



VISUAL IDENTITY GUIDELINES



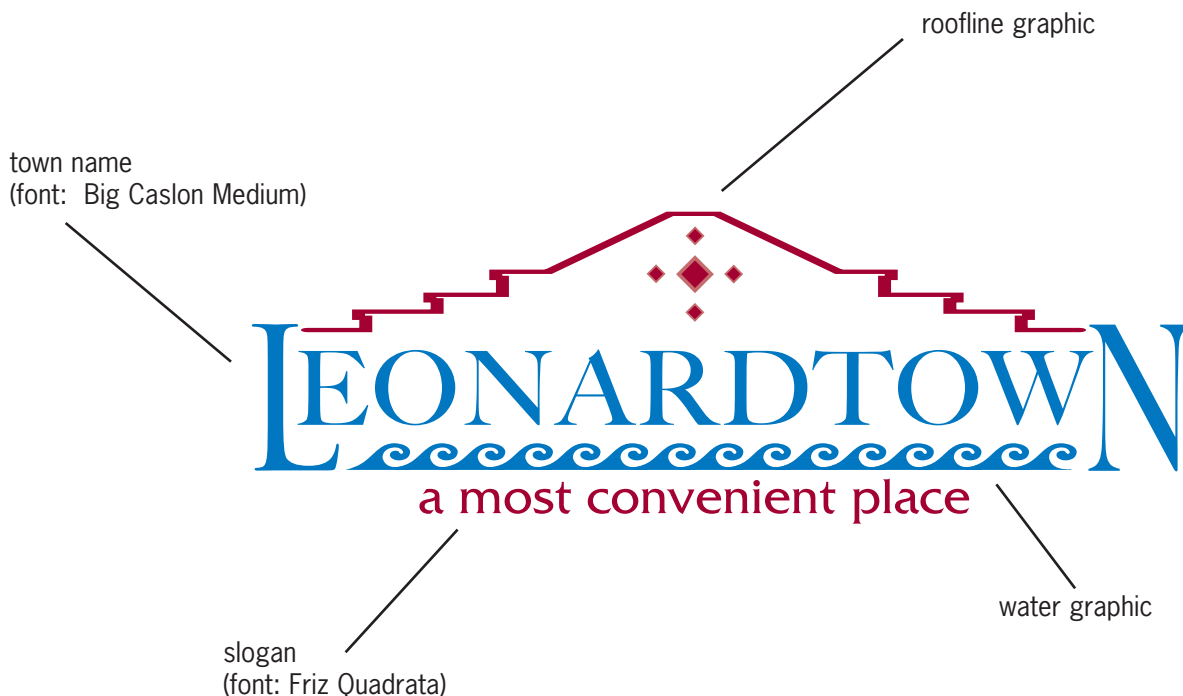
## Leonardtown Logo Visual Identity Guidelines

The visual elements of the Leonardtown logo are the result of a desire to brand and market two very distinct aspects of Leonardtown: the historical downtown shopping/dining district and the newly revitalized riverfront area. Tying these two unique elements together is the slogan “A most convenient place”, a nod to several colonial era references to the newly settled area’s prime location.

Within the logo, the name “Leonardtown” and the surrounding slogan, water and roofline graphics are combined with specific proportions and careful configuration to form the complete logo. Further mention of “the logo” refers to this combination in its exact configuration and proportions.

The following guidelines provide detailed information needed to accurately and consistently present the logo in various formats and media in order to:

- build a cohesive and recognizable brand for the town square and outlying areas within the town limits
- ensure continuity in appearance on all materials
- present a positive and consistent image of Leonardtown.



## Size

When using the logo, the size and space relationships between the letters, words and shapes must be maintained at all times. Any rearrangement, alteration or deletion of letter forms or shapes is not recommended.

The Leonardtown logo is designed to retain its character and legibility in small and large sizes. However, the technical limitations of some printing methods prohibit legible reproduction of the logo below a certain size.

For general printing processes, the logo should not be reproduced below 2 inches in width. For special reproduction techniques (such as silk screen) the logo should not be reproduced below 4 inches in width. Consult with your printer when necessary.

When changing the size of the logo, the height and width of the logo must remain proportional. Do not place the logo on its side or at an angle.



minimum size for offset or digital printing: 2 inch width



minimum size for silkscreen printing: 4 inch width



DO NOT CHANGE THE PROPORTIONS OF THE LOGO



DO NOT PLACE THE LOGO AT AN ANGLE OR ON ITS SIDE

## Non-interference Zone and White Space

When the logo is accompanied by additional text or other graphic elements, it is imperative that an image-free zone be maintained around the logo to separate and protect it from visual interference from other elements on the page. As a rule, a minimum distance—equal to the height of the letters between the “L” and the “N” in the “Leonardtwn” text should be maintained around the logo. Copy, images, or graphic elements should never encroach upon this minimum distance.

