



**VERMONT**

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**STATE OF VERMONT BRAND STANDARDS & STYLE GUIDE**

# Contents

## DOCUMENT HISTORY

### 1 INTRODUCTION

Branding Standards & Guidelines 1-1

### 2 VERMONT BRAND STANDARDS

Official Vermont Logos 2-1

Logo Arrangement / Colors 2-2

Logo Versions 2-3

Size / Clear Area / Placement 2-4

Background Selection 2-5

Unacceptable Usage 2-6

Use with Identifiers 2-7

Use with Sponsorship & Partners 2-9

Additional State Approved logo 2-10

Use with Other Logos 2-11

### 3 STATE OF VERMONT STATIONERY STANDARDS

Overview Vermont Stationery 3-1

Business Card Options 3-2

Letterhead Options 3-4

Envelope Options 3-6

Mailing Address Label Options 3-8

File Formats / Obtaining Files 3-9

### 4 TYPOGRAPHY GUIDELINES

Font Usage Overview 4-1

Font Families 4-2

Suggested Font Usage 4-3

Font Usage Example 4-4

### 5 COLOR PALETTE GUIDELINES

Color Overview 5-1

Vermont Color Palette 5-2

Selecting Color 5-3

Attributes & Associated Colors 5-4

Color Balance 5-5

Combination Examples 5-6

Tints 5-7

### 6 VISUAL LANGUAGE GUIDELINES

Visual Language Overview 6-1

### 7 COMMUNICATIONS EXAMPLES

7-1

#### STANDARDS

Mandatory requirements for all State of Vermont marketing and communication components.

#### GUIDELINES

Provide direction and recommendations to best express the Vermont brand and maintain consistency across marketing and communication efforts.

# Document History

<b>VERSION 1.0</b>	JANUARY 2007	Initial Distribution of Brand Standards & Guidelines
<b>VERSION 2.0</b>	JUNE 2009	Incorporated State Graphic Standards Approved state logos added State Stationery added  New Sponsorship & Partner Logos Updated Visual Language Updated Examples

# State of Vermont

## Brand Standards & Guidelines

### STATE OF VERMONT BRAND STANDARDS AND STYLE GUIDE

The purpose of the Brand Standards and Style Guide is to bring State agencies and departments under a uniform visual identity that causes our customers to immediately recognize a communication as a State of Vermont communication.

The standards apply to all Executive Branch agencies and departments. Elected offices and quasi-state organizations are encouraged to use these standards as well. This document includes standards for business cards, letterhead, envelopes, mailing labels, and the proper use of state logos and emblems. Consistent use of state logos, emblems, and design aids the public in the clear identification of state organizations. The use of these standards and guidelines for State of Vermont communications visually demonstrates the effort to improve efficiency and coordination among state offices.

### USING THE BRAND STANDARDS AND STYLE GUIDE

This guide is a tool for you to use when creating materials to communicate with your audiences about the resources, programs, services, and regulations of the State of Vermont. We communicate with Vermonters in many ways. Presenting our printed materials with a common and consistent look and feel reinforces the Vermont brand and helps Vermonters understand, and feel proud of, the ways their State agencies, departments and programs function to serve them.

It is designed to allow you the flexibility to choose a distinctive look and feel that is right for your audience and message while still maintaining a relation to the overall state identity. In addition, growing adoption of these guidelines by state entities will make it easier to partner with, coordinate, or share materials with other complementary state programs or entities because each is based from the same foundation.

As you work with this manual, we welcome your input. Please direct all comments and questions to [marketing@state.vt.us](mailto:marketing@state.vt.us).

Using a consistent brand identity positively affects the way our brand is perceived. Thank you for playing an active role in maintaining the strength of Vermont's brand.

Kathy Murphy  
Chief Marketing Officer, State of Vermont



# Vermont Brand Standards

## Official Vermont Logos

Two logos have been designated to officially represent the State of Vermont:

### VERMONT COAT OF ARMS

The Coat of Arms may be used for commemorative medals or for public displays not connected with any advertising, provided that: (1) the use does not imply state endorsement or approval when none has been given and (2) a sample of the medal or display is delivered to the Secretary of State prior to manufacture, distribution or sale. See *VT Statutes, Title 13, §1904a*.

Questions concerning use of the Coat of Arms should be directed to Greg Sanford, state archivist, at (802) 828-2369 or [gsanford@sec.state.vt.us](mailto:gsanford@sec.state.vt.us).



Full-color version



One-color version

### VERMONT MOON OVER MOUNTAIN LOGO

The Vermont Moon Over Mountain logo is the primary graphic element used to identify the State of Vermont. As such, it should appear on *all* internal and external communications.

It is a registered trademark protected by law. State of Vermont offices may use it in accordance with specifications defined in this manual for marketing and promotion of state government goods, services and agency or department authorized sponsorships. The Moon Over Mountain logo may not be altered or modified by state officials or adapted for use by private entities.

For questions concerning the use of the Moon Over Mountain logo contact the Chief Marketing Officer's office at [marketing@state.vt.us](mailto:marketing@state.vt.us).



## Logo Arrangement & Color

The Vermont logo always consists of two elements: the “Moon Over Mountain” symbol and the Vermont logotype.



There are two acceptable arrangements of these elements. The horizontal arrangement is the preferred version and should be used whenever possible. A vertical arrangement is also available for use when necessitated by space or design considerations. These are the only acceptable arrangements of the State of Vermont logo.



### LOGO COLORS

The Vermont logo makes use of two colors: Vermont Green (Pantone 356) and black. The preferred version of the logo, as seen on this page, makes use of both of these colors, with the symbol element in Vermont Green and the logotype element in black.

**The logo may not be used as an all-green version.**

### VERMONT LOGO COLORS



Vermont Green  
PMS 356



Black

## Logo Versions

The two-color version is preferred and should be used whenever possible. When not printing full color, a black version of both orientations is available. A white (knocked out) version is also available for when the logo appears over a dark-colored background.

Two-color versions – preferred



Horizontal arrangement – preferred



Vertical arrangement

Black versions



Horizontal arrangement



Vertical arrangement

Knocked out versions



Horizontal arrangement

Vertical arrangement

To obtain a knockout version please contact the CMO's office at [marketing@state.vt.us](mailto:marketing@state.vt.us).

# Size, Clear Area & Placement

## MINIMUM LOGO SIZE

To ensure readability and visual integrity of the logo in print, do not reduce the horizontal version to less than 1" or the vertical version to less than .65". For screen applications, do not reduce the horizontal version to less than 72 pixels or the vertical version to less than 50 pixels high.

PRINT

WEB



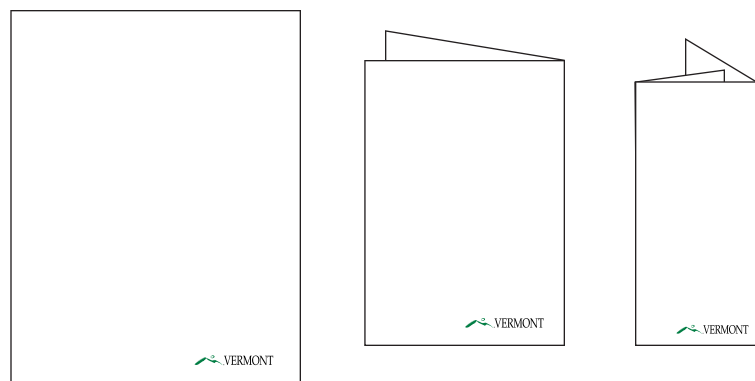
## CLEAR AREA

To maintain a clean design and ensure prominence of the Vermont logo, a clear area must be maintained around the entire logo. To determine that distance, use the letter height of Vermont and extend that distance past the perimeter of the logo in all directions. This clear area should also be used to determine the distance from the edge of the paper on a printed document.



## PLACEMENT

While the placement of the Vermont logo on any particular document is flexible, in general it is placed in the lower right corner. In this position, the logo acts as a formal sign-off or endorsement of the preceding message. In the case of a folded brochure or multipage document, the logo might be placed on the back panel to achieve a similar effect. This helps to create a visual consistency regardless of document type or format.





## Background Selection

When including the Vermont logo in a printed document, the background behind the logo is important to consider – the contrast and texture of the background will greatly affect the readability of the logo.



Correct: White background – preferred



Correct: Light-colored background



Incorrect: Light-colored background



Correct: Dark-colored background



Incorrect: Dark-colored background



Correct: Lightly textured background



Incorrect: Heavily textured background

# Unacceptable Usage

## EXAMPLES OF UNACCEPTABLE USAGE OF THE VERMONT LOGO



Never substitute colors



Never use alternate fonts



Never rearrange the logo elements



Never separate logo elements



Never distort the shape of the logo



Never tilt the logo



Never outline the logo



Do not create a "read-through" header with the logo



Never distort the logo proportion



Never distort the logo proportion



Never use outdated logos

When in doubt please contact the CMO's office at [marketing@state.vt.us](mailto:marketing@state.vt.us).

## Use with Identifiers

When using the Vermont logo with agency, department, division or other identifiers, never use more than two lines of identifiers and always separate identifiers from the logo with a thin rule. See examples below.

### Correct Use of Identifiers



State entity\*  
name only



State entity name  
Division,  
department or  
program name

#### Identifier

Franklin Gothic Demi Condensed  
All caps, with the exception of URLs  
Size: Not to exceed width of logo  
Leading: Auto  
Letter spacing: 30 – 50

See additional guidelines in  
the typography section, page 3-1.



