



brand book

Prepared by Healthy Teen Network

October 2021



overview

True You Maryland is an affirming, positive brand about finding, expressing, and celebrating your true self in the rural Maryland landscape.



brand name

True You Maryland is our brand name. It's always capitalized. Occasionally, you may use True You for short, but never abbreviate True You Maryland any other way.





background

True You Maryland is a brand built by youth in rural Maryland for youth in rural Maryland. In March 2021, youth in True You's six counties participated in Healthy Teen Network's Brand Camp to shape the voice and style of what would become True You Maryland.

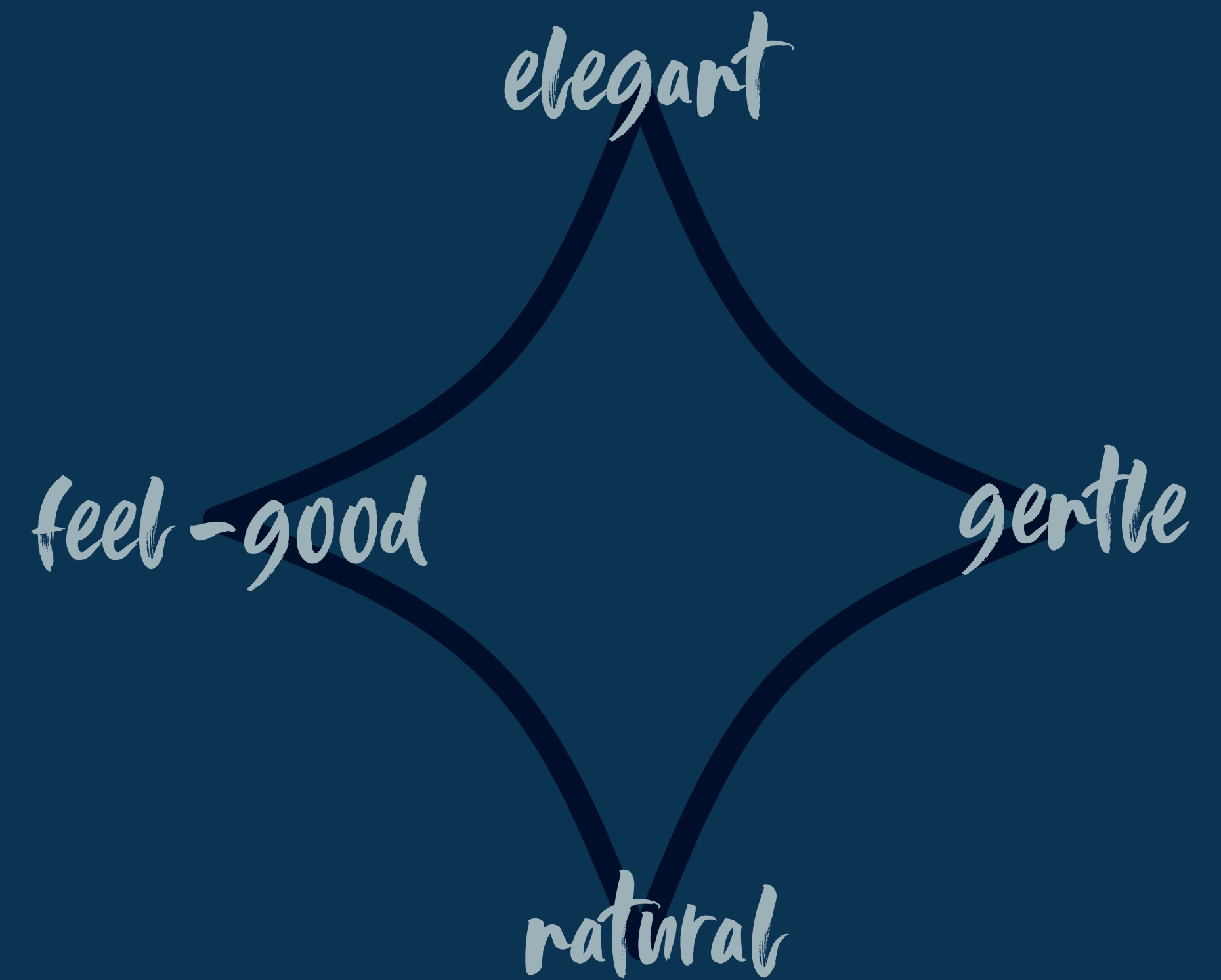




brand traits

At our core, True You is about exploration and connection—to ourselves and the land.

We're feel-good yet gentle. We're elegant yet natural. These four traits guide every creative decision we make.





brand colors

True You Maryland uses a blue-green color scheme inspired by rural Maryland waterways and landscapes.



brand hues

We use Deep Ocean, Maryland Pine, Spring Fern, and True White in our designs. Deep Ocean and True White are great choices for body text, whereas Maryland Pine and Spring Fern shine brightest when used as accents, for links, and some headers.

