



Connecticut Grown Brand Standards





Primary Logo

The primary logo should be used in full color whenever possible. When used in 1 color it should be white against a solid color background of CT Grown's standards or an image with proper contrast if possible.





Icon Logo

The icon logo should be used in places that the primary logo would become illegible. Uses include social media icons, stamps, etc.



Primary Logo



Icon



Wordmarks

Logo Variations

The primary logo with the tagline and the primary logo with the website are interchangeable with the primary logo depending on use. When the logo is used in a space large enough that the tagline/website are legible, it is appropriate to use those variations if it is preferred by the party using the logo.

The icon logo with the website below it should be typically used on packaging materials (pg. 21). Many other uses of the icon logo the domain would be too small to read.



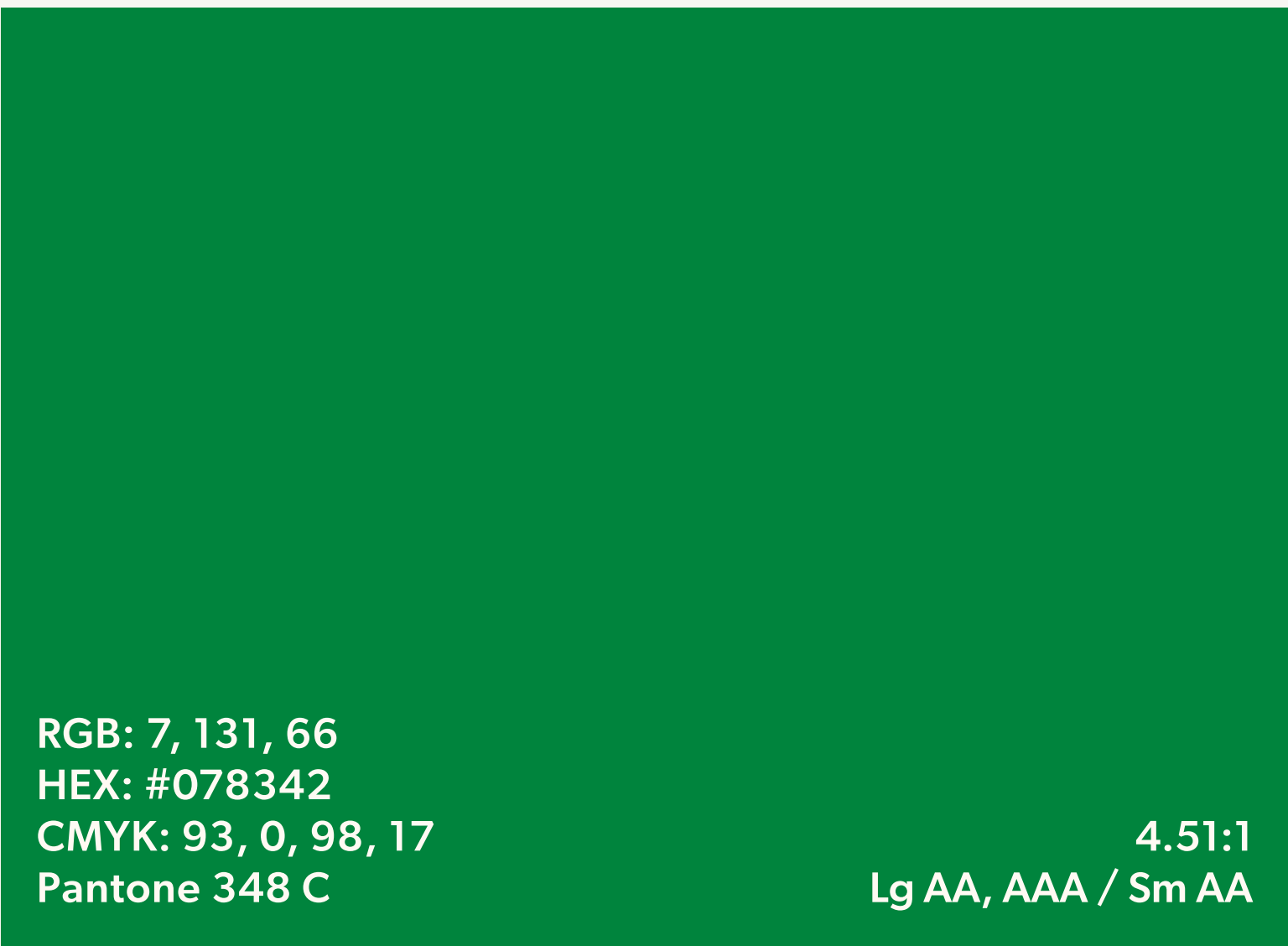
Primary Logo with Tagline



Icon with Website

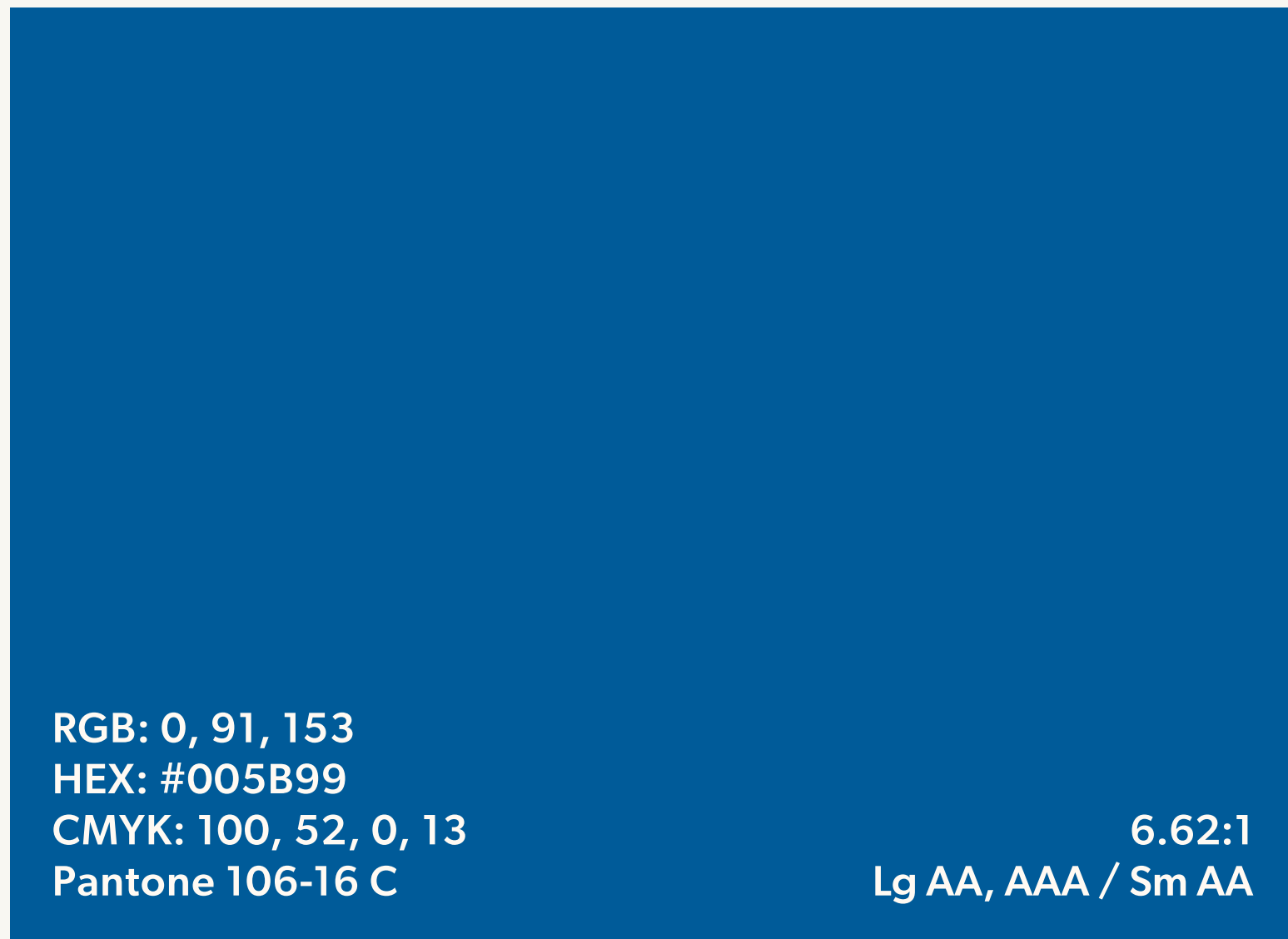


Primary Logo with Website



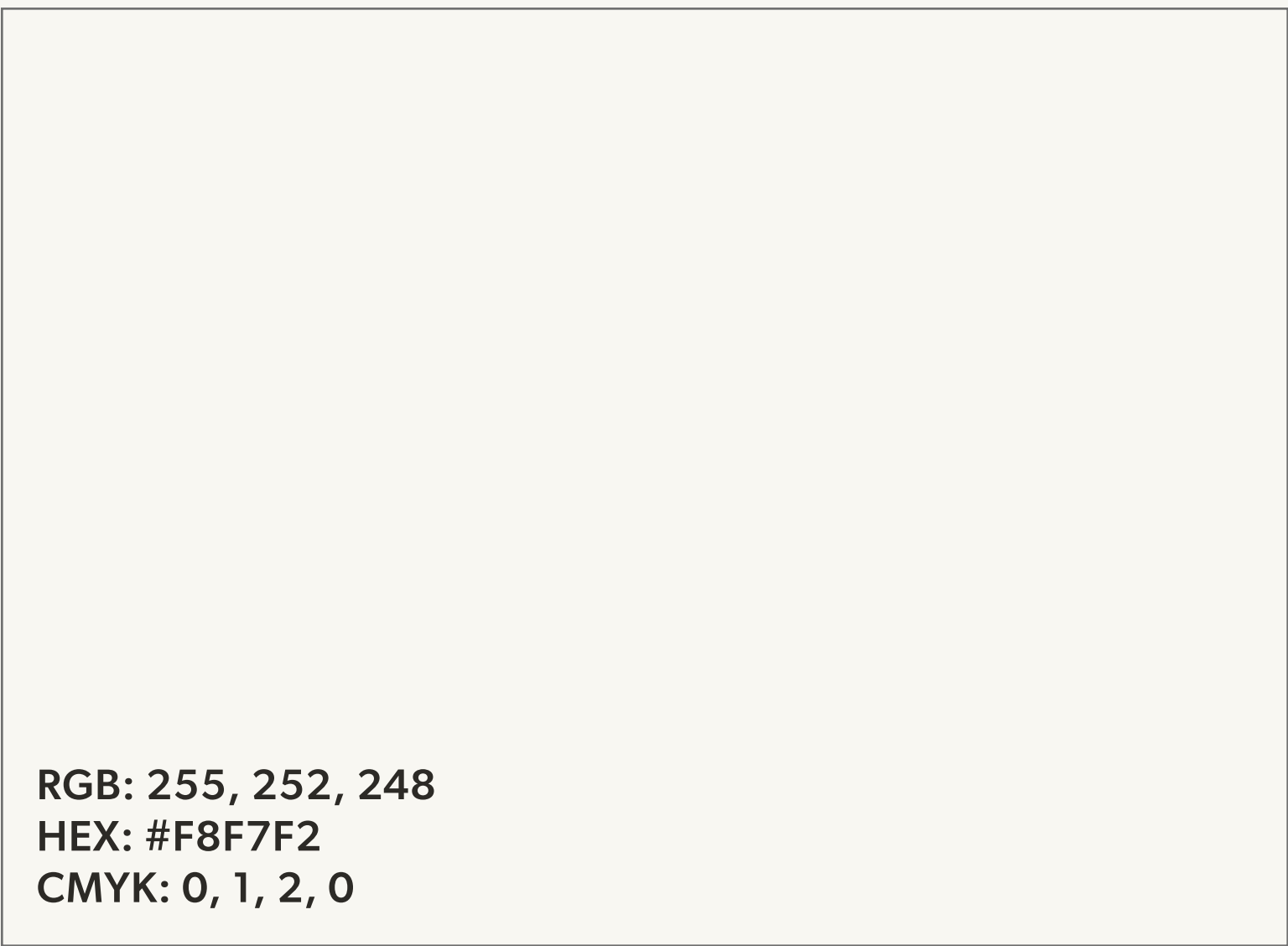
RGB: 7, 131, 66
HEX: #078342
CMYK: 93, 0, 98, 17
Pantone 348 C

