

CHAPTER START-UP GUIDELINES

PROCEDURE FOR CREATING A NEW
Maryland Tech Council Chapter

SUMMARY AND OVERVIEW

Mission

At the Maryland Tech Council (MTC), we believe in saving lives, securing our nation and improving the quality of life through innovation.

We support our member companies who are driving innovation through advocacy, education, workforce development, cost savings and connecting entrepreneurial minds.

In addition to our mission, it is also important to prioritize the recruitment of new members. This is vital to the long-term success and growth of our organization. As such, steering committee members of MTC chapters should make a concerted effort to reach out to potential recruits and provide them with information about the region and its activities.

Expanding to Include Local Impact

Known as “America in Miniature,” Maryland boasts 23 counties, the City of Baltimore and more than 100 other cities and towns. Each of these jurisdictions produces its own unique business and policy environment that, collectively, gives Maryland the 15th highest gross domestic product in America.

While the Maryland Tech Council is an established voice on a state and federal level, we believe business and policy priorities at this local level are an untapped opportunity.

Untapped Opportunity

Maryland’s local communities can wield significant influence over tech and life science companies based on the assets they possess, such as:

- Local colleges and universities
- Federal research institutions
- Local government procurement policies
- Local talent pipeline
- Transportation and technology infrastructure

Our county governments and the City of Baltimore government also have significant influence over their local businesses. They boast a combined:

- \$19 billion in local operating budgets
- \$8.5 billion in property taxes collected annually
- \$5.8 billion in local income taxes collected annually
- \$2 billion in recordation and transfer taxes collected annually*

In most of these communities, there is no sustained, unified voice representing the unique interests of technology and life science industries.

Creating Local Chapters

To seize this untapped opportunity, the Maryland Tech Council will leverage its statewide impact to help its members succeed in their local communities. We will achieve this goal by creating chapters, starting with three strategic regions of the state: Prince George’s County, greater Baltimore, and Chesapeake Region.

Shared Purpose

Each chapter will carry out MTC’s mission: to support member companies at the local level who are saving lives, securing our nation and improving quality of life through innovation.

**Maryland Association of Counties, [“Budget, Tax Rates, and Selected Statistics Fiscal Year 2020”](#)*

WHAT IS IN THIS PACKAGE?

INTRODUCTION

This package provides guidance, suggestions and instructions for persons interested in forming an MTC chapter. There are three recognized phases in the process of becoming a fully chartered chapter: pre-start-up, start-up and emerging. The following table describes a typical chapter formation process.

	Description	Phase
1.	Determine need and viability of new MTC chapter	Pre-start-up
2.	Generate interest from individuals and sponsors	Pre-start-up
3.	MTC to Identify a "core team" of 2-4 persons	Start-up
4.	Hold an informational meeting to introduce MTC in the area	Start-up
5.	Create a Chapter Advisory Committee	Start-up
6.	Achieve membership quota of 10 or more individuals	Emerging
7.	Hold an organizational meeting to elect interim officers	Emerging
8.	Grow the chapter and achieve membership of 25 or more members	Chartered

Each phase is associated with a set of activities. A consequence of stepping through the process is an increase in the number of memberships affiliated with the chapter. MTC considers a core group of less than 10 members as a "Start-up Chapter," and requires at least 10 members for classification as an "Emerging Chapter." A minimum of 25 MTC members in good standing are required to establish a chartered chapter.

PURPOSE

Each chapter will be led by a member volunteer steering committee with elected officers, by MTC, in cooperation with the MTC leadership to carry out MTC's mission: to support member companies at the local level who are saving lives, securing our nation and improving quality of life through innovation.

In addition to our mission, we prioritize the recruitment of new members. This is vital to the long-term success and growth of our organization. As such, steering committee members of MTC chapters are tasked to reach out to potential recruits and provide them with information about the regional chapter and its activities.

CHARGE

The Steering Committee members recommend and support chapter programming that promotes the assets and opportunities within the local market.

The Steering Committee members develop ideas to assist the MTC and members' respective organizations in sharing positive economic news from the Region, and connect local members to strengthen the network, and increase collaboration and resources.

It is the responsibility of each chapter and its Steering Committee to actively recruit new members in order to grow and strengthen the organization. The purpose of recruitment is to bring in individuals who are passionate about the mission and values of the organization and are committed to making a positive impact.

Effective recruitment requires regular communication with potential members and sponsors and the creation of a welcoming and inclusive environment. By fulfilling this responsibility, chapters can ensure the continued success and growth of the organization.

