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01

LOGO

THE UNIQUE MARK

The CT Fresh Ed logo consists of two key elements: the **wordmark** and the dynamic **suite of icons**. Together, they form a seal which uses texture and organic lines to reflect the program’s hands-on, earthy character. The logo's rounded sans-serif typeface, Aptly, reinforces a sense of approachability and accessibility.

The rotating icon system represents the program’s three core areas: **classroom**, **community**, and **cafeteria**. Two icons—the carrot and the hand with seedling—serve as primary brand marks. The carrot, representing the **cafeteria**, is a recognizable staple crop often featured in school meals. The hand with seedling symbolize **community** and growth, while also referencing the hands-on nature of agricultural **education**.

Given the program’s broad and evolving scope, a flexible icon system was essential—one that can grow with the brand while staying rooted in its foundational themes.

CT FRESH ED

+



SIZING + WHITE SPACE

The CT Fresh Ed 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 mark's width should appear between the logo and other design elements.



LOGO VARIATIONS

There are multiple versions of the CT Fresh Ed logo that can be used in different media and applications. Usage will mainly depend on the size and shape of the space available.

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

FULL LOGOS:



SUB-BRAND LOGOS

These are the secondary logo variations to be used wherever referring to one of the sub-brands: cafeteria, classroom, or community. They do not need to be accompanied by a full logo, and can exist to represent the brand on their own when appropriate.

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

SUB-BRAND LOGOS:



LOGO MISUSE

The CT Fresh Ed logo should never be skewed or manipulated in a way that alters the brand, as seen in the examples to the right.



Tilting or skewing.



Placing the logo on an illegible and/or clashing color.



Separating the columns of the icon.



Using the logo over faces.



Changing the logo's original font.



Applying gradients.



Assigning completely new colors to the logo.



Using the logo on imagery that is illegible and/or a clashing color.



Outlining the logo.



Placing the logo behind multiple different colors.



Using drop shadows.



Using the logo on overly complex imagery.

PARENT BRAND COLORS

The colors chosen for the CT Fresh Ed brand is built to feel fresh and uplifting, reflecting both the literal freshness of farm-grown food and the energy behind the program’s collaborative opportunities—initiatives sparked when local agriculture and education come together.

Pine and *Cloud* are the primary colors for the CT Fresh Ed brand, used dominantly in application.

Moss, *Frog*, and *Cucumber* are secondary brand colors to be used in unison or as accents to the primary brand palette.

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

PRIMARY COLORS

PINE
PANTONE 5605 C
C:78 M:53 Y:73 K:61
R:34 G:55 B:43
#22372B

100%

75%

50%

25%

CLOUD
C:0 M:1 Y:3 K:0
R:38 G:33 B:63
#FFFAF4

SECONDARY COLORS

MOSS
PANTONE 7731 C
C:84 M:23 Y:94 K:9
R:36 G:136 B:72
#228848

100%

75%

50%

25%

FROG
PANTONE 2420 C
C:73 M:0 Y:86 K:0
R:0 G:198 B:94
#00C65E

100%

75%

50%

25%

100%

CUCUMBER
PANTONE 7486 C
C:28 M:0 Y:54 K:0
R:189 G:220 B:148
#CDE8AF

75%

50%

25%

NOTE: 75% is the primary opacity used for Pantone 7486 C.

SUB-BRAND COLORS

Carrot, Marigold, and Morning Sky are the primary colors for the CT Fresh Ed sub-brands, used dominantly in application.

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

Sub-brand colors should never be used for body text; only for bold headlines or graphics. They should additionally never be used directly on top of each other, to maintain accessibility.

PRIMARY COLORS

CARROT
PANTONE 165 C
C:0 M:74 Y:96 K:0
R:255 G:103 B:32
#FF6720

100%

75%

50%

25%

MARIGOLD
PANTONE 2013 C
C:0 M:48 Y:100 K:0
R:255 G:152 B:0
#FF9800

100%

75%

50%

25%

MORNING SKY
PANTONE 284 C
C:55 M:21 Y:0 K:0
R:108 G:172 B:228
#6CACE4

100%

75%

50%

25%

WEB COLOR ACCESSIBILITY

Web color accessibility standards ensure that websites and digital content are inclusive, provide equal access of information and improve the user experience to all individuals. They also ensure that text and graphics are legible at all sizes.

