

Identity System

BEESON DESIGNS · BRAND GUIDELINES AND APPLICATIONS

Mathematical perfection is the foundation of everything we design.

beeson designs

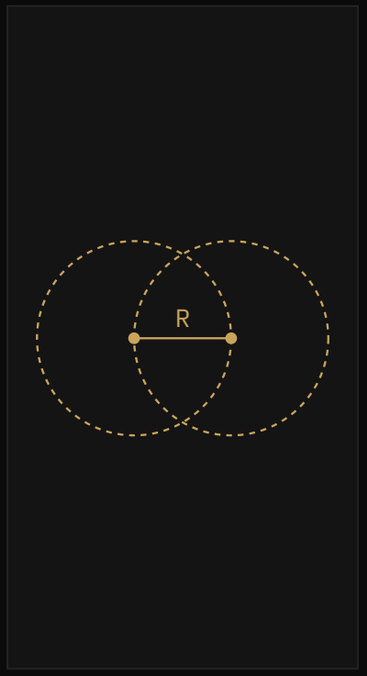
The method: geometry first, decoration never



01 · LISTEN

Listen

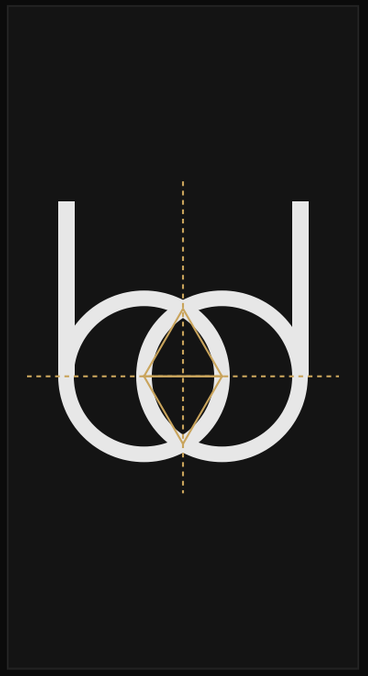
Story, audience and where the brand will live. We start with what exists: here, an interlocking b and d.



02 · MEASURE

Measure

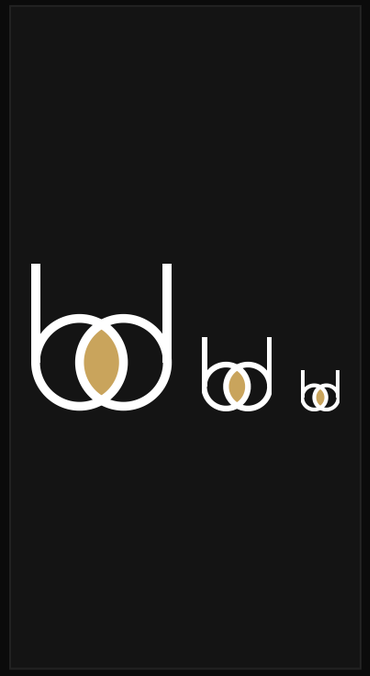
Find the geometry hiding inside it. Two rings became a vesica piscis, centres one radius apart.



03 · CONSTRUCT

Construct

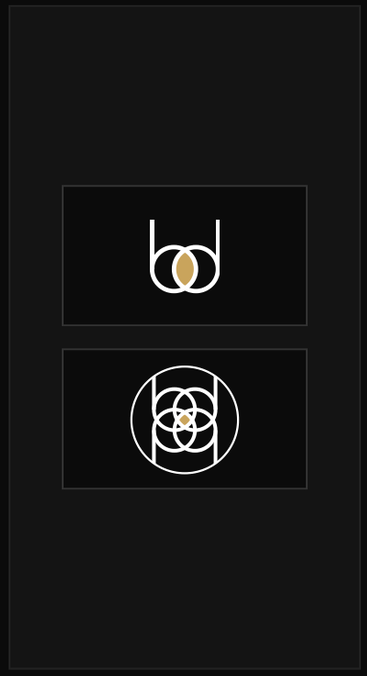
Rebuild every part on that grid. Height follows the golden ratio; stroke is one fifth of the radius.



04 · REFINE

Refine

Test it small and in print. Heavier strokes for favicons, a clean overlap with no breaks.