LOCAL FOCUS

Each chapter will offer:

- Educational programming from local industry leaders with a focus on issues uniquely impacting that community, such as workforce development, local procurement policies, professional development, and more
- To participate in the legislative coalition for one united voice for the state
- Networking at large and small events.

GOVERNANCE

Each chapter will be led by a member volunteer Steering Committee with elected officers in cooperation with the Maryland Tech Council leadership. To serve on a chapter Steering Committee, candidates must successfully complete the MTC nomination process and be an active member.

OPERATIONS

The MTC staff will provide back-office support, outreach and business development (see appendix 1.) Chapter operations are reviewed annually by Maryland Tech Council Officers or Executive Committee. Continuance is approved by Maryland Tech Council Officers or Executive Committee. The continuation of the chapter is renewed annually in May. To meet requirements, the chapter must

- Assure all members and Steering Committee volunteers are in good standing
- Meet or exceed annual chapter budget

FINANCIAL RESPONSIBILITIES

It's important to note that MTC and its affiliates are required to be audited. Included in that process is testing internal controls. Internal controls protect the assets of the organization and are designed to best fit the MTC organization. MTC has financial policies and procedures in order to mitigate the risk of fraud and major misstatements in their financial systems in order to establish and/or enhance the internal controls. Broadly speaking, there are basic controls pertaining to

banking, expense approvals, credit card use, payroll/human resources, contracts, IT access, and the allocation of revenue and expenses.

One of the most basic policies and procedures is related to cash. The bank accounts are protected by limited access to the two highest levels of management in the organization, the CEO and the COO. No other employee or person associated or unassociated with MTC has access to the bank accounts. All cash collected and paid from the bank accounts is appropriately classified as revenue and expenses or payments on non-expense items, such as loans or the purchase of assets.

Additionally, no other person except for the CEO, the COO and the VP of Marketing and Programs is authorized to sign any contracts or to obligate the funds of MTC in any way.

The audited financial statements include all affiliates of MTC and all of the chapters are included in the MTC portion of the consolidated financial statements. MTC collects all of the funds designated to the chapters and pays all expenses for the chapters as well. Thus, chapters are appropriately segregated in the financial system in order that the revenue and expenses are appropriately reported.

MTC has designated a staff member to assist the chapters with their administrative duties. Additionally, other staff (CEO, COO, VP of Marketing and Programs, VP Membership and others) all allocate time to their specific roles in chapter business. Since it is a requirement of Generally Accepted Accounting Principles (GAAP) to allocate time based on time spent on specific programs, those hours are allocated to the chapters on which their time is spent. That time is charged by the employees' rate of pay with a percentage of associated employee benefits (currently at 25%).

If MTC employs contractual help to support membership and sponsorship revenue, there will be a commission paid to the contractor as a percentage of the membership or sponsorship revenue.

The budget for the chapters is finalized by the MTC board of directors and input will be requested from the chapter representatives. For chapters within their first year of operations, MTC will work to bring opportunities for successful revenue generation.

The chapters will receive quarterly reports on their performance as compared to the budget. New and renewing membership dues and sponsorships for chapter members will be allocated 100% to the chapter. Existing members of the Maryland Tech Council will have the option to join a chapter at the time of renewal.

Existing members of the Maryland Tech Council who serve on a chapter steering committee may request to transfer their membership from the Maryland Tech Council to the chapter where they serve.

STATEWIDE BENEFITS

Members of our chapters will have full benefits of the MTC, including the cost savings program.

CREATING A NEW CHAPTER

ACTIVITIES FOR STARTING A CHAPTER

DETERMINE NEED AND VIABILITY OF NEW MTC CHAPTER

If you are presently in an area that does not have an MTC chapter nearby, you may be wondering whether you could establish a new chapter. MTC offers the following guidelines to identify suitable locations for new chapters.

- Are there businesses or government organizations in your area that would benefit from a local chapter?
- Is there a group of MTC members who will benefit from the creation of a new chapter?

Summary: MTC has found that there are three necessary ingredients for founding and sustaining a new chapter:

- A population of technology and life science organizations,
- Supportive employers, academic activity, legislative support and
- A core group of potential leaders.

If any of these critical elements are missing, it may be better to participate in the activities of MTC or existing Chapters through such means as e-mail, newsletters and attendance at MTC meetings.

Build the “core team” - Build a “core team” of potential chapter leaders. The most effective team size is 2-4 people. This is the team that will work together to determine the need and viability of the chapter. MTC expects that each member of the core team is an MTC member in good standing. It is also highly advisable that members of the core team have different employers, and backgrounds.

