



BRAND GUIDELINES

BRAND INSPIRATION

- The branding reflects Lower Shore's shared physical assets and attributes
- Embraces region's most recognized and distinguishing characteristics
- Elevates area's unique proposition - the Atlantic Ocean - with its heritage values (aka - ways)
- Conjures images resonant of Somerset, Worcester and Wicomico
- Defines: Place, History and Values

Design Showcases:

- Tri-county region with three sections in hues of sky blue, land/sand and water
- Shape mirrors geographic area
- Design waves reveal small, stylized 'b' of beach & bay
- Word mark presents area's most recognized feature: Water
- Separation of Water and Ways defines heritage values
- An iteration punctuated by state and regional identity provides geographic focus



BUSINESS IDENTITY



The Beach to Bay Heritage Area logo is used for business identity purposes, including grant materials, sponsor signage, and funded projects.

BRAND IDENTITY



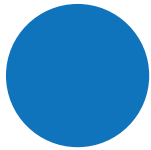
On Maryland's Eastern Shore

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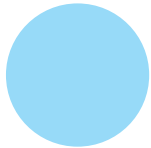
On Maryland's Eastern Shore

The Beaches, Bays & Water Ways brand identity is the public-facing logo and should be used in situations where the organization is engaging with the general public (as opposed to stakeholders or grant funders).

COLORS



CMYK: 85, 50, 0, 0
RGB: 27, 117, 187
HEX: #1B75BB



CMYK: 37, 0, 0, 0
RGB: 150, 216, 247
HEX: #96D8F7



CMYK: 25, 25, 40, 0
RGB: 192, 179, 153
HEX: #COB399

There are three different color modes:

- CMYK (for professional printing)
- RGB (for online use)
- HEX (for web design)

TYPEFACES

Aa

DIN BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

FOR HEADERS

Aa

Spartan

abcdefghijklmnopqrstuvwxyz

1234567890

FOR BODY COPY

LOGO USAGE

For Hardcopy Printing

PDF - In most cases, use PDF for professionally printed items such as brochures, business cards, and signs. The PDF can be enlarged without loss of quality.

For Online Use

PNG - This format allows for transparency, so you can place the logo on a gray background, for instance, and it will appear with white letters. (A jpeg, meanwhile, does not allow for transparency, so if you place the jpeg on a gray background, the logo will appear as a white box.) This is the file format you'll use on your website and in Powerpoint presentations.

JPG - This is the format you'll use on social media sites (many social media sites don't allow for PNG files, so you have to use JPG instead).

Different file formats of the logo used for different uses. These are the most-used formats:

.pdf
.png
.jpeg

If you're working with a professional printer, always ask them which file format would be best for the project.



**BEACH
to BAY**
HERITAGE AREA



OUR MISSION

Promoting, preserving, & protecting the cultural heritage, historical and natural assets of Maryland's Lower Eastern Shore