



DALLAS  
GENEALOGICAL  
SOCIETY

BRAND GUIDELINES

To help maintain consistency & preserve your brand's integrity

DESIGNED AND ASSEMBLED BY ALLIEMARIE DESIGN



## BRAND GUIDELINES *for* DALLAS GENEALOGICAL SOCIETY

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This guide is meant to be a key resource as you integrate your visual identity into your business and ongoing as you continue to use your elements for different purposes over time.

Following these guidelines will help you preserve your brand's integrity and remain consistent and cohesive across all your marketing and communications.

### TABLE OF CONTENTS

**PAGE 3** // Brand Foundation + Brand Style Inspiration

**PAGE 4** // Logos + Design Elements

- Page 5: Preserving your visual brand's integrity
- Page 6: Stacked Logo
- Page 7: Horizontal Logo
- Page 8: Stacked Alt Logo
- Page 9: Wordmark
- Page 10: Using Your Logos on Colored Backgrounds
- Page 11: Submark
- Page 12: Monogram
- Page 13: Est'd Mark
- Page 14: Tagline Mark

**PAGE 15** // Patterns + Textures

- Page 16: Pattern
- Page 17: Rust Texture
- Page 18: Torn Paper Texture

**PAGE 19** // File Types + Colors + Typography

- Page 20: File Organization and File Types
- Page 21: Color Palette and Color Code Guide
- Page 22: Typography and Font Download Links

# DALLAS GENEALOGICAL SOCIETY BRAND FOUNDATION

## MISSION

Dallas Genealogical Society provides high-quality programs and services for members and individuals who are exploring and researching their family history. Established in 1955, DGS is a 501(c)(3) non-profit organization powered by active and knowledgeable volunteers — they are committed to education, service, preservation, and keeping abreast of new developments in genealogical resources, information providers, and technology. The value individuals place on genealogical research methods and historical records fuels their collective desire to teach others and to preserve records for posterity.

**VALUES:** Education, Service, Preservation, Excellence, Inclusiveness

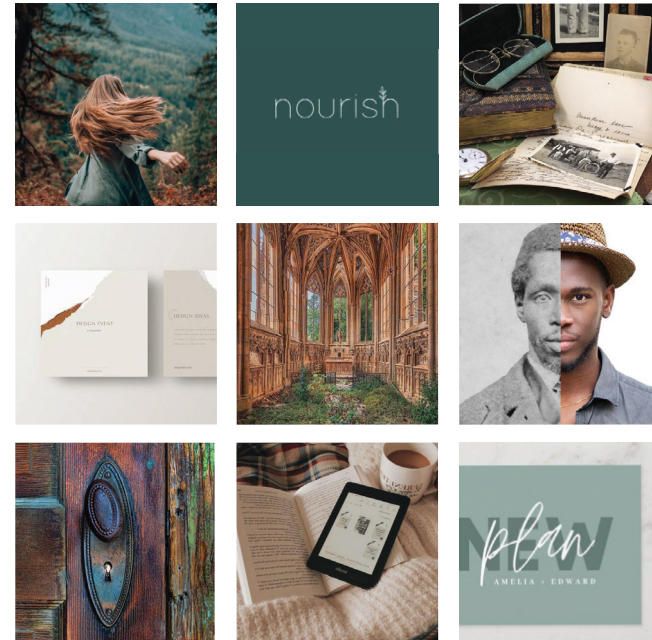
## TARGET AUDIENCE

Family historians for whom genealogy is a hobby, from beginning researchers (ranging from ages 20-70) to intermediate and advanced researchers (ages 60+). Preservation of family artifacts, memorabilia, and records is an important pastime, and they are eager to both learn and adopt new technologies and applications for doing so. They are often interested in their ancestral mix as revealed in their DNA test results, as well. DGS guides them in their journey and answers the “how to” and “what are” questions researchers have.

## DISTINGUISHING CHARACTERISTICS

1. Offers 3 all-day seminars annually featuring nationally known speakers
2. Group meetings are accessible via Live Stream + YouTube
3. Provides assistance and leadership to other genealogical societies

## BRAND STYLE INSPIRATION BOARD



## TONE

Active	Professional	Generous
Friendly	Rooted	



## LOGOS + DESIGN ELEMENTS

The following pages outline your library of logos, marks and design elements that make up your visual identity. You'll also see guidance on how and when to use each, what to avoid, and other tips to help you effectively utilize your design elements in a cohesive and professional way.