05 · DEPLOY

Deploy

Turn the geometry into a system: color, type, pattern, stationery, signage and web.

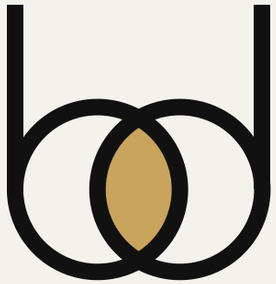
Every client gets the same five steps. The geometry is found, not added.

Logo suite



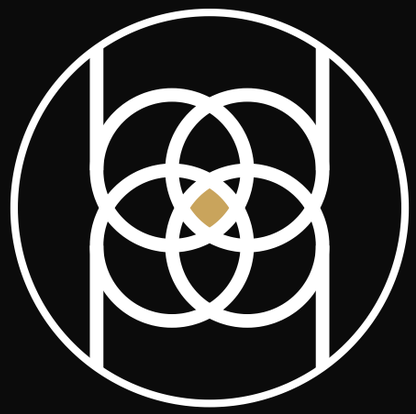
beeson designs

PRIMARY · VERTICAL



beeson designs

PRIMARY ON PAPER



SEAL



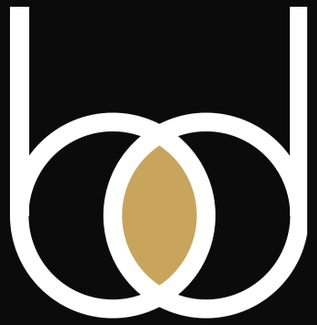
beeson designs

HORIZONTAL



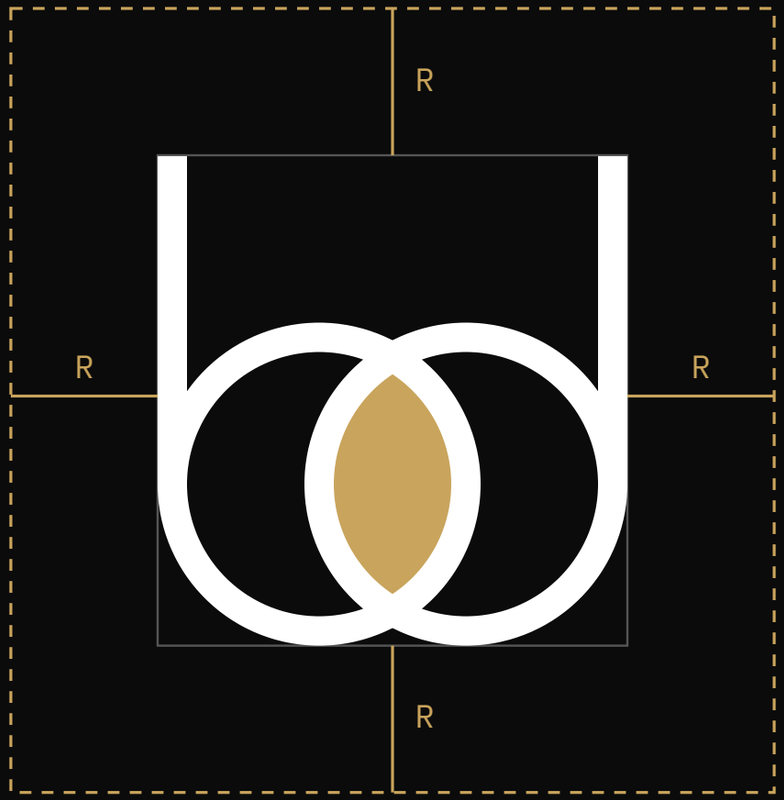
beeson designs

HORIZONTAL ON PAPER



MARK

Clear space and minimum size



CLEAR SPACE = R, ONE RING RADIUS, ON EVERY SIDE

Mark
24 px on screen · 0.25 in in print

Horizontal lockup
120 px wide · 1 in wide

Vertical lockup
72 px wide · 0.75 in wide

Seal
48 px · 0.5 in

Below 32 px, use the heavy-stroke mark (stroke R ÷ 3.5) supplied in the favicon set. Never set the wordmark smaller than 9 pt.

