GROTON CITY
HISTORY *in the* MAKING

Logo Mark

The Groton City: History in the Making primary logo mark is composed of two parts: The G icon, and the text "Groton City" and "History in the Making."

Want to use this logo? You can find this under the Enterprise Folder: Enterprise **>** Company Branding **>** Company Logos **>** City of Groton: History in the Making

Sizing

All Groton City logos **should be:**
- Proportioned (as shown to the right)
- In set variations (on the following pages)

All Groton City logos **should not be:**
- Modified, except to scale the image while maintaining its aspect ratio
- Proportioned (as shown to the right)
- Rendered at a size that makes the text illegible.

Clear Space (x)

X defines the minimum distance between the logo and other graphic elements.

Using proper white space around the logo helps to establish the brand as trustworthy and appealing in addition to increasing the visibility of the mark.

main logos

wordmark

icon

seal

hitm emphasis

Mobile
Ticket

Scan at booth 1 to enter

Friday, August 5th
5:00PM-8:00PM

Washtington Park,
Groton CT

CITY DAY

PRIMARY COLORS

PANTONE 302 C
C:100 M:74 Y:40 K:33
R:0 G:58 B:93
#003A5D

100%

75%

50%

25%

5%

PANTONE P139-6 C
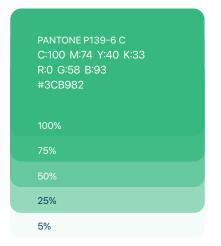C:100 M:74 Y:40 K:33
R:0 G:58 B:93
#3CB982

100%

75%

50%

25%

5%

Brand
Color Palette

Groton City's Core Colors
The palette is separated into two colors and their supporting opacities.

Restrictions
Do not use colors other than those in the GC palette. Colors should never be combined to create new colors.

The Perfect Location for our Business
see why ➔
GROTON CITY
HISTORY in the MAKING
Matt Ferrucci of Outer Light Brewing Company

Access to Southeast CT's tourism industry

Groton City supports local businesses

Powered by Groton City's own reliable utility source.

THIS IS WHERE BUSINESSES THRIVE
GROTON CITY
HISTORY in the MAKING
cityofgroton.com/business