



# BRAND GUIDELINES



**The C in the logo mark is for Connecticut and connects to the state's logo. The semicircle shape represents movement, infinity, and collaboration while acknowledging there is always more to do. The keyhole shape at the center symbolizes unlocking access to a world of opportunity, new possibilities, innovative solutions, and more. The shape of the keyhole can also be seen as a human silhouette, reminding us that people are at the center of our organization's mission and purpose.**



**The tagline, “unlocking solutions, building strong communities,” connects our mission and vision to the physical acts of “unlocking” and “building,” suggesting there are constructive elements to our work. It also reminds us of our role in crafting solutions that allow for greater affordable housing opportunities in the state. The tagline also explicitly connects affordable homes to strengthening communities—an idea sometimes challenged by those who view affordable housing in a negative light.**

## LOGO USAGE

The logo should be used with the tagline lockup whenever possible. The logo may be used without the tag in instances where the logo appears small. The C-Lock icon may be used as a design element.

The primary color palette for the brand is detailed in the color specifications section. It is important that these color requirements are observed to in order to build brand recognition and consistency.



## LOGO USAGE

The following are examples of correct and incorrect uses of the logo. When developing materials using the logo you are responsible for maintaining its integrity. The logo should always appear in its original state, without any modifications.

### CORRECT USAGE



### INCORRECT USAGE



Do not alter, stretch, skew or distort the logo in any way.



Do not place the logo on a noncomplimentary background color that hinders readability.



Do not add a drop shadow.



Do not change or outline any of the elements.



Do not change the color of the logo.

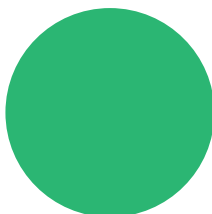


Do not crop the logo.

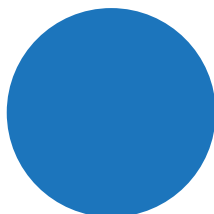
## COLOR PALETTE

The color breakdowns for the logo have been provided to maintain color consistency across a variety of mediums. When preparing files for output, check that the correct breakdown is used based on the specifications provided.

### PRIMARY



C75 M0 Y75 K0  
R43 G182 B115  
#2bb673

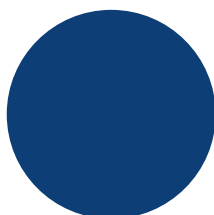


C85 M50 Y0 K0  
R27 G117 B188  
#1b75bc

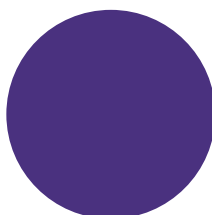
### SECONDARY



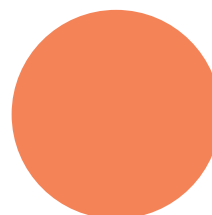
C46 M0 Y100 K0  
R152 G202 B41  
#98ca29



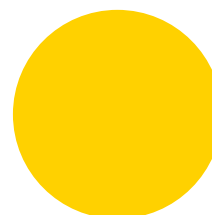
C100 M84 Y28 K13  
R13 G62 B117  
#0d3e75



C90 M100 Y19 K0  
R74 G49 B127  
#4a317f

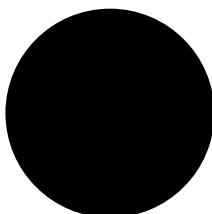


C0 M60 Y69 K0  
Rx245 G131 B88  
#f58358

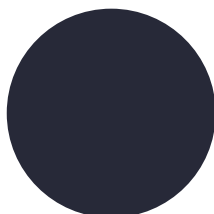


C0 M17 Y100 K0  
R255 G209 B0  
#ffd100

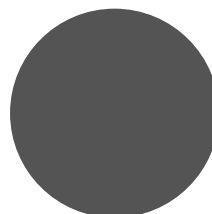
### NEUTRALS



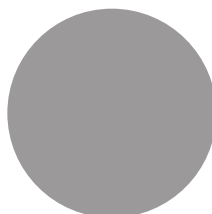
C0 M0 Y0 K100  
R35 G31 B32  
#231f20



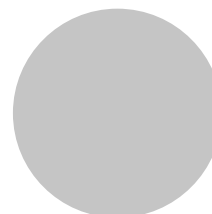
C81 M74 Y52 K57  
R39 G41 B56  
#272938



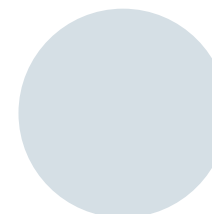
C64 M56 Y56 K32  
R84 G84 B84  
#545454



C42 M36 Y35 K0  
R156 G153 B154  
#9c999a



C22 M18 Y18 K0  
R197 G197 B197  
#c5c5c5



C15 M7 Y6 K0  
R213 G223 B229  
#d5dfe5

Altivo is the primary typeface for the brand. It is a clean, welcoming, modern sans serif font with a unique energy to complement the brand.

**For headlines use  
Altivo Bold.**

**FOR EMPHASIS  
USE ALL CAPS.**

For subheads use  
Altivo Medium.

For body copy use Altivo Regular.

Altivo Thin  
Altivo Extra Light  
Altivo Light  
Altivo Regular  
Altivo Medium  
**Altivo Bold**  
**Altivo Black**  
**Altivo Ultra**

Arial may be used as a secondary typeface used for business communications, including letters, PowerPoint presentations and emails.

## PHOTOGRAPHY

Images should appear candid and natural, rather than overly staged. Select images that are expressive and have energy, creating feelings of aspiration, hope, community, and possibility.





QUESTIONS?

If you have any questions  
regarding the brand guidelines,  
please contact:

Name Name

Email

Phone number