



Maryland Office of Tourism Development

Cooperative Advertising Tool Kit

2025



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Same amazing state. A refreshed way to celebrate it.

The Maryland Office of Tourism is building on the success of its YOU'RE WELCOME marketing campaign with a fresh approach. The updated campaign includes greater opportunities for storytelling and continues to extend a warm invitation to potential visitors while also ensuring the beauty, culture, history and flavors of Maryland remain front and center in each communication.

This refresh represents an exciting time for all marketers and partners who help promote the wide range of experiences in Maryland. While it introduces an updated approach, 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



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-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 its own logo.



File
Maryland Tourism Logo_[County Name]_4C.eps

Description
Maryland/County name logo

Logo



Meet our delicacy.

When you eat crabs in Maryland, you're not just tasting our state's culinary treasure. You're taking part in a rite of passage. One that we invite all visitors to experience.

So, come find your spot, order a dozen and settle in. It's in that moment you'll discover our famous seafood is about so much more than food.

Stay for days as you explore our Crab & Oyster Trail. Plan your trip at visitmaryland.org.

YOU'RE WELCOME

Nick's Fish House

Location callout

Image

Headline
(Minimum font size 26 pt)
(Maximum word count 10)

Flag strip accent

Copy
(Font size 9 pt)
(Leading 15 pt)

Call to action

YOU'RE WELCOME
(design element)

Diamond
flag accent

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 agency of record, Marriner Marketing, each county will have the freedom to develop its own ads to specifically showcase destination 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 an eligible county logo, into the layout file. The county may NOT alter the design or composition of the templates in any way.

The campaign's new creative approach will continue to showcase our humbly bold tone in a fresh way.

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.

Regarding copy, the use of "YOU'RE WELCOME" has shifted from a headline to a design element.

Headlines will come across as travel advice or tips from a sharp-yet-friendly guide who's excited to share genuine enthusiasm about Maryland in a way that feels both self-assured and welcoming. Maryland isn't just offering typical tourist spots but moments, memories and unique experiences.

Examples:

- Consider the sand in your shoes a souvenir.
- See our history, and make your own.
- Let Maryland surprise you.

In spaces where there's not enough room to include a headline, 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 Request 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% 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



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.

File

25-OTD-806_YoureWelcome_Template_4x10875_M1.indd

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

Eligible county logo

Headline (provided by county)

Flag strip accent

White text box

Body copy and call to action (provided by county)

YOU'RE WELCOME (design element)

Diamond flag accent

Location callout

Image (provided by county)

File

25-OTD-806_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. Headline (up to 10 words), body copy (approx. 60 words) and call to action
 3. High-resolution photography (min. 300 dpi)
- Refer to page 8 for submission guidelines

Accent Guidelines:

- Do not rotate or flip
- Do not distort
- Size proportionately with ad size

Modular Templates | Half-Page | Print

Eligible county logo

Headline
(provided by county)

Diamond flag accent

Flag strip accent

White text box

Body copy and call to action (provided by county)

Location callout

Image
(provided by county)

YOU'RE WELCOME
(design element)

Go where group trips amaze.

Let Maryland amaze your group. From the history and culture of cosmopolitan city centers, to world-renowned seafood experiences, to the natural splendor of our waterways, parks and scenic byways, it's a destination that delights at every turn.

Get help planning your tour by contacting Rich Gilbert at **410-767-6288** or **rgilbert@visitmaryland.org**.

YOU'RE WELCOME

Chesapeake Bay Maritime Museum

- File**
25-OTD-806_YoureWelcome_Template_725x475_M1.indd
- Description**
Half-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—
 - Maryland State Logo
 - Headline (up to 10 words), body copy (approx. 60 words) and call to action
 - High-resolution photography (min. 300 dpi)
 - Refer to page 8 for submission guidelines
- Accent Guidelines:**
 - Do not rotate or flip
 - Do not distort
 - Size proportionately with ad size

