These brand standards were developed as a method for protecting the brand of Bristol, Connecticut. It is important to consult with and follow the enclosed guidelines to maintain the City’s brand integrity. If you need any additional information or guidance, please contact Dawn Nielsen, Marketing & Public Relations Specialist, Bristol Development Authority at (860) 584-6190 or dawnnielsen@bristolct.gov.
Anatomy of Bristol, CT Logo

The Bristol, CT brand personality is that of “All Heart”, as you can see our incredible heart in everything we do. From our rich industrial heritage to our passion for sports, teaching, and volunteerism, heart is truly the engine that allows us to produce great results throughout time. And because Bristol doesn’t do anything halfway, we are always All Heart in whatever we take on. From hard work to caring for our fellow man, Bristol, Connecticut is quite simply... All Heart.

Elements & Symbolism

Heart

**Element:** Expressionistic heart is representative of the very spirit of Bristol. Its whimsical structure shows we can adapt our heart to any situation, and an open heart allows us to care for anyone who enters our community.

**Symbolism:** Passion, positivity, care, desire, exhilaration, voluntarism, selflessness, joviality.

Gear

**Element:** Solid gear is the foundational for a well-run machine. Gear embedded in the heart represents our Heart being the engine that drives us in life.

**Symbolism:** Workman-like, productive, blue collar, strong, in-motion, positive results, tip of the cap to industrialist heritage, the past.

Swish Stroke

**Element:** Vertical swish stroke forms the backbone of the ‘B’, and represents the blue collar backbone behind our All Heart spirit. The swish stroke completes the B, aka the Bristolite, and forms the uniqueness that is Bristol’s brand personality.

**Symbolism:** Progression, forward movement, the future.

Colors

- **Red:** Spirit, passion, energy, strength, intensity, desire, patriotism, sincerity, love
- **Blue:** Industrious, blue collar, creative, power, knowledge, integrity, trust.
Anatomy of Bristol, CT Logo

Typefaces

Bristol’s brand personality utilizes typefaces that are bold yet accessible, strong yet elegant, personable yet professional.

The word “Bristol” emphasises the use of Calibri Bold font. Calibri bold is the perfect cross between boldness and accessibility. It maintains the proper curvature to sit comfortably along the heart shape and possesses an ability to stand out in headlines or body copy.

CONNECTICUT

The word “Connecticut” also relies on Calibri Bold font. Connecticut’s font is scaled down so that its weight avoids competing with its “Bristol” counterpart. The spacing between the lettering in “Connecticut” has also been increased as to create a strong yet elegant persona.

All Heart

The “All Heart” strapline uses Rage Italic font to portray a personable yet professional spirit. The handwritten quality of the font speaks to an innately human characteristic, communicating the time and care usually reserved for hand-written postcards. “All Heart” is placed at the bottom of the logo proclaiming a finality and uniqueness like that of a signature, that is all Bristol’s own.
Bristol, Connecticut Logo Usage

The following guidelines illustrate the proper usage of the Bristol, Connecticut logo.

Full color logo
The logo may be represented in full color using 4 color process or spot printing techniques.

Single color logo
The logo may be represented in a single color using Bristol Red (C=10 M=100 Y=100 K=10), Bristol Blue (C=100 M=85 Y=23 K=7) or Black in either spot color of 4 color process printing techniques.

Inverted logo
The logo may be inverted to white and placed onto a dark background like the below represented in the recommended Bristol Red, Bristol Blue and Black.
Logo Usage over Imagery

The logo may be used against non-solid backgrounds such as images, but must adhere to the following guidelines to retain clarity and pop.

Color Logos over Imagery

Color Bristol logos must appear over photos or compositions using a white overlaid opacity for the mark to stand out properly.

Full Logo
Minimum 70% white overlay opacity.
Recommended 85%-plus white overlay opacity.

Red Logo
Minimum 65% white overlay opacity.
Recommended 80%-plus white overlay opacity.

Blue Logo
Minimum 65% white overlay opacity.
Recommended 80%-plus white overlay opacity.

Black Logo
Minimum 65% white overlay opacity.
Recommended 80%-plus white overlay opacity.
White Logo over Imagery

The white Bristol logo may appear over photos or compositions with enough contrast that the white logo does not get washed out. The white logo should be applied to full color imagery in a location that allows for at least 75% recognition or proper contrast. If contrast is an issue between the logo and original image, overlaid color tints can be set over the image to allow the mark to better stand out.

