

the
PROMENADE

BETHESDA

Brand Guide

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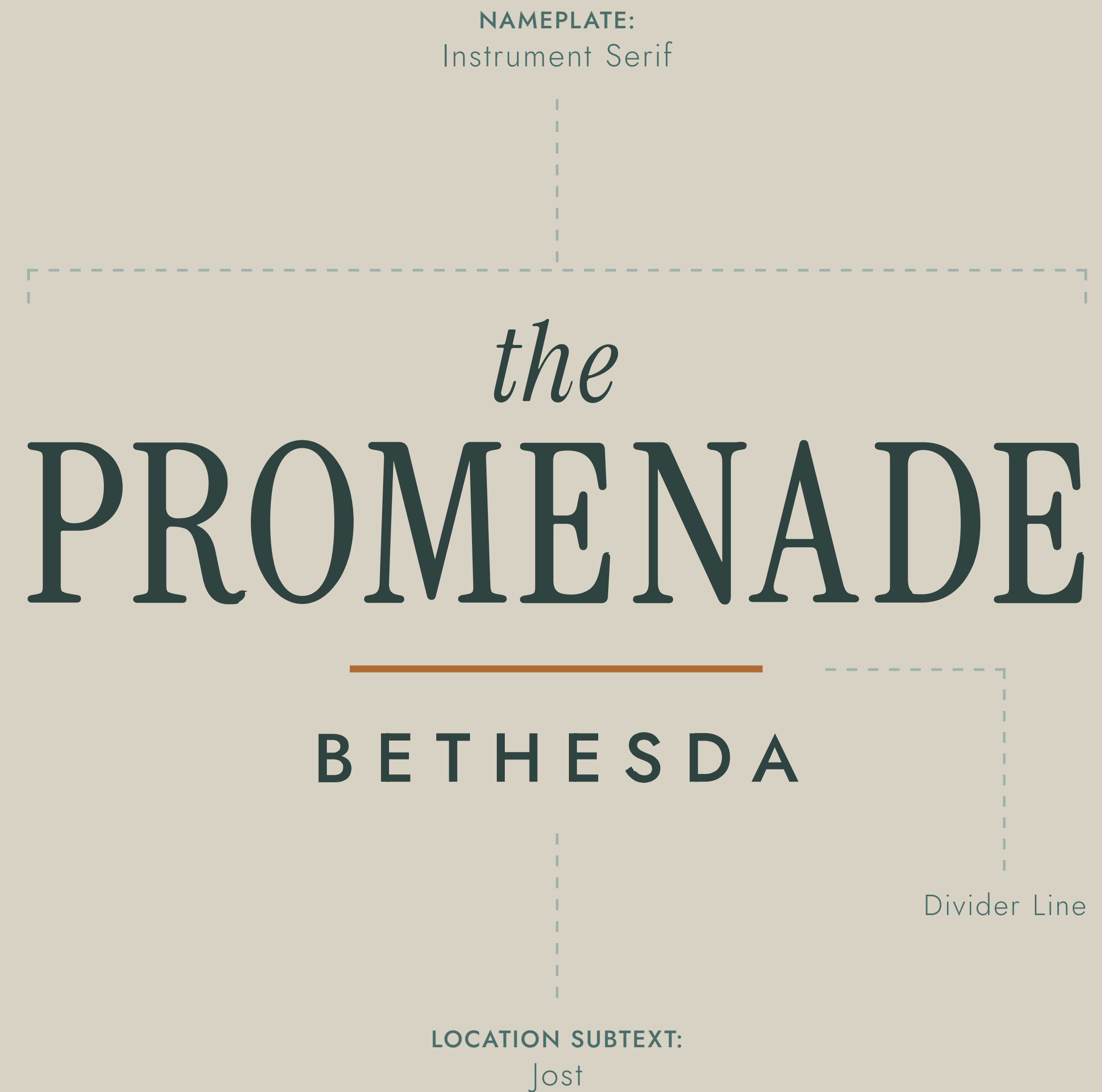
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The Logo *Anatomy*



The Logo *Variations*

THE FULL LOGO

The full logo includes The Promenade nameplate, divider line, and location subtext. This version is the main logo and should be used on all occasions where suitable space is available.



The full logo is usually two colors, with the divider line always in Copper Leaf — though it can also be used as a single-color logo in any of the primary brand colors.

More Logo *Variations*

THE NAMEPLATE LOGO

The nameplate logo is the simplified logo version for The Promenade and does not include the “Bethesda” subtext or divider line. This version is the secondary logo and should be used on any occasion where space is limited or the full logo is not preferred or necessary.