*First, a little note about...*

## **PRESERVING YOUR VISUAL BRAND'S INTEGRITY**

Honoring your visual brand means making beautiful first impressions, building trust with your audience, appearing consistent and cohesive across all your marketing and communications, and looking like the professional you are.

Some overarching reminders to help you do this successfully:

### **1. // ALWAYS ENSURE LEGIBILITY.**

When using your visual branding colors and elements, make sure all primary logos and text are legible. This will specifically come in when using your patterns and textures, and placing logos and marks on top of photos. Checking to ensure there is enough contrast with your color choices will help with this. Remember, if you're having a hard time reading it, others probably will too!

### **2. // DON'T STRETCH, CROP OR ALTER YOUR LOGOS + MARKS.**

Each element in your visual brand was carefully designed to be just as they are. Even small adjustments can throw things off, affect the design's balance, etc., and leave you with a lack of consistency across your brand. Honor each design by avoiding stretching, cropping, or altering them.

### **3. // UNDERSTAND YOUR BRANDING FILE TYPES + COLOR CODES + FONT SYSTEM.**

It's important to understand which file types you use for what situations (print vs. web), to ensure the quality of your graphics and to avoid your logos and elements appearing blurry. It's equally important to use the correct color codes in different situations (again, print vs. web!) -and- utilize the font system I put together to ensure you're being cohesive and consistent in your marketing.

**JUMP TO PAGE 20 to dive into the details!**



DALLAS  
GENEALOGICAL  
SOCIETY

EXPLORE YOUR FAMILY HISTORY WITH US



DALLAS  
GENEALOGICAL  
SOCIETY

## STACKED LOGO

### WHAT IT'S USED FOR

Designed to be the main mark used to represent your organization. It's best used when you wish for your full organization name to be at the focus, while also including your monogram. Use the tagline version when you want to emphasize it.

### COLOR CONSIDERATIONS

This logo can appear as a multi-color design or a 1-, 2-, or 3-color design, as included in your branding files. Your full organization name should always remain in the same color. Be mindful of contrast when placing the logo on patterns, textures, and colored backgrounds. *See page 10 for guidance on this.*

### WHAT TO AVOID

Avoid using the tagline version of this logo when it needs to appear very small, as the lettering may become illegible.



DALLAS GENEALOGICAL SOCIETY  
EXPLORE YOUR FAMILY HISTORY WITH US



DALLAS GENEALOGICAL SOCIETY  
EXPLORE YOUR FAMILY HISTORY WITH US



DALLAS GENEALOGICAL SOCIETY  
EXPLORE YOUR FAMILY HISTORY WITH US

## HORIZONTAL LOGO

### WHAT IT'S USED FOR

Designed to be used interchangeably with your stacked logo. It's best used when the horizontal orientation fits well into the design space and you wish to highlight your tagline.

### COLOR CONSIDERATIONS

This logo can appear as a multi-color design or a 1-, 2-, or 3-color design, as included in your branding files. Your full organization name should always remain in the same color. Be mindful of contrast when placing the logo on patterns, textures, and colored backgrounds. *See page 10 for guidance on this.*

### WHAT TO AVOID

Avoid using this logo when it needs to appear very small, as the lettering may become illegible.



# DALLAS GENEALOGICAL SOCIETY



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GENEALOGICAL  
SOCIETY



DALLAS  
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## STACKED ALT LOGO

### WHAT IT'S USED FOR

An alternate logo variation with a slightly more modern look. It is best used when you want the monogram to be the focus and when you want your organization's name to appear bolder, perhaps at smaller scales.

### COLOR CONSIDERATIONS

This logo can appear as a multi-color design or a 1-, 2-, or 3-color design, as included in your branding files. Your full organization name should always remain in the same color. Be mindful of contrast when placing the logo on patterns, textures, and colored backgrounds.

*See page 10 for guidance on this.*

### WHAT TO AVOID

To ensure nice font contrast and clean layouts, consider not placing this logo variation alongside longer headers when using the Montserrat font.



# DALLAS GENEALOGICAL SOCIETY

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## WORDMARK

### WHAT IT'S USED FOR

Designed to be a text-only logo, with the focus on your organization's name. Use this mark when your monogram isn't necessary to include *or* when the monogram is used elsewhere in the design (to avoid overuse).