Modular Templates | 300x250 px Static Online Banner Unit | Digital



File

25-OTD-806_YoureWelcome_Editable-BNR_300x250_M1.indd

Description

300x250 px Static Online Banner Ad

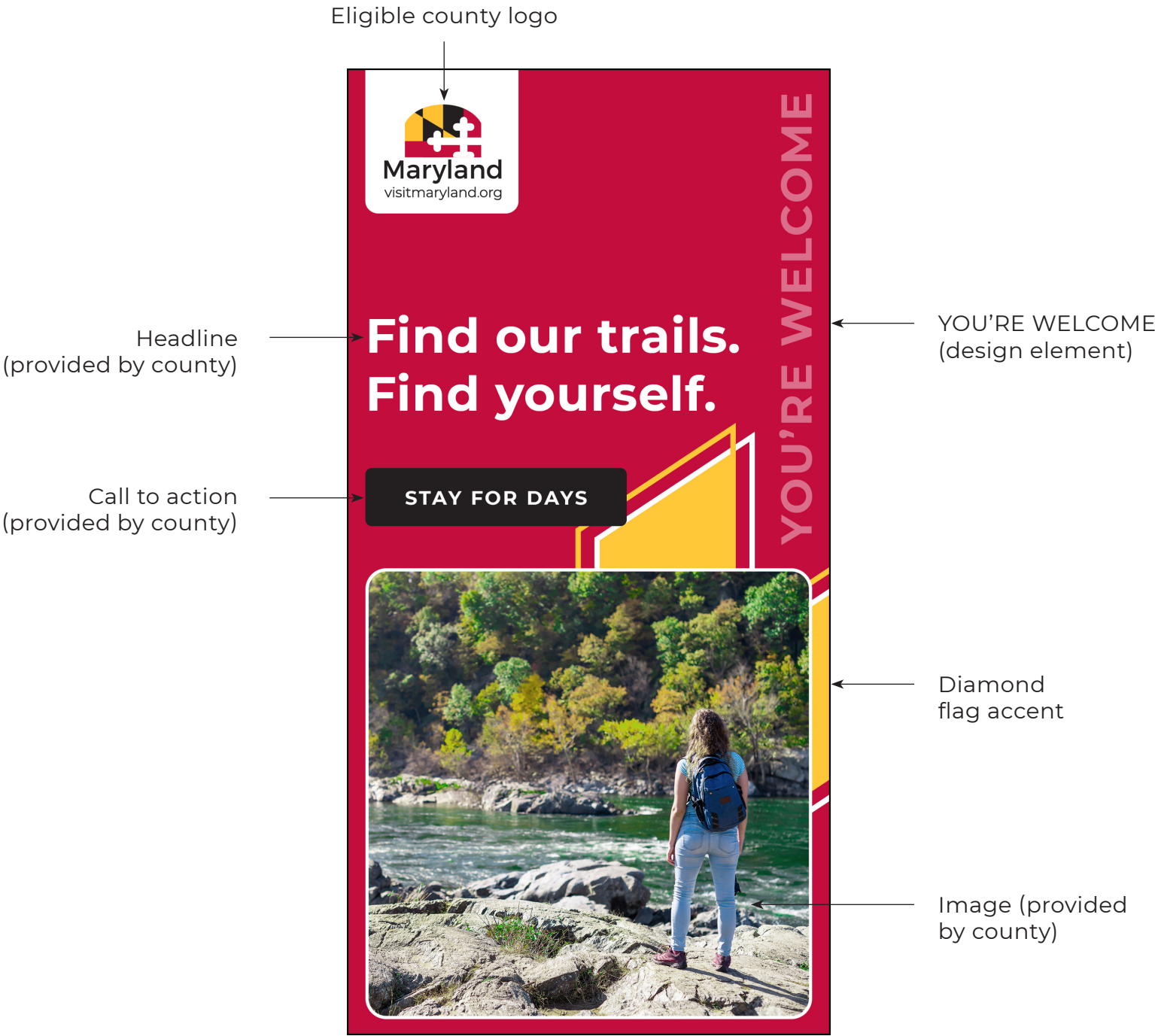
Details

- OTD's agency of record, Marriner Marketing, 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. Eligible logo
 2. Headline (up to 7 words)
 3. Web-ready photography
 4. Call to action
- Refer to page 8 for submission guidelines

Accent Guidelines:

- Do not rotate or flip
- Do not distort
- Size proportionately with ad size

Modular Templates | 300x600 px Static Online Banner Unit | Digital



File

25-OTD-806_YoureWelcome_Editable-BNR_300x600_M1.indd

Description

300x600 px Static Online Banner Ad

Details

- OTD's agency of record, Marriner Marketing, 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. Eligible logo
 2. Headline (up to 7 words)
 3. Web-ready photography
 4. Call to action
- Refer to page 8 for submission guidelines

Accent Guidelines:

- Do not rotate or flip
- Do not distort
- Size proportionately with ad size

Modular Templates | 728x90 px Static Online Banner Unit | Digital



File

25-OTD-806_YoureWelcome_Editable-BNR_728x90_M1.indd

Description

728x90 px Static Online Banner Ad

Details

- OTD's agency of record, Marriner Marketing, 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. Eligible logo
 2. Headline (up to 7 words)
 3. Web-ready photography
 4. Call to action
- Refer to page 8 for submission guidelines

Accent Guidelines:

- Do not rotate or flip
- Do not distort
- Size proportionately with ad size

A full-page photograph featuring four young adults (two men and two women) jumping joyfully in front of a large, vibrant mural. The mural consists of bold, colorful geometric shapes, including a large rainbow arch and stylized vertical stripes. The individuals are captured in mid-air, expressing happiness and energy. A white rectangular box with black text is centered over the image.

THANK YOU
for your participation