



CT VIDEO SERVICES • BRAND SYSTEM

# Recognizably Connecticut. Clearly ours.

A visual reference for production, marketplace, quote, affiliate, partner, creator, social, print, and digital applications.

INDEPENDENT BUSINESS • NOT A STATE OF CONNECTICUT AGENCY

Version 1.0 • August 2026 • Searchable digital reference



## 01 / FOUNDATION

# Story, mission, and position

CT Video Services helps Connecticut organizations and creators plan, produce, broadcast, edit, distribute, and learn from visual media. The brand should feel capable, local, direct, inventive, and accountable.

**MISSION**

Make professional visual production easier to understand, hire, deliver, and grow across Connecticut.

**BUYER PROMISE**

Clear scope, useful planning, documented rights, accessible delivery, and a human next step.

**CREATOR PROMISE**

One reviewed profile, real opportunities, clear assignments, and honest compensation status—never guaranteed earnings.

**MARKET POSITION**

A statewide production company and creator marketplace, organized around useful local discovery rather than popularity.

**VOICE CHECK**

Lead with the outcome. Explain the production decision. Name the boundary. Offer a real next step. Never invent a job, review, creator, price, result, deadline, availability, affiliation, or guarantee.



02 / IDENTITY

# Logo system and clear space



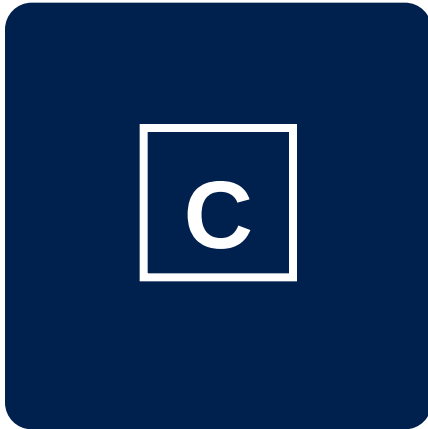
Use the complete CT Video Services lockup when the business name is not already clear. Use the standalone mark for app icons, favicons, compact interface controls, and approved decorative applications.

- Maintain clear space equal to the width of the inner C stroke on every side.
- Keep the mark in approved blue, black, or white applications; preserve contrast.
- Do not stretch, rotate, fade, outline, crop, recolor, rebuild, or add effects.
- Do not place the full lockup over busy photography or use it as a pattern.
- The standalone mark may contain approved Connecticut imagery only in designed campaign applications.
- Co-branding must preserve independent ownership and must not imply government endorsement.