The Leonardtown logo should never be shown in a confined area smaller than the non-interference zone.

The non-interference zone applies to surrounding type under all circumstances. The logo should never be directly connected to any copy or slogan that is not part of the Leonardtown brand.



In this case, the height of the interior letters in Leonardtown is .375 inch tall. This minimum distance should be preserved around the entire logo.



DO NOT CONNECT ADDITIONAL COPY DIRECTLY TO THE LOGO.



EARLY HISTORY

Records indicate that by 1654, county court was conducted at the house of John Hammond in the area known as "Newtown" or "Newtowne Hundred". During the late 17th century, it appears that court was held at various homes throughout Newtown, and that it wasn't until 1708 that an official town with a designated courthouse was established. It was during this same year that Phillip Lynes, then Mayor of St. Mary's City, Maryland's Colonial Capital, designated fifty acres of land at the head of "Brittons Bay" to be divided into 100 lots. He further ordered that one lot be set

aside for a county courthouse to be built at an expense not to



exceed 12,000 pounds of tobacco. At this time, Newtown was promptly renamed Seymour Town in honor of Governor John Seymour. Nearly 20 years later, Seymour Town was renamed again to Leonard Town in honor of Benedict Leonard Calvert, who was Maryland's Governor during this period. In the decades that followed, Leonard Town became the place where local residents conducted their official business with the colony.

THE 19TH CENTURY

During the War of 1812, the British blockaded the Chesapeake Bay. This crippled the Tidewater economy and subjected areas such as Leonardtown to repeated British plundering and destruction. By 1860, the Town had approximately 35 dwellings within these corporate limits. It was home to the County's newspaper, two hotels and several stores. During the Civil War, a Union Naval contingent occupied Leonardtown, searching all houses for weapons and supplies intended for shipment across the Potomac to Virginia as Southern Maryland and the Town's sympathies lay with the South. Leonardtown served as a busy port and steamboat landing until the passing of the steamboat era in the early 1900's.

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DO NOT WRAP COPY TOO CLOSE TO THE LOGO.



**LEONARDTWN**  
a most convenient place

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LEAVE A MINIMUM DISTANCE OF THE HEIGHT OF THE INTERIOR LETTERS ALL THE WAY AROUND THE LOGO.

POSTCARD SIZED EXAMPLE OF IMPROPER PLACEMENT



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## Backgrounds

As a general rule, the Leonardtown logo must always be presented against a background that will provide sufficient contrast and readability (white preferred). If white is not an option, a light colored background that provides sufficient contrast and readability is acceptable. In this case, a one-color logo may be preferable. On a dark colored background, the reversed/white logo should be used.

When possible, the reversed logo should be on a background of one of the primary colors of the logo, either PMS 1955 red or PMS 2935 blue, to maintain the consistency of logo color usage.

The logo should not be placed directly against heavily patterned or textured backgrounds. The non-interference zone guidelines should be followed.

When working with photography, the reverse solid white logo is placed in a dark area of the photograph to ensure maximum readability of the logo. Do not place logo on a complicated and/or light background that results in poor legibility of the logo.

### CORRECT USAGE OF LOGO ON VARIOUS COLOR BACKGROUNDS



Reversed logo on PMS 2935



One-color logo (blue) on a light screen of PMS 4515



One-color (red) logo on a light screen of PMS 2935



Reversed logo on black



CORRECT AND INCORRECT USAGE OF LOGO ON VARIOUS PHOTO BACKGROUNDS



## Production Specifications

### Color

The Leonardtown logo may be reproduced using two solid Pantone colors or in four-color process using Pantone process color builds. The correct Pantone colors are PMS 1955 Red and PMS 2935 Blue. If a 3rd color option is available, use PMS 4515 for the diamonds in the roofline only.

**Whenever possible, the logo should be reproduced as a positive logo in two colors.**

A black and white version is also available. When the logo is reversed out against a solid, multi-colored or photographic background, the solid white logo should be used. Careful attention should be paid to the placement of the logo to ensure maximum legibility.

