MARYLAND OFFICE OF TOURISM DEVELOPMENT

COOPERATIVE ADVERTISING TOOL KIT

2023

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SAME AMAZING STATE. A NEW WAY TO CELEBRATE IT.

The Maryland Office of Tourism has adopted a fresh marketing campaign entitled YOU'RE WELCOME. It extends a warm invitation to potential visitors while also ensuring the beauty, culture, history and flavors of our great state remain front and center in each communication.

"From the sandy beaches of the Eastern Shore to the mountains of Western Maryland and everywhere in between, Maryland is home to spectacular natural beauty. I am proud to support and participate in our new 'YOU'RE WELCOME' tourism campaign, which embodies our belief that we want everyone to experience and enjoy Maryland's many unparalleled destinations."
–Governor Wes Moore

This shift represents an exciting time for all marketers and partners who help promote the wide range of experiences in Maryland. While it introduces a new message, it's still firmly rooted in the undeniable truth of the brand position.

Brand Position
To leisure travelers who appreciate and seek out unique experiences, Maryland is where you'll create happy memories that last a lifetime.

WELCOME TO YOU'RE WELCOME.

Campaign Position

There's only one state that can offer everything that's authentically great about America. A state that offers diversely beautiful nature, rich culture and history at every turn, an unmatched range of water experiences, and world-renowned seafood. This state is Maryland, and it's here to offer a warm welcome to anyone who'd like to give our all-in-one destination a visit.

Campaign Manifesto

To the trail seekers, the ocean obsessed, the convention warriors, the family fun finders, the romantic escapers and everyone in between...welcome! And you're welcome. Because a Maryland vacation is where you have the experiences that leave you with a lifetime of memories.

YOU'RE WELCOME

MAIN LOGO

Maryland
visitmaryland.org

FILE

Maryland Tourism Logo_URL_4C.eps

DESCRIPTION

Maryland logo with URL

ALTERNATE LOGOS

Maryland
OFFICE OF TOURISM

FILE

Maryland Tourism Logo_OOT_4C.eps

DESCRIPTION

Maryland Office of Tourism logo

Maryland
YOU'RE WELCOME
visitmaryland.org

FILE

Maryland Tourism Logo_MD-YOURE-WELCOME_wURL-4C.eps

DESCRIPTION

Maryland YOU'RE WELCOME 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.

Maryland
ALLEGANY COUNTY

FILE

Maryland Tourism Logo_[County Name]_4C.eps

DESCRIPTION

Maryland/County name logo

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	

COOPERATIVE PROGRAM OVERVIEW

Collaboration between OTD and its tourism partners offers a unique opportunity for a cohesive promotional campaign. By being part of the YOU'RE WELCOME campaign, 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

We encourage counties to use the YOU'RE WELCOME creative template and language approach to market travel to their target audiences.

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.

Regarding copy, the primary use of "YOU'RE WELCOME" is as a confident response to the gratitude we know our visitors will feel as they navigate our great state. Typically, the "YOU'RE WELCOME" headline will be teed up by a lead-in question that features a compelling destination attribute (example: "For 3,100 miles of shoreline? YOU'RE WELCOME").

One overall goal of the YOU'RE WELCOME framework is to help our messaging continue to strengthen the brand's "humbly bold" tone that previous campaigns have helped establish.

Humbly Bold Tone
Just because we are humble doesn't mean we can't have confidence. We bring forward swagger and boldness without crossing the line into arrogance. Our state has so much to be proud of, and we're here to share it with conviction and kindness.

This tone shines through naturally in the dynamic between the lead-in question and "YOU'RE WELCOME" response in our communications, especially when the lead-in question is an impressive fact or stat about the destination.

In spaces where there's not enough room to include the question lead-in, it is acceptable to utilize "YOU'RE WELCOME" as a standalone headline. When paired with enticing imagery, this tells our target that no matter who they are or what their background is, we want them to be part of Maryland's story.

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% reimbursement.

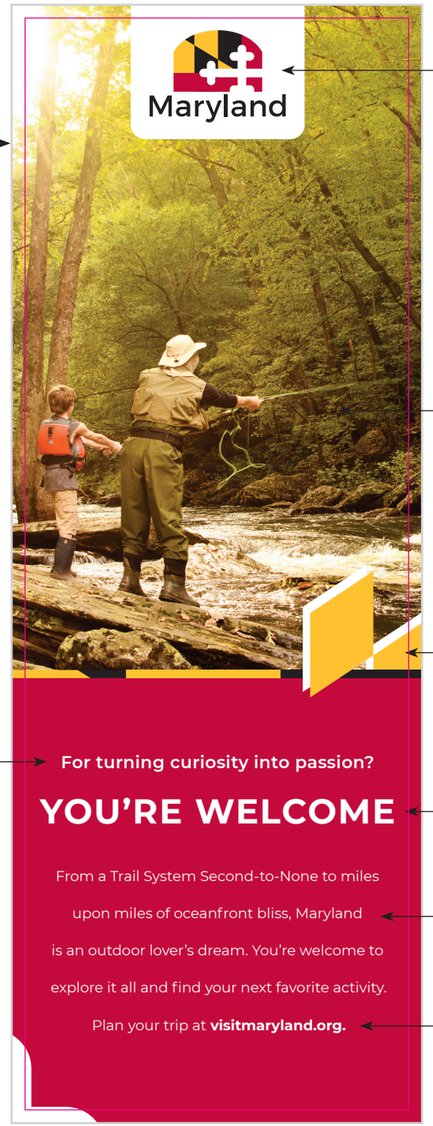
CO-OP PARTICIPANT CHECKLIST

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. Failure to receive prior approval from Marci may result in ineligibility for reimbursement.

