



**MARYLAND
OFFICE
OF TOURISM
DEVELOPMENT**

**COOPERATIVE
ADVERTISING
TOOL KIT**

2022



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THERE'S ONLY ONE PLACE IN THIS GREAT NATION that so perfectly combines all that's authentically great about America.

A state that packs so much beautiful nature and so many cultural, culinary and water-related experiences into one unique place: Maryland. And we want to share our friendly state with all who are open for it. This campaign is meant to be a call, a wish, an invitation -- to open hearts and minds to Maryland, and to be open for an incredible vacation here -- because we're open for you.



MARYLAND TOURISM LOGOS

MAIN LOGO



FILE

Maryland Tourism Logo_URL_4C.eps

DESCRIPTION

Maryland logo with URL

ALTERNATE LOGOS



FILE

Maryland Tourism Logo_OOT_4C.eps

DESCRIPTION

Maryland Office of Tourism logo



FILE

Maryland Tourism Logo_MD-OPEN_wURL-4C.eps

DESCRIPTION

Maryland OPEN Logo with URL, to be used on a case by case basis per approval by Brian Lawrence

COUNTY LOGOS

Each county + Ocean City has their own logo.



FILE

Maryland Tourism Logo_[County Name]_4C.eps

DESCRIPTION

Maryland/County name logo

AD ANATOMY



OPEN FOR
LOCKUP

HEADLINE

CAMPAIGN IMAGE

RED AND WHITE
FLAG STRIP

BODY COPY

CALL TO ACTION

TYPOGRAPHY

Montserrat Bold - headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Medium - subheads

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Regular - body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Fonts will need to be purchased individually by the participant, and are available at www.fontsquirrel.com and <https://fonts.google.com/specimen/Montserrat>. Avenir Book may be used as an alternate for Montserrat.

COLORS

PMS swatches are not exact matches for the campaign gold and red and should only be used in applications where the CMYK or RGB values are not possible.

C0 / M0 / Y0 / K0 r255 / g255 / b255

C0 / M25 / Y90 / K0 r255 / g191 / b25

PMS 1235C

C0 / M100 / Y65 / K20 r204 / g0 / b71

PMS 193C

C0 / M0 / Y0 / K100 r0 / g0 / b0

MARYLAND STATE LOGO



COOPERATIVE PROGRAM OVERVIEW

Collaboration between OTD and its tourism partners offers a unique opportunity for a cohesive promotional campaign. By being part of the original Open For It campaign and its more recent OPEN Maryland evolution, each co-op participant benefits from leveraging the brand, thus reaching and connecting with a larger number of potential visitors.

COUNTY GRANT ELIGIBLE CO-OP ADVERTISING

Using templates provided by OTD's ad agency, Marriner, each county will have the freedom to develop their own ads to specifically showcase their destination's attributes within the space provided. Adobe InDesign (CC) formatted templates will be provided to develop print ads and for static online banners. These templates were designed to specifications that should scale easily to a variety of media outlet dimensions.

The county will be responsible for providing its own imagery and deciding on the appropriate orientation and cropping of it within the picture box. Body copy will be written by the county and set within the ad file's copy block. Counties will also need to import additional visual elements, including their eligible county logo, into the layout file. The county may NOT alter the design or composition of the templates in any way.

For the *Open For It* campaign, we speak from a perspective of humble boldness and lean into unexpected headlines. For example, if the image is of someone eating crabs, we don't want to simply say "open for crab eating." We explore the benefit of that, considering what is special about crab eating. It's fun, and you get to smash crabs with a hammer. The benefit of that is you can live out the idea of being a demolitionist, creating the idea of "Open for Demolitionists."

The key to finding the best copy lines is to explore what it is. Consider the benefit of that. Then ask, what's the benefit of that benefit? What interesting idea and concept could this represent? If it's someone smelling the sunflowers, can it be tied to another feature of Maryland, like the beach? Could the line be sunflowers, to add that unexpectedness?

These are the things that will create the compelling, unexpected and relatable concept of *Open For It*.

More recently, the *Open For It* campaign has taken on an evolution titled *OPEN Maryland*. With slight shifts in the overall look and feel, logo lockup and messaging style, this simplified campaign's main purpose is to focus on and truly own the idea of "open." We want to tell travelers that if they're open to discovering all that Maryland has to offer, we're open to welcoming them with unforgettable experiences.

While we encourage counties to use the more recent *OPEN Maryland* creative treatment in their marketing, either template design is acceptable.

Prior to submitting materials to the publication, the completed ad will need to be submitted to Brian Lawrence, brian.lawrence@maryland.gov.

The approval process takes seven business days. If the ads are not pre-approved, these media purchases are not eligible for 100 percent reimbursement.



