

CT STATE
COMMUNITY COLLEGE

BRAND GUIDELINES

CT State Community College
Marketing & Communications

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College Name

The official 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). In text where the college name is mentioned several times, it is best to use the full Connecticut State Community College on first mention, then CT State thereafter as a shorter version.

Campus Names

A campus name is officially **Connecticut State Community College [Campus]**. For example, Connecticut State Community College Norwalk. There are no dashes, colons or other punctuation in the campus name. Shorter versions of the campus name are CT State Community College Norwalk and CT State Norwalk.

Satellite Location Names

A satellite location name is officially **Connecticut State Community College [Campus—Satellite]**. For example, Connecticut State Community College Gateway—North Haven. There is an em dash between the main campus name and the satellite location. Shorter versions are CT State Community College Gateway—North Haven and CT State Gateway—North Haven.

College Logo

The CT State Community College logo is the official trademark of the institution. It is the principal college symbol to be used to identify CT State, in publications, advertisements, web pages, etc. Acceptable logo color options are black/blue, all black, or all white. *See the Logo Usage section on page 10 for more logo guidelines.*

Official CT State Logo:

CT STATE
COMMUNITY COLLEGE

Additional Logos, Emblems, & Identifiers

While the CT State logo is the main identifier for the college, individual campus logos, the college seal, and icon may be used when appropriate.



Campus Logos

Campus logos are defined by their name paired with the top portion of the CT State logo. Proportions and sizes have been preset using a defined naming hierarchy. **These logos may only be used in color options black/blue, all black, or all white.** See page 8 for the full list of campus logos.



College Icon

While the CT State logo is the main identifier for the college, a CT State icon can be used to extend our brand where appropriate. The icon should appear in CT State blue, but can appear in our black or secondary colors where appropriate.



Satellite Location Logos

Proportions and sizes have been preset using a defined naming hierarchy. **These logos may only be used in color options black/blue, all black, or all white.** See page 9 for the full list of satellite location logos.



College Seal

The CT State Community College seal is used for certain traditional purposes such as honorary degrees, certificates, transcripts, commencement items, etc., and only with college Public Relations approval. Acceptable colors for the seal are gold, blue, black, or white.

Campus Logos

Appropriate use includes, on:

- Campus signage
- Campus-specific sponsorship advertising
- Campus-specific event promotions

Misappropriate use includes:

- 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 produce an item with the main CT State logo for use across all campuses (i.e. pens, apparel, etc.)



Satellite Location Logos

Appropriate use includes, on:

- Signage
- Satellite location specific event promotions

Misappropriate use includes:

- 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 produce an item with the main CT State logo for use across all campuses (i.e. pens, apparel, etc.)



Department/Office/Program Identifiers

Logo identifiers for departments, offices, and programs may be developed for use on certain approved items. To request a logo with an identifier, please email CSchick@norwalk.edu.

Logo identifiers should only be designed by the CT State Marketing office.



03 Logo Usage

The logo is an important piece of the CT State brand and must be used in a clear and consistent way across all applications.

The original two-color logo is preferred unless print options and/or background colors are limited. Please refer to the options at right for guidance on which logo to use.

To meet accessibility standards, use the logo on a background with a contrast that is consistent with Web Content Accessibility Guidelines (WCAG) standards.

Legibility

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

To maximize impact and ensure readability, a protected area around the logo should always be maintained. The protected area (x) is equal to half the height of the logo and extends to all four sides of the logo.

Minimum Size
Print: 1 inch
Web: 54 pixels



Appropriate use:

- Blue/black, all black, or all white are acceptable.



