# OPEN FOR BUSINESS

Maryland

BRAND GUIDE | 2018

Marketing & Communications

# Table of Contents

# Overview

**Maryland is Open For Business and we're showing it in a way that can't be ignored. We're speaking directly to key decisionmakers and business owners through visuals that demonstrate what people are doing in Maryland and how they are making a difference.**

### BRAND GUIDE

These guidelines are meant to facilitate best practices and brand consistency across a wide platform of messaging. If you have questions or need more information, please email Sherri Diehl, Marketing Director at sherri.diehl@maryland.gov.

# Personality

### CONFIDENT

We talk with a healthy dose of attitude that leaves no room for doubting the opportunities that exist here.

### INFORMATIVE

This concept is grounded in statistics that are presented in a way that clearly conveys the benefits of doing business in Maryland.

### CONCISE

We communicate in a way that is easily digestible and memorable. We don't use prose to sell because we don't have to.

# Industry Messaging

### GENERAL (Instate)

Maryland is making changes and getting results. A national leader in innovation and entrepreneurship, we've grown by adding 110,000 jobs since January 2015. Be a part of the action.

### AGRIBUSINESS

A veritable feast, Maryland's agribusiness industry spans the spectrum from wineries and microbreweries, to cheese makers, poultry producers, and crab harvesters, to the world's leading spice maker.

### CYBER SECURITY

A hotbed of software services, electronics, telecommunications firms, and a mass of 115,000 workers in cybersecurity-related businesses converge in Maryland. The NSA, U.S. Cyber Command, NIST's National Cybersecurity Center of Excellence, and Lockheed Martin's NexGen Cyber & Innovation Center have forged a culture of collaboration that benefits us all.

### BIOHEALTH

A leader in vaccine development and adult stem cell production, Maryland is one of the largest life sciences clusters in the U.S. The state's rapidly growing bio-ecosystem includes biopharma, biodefense, genomics, medical devices, neutracueticals, personalized and regenerative medicine, and more.

### ADVANCED MANUFACTURING

Sixty percent of Maryland's manufacturers are advanced, producing low-volume, high-mix technology products. Using advanced materials, processes, and machinery, companies develop heavily engineered, customized products such as sensors, unmanned and autonomous systems, medical devices, defense electronics, aeronautics, specialty chemicals and capital equipment.

### AEROSPACE & DEFENSE

The best minds in aerospace land in Maryland. A thriving base for space exploration, satellite technology, and manufacturing of drones and robotics, the industry also includes Department of Defense-related activities such as biodefense, cybersecurity, avionics, informatics and ordnance and weapons testing.

# Color Palette

**Our brand colors match those of our flag.**

### PRIMARY

CMYK - 0/25/95/0
RGB - 255/194/51
HEX - #FFC838
PMS - 136

CMYK - 0/100/65/20
RGB - 196/14/62
HEX - #C8122C
PMS - 186

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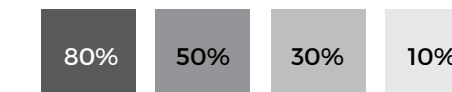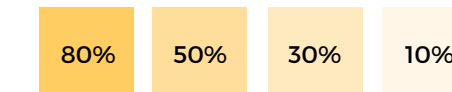RGB - 35/31/32
HEX - 231f20
PMS - process black

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

### SECONDARY

The color palette is expanded by the use of tints and the multiplied blend mode.

**Tints** (gold and black only)

| 80% | 50% | 30% | 10% |
|-----|-----|-----|-----|

| 80% | 50% | 30% | 10% |
|-----|-----|-----|-----|

### Multiplied Effect

**To avoid pink shades, tints of red are not recommended.** Use the multiplied blend mode in Photoshop instead. This effect also works well with Maryland Gold, Black and combinations of all 4 primary colors.

## Logo Lockup



PRIMARY | Campaign Logo



ON BLACK or dark background

**CLEARANCE**



The height of "M" in Maryland is the minimum clearance required around the logo. No additional text or graphic elements may encroach on this space.

SECONDARY | Department of Commerce
Use on the back of collateral materials only.



## Logo Hang Tag & Logo Tag Lockup


Logo Hang Tag


Logo Tag Lockup

The "logo tag" is intended to be used in the context of deliverables where our logo is positioned over a photo or flood of color.



