

MAINE.

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Brand Guidelines

The key brand resources and fundamentals to get started with our brand. Find logos, colors and typography specs.



What is a Brand?

A brand is how an organization expresses itself to the outside world. It's far more than a logo. It's the combination of all communications—visual, written, and spoken.

If you were to describe a person to someone, you most likely would talk about their physical features or appearance. And then you would describe their personality, or what makes them unique.

That same relationship of tangible visuals and emotional connections is what makes a brand. Brands are perceptions. Good brands are those that connect those perceptions to reality.

For the Maine Office of Tourism, that reality is our visitor experience—before, during, and after their visit. Presenting our brand consistently in every way we connect to visitors is the assurance that visitors not only remember us, but that they know us.

Who We Are

VISION:

Maine ignites a sense of curiosity & adventure that inspires generations.

MISSION:

We pursue year-round economic vitality for Mainers in balance with healthy communities and the natural environment through destination management, responsible marketing, community engagement, and fostering collaboration among Maine's tourism partners.

POSITION:

Maine Office of Tourism is a state agency that advances Maine's tourism economy by leading a culture of stakeholder collaboration, providing resources and education to strengthen the state's tourism industry, and developing strategy and best practices to promote and enhance the Maine experience for all.

Using These Guidelines

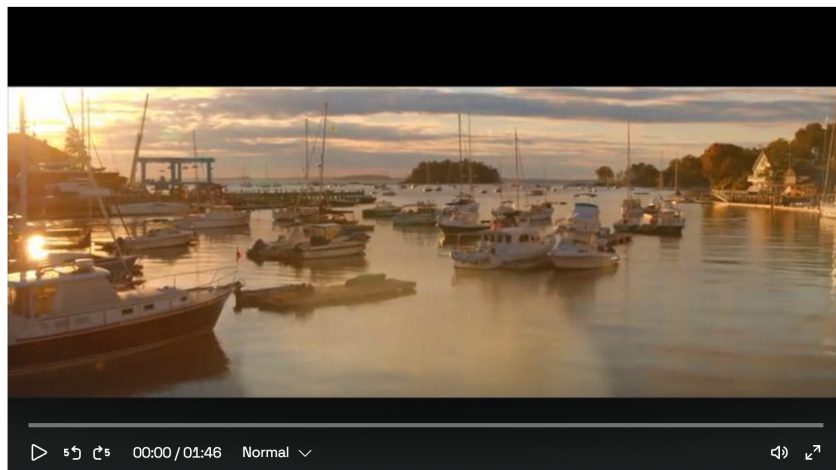
The Maine Office of Tourism is the cornerstone for consistent communication in representing our destination to all our audiences.

Using these brand guidelines will ensure the consistency that builds a long-lasting and memorable brand. It is vital that these guidelines be followed and upheld across all communications and marketing produced by, or representative of the Maine Office of Tourism.

If you have any questions regarding the use of the brand or brand guidelines, please contact the Maine Office of Tourism by reaching out to Micki Mullen at Micki.Mullen@maine.gov.

Thank you!

Brand Anthem



Brand Pillars

Escape to Nature

Your imagination will roam free here, much like everything else. Moose. Puffins. Whales. Bring your binoculars. And your sense of adventure. Invigorate your senses in the salt air and sea spray on the coast. Harness your untamed side that yearns to explore open lands beckoning for recreation. And clear your mind amid lush forests to discover that quiet place of contentment that's been inside you all along.

Small-Town Spirit

Our close-knit communities hearten like a warm welcome. Feel the past in coastal villages with classic New England architecture and working waterfronts. Unwind in idyllic mountain towns. Connect with local culture in uncommon museums, artist-owned galleries and community-run theaters. And get to know the hardworking folks who call this place home, each bringing pride, artistry and tradition. Crafting life by hand, with heart.

Feast of the Earth

Sure, we have James Beard Award-winning chefs and seasonal menus people dream about. But what we do best is showcase the purest flavors that are hand-harvested and sustainably sourced right here, from the fields to the waves. Wild blueberries ripened to sweet-tart perfection. Fresh Maine lobster and succulent oysters. Nature reveals a new menu every season.

A Place to Pause

When you come here, leave behind the frenzied pace of everyday life. Spend your free time like a real Mainer. We'll show you how to embrace the present moment as it happens in real time. Sunbathe. Beachcomb. Stargaze. Linger over dinner. Swap stories with friends. Let all the distractions fade away, and hear what your own true voice has to say.

