



THE *Place*

There is only one place in Maryland where ocean meets land.

MARYLAND'S COAST

The only place where you can...

Enjoy coastal beaches, explore cypress forests, experience beach resort nightlife, find space for quiet retreat and benefit from close communities.



A beloved location that greets each day as the sun rises over the Atlantic:

- Joined by back bays, inlets, creeks and the Pocomoke, waterways connect our communities and define the county's economy, culture, recreation and lifestyle.
- Worcester's sights, sounds and smells forge deep sensory bonds, evoking fond and lasting memories.
- Distinguished by close-knit communities, excellent schools and affordable lifestyle, Worcester offers:
 - Rural country dotted by charming small towns;
 - Peaceful outdoor places to connect with nature; and
 - A lively beach scene noted for the boardwalk, high rises and countless ways to soak in family fun, dining and entertainment.

POSITIONING STATEMENT

Invigorated by salt air, endless waterways and spectacular scenery, Maryland's Coast beckons families, entrepreneurs, vacationers, and students to visit, play, return and stay; often planting roots for generations. Friendly, playful and laid back, we fuse trendy and traditional in a distinct union of coastal and cool. We appreciate the rhythms and rituals of a seasonal economy and find inspiration in our natural surroundings and soothing waters.

WORCESTER COUNTY
MARYLAND'S COAST

MARYLAND'S COAST

The only place where you can...

Go from rural to resort
in minutes.



Farm, fish, golf and surf
within a five-mile radius.



Live, work and play in a
vacation area with a small
town feel and big town
resources.



BRAND PLATFORM

Maryland's Coast embraces Worcester's most recognized and distinguishing physical characteristic: The Atlantic Ocean.

It is the signature place branding and marketing platform developed for Worcester County. The brand consists of a logo mark and tagline. A companion marketing campaign will highlight the county's recreation, tourism and business assets.

BACKGROUND

In January 2020, the Department of Recreation, Tourism and Economic Development launched a planning and outreach process to create a unified, representative marketing identity.

Our goal was to define a distinct brand to strengthen the county's reputation as a vibrant destination for sports enthusiasts, families, vacationers, employers and entrepreneurs.

The process included robust outreach to community and business leaders to help define the platform. In Spring 2020, eight focus groups attended by 42 people representing diverse industries, interests and geographic areas were convened. Additional insight was gained through a 10-question, online survey completed by 112 people. Responses for both were analyzed to discern commonly held beliefs, aspirations, personality traits and characteristics. Lastly, we conducted a competitive analysis to understand how locations were being positioned regionally.

OUTREACH FINDINGS



PERSONALITY TRAITS & VALUES

- **Friendly, close community**
- **Fun, playful**
- **Laid-back, easy going**
- **Bucolic, quiet, peaceful**
- **Safe, supportive**



MARYLAND'S Coast WORCESTER COUNTY

CREATIVE IDENTITY

Logo Mark

- Utilizing a bold, sweeping font illustrated in five contemporary colors, the word Coast is transformed into a vibrant representation for the county's identity: Maryland's Coast
- Evoking a fun and friendly vibe, the mark emphasizes Worcester's distinctive location
- The tops of each letter appear as waves rolling toward land; a bold flowing curve symbolizes wave energy extending from the Coast to the state
- Placed above and below the mark, the words Maryland and Worcester County are shown in a sans serif font of capital letters, anchoring the coast solidly between the two
- The mark stands alone and includes iterations integrating a tagline or department name while retaining emphasis on Coast

Color Palette

- With cool shades of blue, the classic color palette evokes the changing hues of Worcester's skies and water. The dominant shade – a cerulean tinged with grey is livened with a sweep of sky blue. The soothing blue palette is classic and includes azure – the background shade of the county's seal – and spruce.
- Associated with water, blue often symbolizes serenity, loyalty, reliability and inspiration.

DISTINGUISHING CHARACTERISTICS

- **Beautiful, natural scenery**
- **Unspoiled, conserved environment**
- **Beaches, ocean**
- **Water: Back bays, river, creeks**
- **Charming, historic towns**



SURVEY FINDINGS

- **92% Worcester residents**
- **2 of 5 own/owned a county business**
- **Most (87%) employed**
- **One-third have school age children**
- **98% rated county favorably**



Many expressed a desire for increased cohesion and coordination between municipalities and county government

MARYLAND'S COAST

The only place where you can...

Stroll one of the USA's top 25 beaches, see wild ponies swim, kayak in a swamp, walk through America's coolest small town, take a ghost tour, and catch, prepare or buy great seafood!



Surf, hunt, hike, dine, boat
and bar hop.



Work on a farm, play in the
ocean, sightsee on the
boardwalk, and visit with folks
from around the world.



Naturally *Cool*

TAGLINE

The platform includes a tagline celebrating Worcester's personality. The words nature and natural were consistently used by stakeholders to describe Worcester. By positioning the word as an adverb – naturally – it affirms the county's relaxed attitude in a positive, inviting manner.

Effortless, spontaneous and comfortable, **naturally** is also a state of mind. Followed by the noun **cool**, the catchphrase recognizes the county's casual side, hip beach vibe, and location of America's 'coolest small town.'

Worcester County, Naturally

Cool Diverse Free
Fresh Grown Playful
Raised Sustainable
Talented Wild Yours

MARYLAND'S
Coast
Naturally *Cool*