White Logo over full color

For effective use of the white Bristol logo over a color composition, we recommend placement of the logo over darker “more contrasting” elements to allow the logo to pop. For superior readability we recommend at least 75% of the logo is properly contrasted against darker background elements.

Good: 75%

Better: 90%-95%

Unacceptable: 50%

White Logo over tinted background

In case there are too few contrasting elements in a color image for the logo to stand out, or you are looking for an interesting effect, we recommend applying a tint over the image utilizing the foundational colors of Bristol Red, Bristol Blue, or black, for an eye-catching effect.

Minimum 50% color overlay opacity
Recommended 70%-plus color overlay opacity.
Full Logo with Strapline
The preferred display of the Bristol, Connecticut logo is the full mark with the “All Heart” strapline, represented below.

Logo without Strapline
There are may be instances where the Bristol, Connecticut logo may appear without the strapline.

Logo without Strapline or Connecticut
In rare appropriate instances, the Bristol logo may appear without the strapline or “Connecticut”.
“Heart of Bristol” Icon Usage

The “Heart of Bristol” icon represented by the “B” is a microcosm of the hard-working, caring, and spirited Bristolite. The icon may be used separately from the logo in a manner complementary of the overall brand with the aim of creating a hipness that strengthens Bristol’s brand for audiences.

Full Color “Heart of Bristol” Applications
Apply to white background (recommended) or white opaqued overlay.

Single Color “Heart of Bristol” Applications
Apply to white background or white opaqued overlay.

White “Heart of Bristol” Applications
Apply to full color images with acceptable contrast or recommended color opaqued overlay.
Logo Element Usage Examples

The Bristol logo contains prominent elements like the Heart of Bristol icon as well as the Gear icon, which can be applied in a variety of ways from highlighting content, conveying brand subtlety, or used as a complementary element in a design or project. The flexibility of the Bristol logo allows the brand to extend into multiple forms and formats. Here are a few examples:

Heart of Bristol Icon

**Used as Highlighter**
- Calendar Dates

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
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<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
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<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
<td>18</td>
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<td>19</td>
<td>20</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
<td>31</td>
<td></td>
</tr>
</tbody>
</table>

**Used as Subtlety**
- Letterhead Watermark

Gear

**Used as Highlighter**
- To-do List

**Used as Complementary Element**
- Pedestrian Billboard Signage
Recommended Logo Spacing

No other object should be placed within the safe space around the logo - defined as the outer dashed border. Safe area distance is determined by using the height of the letter ‘r’ in Bristol.

**Full Logo Spacing**

**Do**
Object is positioned safely outside of the safe space.

**Don’t**
Object has infringed upon ‘safe space’ and is in violation of the brand standards.

Heart of Bristol Icon Spacing

No other object should be placed within the safe space around the icon - defined as the outer dashed border. Safe area distance is determined by using the height of the letter ‘r’ in Bristol.

**Do**
Object is positioned safely outside the safe space.

**Don’t**
Object has infringed upon ‘safe space’ and is in violation of brand standards.
Recommended Logo Scaling

In order to maintain proper readability of the Bristol logo and its elements we recommend the following guidelines.

Minimum Size
We recommend never scaling smaller than the below recommendations in order to ensure maximum readability of the logo, its text, and recognition of its elements. Whenever possible ensure that the logo, and its elements, are scaled greater than these proportions.

<table>
<thead>
<tr>
<th>Inches</th>
<th>Centimeters</th>
<th>Pixels</th>
<th>Picas</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.68”</td>
<td>1.73 cm</td>
<td>49 px</td>
<td>4p0.92 pc</td>
</tr>
<tr>
<td>1.39”</td>
<td>3.53 cm</td>
<td>100 px</td>
<td>8p4.07 pc</td>
</tr>
</tbody>
</table>

Maximum Size
There is no maximum size, the bigger the better! But please ensure you are always working with the appropriate file types and crispest resolution to ensure zero pixelation when scaling.
Logo Customization

There are instances where the Bristol, Connecticut logo may be customized to swap out the words “All Heart” or “Connecticut” in favor of an organization, department, event, or project name.

Example of Customized “All Heart” Space

Here the Parks & Recreation Department has customized the “All Heart” strapline for their own use.

Guidelines
a.) Always use font Rage Italic
b.) Always center title under “Connecticut”
c.) Always follow previous color guidelines
d.) Do not exceed 50% of height of “l” “Bristol”

Recommendations
a.) Whenever possible use the full color logo and swap out the “All Heart” space.
b.) It is best that the custom text attempts to stay within the confines of “Connecticut”.