Positioning Statement

When you come to Maine, ease into a relaxed state. This is where rugged coastlines, crystalline lakes and deep forests ignite a sense of awe and root you to the present moment. Where small towns foster a sense of kinship. Where you're free to do your own thing and follow where curiosity beckons.

Our vibrant communities thrive with locally owned shops, cozy inns and historic downtowns. Here, you'll get a feel for the passion that drives our independent, can-do spirit, and we invite you to forge your own authentic path, too.

We Mainers take pride in working with our hands and cherish the quality of handmade everything. Here, generations of skilled artisans uphold our longstanding heritage of thoughtful craft and enduring art, from boatbuilding and pottery to traditional Wabanaki basketry.

We also know the best flavors are the ones made right here. It's why we hand-harvest the freshest ingredients straight from the cold, clean waters of the ocean and rivers and from the rich soils of our orchards and fields. And we take care to preserve the abundance nature provides us.

It might be tempting to fill your itinerary with all the adventures when you visit. But take a beat. And a breath. Get a feel for the time and tempo of Maine, where life's simple pleasures unfold at their own pace.

Brand Promise

We promise Maine is *a place to pause, to reawaken your senses.*

Brand Voice

When we talk, Maine sounds:

Free-Spirited, with an Adventurous Side.

The natural beauty of this place brings us to life, and we cherish its serenity as much as its thrills.

Warm-Hearted.

We're compassionate folks who gladly lend a hand to neighbors and newcomers alike.

Respectful.

We stand by our values and care deeply about preserving our way of life and Maine's working forests and waters.

Down to Earth.

We're humble and true, and we take pleasure in the simple things.

Quietly Sophisticated.






We might not put on airs, but we relish things that are well-made and made right here.

Colors





These are our official brand colors. Please always use them to guide how the brand is represented creatively, across all mediums, when color is involved.

Primary Colors



				
#BB3528 187, 53, 40	#083F62 8, 63, 98	#4D7335 77, 115, 53	#6E6F72 110, 111, 114	#5188AD 81, 136, 173

Secondary Colors

			
#DB7E4A 219, 126, 74	#E8B142 232, 177, 66	#D1D178 209, 209, 120	#231D12 35, 29, 18

Type Faces

Primary

New Zen WEB

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:;?!"\$%&*)

New Zen
Weight: **400**
Style: **normal**

New Zen can be downloaded via Adobe Fonts.

Secondary Text

Inter-Medium DESKTOP

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:;?!"\$%&*)

Inter-Medium
Weight: **400**
Style: **normal**

Inter WEB

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:;?!"\$%&*)

Inter
Weight: **100**
Style: **normal**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:;?!"\$%&*)

Inter
Weight: **200**
Style: **normal**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:;?!"\$%&*)

Inter
Weight: **300**
Style: **normal**

Usage

HTML	
1	<code><link href="https://fonts.googleapis.com/css?family=Inter" rel="stylesheet" type="text/css"></code>
CSS	
1	<code>font-family: "Inter", sans-serif;</code>

Inter-Medium can be downloaded via Google Fonts.

Logo

MAINE. Logo Files - Primary

Use this logo for promoting the destination of Maine. This is always our consumer-facing logo.

MAINE. MAINE.

MAINE. Black

MAINE. Blue

MAINE. White

MAINE. Office of Tourism Logo Files

Use this logo when identifying the organization to the industry. This is the organizational logo, not to be used on consumer-facing placements.

MAINE. MAINE.
OFFICE OF TOURISM OFFICE OF TOURISM

MAINE. Office of Tourism Black

MAINE. Office of Tourism Blue

MAINE. Office of Tourism White

MAINE. with URL Logo Files

Use this logo lockup in consumer-facing placements that do not have the ability to click off to a URL.

MAINE. MAINE.
VISITMAINE.COM VISITMAINE.COM

MAINE. with URL Black

MAINE. with URL Blue

MAINE. with URL White

Logo Usage Guidelines

Minimum Size and Clearspace

To ensure legibility, the logo must not become too small to read, or encroached upon by surrounding graphics or text. No other elements should be placed within this surrounding clearspace.

