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

<table>
<thead>
<tr>
<th>Version</th>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Version 1.0</td>
<td>January 2007</td>
<td>Initial Distribution of Brand Standards &amp; Guidelines</td>
</tr>
<tr>
<td>Version 2.0</td>
<td>June 2009</td>
<td>Incorporated State Graphic Standards</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Approved state logos added</td>
</tr>
<tr>
<td></td>
<td></td>
<td>State Stationery added</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New Sponsorship &amp; Partner Logos</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Updated Visual Language</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Updated Examples</td>
</tr>
</tbody>
</table>
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.

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.

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.
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.
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.
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

1”  .65”

72 pixels  50 pixels

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

Correct: Dark-colored background

Correct: Lightly textured background

Incorrect: Light-colored background

Incorrect: Dark-colored background

Incorrect: Heavily textured background
Unacceptable Usage

Examples of unacceptable usage of the Vermont logo:

1. Never substitute colors.
2. Never use alternate fonts.
3. Never rearrange the logo elements.
4. Never separate logo elements.
5. Never distort the shape of the logo.
6. Never tilt the logo.
7. Never outline the logo.
8. Do not create a “read-through” header with the logo.
9. Never distort the logo proportion.
10. Never distort the logo proportion.
11. Never use outdated logos.

When in doubt please contact the CMO’s office at 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

[Diagram showing the correct use of identifiers with examples of logos and text]

* 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.

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

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

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

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

Sponsored by

With an agency/department identifier

When multiple agencies or departments are sponsors

In partnership with

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.
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 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.
- 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

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.
Envelopes 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

2.75” minimum clearance

Standard Window Envelope: Option A shown
NOTE: The Coat of Arms or
Moon Over Mountain logo can be
used.

2.75” minimum clearance

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 to request an ID and password, or contact David Burnell at 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.
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

Palatino

Palatino
Palatino Italic
Palatino Bold
Palatino Bold Italic

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 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 broad nib pen; this gives a calligraphic grace. But where the Renaissance faces tend to use smaller letters with longer vertical lines (ascenders and descendants) 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 (LENGTHY)

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

BODY COPY

udin ligula. Sed aliquet sapien eu mauris.

CAPTION / TITLE

Franklin Gothic Book

DISCLAIMER / FOOTNOTE


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

Please don’t abandon your baby

** THERE IS A BETTER WAY**
Vermont’s Baby Safe Haven Law offers you safe places you can give up your baby — anonymously and legally.

Hand your baby, up to 30 days old, to an employee or volunteer of any:

- Fire Station
- Police Station
- Health Care Facility
- Adoption Agency
- Place of Worship

In an emergency, always call 911.

1-800-649-4357 (business hours)  
babysafehaven.vermont.gov

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®, 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

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEXI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary A</td>
<td>Vermont Green</td>
<td>PMS 356</td>
<td>95.8,93.27,0</td>
<td>121.152</td>
</tr>
<tr>
<td>Primary B</td>
<td>PMS 575</td>
<td>CMYK: 57.11,85.45</td>
<td>85.118.48</td>
<td>336600</td>
</tr>
<tr>
<td>Primary C</td>
<td>PMS 646</td>
<td>CMYK: 73.30,3.10</td>
<td>84.130.171</td>
<td>6699CC</td>
</tr>
<tr>
<td>Primary D</td>
<td>PMS 1815</td>
<td>CMYK: 13.96,81.54</td>
<td>120.35,39</td>
<td>990000</td>
</tr>
</tbody>
</table>

### SECONDARY COLORS

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEXI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary A</td>
<td>PMS 555</td>
<td>CMYK: 82.13,64.45</td>
<td>32.108.73</td>
<td>336633</td>
</tr>
<tr>
<td>Secondary B</td>
<td>PMS 619</td>
<td>CMYK: 13.17,78.35</td>
<td>155.143.46</td>
<td>999900</td>
</tr>
<tr>
<td>Secondary C</td>
<td>PMS 534</td>
<td>CMYK: 95.72,9.38</td>
<td>38.63.106</td>
<td>003366</td>
</tr>
<tr>
<td>Secondary D</td>
<td>PMS Warm Gray 8</td>
<td>CMYK: 16.23,23.44</td>
<td>139.129.120</td>
<td>999999</td>
</tr>
<tr>
<td>Secondary E</td>
<td>PMS 152</td>
<td>CMYK: 0.62,100.0</td>
<td>225.112.0</td>
<td>FF9933</td>
</tr>
</tbody>
</table>

### ACCENT COLORS

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEXI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accent A</td>
<td>PMS 7459</td>
<td>CMYK: 76.6.815</td>
<td>48.149.180</td>
<td>66CCC</td>
</tr>
<tr>
<td>Accent B</td>
<td>PMS 269</td>
<td>CMYK: 80.95.035</td>
<td>75.48.106</td>
<td>330066</td>
</tr>
<tr>
<td>Accent C</td>
<td>PMS 222</td>
<td>CMYK: 17.100.21.60</td>
<td>106.26.65</td>
<td>660033</td>
</tr>
<tr>
<td>Accent D</td>
<td>PMS 173</td>
<td>CMYK: 0.80,94.1</td>
<td>210.73,42</td>
<td>FF6600</td>
</tr>
<tr>
<td>Accent E</td>
<td>PMS 137</td>
<td>CMYK: 0.38,95.0</td>
<td>255.161.0</td>
<td>FFCC33</td>
</tr>
<tr>
<td>Accent F</td>
<td>PMS 390</td>
<td>CMYK: 24.0,98.8</td>
<td>182.191.11</td>
<td>CCC33</td>
</tr>
</tbody>
</table>