State entity name  
Phone number



State entity name  
Phone number &  
website URL\*\*



Website URL  
Phone number

\* A State entity is defined as an agency, department, division or program

\*\* The capitalization of website URLs is left to the discretion of individual State agencies

**Note:** E-mail addresses should not be paired as an identifier with the Vermont logo

**LOGO USE WITH ADDITIONAL IDENTIFIERS, CONTINUED**

When using the Vermont logo with agency, department, division or other identifiers, never use more than two lines and always separate identifiers from the logo with a thin rule. See incorrect examples below.

Incorrect Use of Identifiers



**Never use more than two lines of identifiers.**

AGENCY OF COMMERCE & COMMUNITY DEVELOPMENT  
 DEPARTMENT OF HOUSING & COMMUNITY AFFAIRS  
 DIVISION FOR HISTORIC PRESERVATION  
[www.historicvermont.org/](http://www.historicvermont.org/)



**Never use horizontal rule or an identifier below the vertical State logo**


VERMONT  
[www.VermontVacation.com](http://www.VermontVacation.com)



**Never combine two or more state entities - collaborating with each other**

AGENCY OF COMMERCE & COMMUNITY DEVELOPMENT  
 DEPARTMENT OF HEALTH

Correct use of logo with two or more state entities collaborating with each other.



DEPARTMENT OF TOURISM & MARKETING  
 DEPARTMENT OF ECONOMIC DEVELOPMENT  
 DEPARTMENT OF FISH & WILDLIFE  
 DEPARTMENT OF HEALTH

Multiple state entities - or divisions collaborating with each other -  
**MAX 4 lines (preferred)**



DEPARTMENT OF TOURISM & MARKETING  
 DEPARTMENT OF ECONOMIC DEVELOPMENT  
 DEPARTMENT OF FISH & WILDLIFE  
 DEPARTMENT OF HEALTH

## Use with Sponsorship & Partners

To indicate the State's role in projects or campaigns where the State is not the primary owner, the "sponsored by" and "partnership" logos should be used. Specifications for logo sizing, placement, clear area, and color follow the standards outlined in this section.



A sponsorship is generally defined as a relationship where the State has given money, or an in-kind donation, in support of a program, event, or campaign, but does not participate in, or play an active role in, the program, event or campaign.

A partnership means the State is participating, or plays a role in, the program, event, or campaign, but it's not the primary owner of it. For questions regarding how and when to use those logos, contact the Office of the Chief Marketing Officer at [marketing@state.vt.us](mailto:marketing@state.vt.us).

## Additional Approved Logos

### STATE APPROVED DEPARTMENT/PROGRAM LOGOS

Approved logos for use on State of Vermont business cards and letterhead are pictured below. If your agency, department or division logo does not appear on this page, it has not been approved for use on State of Vermont business cards, letterhead, or envelopes.

Program and organizational logos may be used on marketing materials ONLY when accompanied by the state's moon over mountain logo. See page 2-11 for guidance on displaying logos together.

Changes to existing logos or new logo development for state agencies, departments, or divisions must be reviewed with the Chief Marketing Officer prior to beginning work or design.



\* Star of Life Logo can only be represented in blue or black

## Use With Other Logos

### USING THE VERMONT LOGO IN CONJUNCTION WITH OTHER LOGOS

In some circumstances it may be desirable to include logos from other State entities or partner organizations in addition to the Vermont logo. When used with one or two additional logos, the visual weight of the Vermont logo should be greater than or equal to the visual weight of the accompanying logos. Keep in mind that visual weight and actual size can be quite different; in the case of the Vermont logo, its considerable negative space means it will need to be larger than a more intricate or compact logo to maintain equal visual weight. When used with more than two other logos, if appropriate, the Vermont logo should be treated as the dominant logo. When used in conjunction with logos of non-State partners, the Vermont logo should maintain equal visual weight; it should not be seen as subordinate.



Use with one additional logo – The logo on the left has greater visual weight and is sized smaller to maintain balance



Use with one additional logo – The logo on the left has comparable visual weight and is sized similarly to maintain balance



Use with multiple additional logos – The Vermont logo is treated as the primary element, while the secondary logos share equivalent visual weight. This treatment is used when the state is the primary owner, or creator, of the printed material.



Do not use rules to separate the Vermont logo from other logos it is paired with

# Vermont Stationery Standards

## Overview

The following standards address consistent design and font specifications. More detailed information can be found throughout this section.

- Standard State of Vermont Stationery is for use by state personnel only.
- **All fonts in the header and footer (ADA compliant):** Georgia
- Fonts can vary in main document
- Font sizes can vary (not to exceed 16pt) when working with the visually impaired
- **All text:** Black
- **Logos:** Coat of Arms PMS 356.  
Moon Over Mountain (MOM), PMS 356 and PMS Black.  
Approved state agency or department logos, PMS 356 (if green cannot be used Black is acceptable).
- Letterhead may be used for memo documents, letters to the public, form letters and internal notes and other similar state business communications.
- Generic letterhead templates can be downloaded through [www.imagerelay.com](http://www.imagerelay.com) for local workstation printing and paperless distribution. Applications for access to Image Relay can be obtained through David Burnell (828-3367) or [marketing@state.vt.us](mailto:marketing@state.vt.us).
- All stock for standard letterhead: 20lb bond, white, chlorine free recycled (pc minimum of 30%) or comparable.
- **All stock for standard business card:** 110lb cover, bright white
- Letterhead Right and Left margins for body text are typically set to 1".
- Only the Coat of Arms or Moon Over Mountain may be used with envelopes.

### GUIDANCE FOR ORGANIZATIONAL INFORMATION ON LETTERHEAD & BUSINESS CARDS:

- All department and division Stationery require agency affiliation. If mailing address includes agency name, do not repeat name in upper right hand corner.
- If you work directly for an agency or department, list the State of Vermont and your agency/department name in bold on top of address.
- If you work directly for an organization beneath a department, list the department name and the organization you directly work for in bold on top of address.
- If your organization is not affiliated with an agency or department (i.e. Boards, Commissions, Councils, etc..) list the State of Vermont and your organization name in bold on top of address.



# Business Card Options

## STATE OF VERMONT BUSINESS CARD STANDARDS

### Required Logos:

The Coat of Arms and the Moon Over Mountain must both appear on business cards, unless an approved department or program logo is used. Approved Department or program logos shall appear in the lower right and the Moon Over Mountain logo shall appear in the top left.

### Required Information:

All departments and division business cards require agency affiliation. If mailing address includes agency name, do not repeat name in corner. If your organization is not affiliated with an agency or department leave the top right corner blank. Up to 4 phone numbers can be listed, primary phone number should be listed first. Other numbers may include: fax, cell, toll free, ttd, pager, home, or emergency. Limit job titles to one. E-mail addresses are always lowercase. Lowercase is preferred for web addresses but may use title caps.

### There are three business card options:

- **Option A -**  
Coat of Arms at the top is for use by agencies and departments without an approved logo.
- **Option B -**  
Moon Over Mountain at the top is for use by agencies and departments without an approved logo.
- **Option C -**  
Moon Over Mountain at the top is for use by agencies and departments with an approved logo.



**Option A:** Coat of Arms at top with Moon Over Mountain at bottom.



**Option B:** Moon Over Mountain at top with Coat of Arms at bottom.



**Option C:** Moon Over Mountain at top with approved Agency or Department logo at bottom.

Illustrations are not to scale

**STATE OF VERMONT BUSINESS CARD STANDARDS SPECS**

**Stock:** 110lb cover, bright white

**All fonts (ADA compliant):** Georgia; 6 & 8pt (up to 14pt to accommodate for visually impaired); Black

**Logos:** Coat of Arms, PMS 356; Moon Over Mountain, PMS 356 and black; approved agency or department logo, PMS 356 or black

**Content information:** Up to 10 lines maximum

**Printing on back of card:** Specs are identical to front of card

**All text 9pt leading**

Coat of Arms  
PMS 356

Agency of Commerce & Community Development

Font: Georgia Bold 8pt  
Font: Georgia 6pt  
Font: Georgia 8pt

Font: Georgia Bold 8pt  
Font: Georgia 8pt

Font: Georgia Italic 7pt  
Font: Georgia Italic 8pt

Moon Over Mountain Logo:  
PMS 356 & Black

All Departments and Division business cards require Agency affiliation. If mailing address includes Agency name, do not repeat name in corner.

Agency of Administration

Coat of Arms:  
PMS 356

Approved Agency or Department Logo:  
PMS 356 or black

Illustrations are not to scale

# Letterhead Options

## Required Logos:

The Coat of Arms and the Moon Over Mountain must both appear on business cards, unless an approved department or program logo is used. Approved Department or program logos shall appear in the lower right and the Moon Over Mountain logo shall appear in the top left.

