEY
DANBURY

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 identifer, please email **megan.cacioppo@ctstate.edu** or contact the Marketing and Communications department.

CT STATE
COMMUNITY COLLEGE
OFFICE OF INSTITUTIONAL EFFECTIVENESS AND PLANNING

CT STATE
COMMUNITY COLLEGE
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.

1 inch (print) / 54 pixels (web)

CT STATE
COMMUNITY COLLEGE

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.

½ X   ½ X

½ X

CT STATE
COMMUNITY COLLEGE

X

½ X

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.

½ X   ½ X

½ X

CT STATE
COMMUNITY COLLEGE

X

ASNUNTUCK

a
a

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 identifer for the college, the offical **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.
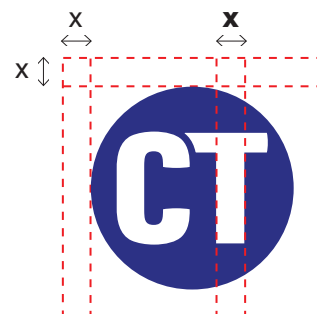
Minimum Size

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.
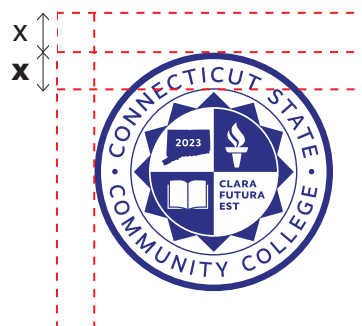
Minimum Size

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 an important component of how our brand is perceived. CT State's brand colors reflect trust, dependablility and balance. Dark blue (Pantone 2746), black (Pantone Black C) and teal (Pantone 3275) are the primary brand colors, with seven additionals colors making up a secondary color palette. Swatches for CMYK (digital printing), RGB (screen viewing) and HEX (web version) are provided so the colors can be used in various applications.

PMS 2746
100, 98, 9,
45, 49, 13 3
2D3185

PMS BLACK C
67, 64 , 67, 67
45, 42, 38
2D2A 26

PMS 3275
80, 0, 50, 0
0, 171 , 154
00AB9 A

Primary Color Palette

PMS	CMYK	RGB	HEX	Tints / Gradient
Pantone 2746	100 / 98 / 9 / 4	45 / 49 / 133	2D3185	
Pantone Black C	67 / 64 / 67 / 67	45 / 42 / 38	2D2926	
Pantone 3275	80 / 0 / 50 / 0	0 / 171 / 154	00AB9A	

Do not use muted (grayed) versions of these colors. Tints (lighter versions) and gradients are acceptable, but it is recommended that full strength of the color also be used in the same piece to establish the brand color.

When printing/fabrication methods offer limited color choices, select a color that comes as close as possible to the branding color(s).

Always opt for the most contrast between type color and background. See examples at right for good color contrast.

The teal should be used at 85% in type on blue or black backgrounds.

BLUE text on white background
BLACK text on white background
TEAL text on white background

WHITE text on blue background
85% TEAL text on blue background

WHITE text on teal background
BLACK text on teal background
BLUE text on teal background

WHITE text on black background
85% TEAL text on black background

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.

In typography, always opt for the most contrast between type color and background. For example, do not use the yellow on a white background, or the purple or red on a dark background. Such combinations hinder readability and therefore accessibility. See below for examples of good color contrast.

LIGHT GREEN on white background
LIGHT BLUE on white background
PURPLE on white background
RED on white background
ORANGE on white background

YELLOW on primary blue background
LIGHT GREEN on primary blue background
LIGHT BLUE on primary blue background

YELLOW on primary black background
LIGHT GREEN on primary black background
LIGHT BLUE on primary black background

YELLOW on 100% black background
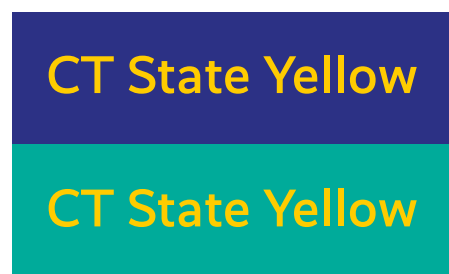LIGHT GREEN on 100% black background
LIGHT BLUE on 100% black background