Deep Ocean
HEX #0C3453
RGB 12 : 52 : 83

Maryland Pine
HEX #007272
RGB 0 : 114 : 114

Spring Fern
HEX #6E9C89
RGB 95 : 157 : 135

True White
HEX #FFFFFF
RGB 255 : 255 : 255



tints and shades

Tints add white to our brand hues and shades add black. Tints and shades add depth and texture to designs that already feature one or more brand hues. Some tints and shades are identified here.

Deep Ocean Tint 20% HEX #0C3453	Deep Ocean Tint 40% HEX #A1AEB9	Deep Ocean Tint 60% HEX #728697
Maryland Pine Shade 40% HEX #004D4D	Maryland Pine Shade 60% HEX #003A3A	Maryland Pine Shade 80% HEX #002323
Deep Ocean Shade 20% HEX #002945	Deep Ocean Shade 60% HEX #000E29	



typefaces

Like a fingerprint, handwriting is unique. That's why True You Maryland pairs sans serif typefaces with handwritten typefaces—for a personalized, expressive touch.



bonjour

[Bonjour](#) is a brush-lettered font with alternates from Super Nice Stuff. It features inky watercolor-like contours that give it a natural, hand-painted look. For headers and text over photographs, we use Bonjour in all lower-case with tight leading (space between lines).

abcdefghijklmnop
qrstuvwxyz
1234567890
!@#\$%^&*
!



fieldwork geo light

[Fieldwork](#) is a modern, geometric typeface that maximizes readability. It's available through Adobe Fonts. We use Fieldwork Geo Light with generous leading (space between lines) for large amounts of text in body copy. In cases where Fieldwork poses a cost barrier, use instead [Questrial](#), free from Google Fonts.

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmnopqrst
uvwxyz

1234567890 !@#\$%&*



nature spirit

[Nature Spirit](#) is vintage, all-caps typeface with two versions, clean and rough, with alternate characters for custom type. We use Nature Spirit Clean in our logo and occasionally as an accent.

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
1234567890
!@#\$%&*



logo

True You Maryland's logo is comprised of a mark and a wordmark. The mark's six curved lines symbolize True You Maryland's six counties.

Together, these lines call to mind both a fingerprint and a topographic map, fusing the concepts of identity and landscape.



logo

Most True You Maryland designs include its logo. We use an all-white version over photographs and dark backgrounds and a color version over light backgrounds.





logo variants

We use the True You Maryland mark as a favicon (top) on digital applications where its wordmark may become illegible at small size (e.g., social media profile images). For black-and-white or grayscale designs only, we use an all-black logo (bottom) on white backgrounds to avoid a washed-out look.





logo clear space

To maximize visibility and impact, we ensure proper clear space around our logo. Minimum clear space is always equal to the height of the "O" in a True You Maryland logo. No text or graphic elements shall exist within one O-height of our logos.





imagery

Immersive, large-scale photography brings True You Maryland to life, while textures help create a distinct and memorable brand experience.



photo selection

Select candid, minimally touched, single-subject photos for an intimate feel, ensuring diversity of body size, race, ethnicity, gender identity and expression, and ability across designs. Pay special attention to the backgrounds—they should use blues and greens and look like rural Maryland.





photo treatment

To create a consistent and evocative feel, filter all photos with Maryland Pine. Use an opacity between 5% and 50%. A value in this range should bring photo hues toward our brand hues while also ensuring skin tones do not read as overly filtered.





textures

We use topographic map-style textures as backgrounds and accents in our designs. Evoking movement gentle and elegant, these textures call to mind diverse natural patterns like wood grain, water ripples, and fingerprints—and of course, reinforce True You Maryland’s mark.





applications

Exemplary True You Maryland designs make proper use of color, type, logo, and imagery.



program ad

An end-to-end, candid and lightly edited image of a young woman in a gentle surf creates an immersive, intimate, and local brand expression. Type in Bonjour has tight leading and custom line start/end points to emphasize its handwritten qualities. The logo has sufficient clear space.





social post

An end-to-end, candid, and lightly filtered photo where the single subject makes eye contact with the camera lens enhances intimacy; realistic beach attire promotes body positivity. Type in Nature Spirit is used as an accent at a size less than one-half of that of the primary type in Bonjour.





flyer

While the photo is brought in from the edge here, it still occupies much of the design to maintain an immersive quality. A topographic texture reinforces the brand while not competing with other elements. Type in Fieldwork features generous leading..



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This project is/was supported by the U.S. Department of Health and Human Services (HHS) Office of Population Affairs (OPA), Teen Pregnancy Prevention Tier 1 grant, 1 TPIAH000234-01-00, as administered by the Maryland Department of Health. The information or content presented are those of the author and shall not be construed as the official position or policy, nor any endorsement, by HHS, the Federal Government, or the Maryland Department of Health.



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