



MARYLAND

NONPROFITS

BRANDING GUIDELINES

This guide represents the identity of Maryland Nonprofits and illustrates proper usage, colors, fonts, and brand requirements.



The Maryland Nonprofits logo is the most immediate representation of our organization and its mission. It is a valuable organizational asset that must be used consistently in the proper, approved forms.



PRIMARY LOGO



The Maryland Nonprofit 30th Anniversary Logo- Individual Logo

The primary individual logo for The Maryland Nonprofit 30th Anniversary Logo and logo graphics are included below, as are approved graphics elements that can be used within designs for The Maryland Nonprofit 30th Anniversary Logo. The logo below cannot be revised, edited, or added to without explicit approval from the Leadership team.

PRIMARY LOGO

This is the moment to care



The Maryland Nonprofit
30th Anniversary Logo
included color



Pantone 367 C
CMYK: 42-5-100-0
HTML: #a2c43a
RGB:162-196-58

GRAPHIC LOGO/ICON





Mark ONLY

The Maryland Nonprofits logo mark may be used as a graphic element when in conjunction with one of the various logo options. The mark may be used in a variety of transparencies and may be cropped to create interest within a design - both print and web.



LOGO MARK 100%



75%



50%



25%



15%



Minimum Clear Space

The minimum clear space (X) around the logo is equal to the height of the capital H in the logo type. For example, if the logo is being used at 3.5" high, there should be a minimum of .4" clear space around the logo. To create the greatest impact, allow even more space around the logo. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.



Minimum Size

The primary logo should not be used smaller than 1.5" wide. Minimum size should be used only when layout space is extremely limited.

If logo needs to be used within a smaller space, use secondary logo

minimum logo width: 1.5 in.



less than 1.5 in.





Logo Color Options

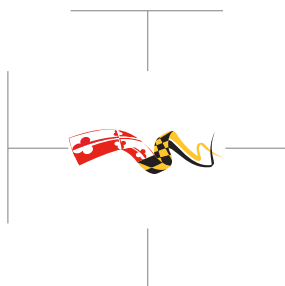
The Maryland Nonprofits logo should appear at 100% opacity on solid backgrounds.



Full color on white background. This option is the preferred and main logo usage for Maryland Nonprofits. The logo should not be used smaller than 1.5" wide.



Single color option may be used in white, black, or the primary brand colors for embroidery work and other cases where tints may not be feasible.



The logo mark may be used as a stand-alone element within an Maryland Nonprofits layout that already has the main logo in the design. If used as a stand-alone graphic, no other design elements should be within one-half the width or height of the graphic.

The logomark may be used for the company's social media (as desired), favicon, or as a graphic element with explicit approval.



Incorrect Logo Usage

The Maryland Nonprofits logo should NOT be altered or manipulated in any way. The logo standards apply for all content that is created and controlled by Maryland Nonprofits.



✗ Do not stretch or distort logo



✗ Do not rotate or flip logo



✗ Do not change colors of logo



✗ Do not use a different typeface



✗ Do not add other effects



✗ Do not change the scale between elements or rearrange them



Primary Fonts

The primary fonts are Benton Gothic and Avenir is used within the logotype.

Benton Gothic Bold
Benton Gothic Medium
Benton Gothic Regular
Benton Gothic Regular Italic
Benton Gothic Light

Avenir Black
Avenir Black Italic
Avenir Medium
Avenir Medium Italic
Avenir Roman
Avenir Italic
Avenir Light
Avenir Light Italic

Secondary Fonts

The secondary fonts are Verdana and Arial. This font can be used when the primary fonts are not accessible or for websafe typesetting.

Verdana Bold
Verdana Bold Italic
Verdana Regular
Verdana Italic

Arial Bold
Arial Bold Italic
Arial Regular
Arial Italic



Color Palette



Pantone 485 C
CMYK: 11-100-100-2
HTML: #d21a1d
RGB: 210-26-29



Pantone 128 C
CMYK: 3-19-86-0
HTML: #f6c941
RGB: 246-201-65



Pantone Neutral Black C
CMYK: 19-50-69-2
HTML: #242121
RGB: 202-138-94



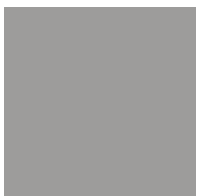
Pantone 7475 C
CMYK: 79-40-44-10
HTML: #3b777f
RGB: 59-119-127



Pantone 7477 C
CMYK: 92-62-46-30
HTML: #154b5e
RGB: 21-75-94



Pantone 543 C
CMYK: 30-7-2-0
HTML: #add2ec
RGB: 173-210-236



Pantone Cool Grey 7 C
CMYK: 41-34-35-1
HTML: #9d9c9b
RGB: 157-156-155

*The Maryland Nonprofit
30th Anniversary Logo
included color-*



Pantone 367 C
CMYK: 42-5-100-0
HTML: #a2c43a
RGB: 162-196-58



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6/2022