



DALLAS GENEALOGICAL SOCIETY STYLE GUIDE

MAIN LOGOS and OTHER MARKS

STACKED ALT LOGO



DALLAS
GENEALOGICAL
SOCIETY

STACKED LOGO

(ALSO AVAILABLE WITHOUT TAGLINE)



DALLAS
GENEALOGICAL
SOCIETY

EXPLORE YOUR FAMILY HISTORY WITH US

MONOGRAMS



SUBMARK



ESTABLISHED MARK

EST'D



1955

HORIZONTAL LOGO



DALLAS GENEALOGICAL SOCIETY
EXPLORE YOUR FAMILY HISTORY WITH US

TAGLINE MARK



YOUR FAMILY HISTORY WITH US

ALL LOGOS ARE ALSO
AVAILABLE IN MOST OF THE
BRAND COLORS SHOWN BELOW

BRAND COLORS

WORDMARK

DALLAS
GENEALOGICAL
SOCIETY

PRIMARY



TURQUOISE

PANTONE: 2223 C
CMYK: C=83, M=24, Y=43, K=12
RGB: 0, 134, 136
HEX: #008688



GREEN

PANTONE: 3308 C
CMYK: C=79, M=45, Y=58, K=23
RGB: 58, 101, 96
HEX: #3a6560



LIGHT GREEN

PANTONE: 624 C
CMYK: C=51, M=22, Y=37, K=0
RGB: 133, 169, 162
HEX: #85a9a2



RUST

PANTONE: 7517 C
CMYK: C=30, M=65, Y=73, K=16
RGB: 159, 97, 73
HEX: #9f6149



TAUPE

PANTONE: 7528 C
CMYK: C=13, M=14, Y=22, K=0
RGB: 221, 210, 194
HEX: #ddd2c2



IVORY

PANTONE: Warm Gray 1 C
CMYK: C=6, M=4, Y=8, K=0
RGB: 237, 236, 230
HEX: #edecec



CHARCOAL

PANTONE: 446 C
CMYK: C=65, M=58, Y=57, K=37
RGB: 78, 77, 77
HEX: #4e4d4d



CRANBERRY

PANTONE: 505 C
CMYK: C=40, M=80, Y=60, K=37
RGB: 114, 56, 64
HEX: #723840



NAVY

PANTONE: 295 C
CMYK: C=99, M=78, Y=44, K=41
RGB: 8, 49, 77
HEX: #08314d

SECONDARY

MONTSERRAT ~ Headers
Cormorant Garamond ~ Subheaders

FONT SYSTEM

Bougenville - for special text
Lato Light ~ Paragraph Copy