the unique mark

The CT Art Trail logo is composed of two parts, the icon, and the wordmark.

Seeking a more clever use of the original CT Art Trail icon (the state of Connecticut), we blended the wordmark of this logo with a simple hand-drawn-esque line that referenced the outlined edge of the state of Connecticut. The way that the wordmark "moves" through the state also reference the idea of traveling the trail.

Setting the wordmark in all lowercase not only aids in the overall approachability of the brand, but it will translate more clearly in social media handles and hashtags.

ct**art**trail

wordmark

icon

sizing & white space

The CT Art Trail logo should be used as originally designed and proportioned as shown here to the right, and in the variations listed on the following pages of this guide. The logo should not be modified except to scale the image while maintaining its aspect ratio. It should not be rendered at a size that makes the text illegible.

A buffer zone of at least 15% of the logo width should appear between the logo and other design elements.

15%

15%

logo variations

There are several versions of the CT Art Trail logo that can be used in different media and applications. Use will mainly depend on the size of the space available.

FULL LOGOS:
These are the primary logo variations to be used wherever possible.

WORDMARKS:
The wordmark may be used independently in certain use cases where size challenges legibility (i.e., small pieces of collateral like a pen).

SMALL ICON/S:
Icons may be used independently as graphic elements and as representation of the brand in small use cases (i.e., social media profile images).

The Connecticut line icon should never be used separately from the full logo.

All variations of these files are supplied in .eps, .svg, .pdf, .jpg, and .png formats.

FULL LOGOS:

WORDMARKS:

horizontal

stacked

SMALL ICON/S:

favicon

brand colors

The updated CT Art Trail teal color, pantone 120-13 C, is a bit darker than the previous teal used allowing for better contrast and legibility.

Pantone 120-13 C and 159-6 C are the primary colors for the the CT Art Trail brand.

Pantone colors 120-16 C, 120-11 C, 156-15 C, and 25-6 C are to be used only as accent colors.

Lighter tints and darker shades of all of these colors may also be used on branding materials as desired.

PRIMARY COLORS

ACCENT COLORS

PANTONE 120-13 C
C:80 M:13 Y:0 K:40
R:31 G:134 B:154
#1F869A

100%
75%
50%
25%
5%

PANTONE 120-16 C
C:100 M:20 Y:0 K:56
R:0 G:90 B:112
#005A70

100%
75%
50%
25%
5%

PANTONE 120-11 C
C:47 M:10 Y:0 K:29
R:95 G:162 B:180
#5fa2b4

100%
75%
50%
25%
5%

PANTONE 159-6 C
C:19 M:0 Y:45 K:41
R:122 G:151 B:83
#7A9753

100%
75%
50%
25%
5%

PANTONE 156-15 C
C:42 M:0 Y:59 K:56
R:64 G:111 B:45
#406F2D

100%
75%
50%
25%
5%

PANTONE 25-6 C
C:0 M:36 Y:70 K:20
R:205 G:131 B:62
#cd833e

100%
75%
50%
25%
5%

web color accessibility

#1E8094. #403838, and #FFFFFF are the primary colors that should be used for body and heading text on the web in addition to grayscale colors. The other CT Art Trail colors should not be used for text with the exception of buttons, links and large headings.

CT Art Trail blue should never compensate for other colors not contrasting with it. In the event the CT Art Trail blue does not meet contrast requirements for accessibility, the opposite color must change to meet these requirements. The CT Art Trail blue should NEVER change in effort to meet contrast requirements with another color.

