



**CT STATE**  
**COMMUNITY COLLEGE**

Style Guide  
**January 2022**



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# 01

## Mission & Vision

### OUR MISSION

CT State provides access to academically rigorous and innovative education and training focused on student success. The College supports excellence in teaching and learning, makes data-informed decisions, promotes equity, and advances positive change for the students, communities, and industries it serves.

### OUR VISION

CT State will be recognized for exceptional student success, educational leadership, and transformative collaboration with business and industry, government, educational, and key stakeholders while advancing diverse opportunities for CT's citizens and communities.

Established in 2019,  
and launched in 2023,  
CT State is one of the largest  
community colleges in the U.S.,  
serving over 70k students.

**CT STATE**  
COMMUNITY COLLEGE

## Logo & Name

The logotype is the primary identifier for CT State and sets the brand tone of our college: connected, confident and bold.

### **Connecticut State Community College**

is the official name of our institution and is the preferred long version of our name.

The preferred short version of our name, particularly on second reference, is **CT State**.

The only other acceptable version of our name is **CT State Community College**.

The logo for CT State Community College features the words "CT STATE" in a large, bold, sans-serif font. "CT" is in black, and "STATE" is in blue. Below this, the words "COMMUNITY COLLEGE" are written in a smaller, bold, black, sans-serif font.

**CT STATE**  
**COMMUNITY COLLEGE**

# Alternate Wordmarks & Lockups

While the CT State logotype is the main identifier for the college, individual campus wordmarks should be used when appropriate. For a custom wordmark for your department or office, please contact [brand@ctstate.edu](mailto:brand@ctstate.edu)

**CT STATE**  
ASNUNTUCK

## CAMPUS WORDMARKS

Campus wordmarks 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.



## 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.

**CT STATE** | OFFICE OF  
THE PRESIDENT

## DEPT. & OFFICE WORDMARKS

Campus wordmarks are defined by their name paired with the top portion of the CT State logo. Proportions and sizes have been preset using a defined hierarchy. For a custom wordmark for your department or office, please contact [brand@ctstate.edu](mailto:brand@ctstate.edu)



# Color

CT State's colors are bold and bright — representing a new unified chapter for education in the Nutmeg State.

## COLOR USAGE

CT State's bold blue and black should be used primarily, with bright secondary colors used to provide emphasis. Pantone or CMYK colors should be used for print materials, with RGB used for digital.

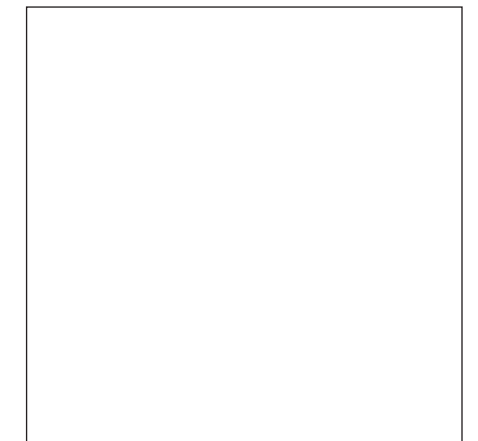
## Primary



PANTONE 2146 C  
Hex #00308f  
RGB 0 53 142  
CMYK C100 M93 Y13 K5



PANTONE Black C  
Hex #2d2926  
RGB 45 42 38  
CMYK C93 M2 Y25 K4



White  
Hex #ffffff  
RGB 255 255 255  
CMYK C0 M0 Y0 K0

## Secondary



PANTONE 7417 C  
Hex #ed5126  
RGB 237 81 38  
CMYK C1 M84 Y98 K0



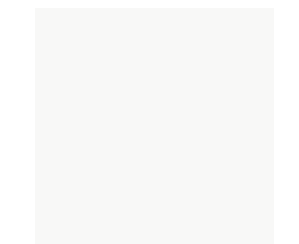
PANTONE 102 C  
Hex #fce300  
RGB 256 225 0  
CMYK C5 M5 Y100 K0