Summary: Conditions and people are subject to change; hence, MTC recommends that a new chapter is not overly dependent on the people and support of a single organization. Attracting members from a variety of technology and life sciences organizations is a good basis for a stable MTC chapter. The core team should be aware that the formation period and first year are the most challenging, and having both time and supportive employers are critical success factors.

HOLD AN INFORMATIONAL MEETING

The core team is now ready to plan and announce one or more Informational Meetings. The purpose of these meetings is to introduce MTC to the potential members of a new chapter. This may be the first opportunity to enlist the help of local organizations as hosts for the meeting(s).

Informational Meetings do not have to be elaborate. They should include a few basic components:

- An introduction to the core team;
- A brief history of MTC;
- A description of MTC
- The benefits of membership,
- A description of typical activities conducted by MTC chapters,
- And, the benefits of having a local chapter in your area.

Note: The Chapter Relations Manager will attend meetings to discuss MTC initiatives and answer any questions that potential members may have.

The primary goal of Informational Meetings is gathering information from your audience. The core team needs to identify potential volunteers and the areas of interest that will determine the topics for future meeting content.

In addition to our primary goal, it is also important to prioritize the recruitment of new members. This is vital to the long-term success and growth of our organization. As such, your team should make a concerted effort to reach out to potential recruits and provide them with information about the chapter and its activities.

As you close this meeting, assure everyone that you will follow up with updates on future activities as soon as your team has had the opportunity to review the results of the Informational Meetings. Encourage your team in the meantime to continue spreading the word about our organization and to reach out to potential recruits. Together, we can ensure that our chapter continues to thrive and make a positive impact in our community.

CREATE A CHAPTER STEERING COMMITTEE

Analyze the results of your Informational Meeting(s) to determine the level of interest of the local businesses and organizations in establishing an MTC chapter. After gaining consensus on the results with your core team and deciding to proceed, share them with the MTC CEO.

Upon review and approval by the MTC CEO, a Chapter Steering Committee will be formed by members of the core team and members who volunteer or are nominated and in good standing with the MTC. This group is responsible for reviewing the key-indicators such as the number of current and potential new members and the apparent level of support from local organizations.

Chapter Chairs, Co-Chairs, and Steering Committee members will serve two-year terms, beginning and ending during the budget period in May. Individuals may reserve the right to step down at the end of their term.

Chair / Co-Chair Responsibilities:

- Identify and recruit members and sponsors
- Work with MTC leadership to develop a budget consistent with the overall MTC annual budget (July 1 - June 30) to serve as a working document for the chapter activity. Budget must be met to hold events.
- Submit annual report by May 30 (annual reports are reviewed for compliance for chapter renewal)
- Direct the activities of the chapter with MTC CEO
- Coordinate the development and monitor the implementation of chapter goals and objectives with MTC CEO
- Identify the educational needs of the chapter membership
- Provide programs that meet the identified needs of the chapter membership and that are consistent with MTC
- Advise the MTC CEO of progress toward chapter goals and budget
- Attend as an observer at MTC board meetings
- Meet monthly with the MTC CEO on chapter metrics, goals and financial obligations

Volunteer Responsibilities:

- Develop a membership plan to bring the chapter membership fees in line with MTC
- Identify and recruit new members and sponsors
- Set up and budget execution of events specific to chapter
- Raise funds in the geographic area of chapter
- Meet annual fiscal and reporting expectations

Summary: Creation of this committee heralds the final phase in the transition to becoming a chartered MTC chapter.

HOLD AN ORGANIZATIONAL MEETING

To reach this point in the process, the new chapter must have the commitment of 10 or more MTC members. MTC considers this an appropriate membership base to host an Organizational Meeting. The purpose of this meeting is to build the foundation upon which the chapter will exist.

Work with MTC Staff to select a convenient site and time for the Organizational Meeting. This meeting should not only introduce MTC, but also give people a preview of what they can expect from attending future local meetings. A sample agenda could include:

- Welcome
- Introduction and overview of MTC
- Status on the process for establishing a new chapter
- Announce name for the new chapter
- Election of interim officers (usually from a slate proposed by the coreteam)
- Confirmation that MTC bylaws are established and approved
- Presentation (Guest Speaker)
- Set date and place for next meeting
- Adjourn

The goal of this meeting is to complete all the business items that define the new chapter; elect the Interim officers, and answer any questions about MTC's governing Bylaws.

