Primary Logo

Maryland
DEPARTMENT OF HEALTH

Primary Logo - Grayscale

Primary Logo - White

Secondary Logo

Secondary Logo - Grayscale

Secondary Logo - White

This is the official logo for the Maryland Department of Health. These guidelines were developed to ensure proper use of the logo to maintain brand consistency statewide. When sending a copy of the logo to a vendor or an internal department, please include these standards with the logos. If you have technical questions please email Veronica Dorry, Creative Director at veronica.dorry@maryland.gov.

Color Palette

Our brand colors match those of our flag.

CMYK - 0/25/95/0
RGB - 255/194/51
HEX - #FFC838
PMS - 136

CMYK - 0/100/65/20
RGB - 196/14/62
HEX - #C8122C
PMS - 186

CMYK - 0/0/0/100
RGB - 35/31/32
HEX - 231f20
PMS - process black

CMYK - 0/0/0/0
RGB - 255/255/255
HEX - ffffff
PMS - (paper)

Typefaces

Montserrat Semi Bold

Montserrat Regular

File Formats

EPS/Vector - highest quality format suitable for professional quality printing, display graphics and signage; can be re-sized without losing sharpness; transparent background; preferred format for logos and line art

JPEG/JPG - compressed file format; best quality when used actual size; white background; preferred format for images (300 dpi)

PNG - supports RGB color format only (i.e. web, word documents, powerpoint); not suitable for professional quality print, signage or display graphics; transparent background (72-300 dpi)

Clearance

The height of "M" in Maryland is the minimum clearance required around the logo. No additional text or graphic elements may encroach on this space.

Additional Guidelines

- Do not outline the logo.
- Do not change the colors, typefaces or layout.
- Do not add new elements - words or graphics - to the logo.
- Do not distort or manipulate the logo. Re-size the logo using the software's procedure for re-sizing.
- Do not use the logo as a pattern.
- Do not place the logo on a background/image that doesn't provide maximum contrast for legibility. The best background is white or black.
- Do not place the logo over words or other graphics.
- Do not apply effects to the logo such as drop shadows, outer glows, transparency, etc.
- Do not tint the logo. It should always be at 100% opacity.