DORCHESTER

water moves us

DORCHESTER COUNTY MARYLAND

BRANDING | STYLE & USE GUIDE

DORCHESTER COUNTY ECONOMIC DEVELOPMENT

DORCHESTER

water moves us

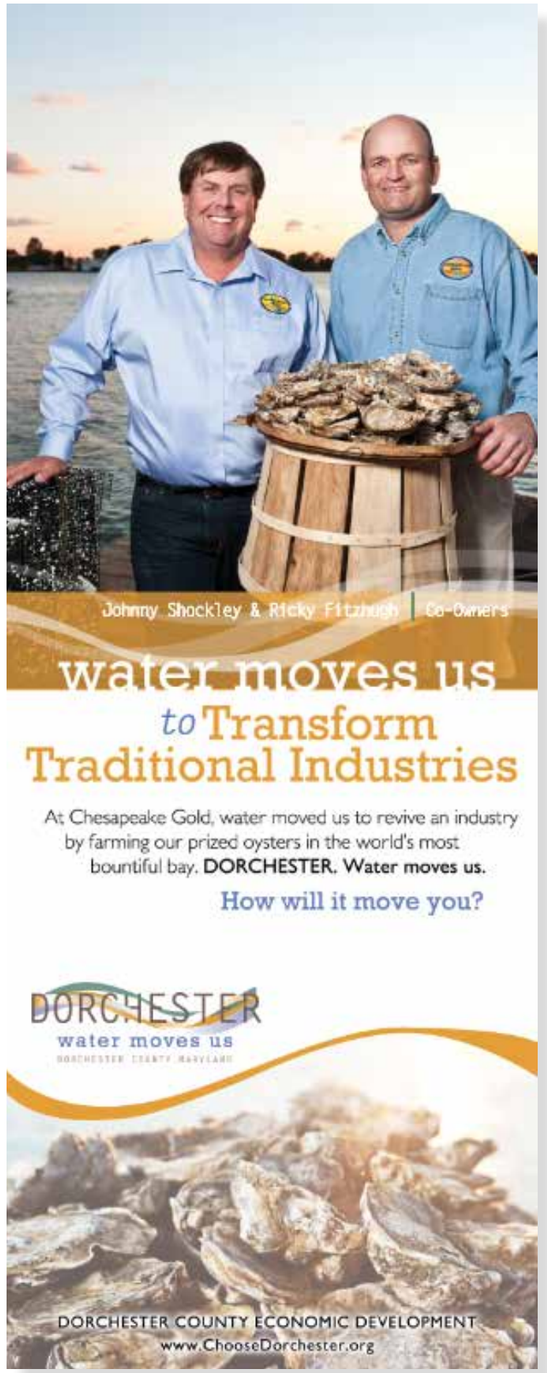
DORCHESTER COUNTY MARYLAND

Home to industrious, innovative and creative individuals, Dorchester County's landscape defines not only where – but who – we are. Shaped and surrounded by water, our community reflects the character and culture of all who live, work and are lured to this place of incomparable beauty.

Water. It's our identity.
Our heritage. Our opportunity.

How will it move you?