PRINT AD | SETUP | OUTPUT REQUIREMENTS



MARGIN = 0.125"
Keep text inside
line for consistency

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

IMAGE
Selected by County

YELLOW & BLACK
FLAG STRIP

DIAMOND
FLAG ACCENT

AD COPY

YOU'RE WELCOME
HEADLINE

FONT
Keep font size at
a minimum of 8pt

RED
BACKGROUND

CTA
(provided by county)

CORNER
FLAG ACCENT

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

MODULAR TEMPLATES | FULL-PAGE | PRINT

FILE

23-OTD-605_YoureWelcome_Template_8375x10875_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—
  1. Eligible logo
  2. Copy (approx. 60 words)
  3. 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

MODULAR TEMPLATES | HALF-PAGE | PRINT

FILE

23-OTD-605_YoureWelcome_Template_725x475_M1_725x475_M1.indd

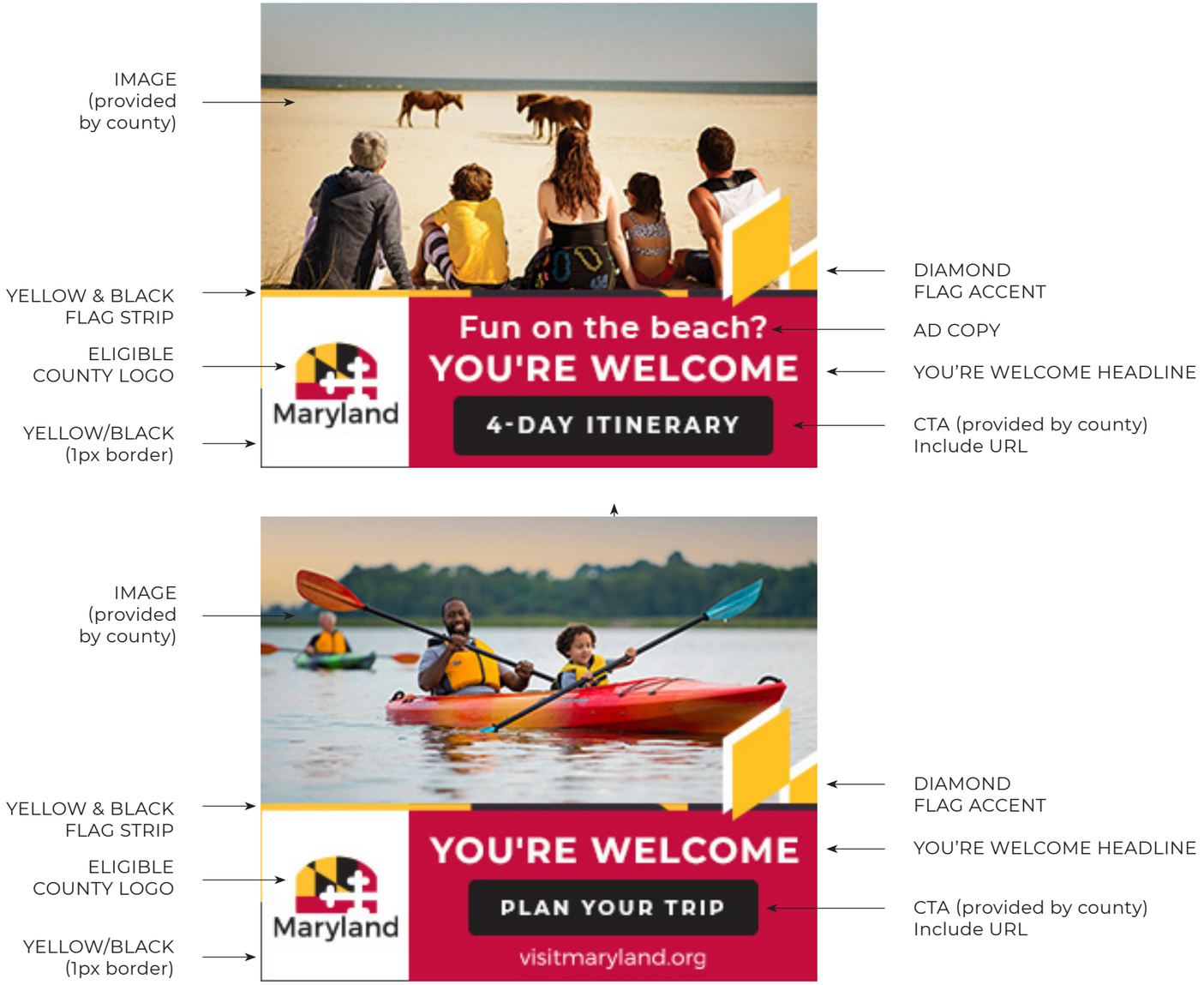
DESCRIPTION

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

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



FILE

23-OTD-605_YoureWelcome_Editable-BNR_300x250_M1.indd

23-OTD-605_YoureWelcome_Editable-BNR_300x250_M1-ALT.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

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

FILE
23-OTD-605_YoureWelcome_Editable-BNR_300x600_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

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

FILE

23-OTD-605_YoureWelcome_Editable-BNR_728x90_M1

23-OTD-605_YoureWelcome_Editable-BNR_728x90_M1-ALT

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

THANK YOU
FOR YOUR PARTICIPATION