SANDLER REIFF
SANDLER REIFF LAMB
ROSENSTEIN & BIRKENSTOCK, P.C.

October 21, 2026

Re: Misuse of Governor Moore's Name and Likeness; Campaign Assets

Truth for Maryland PAC
Andrew Brightwell, Chair
Hugh Halloran, Treasurer
By email to andrew.brightwell@gmail.com; halloranhd@hotmail.com

Mr. Brightwell and Mr. Halloran:

I write on behalf of our clients Governor Wes Moore and his campaign committee, Wes Moore for Maryland. It has come to the attention of the Governor and the Campaign that your committee is disseminating communications that are attempting to trick individuals into believing that Governor Moore is *opposing* Question 3 – ***while in actuality he supports Question 3.*** As your conduct also appears to violate Maryland's recently passed election misinformation laws, Election Law 2-110 and 16-905, we have also referred this matter to the State Board of Elections.

Yesterday, your committee disseminated an advertisement, "Leave No One Behind" (https://www.youtube.com/watch?v=IgBLra5PCBc) which blatantly copies the Campaign's branding and uses the Governor's likeness without his permission. Your website, https://truthformaryland.org/, does exactly the same – specifically copies the Campaign's branding and coloring.

You do not have permission to use the Governor's name, likeness, photos, and other information for any purpose whatsoever. You do not have permission to use the Campaign's branding and designs. You must cease doing so immediately.

Your committee's actions are blatant – using the ***exact*** same colors and fonts as the Governor's campaign (for example, below, with additional attached):

Wes Moore for Maryland (wesmoore.com)	Truth for Maryland (truthformaryland.org)
	

The "Leave No One Behind" advertisement does the same – and also purports to speak as the Governor:



The website and advertisement are simply a cynical political ploy to try to trick Marylanders into misinterpreting the Governor's position on Question 3, ***which he unequivocally supports.*** There is a substantial likelihood of confusion between your communications and the Governor's campaign, ***which appears to be the point.*** A lay person watching the advertisement or going to the website would assume Governor Moore was involved with the committee.

He is not. ***Your committee does not represent the Governor in any way.*** You cannot make representations on his behalf, cannot advertise in conjunction with the Governor, nor use his likeness. ***You have done all of these things.***

Your committee has not been given permission (nor would it be given permission) to make these representations or use its logos and designs – they are not authorized by the Governor or the campaign, they are false, and a scam.

Accordingly, in order to resolve this matter, we demand that you:

1. ***Immediately remove the website from the Internet.***

2. ***Immediately stop the advertisement, and remove it from any dissemination method.***

3. Immediately and permanently cease all use of the Governor's name, likeness, and image.

4. Immediately and permanently cease all use of the Campaign's designs and logos.

You must inform us by ***Thursday, October 22, 2026*** that the above-referenced steps have been taken.

In the event that these steps are not taken, the Campaign has authorized our firm to take further steps as may be necessary to remedy this situation. Please be advised that nothing in this communication, or any other, is intended to operate as a waiver or release of any claims, actions or defenses to which Governor or the Campaign may be entitled. These claims, actions, and defenses are expressly preserved.

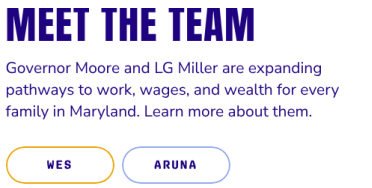
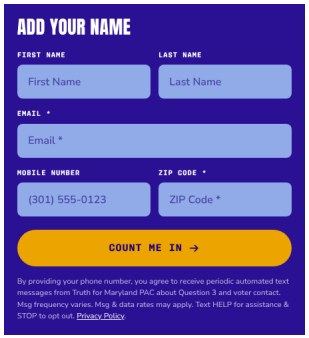
Thank you for your time and immediate attention to this urgent matter. If you have any questions or need further information concerning the above, please contact me at mitrani@sandlerreiff.com.

