Applied Visual Identity

Office of Communications

branding.health.maryland.gov

What is Visual Identity?

Visual identity includes the colors, type, graphics, and imagery that represent a brand.

Maryland
DEPARTMENT OF HEALTH

Engagement Best Practices

All public-facing communications — especially those with strong visual components — are to be reviewed and approved by the Office of Communications prior to release. The Office of Communications is to be the starting point for guidance, collaboration, review, and approval in developing and distributing communicative material. The following are key points related to brand and visual identity:

Logo Use: All external-facing publications using the Department's logo must receive approval from the Office of Communications prior to release.

Templates: If a template-based publication will be circulated outside the Department, send the final publication to the Office of Communications for review and approval prior to release.

Creative: For all creative projects and/or any communications-based procurement or production — both large-scale (e.g., campaigns) and small-scale (e.g. tri-fold brochures) — engage the Office of Communications as early as possible in the process. This way, the Office of Communications (the brand experts) can steward the brand as it relates to the project, working with program staff (the subject matter experts) and, when necessary, vendors (the production experts) throughout each iterative phase, as opposed to seeing something for the first time as the final product. Contact the Office of Communications prior to engaging with vendors; this includes signing a use agreement or issuing an RFP. Vendors must also receive a copy of the Department's Applied Visual Identity guide prior to beginning production.

Primary Logo

Maryland
DEPARTMENT OF HEALTH

Primary Logo - Grayscale

Maryland
DEPARTMENT OF HEALTH

Primary 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.

Secondary Logo

Maryland
DEPARTMENT OF HEALTH

Maryland
DEPARTMENT OF HEALTH

Secondary Logo - Grayscale

Maryland
DEPARTMENT OF HEALTH

Secondary Logo - White
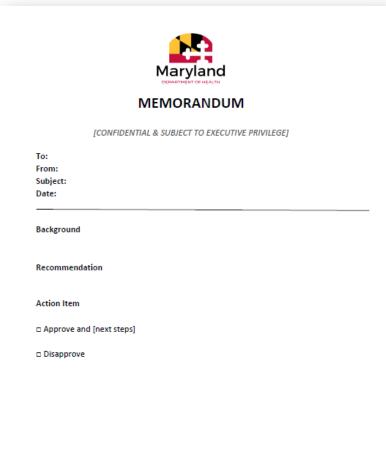
Imagery Best Practices

Letterhead and Memorandum

Slide Presentations

Office of Communications

mdh.communications@maryland.gov
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