It is preferred that the logo tag be positioned on the left edge of deliverables as it is intended to serve as a lead-in to messaging. In cases where a lead-in is unnecessary the logo tag may be positioned in the center of the top of the page.



The "Open for Business" logo tag is ideal for when the contextual type weaved into the image will not work.

**Don't**
- Do not place tag over copy.
- Do not use a tag without a
- drop shadow.
- Do not add additional spacing around logo on only one side.
- Do not have the tag appear in any other color besides white.

**Do**
- Use a slight drop shadow to show depth. This shadow can change based on the visual it's over. Generally, the lighter the image, the lighter the drop shadow.

- Anchor the tag to the left side or top edge. Tags should not be free-floating.
- Scale the tag to make sure it is easily legible, and prominent for the context it is being used in. For example, a billboard will have a proportionally larger tag.

## Logo Headline



PRIMARY

Headline
OPEN FOR BUSINESS
- All caps
- one line, centered
- equal emphasis for all 3 words
    same font, point size
    same color
- Extra letterspacing
    Tracking - 25
- White w. transparency and drop shadow

80% depending on visual it's over
- drop shadow – none except if the image it's over is very light and needs drop shadow for legibility
- multiply 30%
- lighter the image, lighter the drop shadow; darker image, darker drop shadow
- angle 135 degrees



SECONDARY

Headline
OPEN FOR BUSINESS
- All caps
- 2 or 3 lines, flush left or justified
- equal emphasis for all 3 words
    same font, point size
    same color
- Extra letterspacing
    Tracking - 25
- line spacing same as point size
- White w. transparency and drop shadow



80% depending on visual it's over
- drop shadow – none except if the image it's over is very light and needs drop shadow for legibility
- multiply 30%
- lighter the image, lighter the drop shadow; darker image, darker drop shadow
- angle 135 degrees

## Typography

# OPEN FOR BUSINESS

**PRIMARY | Headlines & URL**

Montserrat Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**SECONDARY | Extensive Body Copy, Captions, Charts, Infographics, Icons & Maps**

Avenir
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*Use full Avenir family - Light, Light Oblique, Roman, Book Oblique, Medium, Medium Oblique, Black, Black Oblique, Heavy and Heavy Oblique.*

**PRIMARY | Subheads, Body Copy & Callouts**

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

*Avenir Book Oblique*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*
*0123456789*

**COLLATERAL | Graphic Headlines**

**Montserrat Bold**

**ABCDEFGHIJKLM**
**NOPQRSTUVWXYZ**

**abcdefghijklm**
**nopqrstuvwxyz**

**0123456789**

### Type Specs | Print Ads

**HEADLINES - WHITE**

- Montserrat Semi Bold, 16 pt
- Flush left, first word initial cap, punctuation
- .25 space after between headline and body copy

**BODY COPY - WHITE/BLACK**

- Montserrat Regular, 10/13
- 3 points line spacing
- .1875 space after body copy and call to action
- Flush left, initial caps.

**CALL TO ACTION - WHITE**

- Montserrat Regular, 10/13
- 3 points line spacing
- Flush left, initial caps
- **URL initial caps, Montserrat Semi Bold, Maryland Gold**

### Type Specs | Banner Ads

**BUTTON COPY**

- Montserrat Semi Bold
- size 50% smaller than headline, all caps
- color Maryland Red, Gold, Black or White depending on legibility on background

5

## Design

**Overall look & feel: bold, clean, simple with white space. Dynamic, impactful and contemporary. Telling the Maryland story visually consistent with the brand.**

**Use imagery (see imagery section) or solid background color**

Solid background color
- Full bleed of Maryland Gold, Red or Black

**Large bold graphic headlines, Montserrat Bold, flush left, initial caps with punctuation**

On a solid background
- Full bleed of Maryland Gold, Red, Black or White

On a full bleed full color image
- Full bleed of Maryland Gold

**MANDATORIES**

**"OPEN FOR BUSINESS" Image**

- Campaign imagery
- Secondary imagery
- Flag elements

**"OPEN FOR BUSINESS" Logo Headline**

**Graphic Elements**

- Chevron
- Cross

**Logo Hang Tag or Logo Tag Lockup**

Logo Hang Tag          Logo Tag Lockup

**Secondary Logo (collateral only)**

Use on back with url, address, contact information and official names.