4.51:1
Lg AA, AAA / Sm AA

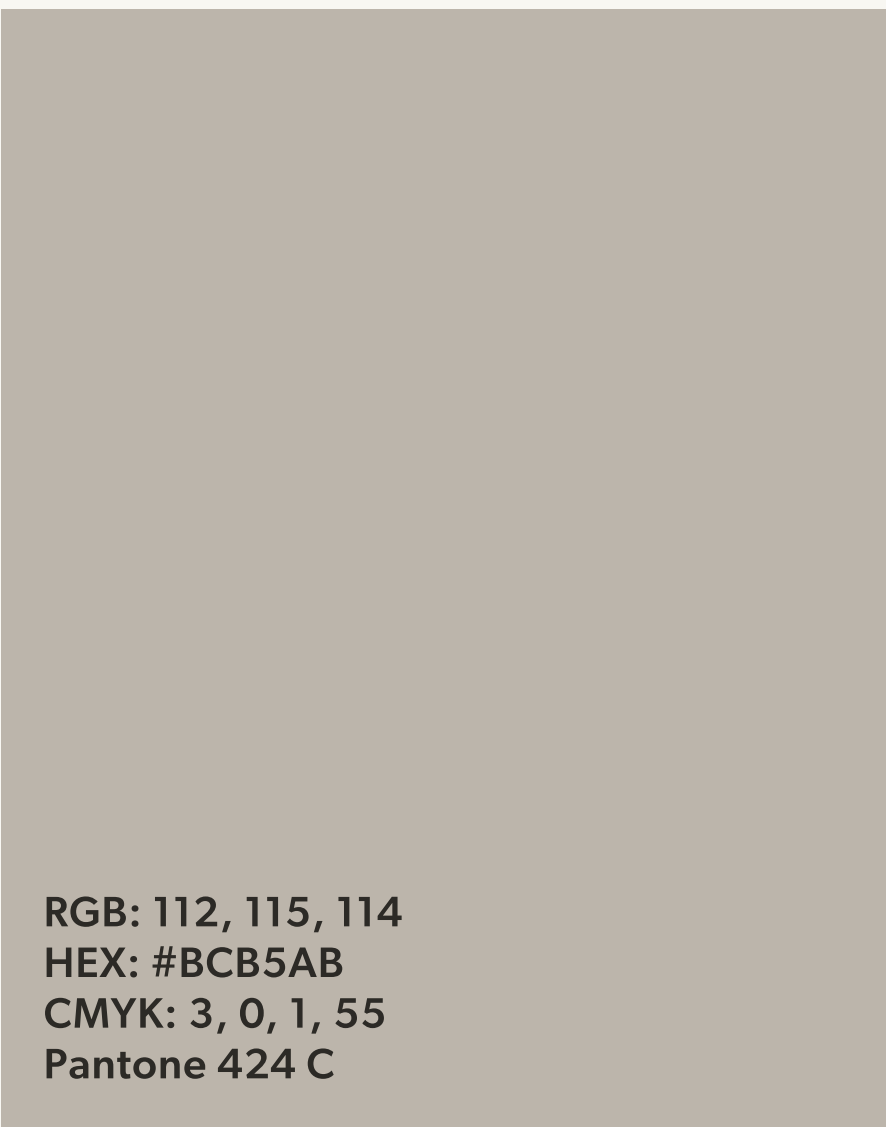


RGB: 0, 91, 153
HEX: #005B99
CMYK: 100, 52, 0, 13
Pantone 106-16 C

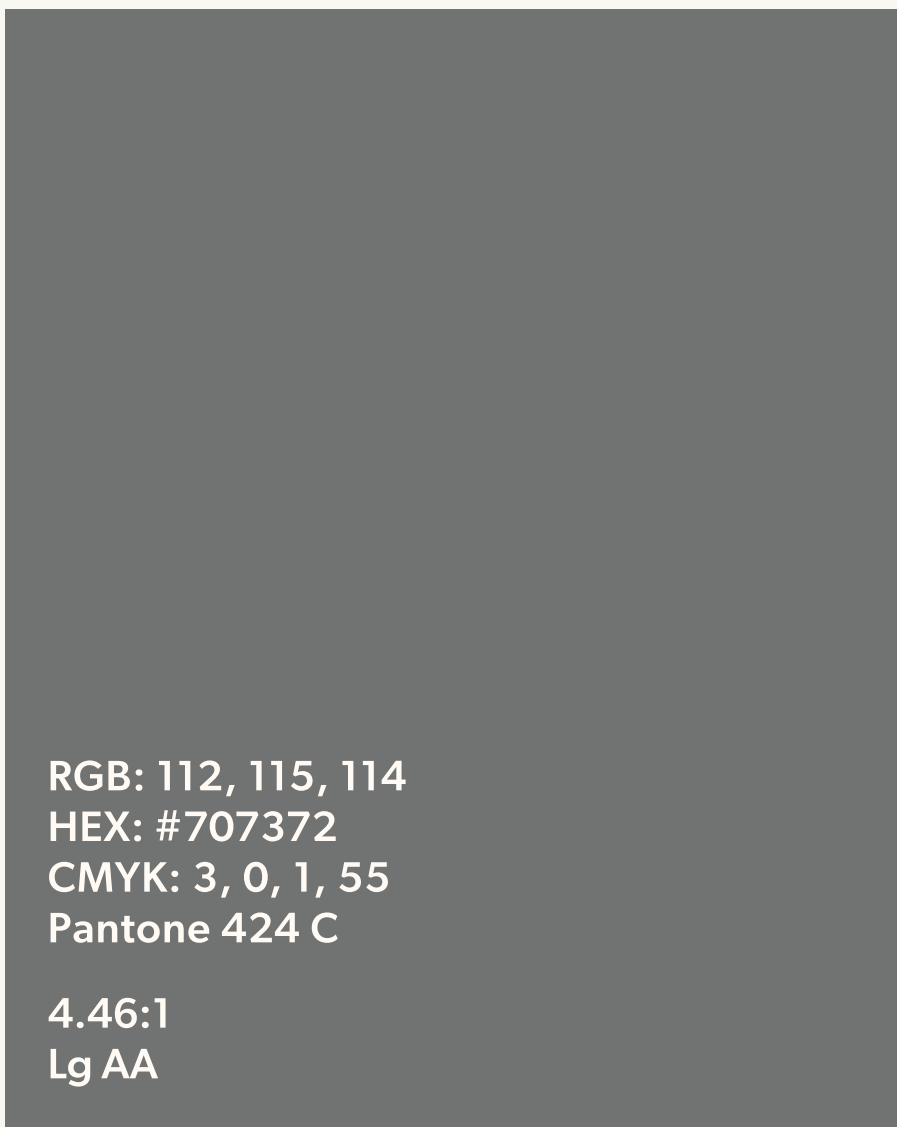
6.62:1
Lg AA, AAA / Sm AA