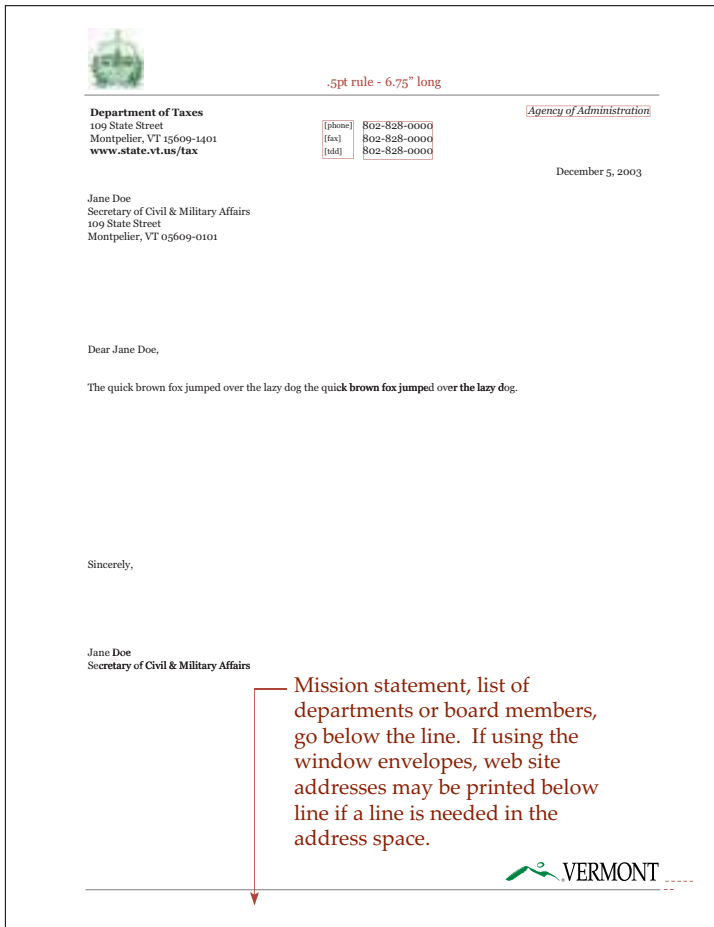
## Required Information:

All departments and division letterhead require agency affiliation. If mailing address includes agency name, do not repeat name in corner. If your organization is not affiliated with an agency or department leave the top right corner blank. Up to 4 phone numbers can be listed, Primary phone number should be listed first. Other numbers may include: fax, cell, toll free, ttd, pager, home, or emergency. Lowercase is preferred for web addresses but may use title caps.

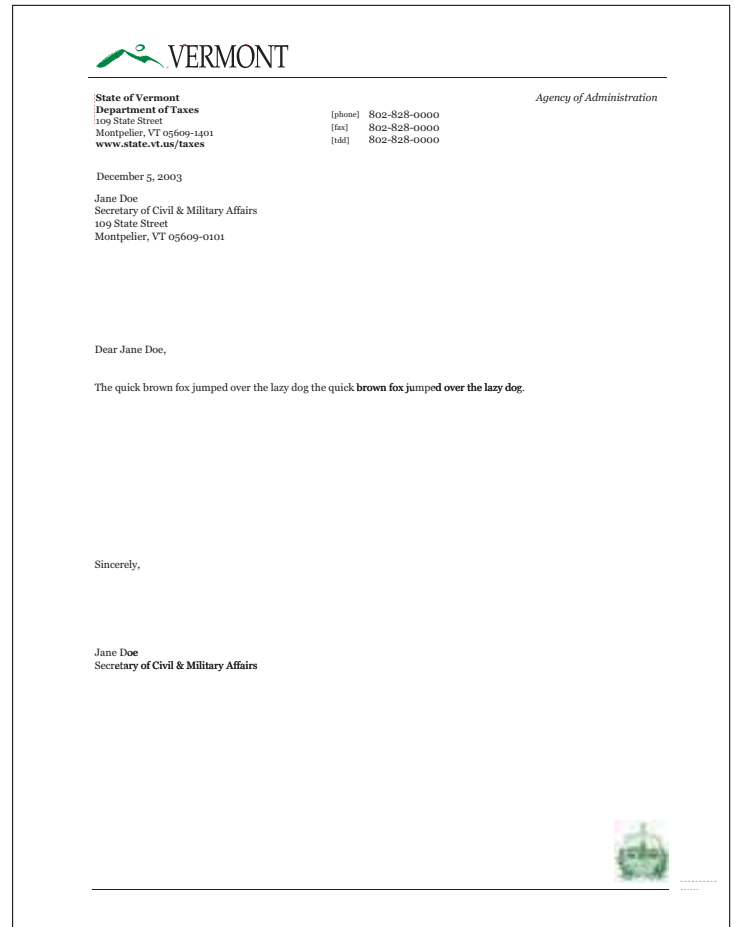
## There are four letterhead options:

- Option A - Coat of Arms at the top is for use by agencies and departments without an approved logo.
- Option B - Moon Over Mountain at the top is for use by agencies and departments without an approved logo.
- Option C - Moon Over Mountain at the top is for use by agencies and departments with an approved logo.
- Option D - Generic state letterhead, pre-printed with the state logos only.

Illustrations are not to scale



Option A: Coat of Arms at top with Moon Over Mountain at bottom.



Option B: Moon Over Mountain at top with Coat of Arms at bottom.

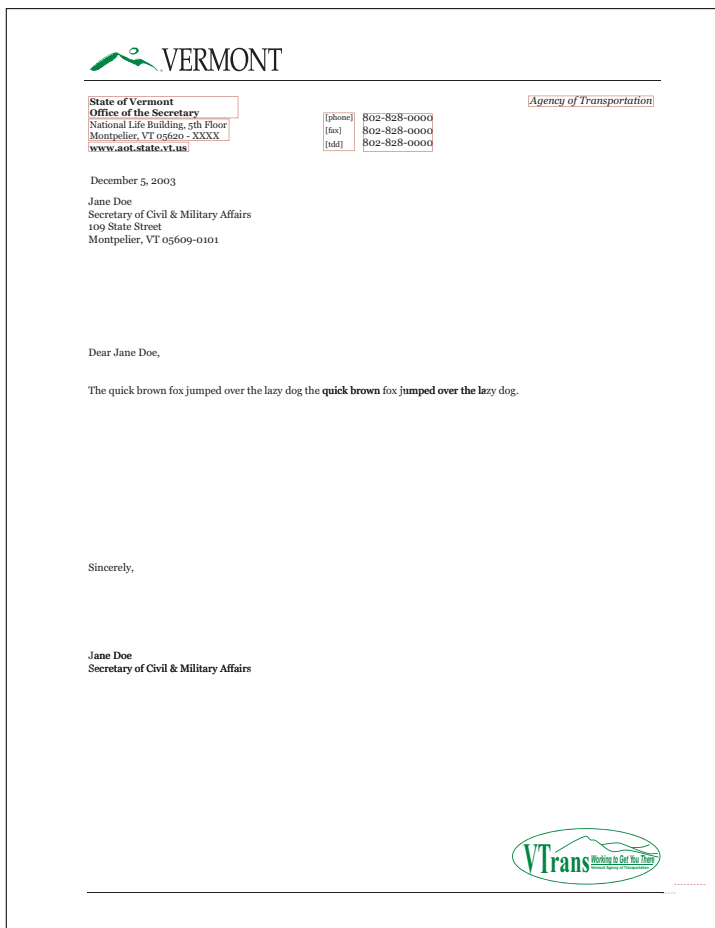
## STATE OF VERMONT LETTERHEAD

Letterhead options A, B, and C which include pre-printed organization name and contact information are preferred. Option D, generic state letterhead, is pre-printed with the state logos only. This option has been provided for agencies and departments to consider when faced with the following:

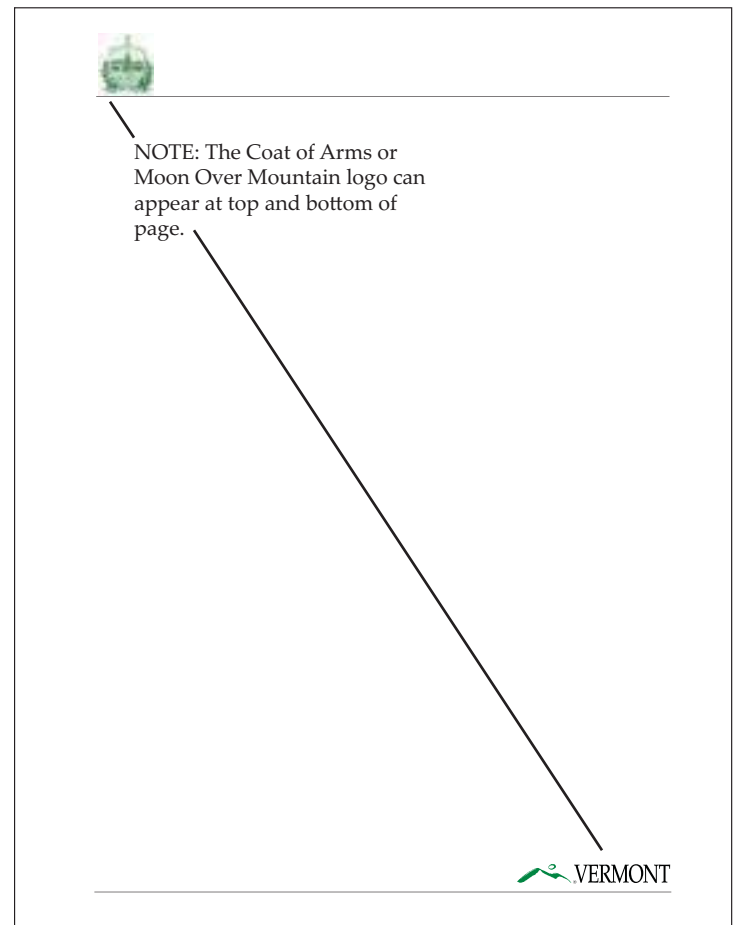
- An organization with multiple field offices and/or addresses
- Routine or anticipated changes to the pre-printed information will occur (for example, Council or Commission board member names; planned office move)
- Sharing of letterhead orders among programs and division within a department
- Very in-frequent use of letterhead (thus reducing the risk of a change in the future causing the pre-printed letterhead to be out of date)

State entities using this option are reminded to add their organizational name and contact information to their documents when using this letterhead.

