



Connecticut
Paid Leave



Logo Mark

The Connecticut Paid Leave (CTPL) logo is composed of two parts; the icon, and the wordmark.

The icon is a unique representation of the shape of Connecticut, made from branches referencing the historic constitution tree. These branches evoke the notion of CTPL supporting Connecticut families and speak to the interconnectivity of the program and the people it serves throughout our state (echoing our major interstate highways). The leaves are a representation of life, the family tree, and the different types of “family” that CTPL supports. Lastly, there is a heart symbol made out of two leaves within the shape of Connecticut, further reinforcing that caregiving and compassion, is the heart of this program.



Connecticut Paid Leave



Connecticut
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Connecticut
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Connecticut
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CTPL



Connecticut
Paid Leave

for employees



Connecticut
Paid Leave

for employers



Connecticut
Paid Leave

for self-employed



Connecticut
Paid Leave

for military families

Sub-Brands

The CTPL Brand has a total of four sub-brands, for each the different groups of individuals that they support. Each sub-brand has its own unique color that is to be associated with only that sub-brand.

The same four logo variations shown on pages 4 & 5, are also available within each of these sub-brands.

All variations of the logo are supplied as eps, svg, pdf, jpg, and png files.



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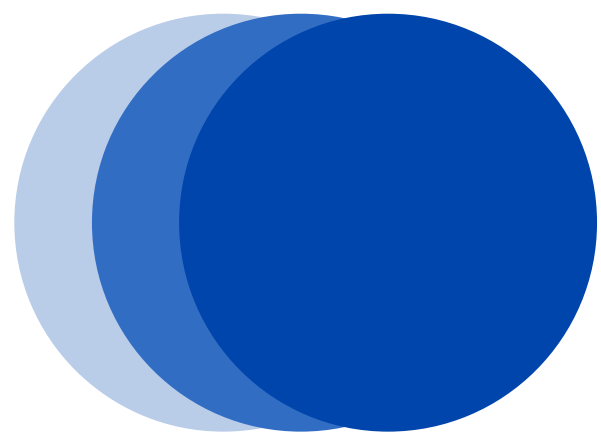
Connecticut
Paid Leave