RGB: 255, 252, 248
HEX: #F8F7F2
CMYK: 0, 1, 2, 0



RGB: 112, 115, 114
HEX: #BCB5AB
CMYK: 3, 0, 1, 55
Pantone 424 C



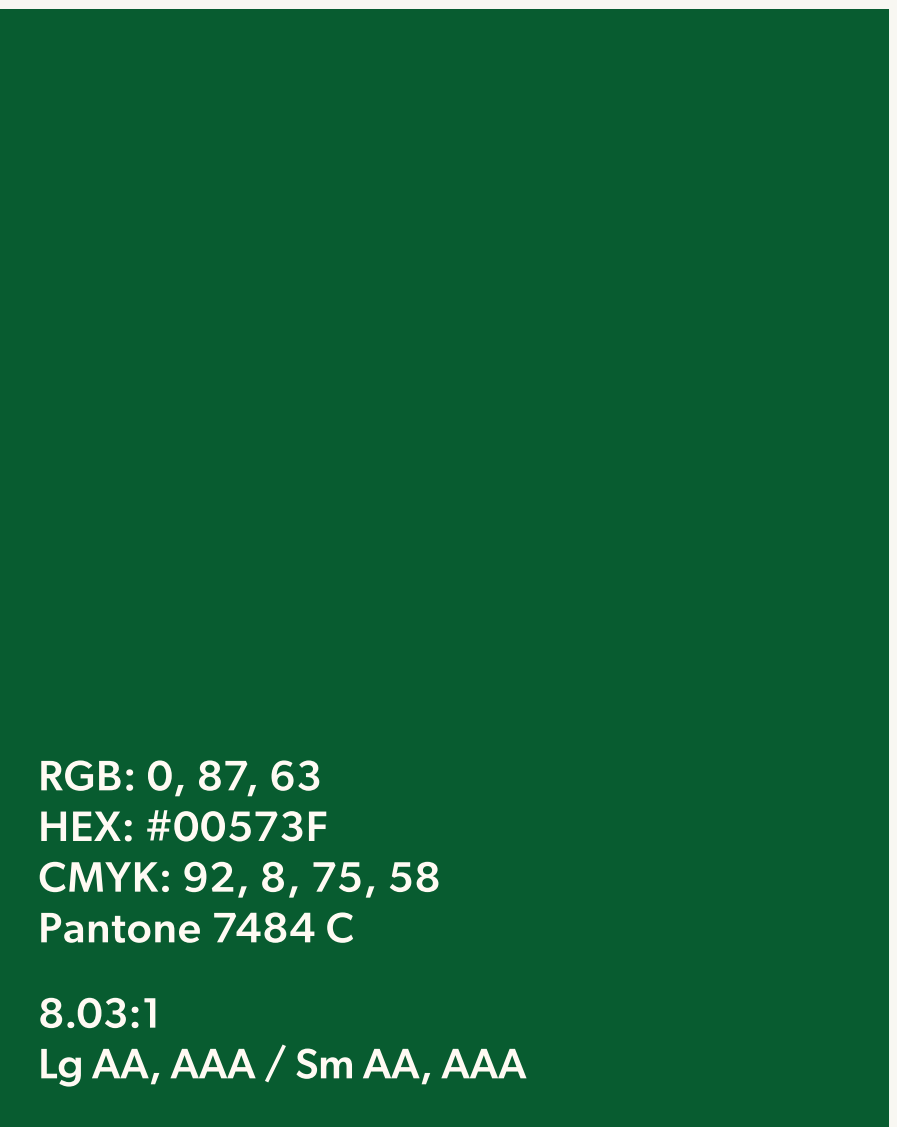
RGB: 112, 115, 114
HEX: #707372
CMYK: 3, 0, 1, 55
Pantone 424 C

