



DORCHESTER

water moves us

DORCHESTER COUNTY MARYLAND

BRANDING

STYLE &  
USE GUIDE

DORCHESTER COUNTY ECONOMIC DEVELOPMENT



Home to industrious, innovative and creative individuals, Dorchester County's landscape defines not only where – but who – we are. Shaped and surrounded by water, our community reflects the character and culture of all who live, work and are lured to this place of incomparable beauty.

Water. It's our identity.  
Our heritage. Our opportunity.  
How will it move you?

## EXECUTIVE SUMMARY

### BACKGROUND

#### **water moves us**

is the signature marketing brand developed by the Dorchester County Economic Development Office (DCED) and adopted as both the tourism marketing campaign and county administrative identity.

#### **water moves us**

embraces Dorchester's most recognized and distinguishing physical characteristic – water. A companion creative campaign highlights the industrious and entrepreneurial people who define the county, and invites others to work, live or visit.

#### **water moves us**

includes a brand logo that organizations and companies can use to leverage the strong marketing recognition. This style guide is a resource for businesses and organizations interested in partnering with the DCED to adopt.

### MILESTONES

In January 2013, Dorchester launched a strategic planning process to develop a marketing identity. As a result of significant community involvement, the new brand – water moves us – was enthusiastically embraced by stakeholders. It was officially presented to the Dorchester County Council during Economic Development Week (9/30-10/4/13). Local and regional media featured numerous positive stories.

DCED debuted the new brand on letterhead, business cards, social media, and marketing assets including the agency's website. A monthly newsletter - "Currents" - soon followed and a county wide marketing portal ([www.WaterMovesUs.com](http://www.WaterMovesUs.com)) launched.

By early 2014, DCED unveiled a multi-faceted creative campaign featuring stories of seven people 'moved by water.' Electronic display ads showcased the inaugural profiles and were seen by millions driving on Ocean Gateway that spring. In July 2014, the Dorchester County Tourism Office adopted 'water moves us' and integrated it with Heart of the Chesapeake, becoming the only county in Maryland to have economic development and tourism offices using a unified brand platform.

The 2015 "Choose Dorchester," a collaborative marketing publication of the Dorchester Banner and DCED, highlighted water moves us. That spring, the county debuted the brand to an international audience at the SelectUSA Investment Summit. As a result of positive industry reviews, DCED Director Keasha Haythe spoke about the cooperative brand at statewide economic development and government conferences in summer 2015.

To mark the second anniversary, DCED unveiled six new stories of people moved by water to start a business, live, or work in Dorchester. The county is actively integrating water moves us into administrative operations.



Photographer: Jill Jasuta

Dana Paterra, DNR | Robert T. Parker, NPS

**water moves us**  
to Honor a  
Great American

At the Harriet Tubman Underground Railroad State and National Historical Parks, water moved us to pay tribute to a hero and preserve our heritage for generations yet born.  
**DORCHESTER. Water moves us.**

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www.ChooseDorchester.org

Tom Powley | CEO

**water moves us**  
to Weave a  
Wire Revolution

At GKD, water moved us to design the world's first mega media marquee from woven stainless steel fabric.  
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Mickey Love | Executive Director

**water moves us**  
to Paint  
Great Scenes

At Dorchester Center for the Arts, water moved us to make our community a giant canvas.  
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## LOGO USE



This is the official logo for  
**water moves us**

These guidelines were developed to ensure proper use of the logo to maintain consistency of appearance. Before requesting a copy of the logo, refer to these guidelines. If you have questions or uncertainties about the guidelines or your particular use of the logo, please refer to the contact information. When forwarding a copy of the logo to a vendor or an internal department, please make sure these standards of use accompany the artwork.



Chris Brohawn & JT Merryweather | Co-Owners

water moves us

to Brew  
New Business

At Realerevival, water moved us to build a microbrewery and taproom to brew our handcrafted ales. **DORCHESTER. Water moves us.**

How will it move you?



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Jennifer Layton | Co-Owner

water moves us

to Savor  
Sweet Success

At Layton's Chance Winery, water moved us to plant Dorchester's first vineyard and savor our award-winning wines. **DORCHESTER. Water moves us.**

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Jermaine Anderson | Owner

water moves us

to Open  
New Doors

At TNT, water moved us to open a moving and cleaning company to welcome new residents to our shores.

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## BRAND PLATFORM

The brand consists of a word mark and a logo mark.

### WORD MARK

#### water moves us

symbolizes how people feel about Dorchester. It captures resident pride, embraces visitor appreciation, and reinforces the positive and critical position the landscape plays to the economy and culture. The landscape shapes life in Dorchester. It draws people here. It sustains and nurtures their spirit. It invites freedom, creativity and discovery.