Pine, Cloud, and Cucumber are the primary colors that should be used for body and heading text on the web in addition to grayscale colors. Some additional variations of color combinations may also be used on various text elements on the web. Use the guide to the right for appropriate color pairings that meet accessibility standards.

12.27:1 | AAA:AAA:AAA

- ✓ regular text (< 17pt)
- ✓ large text (> 18pt, > 14pt BOLD)
- ✓  (graphics)

text color: #FFFAF4
background color: #22372B

9.55:1 | AAA:AAA:AAA

- ✓ regular text (< 17pt)
- ✓ large text (> 18pt, > 14pt BOLD)
- ✓  (graphics)

text color: #CDE8AF
background color: #22372B

4.37:1 | A:AA:AAA

- ✗ regular text (< 17pt)
- ✓ large text (> 18pt, > 14pt BOLD)
- ✓  (graphics)

text color: #228848
background color: #FFFAF4

12.27:1 | AAA:AAA:AAA

- ✓ regular text (< 17pt)
- ✓ large text (> 18pt, > 14pt BOLD)
- ✓  (graphics)

text color: #22372B
background color: #FFFAF4

9.55:1 | AAA:AAA:AAA

- ✓ regular text (< 17pt)
- ✓ large text (> 18pt, > 14pt BOLD)
- ✓  (graphics)

text color: #22372B
background color: #CDE8AF

4.37:1 | A:AA:AAA

- ✗ regular text (< 17pt)
- ✓ large text (> 18pt, > 14pt BOLD)
- ✓  (graphics)

text color: #FFFAF4
background color: #228848

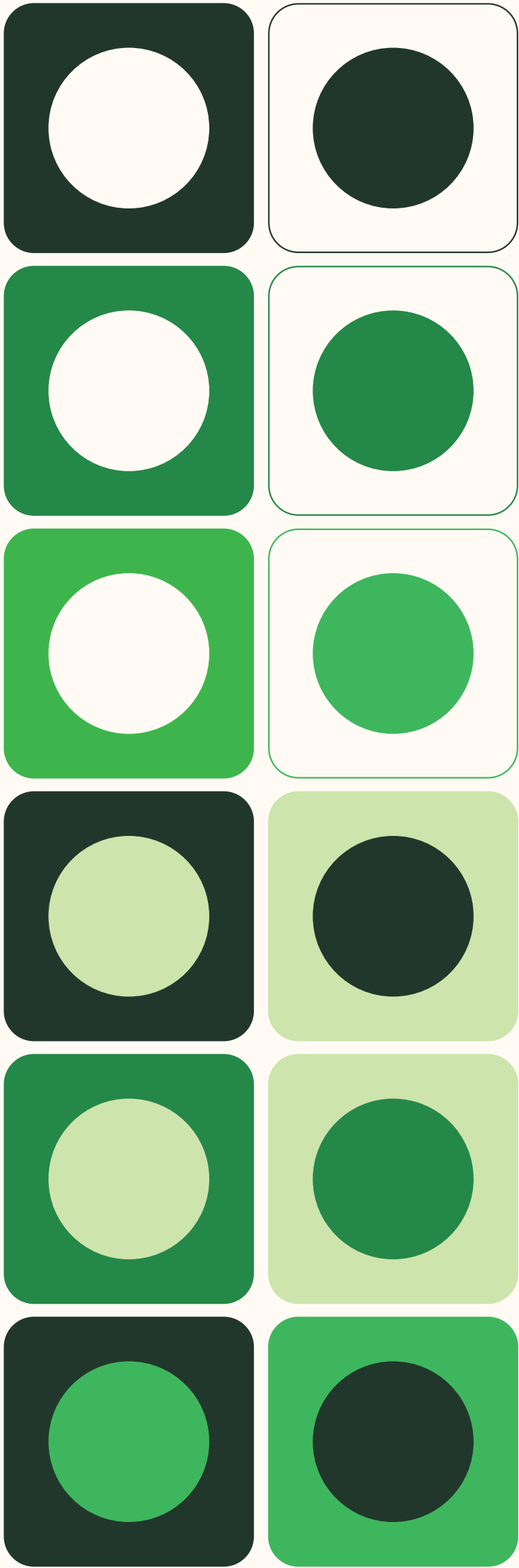
COLOR PAIRINGS

When selecting colors for **headings** and **graphics**, use color combinations that complement each other, such as these suggested color pairings.

