Leonardtown Branding Guidelines –

PRIMARY IDENTITY: LEONARDTOWN LOGO



3-color logo



2-color logo



reversed logo

CORRECT LOGO **COLORS**





PMS 2935





CORRECT LOGO USAGE





Always leave sufficient clear space around the logo for legibility. When positioned on a photo or dark background, a reversed logo will work best.

INCORRECT LOGO USAGE



Do not dismantle.



Avoid using the logo on busy backgrounds.

INCORRECT LOGO USAGE

CORRECT LOGO USAGE





DO NOT modify tagline.

1-color logo



DO NOT modify colors.



SECONDARY IDENTITIES: PROGRAM BRANDING

DO NOT distort or move logo elements.

First Fridays Logo



CORRECT LOGO COLORS











PMS 1955 PMS 2935 PMS 144 PMS 327

A&E Logo

LOGO



Seasonal Banners



PMS 327





PMS 2935





PMS 144

PMS 349

EONARDTOW\

a most

Holidary

Co-branding Samples







In co-branded pieces, the Leonardtown logo should be sized at no less than 25% of the other logos.