4.59:1 | AA:AAA:AAA

✓ regular text
(< 17pt)

✓ large text
(> 18pt, > 14pt BOLD)

✓ ▲ ■ ●
(graphics)

text color: #ffffff
background color: #1E8094
(web-safe alteration of 1F869A)

3.11:1 | A:AA:AA

✗ regular text
(< 17pt)

✓ large text
(> 18pt, > 14pt BOLD)

✓ ▲ ■ ●
(graphics)

text color: #ffffff
background color: #7A9753

11.41:1 | AAA:AAA:AAA

✓ regular text
(< 17pt)

✓ large text
(> 18pt, > 14pt BOLD)

✓ ▲ ■ ●
(graphics)

text color: #ffffff
background color: #403838

7.79:1 | AAA:AAA:AAA

✓ regular text
(< 17pt)

✓ large text
(> 18pt, > 14pt BOLD)

✓ ▲ ■ ●
(graphics)

text color: #ffffff
background color: #005A70

7.02:1 | AAA:AAA:AAA

✓ regular text
(< 17pt)

✓ large text
(> 18pt, > 14pt BOLD)

✓ ▲ ■ ●
(graphics)

text color: #ffffff
background color: #396329
(web-safe alteration of 406F2D)

4.59:1 | AA:AAA:AAA

✓ regular text
(< 17pt)

✓ large text
(> 18pt, > 14pt BOLD)

✓ ▲ ■ ●
(graphics)

text color: #1E8094
background color: #ffffff
(web-safe alteration of 1F869A)

3.11:1 | A:AA:AA

✗ regular text
(< 17pt)

✓ large text
(> 18pt, > 14pt BOLD)

✓ ▲ ■ ●
(graphics)

text color: #7A9753
background color: #ffffff

11.41:1 | AAA:AAA:AAA

✓ regular text
(< 17pt)

✓ large text
(> 18pt, > 14pt BOLD)

✓ ▲ ■ ●
(graphics)

text color: #403838
background color: #ffffff

7.79:1 | AAA:AAA:AAA

✓ regular text
(< 17pt)

✓ large text
(> 18pt, > 14pt BOLD)

✓ ▲ ■ ●
(graphics)

text color: #005A70
background color: #ffffff

7.02:1 | AAA:AAA:AAA

✓ regular text
(< 17pt)

✓ large text
(> 18pt, > 14pt BOLD)

✓ ▲ ■ ●
(graphics)

text color: #396329
background color: #ffffff
(web-safe alteration of 406F2D)

color use

If the production method allows, the teal or white version of the logo is always preferred.

When color production is not available, the black version of the logo should be used.

All variations of these files are supplied in .eps, .svg, .pdf, .jpg, and .png formats.
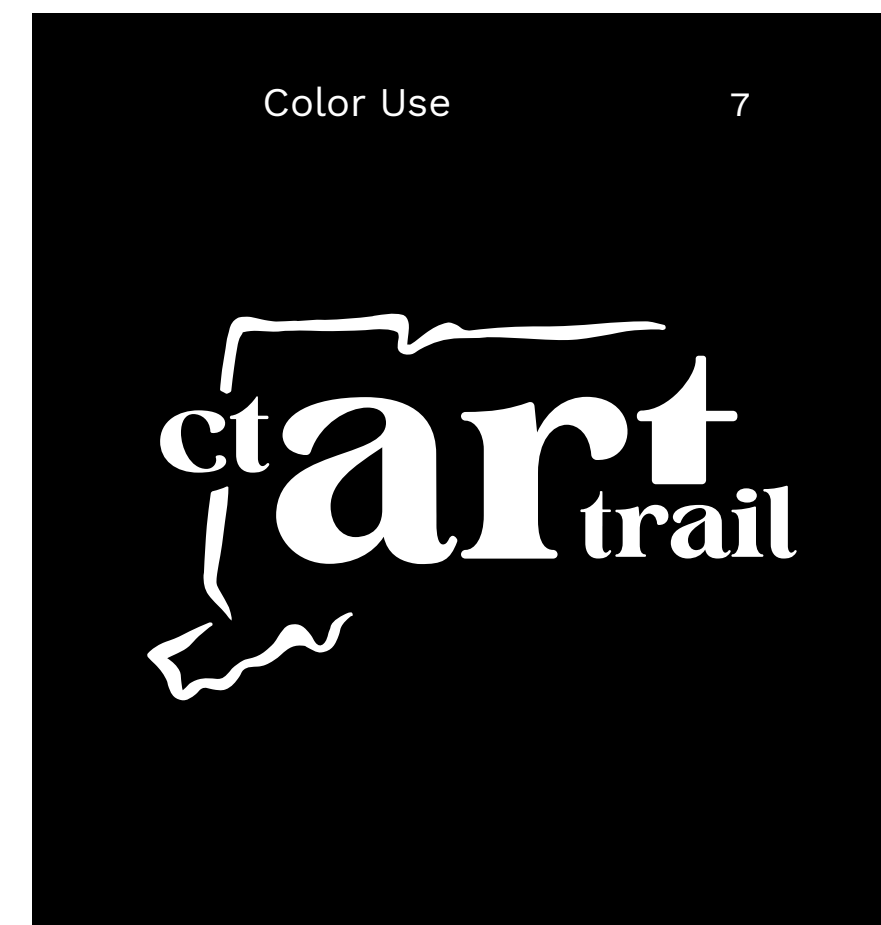
primary fonts