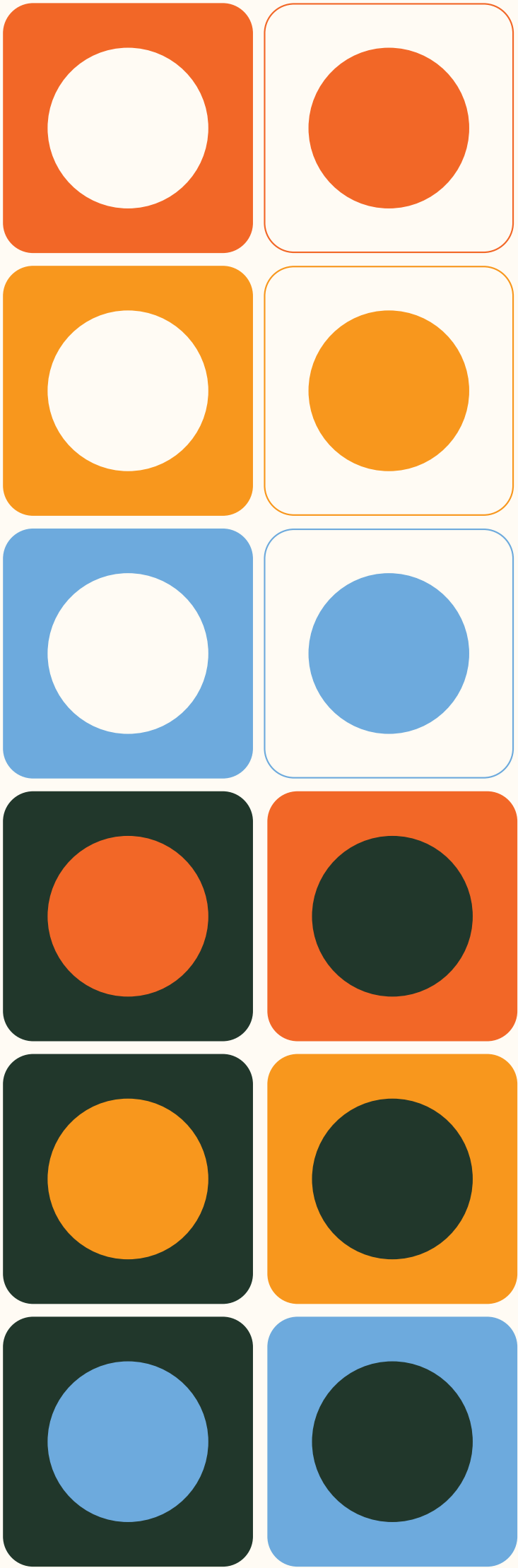
Body copy should use *Cloud* as a ground, and *Pine* for the text color, for readability.

Sub-brand logos and colors should never be used on top of another sub-brand's color, or a vibrant color such as *Frog* to maintain good contrast + accessibility.