Chapter Name: The name of the chapter will reflect the chapter region, consistent with other chapters, and approved by MTC.

Candidates for Interim Officers: The first set of interim officers will serve until the first official elections are held after the chapter chartering process. The critical positions to fill are Chair and Co-chair. The initial candidates are generally members of the core team

MTC Bylaws: Summary provided by MTC CEO.

Summary: Only current MTC members in good standing may vote for chapter officers.

GROW THE CHAPTER TOWARD MTC CHARTER

Affiliation with 25 or more new chapter members is a prerequisite for chartering. Providing quality programs and access to MTC will help attract and keep members. To that end, MTC recommends following the strategies outlined below and that chapters establish the following committees:

Strategies:

- Develop activities that will assist in establishing a clear and positive image of the local market
- Develop activities that increase awareness of the Region's economic assets and opportunities both in-and out-of-market
- Develop ideas to bring the chapter membership fees in line with MTC member fees
- Serve as social media amplifiers in accordance with MTC media guidelines – see attached
- Establish measurements of success
- Contribute to metrics, analytics and surveys that inform activities and measure outcomes

Planning: This ad hoc committee creates a plan to achieve Chartered status. Focus particularly on ways to meet your membership growth targets.

Programs: Planning for programs is the primary job, but all chapter members may contribute ideas for what they want to get from programs. All events and programs will be coordinated in advance with MTC staff.

Communications: Maintaining an informational link with MTC is one of the primary benefits of membership. Educate members on their access rights. The committee is focused equally on internal and external chapter communications. Keep new or potential members informed of current events and resources using the MTC website and chapter page. The annual MTC conferences are a great opportunity to attract new members.

Summary: Use the resources provided by the MTC to provide guidance to chapter leadership, committee chairs and other volunteers. The body of this material is growing and chapter leaders are informed when new entries are posted. Build a leadership succession plan. Begin to identify potential chapter leadership by recruiting volunteers, finding out what they like to do, and letting them contribute to the chapter management.

Charter Status: The MTC will help monitor your membership growth. When the total number of new chapter members approaches 25, Charter status will be recognized.

APPENDICES

WHERE TO GO FOR HELP AND OTHER USEFUL INFORMATION

APPENDIX 1 - RESOURCES AVAILABLE FROM MTC

The following are some of the resources available to chapter leadership, and new chapters:

Financial help: A recognized Emerging Chapter is eligible for some financial support from the MTC by way of indirect costs. This amount is limited by policy, and is probably not enough to sponsor mass mailings, space rental or other high-cost items; hence, the recommendation to pursue free or nearly free alternatives. Each chartered chapter is entitled to a chapter sign, flyers and marketing material, with the MTC logo and your chapter name.

MTC Staff:

The MTC Staff will provide back-office support, outreach and business development:

- Event promotion and registration management
- Member onboarding
- Member renewals
- Signing contracts
- Invoicing
- Deposits and payment to venues
- web page
- Marketing – chapter to provide program content
- Signage
- Badge preparation
- Virtual attendance as needed

MTC: MTC owns and administers the official membership database.

MTC Publications: The MTC newsletter is published weekly, and is free to all members. The editors are happy to publish announcements of chapter meeting plans or other events.

MTC Media: MTC maintains a website <https://mdtechcouncil.com/> which contains information of significant value. There is also a members-only area with benefits and information exclusively available to MTC members.

MTC Chapter Brand Identity, Media and Communications Standards & Guidelines is a toolkit of the organization's identity suite (logos), color palettes, and typefaces that are associated with the MTC brand. The Brand Identity Standards & Guidelines ensure the integrity of the MTC brand and are the foundation of all messaging. See attached.

APPENDIX 2 - CHAPTER EVENTS

Guidelines for Planning, Execution and Promotion of Maryland Tech Council (MTC) Chapter Events

- Chapters are required to form an events subcommittee, consisting of the MTC Chapter Relations Manager, Chair or co-Chair, and at least two chapter Steering Committee members.
- Chapters and their events subcommittees are responsible for the planning and execution of a steady stream of event programming each year, and are expected to actively participate in the process of event selection and venue identification.
- Event subcommittees will maintain communication and coordination with MTC and its Chapter Relations Manager.
- Chapters will schedule an adequate number of events throughout the year to engage membership and raise revenue for the chapter. This should include a mix of both educational programming and networking opportunities.
- MTC will be solely responsible for registration, creation of promotional and marketing materials, and oversight of sponsorships of all chapter events and programming.
- Event registration will be managed by MTC. Event listings will be created and maintained by MTC staff. MTC approval is required before listing or advertising MTC chapter events and programming on any other platform; hosting registration on any other platform is prohibited.
- The events subcommittee will work in conjunction with MTC to identify and assess potential risks associated with each chapter event, including but not limited to health and safety concerns, legal liabilities, and adverse weather conditions.