### COLOR CONSIDERATIONS

The wordmark should always appear as a 1-color design in any of your branding colors. Be mindful of contrast when placing the logo on textures, patterns, and colored backgrounds. ***See page 10 for guidance on this.***

### WHAT TO AVOID

To honor the integrity of this main logo font, avoid placing this variation alongside longer headlines when using Cormorant Garamond.

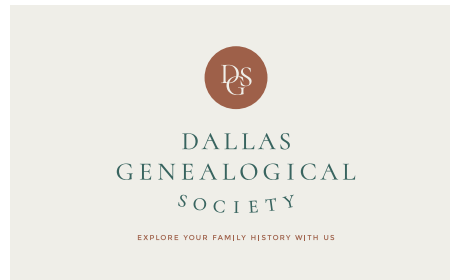
# USING LOGOS + MARKS on COLORED BACKGROUNDS

You'll see different color variations of your logos and marks inside your file folders. Below are some examples of how I recommend they be used on different colored backgrounds. Following this as a guide will help you remain consistent and maintain legibility. Note that you can use this as a guide for your patterns and textures, too! *File names are listed below each example.*

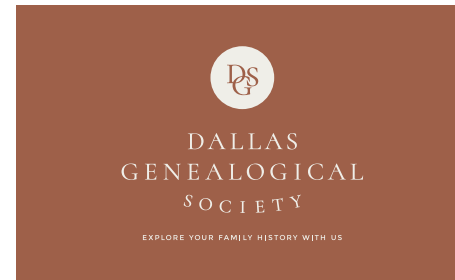
STACKED LOGO



DGS-LogoStackedTagline-WEBlarge-Ivory+LgtGreen



DGS-LogoStackedTagline-WEBlarge-Rust+Green



DGS-LogoStackedTagline-WEBlarge-IvoryKnockout

STACKED LOGO (ALT)



DGS-LogoStackedAlt-WEBlarge-Green



DGS-LogoStackedAlt-WEBlarge-IvoryKnockout



DGS-LogoStackedAlt-WEBlarge-Ivory+LgtGreen+Green

HORIZONTAL LOGO



DGS-LogoHoriz-WEBlarge-IvoryKnockout



DGS-LogoHoriz-WEBlarge-Ivory+LgtGreen



DGS-LogoHoriz-WEBlarge-Green+Rust+LgtGreen



## SUBMARK

### WHAT IT'S USED FOR

Designed to be a supporting design element, seal, sticker, and/or an alternative logo. It's especially useful when you want a circular shaped mark that features your tagline and your monogram.

### COLOR CONSIDERATIONS

This mark can appear in the multi-color design shown above or a 2-color design, as included in your branding files. Your full tagline should always remain in the same color. When placing it on a colored background, pattern, or texture, follow the same guidelines for color as shown on page 10.

### WHAT TO AVOID

Avoid rotating the submark to ensure legibility and consistency.



## MONOGRAM

### WHAT IT'S USED FOR

Designed to be the most concise mark in your library of branding elements. Use it as a branded mark, symbol, or icon throughout your marketing, to encourage and reinforce brand recognition. Use the circular version when you want to make a bolder statement and the “regular” version for a more minimal look.

### COLOR CONSIDERATIONS

This mark can appear in the multi-color design shown on the left or in a 1- or 2-color design, as included in your branding files.

### WHAT TO AVOID

Avoid rotating the monogram and changing the colors in the multi-color design, to maintain consistency. To avoid overuse, consider not using it alongside your logo variations. Use it alongside your wordmark or tagline mark instead!

EST'D



1955



## EST'D MARK

### WHAT IT'S USED FOR

Designed to be used as a mark that represents your organization in a concise way and highlights your established date (showing your longevity). It's a great mark to use in a footer or other places where it supports your wordmark or tagline mark.

### COLOR CONSIDERATIONS

This mark can appear in the multi-color design shown above or in a 1- or 2-color design, as included in your branding files. "Est'd" and "1955" should always appear in the same color.

### WHAT TO AVOID

To avoid overuse of the monogram, consider not using this mark alongside your logo variations. Use it alongside your wordmark or tagline mark instead!

*Explore*  
YOUR FAMILY HISTORY WITH US

## TAGLINE MARK

### WHAT IT'S USED FOR

Designed to be used as a supporting element when you want to highlight your tagline with an inviting branded mark. It may be used prominently as a headline within a design piece. It also could be used in a footer or other places in a design that is secondary to your logo.