Illustrations are not to scale



Option C: Moon Over Mountain at top with approved Agency or Department logo at bottom.



Option D: Generic state letterhead - use option A,B or C logo arrangement - normally pre-printed.

# Envelope Options

## Required Logos:

Either the Coat of Arms or the Moon Over Mountain must appear on state envelopes.

## Required Information:

Billing code (optional), Agency or Department name, physical mailing address with 9 digit zip.

## There are three envelope options:

- Option A - Coat of Arms
- Option B - Moon Over Mountain - horizontal
- Option C - Moon Over Mountain - vertical (used for addresses that require extra lines)

**NOTE:** State approved agency/department logos are not permitted on state envelopes

## ALL ENVELOPES MUST BE COMPLIANT WITH US POSTAL RECOMMENDATIONS.

**Stock:** 24lb, white wove, recycled, 30% pc, standard #10 envelope or comparable

**All fonts (ADA compliant):** Georgia; black

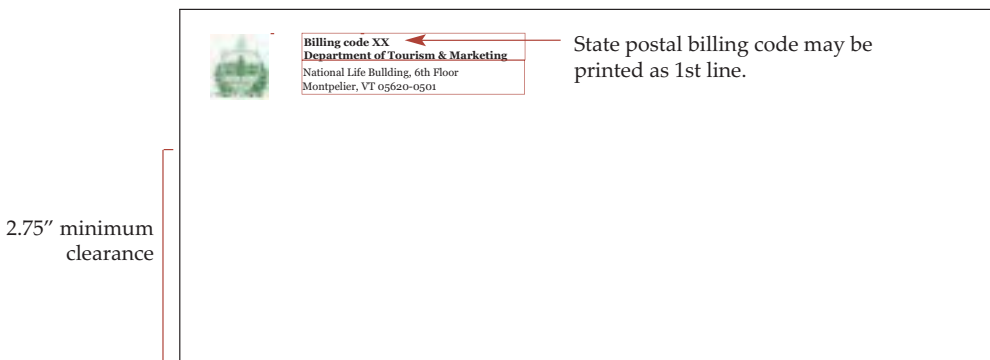
**Font sizes:** 9pt; can vary when working with the visually impaired

**Logos:** Coat of Arms, PMS 356

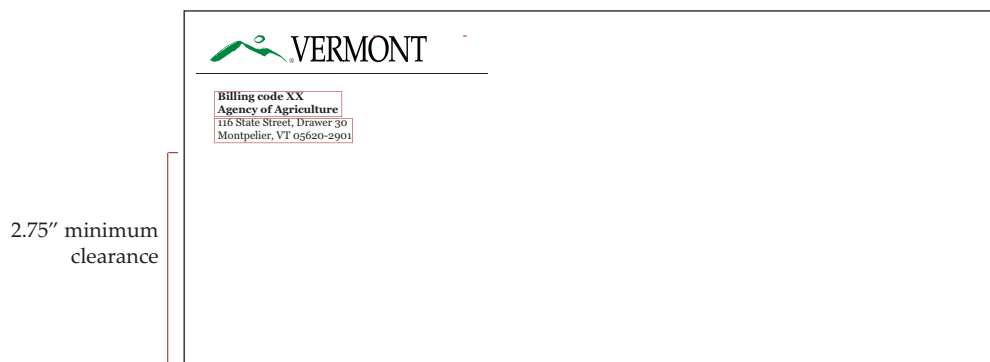
Moon Over Mountain, PMS 356 and PMS Black

**Safe live area:** .25" from edges

Illustrations are not to scale



Option A: Coat of Arms



Option B: Horizontal  
Moon Over Mountain

**For use by all agencies and departments.**

**Choose one of the above options, which can be printed in PMS356 and PMS Black or all PMS356 or Black.**

**STATE OF VERMONT ENVELOPES - OPTION C & WINDOW ENVELOPE EXAMPLE**

**ALL ENVELOPES MUST BE COMPLIANT WITH US POSTAL RECOMMENDATIONS.**

**Stock:** 24lb, white wove, recycled, 30% pc, standard #10 envelope or comparable

**All fonts (ADA compliant):** Georgia; black

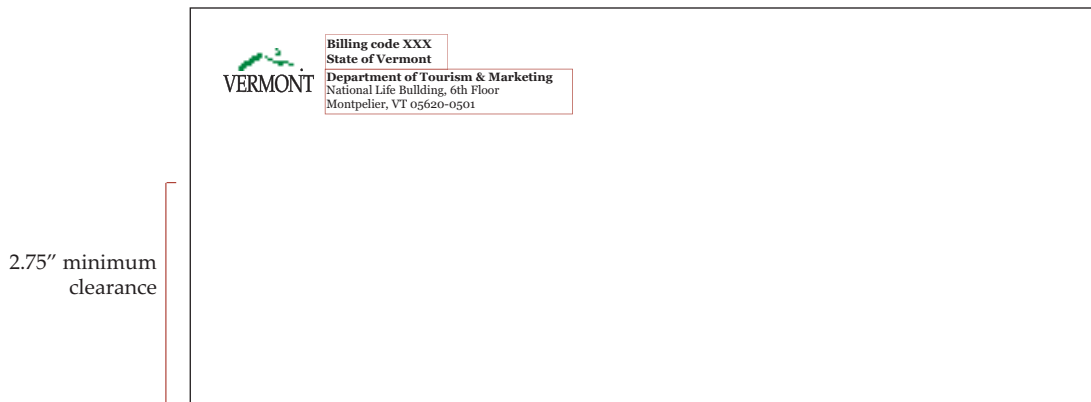
**Font sizes:** 9pt; can vary when working with the visually impaired

**Logos:** Coat of Arms, PMS 356

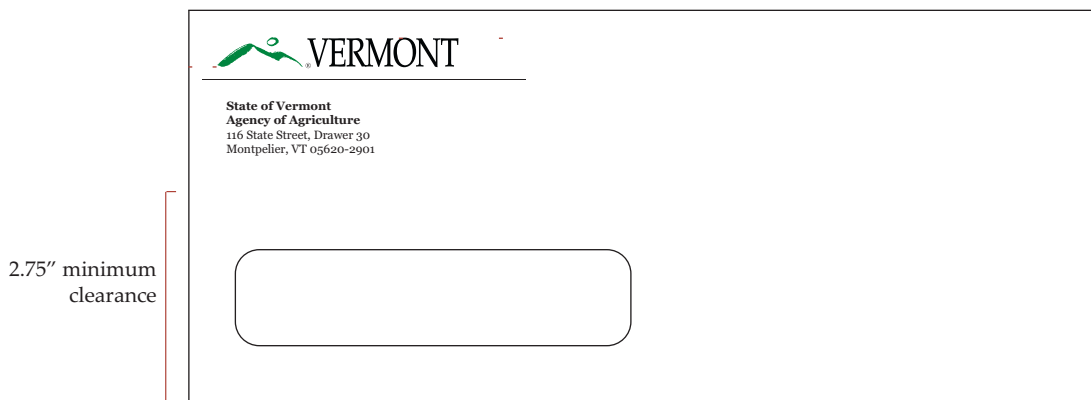
Moon Over Mountain, PMS 356 and PMS Black

**Safe live area:** .25" from edges

Illustrations are not to scale



Option C: Vertical Moon Over Mountain



Standard Window Envelope: Option A shown

NOTE: The Coat of Arms or Moon Over Mountain logo can be used.

**For use by all agencies and departments.**

**Choose one of the above options, which can be printed in PMS356 and PMS Black or all PMS356 or Black.**

# Mailing Address Labels Options

Due to the variability in label sizes, the following label specifications are provided as guidance for formatting preprinted state labels.

## Required Logos:

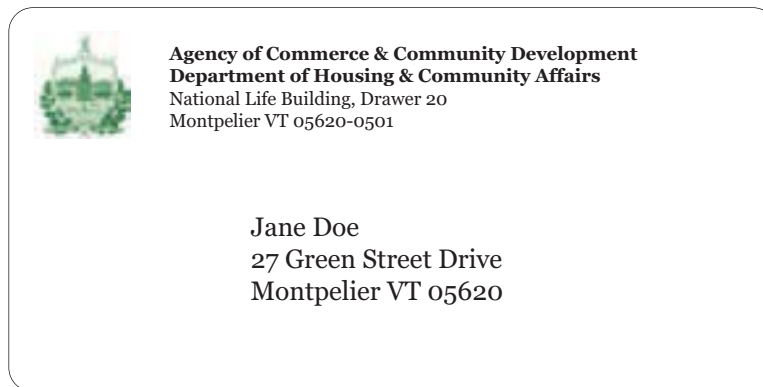
Either the Coat of Arms or the Moon Over Mountain must appear on state address labels.