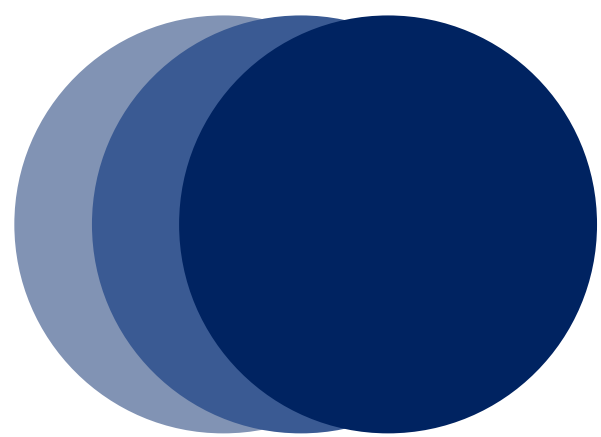
Connecticut
Paid Leave



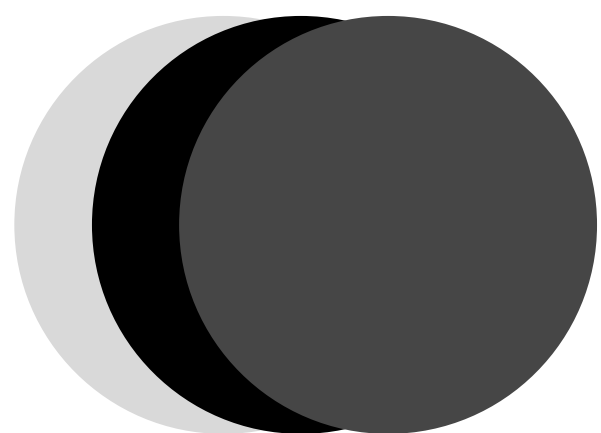
Connecticut
Paid Leave



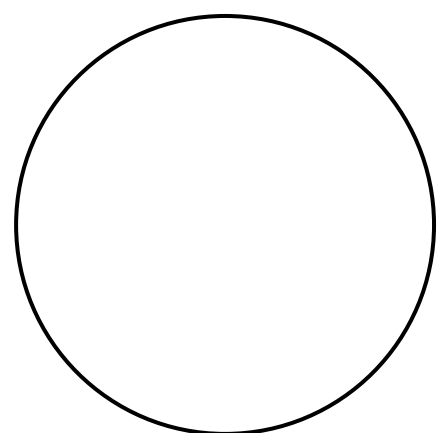
PANTONE 2935 C
C:100 M:63 Y:0 K:2
R:0 G:87 B:183
#0045AB



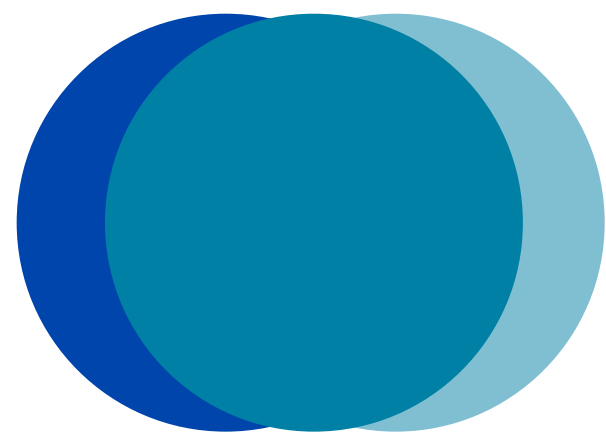
PANTONE 288 C
C:100 M:79 Y:0 K:37
R:00 G:45 B:114
#002361