PANTONE BLUE 0821 C  
Hex #74D1EA  
RGB 250 162 27  
CMYK C0 M42 Y100 K0



PANTONE 2757 C  
Hex #001e60  
RGB 247 245 244  
CMYK C2 M2 Y2 K0



PANTONE Warm Gray 1C (20% tint)  
Hex #f7f5f4  
RGB 247 245 244  
CMYK C2 M2 Y2 K0

# 04

## Logo Use

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 duo 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 WCAG standards. For guidance, email [brand@ctstate.edu](mailto:brand@ctstate.edu)



To maintain legibility, the primary logotype must not be smaller than 1 incdh 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



### Protected Area





## Logo Use (continued)

### DO NOT

- Change the color of the logo
- Stretch the logo
- Recreate the logo
- Place the logo on a background that does not meet accessibility standards

If you have questions about logo use, email [brand@ctstate.edu](mailto:brand@ctstate.edu)



## Name Use

DO NOT use any of these names or abbreviations in text:

- ~~ESEC~~
- ~~Conn State~~
- ~~Conn State Community College~~

The only acceptable names to use in text are:

- **Connecticut State Community College**
- **CT State Community College**
- **CT State**



# Typography

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

## FONT USAGE

Our primary 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.

Our secondary font, for print and digital, is the Verdana font family, which is a default font on computers running Windows.

## PRIMARY FONT

### Realist

Realist Regular  
*Realist Italic*  
 Realist Thin  
*Realist Thin Italic*  
 Realist Light  
*Realist Light Italic*  
 Realist Semilight  
*Realist Semilight Italic*  
**Realist Medium**  
*Realist Medium Italic*  
**Realist Bold**  
*Realist Bold Italic*  
**Realist Extrabold**  
*Realist Extrabold Italic*  
**Realist Black**  
*Realist Black Italic*

## SECONDARY FONT

### Verdana

Verdana Regular  
*Verdana Italic*  
**Verdana Bold**  
*Verdana Bold Italic*

# Stationery & Brand In Use

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.