Collateral cover

**Website URL**

Some colors should not be used over others in order to maintain legibility. The four images to the right show the colors that are acceptable for the URL to be set in on the four campaign colors.

6

# Imagery

## PHOTOGRAPHY – PRIMARY

Campaign imagery will center around the concept of the "Open for Business" tagline weaving into scenes depicting our key industries.

Each scene will incorporate visual clues ownable to Maryland such as color or our flag.

- full color
- industry specific
- diversity (people and location)
- bright, light and colorful – stay clear of dark muted tones
- high-quality, high resolution
- full bleed of image
- minimal photoshop effects

**Primary Campaign Imagery**



Cybersecurity

Finance

Aerospace & Defense

Satellite

BioHealth & Life Sciences

General

Manufacturing

## PHOTOGRAPHY – SECONDARY

Secondary imagery is comprised of action shots of people actively engaging in work for one of the key industries. These pieces bring in the colors and shapes of the Maryland flag to form a visual collage.

This imagery should be used when a visual is needed but does not need to contain the "Open for Business" campaign headline.



## GRAPHIC ELEMENTS

**The Chevron**
- Use the brand color palette only
- Only shown at the specific angle from the Maryland flag.
- Can only be rotated by 90°

**The Cross**
- Use the brand color palette only
- Should only be shown at a 90° angle.

For both shapes, the Maryland flag is the best reference point for what TO DO and what NOT TO DO. Any color or orientation of each shape shown on the flag, is acceptable to be shown on campaign materials.

# Imagery

**FLAG GRAPHICS**

Flag graphics are used with photography to emphasize and create visual interest when needed. The base of each graphic is either the full cross, or checkered pattern of the chevrons. An image is overlaid and important pieces are brought out and emphasized (ex. The turbine in Aerospace, the beaker in Bio-Health, and wheat in Agribusiness.).

The flag pieces bring further visual interest and tie the piece back to Maryland using the established Maryland colors.

**FLAG GRAPHICS WITH PHOTOGRAPHY**

Flag graphics are used with photography to emphasize and create visual interest when needed. The base of each graphic is either the full cross, or checkered pattern of the chevrons. An image is overlaid and important pieces are brought out and emphasized (ex. The turbine in Aerospace, the beaker in Bio-Health, and wheat in Agribusiness.).

The flag pieces bring further visual interest and tie the piece back to Maryland using the established Maryland colors.

**ICONS**
- Flat, two-dimensional
- Outline
- Bold, clean and simple
- Brand colors and fonts
-

**SYMBOLS**
- Pipes - type **|** and/or **/**
- Arrows - **>** or **<**
- Brand colors and fonts



Flag Graphics with photography



Icons, Symbols and Infographics
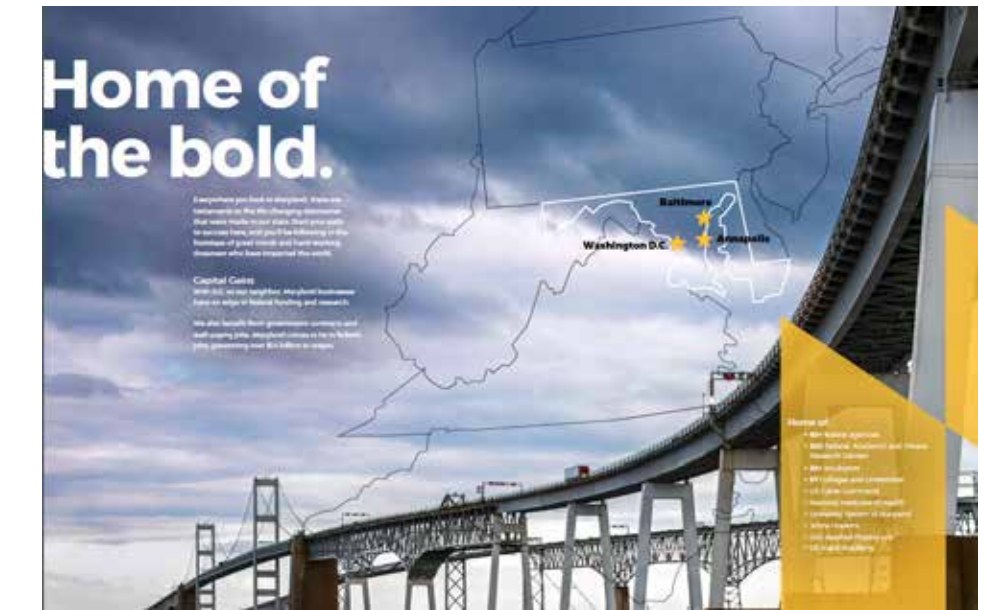


Maps with photography

**CHARTS AND TABLES**
- Flat, two-dimensional
- Outline
- Bold, clean, simple, white space
- brand colors and fonts

**INFOGRAPHICS**
- Flat, two-dimensional
- Linear and outline
- Bold, clean, simple, white space
- brand colors and fonts