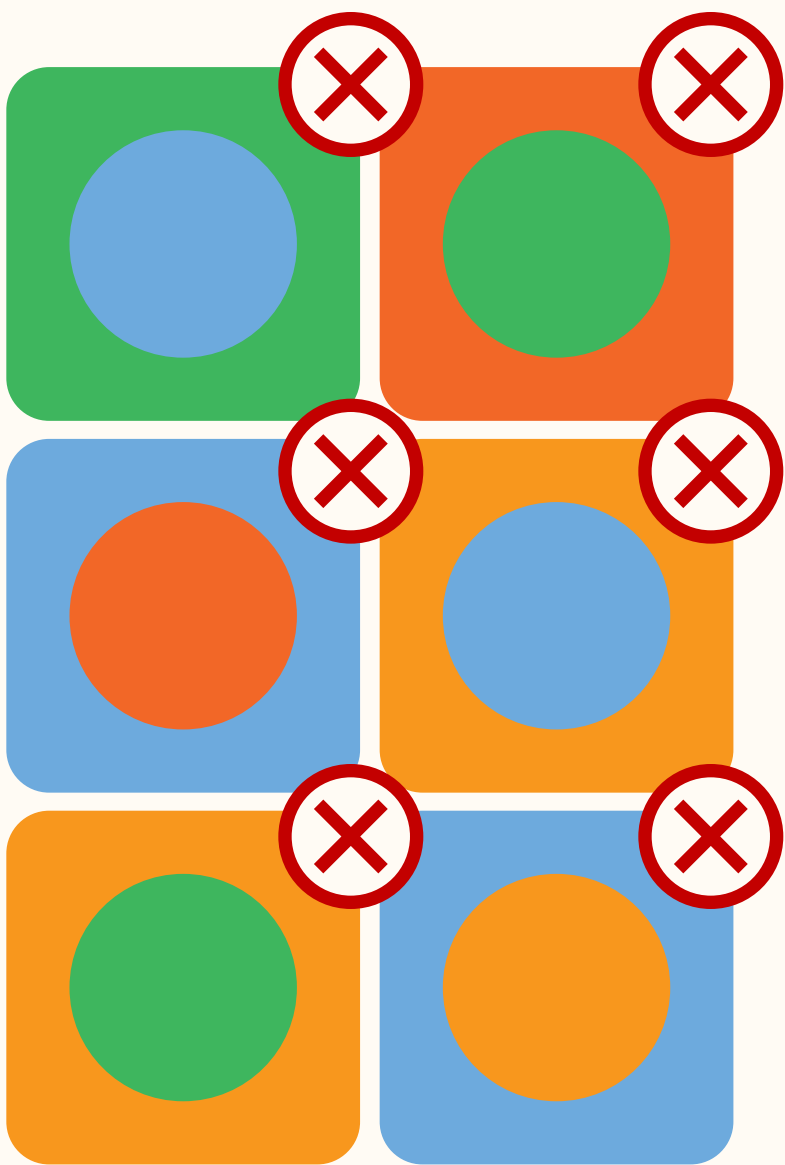
PARENT BRAND COLOR PAIRINGS



SUB-BRAND COLOR PAIRINGS



IMPROPER COLOR USE



COLOR USE

If the production method allows, the full-color version of the logo is preferred.

In cases where only one color is viable, a solid version of the logo can be used in either of CT Fresh Ed's primary brand colors.

When color production is not available, the one-color black logo variant should be used. On a black or colored background, one-color *Cloud* or white logo variants should be used.

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



BRAND TYPEFACE

Open Sauce is a compact, modern sans serif typeface designed for clarity, legibility, and consistency. As the primary typeface for the CT Fresh Ed brand, Open Sauce can be used across all text applications, from headlines and subheadings to body copy. Its balanced proportions and smooth structure provide an organized, accessible look that supports flexibility and clear typographic hierarchy.

Aptly, featured in the logo, is a rounded display font that can be used for headlines or callouts. Its softer, more expressive tone adds warmth and personality to key messaging while complementing the structure of Open Sauce.

Headline + body copy sample

GROWING COMMUNITY

CT Fresh Ed connects schools with local farms to support fresh, healthy meals, hands-on learning, and stronger community connections.

Aptly - Bold
headlines

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!/?&*

Open Sauce - Black
headlines

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!/?&*

Open Sauce - Bold
headlines/sub headlines

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!/?&*

Open Sauce - Regular
sub headlines/body copy

Lorem ipsum dolor sus aut
aut pratur moluptatur, illabor
ehenest odiamenecum
a vollendunt, unturio. Es
dolorectia simillabore
conectem quas dolupta
testem voluptam, si aditatur
aut hit et quia voluptae
voluptamusam volorit mi, int
perum et quae. Porro optur re
por atquibus ant.

02

ICONS

BRAND ICONS + CATEGORIES

A single icon can't fully represent the depth and range of CT Fresh Ed. To support a more complete visual system, the logo incorporates a custom set of icons derived from the program's three core categories: *classroom*, *community*, and *cafeteria*. Each icon highlights a key aspect of the program—from growing and learning to nourishing students.

Designed to complement the logo, the icons share a consistent visual language: bold, organic, and approachable. They can be used within the seal or independently across print and digital applications. This flexible system allows for variation while maintaining visual cohesion.

