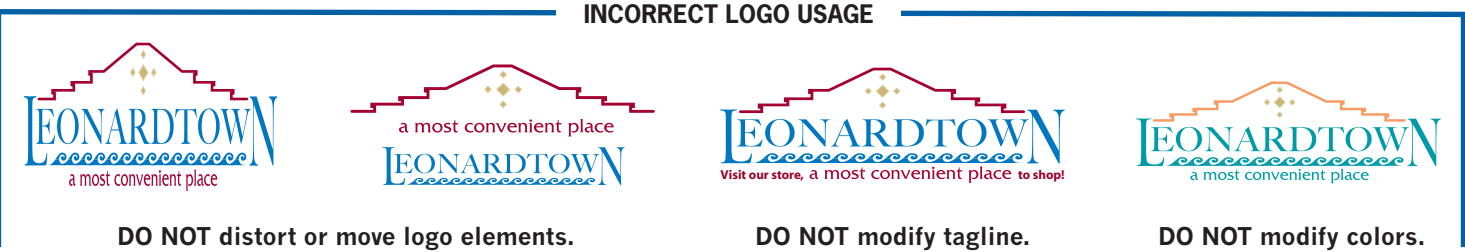


Leonardtown Branding Guidelines

PRIMARY IDENTITY: LEONARDTOWN LOGO



CORRECT LOGO USAGE



INCORRECT LOGO USAGE

CORRECT LOGO COLORS



PMS 1955

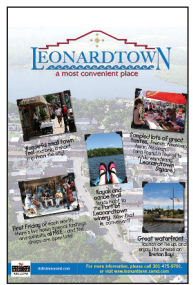
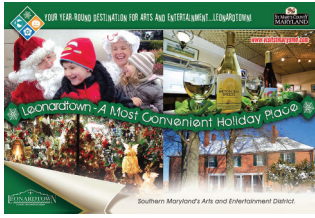


PMS 2935



PMS 4515

CORRECT LOGO USAGE

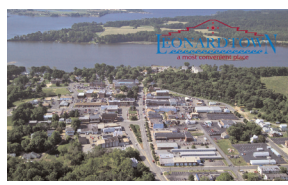


Always leave sufficient clear space around the logo for legibility. When positioned on a photo or dark background, a reversed logo will work best.

INCORRECT LOGO USAGE



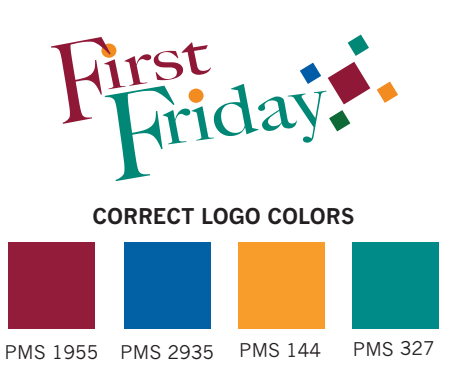
Do not dismantle.



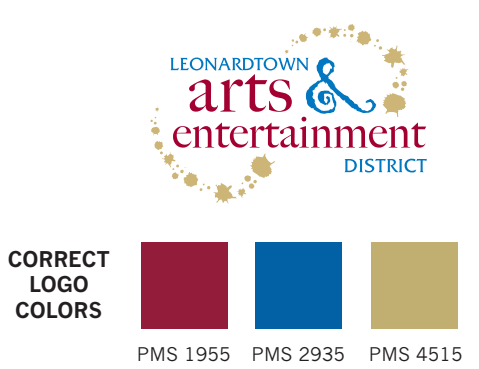
Avoid using the logo on busy backgrounds.

SECONDARY IDENTITIES: PROGRAM BRANDING

First Fridays Logo



A&E Logo



Seasonal Banners



Co-branding Samples



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