**There are three address label options (these can vary based on label size):**

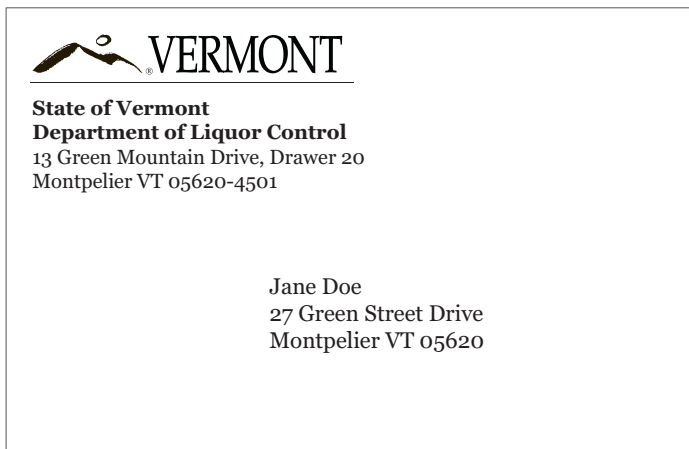
- Option A - Coat of Arms
- Option B - Moon Over Mountain - horizontal
- Option C - Moon Over Mountain - vertical (used for addresses that require extra lines)

**NOTE:** State approved agency/department logos are not permitted on state labels.

Illustrations are not to scale



Option A: Coat of Arms  
Example label size: standard  
2" x 4" Avery mailing address  
label



Option B: Moon Over Mountain - horizontal, all black

Example label size for Option B & C : 2.75" x 4.25" mailing  
address label



Option C: Moon Over Mountain - vertical, PMS 356 &  
Black

# File Formats & Obtaining Files

## OBTAINING LOGO & STATIONERY TEMPLATE FILES

Stationery templates and various formats and resolutions of the State logos are available through Image Relay. Image Relay is an online system used by the State of Vermont to store electronic media files in a secure, password protected location accessible 24 hours per day, seven days per week. Image Relay does not own or sell the materials on their system; it is rather the mechanism for sharing and storing State purchased and owned materials.

If you do not have access to Image Relay, go to [www.cmo.vermont.gov](http://www.cmo.vermont.gov) to request an ID and password, or contact David Burnell at [marketing@state.vt.us](mailto:marketing@state.vt.us) or at 828-3367 for assistance.



An Image Relay download page

## RECOMMENDED LOGO FORMATS

When obtaining Vermont Logos depending on intended use you may download:

- A high resolution Jpeg (.jpg) for use in Microsoft applications such as Word, Powerpoint or Excel.
- A low resolution Jpeg (.jpg) or .png for use on websites or other screen applications.
- A design file (.eps or .ai) for press media created with Adobe software (Illustrator, Dreamweaver, In-Design, Photoshop)

When in doubt please contact the CMO's office at [marketing@state.vt.us](mailto:marketing@state.vt.us).



# Typography Guidelines

## Font Usage Overview

### WORDS SPEAK TO YOU

The written word is an integral component of our overall marketing and communications efforts, and how the written word is processed is often a function of design and typography. The right typography can make messages more readable and easily understood, as well as strengthen the State of Vermont’s visual brand identity. For these reasons, State marketing materials should primarily use the following two font families:

- 1) Franklin Gothic for headlines, sub-headlines, captions, footnotes and disclaimers
- 2) Palatino for body copy

NOTE: Both fonts are standard to Microsoft Office 2003 and new versions.

# Franklin Gothic

# Palatino

### TYPOGRAPHY BASICS

Serif typefaces, such as Palatino, include serifs, or, small projections from the ends of each letter’s strokes. In general, serif typefaces are preferable for body copy because these details help lead the eye from one letter to the next, allowing larger sections of text to be more easily read.

Sans serif typefaces, such as Franklin Gothic, do not employ serifs and as a result are generally simpler in form and more easily read from a distance. Sans serif typefaces are often used as headlines because of the impact they tend to add. Likewise, their simpler forms tend to be more legible at very small sizes and are appropriate for uses such as captions and disclaimers.

# Font Families

In addition to the suggested usage outlined on the previous pages, both Franklin Gothic and Palatino offer a family of weights and italics to meet a variety of communication needs and reproduction techniques.

## Franklin Gothic

---

Franklin Gothic Book

Franklin Gothic Book Condensed

Franklin Gothic Medium

Franklin Gothic Medium Condensed

Franklin Gothic Demi

Franklin Gothic Demi Condensed

---

**Franklin Gothic** is a sans serif typeface that was designed in 1902 by Morris Fuller Benton. Named for Benjamin Franklin, Franklin Gothic modernized nineteenth-century sans serif designs to shape a typeface style that has practically formed a category of its own. Franklin Gothic is a highly noticeable and legible display face for newspaper headlines, advertising and packaging. Its various weights give it great versatility and the condensed versions maintain high legibility in tight spaces.

## Palatino

---

Palatino

*Palatino Italic*

Palatino Bold

*Palatino Bold Italic*

---

**Palatino** is a serif typeface created by Hermann Zapf in 1948. It is one of the most popular typefaces in existence, and has been adapted to virtually every type technology. Named after 16th century Italian master of calligraphy Giambattista Palatino, Palatino is based on the humanist fonts of the Italian Renaissance, which mirror the letters formed by a broadnib pen; this gives a calligraphic grace. But where the Renaissance faces tend to use smaller letters with longer vertical lines (ascenders and descenders) with lighter strokes, Palatino has larger proportions, and is considered much easier to read.

# Suggested Font Usage

The guidelines below outline the suggested choices from the Franklin Gothic and Palatino font families for most common uses.

HEADLINE

---

## Franklin Gothic Demi Condensed

SUBHEAD (BRIEF)

---

### FRANKLIN GOTHIC DEMI CONDENSED

SUBHEAD (LENGHTY)

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### Franklin Gothic Demi Condensed. Consectetuer adipiscing elit dui amet lorem ante dignissim.

BODY COPY

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Palatino Roman. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Duis sit amet lorem id ante dignissim sollicitudin. Sed convallis. Morbi sed massa non nisi dictum mattis. Praesent cursus. Mauris eros elit, tincidunt vitae, feugiat non, venenatis ac, tellus. Morbi faucibus est in nibh. Nullam ut lacus. Nam venenatis, nulla mattis euismod tincidunt, justo ligula cursus urna, non convallis nisl mi sit amet turpis. Pellentesque eleifend sollicitudin ligula. Sed aliquet sapien eu mauris.

CAPTION / TITLE

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Franklin Gothic Book

DISCLAIMER / FOOTNOTE

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Franklin Gothic Book Condensed. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Duis sit amet lorem id ante dignissim sollicitudin. Sed convallis. Morbi sed massa non nisi ditum mattis. Praesent cursus. Mauris eros elit, tincidunt vitae, feugiat non, venenatis ac, tellus. Morbi faucibus est in nibh. Nullam ut lacus. Nam venenatis, nulla mattis euismod tincidunt, justo ligula cursus urna, non convallis nisl mi sit amet turpis. Pellentesque eleifend sollicitudin ligula. Sed aliquet sapien eu mauris.

**Note:** Be sure to choose the specific typeface within your program’s font menu. Do not use the “styles” (bold, italic) provided in many programs since these imitate the desired style but do not yield the best result. This is particularly important if materials are being commercially printed, as “styled” fonts may not reproduce properly.

# Font usage example

The example below illustrates how these guidelines are followed within the context of a poster.

**Headline**

Franklin Gothic Demi Condensed  
 Size: 18 – 30 pt  
 Leading: Auto  
 Letter spacing: 0

Avoid periods, unless necessitated by concept

**Sub-headline**

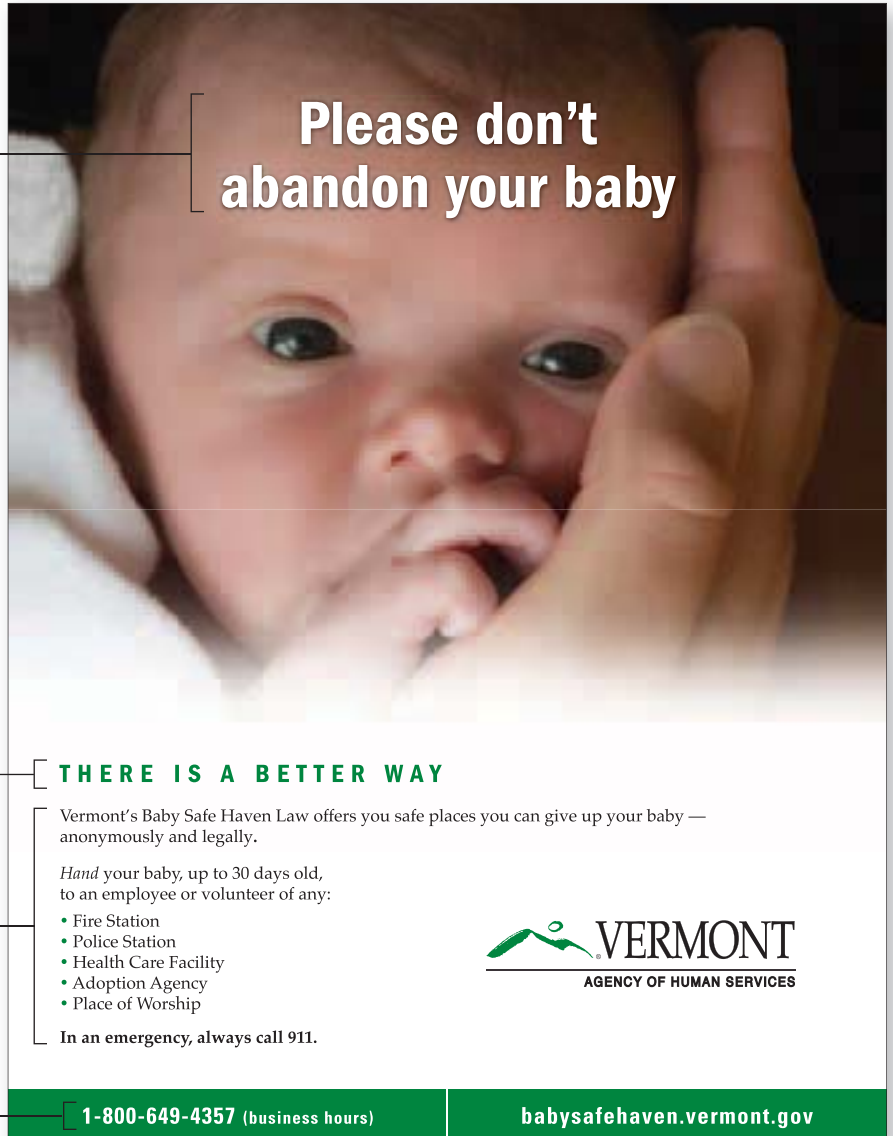
Franklin Gothic Demi Condensed  
 All caps  
 Size: 8 – 12 pt  
 Leading: Auto  
 Letter spacing: 200