CO-OP PARTICIPANT CHECKLIST

Please electronically submit the following, along with proper files, to Brian Lawrence at brian.lawrence@maryland.gov.

- ❑ Indicate type of ad (file name)
- ❑ Eligible logo
- ❑ Body copy
- ❑ High-resolution photography
(must be at least 100 percent of size used in ad,
at a minimum of 300 dpi)

OTD Grant Programs: Advertising creative approval prior to placement is strongly encouraged but not required. If you would like approval prior to placement, please submit your request to Marci Ross at marci.ross@maryland.gov with a copy to Peter Cento at peter.cento@maryland.gov. Failure to receive prior approval from Marci or Peter may result in ineligibility for reimbursement.

COUNTY GRANT ELIGIBLE CO-OP ADVERTISING

MODULAR TEMPLATES | FULL-PAGE | PRINT




OPEN FOR
MOMENTS WORTH SAVORING

From world-renowned seafood experiences, to the natural splendor of our waterways, parks, trails and scenic byways, to the history and culture of our cosmopolitan city centers, Maryland is a destination that delights at every turn.

Be open for more at visitmaryland.org.




Maryland
TALBOT COUNTY




OPEN FOR
HEROES

2022 is the 200th anniversary of Harriet Tubman's birth, and Maryland is the place to explore her legacy. Maryland is the Most Powerful Underground Railroad Storytelling Destination in the World, with various sites and landmarks like the Harriet Tubman Underground Railroad National Historical Park and the authentic 19th-century Bucktown General Store. Maryland's sprawling scenic byways and historic city centers also offer countless additional ways to celebrate African-American history and culture. Be open for an overnight trip. [Go to visitmaryland.org](https://visitmaryland.org).




Maryland
DORCHESTER COUNTY



OPEN FOR
OPEN ROADS

Summer is brighter in Maryland with countless outdoor adventures and authentic experiences ready for your discovery. Find a road trip that fits your passion, like letting our famed Crab & Oyster Trail guide you to world-renowned seafood experiences. Or check out any of our 18 state-spanning scenic byways, which are perfect for culinary fans and history buffs alike. While you're on your way, enjoy the natural splendor of our vast state parks, a Trail System Second-to-None and soul-warming sandy beaches. Be open for an overnight trip. [Go to visitmaryland.org](https://visitmaryland.org).



Maryland
HOWARD COUNTY

FILE

21-OTD-393_OpenFor_MOMENTS_TTT_8375x10875_M1.indd
21-OTD-412_OpenFor_HEROES_AAA-World_7x10_M1.indd
21-OTD-413_Meredith_AllRecipes_INS_825x10875_M1.indd

DESCRIPTION

Full-Page Commerce ad with participant's copy + logo

- DETAILS**
- For all assets, including imagery and ad templates, go to: <https://visitmaryland.webdamdb.com/>
 - County participant will need to include—
 - Eligible logo
 - Copy (approx. 60 words)
 - High-resolution photography (min. 300dpi)
 - Refer to page 8 for submission guidelines

- FLAG GRAPHIC GUIDELINES:**
- Do not rotate or flip
 - Do not distort
 - Size proportionately with ad size

COUNTY GRANT ELIGIBLE CO-OP ADVERTISING

MODULAR TEMPLATES | HALF-PAGE | PRINT



COPY
(provided by county)

Whether you're cracking into a pile of steamed crabs on a gorgeous waterfront, or just admiring the natural beauty, Maryland is open for making your dining experience something special. Be open for a memorable meal. Be open for something delicious.

Go to visitmaryland.org.



FILE

20-OTD-292_OpenFor_CULINARY_WPT-Mag_825x525_M1.indd

DESCRIPTION

Half-page Commerce ad with participant's copy + logo

DETAILS

- OTD's ad agency, Marriner, will provide template files. County partner is to customize and send final files to publication once approved by Brian Lawrence.
- County participant will need to include—
 1. Headline
 2. Maryland State Logo
 3. Copy (approx. 60 words)
 4. URL/800#
 5. High-resolution photography (min. 300dpi)
- Refer to page 8 for submission guidelines

CTA (provided by county)

ELIGIBLE LOGO

RED AND WHITE
FLAG STRIP

PRINT AD OUTPUT REQUIREMENTS

PHOTOSHOP IMAGE SETUP

- Width & Height = Publication Specs
- Resolution = 300 Pixels/Inch
- Color Mode = CMYK

IN-DESIGN SETUP

- Width & Height = Publication Specs
- Units = Inches
- Margin = 0.125in
- Color Mode = CMYK

EXPORTING OPTIONS

Please provide both High-Quality Print PDF & JPG of ad.
Both are listed below.