70% BLACK
C:00 M:00 Y:00 K:100
R:00 G:00 B:00
#000000

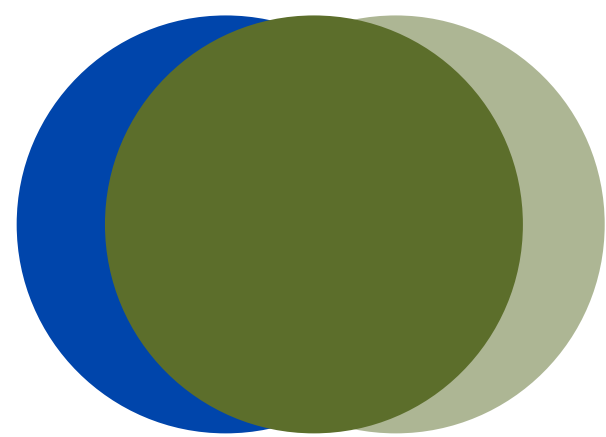


WHITE
C:00 M:00 Y:00 K:00
R:255 G:255 B:255
#FFFFFF



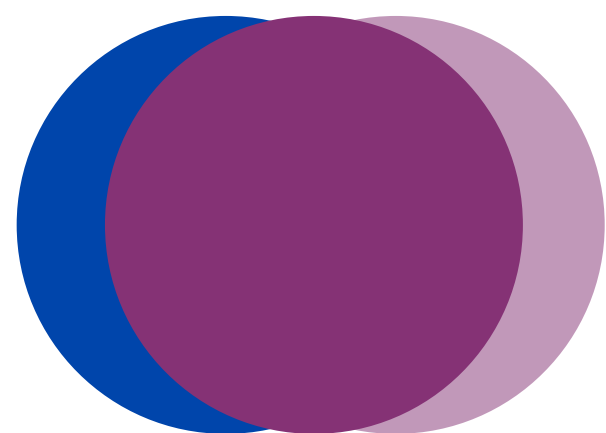
for employees

PANTONE 632 C
C:87 M:8 Y:14 K:7
R:00 G:147 B:178
#0080A4



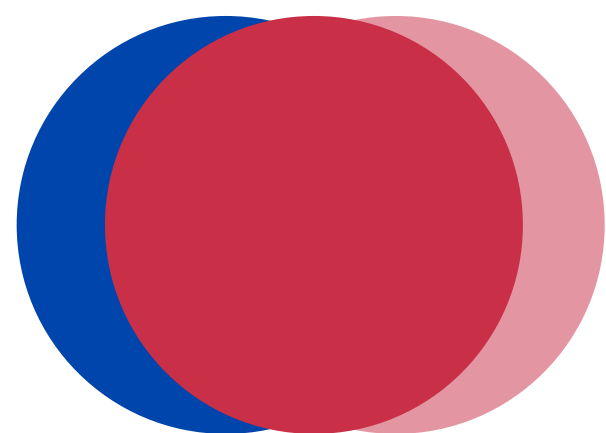
for employers

PANTONE 575 C
C:47 M:9 Y:86 K:35
R:103 G:130 B:58
#5C6E2B



for self-employed

PANTONE 512 C
C:48 M:96 Y:1 K:10
R:131 G:49 B:119