**Body Copy**

Palatino Roman  
 Size: 7.5 – 10 pt  
 Leading: +3  
 Letter spacing: 0

**Tagline or Contact Information**

Franklin Gothic Demi Condensed  
 Size: 8 – 12 pt  
 Leading: Auto  
 Letter spacing: 200



In all cases, do not distort type proportions, and ensure sufficient contrast to aid readability.

# Color Palette Guidelines

## Color Overview

### VERMONT IS GREEN (BUT NOT JUST GREEN)

In French, “green” is *vert* and “mountain” is *montagne* – hence Vermont.

Known as the Green Mountain State, it comes as no surprise that the color green is integral to the State of Vermont’s visual identity. The Vermont Green shown here is the official State green and is the only green to be used within the Vermont logo. A total of five greens and a range of ten additional colors provide a complete, diverse palette, as seen on the following page (5-2).

### A MODULAR COLOR SYSTEM

Considering the wide range of entities comprising the Vermont brand, the State’s color palette has been designed to provide an array of options, allowing flexibility for expression and differentiation – while maintaining overall visual brand consistency. The palette is intended to be modular – each of the colors included is compatible with any of the others. To further aid in selection and use, the colors are ranked as primary, secondary and accent colors. This ranking refers to the prominence of the colors within any particular communication. For further guidance on the relative proportions of colors, see Color Balance on page 5-5. Additionally, tints of these colors may be used to increase the versatility of the palette; see page 5-7.

Pages 5-2 includes a reference chart for properly reproducing the colors in various media.

### SELECTING COLOR

In order to establish an immediate message, colors choices should cue specific responses. Well-chosen color combinations can act as visual triggers to help express the intention and purpose of the communication.

On pages 5-3 and 5-4, the colors and their most common associations are listed. Word association studies show that the colors will generally elicit the responses listed. Page 5-3 references the color first, while 5-4 starts with a range of attributes and then lists the associated colors. Note that for most colors, the positive aspects are far more prevalent

# Vermont Colors




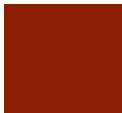
PMS: The values shown below are from the Pantone Matching System<sup>®</sup>, a widely-used means of specifying exact color. Because of the variances in computer displays and desktop printers, please refer to an actual Pantone swatchbook or color chips for the most accurate representation. These values should be specified when printed communications will be using spot color or when an exact reference is needed to choose an acceptable match.

CMYK: The values shown below are the acceptable formulations to be used in four-color process printing.






RGB: The values shown below are the acceptable formulations to be used in on-screen RGB environments, such as computer displays and television.

HEXADECIMAL: The values shown below are the acceptable codes to be used when web-specific hexadecimal color is preferred.







## PRIMARY COLORS

			
Primary A Vermont Green PMS 356 CMYK: 95,8,93,27 RGB: 0,121,52 HEXI: 006633	Primary B PMS 575 CMYK: 57,11,85,45 RGB: 85,118,48 HEXI: 336600	Primary C PMS 646 CMYK: 73,30,3,10 RGB: 84,130,171 HEXI: 6699CC	Primary D PMS 1815 CMYK: 13,96,81,54 RGB: 120,35,39 HEXI: 990000

## SECONDARY COLORS

				
Secondary A PMS 555 CMYK: 82,13,64,45 RGB: 32,108,73 HEXI: 336633	Secondary B PMS 619 CMYK: 13,17,78,35 RGB: 155,143,46 HEXI: 999900	Secondary C PMS 534 CMYK: 95,72,9,38 RGB: 38,63,106 HEXI: 003366	Secondary D PMS Warm Gray 8 CMYK: 16,23,23,44 RGB: 139,129,120 HEXI: 999999	Secondary E PMS 152 CMYK: 0,62,100,0 RGB: 225,112,0 HEXI: FF9933

## ACCENT COLORS

					
Accent A PMS 7459 CMYK: 76,6,8,15 RGB: 48,149,180 HEXI: 66CCCC	Accent B PMS 269 CMYK: 80,95,0,35 RGB: 75,48,106 HEXI: 330066	Accent C PMS 222 CMYK: 17,100,21,60 RGB: 106,26,65 HEXI: 660033	Accent D PMS 173 CMYK: 0,80,94,1 RGB: 210,73,42 HEXI: FF6600	Accent E PMS 137 CMYK: 0,38,95,0 RGB: 255,161,0 HEXI: FFCC33	Accent F PMS 390 CMYK: 24,0,98,8 RGB: 182,191,11 HEXI: CCCC33





Please note that the colors shown here may appear different in value on your computer screen or when output via a desktop printer. This occurs for a variety of reasons, including variance in screen color calibration, type of printer, type of paper, ink density, etc. For the most accurate color representation, always reference against Pantone Matching System (PMS) tools, or other formal printer-supplied proofs.

For additional information about the Pantone Matching System, including how to purchase system components, visit [www.pantone.com](http://www.pantone.com).

# Selecting Color

## COLORS AND THEIR ASSOCIATIONS

### PRIMARY

 <p>Vermont Green – Primary A Fresh, Outdoorsy, Lively, Spring, Foliage, Grass, Irish</p>	 <p>Primary C Calm, Quiet, Peaceful, Water, Clean, Constant, Dependable, Cool, Happy, Restful, Tranquil</p>
 <p>Primary B Natural, Classic, Drab, Military, Camouflage, Safari</p>	 <p>Primary D Earthy, Strong, Warm, Country</p>



### SECONDARY

 <p>Secondary A Nature, Trustworthy, Cool, Stately, Restful, Forest, Quiet, Woodsy, Traditional</p>	 <p>Secondary D Classic, Cool, Sober, Corporate, Practical, Timeless, Quality, Quiet, Ghostly</p>
 <p>Secondary B Growth, Calm, Quiet, Soothing, Refreshing, Neutral</p>	 <p>Secondary E Fun, Whimsical, Childlike, Glowing, Vital, Sunset, Hot, Juicy, Tangy, Energizing, Loud</p>
 <p>Secondary C Credible, Authoritative, Basic, Classic, Strong, Dependable, Traditional, Service, Nautical, Confident, Professional, Serene, Quiet</p>	

### ACCENT

 <p>Accent A Cool, Fresh, Liquid, Water, Refreshing, Healing, Jewelry, Artisan</p>	 <p>Accent D Happy, Glowing, Warm, Sunset, Harvest, Autumn, Gregarious, Friendly</p>
 <p>Accent B Mystical, Spiritual, Futuristic, Fantasy, Meditative, Regal, Classic, Powerful, Elegant</p>	 <p>Accent E Autumn, Flowers, Harvest, Rich, Sun, Warm, Wheat, Comforting, Sunbaked, Buttery</p>
 <p>Accent C Exciting, Sensual, Flamboyant, Creative, Unique</p>	 <p>Accent F Fresh, Bold, Spring, Tart, Refreshing, Fruity, Lively</p>

### BLACK & WHITE

 <p>Black Powerful, Elegant, Mysterious, Heavy, Basic, Bold, Classic, Strong, Prestigious, Sober</p>	 <p>White Pure, Clean, Sterile, Innocent, Silent, Lightweight, Airy, Bright, Glistening</p>
---	--

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# Attributes and Associated Colors

	PRIMARY	SECONDARY	ACCENT	BLACK & WHITE
Authoritative, Conservative, Traditional, Classic	B	A C E	C	Black
Autumn, Harvest	D	D	D E C	White
Basic, Sober, Practical		C	E	Black
Calm, Soothing, Restful, Quiet, Serene	C	A C	A	White
Constant, Dependable, Professional, Credible, Quality	C	A C E		
Cool	C	A C E	A	
Fresh, Refreshing	A C	A	A F	
Happy, Fun, Gregarious, Friendly	C	D	D E F	
Nature, Natural, Outdoors, Forest, Woodsy	A B	A B	F	
Powerful, Strong	D	A C		Black
Pure, Clean, Innocent, Sterile	C		A	White
Spiritual, Regal, Rich, Majestic, Unique	D		B C E	
Spring, Lively, Growth	A	B	F A	
Summer	A C	B D	A E F	
Warm	D	D	C D E	
Water, Liquid, Nautical	C	C	A	
Winter	C	C E	A	White

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# Color Balance

## USING COLOR BALANCE

As noted in the beginning of this section, the prominence of colors has been divided into three levels: primary, secondary and accent. This ranking allows for many possible color combinations while still maintaining continuity across all State of Vermont communications.

