

TOWN OF LEONARDTOWN BRANDING GUIDELINES

PRIMARY LOGO



LOGO VARIATIONS



SECONDARY IDENTITIES



ADS & BANNERS



PRIMARY FONTS

Bookmania

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bookmania: Primary font used for headers and body content

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue: Used sparingly in subheads, callouts, etc. in order to provide separation within large bodies of text, or to indicate particular points of interest.

Mak Dah

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Mak Dah: Tagline font. can also be used for pull quotes, photo captions, etc. especially within short content that directly deals with attributes of the town.

MERCHANDISE



Use this link for Logo Branding Guidelines, Brand Touch Manual and Logo Resources

<https://leonardtown.somd.com/business/index.htm>

PRIMARY COLOR PALETTE

PMS 2935 C
CMYK
100 63 0 2
RGB
0 87 183

PMS 660 C
CMYK
74 44 0 0
RGB
64 126 201

PMS 2975 C
CMYK
37 0 0 0
RGB
153 214 234

PMS 4525 C
CMYK
17 17 49 4
RGB
197 183 131

PMS 7732 C
CMYK
88 1 91 30
RGB
0 122 62

PMS 3405 C
CMYK
92 0 85 0
RGB
64 126 201

PMS 1645 C
CMYK
0 68 85 0
RGB
255 205 0

PMS 226 C
CMYK
0 10 96 0
RGB
255 205 0

PRIMARY COLOR PALETTE