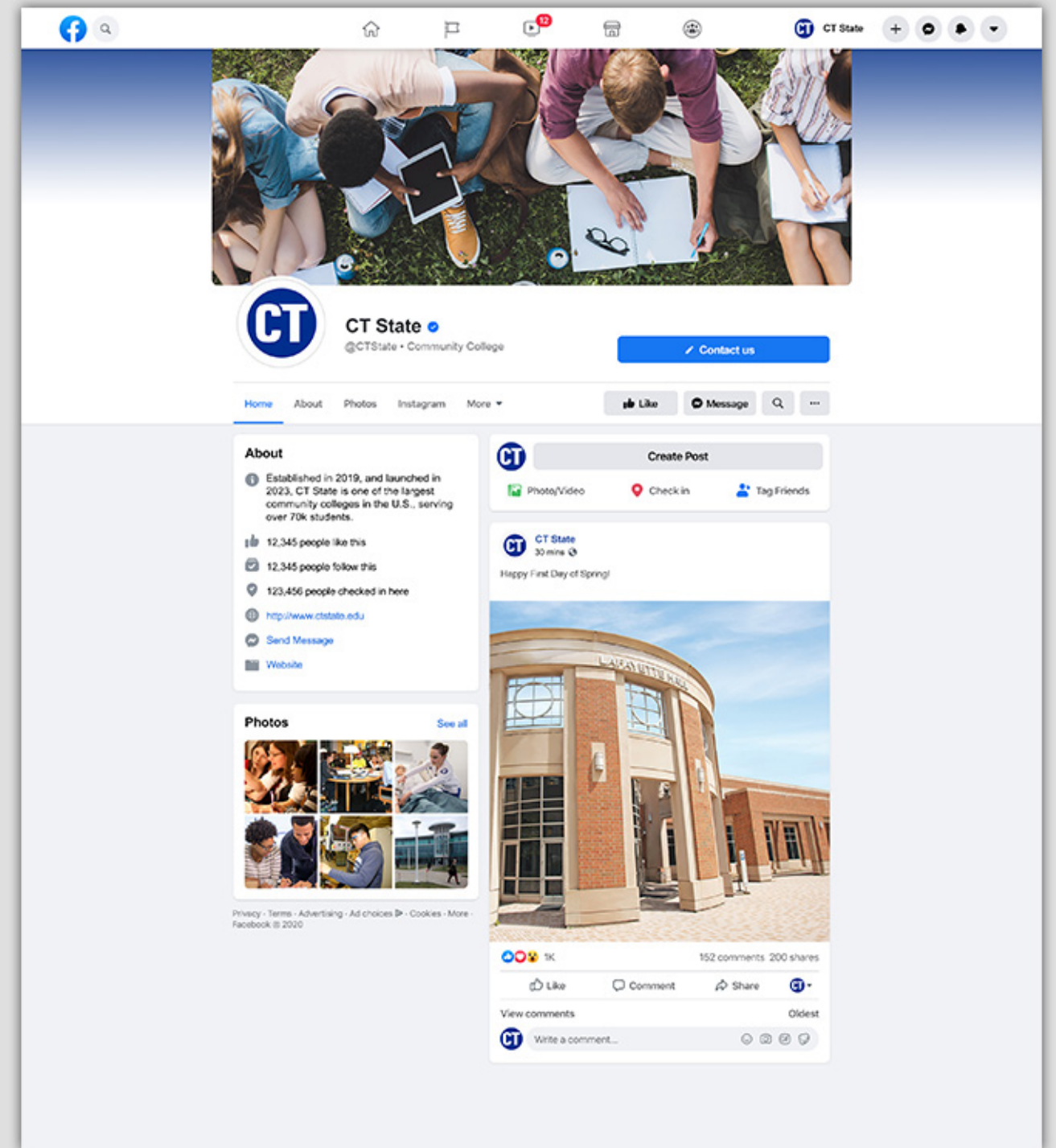
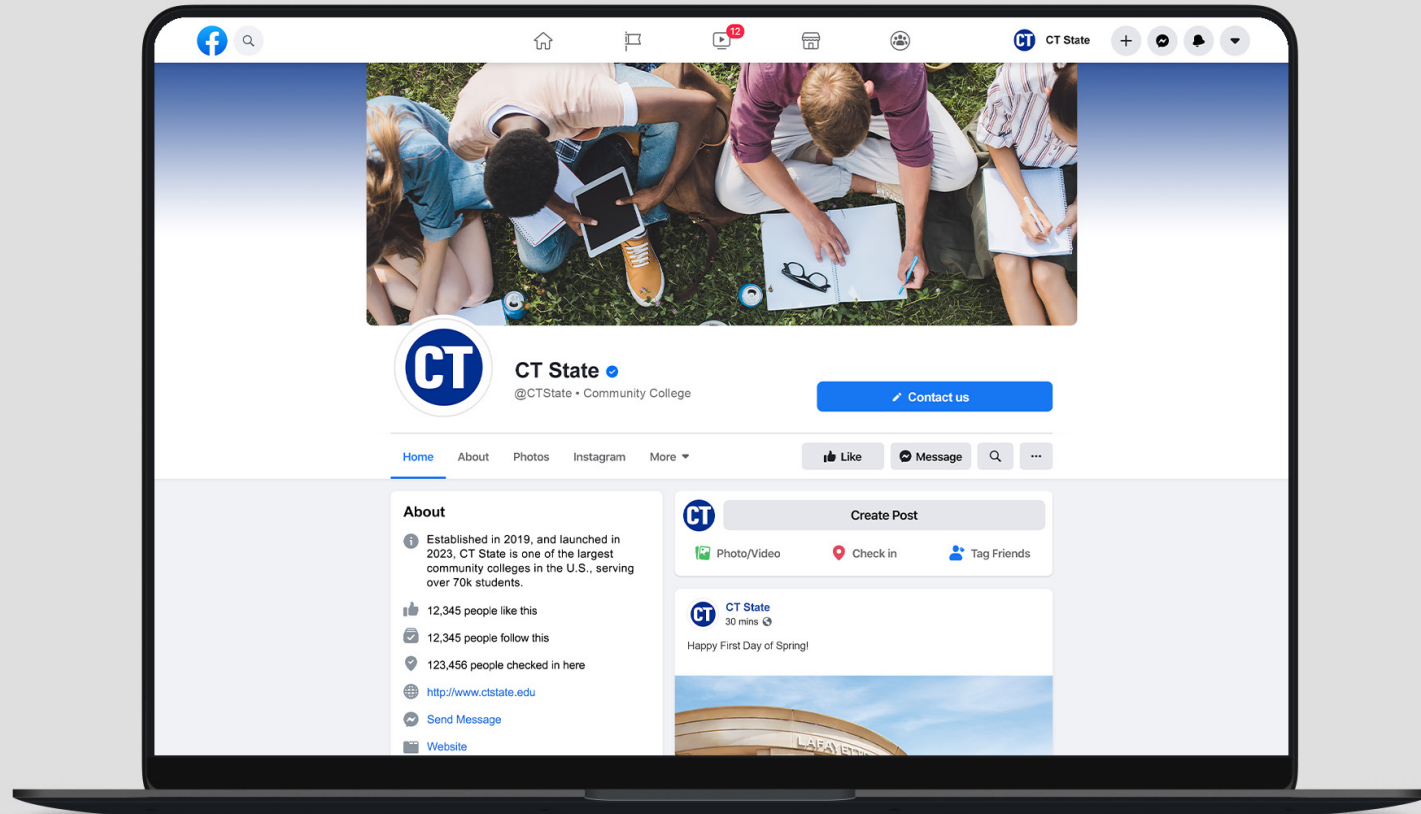
A folder with templates, including for letterhead and email signatures, can be found [HERE](#).



