

Bethesda Designs Brand Guidelines

Establishing Identity, Cohesion, and Consistency

Introduction

Bethesda Designs is committed to a vibrant, modern, and memorable brand image. These guidelines are designed to ensure consistency across all mediums and touchpoints, so every interaction with our brand reflects our bold spirit and professional integrity. This document is a comprehensive resource for designers, marketers, partners, and anyone representing Bethesda Designs in visual or written form.

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Logo Usage

Please ensure all uses of the logo comply with the following standards:

- Use only approved logo files provided by Bethesda Designs.
- Maintain clear space around the logo equal to at least the height of the "B" in Bethesda. No text or graphics should encroach this area.
- Do not distort, recolor, or alter the logo in any way.
- Minimum size for print: 1 inch in height. For digital: 60 pixels tall.

Logo Variations:

- Full color
- Black & white/mono
- Inverted for dark backgrounds

Misuse Examples:

- Stretching or skewing the logo
- Changing official colors
- Applying drop shadows or effects

Logos

Icon (full color):



Logo (full color):



Bethesda Designs
All Things Design

Logo (Black on Light Background):



Bethesda Designs
All Things Design

Color Palette

The trademark identity of Bethesda Designs is built around a bold, primary purple, energized with orange and green accents. For consistent reproduction, use the following values:

Primary Color

Purple (Dark Purple)

- PANTONE 267 C
- HEX: 5F259F
- RGB: 95, 37, 159
- CMYK: 82,97,0,0

Secondary Colors

Orange (Monarch Inspired Orange)

- PANTONE 172 C
- HEX: FA4616
- RGB: 250, 70, 22
- CMYK: 0,73,87,0

Green (Clover Inspired Green)

- PANTONE 348 XGC
- HEX: 008641
- RGB: 0, 134, 65
- CMYK: 0,0,74,37,0,88,0

Neutral / Background / Text Colors

Pale yellow background

- PANTONE 9060 U
- HEX: FFFFE8
- RGB: 255, 255, 232
- CMYK: 0,0,9,0

White

- PANTONE (has various whites, use one of these) - 11-0601 TPG - Bright White, 11-4101 TPG – Stalactite, 11-0602 TCX - Snow White / Hex: FFFFFFFF / RGB: 255, 255, 255 / CMYK: 0,0,0,0

Black

- PANTONE C / Hex: 000000 / RGB: 0, 0, 0 / CMYK: 60,40,40,100

Note: Pantone values are approximate matches to the HEX/RGB selections provided. For printed materials, always refer to official Pantone swatches for color accuracy.

Additional Color Considerations

- **Accessibility:** Ensure adequate contrast ratios for text and backgrounds for legibility and compliance with WCAG guidelines.
- **Tints & Shades:** Use lighter or darker variants of the main brand colors for backgrounds, accents, or UI elements. Do not introduce new colors without review from Bethesda Designs branding team.

Typography

Consistent typographic choices convey professionalism and reinforce brand recognition. Bethesda Designs uses the following font families:

- **Web Fonts / General Font Families (Sans-serif):**
 - Arial, Helvetica, Verdana, Montserrat, Open Sans, Roboto, and Futura
- **Primary Font:** Montserrat (Sans-serif) or Verdana (San-serif)
- **Secondary Font:** Open Sans (Sans-serif) or Calibri (San-serif), for body text and longer passages
- **Accent Font:** Lucida Calligraphy (Serif), for headlines or special features

Usage Guidelines:

- **Headlines:** Montserrat or Verdana Bold, 32pt (print) / 2rem (digital)
- **Subheadings:** Montserrat or Verdana SemiBold, 24pt / 1.5rem
- **Body:** Open Sans or Calibri Regular, 12pt–14pt / 1rem
- **Captions/Footnotes:** Open Sans or Calibri Light, 10pt / 0.85rem

Web Fonts: Use standard web font family files to ensure compatibility and fallback fonts across platforms.

Typographic Hierarchy

- Maintain clear distinction between heading levels.
- Do not use more than three font weights on a single page.
- Left-align body text for readability.

Imagery & Voice

Imagery: Photography and illustrations should feel fresh, bright, and inspiring. Favor natural light, positive expressions, and compositions that evoke creativity and professionalism. Avoid stock images that appear dated or overly generic.

Graphic Elements: Use geometric shapes, clean lines, and subtle textures that complement the main brand colors.

Voice & Tone: Bethesda Designs' brand voice is confident, imaginative, and approachable. Written communications should be clear, friendly, welcoming, and hospitable.

Legal and Trademark Guidelines

- Bethesda Designs is a trademark of its respective owner. All uses of the logo, brand name, and related assets must adhere to trademark laws.
- Do not use the brand in ways that could imply endorsement of products, organizations, or causes without written permission.
- All third-party uses of Bethesda Designs materials require approval and appropriate licensing.
- Respect copyright laws regarding images, fonts, and any creative assets.
- Report any suspected misuse or infringement to the Bethesda Designs legal team.

Guidance:

- Include trademark symbols (™ or ®) as appropriate in all official materials.
- Ensure compliance with intellectual property guidelines for all design and marketing efforts.

Contact Information

For press inquiries, reuse permissions, or additional brand assets, please contact:

- Press Contact: press@bethesdadesigns.com
- Brand Permissions: permissions@bethesdadesigns.com
- General Information: info@bethesdadesigns.com

Appendix & Resources

- When logos are available, add them to the Logo Usage section above.
- Downloadable style guides and asset kits will be made available to approved partners.
- Color swatch files (.ase, .xml) for designers can be requested at info@bethesdadesigns.com
- For Pantone color conversion, use official Pantone guides or online color matching tools for precise results.
- For questions on accessibility or best practices, refer to the WCAG 2.1 guidelines or contact the Bethesda Designs team.
- Websites for helpful color information and guidelines:
 - <https://www.pantone.com/>
 - <https://columbiaomnistudio.com/pages/pantone-graphics-colors-hex-rgb-cmyk-chart>
 - <https://www.w3schools.com/colors/>

Closing Statement

Bethesda Designs' brand is more than a palette or a logo—it is the embodiment of our values, vision, and the promise we make to every client and partner. Thank you for respecting these guidelines and helping us build a lasting, recognizable identity.