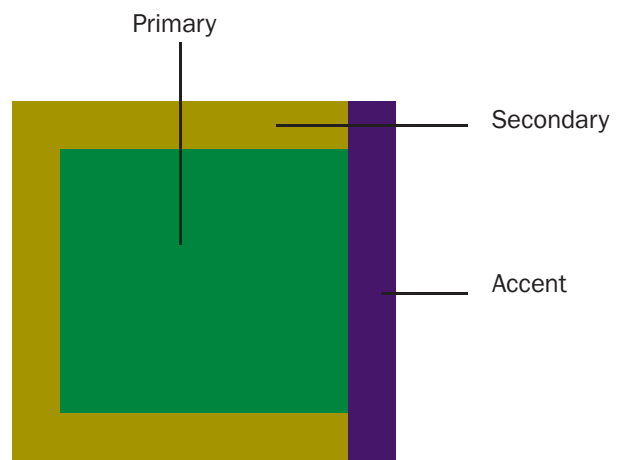
Start by choosing a primary color that conveys the communication’s message or captures its mood. Select a secondary color that reinforces the message and the primary color choice. Choose an accent color or colors that create contrast and draw attention to specific elements within the communication. Using accent colors sparingly ensures that they retain the desired impact. The color balance example to the right gives a sense of the proportions between the three levels. Additional color combination examples can be found on the following page.

Depending upon the needs of individual projects, additional colors from the Vermont color palette can be employed, but their relative prominence should always be observed.

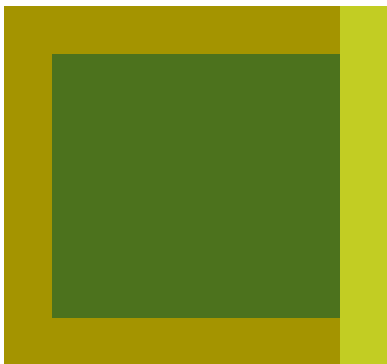
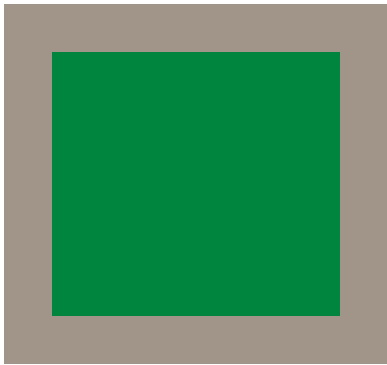
## BLACK & WHITE

Of course, black and white also play a role in visual communications for the State of Vermont. With the obvious exceptions such as single color advertisements, black should not be a dominant color in Vermont communications because its high impact tends to overshadow other colors. However, black is the preferred color for body copy precisely because its contrast aids readability. White plays an important role in providing a neutral canvas for graphic elements, providing “breathing room” and a space for the viewer’s eye to rest. For additional guidelines on the use of white space, see the Visual Language section of this manual (see page 6-1).

## COLOR BALANCE PROPORTIONS



# Combination Examples

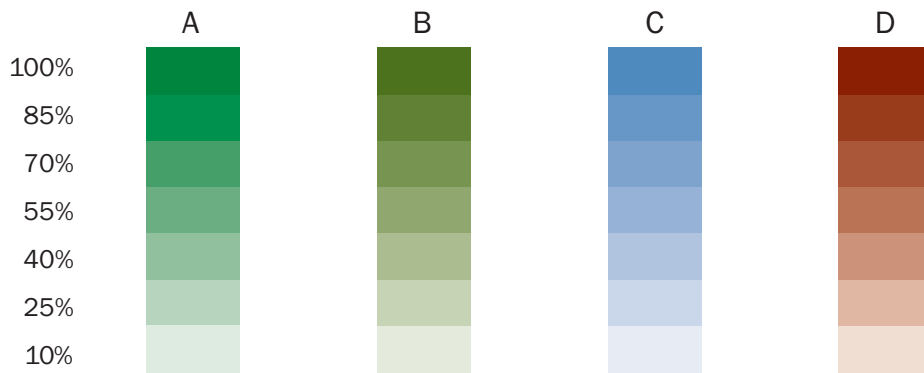


# Tints

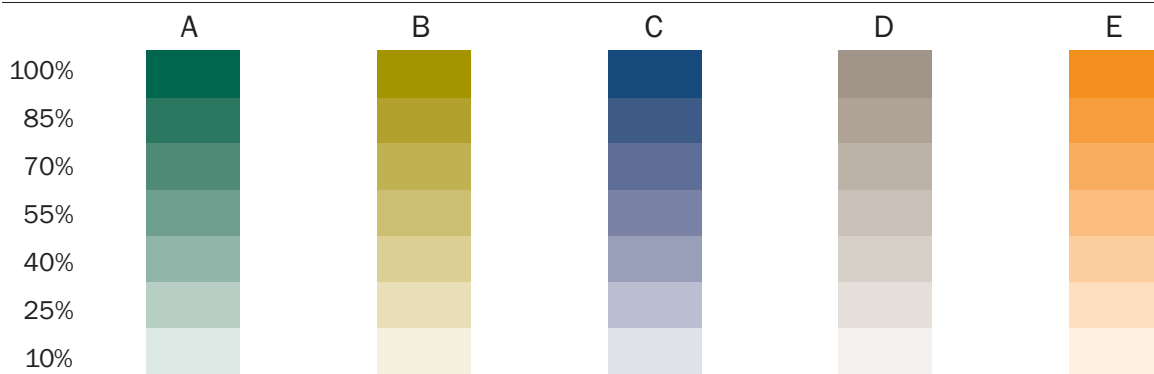
## ADDITIONAL FLEXIBILITY IN COLORS

To increase the versatility of each color within the Vermont palette, the colors may be lightened to create tints. This is useful to create subtly colored backgrounds and is particularly helpful when a printed communication uses only one or two colors. Suggested tint percentages are outlined in the chart below.

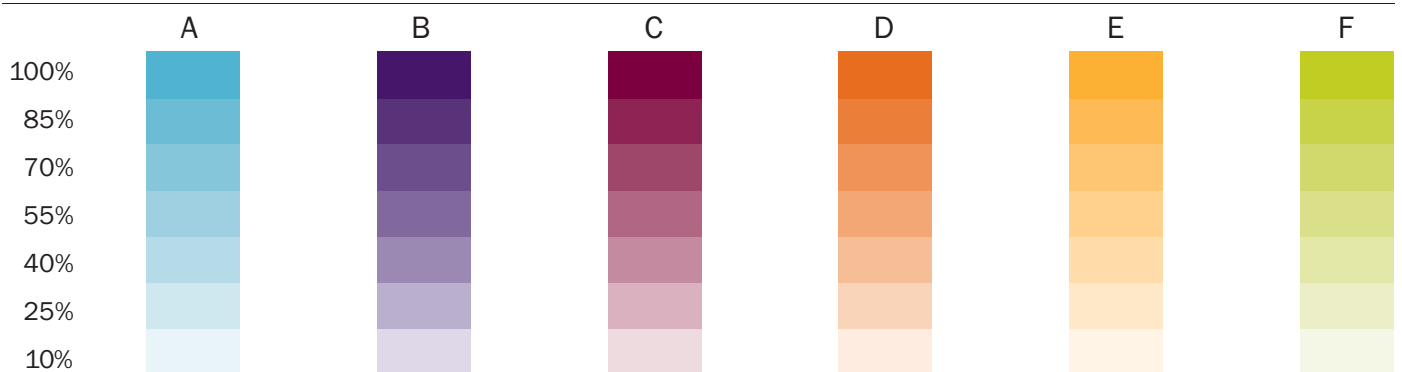
### PRIMARY COLORS



### SECONDARY COLORS



### ACCENT COLORS



# Visual Language Guidelines

## Overview

Much as the combination of words creates meaning in verbal communication, visual language makes use of a variety of elements whose use and context can make a message more distinct or add additional meaning. Employing a consistent visual language in communications helps to ensure a unified voice that extends beyond the written word to build an identity that is immediately recognizable. Outlined here are some common elements that work together to create the visual language of the State of Vermont.



### THE HORIZON BAR

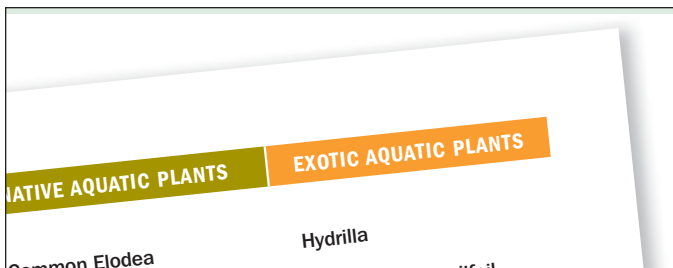
A horizontal bar in Vermont Green – or black, when additional color is not available – functions as a visual break between elements within a layout. The horizon bar can also be used as a header to highlight key information, and as a footer to anchor the content of a page. While not mandatory, oftentimes the tagline resides centered within the horizon bar. A minimum thickness of .25” should be observed.



### WHITE SPACE

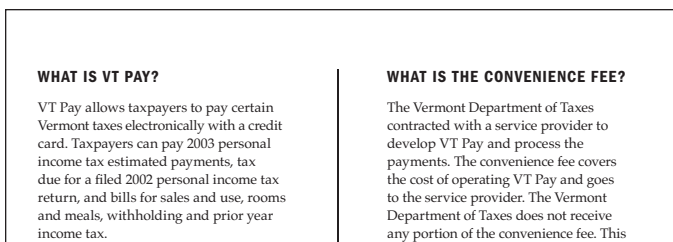
White space is any portion of a page left unmarked: margins, space between lines of type or columns and the spaces between photos or graphic elements.