**MAPS**
- simple and clean
- flat, 2D
- no outline stroke unless superimposed over an image
- brand colors and fonts

# Copywriting Style

**Writing for marketing is either content writing or copywriting, with the distinction being the purpose of the writing. Copywriting means writing for the sake of promotional advertising or marketing. Content writing is to entertain and entice online audiences to stay on the website longer and engage with the brand. Whether for print or online application, both share the same general purpose and style with some variations between platforms and audiences. A shared, desirable outcome for both copywriting and content writing is to convert readers into customers.**

Overall the tone for both print and web should be upbeat, confident, informative and perhaps most importantly, consistent, relevant and accurate. The personality of your brand ideally should be heard.

The maxim "write tight" is often the key, as many marketing pieces are meant to capture the attention of whichever audience is being targeted without overwhelming them with words. The balance or copy to images and or data is both an art and a science.

Copy often becomes tighter as the platform moves from print to the web and even more concise when creating advertising copy. Print copy can vary in length depending on use and requests within the agency.

Web content writing often contains key words aimed towards improving a website's SEO.

## GRAMMAR/MECHANICS

- When referring to the Maryland Department of Commerce, if the full name has been established, or you feel, there is little chance of misinterpretation, "Maryland Commerce" is the preferred use.

- Do not capitalize state when using it as a common noun. The word is capitalized at the beginning of a sentence or is part of a proper noun, State of Maryland.

- Do not use the Oxford comma, the final comma in a list of things.

- Be careful when using acronyms. Typically once an acronym is spelled out it is acceptable to use the acronym in subsequent references. Depending on the audience and the common use of some acronyms (i.e., federal agencies) it is acceptable to use just the acronym.

- When in doubt about usage, check and double check sources for clarification. Not all writers have the exact same rule book.

- If using personal pronouns they should be consistent and agree in number (singular or plural). Singular I, me, she, he, it, him, her; plural, you, they, we them, us) gender (feminine, masculine, neuter), and person (first, second person or third person). Firsts person refers to the speaker(s) or writer(s), second person is the person being spoken or written to ("you" for both singular and plural). Third person singular person pronouns refer to people other than the writer or person addressed.

- Do not refer to a business or products as "they." Use "the company" or "it."

- Percentages  - Use the % symbol instead of spelling out "percent."

- When spelling out URLS, leave off the http://www.

- Dates & Times - Generally, spell out the day of the week and the month. Abbreviate only if space is an issue

- Spell out a number when it begins a sentence. Otherwise, use the numeral. This includes ordinals, too.

    *Ten new employees started on Monday, and 12 start next week.*

    *I ate 3 donuts at Coffee Hour.*

    *Meg won 1st place in last year's Walktober contest.*

*We hosted a group of 8th graders who are learning to code.*

*(Sometimes it feels weird to use "1" instead of "one." Just go with your gut.)*

- Numbers over 3 digits get commas:

    *999*

    *1,000*

    *150,000*

    *Write out big numbers in full. Abbreviate them if there are space restraints, as in a tweet or a chart: 1k, 150k.*

## WRITING STYLE TIPS

- Do be conversational. Write like you're telling a story — not issuing a press release.

- Do use the active, rather than the passive, voice to keep prose lively and interesting. Words like "was" and "by" may indicate that you're writing in passive voice. Scan for these words and rework sentences where they appear.

- Do think like the audience (legislatures, out of state, in state) to whom you're speaking. Be mindful of each group's different needs.

- Write for all readers. Some people will read every word you write. Others will just skim. Help everyone read better by grouping related ideas together and using descriptive headers and subheaders.

