BRAND
GUIDELINES

TEDCO

LEADING INNOVATION TO MARKET

TABLE OF CONTENTS

BRAND STYLE GUIDE CHEAT SHEET

TEDCO
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LOGO USAGE

▪ TEDCO's logo must be used consistently in all signage, advertising, sponsorships and marketing communications. The TEDCO logo is composed of type and a red and orange graphic with a black dot. The logo may or may not include the company tagline.

TEDCO
LEADING INNOVATION TO MARKET

COLORS

	Red	Yellow	Black	Gray	L. Gray
Pantone	485	1375	N/A	N/A	N/A
CMYK	1-91-87-0	5-36-90-0	30-20-20-100	0-0-0-70	0-0-0-20
RGB	236-62-52	239-170-55	9-10-15	109-110-113	204-204-204
WEB	#EB3F34	#EFAA37	#090A0F	#6D6E71	#CCCCCC

TYPOGRAPHY

▪ No smaller than 9pt. Font
▪ Bold & Loose for headlines
▪ Thin for body copy

PRIMARY FONT

OPEN SANS EXTRA BOLD

OPEN SANS BOLD

Open Sans Regular

WEB

MONTSERRAT

SUBSTITUTES

Hero New Regular

Univers Condensed

Arial Regular

BRAND IDENTITY

BOILERPLATE

- TEDCO, the Maryland Technology Development Corporation, enhances economic empowerment growth through the fostering of an inclusive entrepreneurial innovation ecosystem. TEDCO identifies, invests in, and helps grow technology and life science-based companies in Maryland. Learn more at: www.TEDCOMD.com.

MISSION

- Enhance economic empowerment by fostering an inclusive and entrepreneurial innovation ecosystem. Identify, invest in, and help grow technology companies in Maryland.

VISION

- TEDCO will be the recognized national leader for supporting translational research, and technology-based, economic and entrepreneurial development while being the hub of Maryland's innovation ecosystem.

ABOUT TEDCO

- TEDCO (Maryland Technology Development Corporation) is an independent instrumentality of the State of Maryland, established by the Maryland General Assembly in 1998, to facilitate the creation of businesses and support their growth in all regions of the State. TEDCO's role is to be Maryland's leading source of funding for early-stage, technology-based businesses; to provide other business assistance to entrepreneurs throughout the State; and to foster technology transfer and commercialization from the State's universities and Federal labs. TEDCO is leading innovation to market in Maryland and contributing to a robust entrepreneurial ecosystem in the State through its various programs and funds.