However, it should not be considered merely “blank space.” Individual elements are given emphasis precisely by leaving absence within a layout. This not only helps maintain a uncluttered page and create a logical hierarchy, but also gives the viewer’s eye a place to rest.



### HORIZON BAR VARIATIONS

The horizon bar may also be adapted to help aid in organizing information. When used in this manner, other colors from a chosen palette may be employed. The bar can also be broken into multiple sections by using a thin white rule. (Notice that the header and footer of this manual are treated this way.)



### RULES AND KEYLINES

Another device to divide information is a thin rule. This creates a visual break without calling undue attention to itself. A rule can be vertical or horizontal, or used as a keyline to create a perimeter around a distinct element on the page (Notice the examples here make use of this device). The rule should always be simple solid line.



**HEADLINE TREATMENT**

Headlines or document titles should be in black or Vermont Green. If the headline is set over an image, use white type with a subtle drop shadow. The drop shadow should be soft and have an opacity of 50% or less, depending on the contrast necessary to be legible over the image.



**THE IMAGE COLLAGE OR MOSAIC**

The image collage is a device to incorporate photography into your document in a flexible manner that can aid in visual storytelling.

A thin white rule should be used to separate images. Any number of images may be used depending upon the format of the communication.



**THE IMAGE SERIES**

The image series is a device to incorporate secondary photography into your document. The series is often paired with the horizon bar to act as a footer to the document, as seen at left. Photographs are usually cropped to a square shape, but other croppings may be used at the designer's discretion. A thin white rule should be used to separate images. Any number of images may be used depending upon the format of the communication.



# State of Vermont Communication Examples

This section showcases a number of State of Vermont communications that employ the standards and style guidelines presented in this manual. These examples should not be viewed as templates, but simply as the creative solutions to communications initiatives. Each is a unique approach to meet the specific needs of the project at hand, but at the same time, always keeping brand consistency in mind to maintain a unified voice from the State of Vermont.

Updates will be made to this section periodically to share the results of marketing efforts and provide an informal library of State communications.

## STATE OF VERMONT TRADESHOW BANNERS



Vermont Green  
Primary A



Secondary B  
at 45%



Accent E  
at 70%

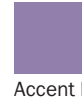


Accent D  
at 80%





Accent F



Accent B  
at 100%  
45%  
30%



Accent E  
at 70%

# Vermont Workplaces Support Nursing Moms

## Why do Vermont workplaces support nursing moms?

- Average annual savings equal \$400 per breastfed baby (lower medical costs with fewer health insurance claims)
- Reduces employee turnover
- Lowers employee absenteeism
- Improves employee productivity
- Raises employee morale and company loyalty, and
- it's the Law



## Additional Protection: Nursing in Public

Vermont law (Act 117) provides protection for women who nurse in public. Mothers have a civil right to breastfeed in places of public accommodation (schools, restaurants, stores and other facilities serving the general public).

For more information, contact the Vermont Human Rights Commission: 802-828-2480, 800-416-2010 or at [www.hrc.state.vt.us](http://www.hrc.state.vt.us)

## What can Employers do to support nursing mothers in the workplace?

- Develop policy and determine who oversees this program \*
- Inform employees of new policy
- Determine clean, private place with access to electric outlets and a chair. Consider a walk-through with your employee
- Offer flexible breaks
- Apply for Breastfeeding Friendly Employer recognition\*
- Consider insurance coverage for lactation consultants
- Consider corporate lactation program if staff includes significant number of mothers
- Understand the law:

In May 2008, Vermont's labor law was amended to include the following:

(a) For an employee who is a nursing mother, the employer shall for three years after the birth of a child;

(1) provide reasonable time, either compensated or uncompensated, throughout the day for the employee to express breast milk for her nursing child. The decision to provide compensated time shall be in the sole discretion of the employer, unless modified by a collective bargaining agreement; and

(2) make a reasonable accommodation to provide appropriate private space that is not a bathroom stall.

(b) An employer may be exempted from the provisions of subsection (a) of this section if providing time or an appropriate private space for expressing breast milk would substantially disrupt the employer's operations.

(c) An employer shall not retaliate or discriminate against an employee who exercises the right provided under this section.

\* see Resources

DEPARTMENT OF FORESTS, PARKS & RECREATION/FISH & WILDLIFE/TOURISM & MARKETING SPORTS EXPO AD

**FRESH AIR**  
Where do you find it?



Get the inside track on sports and recreation in Vermont at the State of Vermont village located in the Miller Expo Centre. Try the Laser Shot (3-D hunting game), buy your fishing/hunting license, and reserve a campsite for 2008.



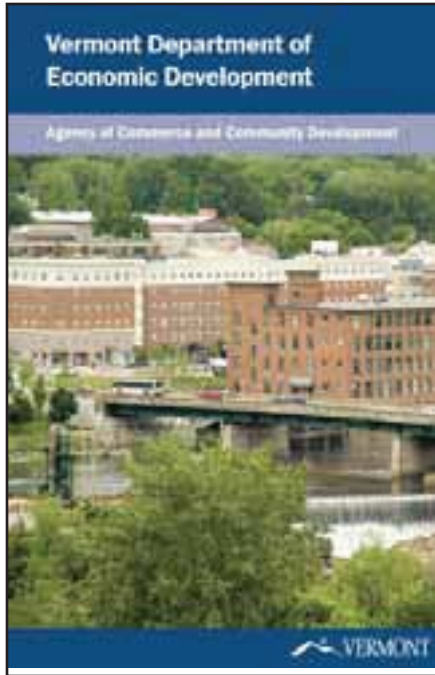
[www.vermont.gov](http://www.vermont.gov)



Secondary E

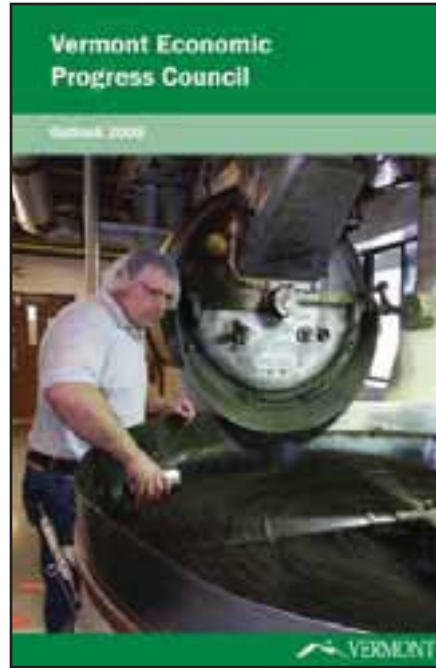


DEPARTMENT OF ECONOMIC DEVELOPMENT/ HOUSING & COMMUNITY AFFAIRS/ ECONOMIC PROGRESS COUNCIL/ OVERVIEW BROCHURES



Secondary C

Secondary C at 40%

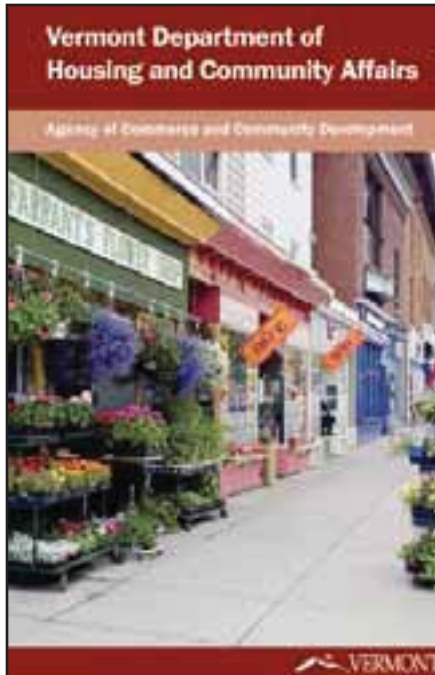


Primary A

Primary A at 30%

Primary D

Primary D at 30%



**COMMUNITY DEVELOPMENT PROGRAM**

...provide an excellent opportunity to undertake development planning through feasibility studies and cost-benefit analysis for use or reuse of the VCDP eligible economic development public facilities and...

Eight awards for planning grants totaling nearly \$200,000 were made to communities throughout Vermont.

**Project Name:**

- Green Leaf Valley Feasibility Study
- Green Valley Feasibility Study
- Green Valley Feasibility Study
- Green Valley Feasibility Study
- Green Valley Feasibility Study
- Green Valley Feasibility Study
- Green Valley Feasibility Study
- Green Valley Feasibility Study

**Public Service/Facility Grants**

Three public facility projects were awarded \$175,000 in VCDP funds that leveraged nearly \$4.2 million in other resources. These three community facility projects will provide 432 individuals the opportunity to attend an adult day care center, provide safe transitional housing for battered women, and for the homeless and they are available throughout the state.

Community	Project Name	\$ of awards to be awarded
Benning	Good Investment House	50
Winooski	Winooski Senior Center	75
Winooski	Winooski Senior Center	50

**Qualification Grants**

...that all public meeting facilities are handicapped VCDP funds projects for accessibility for...

Project Name	\$ of awards to be awarded
Winooski Senior High	25
Winooski Senior High	25

**VCDP Grants Awarded in 2007**

Category	Percentage
Planning	4%
Public Service/Facility	20%
Qualification	26%
Other	50%