# APPLICATIONS

## Advertising

**Open for Business advertising builds awareness of Maryland as a great place to do business both in-state and out-of-state. The campaign message informs viewers that the state is business-friendly and has a growing economy. Industry specific ads tout the state's unique advantages in our core industries. Media placements will target site selection consultants, entrepreneurs and c-level decision makers in our key industries.**

**PRINT**

Features strong industry imagery and drives traffic to our website.

Site Selection Magazine, Inc., WSJ, BBJ and The Washington Post.

**Variety of full and 2-page ads featuring Aerospace & Defense, Cybersecurity and Manufacturing.**







**DIGITAL**

Digital strategy targets specific industry job titles and drives viewers to learn more on our website or reach out to a representative.

Advertising is a mix of brand message awareness and simplified industry advantages.
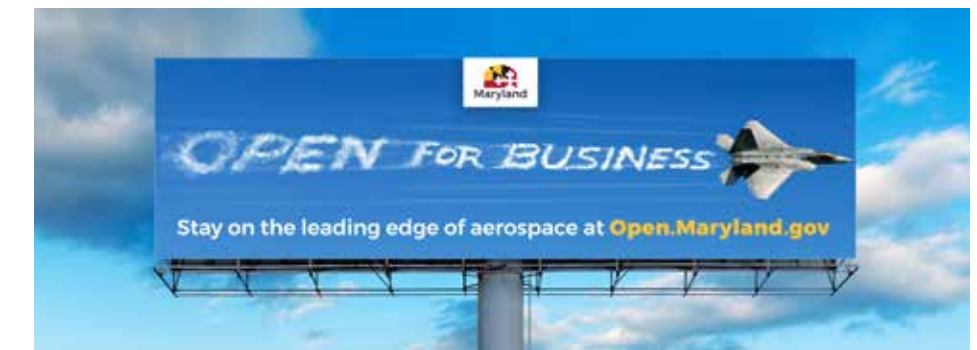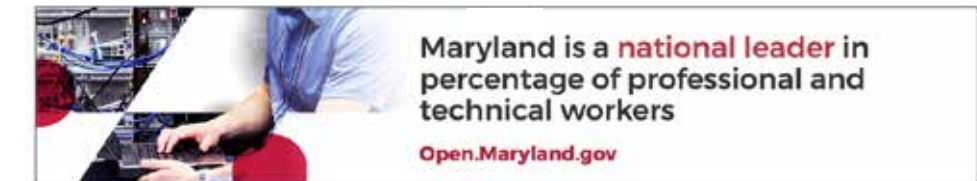
**Digital Ad**



**OUTDOOR**

Outdoor advertising is used both in-state and out-of-state to build the Maryland business brand. Digital billboards around the state promote Maryland's business-friendly message and mobile billboards in key cities around the country target attendees of key industry tradeshows and conferences.

**BWI Installation**





**Digital Billboards**

# Corporate Identity

## LETTERHEAD PACKAGE

The new brand is incorporated into the letterhead, business cards and envelopes for the Maryland Department of Commerce. Approved Maryland Department of Commerce templates for the letterhead package are available through the Department's Online Ordering System. Electronic versions are also available for letterhead..



# Collateral

## PUBLICATIONS

The suite of collateral reflects a bold, clean and simple look and feel with white space.

- bright, full-color imagery and/or solid backgrounds using Maryland colors (see pgs xx)
- large bold graphic headlines using brand fonts
    - initial caps, flush left with punctuation
- OPEN FOR BUSINESS image
    - campaign imagery
    - secondary imagery
    - flag elements
- OPEN FOR BUSINESS Logo Headline
- Graphic Elements
    - chevron and/or cross
    - icons, infographics and maps (see pgs 8-10)

- Logo Hang Tag or Logo Tag Lockup



Logo Hang Tag          Logo Tag Lockup

- Body Copy
    - brand fonts (see page xx)
    - flush left with 3 points extra line spacing (i.e. 10/13, 11/14, etc.)
    - double paragraph space with no indentation
    - bullet points with same color bullets

    Website URL

    Open.Maryland.gov

## Secondary Logo (collateral only)



Use on back with url, address, contact information and official names.



Signature publication "Why Maryland"

# Web

The Open for Business site is designed to carry through the brand look established in the advertising and marketing materials. The format provides an opportunity to tell the Maryland story more completely. Strong testimonials, photos and infographics are used to express the advantages of doing business in Maryland.