Logo on Backgrounds

Always ensure there is sufficient contrast between the logo and background colors or images. When in doubt, use the "reverse" logo against dark backgrounds. When using the white logo, always ensure that it is on a dark enough background to provide contrast.

Improper Use

Maintaining the integrity of our logo is vital to keeping our brand consistent. The logo must always be used in the formats and proportions provided.

Logo + Partner Usage Guidelines

Are you a Maine-based organization and want to utilize the Maine Office of Tourism logo alongside your own brand? Please read the guidelines below to ensure that your needs qualify for the use of a Maine Office of Tourism logo.

Any logo usage request must be submitted to the **Maine Office of Tourism** (Micki.Mullen@maine.gov) for approval to ensure proper implementation before use. We encourage you to read through the guidelines below and then submit a request via email to Micki Mullen, Marketing Manager, at Maine Office of Tourism.

Logo Use Guidelines

- The color version of the Maine Office of Tourism logo is the primary choice for most communications. When using color is not an option, all Black or all White options are available.
- Logos can be placed on video and imagery as long as the background is high contrast.
- The Maine Office of Tourism logo can live alongside your logo but elements of your logo should never be

- combined with the Maine Office of Tourism logo.
- No elements of the Maine Office of Tourism logo should ever be altered from the original state. This includes color application or adding iconography.
- No colors can be applied to the Maine Office of Tourism logo.

Proper Use Examples

- Event backdrops for events that are co-hosted by your organization and Maine Office of Tourism
- Welcome Center Signage
- Print ads promoting a tourism-based attraction
- Printed Maine Venue Materials
- City Transportation used by visitors (ex: Bikes and Buses)

Improper Use Examples

- City-issued Utility Bill Headers
- Merchandise not-affiliated with the Maine Office of Tourism
- Parking Tickets
- Event signage for events that the Maine Office of Tourism is not involved with
- Un-approved partnerships
- Political Campaign Materials
- Events or Businesses located outside of Maine

QUESTIONS? Please reach out to Micki Mullen at Micki.Mullen@maine.gov.

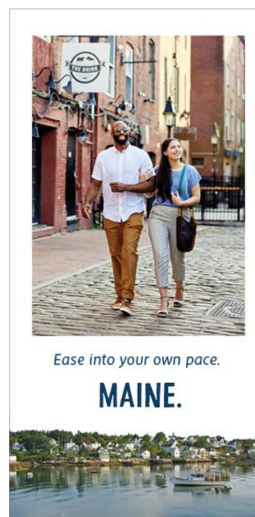
Thank you!

Digital Ad Examples

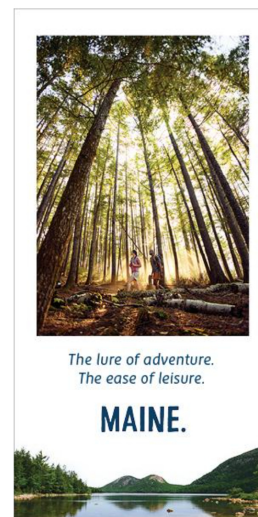
Here's a few examples of our brand-in-action via the 2023 Summer Digital Ads.



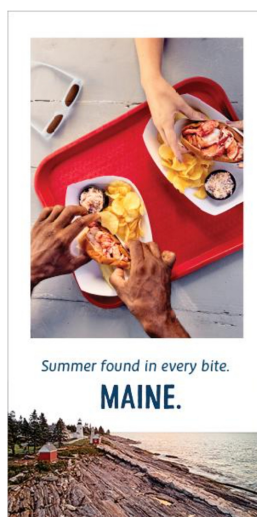
MAINE_Summer23_Place to Pause_300x600



MAINE_Summer23_Small Town_300x600



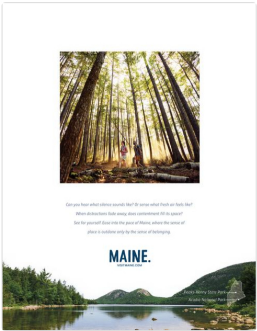
MAINE_Summer23_outdoor_300x600



MAINE_Summer23_Feast_300x600
(1)

Print Ad Examples

Here's a few examples of our brand-in-action via a Summer and a Fall print ad example.



ME_23_Full Page_Print_New Logo



MOT_ROVA_SCENT AD_FOR PUB

