

# Maryland Legal Aid - Style Guide

This style guide will help you determine the correct way to use Maryland Legal Aid's trademarked name and logo.

**TRADEMARKED NAME** - Maryland Legal Aid is incorporated as Legal Aid Bureau, Inc. However our trademarked name is Maryland Legal Aid. When referring to the organization **always use the entire name of the organization: Maryland Legal Aid.**

- **Acceptable abbreviation for grant writing and large documents: MLA**

## Do not use:

- Legal Aid
- Maryland Legal Aid Bureau, Inc.
- MD Legal Aid
- Legal Aid Bureau
- LAB

Always capitalize the first letter of each word in Maryland Legal Aid.

## Do not use:

- Maryland legal aid
- Maryland Legal aid
- maryland legal aid

**Trademarked LOGO** - There are only three approved versions of Maryland Legal Aid's logo. All other use is prohibited.

1: Horizontal Logo + Tagline (use this version whenever possible)

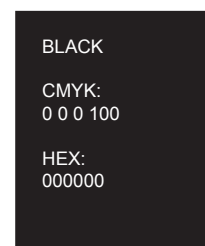
2: Horizontal Logo (if horizontal space is limited, use the horizontal logo without the tagline)

3: Vertical Logo (use the vertical logo as a last resort, only when either horizontal logo is absolutely not an option)



**BRAND COLOR PALETTE** - The color palette below contains the only colors\* to be used with Maryland Legal Aid's logo and tagline.

\*Gold and silver metallic/foil ink is acceptable with approval.



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**LOGO COLORS** - Maryland Legal Aid's logo should be used in **Full Color** whenever possible. The **White** logo can be used sparingly on dark backgrounds, and the **Black** logo can be used on light backgrounds or in print when color is not an option.

Do not embellish the logo with shadows, bevels, patterns, or background images.  
Do not change the color or tone of the logo or tagline.

FULL COLOR



**MARYLAND**  
**LEGAL AID**

*Advancing*  
**Human Rights and**  
**Justice for All**

WHITE



**MARYLAND**  
**LEGAL AID**

*Advancing*  
**Human Rights and**  
**Justice for All**

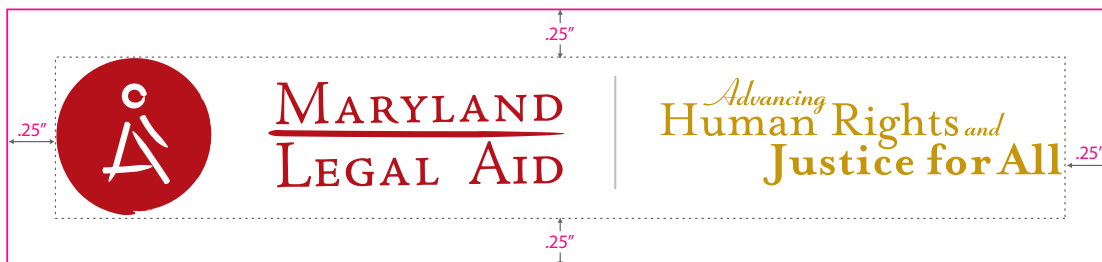
BLACK



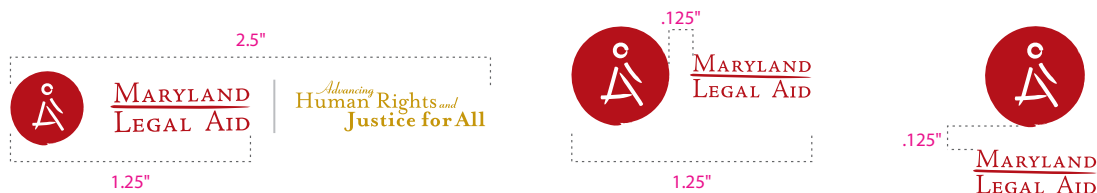
**MARYLAND**  
**LEGAL AID**

*Advancing*  
**Human Rights and**  
**Justice for All**

**CLEAR SPACE** - A minimum amount of clear space must be maintained around all four sides of Maryland Legal Aid's logo. Photos, illustrations and typography should not enter the space as defined by the magenta rule.



