

# GRAPHIC STANDARDS



## ONE COLOR OPTIONS



## DEPARTMENT LOGOS



## COLOR PALETTE

82/49/8/0 CMYK	50/10/9/0 CMYK	98/81/5/0 CMYK	76/52/27/4 CMYK	13/20/76/0 CMYK
51/120/177 RGB	122/189/216 RGB	26/77/154 RGB	76/113/146 RGB	225/195/93 RGB
3005 U Pantone	630 U Pantone	2945 U Pantone	7691 U Pantone	7406 U Pantone
660 C Pantone	630 C Pantone	7686 C Pantone	5405 C Pantone	123 C Pantone
#327761 HEX	#7abdd8 HEX	#1a4d9a HEX	#4d7092 HEX	#e1c35d HEX

# GRAPHIC STANDARDS

## TYPE FONTS

*Alpine Script*

Avenir Book

*Avenir Oblique*

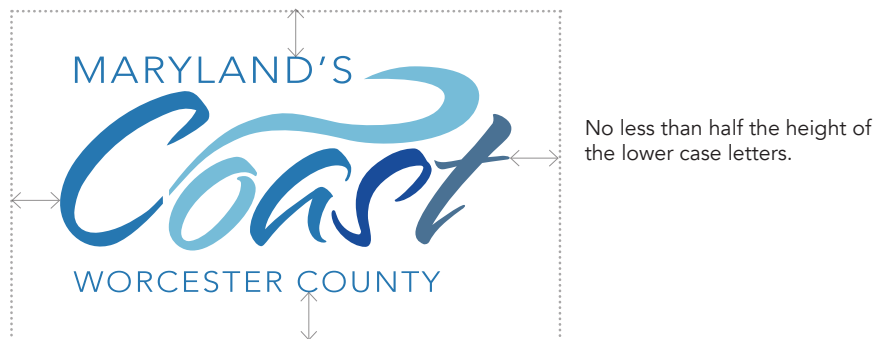
Avenir Medium

*Avenir Medium Oblique*

**Avenir Black**

***Avenir Black Oblique***

## LOGO CLEARANCE



## GUIDELINES

- Do not outline or add effects to the logo.
- Do not add new elements – words or graphics.
- Do not crop, distort or manipulate the logo.
- The preferred logo usage is full color on a white background.
- Secondary usage is one color blue on a white background or a white logo on a dark background.

For information, contact  
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or call (410) 632-3110.