4.46:1
Lg AA



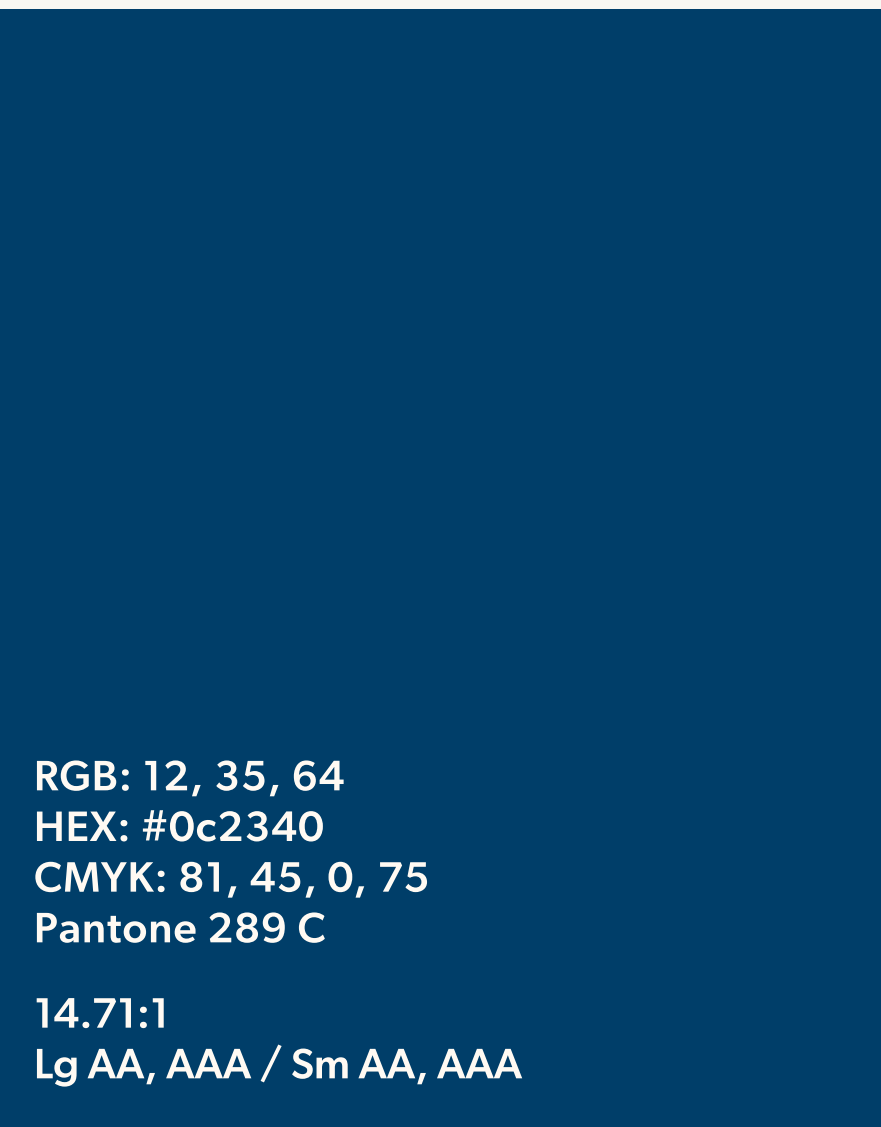
RGB: 45, 41, 38
HEX: #2D2926
CMYK: 65, 66, 68, 82
Pantone Black C

13.35:1
Lg AA, AAA / Sm AA, AAA



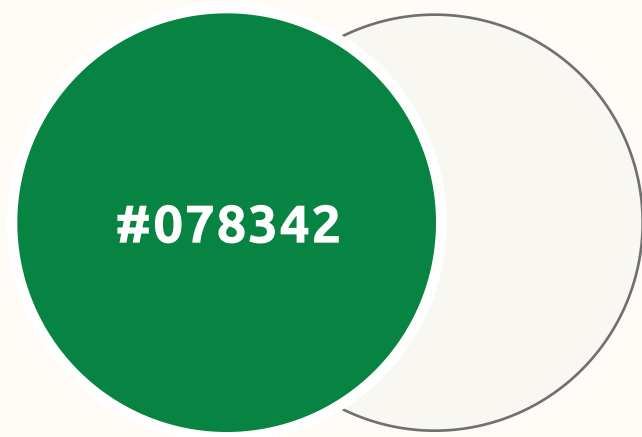
RGB: 0, 87, 63
HEX: #00573F
CMYK: 92, 8, 75, 58
Pantone 7484 C

