

# Brand Guidelines 2024

# 2.

## Welcome

Design Garden is a full service web agency providing services ranging from online brand strategy and creative design to technical support and custom programming.

## Brand Guidelines

This document exists to help improve Design Garden's message and make sure it is consistent across platforms. This consistency reinforces brand recognition and trust. The guidelines presented here streamline communication and collaboration, both internally and with external partners. This helps avoid misinterpretations and maintains our integrity across all touch points. In essence, these brand guidelines are not just a set of rules; they are a vital tool for building and preserving a strong, cohesive brand identity.

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# Logo Versions



## Logo

Design Garden's logo serves as the cornerstone of our brand identity. It fosters brand recognition, instills trust, and creates a memorable impression.

## Main Logo

This is the primary logo that is used most often.



## Logo Mark

The logo mark is only used on it's own in very small spaces where the main or secondary logo won't fit.

## Secondary Logo

The secondary logo is used in places where the primary logo may not fit or needs more contrast.



### Safe Area

When using the logo, be sure to give it plenty of space.



### White Logo

Use the white logo on dark backgrounds.



# 6.

## Logo Violations



Color logo on color background



Distorted logo



Logo too small to read



Changing logo color

## Typography

Typography plays a critical role in how Design Garden communicates our personality, values, and professionalism. It harmonizes with other design elements to create a cohesive and distinct brand image.

**Aa.**

**Montserrat**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

**Montserrat is primarily used  
for headlines.**

8.

Aa.

## Work Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Work Sans is primarily used  
for body text.





# **h1. Headline One**

Montserrat Bold 42px

## **h2. Headline Two**

Montserrat Bold 32px

### **h3. Headline Three**

Montserrat Bold 24px

#### **h4. Headline Four**

Montserrat Bold 20px

##### **h5. Headline Five**

Montserrat Bold 18px

###### **h6. HEADLINE SIX**

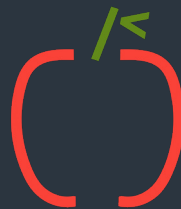
Montserrat Bold, Title Case



# 10.

## Design Elements


Design elements help our brand stand out as unique and creative. They work with the rest of the brand's visual elements to create a more distinct visual style.



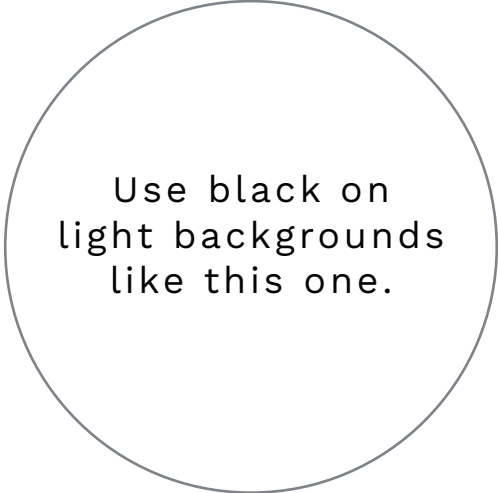
# Text Do's and Don'ts

When using text on backgrounds, make sure that there is enough contrast so the text is legible and meets web accessibility scores.

Visit [webaim.org/resources/contrastchecker/](https://www.webaim.org/resources/contrastchecker/) for more information.




Use slightly off-white on dark backgrounds like this.




Use black on light backgrounds like this one.

Do



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Don't



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

# 12.

## Writing

Writing serves as Design Garden's voice that articulates values and personality. It shapes how our brand is perceived, ensuring that the message is heard, felt, and fosters trust and loyalty.

## Voice

The voice when used in writing should be informative and inclusive. Seek to provide information, while addressing a broad audience.

## Tone

Design Garden's tone is creative and positive. It emphasizes our commitment to bringing website design to small businesses and helping to build their brands. The tone should also be inviting and encouraging, particularly when it mentions hiring Design Garden.