Color

Obsidian

#0B0B0B
RGB 11 11 11
Rich black C60 M40 Y40 K100

PRIMARY GROUND

Graphite

#262626
RGB 38 38 38
K90 · spot UV pattern tone

PATTERN, PANELS

Mist

#9A9A9A
RGB 154 154 154
K45

SECONDARY TEXT

Paper

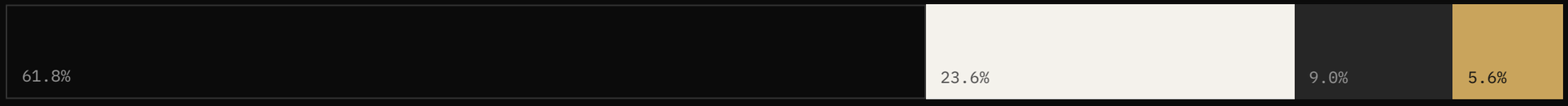
#F4F2EC
RGB 244 242 236
Warm white uncoated stock

LIGHT GROUND

Foil Gold

#C9A45C
RGB 201 164 92
Gold foil · ink fallback
Pantone 871 C

ACCENT ONLY



Proportion follows the golden ratio: 61.8 / 38.2, and the 38.2 split again and again. Gold stays the smallest share.

Typography

Aa

Jost

Light 300 · display, wordmark
Regular 400 · headings, body
Medium 500 · small emphasis

IBM Plex Mono

Regular 400 · Medium 500
Labels, specs, numbers

Both are free on Google Fonts. Sizes step by φ from a 16 px base.

110 φ 1.618

68 Identity System

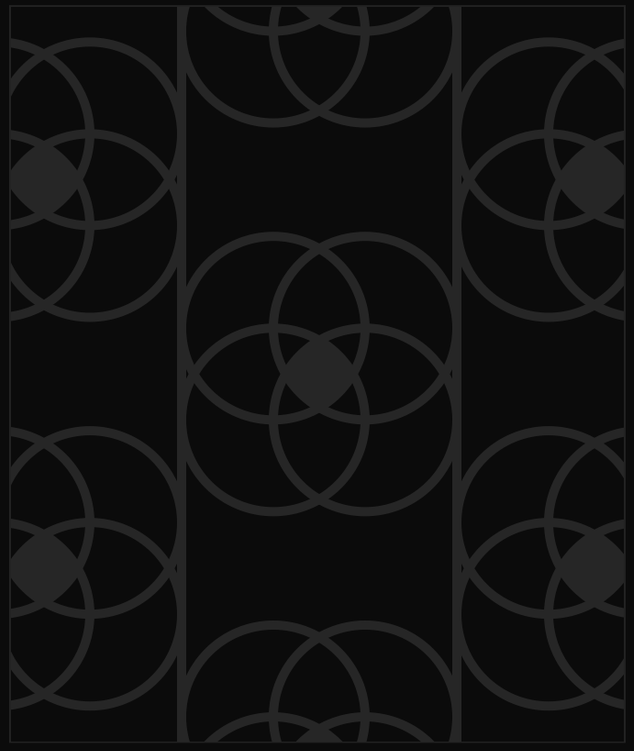
42 Smarter, not louder.

26 Branding, print, web and video

16 Body copy is Jost Regular at 16 px on a 26 px line, the next step up the scale.

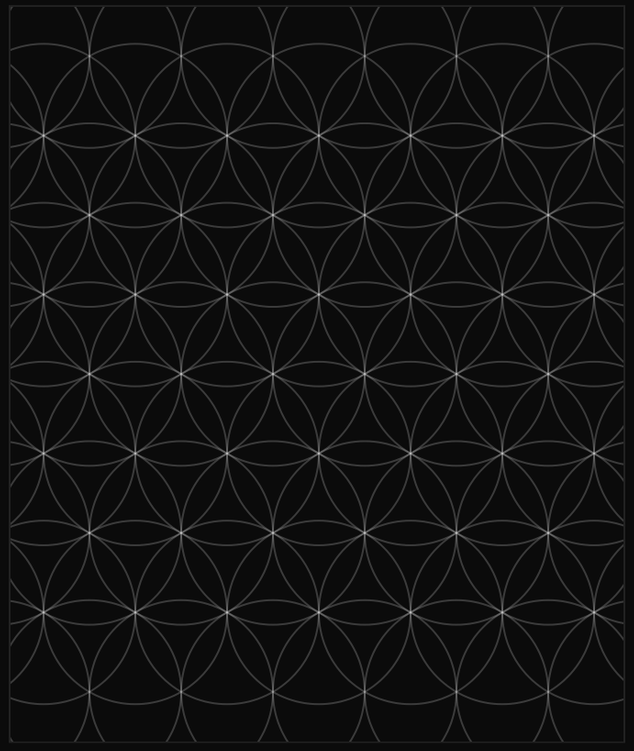
10 IBM PLEX MONO · LABELS, CAPTIONS, DATA

