GROTON CITY
HISTORY *in the* MAKING

What does History in the Making mean for Groton City?

From one of the last Revolutionary War battles to the world's first nuclear submarine, Groton City has made its mark on history. But we're not finished yet; our history continues to be written each passing day, by those who live and work here.

- **Workers** building the next generation of nuclear submarines
- **Researchers** developing drugs that will change countless lives
- **Students** who will lead the next generation into the future
- **Families** who find their first home in a welcoming Groton City neighborhood
- **Tourists** who discover the charm of our beachfront communities.

Every moment, is 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.

Vertical (primary logo)
- Letterheads
- Official Documents
- Print Collateral

Horizontal (primary logo)
- Letterheads
- Official Documents
- Print Collateral

Wordmark
- Merchandise
- Print Collateral

HITM Emphasis
- For in city collateral

Seal
- Official Documents
- Print Collateral

Icon
- Profile Images
- Background Imagery
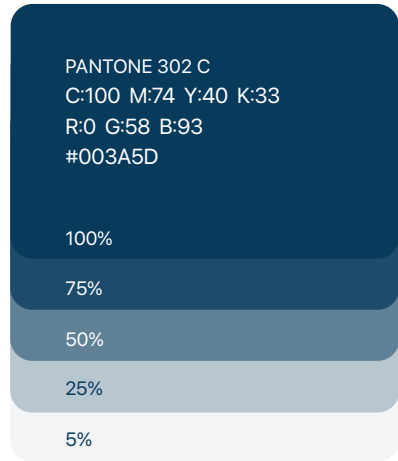- Iconography

Logo Variations

The Groton Utilities logo exists in 6 formats:
- **Stacked** (primary logo)
- **Horizontal** (primary logo)
- **Wordmark**
- **Seal**
- **Icon**
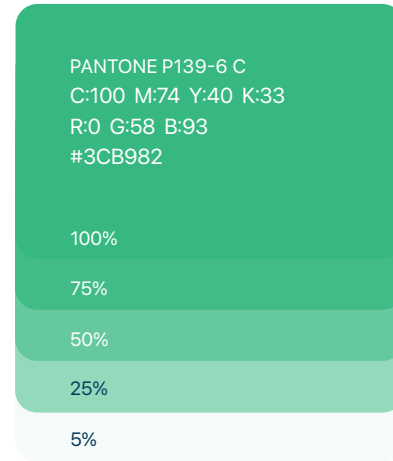- **History in the Making (HITM) emphasis**

Variations of a mark allow the logotype to be easily used in different print and digital formats. The primary logo (the foundation of the brand) is the most commonly used mark of the brand while the secondary logos retain elements of the primary logo but can be used in different spaces.

To the left are recommendations of what logo variations work best with different outputs.

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%

Groton City: HITM Blue
(*same as City of Groton Blue)

Groton City: HITM Green

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.

Color Use

If the production method allows, the **full-color version of the logo is always preferred.** If the logo is being placed on one of its primary brand colors, the logo should be in all white (color background examples).

In cases where only one color is viable, the logo can be used in GC Blue.

When color production is not available, the black and white versions of the logo should be used.

On a black or colored background, the transparent white logo should be used wherever possible.

All color variations of the Groton City Logo

SF Pro | Primary Font

Use for: Headlines/Subheadlines/Body Copy

Where can I find this font?

Download for free on Apple Fonts as SF Pro.
Canva as SF Pro Display.

*Helvetica = similar font if SF Pro is not avalible

Light/Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789!?$*

Regular/Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789!?$*

Bold/Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789!?$*

Heading Example

Body Copy Example: Lorem ipsum dolor sit amet, consectetur adipi elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco.

Fairwater Script | Accent Font

Use for: Accent sub headlines or call out text

Where can I find this font?

Adobe as Fairwater Script

Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789!?$*

Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789!?$*

Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789!?$*

Example subheadline:
Welcome to our City!

Social Media Carousel

Marketing Collateral

Street Pole Banners

For more information, please contact:

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Groton Utilities, Communication Manager,
Dan Bouges at **dbouges@grotonutilities.com**

Thank you!