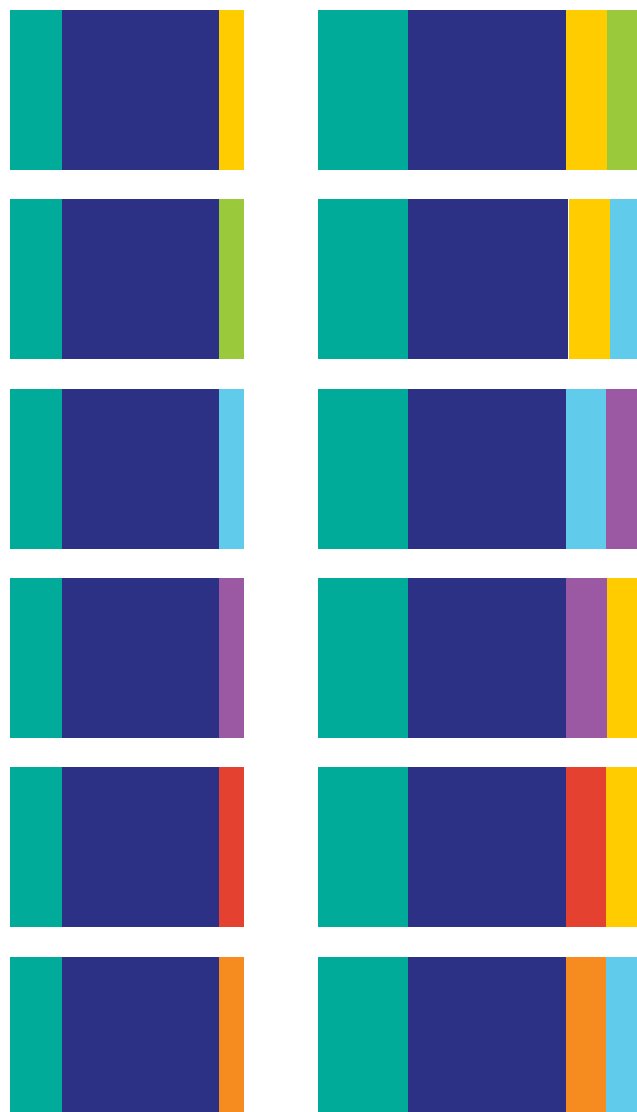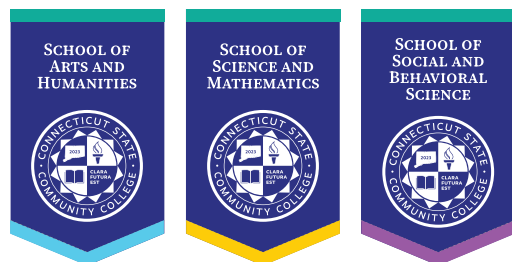| PMS	CMYK	RGB	HEX
Pantone 123	0 / 20 / 100 / 0	255 / 204 / 0	FFCCOO
Pantone 2299	45 / 0 / 100 / 0	154 / 202 / 60	9ACA3C
Pantone 297	55 / 0 / 5 / 0	96 / 203 / 234	5FCAE9
Pantone 2583	44 / 77 / 0 / 0	155 / 89 / 164	9A59A3
Pantone 1795	5 / 90 / 90 / 0	228 / 65 / 49	E44131
Pantone 158	0 / 55 / 100 / 0	246 / 139 / 31	F68A1E

The swatches shown at right suggest some good proportions between colors from the primary and secondary palettes used together. The dark blue (or dark blue and teal) should be the main color(s) when possible.

When selecting color combinations, keep in mind how the colors react with one another. Select colors by their value (lightness/darkness), intensity, and how they react with each other for best results.

CT State Yellow

CT State Yellow

The value of a color (how light or dark it is) can appear to change when surrounded by different colors.

SCHOOL OF NURSING AND HEALTH PROFESSIONS

SCHOOL OF BUSINESS AND HOSPITALITY

SCHOOL OF ENGINEERING AND TECHNOLOGY

SCHOOL OF ARTS AND HUMANITIES

SCHOOL OF SCIENCE AND MATHEMATICS

SCHOOL OF SOCIAL AND BEHAVIORAL SCIENCE

A good example of usage of the 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

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.

