

Maryland Brand Guideline Sheet

Primary Logo



This is the official logo for the State of Maryland. These guidelines were developed to ensure proper and accurate use of the logo and to maintain brand consistency statewide. Follow these as directed. If you have any technical or brand related questions, contact: Sandra Jones, Creative Director:

Sandra.Jones@Maryland.gov

Secondary Logo



Hang Tag Logo



Our brand colors match our State flag.

Colors



Maryland Red

CMYK 0/100/65/20
RGB 196/14/62
HEX #c8122c
PMS 186



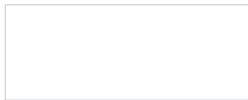
Maryland Gold

CMYK 0/25/95/0
RGB 255/194/51
HEX #ffc838
PMS 136



Black

CMYK 0/0/0/100
RGB 35/31/32
HEX #231f20
PMS process black



White

CMYK 0/0/0/0
RGB 255/255/255
HEX #ffffff
PMS (paper)

File Formats

EPS/Vector

Highest quality format. ONLY format suitable for professional printing and production.

Jpeg/Jpg

Compressed file format, preferred at 300 dpi.

Png

Supports RGB only. Not suitable for professional work.

Typography

Montserrat Semi Bold

Usage Guidelines

Use **Primary Logo** for all general application (or as directed). Use **Secondary Logo** only in situations where size constraints make it necessary (or as directed). Use **Hang Tag Logo** only over a photo or color flood. Anchor the tag to the left center or top center. Hang Tag Logo should not be free-floating.

Always Use approved logo files provided.

Always Provide ample clear space around Maryland logos with clear separation from other elements, graphics or text.

Do Not outline, or modify the logo

Do Not use logo with color variations.

Do Not alter colors, typefaces or layout.

Do Not distort or manipulate the logo.

Do Not place the logo over words or graphics.

Do Not apply effects to the logo.

Do Not change the logo opacity.

Do Not use the logo as a pattern.