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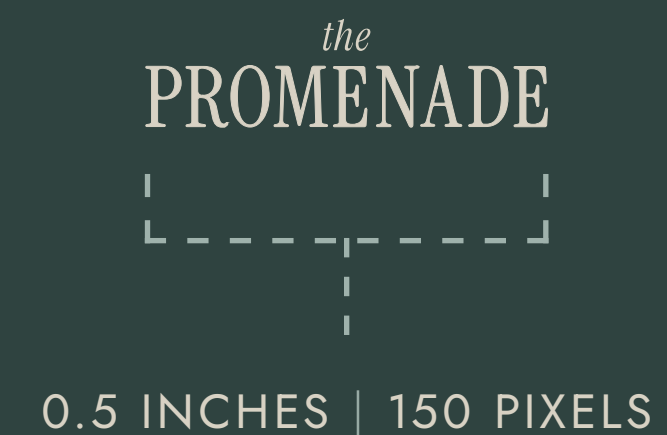
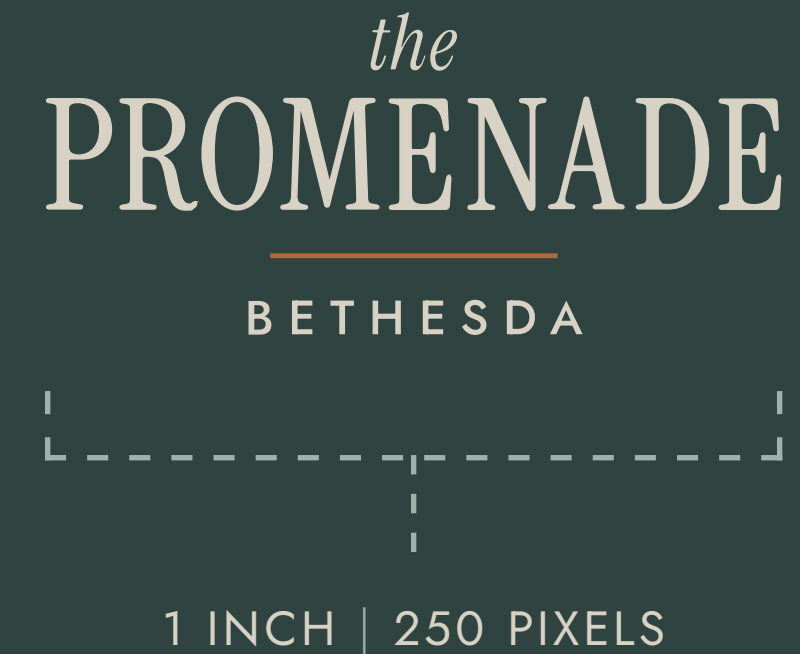
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The nameplate logo is always one-color and is available for use in any of the primary brand colors.

Minimum *Logo Sizes*

When it comes to protecting the logo mark, scale matters.

To keep every detail legible, the full logo shouldn't run smaller than 1" wide for print or 250px for web and the nameplate logo shouldn't drop below 0.5" wide or 150px.



The Logo

Clear Space

Always keep a clear zone around The Promenade logo.

A protected zone of “P” should always remain on every side of the logo, where “P” equals the cap-height of the “P” in Promenade.



Primary *Brand Colors*

Drawn from earthy teals and weathered copper, the primary palette is the foundation of every Promenade touchpoint. Bronze Green leads, with Verdigris, Patina, Copper Leaf and Parchment adding depth and warmth.

Each primary color may be used at any opacity, so tints can soften a background, layer over photography or add quiet texture while staying on brand.

BRONZE GREEN

RGB: 47 | 67 | 64

CMYK: 77 | 55 | 63 | 47

#2F4340

VERDIGRIS

RGB: 74 | 111 | 107

CMYK: 73 | 42 | 53 | 18

#4A6F6B

PATINA

RGB: 159 | 178 | 172

CMYK: 39 | 21 | 31 | 0

#9FB2AC

COPPER LEAF

RGB: 176 | 106 | 52

CMYK: 25 | 62 | 92 | 11

#B06A34

PARCHMENT

RGB: 216 | 210 | 196

CMYK: 15 | 13 | 21 | 0

#D8D2C4

Secondary Brand Colors

The secondary palette takes its cues directly from the grounds and includes Ironwood's deep shade, Moss from the tree canopy, Tidewater from the pool, and Light Brass from the lobby's fine details.

Use these colors as supporting accents in marketing designs, signage, digital interfaces and small highlights, always alongside the primary palette and never in place of it.

IRONWOOD

RGB: 31 | 43 | 41

CMYK: 77 | 61 | 66 | 67

#1F2B29

MOSS

RGB: 99 | 107 | 71

CMYK: 59 | 42 | 78 | 25

#636B47

TIDEWATER

RGB: 127 | 158 | 166

CMYK: 53 | 28 | 31 | 1

#7F9EA6

LIGHT BRASS

RGB: 196 | 162 | 101

CMYK: 24 | 34 | 70 | 1

#C4A265

Brand *Typography*

Typography carries The Promenade's voice as much as any image. Two typefaces work together: the refined Instrument Serif for headlines and moments of character, and the clean, airy Jost for everything that needs to read with ease. Used consistently, they give every piece the same welcoming confidence, whether it's a headline, a caption or a sign.

Primary font:

INSTRUMENT SERIF

Instrument Serif is the voice of The Promenade: versatile, confident and established yet inviting. It sets the logomark and carries headlines, taglines or anywhere that needs emphasis. The italic adds a warm, handwritten touch for accent words and short phrases. Use it at display sizes, where its fine details show, and keep it out of long body copy.

Secondary font:

JOST

Jost is the subtle partner to Instrument Serif. It's a clean, geometric sans-serif that handles body copy, captions, and labels. Set it mostly in Light for an open, airy feel, and save Regular and Medium for small text, eyebrows and calls to action that need a bit more weight.

Aa Bb *Aa Bb*

More to come home to.

Headline 1

HEADLINE 2

Headline 3

Aa Bb Cc

Light / *Light Italic*

Regular / *Regular Italic*

Medium / Medium Italic

Semibold / Semibold Italic

Bold / Bold Italic

Photography Style

Photography should feel the way The Promenade feels: established, bright and open. Show the property as it really is, from the architecture and the grounds in full bloom to the interiors where residents spend their days. Use natural light, true colors and unique angles to frame each shot with the same calm confidence as the brand itself.

Do's: Natural light & settings, real materials, unique angles, high contrast

Don'ts: Stock clichés, dull/muted photos, artificial scenes, cartoon or illustrated imagery



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