EXPORTING AS PDF

- [High-Quality Print] - No marks or bleeds

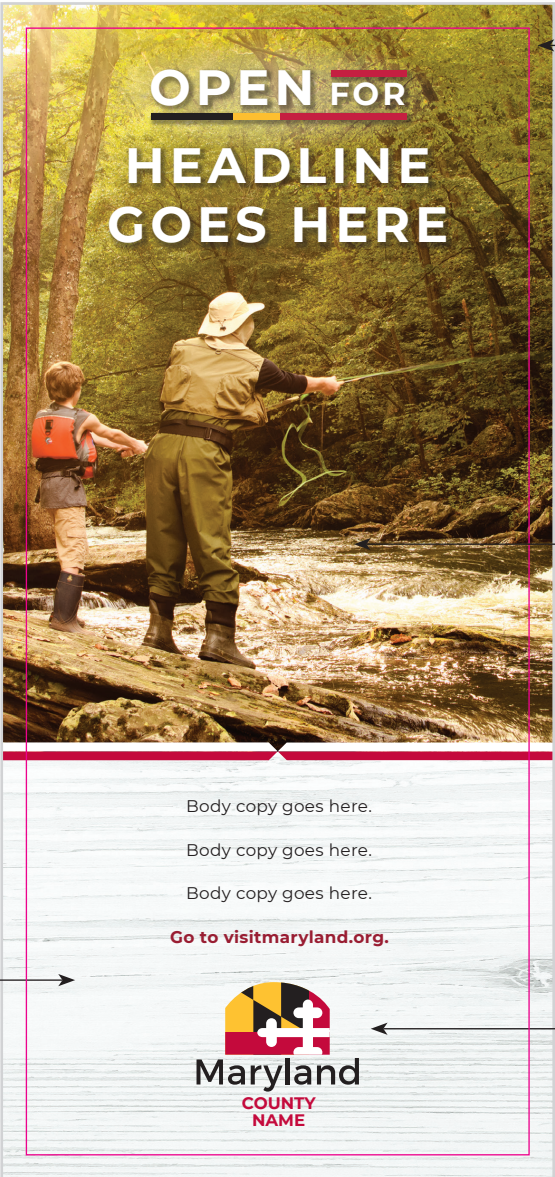
EXPORTING AS JPG

- Quality = Maximum
- Format Method = Baseline
- Resolution (ppi) = 300
- Color Space = CMYK