Planning

- MTC must approve the date and time of any chapter event prior to complete planning of said event and any external communication or promotion.
 - When considering a possible date for an event, chapters will reference [MTC's Chapter Events Calendar](#) to ensure there are no potential conflicts with other MTC or chapter events.
 - Chapters will either make a submission through the event date request form on the Chapter Events Calendar webpage, or email the Chapter Relations Manager directly to request a review of the desired event date.
 - MTC will discuss the proposed date internally to ensure there are no conflicts and that MTC is able to support the event. MTC will provide a response within 24 hours.
- Chapters will provide a reasonable amount of time to plan, organize, and promote a chapter event. MTC operates with at least a four-week minimum to effectively plan, promote and integrate the event into the MTC communications schedule.

Promotion

- MTC will be responsible for the primary promotion and marketing of chapter events. This includes dedicated emails to chapter members and MTC members, as well as accompanying social media promotion. Chapter Steering Committee members and Chairs are encouraged to share and react to said posts to increase their visibility and boost attendance.
- MTC will create promotional graphics for each event. All event promotion, either by MTC or by individuals associated with the chapter or its Steering Committee, must use the MTC-created event graphics to ensure proper adherence to MTC's branding standards and guidelines.
- Chapters may also use MTC-created LinkedIn groups to promote events and interact with their membership and the community regarding upcoming and future events.
- Chapters will work with MTC when securing event sponsorships or coordinating to sponsor another organization's event. MTC may support chapter Steering Committee member sponsorship outreach through MTC contractors.

Partner Events

- When partnering with another organization to promote an event, the chapter will obtain prior approval from MTC and coordinate with the partner to ensure proper usage of the MTC name and logo/branding.
- Any agreements or contracts related to the partnership must be reviewed and approved by MTC before they are executed.
- MTC will work with the partner to be acknowledged in any promotional materials or communications related to the event.

I acknowledge and accept my appointment as a member of the Steering Committee of the Maryland Tech Council
_____ chapter

Printed Name: _____ Signature: _____

Date:



Chapter Brand Identity, Media and Communications

Standards

Maryland Tech Council Chapter Brand Style Guide

Maryland Tech Council (MTC) Chapter Brand Identity, Media and Communications Standards & Guidelines is a toolkit of the organization's identity suite (logos), color palettes, and typefaces that are associated with the MTC brand. These graphic components, media guidelines, and the rules that regulate their usage, create consistency in communications across all print, digital, and online platforms, strengthening the brand as a whole.

The Brand Identity Standards & Guidelines ensure the integrity of the MTC brand and are the foundation of all messaging. Following the simple rules within this guide, we create and promote a strong, unified, and cohesive brand, easily identifiable to both internal and external audiences.

For further information on chapter logo use, please contact Angela Hongmanivanh, Director of Marketing and Communications at angela@mdtechcouncil.com.

Maryland Tech Council Brand Strategy

OUR MISSION

At the Maryland Tech Council, we believe in saving lives, securing our nation and improving the quality of life through innovation.

We support our member companies who are driving innovation through advocacy, education, workforce development, cost savings and connecting entrepreneurial minds.

OUR VISION

The vision for the Maryland Tech Council is to propel Maryland to become the number one innovation economy for life sciences and technology in the country.

THE VALUE

MTC brings the region's community together into a single, united organization that empowers our members to achieve their business goals through advocacy, networking and education.

TAGLINE

Advancing life sciences and technology

Maryland Tech Council Chapter Brand Strategy

CHAPTER MISSION

Each chapter will carry out MTC's mission: to support member companies at the local level who are saving lives, securing our nation and improving quality of life through innovation

OUR VISION

The vision for the Maryland Tech Council is to propel Maryland to become the number one innovation economy for life sciences and technology in the country.

CHAPTER VALUE

The chapter brings educational programming, advocacy, and networking from local industry leaders with a focus on issues uniquely impacting that community, such as workforce development, local procurement policies, professional development

TAGLINE

Statewide Impact. Local Presence.

Parent Logo

This is the official Maryland Tech Council primary logo. Our logos identify who we are and it is vital that all guidelines are followed when using any and all MTC logos and marks. **This logo will be used in conjunction with chapter logo.**

USAGE

The primary logo can be used on any external and/or internal communications approved by MTC.