Sincerely,



David Mitrani
Counsel to Governor Wes Moore
Wes Moore for Maryland

Element	Wes Moore for Maryland (wesmoore.com)	Truth for Maryland (truthformaryland.org)	What Matches	Source
Logo			Both logos use a wordmark in uppercase, slanted white letters over a gold banner reading FOR MARYLAND in spaced capitals. Moore's banner slants 7.00 degrees and Truth for Maryland's slants 7.02 degrees. In both logos, the height of the banner compared to its width is roughly 0.16. Moore's logo file fills the banner with #eca400, and Truth for Maryland's logo image stores its banner as #eba300, 1 step off in 2 color channels.	Moore logo file Truth for Maryland logo file
FOR MARYLAND lettering			Letter for letter, the FOR MARYLAND lettering in both logos matches. Each banner was straightened and each letter was placed over its counterpart. On average, the letters overlap 0.87. In a control, where different letters were placed over one another, the overlap was between 0.52 and 0.67. The FOR MARYLAND lettering in Moore's logo file is drawn artwork rather than a font, so Truth for Maryland most likely took its letters from Moore's logo artwork.	Moore logo file Truth for Maryland logo file
Gold: exact same color code	**#ECA400** wesmoore.com CSS + logo SVG	**#ECA400** truthformaryland.org --gold	Both sites use the same gold color code, #eca400. Moore uses it in the logo banner, in the JOIN THE TEAM button and in the share image. Truth for Maryland sets it as its "gold" variable and uses it in the buttons, the VOTE AGAINST QUESTION 3 headline, the site icon and the share image.	Moore logo file Moore button CSS Truth for Maryland style.css
Gold sign up button			Both sign up forms end with a full width, pill shaped gold button labeled in all caps. In screenshots of each site, the button carries the same exact color code, #eca400.	wesmoore.com Moore button CSS truthformaryland.org Truth for Maryland style.css
Purple	**#1F0280** wesmoore.com primary color	**#1F0180** truthformaryland.org --purple	Both sites use roughly the same purple as their main color, #1f0280 on Moore's site and #1f0180 on Truth for Maryland's. The 2 codes differ by 1 step out of 255 in a single color channel, and to the eye there's no difference between them. Each site uses this color for heading text, form panels and headline blocks.	Moore Elementor global color kit Truth for Maryland style.css
Light blue	**#92A9EC** wesmoore.com secondary color	**#91ABE8** truthformaryland.org --peri	Moore's site and Truth for Maryland's site both use almost the same light blue as their secondary color. Moore's color is #92a9ec and Truth for Maryland's is #91abe8, and the 2 look the same on screen. Each site uses this color in the top announcement bar and in form fields.	Moore Elementor global color kit Truth for Maryland style.css

Element	Wes Moore for Maryland (wesmoore.com)	Truth for Maryland (truthformaryland.org)	What Matches	Source
Announcement bar			Both of these sites begin with a thin light blue bar across the top of their pages, carrying uppercase purple text in letter spaced Aglet Mono. Moore's bar says CHIP IN $25 TO RE-ELECT WES MOORE, and Truth for Maryland's says VOTE YES FOR WES ★ VOTE AGAINST QUESTION 3.	wesmoore.com Moore Adobe Fonts kit phn4dvk truthformaryland.org Truth for Maryland Adobe Fonts kit xsd7veo
Hero headline			At the top of each homepage, both sites present a big headline in uppercase Anton type, lettered in white on a purple block. Moore's headline says LEAVE NO ONE BEHIND, and Truth for Maryland's reads VOTE YES FOR WES. VOTE AGAINST QUESTION 3.	wesmoore.com truthformaryland.org
Section headings			Both sites use Anton for their section headings, in purple, all caps, on a white background and at roughly the same size. Moore's headings are 55px and Truth for Maryland's are 54.4px. Moore's "MEET THE TEAM" heading and Truth for Maryland's "WHAT QUESTION 3 ACTUALLY DOES" heading share the same formatting.	wesmoore.com truthformaryland.org
Sign up form			Both sites have the same layout for their sign up section. In each case, there is a purple panel with light blue fields, purple placeholder text in each field, a gold pill button that spans the width of the panel, and small text below the button covering consent to text messages.	wesmoore.com truthformaryland.org