**MINIMUM REPRODUCTION SIZE** - The minimum reproduction size of Maryland Legal Aid's logo is 1.25" wide (horizontal).

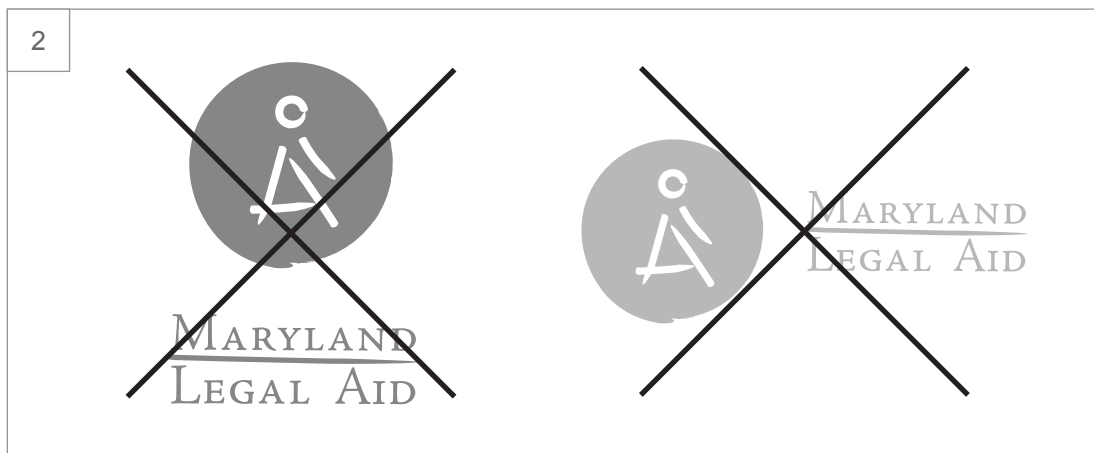


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This style guide will help you determine the correct way to use Maryland Legal Aid's trademarked name and logo.

**PROHIBITED USE** – If you are using Maryland Legal Aid's logo in the manners shown below, discontinue use immediately.

- 1: The Centennial logo is no longer in use.
- 2: The logo should never be used in grayscale. Only solid white and black are acceptable.
- 3: The logo should never be used with plain text
- 4: Alternate color versions of the logo are prohibited.
- 5: The horizontal logo and tagline should never be the same color.



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This style guide will help you determine the correct way to use Maryland Legal Aid's trademarked name and logo.

Maryland Legal Aid serves Maryland's 23 counties and Baltimore City from many office locations statewide. When referring to Maryland Legal Aid's office locations in writing or verbally, please use the approved office names listed below.



**1) Anne Arundel County Office**

- Do not use Annapolis Office.

**2) Baltimore City Office**

- Do not use Central, Main, Downtown, or Home Office.

**3) Baltimore County Office**

- Do not use Towson Office.

**4) Lower Eastern Shore Office**

Serving Dorchester, Somerset, Wicomico and Worcester Counties

- Do not use Salisbury Office.

**Metropolitan Maryland Office** Serving Howard and Prince George's Counties

**5) Prince George's County 6) Howard County**

- Do not use Riverdale Office.
- Acceptable shortened name: Metro.

**7) Midwestern Maryland Office** Serving Carroll, Frederick and Washington Counties

- Do not use Frederick Office.

**8) Montgomery County Office**

- Do not use Rockville Office.

**9) Northeastern Maryland Office** Serving Cecil and Harford Counties

- Do not use Bel Air Office.

**10) Southern Maryland Office** Serving Calvert, Charles and St. Mary's Counties

- Do not use Hughesville Office.

**11) Upper Eastern Shore Office** Serving Caroline, Kent, Queen Anne's and Talbot Counties

- Do not use Easton Office.

**12) Western Maryland Office** Serving Allegany and Garrett Counties

- Do not use Cumberland Office.

**13) District Court Self-Help Resource Centers** Glen Burnie

- Do not use Self Help. Self-Help should **always** be hyphenated.
- Acceptable abbreviation: DCSHRC Glen Burnie.

**14) District Court Self-Help Resource Centers** Upper Marlboro

- Do not use Self Help. Self-Help should **always** be hyphenated.
- Acceptable abbreviation: DCSHRC Upper Marlboro.