### COLOR CONSIDERATIONS

This mark can appear in a 1- or 2-color design, as included in your branding files. When placing it on a colored background, pattern, or texture, follow the same guidelines for color as shown on page 10.

### WHAT TO AVOID

Avoid using the script font elsewhere near this mark, to help maintain the integrity of the font and avoid overuse.



## PATTERNS + TEXTURES

The following pages outline your library of patterns and textures. They are all meant to be used as backgrounds on print materials, social media imagery, sections of your website, and beyond.

Similar to your logos and marks, you'll see guidance on how and when to use each, what to avoid, and other tips to help you effectively utilize these design elements in a cohesive and professional way.



## PATTERN

### WHAT IT'S USED FOR

Designed to reinforce your logo styling and help with brand recognition. The pattern will add subtle movement and reiterate your brand's blend of classic and modern wherever it's used.

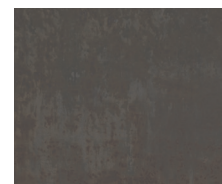
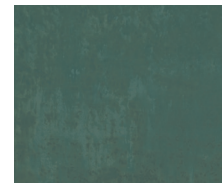
### COLOR CONSIDERATIONS

Use this pattern in any of your branding colors! Place overlapping content inside an opaque box so the pattern doesn't conflict with the text and your design remains clean. Also consider playing with the transparency of the pattern using the png marked "Ivory-Transparent" in your files.

### WHAT TO AVOID

Consider avoiding using this pattern when paired with your main logos and marks. This will help honor the integrity of the Cormorant Garamond serif font and ensure your brand remains modern and clean.





## RUST TEXTURE

### WHAT IT'S USED FOR

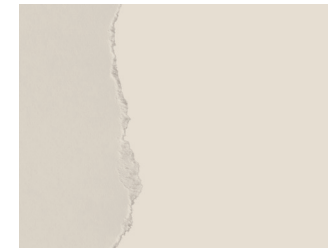
Designed to be a background texture and give your marketing visuals a slightly weathered and earthy touch. It contrasts beautifully with the clean lettering in your logos and marks.

### COLOR CONSIDERATIONS

As always, choose high contrasting colors for any overlapping logos or content. For more color guidance, follow the examples on page 10.

### WHAT TO AVOID

Avoid overusing the texture across your marketing. It adds beautiful interest and an earthy touch to your graphics but if used too much, your marketing may start to look too busy and not as modern as intended.



## TORN PAPER TEXTURE

### WHAT IT'S USED FOR

Designed to directly connect to genealogy-related letters, documents, records, etc. Using this as a background will give your designs nice interest, texture, and a bit of movement.

### COLOR CONSIDERATIONS

Your files include four different layouts of this texture which you can use interchangeably. As always, choose high contrasting colors for any overlapping logos or content.

### WHAT TO AVOID

Similar to the rust texture, avoid overusing this texture across your graphics to ensure your marketing visuals remain clean and modern. Using this texture too often could create a dated and muddy look.



## FILE TYPES + COLORS + TYPOGRAPHY

The following pages outline the different file types included in your branding files, your unique branding color palette and associated color codes, and your typography with links to download your branding fonts. I explain what in the world all this means, too!

## BRANDING FILES + TYPES

Inside your library of branding files, you'll find various folders of files with your different logos, marks, and design elements.

I do this not to overwhelm you but to anticipate your needs — I want to set you up for success as you move forward using your visual identity by giving you the colors, sizes, and file types that you may need for various marketing projects.

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### I'M HERE FOR YOU!

*If you need any branding element in a different file type, size, or color, please send me an email at [allison@alliemariedesign.com](mailto:allison@alliemariedesign.com) and I'll happily send it your way!*

## HOW FILES ARE ORGANIZED

Your branding files are organized by design (i.e. logos, submarks, watermarks, patterns, etc.). Within each folder is the final design in multiple file formats. Following is a description of each file type and what they should be used for.

### VECTOR FILES | EPS, PDF

Original, editable files that can be scaled infinity. These files should be used for large scale print projects (such as signage or banners).

### FILES FOR PRINT | JPG

High resolution and can be used for print. JPG files have a white background. They cannot be scaled infinitely — their sizes are fixed and scaling them to be bigger may cause the files to be pixelated/blurry.