Pattern and texture



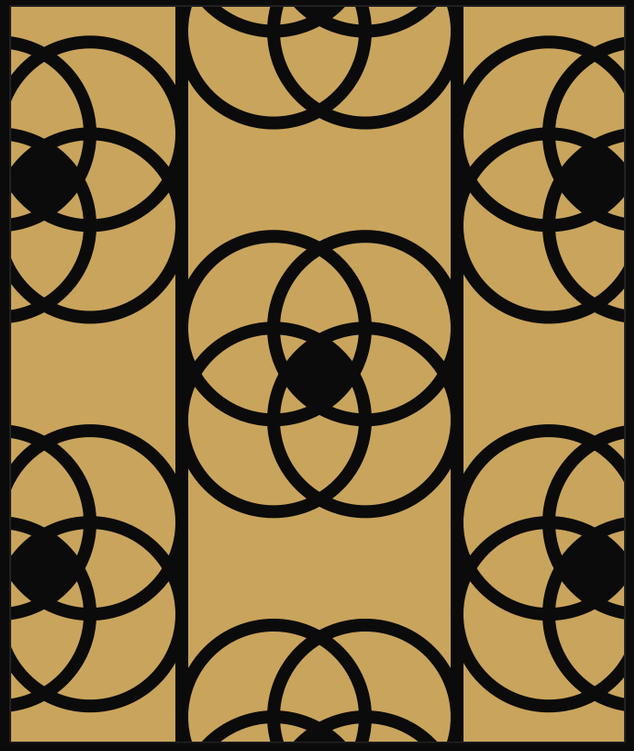
SEAL LATTICE · PREMIUM SURFACES

Built from the b·d·p·q seal. Posts join into continuous lines; ring clusters alternate. Use for spot UV, embossing and folders.



FLOWER OF LIFE · BACKGROUNDS, WEB

The lattice the two rings come from. Use at 10 to 20% opacity behind content, never under small text.



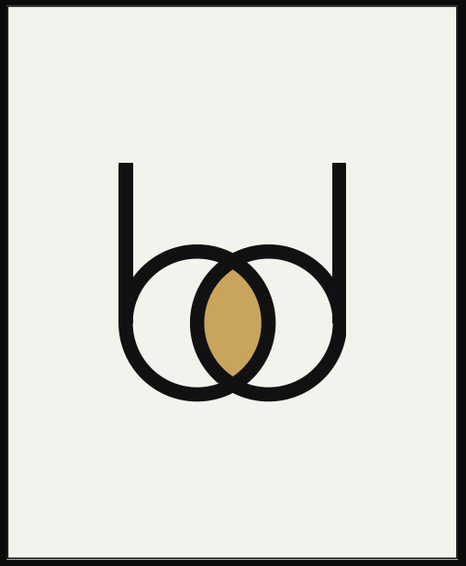
GOLD LATTICE · STATEMENT PIECES

Scale freely; rotate only in 90° steps. Keep the medallion or mark on a clear field when it sits on a pattern.

Using the mark



✓ Do: use it on Obsidian



✓ Do: use it on Paper



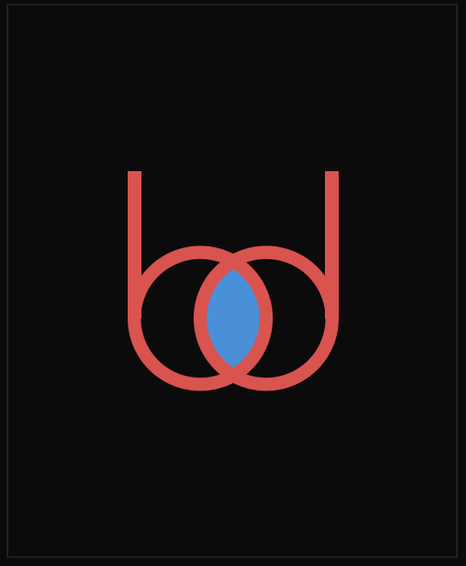
✓ Do: keep gold in the centre



✓ Do: foil the centre in print



✕ Don't: stretch or squash



✕ Don't: recolor the rings



✕ Don't: break the overlap



✕ Don't: add shadows or glows

Letterhead and envelope

beeson designs

bryan@beesondesigns.com
714 926 3144
beesondesigns.com

[Date]