### CMYK Equivalents to the Pantone Colors (for 4-color process printing)

PMS 1955 Red: C:0 M:87 Y:43 K:30.5  
 PMS 2935 Blue: C:100 M:47 Y:0 K:0  
 PMS 4515 Tan: C:0 M:8.5 Y:47 K:23.5

### RGB Equivalents to the Pantone Colors (for web/multimedia use)

PMS 1955 Red: R:147 G:22 B:56  
 PMS 2935 Blue: R:0 G:91 B:191  
 PMS 4515 Tan: R:188 G:173 B:117



PMS 1955



PMS 2935



PMS 4515

## File Format

File format, end use and color settings play an important role when choosing the correct logo. Please refer to the chart for assistance in selecting the correct resolution, format and color settings.

	Print	Electronic (Web)	Electronic (Powerpoint)
<b>Format</b>	.eps	.jpg	.jpg
<b>Resolution</b>	300 dpi	72 dpi	100 dpi
<b>Color</b>	Spot (Pantone) or 4 Color Process (CMYK)	RGB	RGB

## Production Specifications (cont.)

### Fonts

Fonts used for the logo are Big Caslon Medium (*Leonardtown*) and Friz Quadrata (*A Most Convenient Place*). In the logos provided, the fonts are converted to outlines, and so are not needed to print the logo. **Do not recreate the logo using other fonts.**

If additional text is placed near the logo, it should be in one of these two fonts or a non-obtrusive sans serif face, such as Futura, News Gothic, or similar. Adding a third unusual or distinctive typeface would detract from the logo's prominence on the printed piece.

#### BIG CASLON MEDIUM

A B C D E F G H I J  
K L M N O P Q R S  
T U V W X Y Z

a b c d e f g h i j k l m n  
o p q r s t u v w x y z


#### FRIZ QUADRATA

A B C D E F G H I J  
K L M N O P Q R S  
T U V W X Y Z

a b c d e f g h i j k l  
m n o o p q r s t u  
v w x y z

## Print and Electronic Samples

The next few pages contain examples of actual Leonardtown logo usage in various media: print advertising, website, email blasts, postcards, etc., as well as co-branding with other business names and logos.



**State of the Town Breakfast!**

*Thanks to all who have replied. We will have a full house and we are looking forward to our meeting.*

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**Location:** Executive Inn & Suites  
**Time & Date:** Friday, February 11, 2011  
**What to Bring:** Yourself, ideas, membership dues  
**Attire:** Classy Casual

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To download your membership renewal form click [here](#)

view email in browser | unsubscribe | update your profile | forward to a friend  
You are being sent this email as a member of the Leonardtown Business Association

INVITATION/EMAIL BLAST



HOLIDAY  
MAILER

BUY LOCAL - BUY LEONARDTOWN  
*and be entered to win a*  
• \$500 Shopping Spree  
with each purchase!

COME SHOP, DINE, AND ENJOY  
THIS HOLIDAY SEASON RIGHT HERE  
IN YOUR TOWN, LEONARDTOWN!

Select merchants in Leonardtown  
are offering holiday discounts  
*including a 10% discount\**  
SUNDAYS SHOPPING SPECIAL  
November 28, December 5, 12, and 19

Open 11 a.m. to 4 p.m.  
Merchants may be open additional hours.

••• COME WITH THE FAMILY  
*and enjoy:*

- Holiday Discounts
- Music on the Square
- Sleigh Rides with Santa

**LEONARDTOWN**  
a most convenient place

*Holiday*

**Leonardtown.somd.com**

\*Offer valid Sundays, November 28, December 5, 12, and 19, 2010.

**10% Off\***  
BUY LEONARDTOWN

*Holiday*  
**Discount**

\*Present this coupon at any participating store or restaurant in Leonardtown and receive a 10% discount. For every purchase that you make, you will be entered to win a \$500 shopping spree! Purchases can be made on Sundays November 28 through December 19, 2010. For details visit Leonardtown.somd.com.

**PARTICIPATING MERCHANTS INCLUDE:**

- Brewing Grounds
- Café des Artistes
- Maryland Antique Center and Restaurant
- Port of Leonardtown Winery
- Colleens Dream
- Rustic River
- Good Earth
- Ye Olde Towne Café
- Fenwick Street Used Books and Music
- Southern Maryland Artisan Center
- Kevin's Corner Kafé
- Big Larry's Comics
- Ledo's Pizza
- North End Gallery
- Oga's Asian Cuisine
- Olde Towne Stitchery
- Quality Street Kitchen and Catering
- Shelby's Specialties
- Corner Critters
- El Cerro Grande
- Old Towne Pub
- Crazy For Ewe
- White Rabbit
- *and many more!*