Example of Customized “Connecticut” Space

Here the “All Heart” strapline has been removed and “Midget Football” utilizes the “Connecticut” Space to create a stronger Bristol bond by putting its own text in place of the state element.

Guidelines
a.) Only use Rage Italic font
b.) Do not exceed 50% of height of “l” in “Bristol”
c.) Always center title under “ristol” unless title is too long, in which case text should aligned with the beginning of the “r” of ‘Bristol”.  
d.) Always follow previous color guidelines  
e.) Align bottom of custom text with bottom of “B” in “Bristol”
Example of Customized “Interchangeable Element” Space

Organizations within Bristol are welcome to leverage the logo for their own use by adding their own custom graphic element in the place of the gear in Bristol, a space called the interchangeable element space.

Guidelines

a.) Custom element must be representative of your organization or effort
b.) Only one object may be placed in the interchangeable element space
c.) Element must be one recognizable item (i.e. a baseball, clock, etc), and be a solid one-color icon.
d.) With the full color logo, interchangeable element must be colored with Bristol Blue and accented with white. If the logo is a single color follow previous color guidelines
e.) Element must fit within bottom chamber of Heart, within circular white space, leaving a sliver of white space around the custom element.

Examples of Full Logo Customization

The greatest allowable degree of logo customization allow for the Interchangeable Element Space as well as either the “All Heart” or “Connecticut” Space to be customized at one time. Please adhere to aforementioned guidelines for instructions on customizations.

Example 1.) Interchangeable Element & “All Heart” Space Customization

Example 2.) Interchangeable Element & “Connecticut” Space Customization
Bristol, Connecticut Typeface Style Sheet

Type

Files have been provided in a variety of formats that allow for use of the Bristol logo without purchasing typefaces. The logo itself is considered a piece of artwork and its fonts should not be changed. However, if additional customizations are made as outlined in the previous section, such as adding an organization name, it will be necessary to ensure the proper font files, which are as follows:

“Bristol” Calibri Bold
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()

Calibri Regular
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()

“All Heart” Rage Italic
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()

Font Uses

Headlines - Use Calibri Bold
Ensure headlines are at minimum 50% larger than body copy. If copy is 13 pt, 50% of 13 is 6.5, so headline must be rounded up to 20 pt at minimum.

Sub Headlines - Use Calibri Regular
Ensure sub headlines are at minimum 30% larger than body copy. If copy is 13 pt, 30% of 13 is 3.9. Sub Headline must be rounded up to 17 pt at minimum.

Body Copy Highlight - Use Calibri Bold

Body Copy - Use Calibri regular.
Recommended size is 13 pt. Ensure copy is at minimum 10 pt.

Backup Body Copy - Use Helvetica Neue or Helvetica.
Recommended size is 12 pt. Ensure copy is at minimum 9 pt.

Accent Font - Use Rage Italic. (Apply to highlight text with “All Heart” spirit)
Recommended size is 17 pt. Ensure copy is at minimum 14 pt.
Properly Applied Font Usage

Below is a sample advertisement for the City of Bristol with examples of proper font usage.

In Bristol, Heart is the engine that drives our community’s success. Whether it’s our passionate small businesses, energizing volunteer community, world class attractions, or top-rated education system, whatever we do, we always do it with... All Heart.

Calibri Regular is used properly as the primary body copy text

Rage Italic is utilized as a highlight of the strapline “All Heart”

Calibri Bold is used as a headline text and for “P”, “E” and “W” to standout.
Recommended Logo Alignments

When aligning text underneath the logo, we recommend using the blue stroke as the beginning of the logo and “l” in Bristol as the end marker.

Logo Left
Text In Logo Boundary

Logo Left
Text Exceeding Logo Boundary

When creating text under the logo that remains within the boundaries of the mark, it is also acceptable to start the text at the beginning of the red heart as well.

Logo Centered
Text Exceeding Logo Boundary

When text spans beyond the breadth of the logo, one can center the text under the logo. For proper balance one must always use the blue stroke as the beginning of the logo and “l” in Bristol as the end marker. It is OK for the red heart to stick out.
Bristol, Connecticut Color Specification Guide

Color Palette

The color palette for Bristol, Connecticut is bright, energetic, and impactful. The palette includes red to highlight the theme of “heart” in the brand and passionate spirit of Bristolites. The red combined with the blue creates a Bristolian patriotism, honoring our strong veterans community. The blue represents the blue collar backbone evident in the hearts of Bristolites, and the reason we have produced great results throughout time. The complementary colors provide neutral and playful tones that can enliven the logo in use materials, like ads.