## Style

The writing style is straightforward, but fun and approachable. It uses clear and concise language to convey information. It employs questions and answers to engage the reader and make the information easily digestible.

Overall, our writing should aim for transparency, inclusivity, and a positive connection with its audience, conveying a sense of commitment to our work.

**SUNFLOWER YELLOW**

Hex: #F99E22

RGB: 249, 158, 34

CMYK: 0, 44, 96, 0

**MOSSY GREEN**

Hex: #779C49

RGB: 119, 156, 73

CMYK: 59, 21, 92, 4

**SHOVEL GRAY**

Hex: #8E8E8E

RGB: 142, 142, 142

CMYK: 47, 38, 39, 3

**Brand**

**Colors**

**CHERRY**

Hex: #F82F32

RGB: 248, 47, 50

CMYK: 0, 94, 84, 0

**HOLLY BUSH GREEN**

Hex: #365F51

RGB: 54, 95, 81

CMYK: 71, 42, 67, 30

**SCYTHE GRAY**

Hex: #2B353F

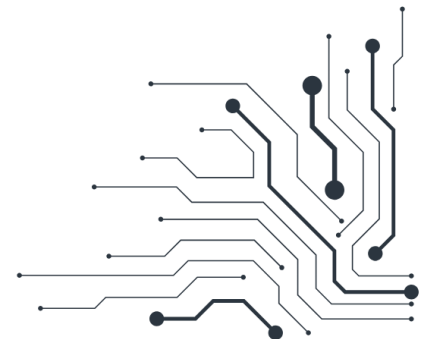
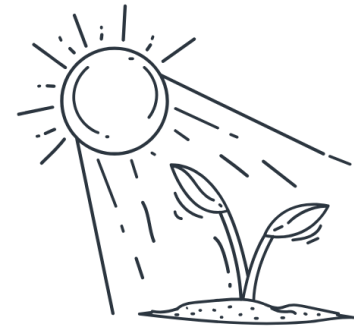
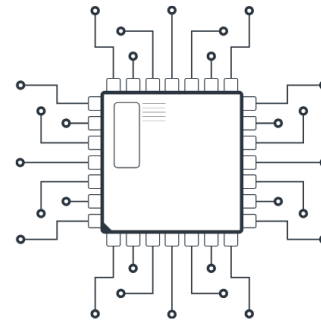
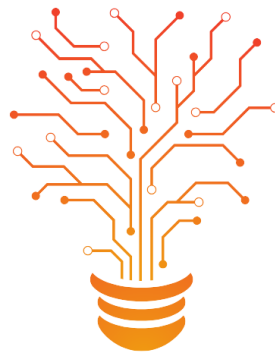
RGB: 43, 53, 63

CMYK: 80, 67, 54, 50

# 14.

## Mood Boards

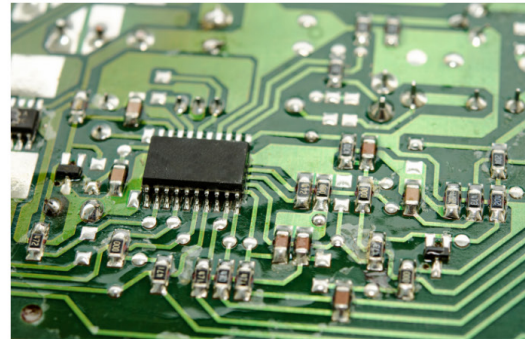
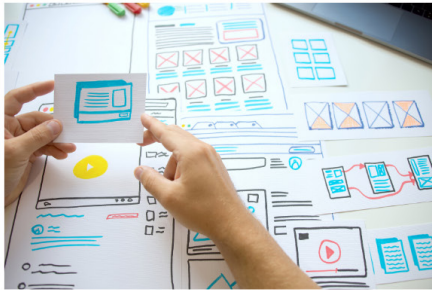
Design Garden's mood boards serve as a visual representation of Design Garden's essence, style, and direction.



**Montserrat Bold**

Work Sans Regular





# 16.

## Button Styles

Default



Hover

