

GRAPHIC STANDARDS



This is the official logo for the public/private CyberMaryland initiative. The logo, a cool and crisp celestial blue, evoking sky and space features an ellipse encircling a center point emphasizing connectivity between the state - Maryland - and all things cyber. This symbolizes the state as the center of the cyber sector - where talent, activity and discovery converge.

These guidelines were developed to ensure proper use of the logo to maintain consistency of appearance. If you have questions or uncertainties about the guidelines or your particular use of the logo, please refer to the contact information below. When forwarding a copy of the logo to a vendor or an internal department, please make sure make sure these standards of use accompany the artwork.

Size Requirements

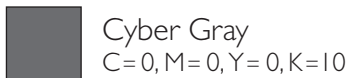
The minimum width of the **CyberMaryland** logo is 3".



Use the stacked version when the width of the logo must be less than 2.5". Optimal width is 1.75".



Color Palette



Typefaces

BLAIR MD ITC TT MEDIUM

Eurostile Bold

Clear Area

Always maintain clear space around the logo, which includes the distance from the logo to the edge of a printed piece.

The clear area is defined by the height of the capitalized letters in CYBERMARYLAND. Three times the clear area should be maintained around the left and right of the logo, with the clear area itself maintained around the top and base to guarantee recognition.



Additional Guidelines

- Do not** use the logo at less than minimum size.
- Do not** outline the logo.
- Do not** add new elements—words or graphics—to the logo
- Do not** distort or manipulate the logo.
- Do not** use the logo as a pattern.

The preferred background for the logo is white.

Always use the electronic logo artwork provided by the Maryland Department of Business and Economic Development. Both spot color and black and white logos are available. Please specify what format you need and how the logo will be used.

To request a logo, email sdiehl@choosemaryland.org or call 410.767.6835.