## BEST PRACTICES:

- Use the logo correctly (see Section 4)
- When in doubt, use the HEX #s of our brand colors (our blue should always be **#00308f**)
- Use our fonts!
- If something doesn't look right, ask **brand@ctstate.edu**

























































Have a question or request?  
Reach out!  
**brand@ctstate.edu**



## Accessibility

CT State is committed to meeting WCAG 2.0 AA accessibility requirements for all communications. See a full chart of acceptable uses for CT State brand colors at the right.

For questions about accessibility, email [brand@ctstate.edu](mailto:brand@ctstate.edu)

	White text #FFFFFF Aa	Light text #FCE300 Aa	Bright text #74D1EA Aa	Bright text #ED5126 Aa	Medium text #00308F Aa	Dark text #001E60 Aa	Black text #2D2926 Aa
 Black background #2D2926	 Aa	 Aa	 Aa	 Aa	 Aa	 Aa	 Aa
 Dark background #001E60	 Aa	 Aa	 Aa	 Aa	 Aa	 Aa	 Aa
 Medium background #00308F	 Aa	 Aa	 Aa	 Aa	 Aa	 Aa	 Aa
 Bright background #ED5126	 Aa	 Aa	 Aa	 Aa	 Aa	 Aa	 Aa
 Bright background #74D1EA	 Aa	 Aa	 Aa	 Aa	 Aa	 Aa	 Aa
 Light background #FCE300	 Aa	 Aa	 Aa	 Aa	 Aa	 Aa	 Aa
 White background #FFFFFF	 Aa	 Aa	 Aa	 Aa	 Aa	 Aa	 Aa

**CT STATE**  
COMMUNITY COLLEGE