



Helpful Hints and Logo Guidelines

The Connecticut Department of Economic and Community Development (DECD) commissioned the unique and widely recognizable Connecticut *still revolutionary* logo to bolster state and brand awareness. Building upon this familiarity, DECD developed the Connecticut Made logo so that makers of Connecticut products can participate in the Connecticut brand.

The Connecticut Made logo may not be changed, modified or distorted in any way. These helpful hints and guidelines are intended to ensure that the logo is used in ways which will strengthen and unify the Connecticut Made brand, thereby bringing the most value to its users.

The Full-Color Logo

The full-color, preferred Connecticut Made logo is red, white and blue. At a glance, it can be identified by the wordmark “Connecticut” appearing in blue. The 4 Pantone colors are: Blue 2935C and 2945C, Red 485C and 284C.

Knockout Logo

The knockout Connecticut Made logo is red and white. At a glance, it can be identified by the wordmark “Connecticut” appearing in White. The 2 Pantone colors are: Red 485C and 284C

When to use Full-Color versus Knockout

While the full-color color combination is preferable, your choice of logo depends upon how legible it is against the background. Quick rule of thumb: If the logo is to be placed on a light background, use the full color logo. If the background is dark, use the white and red logo.

Vertical Use of Logo

It is preferred that the Connecticut Made logo be used horizontally. However, if it is required by the allotted space, use the logo in a vertical direction with the capital “C” of Connecticut starting at the top, reading from the top down.

Spacing and Placement

Spacing and placement of the logo will largely depend upon how and where the logo is being used. However, a good rule of thumb is that whenever the Connecticut Made logo is placed near the edge of the page, its distance from the edge should be the same or greater than the upper case “C” in Connecticut.



Full-Color Logo
For use on light backgrounds



Knockout Logo
For use on dark backgrounds