



BRAND GUIDE



MONTGOMERY COUNTY
MARYLAND ECONOMIC DEVELOPMENT
CORPORATION



LOGO

PRIMARY LOGO

FULL COLOR



MONTGOMERY COUNTY
MARYLAND ECONOMIC DEVELOPMENT
CORPORATION



MONTGOMERY COUNTY
MARYLAND ECONOMIC DEVELOPMENT
CORPORATION

PRIMARY LOGO

BLACK AND WHITE



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SIZE AND CLEAR SPACE

HORIZONTAL



Preferred minimum width:
3 inches



Clear space minimum:
The height of the yellow triangle all the way around

All Montgomery County Economic Development Corporation horizontal logos should be used at 3 inches wide and above when possible. The clear space needed for all sizes can be determined by the size of the yellow triangle in the logo.

SIZE AND CLEAR SPACE

VERTICAL



Preferred minimum width:
2 inches



Clear space minimum:
The height of the yellow triangle all the way around

All Montgomery County Economic Development Corporation vertical logos should be used at 2 inches wide and above when possible. The clear space needed for all sizes can be determined by the size of the yellow triangle in the logo.

LOGO USAGE

DO AND DO NOT

DO keep the logo proportions when resizing, and pay attention to clear space.



DO NOT stretch or adjust the logo disproportionately.



DO NOT change the size ratio between the symbol and text.



LOGO USAGE

DO AND DO NOT

DO use the original colors when utilizing the logo.



DO NOT change the color of the logo to anything other than black or white.



LOGO USAGE

DO AND DO NOT

DO make sure the image is easily visible on any background you place it on.



DO NOT place the logo on an image or pattern that makes it unreadable.





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THINKMOCO.COM