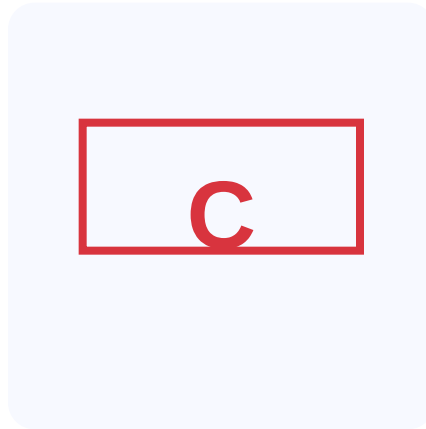
03 / IDENTITY

## Correct use and misuse



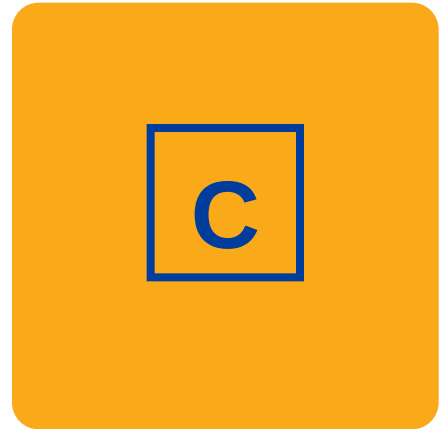
**APPROVED**

Original proportions High contrast



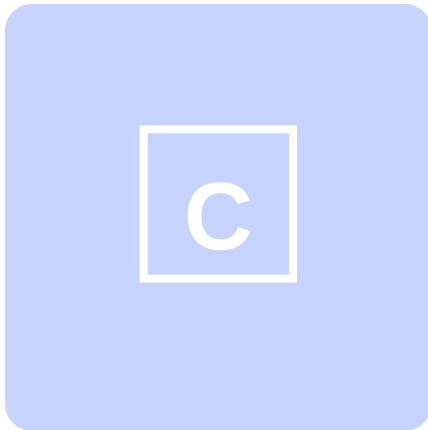
**DO NOT STRETCH**

Distorted geometry breaks recognition



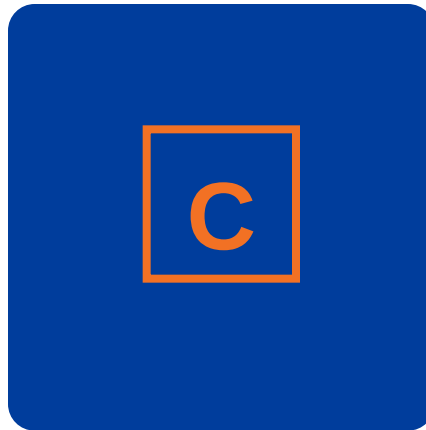
**DO NOT RECOLOR**

Unapproved palette changes the mark



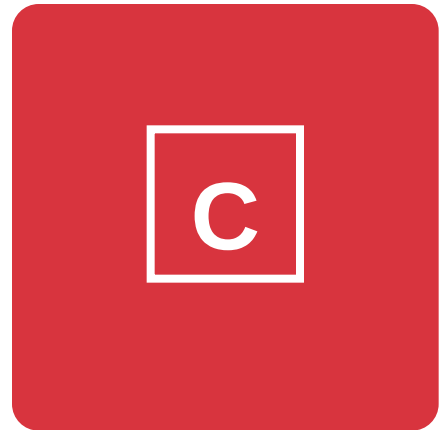
**DO NOT FADE**

Low contrast harms access



**DO NOT ADD EFFECTS**

Shadows and outlines create a new logo



**DO NOT CLAIM STATE STATUS**

Independent business not a state agency



04 / DESIGN TOKENS

# Color and typography



**Primary blue**

#3371E7

RGB 51 / 113 / 231

CMYK 79 / 51 / 0 / 0



**Navy**

#00214D

RGB 0 / 33 / 77

CMYK 100 / 84 / 35 / 48



**Deep blue**

#003D9C

RGB 0 / 61 / 156

CMYK 100 / 78 / 0 / 13



**Orange**

#F27124

RGB 242 / 113 / 36

CMYK 0 / 68 / 94 / 0



**Gold**

#FAAA19

RGB 250 / 170 / 25

CMYK 0 / 38 / 97 / 0



**Status red**

#D8343E

RGB 216 / 52 / 62

CMYK 10 / 94 / 71 / 2

## Poppins SemiBold

Headlines, navigation, strong labels, and concise calls to action

## Poppins Regular

Body copy, forms, captions, metadata, and longer reading. Arial is the fallback.



## 05 / VISUAL LANGUAGE



**Show Connecticut people, production process, real places, deliberate craft, and useful outcomes. Equipment belongs in the story when it explains capability—not as generic decoration.**

### USE

Owned or licensed media; descriptive filenames; source and release records; explicit width and height; responsive formats; meaningful alt text; captions and transcripts; a clear focal point.

### AVOID

Generic stock clichés; unlicensed social media; fabricated creators or results; unreadable text burned into thumbnails; rapid decorative motion; autoplay with sound; misleading before-and-after examples.



06 / APPLICATIONS

# Quotes, profiles, banners, and email

**CT VIDEO SERVICES**

EXAMPLE QUOTE COVER

## Multi-Camera Production Plan

Hartford, Connecticut • Example only

CTV-EXAMPLE-001 / REV 1



**Creator name**

Reviewed details appear here

EXAMPLE — NOT A LIVE PROFILE

**Your production plan**

Clear subject • plain text fallback

One primary action • tracked with consent

**REVIEW QUOTE**



## Hire Connecticut creators.

EXAMPLE CAMPAIGN BANNER



## 07 / PARTNER USE

# Creator, affiliate, and co-branding

**CREATOR MARKETPLACE**

Keep customer and creator paths visually distinct. Label review, verification, compensation, and availability precisely. Never turn popularity metrics into a quality guarantee.

**AFFILIATE CREATIVE**

Use a unique, trackable link and a plain-language material-connection disclosure. Never show demonstration conversions, balances, or payouts as real.

**PARTNER LOCKUPS**

Place partner marks side by side with independent clear space. Do not merge marks, imply state endorsement, or suggest a legal relationship that does not exist.

**SPONSORED CONTENT**

Disclosures must be hard to miss, close to the endorsement, understandable without specialist language, and retained in every materially different version.

**ACCESSIBILITY**

Meet contrast, focus, target-size, reduced-motion, language, caption, transcript, alternative-text, and reading-order requirements in the source design.

**DOWNLOADS**

Use current packaged assets and tokens. Do not extract, redraw, or recolor logos from screenshots, social posts, or old proposals.



08 / COMMUNICATION

# Voice, tone, and calls to action

## USE SPECIFIC ACTIONS

Get a production estimate

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Browse real creator gigs

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Review the current quote

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Ask about venue audio access

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Report an accessibility barrier

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## NEVER MAKE FALSE PROMISES

Guaranteed creator income

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Best creator in Connecticut

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Instantly book any date

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Official Connecticut agency

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Risk-free investment opportunity

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Tone changes by context—calm during a production problem, concise in an interface, consultative in a quote, celebratory in a creator milestone—but honesty and clarity never change.



## 09 / GOVERNANCE

# Source, assets, and change control

This guide applies the approved Connecticut palette and typography to the distinct CT Video Services production and marketplace system. The Connecticut brand source remains authoritative for its protected mark; CT Video Services controls its own wordmark, applications, messaging, interfaces, and commercial materials.

**LIVE BRAND CENTER**<https://ctvideoservices.com/brand-guidelines>**CSS TOKENS**<https://ctvideoservices.com/brand-assets/tokens.css>**JSON TOKENS**<https://ctvideoservices.com/brand-assets/tokens.json>**ACCESSIBILITY CENTER**<https://ctvideoservices.com/accessibility>**OFFICIAL CONNECTICUT SOURCE**<https://portal.ct.gov/-/media/DECD/Tourism/CT-Brand-2023/CT-Brand-Logo-Guidelines-101623.pdf>**CHANGE CONTROL**

Update source assets and tokens first; regenerate this PDF; render every page; verify text extraction, links, contrast, crop, bleed, metadata, and file size; publish only after owner review. Printers must confirm stock, finish, bleed, color conversion, and proofing requirements.