Element	Wes Moore for Maryland (wesmoore.com)	Truth for Maryland (truthformaryland.org)	What Matches	Source
SMS consent language	By providing your phone number and opting-in, you agree to receive periodic automated text messages about donating and voter contact. Msg Frequency varies. Msg & Data rates May apply. Text HELP for assistance & STOP to opt-out. For questions please reach out to info@wesmoore.com. Your mobile information will not be shared with third parties/affiliates for marketing/promotional purposes. To learn more about Wes Moore for Maryland's personal information handling practices review the Privacy Notice.	By providing your phone number, you agree to receive periodic automated text messages from Truth for Maryland PAC about Question 3 and voter contact. Msg frequency varies. Msg & data rates may apply. Text HELP for assistance & STOP to opt out. Privacy Policy.	Truth for Maryland's text message consent language is nearly identical, phrase for phrase, to the language on Moore's website. Both begin with a statement about providing a phone number, say the user agrees to receive periodic automated text messages about voter contact, and end with statements about message frequency, data rates and the HELP and STOP commands.	wesmoore.com truthformaryland.org
"Leave No One Behind"			Moore's main homepage headline is "LEAVE NO ONE BEHIND." Truth for Maryland uses that same phrase on its own page in white Anton lettering on a purple block. Beneath it, the group writes, "We stand with Governor Moore because he fights for all of us." The phrase is also the title of the group's YouTube ad.	wesmoore.com truthformaryland.org
Social share image			Both of these sites include a share image that appears when someone posts their link on social media. Each image is 1200 by 630 pixels and includes the FOR MARYLAND gold banner. Both use the same gold color code, #eca400, alongside a purple background.	Moore share image Truth for Maryland share image
Web fonts	Anton (headlines) Nunito Sans (body) Aglet Mono via Adobe Fonts kit phn4dvk (labels, announcement bar)	Anton (headlines) Nunito Sans (body) Aglet Mono via Adobe Fonts kit xsd7veo (labels, announcement bar) From the site's style.css: --f-head: "Anton" --f-body: "Nunito Sans" --f-accent: "aglet-mono"	Both sites use the same 3 typefaces in the same roles. Anton is used for headlines, Nunito Sans for body text and Aglet Mono, a typeface available through Adobe Fonts, for small, spaced, uppercase labels such as the announcement bar. Each site uses its own Adobe Fonts kit to pull in Aglet Mono.	Moore Adobe Fonts kit phn4dvk Moore Google Fonts Anton Moore Google Fonts Nunito Sans Truth for Maryland Adobe Fonts kit xsd7veo Truth for Maryland Google Fonts Anton and Nunito Sans Truth for Maryland style.css

Color	Wes Moore code	WesMoore.com Toolkit Definition	Truth for Maryland code	TruthforMaryland.org Tookit defintion	Match
Gold	**#eca400**	Logo SVG fill; button background (#ECA400) in site CSS	**#eca400**	style.css --gold	**Exact same code**
Purple	**#1f0280**	Elementor --e-global-color-primary	**#1f0180**	style.css --purple and --ink	**1 step apart out of 255; not visible**
Light blue	**#92a9ec**	Elementor --e-global-color-secondary	**#91abe8**	style.css --peri	**Not visibly different**

Item	Source
Wes Moore site	https://wesmoore.com/
Truth for Maryland site	https://truthformaryland.org/
Truth for Maryland stylesheet	https://truthformaryland.org/css/style.css
Moore Adobe Fonts kit	https://use.typekit.net/phn4dvk.css
Truth for Maryland Adobe Fonts kit	https://use.typekit.net/xsd7veo.css
Capture method	Pages loaded in Chromium at 1440 pixels wide on 10/20/2026; computed styles read from the rendered pages; colors read from CSS, logo files and sampled screenshot pixels.