Misappropriate use includes:

- Adding to or removing from the logo
- Stretching the logo
- Changing the color of the logo
- Placing logo on a dark background (accessibility issue)

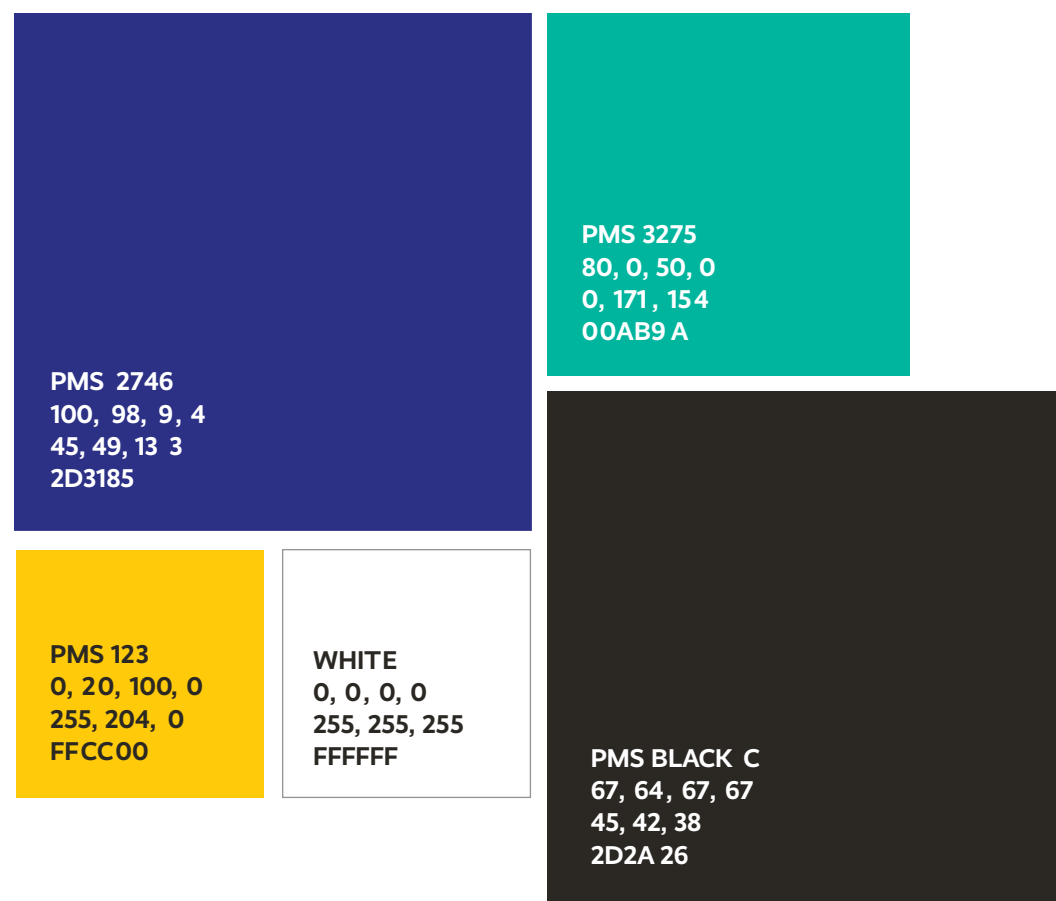


04

Color Usage

CT State's colors are associated with feelings of trust, dependability, and balance — representing a new unified chapter for education in the Nutmeg State.

CT State's colors should be balanced according to the proportions in the below diagram. CT State's blue and black are primary, teal is the main accent color with yellow as a secondary accent color. Pantone or CMYK colors should be used for print materials, with RGB used for digital.



PMS	CMYK	RGB	HEX
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
Pantone 123	0 20 100 0	255 204 0	ffcc00

05 Typefaces

Typography plays an important role in expressing the personality of CT State. Consistent use of these preferred font families in will strengthen and unify our communications.

Primary Typeface

Our 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) and can be used for display and text. Available at Adobe fonts.

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

- 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***

Supporting Typefaces

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

Web fonts include Realist, Source Sans, Roboto, and Helvetica.

06 Stationery & Web URL

The guidelines provided in this document will help bring consistency to CT State's communications. Part of that effort is unifying stationery, including letterhead and business cards.



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**.

CT State's website URL should be written as:

ctstate.edu

(all lowercase)



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