- Simplified story-telling format
- Clean navigation
- Easy to connect with Commerce representatives
- Highlights Maryland's business resources

# Social Media (Organic)

**The conversational and fluid format of social media provides a great opportunity to showcase the traits that make up the brand personality: confident, informative, and concise. Below are some guidelines for how each social media outlet is used and how the brand personality should be portrayed through written and visual communications.**

## Twitter

- **Current organic audience:** Maryland companies, counties, influencers.
- **Target frequency:** 6-7 times/daily, 1-2 times/weekend
- **Content mix:**
  - News/blog posts
  - 3rd party media coverage
  - New rankings/existing rankings
  - Open for Business campaign messages
  - Resources
  - Events/tradeshows (pre-promotion, "live")
  - Photos from ribbon cuttings/ business development company visits
  - Partner events; Partner news (relevant to business or econ dev)
- Content should be provide equal exposure across key industries. RTs are encouraged to increase engagement with the audience.
- **Content to avoid:**
  - Controversial
  - Political campaign messages
  - Photos/updates of meetings without context
  - Company press release news without substantial business angle

**Hashtags to Use:**

- #Open4BizMD - For any news/updates related to business growth/momentum in Maryland
- #mdAerospace - aerospace news
- #mdGlobal - global news
- #mdCyber - cybersecurity news
- #mdBioHealth - biohealth & life science news
- #mdMfg - manufacturing news
- #mdDefense - defense news
- #mdAg - agribusiness news
- #mdEnergy - energy & sustainability news

## Facebook

- **Current organic audience:** Maryland residents. Largey commerce employees or those closely connected in business community
- **Target frequency:** 1 times/daily, 1 time/weekend
- **Content mix:**
  - Primary:
    - News/blog posts
    - New rankings
    - New resources
    - Commerce-led events with general business audience
    - Quality photos with summary recapping a trade show, ribbon cutting, business development citation meeting
  - Secondary (limited frequency)
    - Open for Business campaign messages
    - 3rd party articles/news coverage (great opportunity for "shares")
    - Commerce-led events with industry audience (case-by-case basis)
    - Commerce-sponsored event (by special request; must have general business audience reach, not industry-specific)
    - Tourism messages
- **Content to avoid:**
  - Controversial topics
  - Political campaign messages
  - Photos/updates of meetings without context
  - News about companies unless specific to growth/ expansion

## LinkedIn

- **Primary organic audience:** Maryland business community, Commerce employees
- **Target frequency:** 1 times/daily, M-F
- **Content mix:**
  - Primary:
    - News/blog posts
    - New rankings
    - New resources
    - Commerce-led events with general business audience
  - Secondary (limited frequency)
    - Open for Business campaign messages
    - 3rd party articles/news coverage
    - Commerce-led events with industry audience (case-by-case basis)
    - Commerce-sponsored event (by special request; must have general business audience reach, not industry-specific)
- **Content to avoid:**
  - Controversial topics
  - Political campaign messages
  - Photos/updates without context
  - News about companies unless specific to growth/ expansion


Aerospace Social


Bio Social

## Social Media (Organic)

### Social Media Graphics Standards

- All avatars and header graphics should align with the visual identity style guide outlined in pages 2-10.



- In images created for social media, always use Montserrat font and colors referenced on pages 2 and 5.
- Incorporate approved campaign graphics with photos when appropriate (pull from digital ad designs on page 14).

  OK: Deconstructed flag elements referenced on page 9. Typically only used with campaign messages.

  OK: Static image with text/Maryland logo tag (page 5) layered on top

  NOT OK: Flag "bar" or angled flag element

- Incorporate photos, and whenever possible, pull photography used on open.maryland.gov for consistency
- Do not create a new graphic for 3rd party event promotion/news promotion (unless substantial expansion/growth news). It is okay for 3rd party graphics to show with social media, unless very much an eyesore.



**Current: Incorporates correct font, logo and engaging graphic.**



**Outdated: Incorporates outdated graphics and fonts.**

## Email

**Commerce has various email programs to support marketing and communications efforts.**

### Business Pulse

- **Design:** Always follows established template; photos should be bright and engaging (photo example, BF working on new design)
- **Primary Audience:** Leadership/biz dev contacts; web users; Commerce partners and employees
- **Content mix:**
    A message from the secretary

    News/blog posts

    3rd party media coverage

    New rankings

    New Resources

    Events with a general business audience (Commerce-sponsored & 3rd party)

### Business Event Alert

- **Design:** Uses established header (photo example, BF working on new design)
- **Primary Audience:** Dependent on the topic; pulls from segments of the Business Pulse list
- **Criteria for event alert:**
    Commerce-led event

    Commerce-sponsored event (upon request only)
- **Not eligible:**
    Favors for 3rd party organizations for events without Commerce sponsorship

    Business initiatives/programs (see one-off email, below)

### Misc Program Emails

Newsletter style email, sent as requested by Commerce industry teams/departments to share updates as an on-going basis.