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.

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

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.

Employee First Last Name
Employee Title
Department or Office

📞 555-555-5555
📱 555-555-5555
@ employee.name@ctstate.edu
📍 Address Line 1
Address Line 2
Town/City, CT 06XXX

CT STATE
COMMUNITY COLLEGE

📞 555-555-5555
📱 555-555-5555
@ employee.name@ctstate.edu
📍 Address Line 1
Address Line 2
Town/City, CT 06XXX

CT STATE
COMMUNITY COLLEGE
ASNUNTUCK

ctstate.edu

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**.

CT STATE
COMMUNITY COLLEGE

NORWALK

Date

Addressee
Street Ad
Street Ad
City, State

Salutation

Sed ut per
totam rem
explicabo
consequu
dolorem i
incidunt u
nostrum e
Quis autem
vel illum

Nemo eni
magni dol
quia dolor
labore et
exercitatio
autem vel
illum qui

Closing,

Signatory
Title
Departme
Phone Nu

CT STATE
COMMUNITY COLLEGE

Date

Addressee's Name
Street Address Line 1
Street Address Line 2
City, State, Zip

Salutation,

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem
vel illum

Nemo enim
magni dolo
quia dolor
labore et d
exercitatio
autem vel
illum qui

Closing,

Signatory
Title
Departmen
Phone Nu

CT STATE
COMMUNITY COLLEGE

NORWALK

CT STATE
COMMUNITY COLLEGE

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

CT STATE
COMMUNITY COLLEGE

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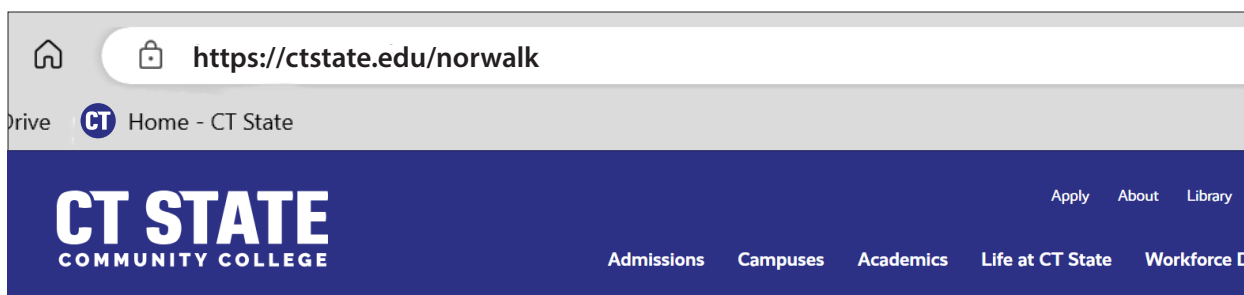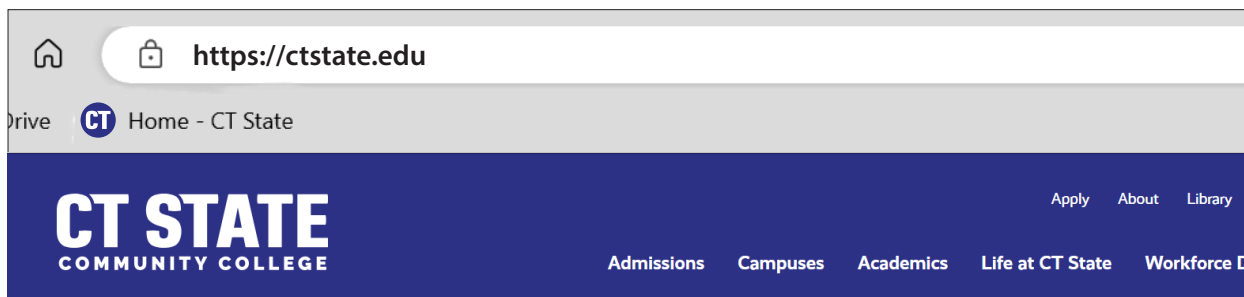
John Smith
Administrator
Marketing and Communications
CT State Norwalk
188 Richards Ave.
Norwalk, CT 06854
(203) 555-5555
ctstate.edu