Production of artwork by different techniques may require the use of different color matching systems. For the most consistent brand palette, the recommended breakdowns are listed below.

Foundation Colors

Bristol Blue and Bristol Red are the brand’s foundation. They are to be used whenever possible.

Bristol Blue
C=100 M=85 Y=23 K=7
PANTONE 7687 C
PANTONE 280 U
R29 G66 B125
Web #1D427D

Bristol Red
C=10 M=100 Y=100 K=10
PANTONE 7621 C
PANTONE Strong Red U
R198 B28 B34
Web #C61C22

Complementary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>C=57 M=57 Y=64 K=36</td>
<td>PANTONE 411 c</td>
<td>PANTONE 419 u</td>
<td>R91 G81 B72</td>
</tr>
<tr>
<td>2</td>
<td>C=26 M=16 Y=3 K=14</td>
<td>PANTONE cool grey 5 c</td>
<td>PANTONE cool grey 5 u</td>
<td>R163 G175 B196</td>
</tr>
<tr>
<td>3</td>
<td>C=100 M=60 Y=10 K=53</td>
<td>PANTONE 540 c</td>
<td>PANTONE 295 u</td>
<td>R0 G54 B96</td>
</tr>
<tr>
<td>4</td>
<td>C=0 M=75 Y=88 K=0</td>
<td>PANTONE 1645 c</td>
<td>PANTONE 166 u</td>
<td>R/241 G/101 B/52</td>
</tr>
<tr>
<td>5</td>
<td>C=63 M=0 Y=31 K=0</td>
<td>PANTONE 3258 c</td>
<td>PANTONE 7465 u</td>
<td>R/75 G/196 B/191</td>
</tr>
<tr>
<td>6</td>
<td>C=23 M=98 Y=84 K=16</td>
<td>PANTONE 201 c</td>
<td>PANTONE 704 u</td>
<td>R168 G35 B29</td>
</tr>
</tbody>
</table>
Applied Logo Usage Examples

Below are several examples of the Bristol logo and its elements applied to merchandise, physical items, and signage. The logo must always be used in a clearly recognizable manner and its elements displayed in a manner that complements and upholds the brand’s integrity while adhering to the brand standards outlined in this guide.

Merchandise

Stationary

Signage
File Usage

Use of digital artwork in different applications requires the use of different digital file formats. To ensure the best quality reproduction, the following file format uses are suggested.

<table>
<thead>
<tr>
<th>Word</th>
<th>Powerpoint</th>
<th>Web (HTML)</th>
<th>Indesign, Illustrator, Photoshop, Quark Xpress, Pagemaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>.EPS</td>
<td>.PNG</td>
<td>.PNG</td>
<td>.EPS</td>
</tr>
<tr>
<td>.BMP</td>
<td>.BMP</td>
<td>.JPG</td>
<td>.EPS</td>
</tr>
<tr>
<td>.JPG</td>
<td>.JPG</td>
<td>.GIF</td>
<td>.TIF</td>
</tr>
<tr>
<td>.PNG</td>
<td>.GIF</td>
<td>.TIF</td>
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<tr>
<td>.GIF</td>
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<td></td>
<td></td>
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<tr>
<td>.TIF</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Unacceptable Logo Applications

Use of digital artwork in different applications requires the use of different digital file formats. To ensure the best quality reproduction, the following file format uses are suggested.

Do not use unofficial colors or color combinations unless approved.

Do not delete, add or adjust any element of the foundational logo.

Do not flip or rotate the logo.

Do not screen the logo or use text behind it.

Do not print/place logo on background that makes it difficult to read.

Do not add unofficial copy or graphics covering any part of the logo.

Do not change the proportions of the logo.

Do not customize the logo in an unapproved manner.

Do not recreate the foundational logo in any way.
Bristol, Connecticut Brand Voice

To ensure that messaging resonates with audiences, the brand vocabulary, tonality and brand narrative must inspire and attract the target audiences by creating strong emotional connections and a greater understanding of Bristol.

The voice of Bristol’s brand is assertive but helpful, knowing but kind, passionate but personable. Bristol’s personality exhibits a self-confidence in ourself and our abilities to get any job done, and a charm that expresses humble roots behind a workman like demeanor. This hearty vocal spirit must always represent the brand personality through an uplifting and positive tone in all media and mediums.

