

# CONNECTICUT WIC & HEAD START

## Graphic Standards

### Logo Colors:

To help maintain consistency and a harmonious look for all state materials, use of the colors shown here is recommended. This suggested palette of colors has been selected to work well together.



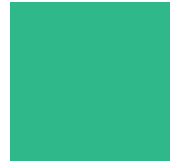
C | 0%  
M | 25%  
Y | 90%  
K | 0%



C | 100%  
M | 60%  
Y | 0%  
K | 6%



C | 4%  
M | 97%  
Y | 100%  
K | 0%



C | 73%  
M | 0%  
Y | 62%  
K | 0%



### Spot colors:

PMS 7408 C

PMS 641 C

PMS 485 C

PMS 339 C

### Fonts:

There are three font families approved for the Connecticut WIC brand: Myriad Pro, Gotham & Neuton. Limit use to these three font families to ensure a consistent and identifiable look. Myriad Pro is the dominant font for the majority of body copy. The other two are used for headings and sub-headings. A sampling of the fonts is below.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz1234567890

**Myriad Pro Regular**

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz1234567890

**Myriad Pro Italic**

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz1234567890

**Myriad Pro Bold**

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz1234567890

**Myriad Pro Bold Italic**

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz1234567890

**Gotham HTF Medium**

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz1234567890

**Neuton Light**

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz1234567890

**Neuton Italic**