CORE VALUES
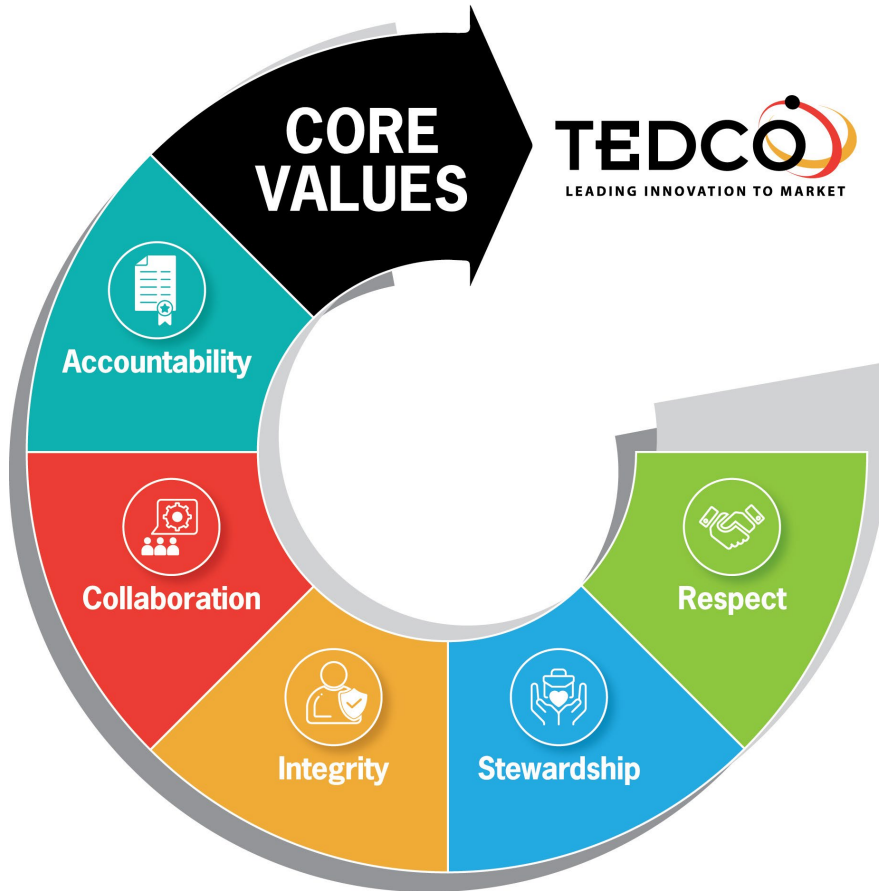
CORE VALUES

- **Accountability**: We take responsibility for our actions and for adherence to our mission, and we ensure that this responsibility is ingrained throughout the organization. We measure our activities and report our outcomes to our stakeholders. We do the right thing.

- **Collaboration:** We focus on building trust and credibility across the organization and with our customers. We are transparent in the exchange of ideas and our encouragement of one another. We value teamwork in our pursuit of supporting innovation and entrepreneurial excellence.

- **Integrity**: We provide the best quality service to our customers and strive to exceed expectations. We pursue innovation and entrepreneurial success with the highest regard for moral and ethical standards. We stand by what we say and what we do, and we always act in an honest and open way.

- **Respect:** We uphold a culture of respect at work, within our communities, and nationally. We embrace diversity and value our employees for their individuality and the unique perspectives that they bring to the organization.

- **Stewardship:** We take seriously our responsibility to manage scarce resources and to serve as stewards of State, Federal, and private funds. We value our ability to carry out our mission and to serve our customers in an efficient and fiscally responsible manner. We encourage and empower TEDCO's staff to act in accordance with our culture.

APPROVED LOGO USAGE

Since the TEDCO logo is the visual identification of the brand, it is critical that the logo be presented consistently in all signage, advertising, sponsorships and marketing communications. The TEDCO logo is composed of type and a red and orange graphic with a black dot. The logo may or may not include the company tagline.

All applications of the logo should adhere to the following brand guidelines outlined herein.

When to use the TEDCO logo:
- All day-to-day marketing and communications from TEDCO including but not limited to: brochures, marketing pieces, presentations, signage, digital assets, social media, speaking engagements and fact sheets.

LOGO USAGE

SPACING

There should always be a clear zone around the text approximately the **width** of the "T" in TEDCO. TEDCO's logo extends beyond text to include the "swish". Please be aware of this when spacing.

SIZING

The logo should never be less than 1.5 inches

VARIATIONS

The logo variation includes removing the tagline.

1.5" min.

INCORRECT LOGO USAGE

🚫 **The logo should never be warped in any way**

🚫 **The "swish" should never be altered or moved**

🚫 **The font should never be altered nor the text rearranged**

🚫 **The logo should never be placed on colors such as TEDCO's primary colors, or black on black**
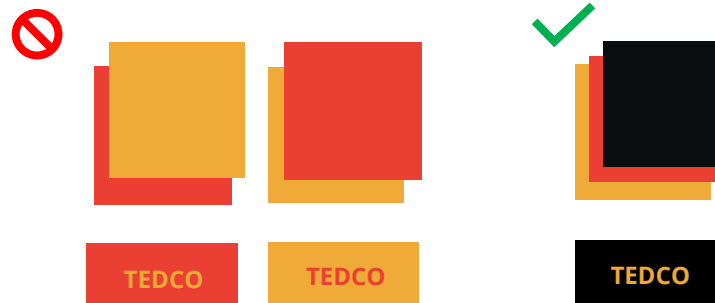
COLOR PALETTE

Primary Colors

Pantone	485	1375
CMYK	1-91-87-0	5-36-90-0
RGB	236-62-52	239-170-55
WEB	#EB3F34	#EFAA37

Secondary Colors

Pantone	N/A	N/A	N/A
CMYK	30-20-20-100	0-0-0-70	0-0-0-20
RGB	9-10-15	109-110-113	204-204-204
WEB	#090A0F	#6D6E71	#CCCCCC

Tips:

Avoid laying the two primary colors over each other unaccompanied by a secondary. This includes text.

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QUESTIONS?

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