The primary fonts to be used in the CT Art Trail brand are Glevancy and Work Sans.

The use of Glevancy was inspired by the original brand, but felt much more modern, artistic and unique. Improved legibility was also a defining factor.

Work Sans is a font renowned for being clean, accessible, and approachable with its sleek, and expressive curves.

Glevancy Regular:

"do not fear mistakes – there are none."

Work Sans Normal:

Miles Davis, jazz musician

using fonts

Glevancy should only be used for large text or numbers, headlines, subheadlines, urls, and pull quotes. It should never be used for large bodies of copy.

Work Sans can be used for all forms of text from sub-headlines, pull quotes, urls, to any large bodies of copy.

Work Sans features different weights and styles allowing for flexibility and the ability to distinguish a clear hierarchy of information. Body copy text should never overwhelm headlines/sub-headlines in weight.

default substitutes

In the event that Glevancy or Work Sans are not available (i.e. in Microsoft products), you should seek out the closest replacement. The following are great substitute options that are readily available:

Glevancy: Rozha One
Work Sans: Avenir

Glevancy Regular:
healines | subheadlines | large text

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 0 1 2 3 4 5 6 7 8 9 ! ? & *

Work Sans Normal:
subheadlines | body copy

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 0 1 2 3 4 5 6 7 8 9 ! ? & *

Work Sans SemiBold:
subheadlines | body copy

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 0 1 2 3 4 5 6 7 8 9 ! ? & *

logo misuse

It is vital that the CT Art Trail logo is used properly. To the right are examples of unacceptable manipulation of the CT Art Trail logo. Avoid such treatments at all times:

Changing the orientation of the colors within the logo

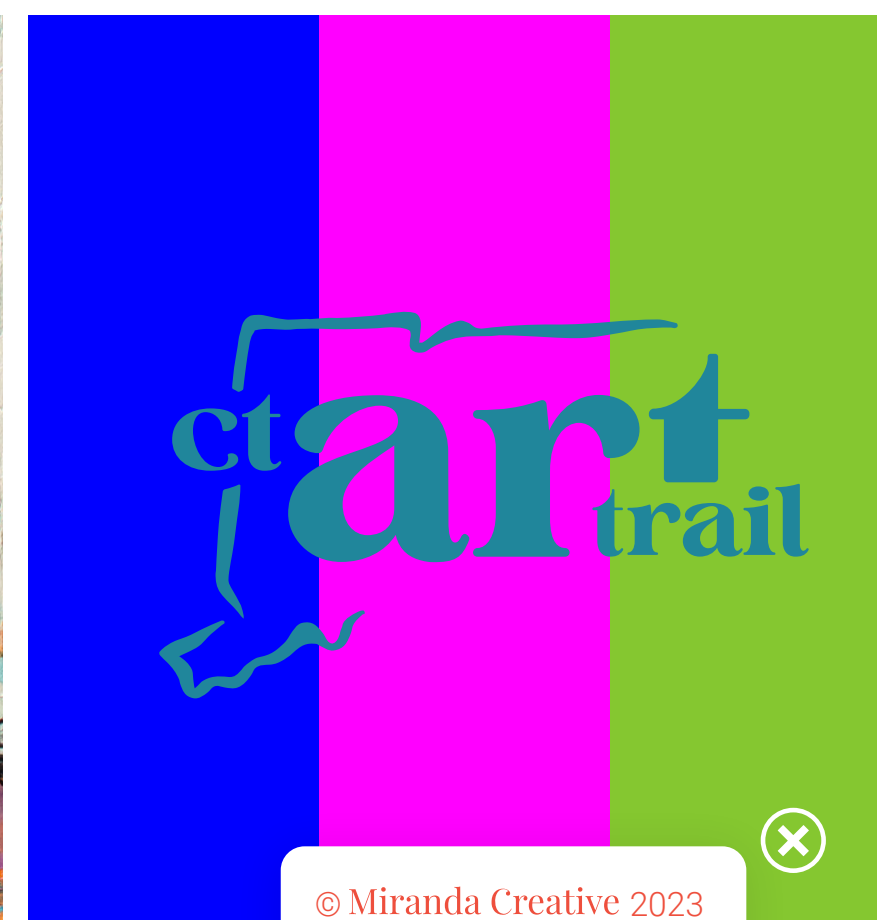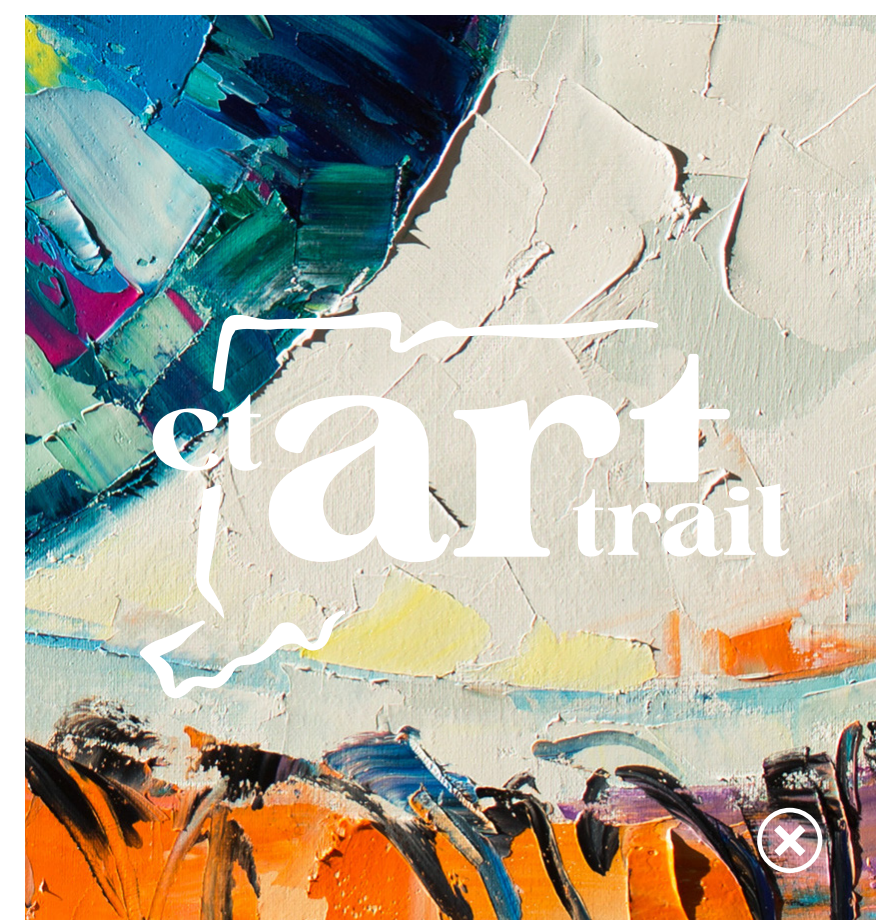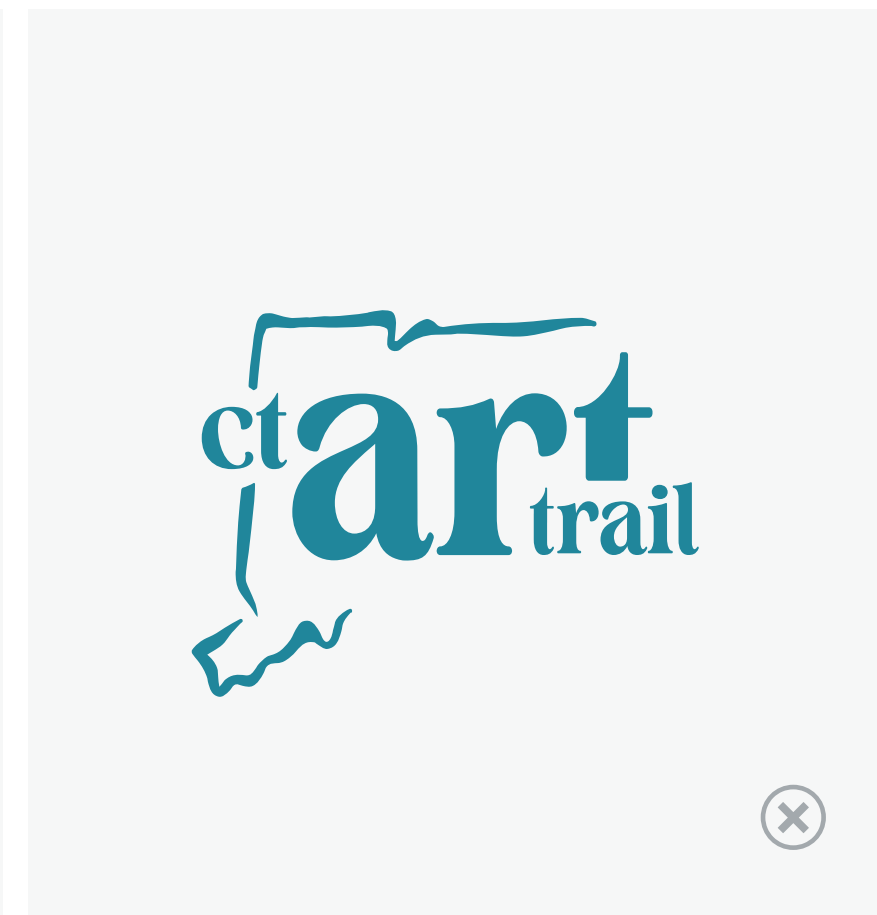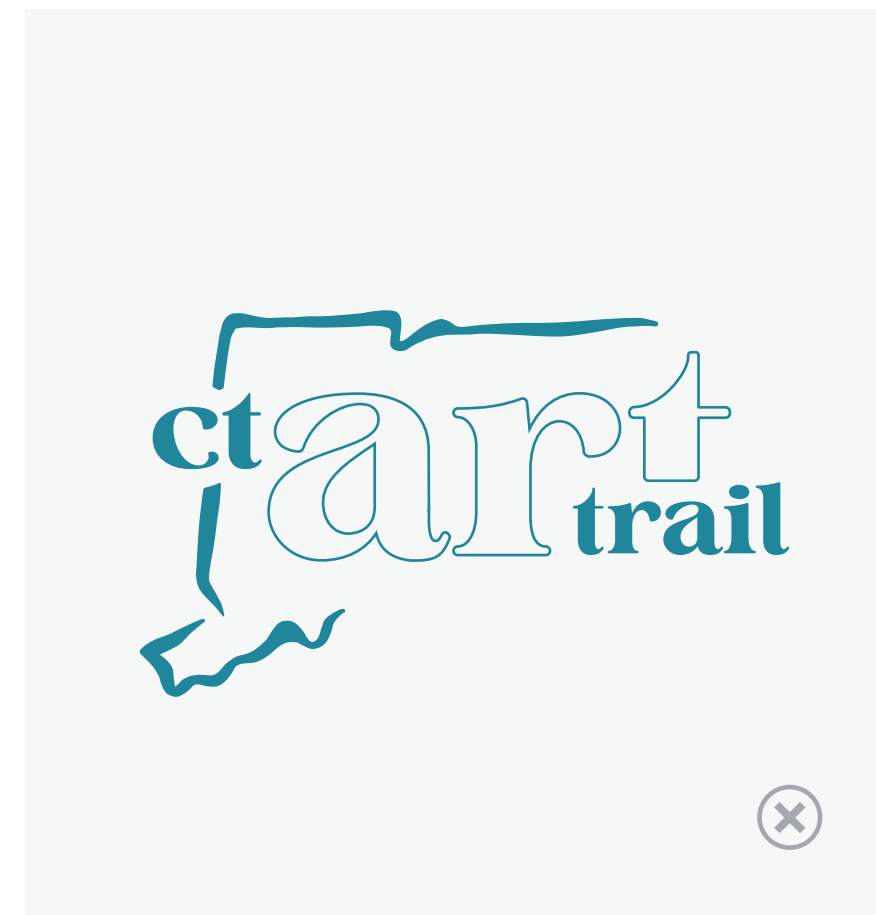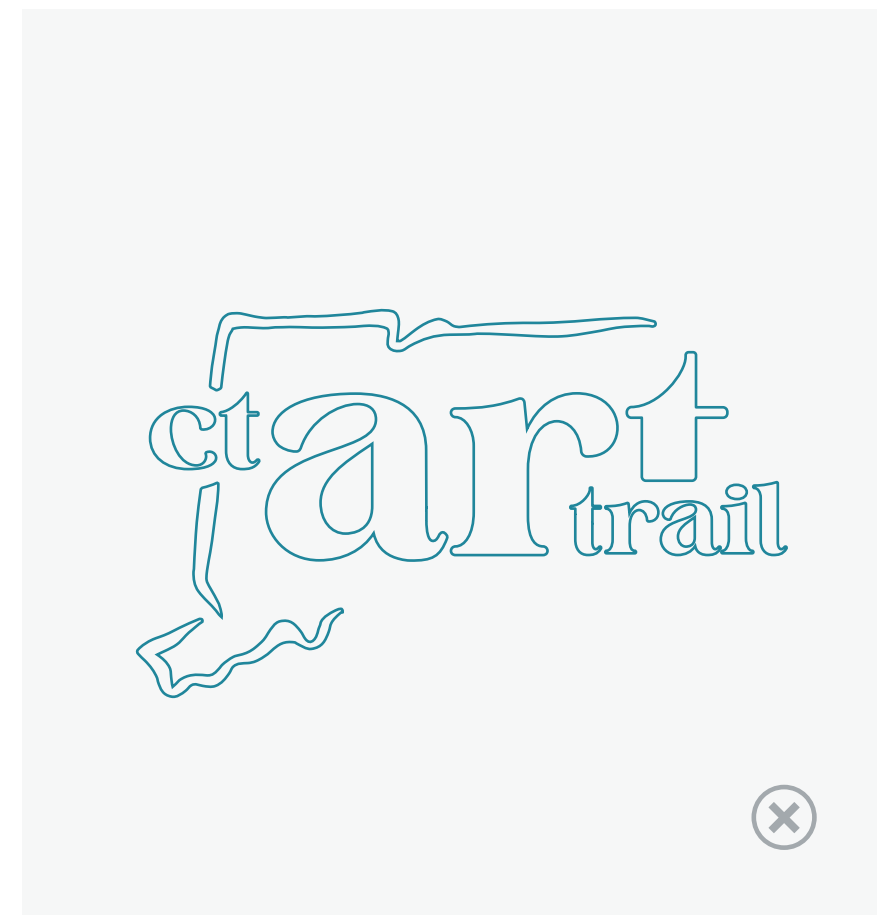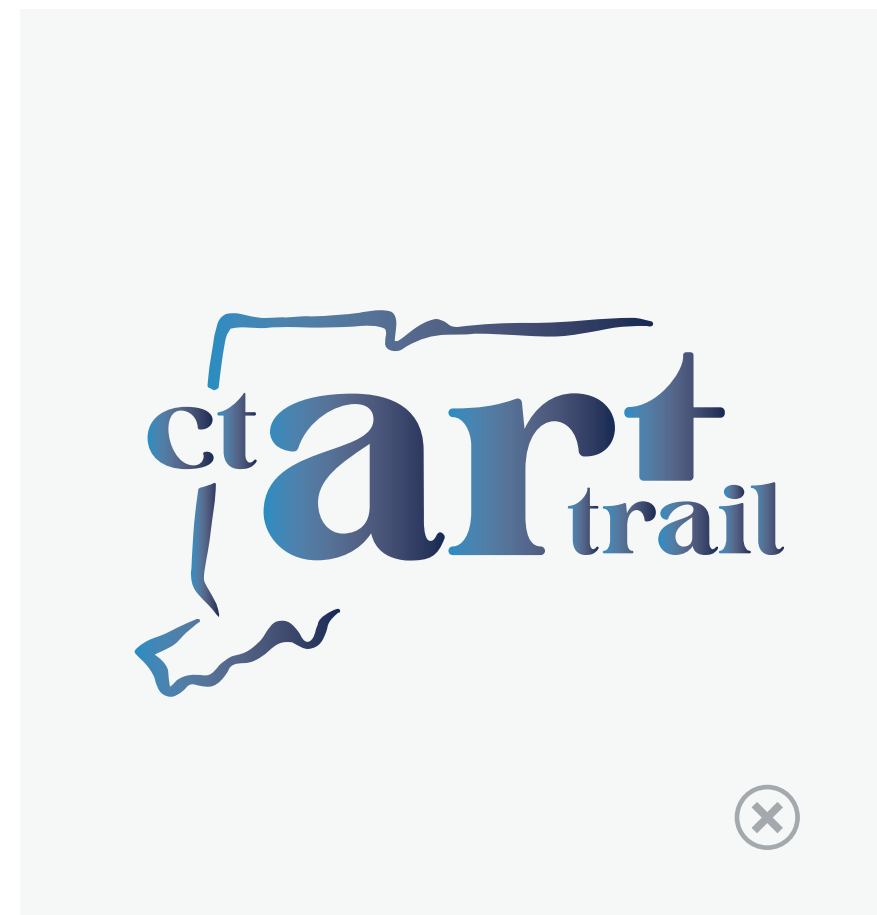Adding