8.03:1
Lg AA, AAA / Sm AA, AAA



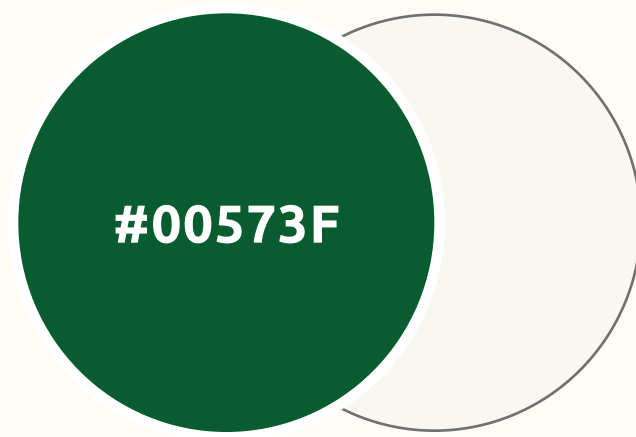
RGB: 12, 35, 64
HEX: #0c2340
CMYK: 81, 45, 0, 75
Pantone 289 C

14.71:1
Lg AA, AAA / Sm AA, AAA



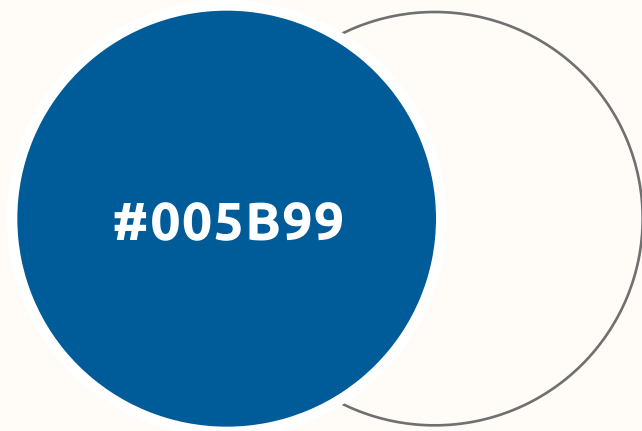
#078342

4.51:1
Lg AA, AAA / Sm AA



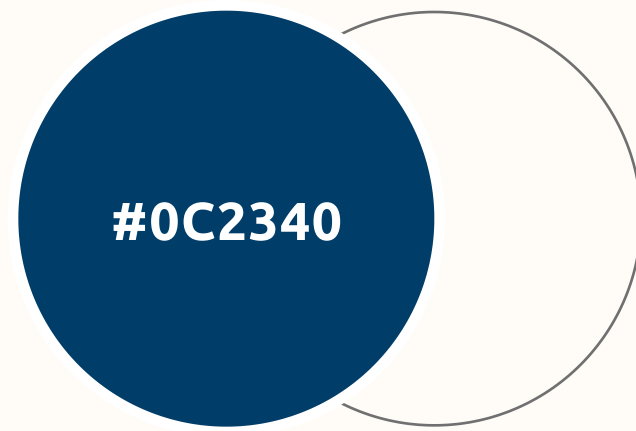
#00573F

8.03:1
Lg AA, AAA / Sm AA, AA



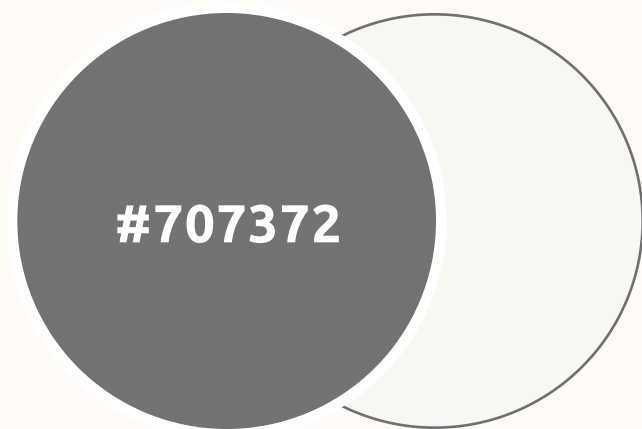
#005B99

9.84
Lg AA, AAA / Sm AA, AAA



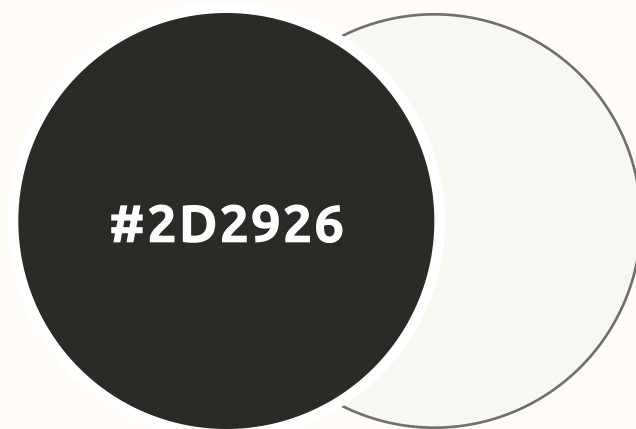
#0C2340

14.71
Lg AA, AAA / Sm AA, AAA



#707372

4.46
Lg AA



#2D2926

13.35
Lg AA, AAA and Sm AA, AAA



This color can be used in all circumstances



This color can be used in all circumstances



This color can be used in all circumstances



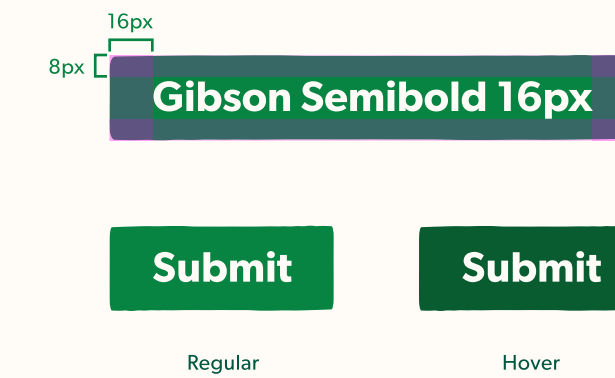
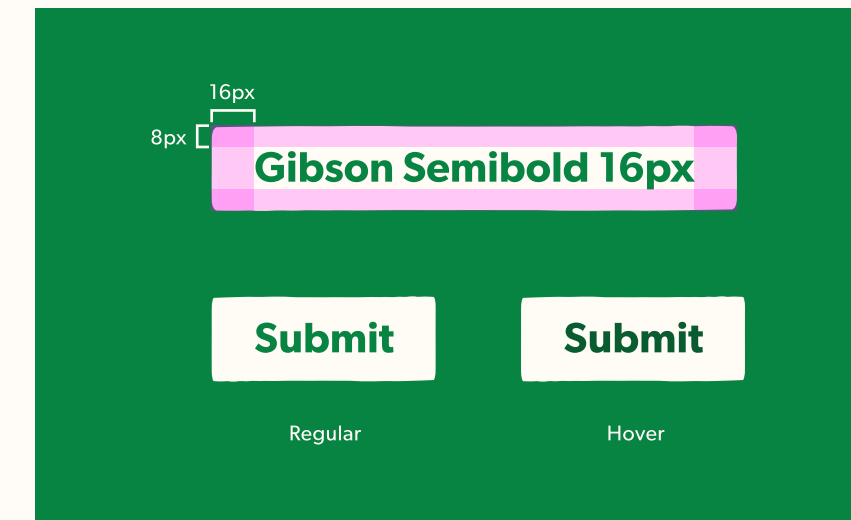
This color can be used in all circumstances



This color can only be used when the text is at least 24 px



This color can be used in all circumstances



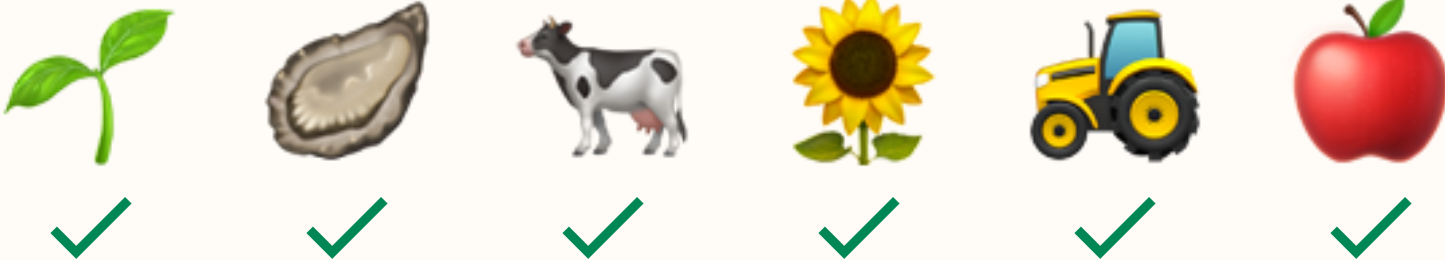
Web Style Guide

Emoji Use

Emojis should be used on social posts on both Facebook and Instagram appropriately in terms of the choice of emoji as well as how many are used.

Use

Emojis that feature products of Connecticut farmers. The emoji should match the context of the post by using your best judgement. Other emojis may be used, these are just some suggestions.



Don't Use