Brand Vocabulary

<table>
<thead>
<tr>
<th>All / “All Heart”</th>
<th>Assertive</th>
<th>Blue Collar</th>
<th>Caring / Care</th>
<th>Character</th>
<th>Community</th>
<th>Courage</th>
<th>Creative</th>
<th>Determination</th>
<th>Desire</th>
<th>Energy / Energetic</th>
<th>Engine</th>
<th>Enthusiastic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excited</td>
<td>Generous</td>
<td>Heart / Heartbeat</td>
<td>Heartfelt</td>
<td>Industrious</td>
<td>Industry / Industrial</td>
<td>Integrity</td>
<td>Kind</td>
<td>Knowledge</td>
<td>Jovial</td>
<td>Loyal</td>
<td>Love</td>
<td>Motion</td>
</tr>
<tr>
<td>Optimistic</td>
<td>Patriotic</td>
<td>Passionate</td>
<td>Personable</td>
<td>Powerful</td>
<td>Positive</td>
<td>Produce / Production</td>
<td>Progressive</td>
<td>Proud</td>
<td>Resilient / Resolute</td>
<td>Resolved</td>
<td>Resolve</td>
<td>Resourceful</td>
</tr>
<tr>
<td>Spirit / Spirited</td>
<td>Squad Team</td>
<td>Tenacity</td>
<td>Together</td>
<td>Trust</td>
<td>Unified / Unity</td>
<td>Vision</td>
<td>Volunteer</td>
<td>Will / Willing</td>
<td>Willpower</td>
<td>Workman</td>
<td>Youthful</td>
<td></td>
</tr>
</tbody>
</table>
Brand Voice Examples

Below you will find several examples of Bristol, Connecticut’s brand voice in action.

Bristol’s Voice in an Advertisement

In Bristol, Heart is the engine that drives our community’s success. Whether it’s our passionate small businesses, energizing volunteer community, world class attractions, or top-rated education system, whatever we do, we always do it with... All Heart.

Bristol’s Voice in Social Media

When communicating through social media Bristol’s voice is casual and colloquial, as if talking to a neighbor or a friend, with the reassurance of great things to come.

Facebook Post

Fellow Bristolites, this weekend is the mother of all festivals, the 52nd Mum Fest! Our All Heart Volunteer Squad has been working around the clock to bring us a spirited weekend of Live Music, Food Vendors, Hot Air Balloons, a Memorable Parade, and so much more! Be sure to share a piece of Bristol’s Heart this weekend & let your friends and family in on All the good times!

Twitter Tweet (140 Character Limit)

Bristolites, it’s Mum Fest weekend! Experience ALL the Live Music, Food, Hot Air Balloons, a Memorable Parade & more! #bristolct #allheart
Brand Personality Narrative

The Bristol Brand Narrative acts as our City’s biography. It uses emotional language to establish a written character of the Bristol brand. Stakeholders throughout the community should be encouraged to use all or some of the copy when describing the Bristol community or the unique relationship an organization, event or business has to Bristol. The narrative can serve to guide the tone of new copy

Heart. You either have it… or you don’t. That indefinable characteristic that is so often the difference between quitting and carrying on. Failing and succeeding. Being good and being great. It is the determination that allows an entrepreneur to launch a business despite obstacles. The compassion that propels volunteers to give and then give some more. The vision that unites the citizens of a city around a brighter tomorrow.

Bottom line, incredible accomplishments often come down to one key characteristic: Heart.

Here in Bristol, heart is the engine that pumps passion into everything we do. We may not always be the biggest or the strongest, but we’re always the hardest working, the most resilient, the most resourceful and generous. We just have the heart to get things done.

Maybe that’s why businesses are so attracted to Bristol. Because in addition to being affordable and accessible, with an abundant and highly skilled workforce, Bristol has an incomparable work ethic. Known as a manufacturing hub, some of the nation’s most successful companies from world-famous ESPN to the Barnes Group got their starts right here at home. And smaller companies and businesses thrive in an environment where ideas are appreciated and personal attention and resources are available in equal measure. In fact, the symbol of business success in Bristol can be traced in the triumph of the Barley Vine Gastropub. Wanting to be part of the renaissance taking place in this city, the owners refurbished downtown’s oldest building and poured their passion into developing a business that will be the heartbeat for arts, culture, events and music downtown.