or changing any of the colors within the logo to non-brand colors
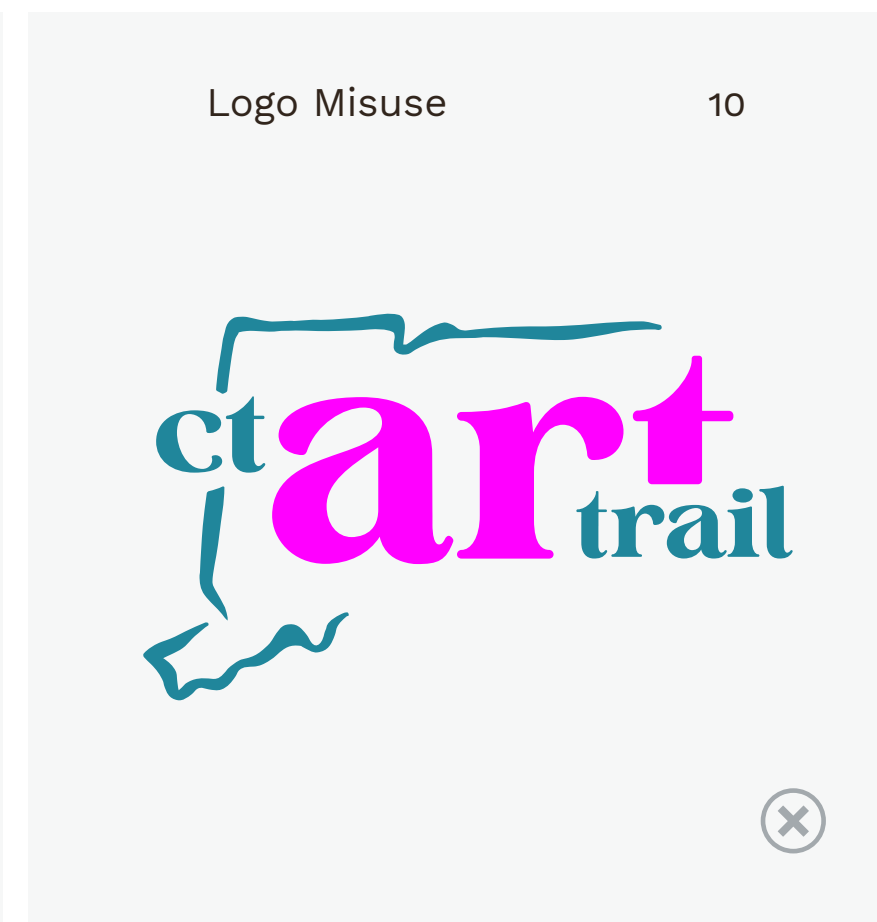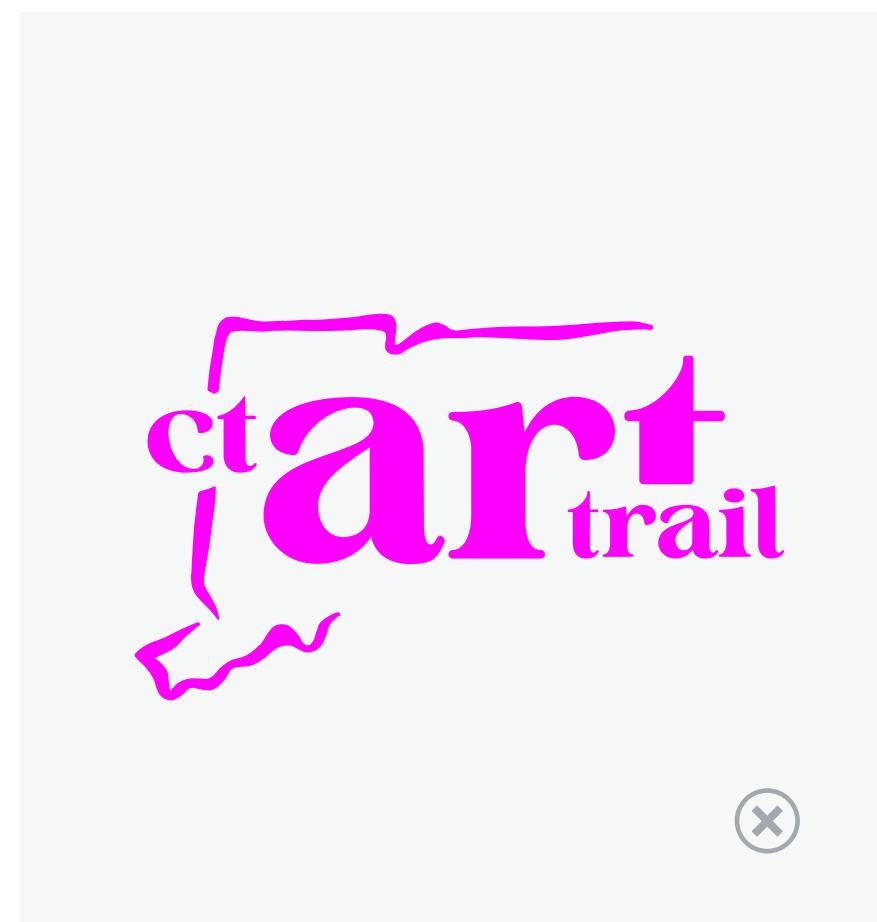
Changing the font used in the wordmark

Outlining the logo or using a stroke

Using any effects on the logo, such as a drop shadow or an off-brand gradient

Putting the logo on a background that challenges its legibility

Distorting the logo in any way

in application

The CT Art Trail brand was designed to be versatile and flexible to be used in many different ways with many different styles of art. While that is true, there are some core graphic elements that can be used in conjunction with the current logo mark to further the look and feel of the core parent brand — as seen here to the right.

stickers

^ example of headline with
bar to the left of it

16

watercolor paper bg texture

the origional CT watercolor

new watercolor splash

drawn dashed trail line

for questions or requests, please contact:

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