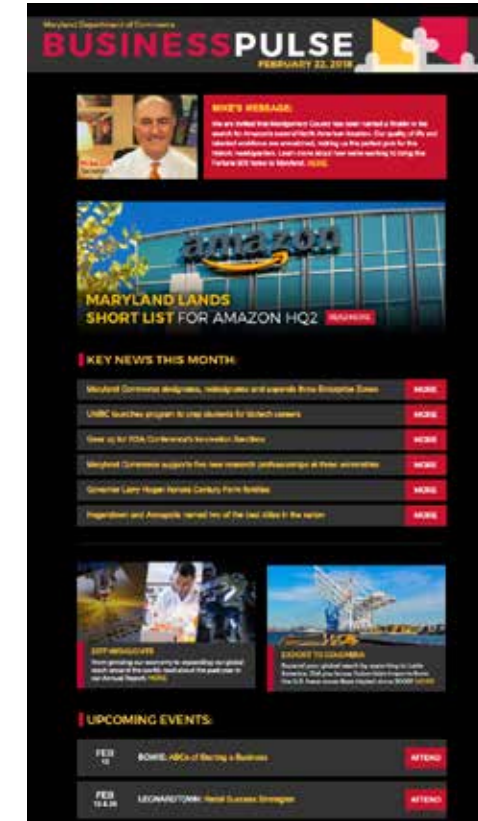- **Design:** Uses consistent header for each edition. Header

incorporates campaign elements (logo tag; photograph background; campaign fonts)

- **Primary Audience:** Industry-specific

### One-off Email

- Programs that need promoted, but do not fit in criteria below
- Sent through GovDelivery
- Commerce logo as header unless special graphic is necessary



**Misc Program Email Headers**



21

22

# Video

Videos are branded in manner as close to print branding as possible to convey consistent message through all channels. Elements include:

- tag logo
- headlines in all cap Montserrat Bold

Additional elements that are unique to video production are shown on opposite page, including:

- red and gold parallelograms for interviewee info
- trapizoids for callouts
- gold Calvert Crosses in alternating corners
- closing with Commerce logo and appropriate url

## Exhibits & Signage

### BANNER STANDS & POSTERS

Banner stands should utilize the branding standards – color, fonts and graphic elements. Banners are used primarily to brand Maryland as Open for Business or to generate awareness of Maryland Commerce and our services or programs.

- use a large logo tag lockup with slight drop shadow as needed to provide contrast
- use large images and bold headlines to draw attention to the primary message
- position bullet points on a solid color background (Maryland colors), Montserrat Regular, flush left with extra line spacing between entries
- the lower third is suitable for color and graphic elements only except for the URL
- use Montserrat Bold, white, initial caps for URL

### TRADE SHOW DISPLAYS

Displays range from 8'x10', 10'x20' to full pavilion interactive spaces that incorporate Maryland overhead signage, individual company exhibit spaces, etc. and anchored by a Maryland station. All branding standards and mandatories apply.

While design varies depending on the size and format of the display structure/space, "Maryland" must be prominent from every angle and perspective.

Large graphic trade show displays and wall panels incorporating industry imagery with Open for Business branding elements.

## Promotional Giveaways

### ADVERTISING PRODUCTS

Promotional giveaways are consistently branded with the Maryland logo, Maryland colors and Open for Business campaign. These giveaways are used at key national and international industry tradeshows, Maryland-sponsored events and local business events that Commerce representatives attend.

The promo items are used as marketing tools to promote Maryland as a great location for business. Higher-end giveaways are used for key business prospects while lower-cost giveaways help extend Maryland's brand message and leave a lasting impression of Maryland.

Examples include branded decals, cleaning cloths, lapel pins, apparel, mophies, usb drives, mint tins and more.

# Maryland
## OPEN FOR BUSINESS

# THANK YOU

**Open.Maryland.gov**