Ask the people of Bristol what they value most about their hometown and many will point to the heartfelt generosity of neighbors. You can see this compassion in our willingness to lend a helping hand no matter what. We take care of each other, because that’s the way it should be. And the results are nothing short of miraculous. Like three people devoted to making the Bristol Boys & Girls Club one of the finest in the nation, leading a campaign to raise $10 million dollars. Thanks to a new facility and innovative programming kids headed for the streets have ended up in college… even graduate school. And many of them are coming back home after graduation to continue the good work. Because that’s the thing about the open hearts in Bristol, people keep on paying that generosity forward.
In fact, if you have the heart to make a difference in Bristol, the path and the opportunity are clear. The owner of Nuchie’s Italian restaurant in Forestville discovered this when he partnered with the Forestville Association to beautify the area around his business. With energy, enthusiasm, a broom and some flowers he turned his corner of the community into a place he can be proud of. And that kind of passion is being invested in other neighborhoods throughout the city from Bristol Rising to West End to Federal Hill.

Of course, Bristol’s passion applies to more than just work. Not surprisingly, we play with a lot of heart too. Residents regularly attend youth sporting events whether they have a child in the game or not. Warm summer afternoons at Lake Compounce offer up defining childhood memories for people from all over the region. While museums and memorials including the flamboyant New England Carousel Museum, the Imagine Nation Children’s Museum and Veterans Military Memorial Boulevard let you celebrate everything from whimsy to war heroes.

Whether you’ve been in Bristol for a day or a lifetime, here’s the thing about living in a place with so much heart, such great passion. You never want to leave. That loyalty resonates through the story of the Barnes Group, a family-owned business that got its start in Bristol and has grown to a worldwide, manufacturing company. When shareholders pressured the Barnes’ family to move its corporate headquarters, the family refused, opting to stay in the community they love and support. Turns out true heart has deep roots.

They say that the spirit of a champion is never completely happy with the easy win. Here in Bristol we happen to believe that’s true. But we’re not looking for easy, we’re looking for remarkable. And something remarkable is happening here. It is fueled by pride and driven by promise. It is youthful and energetic and optimistic. It is forward thinking and united and hopeful. It is men and women. Fathers and sons. Mothers and daughters. Friends and neighbors. Working together to get things done.

Quite simply, it is *All Heart*...
Dear Media Member,

Welcome to Bristol! It’s so nice to introduce you to the Bristol, CT “All Heart” brand and the many exciting ways it can be used.

By now you’ve likely gathered the thing that separates Bristol from other communities is the spirited Heart that governs our pursuit of action, and care of our fellow man. Passionate through and through, we are always driven to get things done.

It’s in the vein of this authentic personality that we encourage the opportunity to use our logo, colors, voice, and brand elements to create art, memorable gift items, merchandise, customized applications, and whatever your heart can dream up. We have standards which are important, but we also encourage you to leverage your creativity to propel our brand further into the public in as many ways as possible. The more the brand saturates publicly, the greater the sense of culture that can be created. So whether you place the logo on your event fliers or create beverage coasters, let your imagination soar, and as you do use this guide on your journey toward conceiving great uses.

As is true of our brand, we will always have an open heart in listening to your ideas so that we can work together to implement products that elevate both our aims.

With Heart,

Dawn Nielsen, Marketing & Public Relations Specialist
Bristol Development Authority, 111 N. Main Street, Bristol CT 06010
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Brand Permission Request Form

The Bristol, CT Brand and Brand Standards Guide was approved by the Marketing & Tourism Squad, a committee of the Bristol Development Authority, on January 9th, 2015. In order to use the Bristol Connecticut brand in any manner, one must complete the following form:

Why are you requesting permission to use the brand?
___________________________________________________________________________________
___________________________________________________________________________________
___________________________________________________________________________________

Specifically, how will you be applying the brand? Will you use Bristol’s imagery, language, or both? (Will it be represented in signage, advertisement, merchandise, online, logo customization, etc.?)
___________________________________________________________________________________
___________________________________________________________________________________
___________________________________________________________________________________

You agree to use the Bristol, Connecticut “All Heart” brand only in the manner outlined in this Brand Standards document, unless otherwise approved. You understand you may only use the brand in the requested manner upon approval of the Brand Manager.

________________________________________              ____________________________________
Applicant - Print Name                                 Date

BDA - Print name               Date

________________________________________              ____________________________________
Applicant - Signature         BDA - Signature