# DORCHESTER

water moves us

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### LOGO MARK

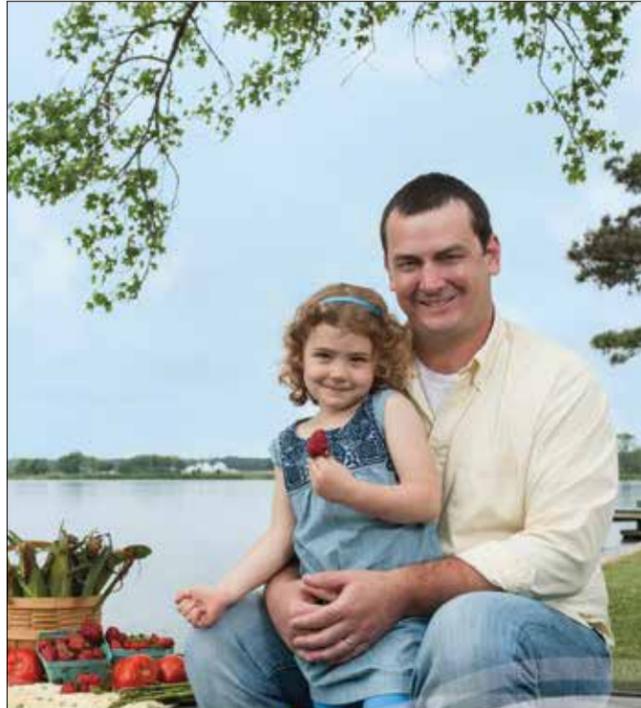
The logo mark combines type fonts, design elements and color to communicate Dorchester's characteristics and personality. The county's name anchors the mark with a tall, narrow font in bark brown evoking tall loblolly pines. The capital letters represent a strong culture and community.

The flowing shapes suggest water's waves and forms found in the landscape such as bird wings and boat sails. Flowing shapes, like currents, weave in and out of Dorchester's letters, connecting water to our environment. The color palate evokes land, sea and sky. Hues of orange found in sunrise and sunset. Shades of blue reflect the changing colors of skies and water. Green symbolizes farms, fields and wildlife areas. Intertwined through Dorchester, the colors change hue from muted to bold.

The words 'water moves us' in a traditional, lowercase font, are centered under Dorchester in a deep, saturated blue creating a simple, declarative statement. The slab font evokes strength and a solid foundation.

At the bottom, the mark is finished with a lighter brown label of "Dorchester County Maryland" to distinguish the location from communities of the same name.

The mark sits on a white – or at times translucent – background.



Ian Campbell | Chef & Owner, Bistro Poplar

## water moves us to Plant Culinary Roots

Water moved us to open a classic French bistro in the heart of historic Cambridge.  
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How will it move you?



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Adrian Holmes | Co-Owner, Liv Again

## water moves us to Revive a Retail Landmark

At Liv Again, water moved us to fuse design, art and antiques into Cambridge's newest home furnishings store.  
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Nick Gootee, Jenny Gootee-Whitten and Phil Gootee | Gootee's Marine

## water moves us to Charter a Boating Legacy

At Gootee's Marine, water moved us to join our family's legendary boat business.  
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Johnny Shockley & Ricky Fitzhugh | Co-Owners

## water moves us to Transform Traditional Industries

At Chesapeake Gold, water moved us to revive an industry by farming our prized oysters in the world's most bountiful bay.  
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Lee Simms | CEO, Quevera

## water moves us to Land a Tech Expansion

At Quevera, water moved us to expand our software engineering business to Cambridge's Eastern Shore Innovation Center. **DORCHESTER. Water moves us.**

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Jill & John Hrabosky | Church Creek

## water moves us to Discover New Horizons

Water moved us to relocate to Church Creek and enjoy an eviable Eastern Shore lifestyle. **DORCHESTER. Water moves us.**

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# WATER MOVES US IS EVERYWHERE



Website [www.ChooseDorchester.org](http://www.ChooseDorchester.org)



Social Media Graphics



Digital Billboards

# GRAPHIC STANDARDS

## Color Palette (cmyk)



9/42/99/0



48/56/65/27



70/51/0/0



69/30/53/7

## Type Fonts

LETTER GOTHIC STANDARD MEDIUM and BOLD

Rockwell Standard Regular

## Logo Clearance



## One Color Options



## Additional Guidelines

Do not outline or add effects to the logo.  
Do not add new elements - words or graphics.  
Do not distort or manipulate the logo.  
The preferred background color for the logo is white.

Spot and grayscale logos are available. Please specify what format you need and how the logo will be used. To request a logo, email [sbanks@ChooseDorchester.org](mailto:sbanks@ChooseDorchester.org) or call 410.228.0155.

To learn more about how your company can become a marketing partner, or to find out how to use the logo, contact **Susan Banks, Business Development Manager**, at [sbanks@ChooseDorchester.org](mailto:sbanks@ChooseDorchester.org) or call 410.228.0155.

Possible ways that a business or organization can become a water moves us marketing partner:

- feature logo on printed brochures or promotional materials
- display logo or banner ad on company website
- install a sign or banner at your business with call to action/#
- offer water bottles with logo and your company name/logo
- keep up with campaign and our partners on Twitter at #DorchesterEcon

- share photos of how water moves you on our Facebook page
- create a unique sign or public art installation
- invite us to speak at a special event for your employees or customers
- sponsor a display ad, billboard or banner

Keep up with our campaign partners and projects at [www.ChooseDorchester.com](http://www.ChooseDorchester.com).

For news and updates on water moves us and business in Dorchester and/or sign up for Currents, follow us on:



*Water Moves Us was developed for Dorchester County Economic Development by Choptank Communications, a Cambridge-based marketing and public relations firm.*

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5263 Bucktown Road | Cambridge, MD 21613

410.228.0155 | Fax 410.228.9518

[info@ChooseDorchester.org](mailto:info@ChooseDorchester.org) | [www.ChooseDorchester.org](http://www.ChooseDorchester.org)