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

CAFETERIA:



CLASSROOM:



COMMUNITY:

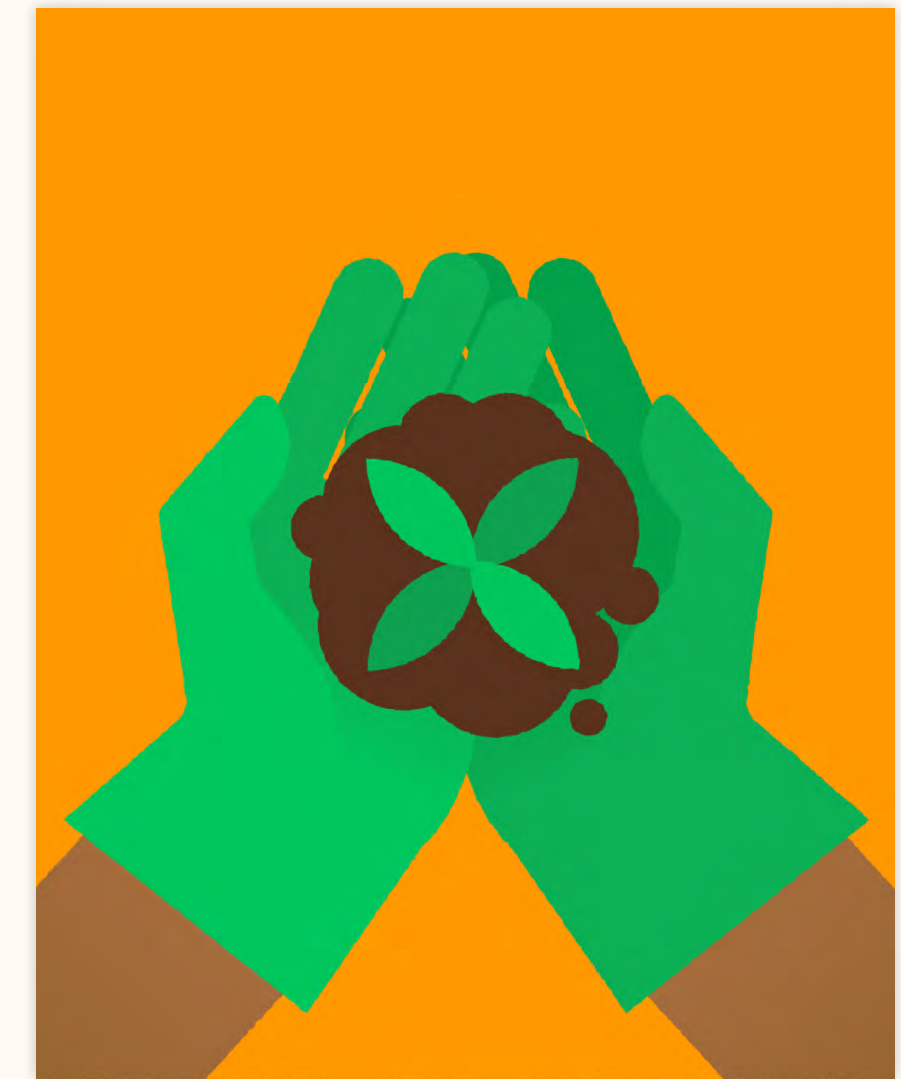


03

ILLUSTRATIONS

ILLUSTRATED ASSETS

Illustrations provide an additional way to bring CT Fresh Ed concepts to life beyond the core icon system. While maintaining the same flat style and textured, organic edges, they allow for more detailed and expressive storytelling—helping to place the viewer within moments across the classroom, cafeteria, and community. This added flexibility supports a richer visual narrative while remaining cohesive with the overall brand system.



04

PHOTOS

PHOTO STYLE

Photography plays a key role in telling the story of CT Fresh Ed. It helps express the program's values, and brings its mission to life. Imagery may include both original and high-quality stock photography.

Photography representing CT Fresh Ed, whether on social media, the website, or in print, should be:

- **Authentic** – using real photos of local farms, schools, and communities whenever possible, rather than overly polished or generic stock.
- **Inclusive** - representing people of all ages and backgrounds.
- **Purposeful** – every image should support the message it's paired with, whether highlighting a seasonal ingredient, classroom activity, or event.
- **High Quality** - bright, clear, and vibrant.