Emojis that depict farmers in a stereotypical connotation should not be used on any official social profile of Connecticut Grown. Emojis that are only applicable to some farmers should not be used.



Hashtags

Hashtags should be used on all posts on Instagram to reach a broader audience. Hashtags used on Facebook with judgement to post length and context.

Primary Hashtags

All primary hashtags should be used on all posts across Instagram and Facebook. These hashtags include:

- #CTGrown
- #Agriculture
- #Aquaculture
- #CTDoAg
- #LocalConnecticut
- #DoAg
- #Farming
- #AgricultureLife
- #AWayOfLife
- #ConnecticutDoAg
- #NewEngland
- #CT

Secondary Hashtags

Secondary hashtags should be used when the post is applicable.

- #CTApples
- #CTMilk
- #CTDairy
- #CTFarmWine

Grammar

- Do not use title casing. Title Casing Is When You Type Like This.
- Keep common posts as concise as possible across all platforms (shoot for less than 125 characters total for maximum engagement on both Facebook and Instagram). Ads should be more concise.
- Do not use an emoji mid sentence or to replace a word.
- All dates should follow this format: January 1, 2021.

Voice/Tone

Voice

Informative. Inviting. Inspired.

The Connecticut Department of Agriculture values education on the diversity of agriculture and aquaculture throughout the state. We value taking an inspired approach to our information delivery.

Tone

We are energetic and supportive in our messaging with an excitement to engage with our audience on social media platforms.