### FILES FOR WEB | PNG

Low resolution files, only to be used for web and screen use. Most of the PNG files have a transparent background. If you use these for print projects, they may not print clearly because they are low res. If you need a logo or mark with a transparent background for print, use an EPS file (in the Vector folder).

# BRANDING COLOR PALETTE

Color is a powerful thing. Being consistent with your branding colors is one of the keys to a cohesive brand and creating brand recognition! Be sure to use these exact color codes to achieve that consistency and professionalism in your marketing.

**GREEN**  
PANTONE: 3308 C  
CMYK: 79 45 58 23  
RGB: 58 101 96  
HEX: #3a6560

**RUST**  
PANTONE: 7517 C  
CMYK: 30 65 73 16  
RGB: 159 97 73  
HEX: #9F6149

**IVORY**  
PANTONE: Warm Gray 1 C  
CMYK: 6 4 8 0  
RGB: 237 236 230  
HEX: #edece6

**TURQUOISE**  
PANTONE: 2223 C  
CMYK: 83 24 43 12  
RGB: 0 134 136  
HEX: #008688

**TAUPE**  
PANTONE: 7528 C  
CMYK: 13 14 22 0  
RGB: 221 210 194  
HEX: #ddd2c2

**LIGHT GREEN**  
PANTONE: 624 C  
CMYK: 51 22 37 0  
RGB: 133 169 162  
HEX: #85a9a2

**CHARCOAL**  
PANTONE: 446 C  
CMYK: 65 58 57 37  
RGB: 78 77 77  
HEX: #4e4d4d

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SECONDARY COLORS  
FOR SPECIAL OCCASIONS  
AND EVENTS

**CRANBERRY**  
PANTONE: 505 C  
CMYK: 40 80 60 37  
RGB: 114 56 64  
HEX: #723840

**NAVY**  
PANTONE: 295 C  
CMYK: 99 78 44 41  
RGB: 8 49 77  
HEX: #08314d

# A QUICK GUIDE to COLOR CODES

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## PANTONE | USED FOR PRINT

AKA Pantone Matching System, PMS or Spot Colors. These are used for offset printing and when you need an exact color match. Although it's a standardized color matching system, colors will still vary slightly from printer to printer. Your chosen paper stock or material can affect this, too. I recommend requesting a printed proof from your printer when using Pantone colors.

*Note: You pay per color with printing with Pantone colors, since each color is laid down separately. The quality and color accuracy is great, although the costs can add up.*

## CMYK | USED FOR PRINT

4-color system used for full-color digital printing. Your home / office printer most likely prints in CMYK. Professional print houses and online printers offer printing in CMYK as well. It's generally less expensive than using Pantone, but you can still get great quality print materials!

## RGB & HEX | USED FOR WEB

RGB and HEX are different ways of expressing the same thing — the red, green and blue color values. These color codes should be used for screen and web use.

*NOTE: Colors can still vary slightly from screen to screen, depending on different factors such as screen calibration. Unfortunately, this is out of our control and there isn't a fool-proof solution.*

# TYPOGRAPHY

Following the below font system will ensure consistency, cohesiveness, and professionalism across your marketing materials and website.



LOGO FONTS:

CORMORANT GARAMOND

[DOWNLOAD](#)

MONTSERRAT

[DOWNLOAD](#)

FONT SYSTEM:

**HEADERS IN MONTSERRAT**

[DOWNLOAD](#)

Subheads in Cormorant Garamond

[DOWNLOAD](#)

Lato Light for paragraph copy. This sans serif font feels modern and approachable, and it's easy to read. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy. Nibh euismod tincidunt ut laoreet dolore.

[DOWNLOAD](#)

*Special text in Bougenville*

[DOWNLOAD](#)

## ACCESSING YOUR FONTS + LICENSING

Access your fonts via the “Download” buttons above and download them onto your computer. Some fonts you will need to purchase while others are free to use. Legally, I'm unable to share font files, since my license only gives me permission to use them.

## WHAT TO AVOID

To help maintain the integrity of your tagline mark, ensure legibility, and keep a clean and timeless look, I recommend using Bougenville very selectively and only for short words and phrases.

# CONGRATS ON YOUR BEAUTIFUL VISUAL BRAND!

If you have any questions or find that you need any additional files prepared, don't hesitate to contact me.

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