#853275



for military families

PANTONE P 58-7 C
C:0 M:92 Y:60 K:18
R:184 G:51 B:62
#C92F47

Primary Logo Colors

column one

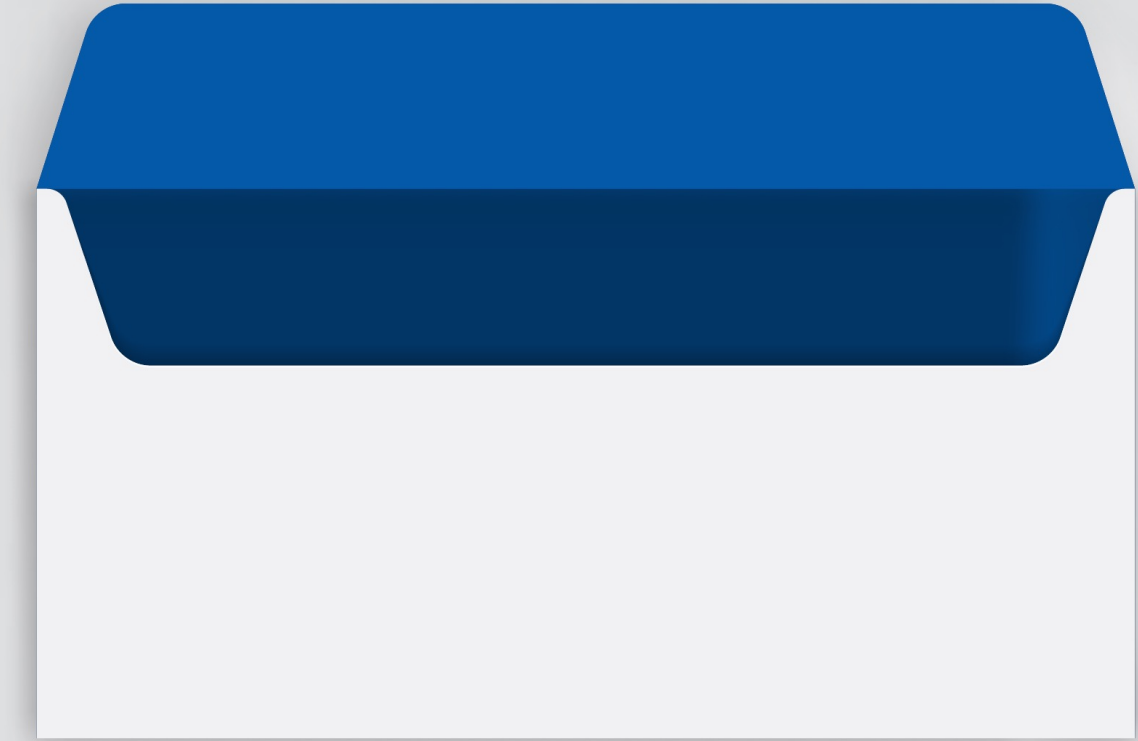
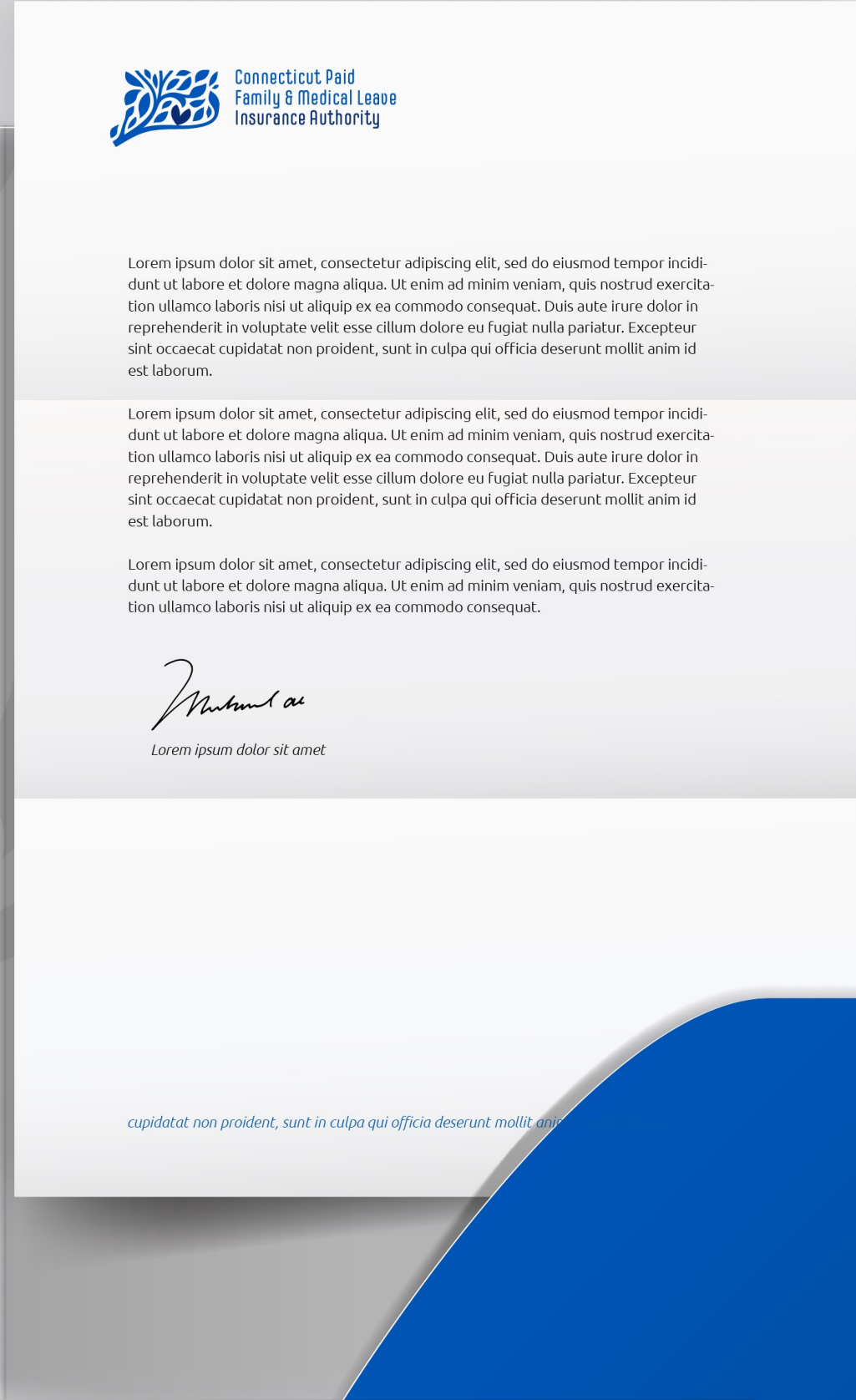
Pantone 2935 C is the universal CTPL brand color that is used in both the parent CTPL brand, as well as its sub-brands. Pantone 288 C is used in the parent CTPL brand only. Black and white may also be used in place of color as needed.