Social Standards

Accreditation

All posts should credit both the farm and photographer (if applicable) in the same format. The farm should always be tagged on the image if they are active on the social platform of the post. The caption should always include credit after the caption, but before the hashtags as follows:

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

🚜 : @FarmHandle

📷 : @PhotographerHandle

#CTGrown #Connecticut #Farming

The emoji used to credit the farm should be applicable to the farm pictured, not always a tractor.

'They can chicken out:'
Farm offers chicken
rentals as introduction
to backyard farming

Ashley Winchester

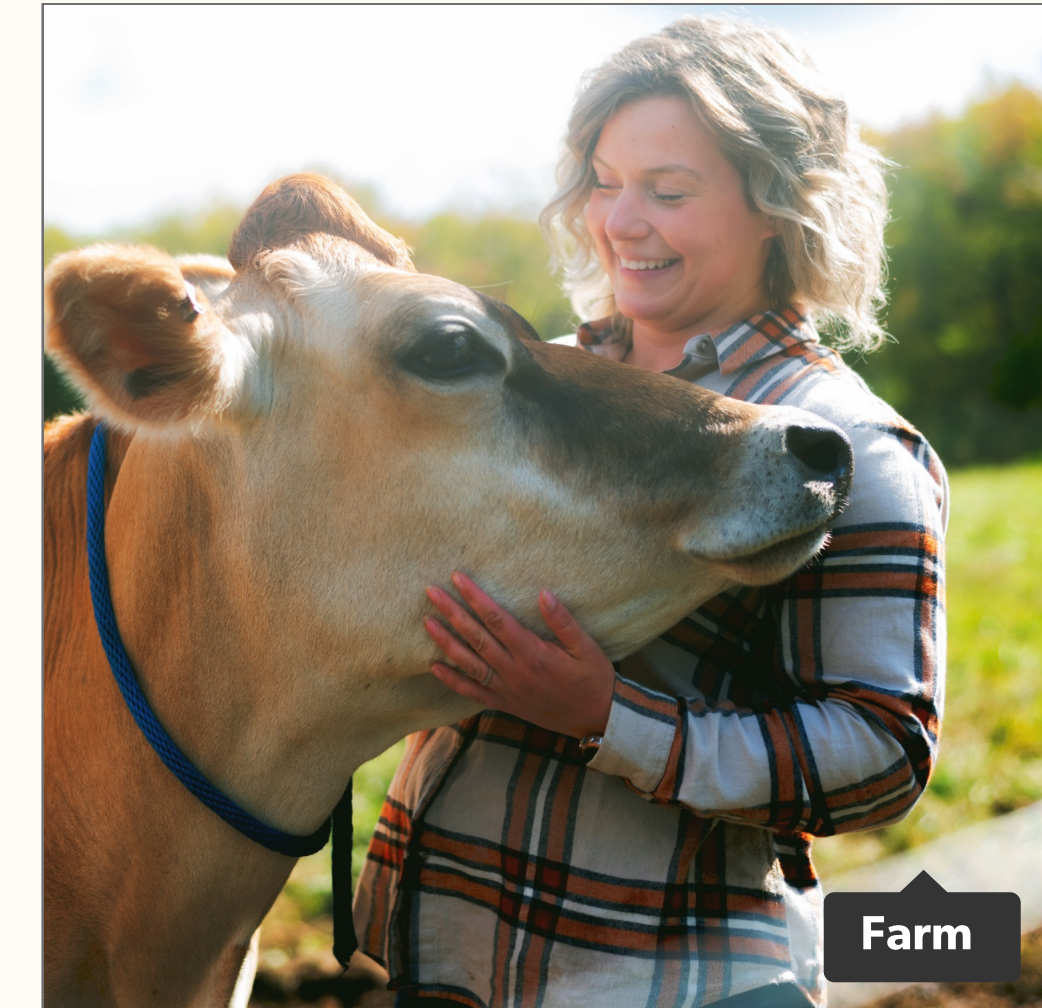
Updated: Feb. 12, 2021 4:20 p.m.



Lorem Ipsum 🐔 Dolor Sit Amet,
Consectetur Adipiscing Elit. Etiam Nulla
Erat, Consectetur Sed Elit Ac, 🍏
Venenatis Maximus Lectus. In Vulputate
Felis Eget Ultricies Dictum. 🐟 🚜 💙

👨 : @Farmhandle

#Ctgrown #Connecticut #Farming
#Ctapples #Ctmilk #Ctfarmwine



Lorem ipsum dolor sit amet, consectetur
adipiscing elit. 🐔 🍏

🚜 : @FarmHandle

📷 : @PhotographerHandle

#CTGrown #Connecticut #Farming





Larger than 3/4"



1/2" to 3/4"



Smaller than 1/2"

Logo Sizing on Packaging

When the logo is larger than 3/4", the website tag should be included with the logo. When the logo is between 1/2" and 3/4", just the primary logo should be used. If the logo is less than 1/2", the icon logo with the website should be used.

Labels

When the logo is placed on a label it should always be on white (ex. 1). If the color of the label is not white, the logo should be placed inside of a white box with slightly rounded corners (ex. 2).

If the label is printed in 4 colors or less (screenprinting, vinyl, etc.) the logo should always be white when possible. This is the only time the logo can be printed in white on an off-brand color

(ex. 3). The only time the logo can be used in an off-brand color is when there is limited printing capacity (ex. 4 & 5).

When the logo is larger than 3/4", the website tag should be included with the logo (ex. 6). When the logo is between 1/2" and 3/4", just the primary logo should be used (ex. 7). If the logo is less than 1/2", the icon logo with the website should be used (ex. 8).