CT STATE
COMMUNITY COLLEGE
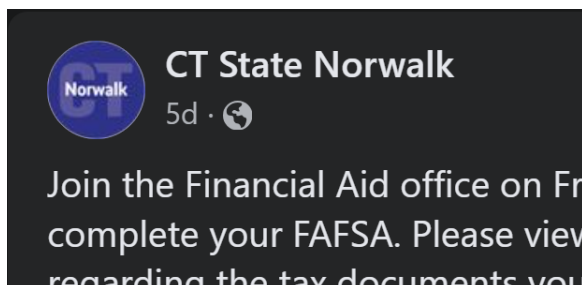
Web Addresses/URLs

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.

HOW TO CREATE AN FSA ID

The Federal Student Aid ID (FSA ID) is a username and password you use to log in to U.S. Department of Education online systems, including the Free Application for Federal Student Aid (FAFSA) and studentaid.gov. You'll use your FSA ID every year you fill out a FAFSA and for the lifetime of your federal student loans.

1) Go to **studentaid.gov/fsa-id/sign-in/landing** (for dependent students, both student and parent need to create separate FSA IDs).

2) Click the "Create an Account" button, and then "Get Started."

3) Enter your name, date of birth and Social Security number (make sure your name matches your Social Security card). Click "Continue."

4) Create your username and password for your FSA ID. It is strongly recommended that you also provide an email address (an email address can be associated with only one FSA ID). Click "Continue."

5) Provide your address and mobile phone number. Click "Continue."

6) Enter communication preferences and click "Continue."

7) Select and answer the four challenge questions. Click "Continue."

8) Confirm and verify the information you provided, then accept the terms.

9) If you provided a mobile phone number, you'll be taken to the "Mobile Phone Number Verification" page. If you provided an email address, you'll be taken to the "Email Verification" page.

Your FSA ID is created! You may immediately use your FSA ID to sign an original (first-time) FAFSA. Your information will be sent to the Social Security Administration (SSA) for confirmation. SSA review will take 1-3 days. Until your information is verified, you won't be able to take certain actions, such as correcting your FAFSA, submitting a renewal FAFSA or signing a Master Promissory Note.

CT STATE COMMUNITY COLLEGE

SHORT-TERM TRAINING OFFERED YEAR-ROUND

Register Now! **ctstate.edu/ce**

CT STATE COMMUNITY COLLEGE

Apply for SPRING 2024 GRADUATION

Deadline: **APRIL 15, 2024**

Apply online at **myCTState.edu** or scan the QR code below. Once logged in, click on "Apply for Graduation" on the Student Self-Service card.

CT STATE COMMUNITY COLLEGE
GATEWAY

ENROLL -IN-A- DAY

Saturday, July 8
9 AM - 1 PM

CT STATE COMMUNITY COLLEGE

Asnuntuck (Enfield) • Capital (Hartford) • Gateway (New Haven)
Housatonic (Bridgeport) • Manchester • Middlesex (Middletown/Meriden)
Naugatuck Valley (Waterbury/Danbury) • Northwestern (Winsted)
Norwalk • Quinebaug Valley (Danielson/Willimantic)
Three Rivers (Norwich) • Tunxis (Farmington)

ctstate.edu/enroll

YOUR *Community.* **YOUR** *College.*

CT STATE COMMUNITY COLLEGE
ctstate.edu

Interested in Enrolling in CT State? Attend an

OPEN HOUSE

Marketing and Communications

Charlene Tappan, *Senior Director of Strategic Marketing*
charlene.tappan@ctstate.edu

Graphics Team

Megan Cacioppo, *Director of Creative Services*
megan.cacioppo@ctstate.edu

Cynthia Schick, *Graphic Designer II*
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John Mik, *Graphic Designer II*
john.mik@ctstate.edu

Bryan Bonina, *Graphic Designer II*
bryan.bonina@ctstate.edu

Duc Tinh, *Graphic Designer II*
duc.tinh@ctstate.edu

Michael Wasik, *Graphic Designer I*
michael.wasik@ctstate.edu

Eric Campbell, *Graphic Designer I*
eric.campbell@ctstate.edu

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