HEADLINE →

RED AND WHITE
FLAG STRIP →

BACKGROUND
Wood textured →



MARGIN = 0.125"
Keep text inside
line for consistency

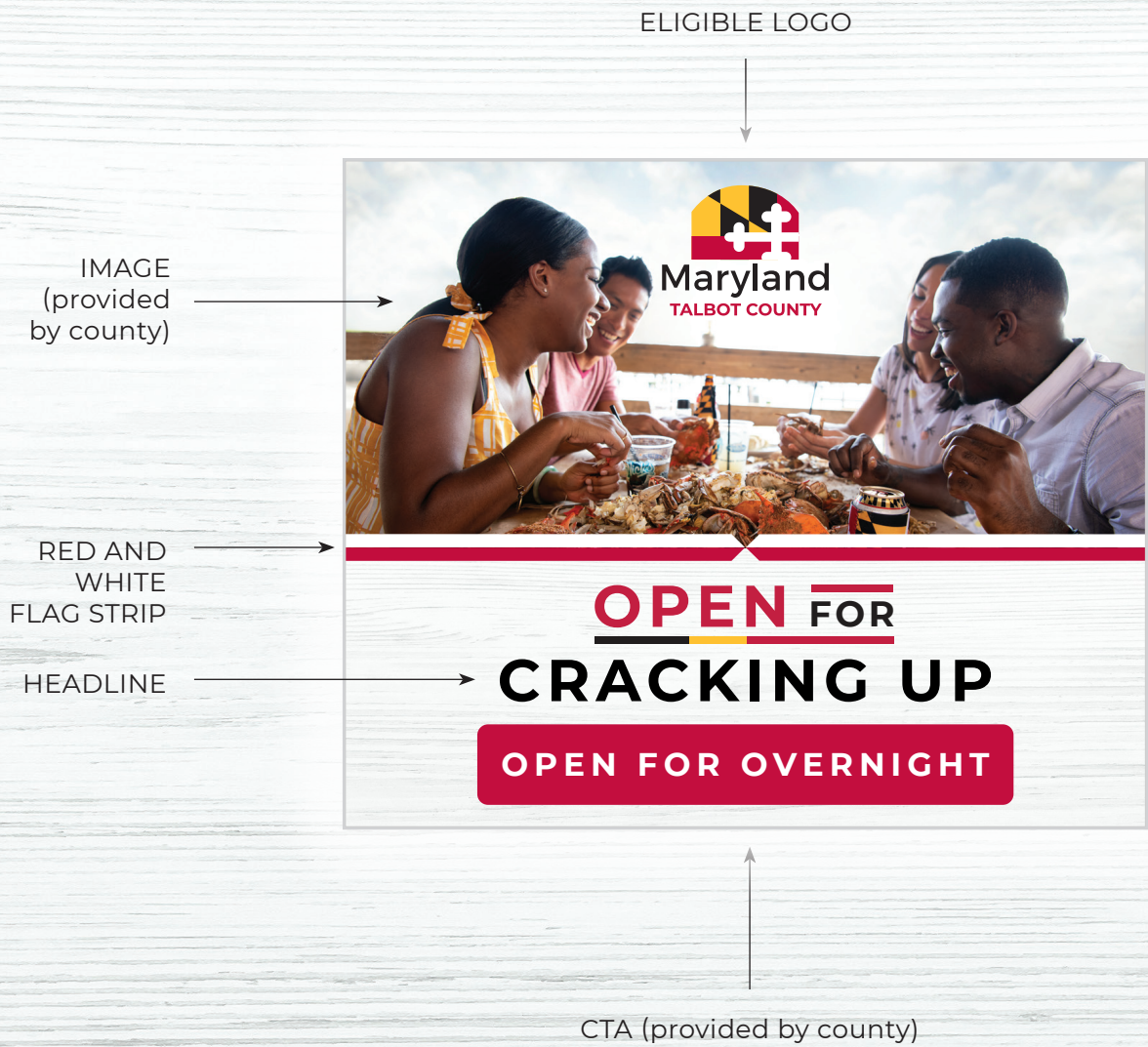
IMAGE
Selected by County

FONT
Keep font size at
a minimum of 8pt

LOGO
Maryland Shield logo
with County name
and no URL placed
at the bottom right

COUNTY GRANT ELIGIBLE CO-OP ADVERTISING

MODULAR TEMPLATES | 300X250 PX STATIC ONLINE BANNER UNIT | DIGITAL



FILE

20-OTD-291_DMO_Editable-BNR_300x250_M1.indd

DESCRIPTION

300x250 px Static Online Banner Ad

DETAILS

- OTD's ad agency, Marriner, will provide template files. County partner is to customize and send final files to publication once approved by Brian Lawrence.
- Refer to page 7 for headline guidelines
- County participant will need to include—
 1. Eligible logo
 2. Web-ready photography
- Refer to page 8 for submission guidelines

COUNTY GRANT ELIGIBLE CO-OP ADVERTISING

MODULAR TEMPLATES | 300X600 PX STATIC ONLINE BANNER UNIT | DIGITAL



FILE

20-OTD-291_DMO_Editable-BNR_300x250_M1.indd

DESCRIPTION

300x600 px Static Online Banner Ad

DETAILS

- OTD's ad agency, Marriner, will provide template files. County partner is to customize and send final files to publication once approved by Brian Lawrence.
- Refer to page 7 for headline guidelines
- County participant will need to include—
 1. Eligible logo
 2. Web-ready photography
- Refer to page 8 for submission guidelines

COUNTY GRANT ELIGIBLE CO-OP ADVERTISING

MODULAR TEMPLATES | 728X90 PX STATIC ONLINE BANNER UNIT | DIGITAL

FILE

20-OTD-291_DMO_Editable-BNR_728x90_M1.indd

DESCRIPTION

728x90 px Static Online Banner Ad

DETAILS

- OTD's ad agency, Marriner, will provide template files. County partner is to customize and send final files to publication once approved by Brian Lawrence.
- Refer to page 7 for headline guidelines
- County participant will need to include—
 1. Eligible logo
 2. Web-ready photography
- Refer to page 8 for submission guidelines



ELIGIBLE LOGO

HEADLINE

CTA (provided by county)

A high-angle, top-down photograph of a group of people gathered around a large wooden table, enjoying a communal meal. The table is covered with a large pile of cooked crabs, several ears of corn on the cob, and various condiments like ketchup and mayonnaise. People's hands and arms are visible as they reach for food. In the background, there are plastic cups with drinks, a bottle of hot sauce, and a small bowl of dark sauce. The scene is brightly lit, suggesting an outdoor or well-lit indoor setting. A white rectangular box with a thin black border is centered over the middle of the image, containing the text "THANK YOU FOR YOUR PARTICIPATION".

THANK YOU
FOR YOUR
PARTICIPATION