05

MESSAGING

MISSION AND VISION

Mission

To nourish every Connecticut student with fresh, locally grown food while cultivating lifelong appreciation for agriculture, supporting regional farmers, and strengthening community health and pride.

Vision/Tagline

Connecting farms, families, and education.

WRITING STANDARDS

Please use the following capitalization when writing out the brand name in text:

CT Fresh Ed

- “CT” should always be capitalized.
- “Fresh” should be capitalized.
- “Ed” should be written with a lowercase d.

Incorrect use examples:

- ⊗ CT FRESH ED
- ⊗ CT Fresh ED

Maintaining this specific formatting ensures consistency and strengthens brand recognition.

PARENT BRAND:

CT Fresh Ed

SUB-BRANDS:

CT Fresh Ed: Cafeteria

CT Fresh Ed: Classroom

CT Fresh Ed: Community

COPY SAMPLE:

CT Fresh Ed connects schools with local farms to support fresh, healthy meals, hands-on learning, and stronger community connections.

THREE PILLARS

CT Fresh Ed connects schools, farms, and families through three pillars.

By weaving these pillars into daily practice, we empower students to eat well, farmers to thrive, and communities to flourish.

Cafeteria

LOCAL PROCUREMENT – Simplifying pathways for schools to buy Connecticut produce and products.

Classroom

HANDS-ON EDUCATION – Embedding food-system learning through gardens, taste-tests, and farm visits.

Community

COMMUNITY PARTNERSHIP – Equipping food-service teams, educators, and growers with tools that make farm-to-school participation accessible and rewarding.

TONE AND PERSONALITY

Our brand voice should feel like a knowledgeable cultivator: **practical**, **encouraging**, and **forward-thinking**.

Use these five checkpoints when drafting copy:

 **Clear and concise**
Favor straightforward language that busy educators and growers can digest quickly.

 **Warm and engaging**
Inspire pride and participation with positive, supportive phrasing.

 **Authentic and genuine**
Avoid jargon or bureaucratic lingo; speak as neighbors helping neighbors.

 **Purpose-driven**
Continually tie messages back to student well-being, local economies, and community impact.

 **Natural and unforced**
Choose language and design that feels clear and grounded, never overdone or overly stylized. Avoid bureaucratic, “federal,” or overly clever terminology that might alienate your audience.

VOICE GUIDELINES

Brand voice is the consistent personality and tone used in all written communication. For CT Fresh Ed, the voice should reflect the program's values: it's grounded, friendly, and collaborative. Whether writing for families, educators, or partners, the language should be clear, welcoming, and purpose-driven.

Voice guidelines help ensure that everything, from social posts to web content, sounds like it's coming from the same trusted source, even across different formats or contributors.

1. Informative, not academic

Share facts in plain English; if a term is technical (e.g., food-miles), add a brief explanation.

2. Inclusive and empowering

Address “students,” “families,” “farmers,” and “school nutrition teams” directly; celebrate diverse cultures and food traditions.

3. Locally grounded

Highlight Connecticut farms, seasons, and communities to reinforce state pride.

4. Hopeful and action-oriented

Frame challenges as opportunities and pair them with a clear next step (e.g., “Join the network,” “Plant a garden”).

5. People-powered visuals

Highlight individuals—school chefs, farmers, students—in visuals and messaging to humanize the initiative. Keep the tone casual and rooted, not corporate or sterile.

QUICK REFERENCE: VOICE CHECKLIST

If the answer is “yes” to all, your copy is on-brand for CT Fresh Ed.

- ✓ Is it **clear** and **concise**?
- ✓ Does it feel **welcoming** and **supportive**?
- ✓ Would a farmer, teacher, or student **understand it instantly**?
- ✓ Does it reinforce Connecticut pride and **community** impact?
- ✓ Does it reflect the **people** behind the program?
- ✓ Is the tone **natural** and not overdone?