Primary Sub-Brand Colors

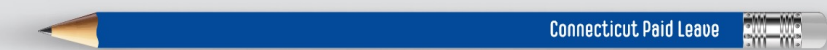
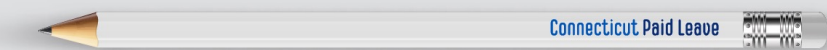
column two

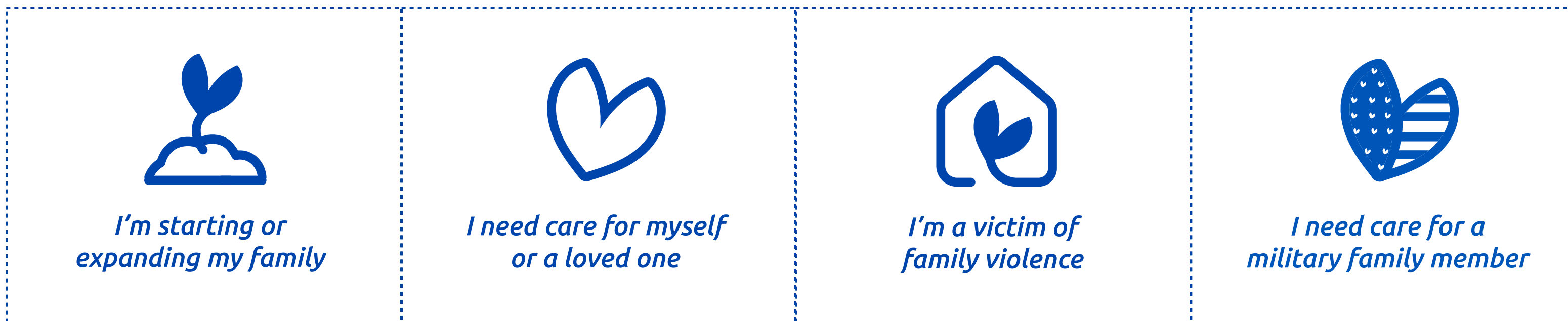
Pantone 632 C = for employees
Pantone 575 C = for employers
Pantone 512 C = for self-employed
Pantone P 58-7 C = for military families



























Lighter tints of all brand colors may also be used on branding materials as desired.



Icon Use & Cropping





 <i>Sole proprietor & self-employed</i>	 <i>Program benefits</i>	 <i>Pregnancy or after childbirth</i>	 <i>Planning to grow your business</i>	 <i>Mark your calendar</i>	 <i>Contribution calculation total</i>	 <i>Payroll deductions</i>
 <i>Other State agencies</i>	 <i>What is considered a serious health condition?</i>	 <i>Bone marrow or organ donor</i>	 <i>Communicate with CTPL</i>	 <i>Submit employee contributions</i>	 <i>How much can I get paid?</i>	 <i>Test your file</i>
 <i>Requesting leave</i>	 <i>Approve employee requests</i>	 <i>Inform qualifying employees</i>	 <i>Receive Notice</i>	 <i>How long is paid leave? & timeframe</i>	 <i>Healthcare provider</i>	 <i>Download</i>
 <i>Third party administrator</i>	 <i>Educate</i>	 <i>Contribute to the Trust</i>	 <i>Estimate contributions</i>	 <i>Register & reenrollment</i>	 <i>Causes for private plan termination</i>	

Branded Icons

Custom branded icons, like the examples shown to the left, are to be used to enhance the ease of communication with the user. Customized and original icons should be developed and used for all of the core informational needs of the website and other collateral. Lower level icons (search icon, calendar icon, etc.), may be more generic, as long as they match the line weight and general style of the customized icons.