Photographer: Jill Jasuta

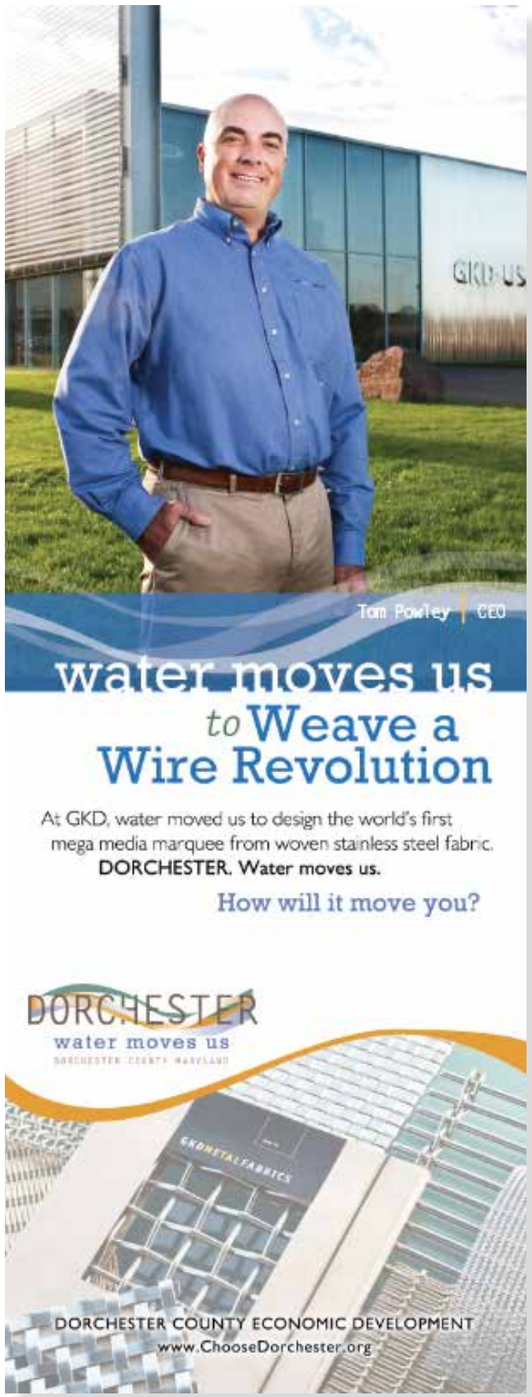


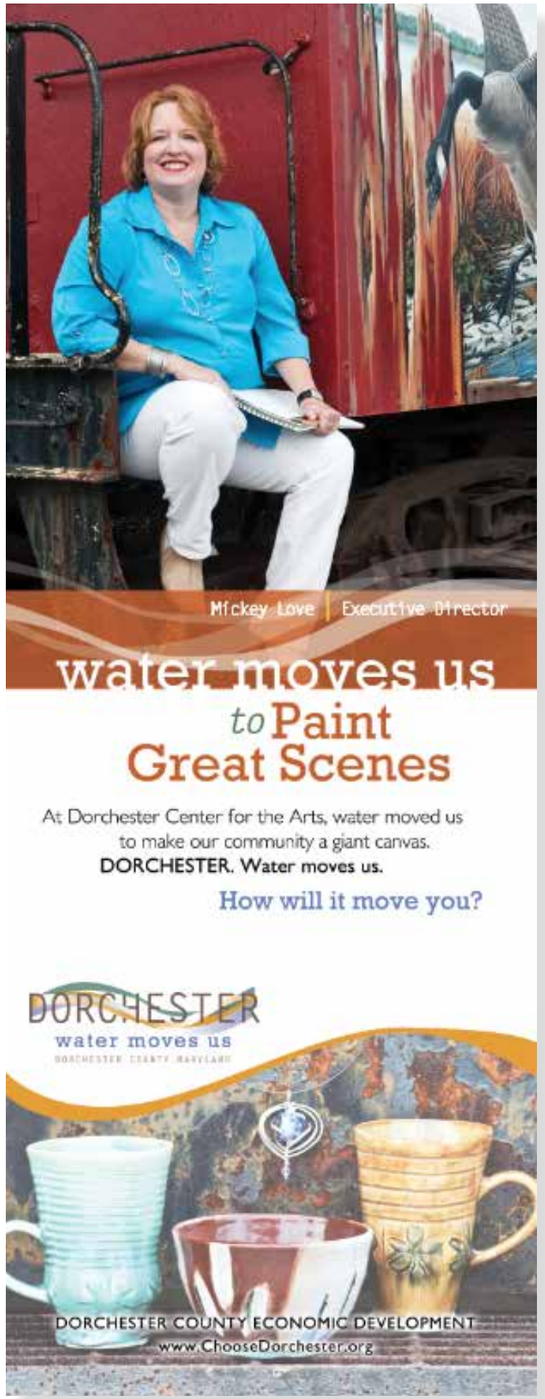
BACKGROUND

water moves us
is a cooperative marketing program produced and coordinated by the Dorchester County Economic Development Office (and supported by the Dorchester County Office of Tourism and the Dorchester Chamber of Commerce).

water moves us
embraces the county's most recognized and distinguishing physical characteristic – water. A companion creative campaign highlights the creative, industrious and entrepreneurial people that define the community, and invite others to work, live or visit.

water moves us
provides a brand logo that organizations and companies can use to leverage this campaign in their marketing. This style guide is a resource for companies and organizations interested in partnering with the DCED to integrate the brand into their marketing efforts.