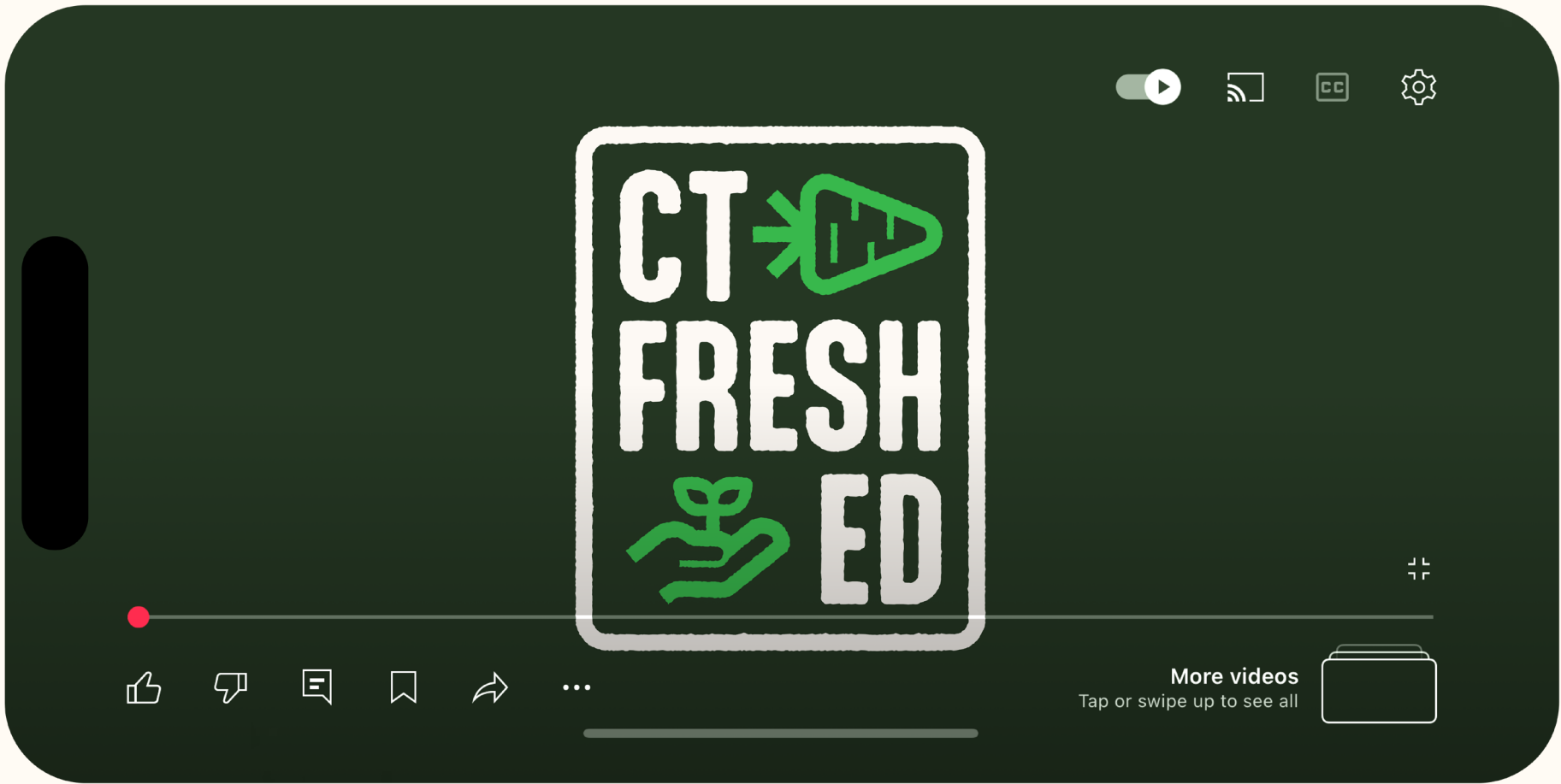
05

APPLICATIONS

LOGO ANIMATION

The animated logo should be used to bookend digital content, such as at the beginning or end of social videos, presentations, or training materials. It can also be used in Instagram stories, reels, or as part of animated social posts.

A folder of pre-exported logo animations is available in multiple formats and sizes, optimized for use across social media platforms. Do not alter the animation or add additional effects.











CT FRESH ED

NURTURING COMMUNITY

SEE HOW



CT FRESH ED

LOCALLY GROWN

SEE HOW



CT FRESH ED

LEARNING TOGETHER

SEE HOW