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 refer to 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.
## Selecting Color

### COLORS AND THEIR ASSOCIATIONS

### PRIMARY

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

### SECONDARY

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

### ACCENT

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

### BLACK & WHITE

<table>
<thead>
<tr>
<th>Color</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>Powerful, Elegant, Mysterious, Heavy, Basic, Bold, Classic, Strong, Prestigious, Sober</td>
</tr>
<tr>
<td>White</td>
<td>Pure, Clean, Sterile, Innocent, Silent, Lightweight, Airy, Bright, Glistening</td>
</tr>
</tbody>
</table>

This page contains material from the Pantone Guide to Communicating with Color by Leatrice Eiseman ©2000 Grafix Press,
## Attributes and Associated Colors

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Primary</th>
<th>Secondary</th>
<th>Accent</th>
<th>Black &amp; White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authoritative, Conservative, Traditional, Classic</td>
<td>B</td>
<td>A</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>Autumn, Harvest</td>
<td>D</td>
<td>D</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Basic, Sober, Practical</td>
<td>C</td>
<td>C</td>
<td>E</td>
<td></td>
</tr>
<tr>
<td>Calm, Soothing, Restful, Quiet, Serene</td>
<td>C</td>
<td>A</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>Constant, Dependable, Professional, Credible, Quality</td>
<td>C</td>
<td>A</td>
<td>E</td>
<td></td>
</tr>
<tr>
<td>Cool</td>
<td>C</td>
<td>A</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>Fresh, Refreshing</td>
<td>A</td>
<td>C</td>
<td>A</td>
<td>F</td>
</tr>
<tr>
<td>Happy, Fun, Gregarious, Friendly</td>
<td>C</td>
<td>D</td>
<td>D</td>
<td>F</td>
</tr>
<tr>
<td>Nature, Natural, Outdoors, Forest, Woodsy</td>
<td>A</td>
<td>B</td>
<td>F</td>
<td></td>
</tr>
<tr>
<td>Powerful, Strong</td>
<td>D</td>
<td>A</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>Pure, Clean, Innocent, Sterile</td>
<td>C</td>
<td></td>
<td>A</td>
<td></td>
</tr>
<tr>
<td>Spiritual, Regal, Rich, Majestic, Unique</td>
<td>D</td>
<td></td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>Spring, Lively, Growth</td>
<td>A</td>
<td>B</td>
<td>F</td>
<td>A</td>
</tr>
<tr>
<td>Summer</td>
<td>A</td>
<td>C</td>
<td>B</td>
<td></td>
</tr>
<tr>
<td>Warm</td>
<td>D</td>
<td>D</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>Water, Liquid, Nautical</td>
<td>C</td>
<td>C</td>
<td>A</td>
<td></td>
</tr>
<tr>
<td>Winter</td>
<td>C</td>
<td>C</td>
<td>A</td>
<td></td>
</tr>
</tbody>
</table>

This page contains material from the Pantone Guide to Communicating with Color by Leatrice Eiseman ©2000 Grafix Press, Ltd.
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).
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

<table>
<thead>
<tr>
<th>100%</th>
<th>85%</th>
<th>70%</th>
<th>55%</th>
<th>40%</th>
<th>25%</th>
<th>10%</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="color1" alt="A" /></td>
<td><img src="color2" alt="B" /></td>
<td><img src="color3" alt="C" /></td>
<td><img src="color4" alt="D" /></td>
<td><img src="color5" alt="E" /></td>
<td><img src="color6" alt="F" /></td>
<td><img src="color7" alt="G" /></td>
</tr>
</tbody>
</table>

### SECONDARY COLORS

<table>
<thead>
<tr>
<th>100%</th>
<th>85%</th>
<th>70%</th>
<th>55%</th>
<th>40%</th>
<th>25%</th>
<th>10%</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="color1" alt="A" /></td>
<td><img src="color2" alt="B" /></td>
<td><img src="color3" alt="C" /></td>
<td><img src="color4" alt="D" /></td>
<td><img src="color5" alt="E" /></td>
<td><img src="color6" alt="F" /></td>
<td><img src="color7" alt="G" /></td>
</tr>
</tbody>
</table>

### ACCENT COLORS

<table>
<thead>
<tr>
<th>100%</th>
<th>85%</th>
<th>70%</th>
<th>55%</th>
<th>40%</th>
<th>25%</th>
<th>10%</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="color1" alt="A" /></td>
<td><img src="color2" alt="B" /></td>
<td><img src="color3" alt="C" /></td>
<td><img src="color4" alt="D" /></td>
<td><img src="color5" alt="E" /></td>
<td><img src="color6" alt="F" /></td>
<td><img src="color7" alt="G" /></td>
</tr>
</tbody>
</table>
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 cropings 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%

Vermont.gov  Vermont.gov  Vermont.gov
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

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 walkthrough with your employee
  - Offer flexible breaks
  - Apply for Breastfeeding Friendly Employer recognition
- Consider insurance coverage for lactation consultants
- Consider corporate lactation program if state incentives 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 exempt 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.

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

* see Resources
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