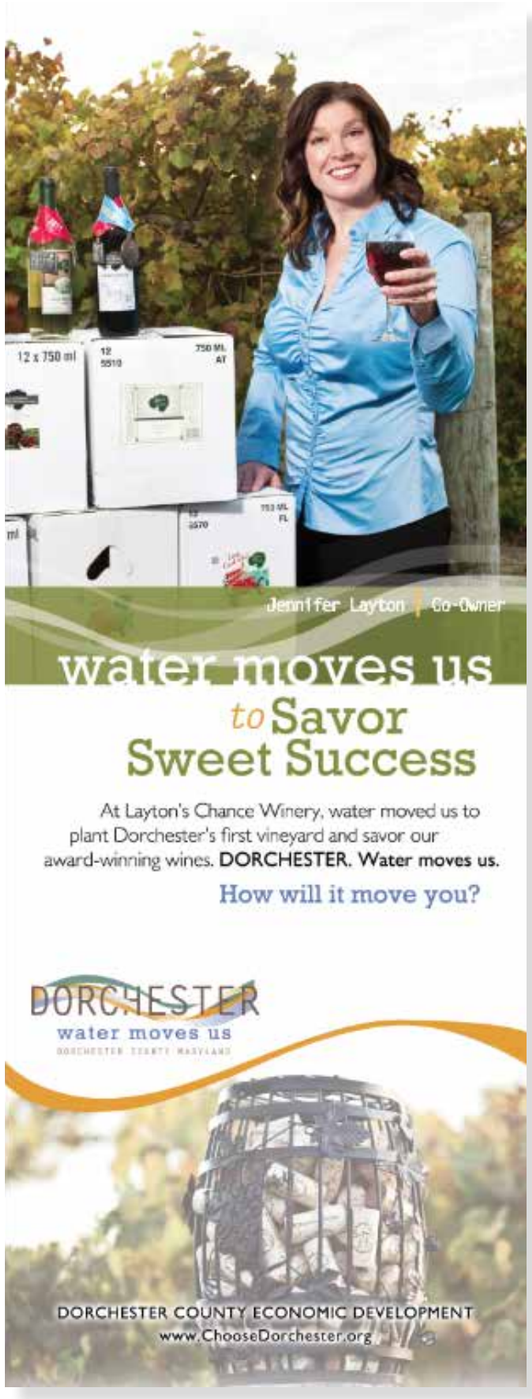


LOGO USE

DORCHESTER
water moves us
DORCHESTER COUNTY MARYLAND

This is the official logo for
water moves us

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



BRAND PLATFORM

The brand consists of
a word mark and a logo mark.

WORD MARK

water moves us

symbolizes how people feel about Dorchester. It captures resident pride, embraces visitor appreciation, and reinforces the positive and critical position the landscape plays to the economy and culture. The landscape shapes life in Dorchester. It draws people here. It sustains and nurtures their spirit. It invites freedom, creativity and discovery.

DORCHESTER
water moves us
DORCHESTER COUNTY MARYLAND

LOGO MARK

The logo mark combines type fonts, design elements and color to communicate Dorchester's characteristics and personality. The county's name anchors the mark with a tall, narrow font in bark brown evoking tall loblolly pines. The capital letters represent a strong culture and community.

The flowing shapes suggest water's waves and forms found in the landscape such as bird wings and boat sails. Flowing shapes, like currents, weave in and out of Dorchester's letters, connecting water to our environment. The color palate evokes land, sea and sky. Hues of orange found in sunrise and sunset. Shades of blue reflect the changing colors of skies and water. Green symbolizes farms, fields and wildlife areas. Intertwined through Dorchester, the colors change hue from muted to bold.

The words 'water moves us' in a traditional, lowercase font, are centered under Dorchester in a deep, saturated blue creating a simple, declarative statement. The slab font evokes strength and a solid foundation.

At the bottom, the mark is finished with a lighter brown label of "Dorchester County Maryland" to distinguish the location from communities of the same name.

The mark sits on a white – or at times translucent – background.

GRAPHIC STANDARDS

Color Palette (cmyk)

9/42/99/0 | 48/56/65/27 | 70/51/0/0 | 69/30/53/7

One Color Options

DORCHESTER
water moves us
DORCHESTER COUNTY MARYLAND

DORCHESTER
water moves us
DORCHESTER COUNTY MARYLAND

Type Fonts

LETTER GOTHIC STANDARD MEDIUM and **BOLD**

Rockwell Standard Regular

Logo Clearance

Additional Guidelines

Do not outline or add effects to the logo.
Do not add new elements - words or graphics.
Do not distort or manipulate the logo.
The preferred background color for the logo is white.

Spot and grayscale logos are available. Please specify what format you need and how the logo will be used. To request a logo, email sbanks@ChooseDorchester.org or call 410.228.0155.

To learn more about how your company can become a marketing partner, or to find out how to use the logo, contact **Susan Banks, Business Development Manager, at sbanks@ChooseDorchester.org or call 410.228.0155.**

Possible ways that a business or organization can become a water moves us marketing partner:

- feature logo on printed brochures or promotional materials
- display logo or banner ad on company website
- install a sign or banner at your business with call to action/#
- offer water bottles with logo and your company name/logo
- keep up with campaign and our partners on Twitter at #DorchesterEcon
- share photos of how water moves you on our Facebook page
- create a unique sign or public art installation
- invite us to speak at a special event for your employees or customers
- sponsor a display ad, billboard or banner

Keep up with our campaign partners and projects at www.ChooseDorchester.com.

For news and updates on water moves us and business in Dorchester and/or sign up for Currents, follow us on:

DORCHESTER COUNTY ECONOMIC DEVELOPMENT
5263 Bucktown Road | Cambridge, MD 21613
410.228.0155 | Fax 410.228.9518
info@ChooseDorchester.org | www.ChooseDorchester.org