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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.
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.
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.
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.
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

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.
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

Name Use

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

- CSCC
- 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
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