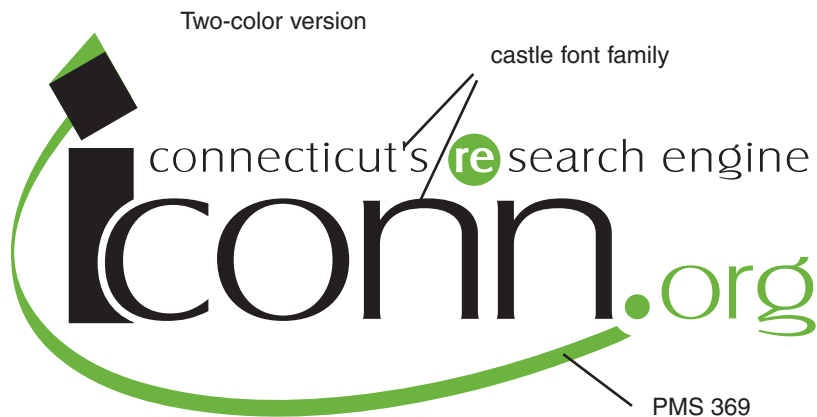


Elements of style and graphic standards

iCONN.org - Connecticut's re-search engine



Verbal/Written Name:

When referring to “iCONN” in copy for print or broadcast, the formal descriptor is as follows —

Verbal: “iCONN.(dot)org - Connecticut’s **re**search engine.”

Written: iCONN.org - Connecticut’s **re**-search engine.

or iCONN.org - Connecticut’s re-search engine. (*underline only if “Bold” is not an option*)

Please note that the “i” is always presented in the lowercase version and that CONN is all capital to convey a long-standing abbreviation for the State of Connecticut (UCONN), and to differentiate between the classically spelt “icon”.

Tag Line:

The approved tagline (as of 11/06) for iCONN is as follows — “Connecticut’s **re**-search engine.” (note - ‘re’ should be bolded [preferred] or underlined **AND** a hyphen added to set-off this qualifier.)

Graphic Standards

COLOR: CONN branding is two color - Black and Pantone 369 (Lime Green). Variations on this green are acceptable, **ONLY WITH APPROVAL** of a representative from the iCONN management team. It is anticipated that exact Pantone matches are not always possible, but this logo is distinctively **NOT** a classic green, such as the tone of grass and variations that are that great a shift, will not be accepted. In situations where the logo can not be reproduced in the approved two colors, a grey-scale or black version of the logo should be engaged.

FONT: All iCONN logos are prepared in vector, outline fonts, therefore not requiring any manipulation of the font. In the event the font is needed, the family used is a standard ITC font, called “Castle”. The logo should **NOT BE RESET** under any circumstances, for careful consideration to kerning and alignment exist in the original logo.

APPLICATION OF THEME: The ‘swoosh’ element of the logo lends itself nicely to an element of design, and design professionals are encouraged to reinforce this revised brand (7/06) by effective use of the positive/negative space the swoosh can create. See reverse side of this sheet for sample ads in use/development.

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Please call 860.887.6882 x 509 (maria@mirandacreative.com) with any questions regarding application of graphic standards or electronic version of the iCONN logo.



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Samples of live ads/Graphic interface

iCONN - Connecticut's research engine



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... Health and Business resources
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