Use logo artwork exactly as provided. Do not develop a MTC logo yourself. Never alter, manipulate, distort, or disproportionately scale the logo. Do not change the type, or colors, or add anything to it. Additionally, do not reproduce the logo by scanning a previously printed version. Second generation versions degrade the quality of the logo and can alter its scale and proportion.

PLACEMENT

A mandatory clear space must be applied around the logo that is half the height of the MTC brandmark showcased within the logo. This space is always required across all platforms.

SIZE

The primary logo should never be scaled down smaller than 1.75" wide. In any size smaller than that, the logotype starts to fill in and is no longer legible.



Chapter Logos

FUTURE CHAPTERS

Strongly Preferred Logo

MTC • INSERT REGION

A MARYLAND TECH COUNCIL CHAPTER

BALTIMORE REGIONAL TECH COUNCIL



PRINCE GEORGE'S COUNTY TECH COUNCIL



Regional Chapter Media Guidelines

PURPOSE

The purpose of media guidelines is to maximize positive exposure of the regional councils and the Maryland Tech Council through consistent and clear communication with members of the media. The regional councils have a diverse roster of talented industry leaders, and disciplined media relations on behalf of the council will elevate brand awareness in a consistent way.

INBOUND MEDIA INQUIRIES

All media inquiries seeking comment from a regional council or the Maryland Tech Council must be referred to Maryland Tech Council staff for vetting. Please forward the inquiry to Henry Fawell with Campfire Communications at henry@campfirecomm.com. Reporters often work on tight deadlines; therefore inquiries should be forwarded as soon as possible.

After vetting, MTC staff will coordinate with the appropriate spokespersons to respond to the media request. Examples of inquiries to forward to MTC include: media inquiries about council events, priorities, or membership, or requests for regional council positions on public policy or trends.

OUTBOUND MEDIA RELATIONS

The Maryland Tech Council will lead outbound media relations on behalf of regional chapters. Outbound communications examples include press releases, media alerts, op-eds, letters to the editor, or pitches to media on behalf of the chapter. Outbound communications on behalf of a chapter must be coordinated with and approved by the Maryland Tech Council staff. Please coordinate with Henry Fawell with Campfire Communications at henry@campfirecomm.com.

SOCIAL MEDIA

The Maryland Tech Council has established the following guidelines for chapters to follow:

Chapters are encouraged to help promote events and activities through social media. This may include sharing posts from MTC and other chapters, providing event updates, and engaging with members online. Chapters are encouraged to use MTC-created LinkedIn groups, in adherence with MTC's guidelines and standards. These groups provide a platform for chapters to connect with each other and share ideas and resources.

Any use of the MTC or chapter name or logo for promotional purposes must be cleared with MTC prior to release into the public domain. This includes the creation of promotional graphics, social media accounts, profiles, or pages that represent MTC or the chapter.

Logo Usage for Local Chapter

ACCEPTABLE USAGE EXAMPLES



UNACCEPTABLE USAGE EXAMPLES



Color Palette

PRIMARY COLORS



MTC NAVY
C99 M75 Y16 K3
Web:#0c528d
R12 G82 B141



MTC LIGHT BLUE
C61 M0 Y1 K0
Web:#46c7f0
R70 G199 B240



MTC GREEN
C58 M0 Y99 K0
Web:#79be4b
R121 G190 B75



MTC BLACK
C0 M0 Y0 K0
Web:#000000
R0 G0 B0

SECONDARY COLORS



C78 M6 Y50 K0
Web:#1dad99
R29 G173 B153



C100 M82 Y30 K16
Web:#19406e
R25 G64 B110



C80 M36 Y1 K0
Web:#238ac6
R35 G138 B198



C0 M71 Y98 K0
Web:#f06d2f
R240 G109 B47



C40 M74 Y0 K0
Web:#9f61a5
R159 G97 B165



C9 M95 Y0 K0
Web:#d82f90
R216 G47 B144

Logo Font

MONTERRAT EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&*()-=+

MONTERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&*()-=+

MONTERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&*()-=+



Chapter Brand Identity, Media and Communications Standards and Guidelines

 MARYLANDLIFESCIENCES.COM

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 [COMPANY/MDTECHCOUNCIL](https://www.linkedin.com/company/mdtechcouncil)

 [@MDTECHCOUNCIL](https://www.facebook.com/MDTECHCOUNCIL)