**Leonardtown.somd.com**

**LEONARDTOWN**  
a most convenient place  
PO Box 653/23115 Leonard Hall Drive  
Leonardtown, MD 20650

**St. Mary's**  
Catholic Church

PRESORT STANDARD  
U.S. POSTAGE  
PAID  
LEONARDTOWN, MD  
PERMIT NO. 300



## Quality Street Kitchen & Catering

[Home](#)  
[Store News](#)  
[Products](#)  
[Cooking Classes](#)  
[Catering](#)  
[Sample Menus](#)  
[Gift Baskets](#)  
[Recipes & Tips](#)  
[Related Links](#)  
[Location & Hours](#)  
[Contact Us](#)

### Members

[Login Here](#) | [Sign Up](#)

## Quality Street Kitchen & Catering



Quality Street Kitchen & Catering is a multi-dimensional business serving Southern Maryland with kitchen culinary products, classes to advance your food preparation skills, and catering for you or your place of business. We look forward to an opportunity to serve you!

### Dreaming of Tuscany?

We are working with Vincenzo on our Tuscan Food and Wine Tour 2011, and a complete itinerary is available [HERE](#). Come join us on 23 September to 1 October as we tour the Tuscan countryside, lodge at a beautiful estate outside of Siena, enjoying a true culinary experiencing seeing Italy through the eyes of Vincenzo. This is a trip of a lifetime and we are taking reservations now!

### Guess Who Will Be On Channel 10?



Viva L'Italia at Quality Street Kitchen will air this Thursday, February 10th at 8 pm on Channel 10. Chef Vincenzo is one of our regular instructors in our cooking classes and has assembled some of the best recipes that he has offered.

These will run for 30 minutes and a complete airing schedule is available [HERE](#).

### NEW WINTER 2011 Class Schedule!!!

Our Winter class schedule is out and there are some excellent opportunities for learning from our very talented chefs. We would love to see you there!

### Have You Seen Our Catering Entrees Lately?

Corporate lunches have been our specialty and we would like to do more! Next time your work is planning a meeting, think of us for your breakfast and lunches delivered to your place of business. We have great healthy sandwiches and wraps, continental and full breakfast entrees, and assorted hot items and soups, salads and snacks!

As a catering services business, we take pride in producing foods for your event with fresh local ingredients whenever possible. We have recently gone into our standard menu and added sandwiches, wraps and platters that we know will be a hit for your event or place of business. Give us a call next time you need catering!



## Information

Quality Street Kitchen & Catering  
P.O. Box 937  
41675 Fenwick Street.  
Leonardtown, MD. 20650  
**Store: 301-997-0700**

## Store Hours

Tuesday - Friday: 11AM - 5PM  
Saturday: 10AM - 4PM  
Sunday, Monday: Closed



## New Class Schedule

We are continuously amazed by the quality of our instructors and the variety of menus that come in for our cooking classes. This Fall is no exception! There is something for everyone with some new instructors and our regulars that have raised the bar for food preparation in Southern Maryland. Click [HERE](#) to browse the current schedule.

## Class Postings

Although we do occasionally have our technical difficulties (i.e. - batteries die), we do try to snap some photos at all of our classes of the highlights that we see. The above link is a great way to see what Chefs are preparing and maybe catch a few of your friends accidentally in our store enjoying themselves.

Find us on [Facebook!](#)





COVER FOR THREE-PANEL BROCHURE



**Leonardtown Business Association**  
**MEMBERSHIP APPLICATION**

Business/Organization Name \_\_\_\_\_

Street Address \_\_\_\_\_  
\_\_\_\_\_

Mailing Address \_\_\_\_\_  
\_\_\_\_\_

E-Mail Address \_\_\_\_\_

Phone \_\_\_\_\_

Business Representative \_\_\_\_\_

**HOW TO JOIN:**  
To join, please complete this insert and mail it to the address below with a \$100 check made payable to the Leonardtown Business Association.

You may also pay online at:  
[www.leonardtownbusinessassociation.org](http://www.leonardtownbusinessassociation.org)  
or [thelba.org](http://thelba.org).

**The Leonardtown Business Association**  
PO Box 2541  
Leonardtown, MD 20650

BLACK & WHITE FORM

# LEONARDTOWN

a most convenient place



Wonderful small town feel and only a short trip from the city!



Sampled lots of great tastes, French, American, Asian, Mexican... (and found a few gifts while wandering Leonardtown Square.)



Kayak and canoe trail leads right to the Port of Leonardtown winery. Now that is convenient!



First Friday of each month there's live music, special tastings and exhibits, all FREE - and the shops are open late!



Great waterfront - launch or tie up, and enjoy the breeze on Breton Bay!



[visitstmarysmd.com](http://visitstmarysmd.com)

For more information, please call 301-475-9791, or visit [www.leonardtown.somd.com](http://www.leonardtown.somd.com)