CThumanities

Identity Standards

CThumanities

REPRODUCTION

To ensure proper reproduction use only the authorized artwork from electronic files. For intermediate size not available on file, always reduce from the larger original.

CThumanities

AREA OF ISOLATION

As a rule, this area, known as the area os isolation, is defined by a minimum distance of (x) that is equal to the height of the letter 'T' in "CT". Copy, Images, or graphic elements much not encroach upon this minimum distance.

CThumanities

1 inch

MINIMUM WIDTH

1 inch is the smallest size the word mark can be reproduced.

THE WORDMARK

Although our name is Connecticut Humanities, our wordmark, what some people might call our logo, is CThumanities. Our wordmark is the specific and unique typographic treatment of our name.

By using the abbreviation for Connecticut — CT — we simplify the mark visually and focus attention on our area of activity — the humanities.

The wordmark is simultaneously simple, understandable and memorable.

AREA OF ISOLATION

When the Connecticut Humanities wordmark is accompanied by additional text or other graphic elements, there should be an image-free zone maintained around these elements to guard against visual clutter.

The logo should never be shown in a confined area less than the non-interference zone. The Connecticut Humanities logo must never be connected to any copy or slogan, other than those approved through Connecticut Humanities.

To ensure ease of placement according to these guidelines, the required amount of surrounding space is included in each of the image files available for use. The pre-defined crop area ensures that the area of isolation is observed. As long as you do not alter the placed artwork (by cropping or changing the aspect ratio), the logo will appear with the area of isolation already in place.

MINIMUM SIZE

The logo has been designed to retain its characters and readability in small and large sizes, with both horizontal and vertical formats available to ensure legibility.

When reproduced, Connecticut Humanities' wordmark must have a width of at least one inch.

There is no such thing as too big. The humanities can never be 'too big', only too small!

CThumanities

Spot: Warm Gray 10U	Spot: 301U
CMYK: 49, 45, 49, 5	CMYK: 100, 45, 0, 18
RGB: 137, 129, 122	RGB: 0, 101, 164
HTML: #7E7774	HTML: #0F6292

CThumanities

BLACK 70%	BLACK 90%
CMYK: 0/0/0/70	CMYK: 0/0/0/90

CThumanities

WHITE
CMYK: 0/0/0/0
RGB: 255/255/255
HTML: #ffffff

FULL COLOR LOGO

Consistent and legible color treatment of our wordmark strengthens Connecticut Humanities' identity. Shown at left is the correct color use of the signature: Gray and Blue on a white background. Never display the identity in color schemes that differ from this example. The only colors to be used to reproduce our symbol is Pantone Matching System (PMS) PMS Warm Gray 10 and PMS 301 or their 4-color process equivalents, C49, M45, Y49, K5 and C100 M45 Y0 K18.

Each of these colors must be converted for viewing on screen. For web, the blue is expressed as R=0, G=101, B=164 and Gray 10 is R=137 G=129 B=122 For browsers, the blue becomes #0F6292, and gray becomes #7E7774.

BLACK AND WHITE

Do not use the color files to reproduce in black and white. The conversion will not work. Please use provided Black and White version of the identity to do this.

REVERSING OUT OF A FIELD

When Connecticut Humanities' wordmark needs to appear on a dark background that will compromise the legibility of the positive, full color version of the identity, the reversed or white version must be used.

It is critically important that the field extends to at least three edges of the document so that the field is not considered part of the signature. The identity must appear as if it has been placed on the field, not as a field on a field.

1. **cT**humanities

2. **ct**humanities

3. **cT**humanities

4. **cT**humanities

5. **c T** humanities

INCORRECT USE OF LOGO

The wordmark for Connecticut Humanities is a unit, and has been created with specific spacing and size relationships. Thought and consideration has been given to the creation of various master files in anticipation of approved usage: two-color, four-color, spot color, and white only. Specific file types have also been supplied based on intended use, such as print, web, and electronic communications formats.

In order to keep our messaging and branding consistent, please DO NOT:

1. change the scale of the identity unequally (not in proportion)

2. typeset the name of Connecticut Humanities instead of using one of the provided pieces of artwork

3. scale the signature below the minimum recommended dimension

4. change the color of the wordmark

5. add personal messages, images or position/tag lines that are not approved

FILE NAME	COLOR	USE
01 ConnecticutHumanities_Logo_PMS.eps	spot	print
02 ConnecticutHumanities_Logo_CMYK.eps	process	print
03 ConnecticutHumanities_Logo_BLACK.eps	grayscale	print
04 ConnecticutHumanities_Logo_WHITE.eps	all white	print
05 ConnecticutHumanities_Logo_CMYK.jpg	process	print
06 ConnecticutHumanities_Logo_RGB.jpg	RGB	web
07 ConnecticutHumanities_Logo_BLACK.jpg	grayscale	print
08 ConnecticutHumanities_Logo_RGB.png	RGB	web
09 ConnecticutHumanities_Logo_BLACK.png	grayscale	web
10. ConnecticutHumanities_Logo_WHITE.png	all white	web
11 ConnecticutHumanities_Logo_CMYK.tif	process	print
12 ConnecticutHumanities_Logo_BLACK.tif	grayscale	print

LOGO FILE FORMATS

.EPSs are vector format and can be re-sized without losing image quality. Due to its high quality, it is commonly used with commercially printed elements. It is the first choice for commercial printing and when resizing and quality is most important.

.JPGs are raster files best used for web-based designs because their compressed sizes load quickly. JPG images lose some quality but are great to use for office printing, importing into Microsoft Office applications like Word, PowerPoint, Excel, etc. for emails, electronic banner designs or anything web-based.

.PNGs are web-based files that do not lose quality when compressed and are best used for the web. These are designed for transferring images on the Internet, not for professional-quality print graphics, and thus does not support non-RGB color spaces such as CMYK.

.TIFFs are flexible bitmap image format supported by virtually all paint, image-editing, and page layout applications. It produces a higher quality image than a JPG or PNG, but is not a vector format like EPS.

DOWNLOADING FILES FROM PDF

All the logo files (1-12) listed to the left are attached to this PDF document.

To download the files, select the corresponding attachment that is appropriate for your purpose and chose to save the file.

The logo files are also available for download on our website, **www.cthumanities.org**

For any questions regarding downloading the files or usage of the logo please email Aimee Cotton Bogush at **abogush@cthumanities.org**