[Recipient name]
[Company]
[Street address]
[City, State ZIP]

Dear [Name],

Bryan Beeson
Beeson Designs

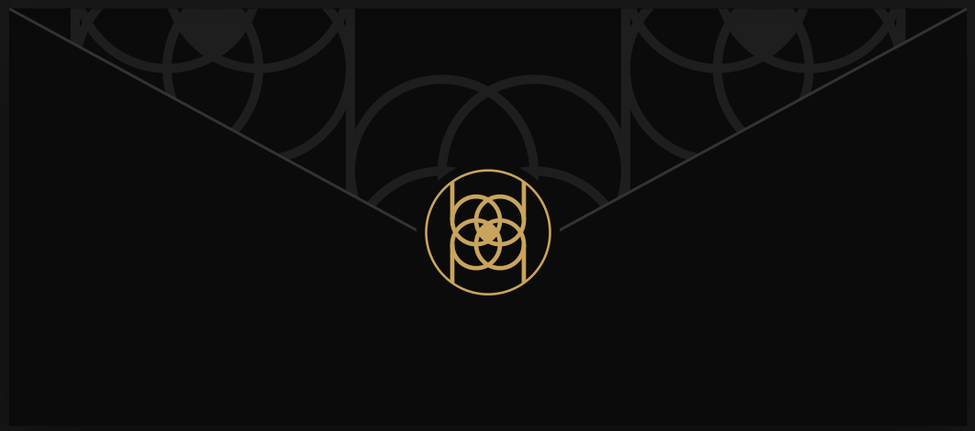
LETTERHEAD · 8.5 × 11 IN

beeson designs

[Street address]
[City, CA ZIP]

[Recipient name]
[Company]
[Street address]
[City, State ZIP]

#10 ENVELOPE · FRONT

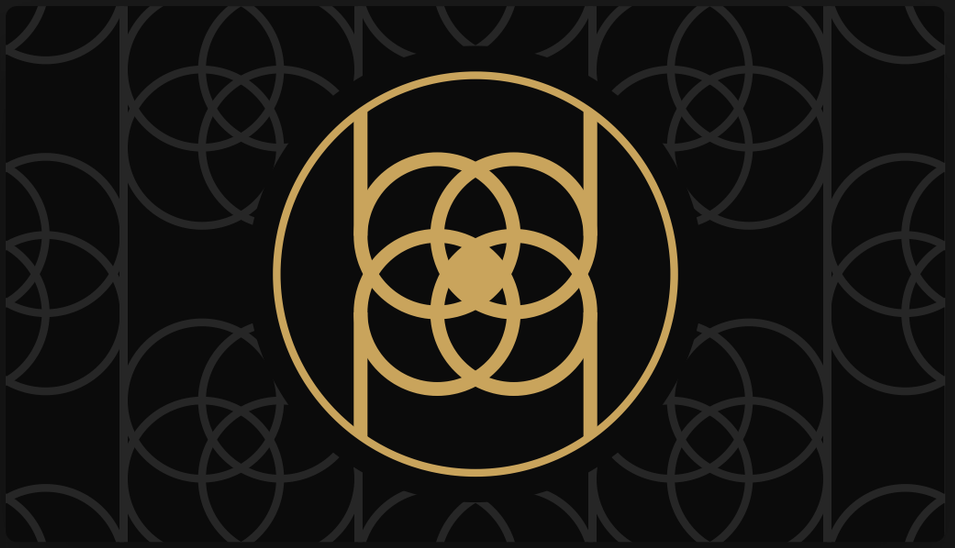


#10 ENVELOPE · BACK, GOLD FOIL SEAL

Business card



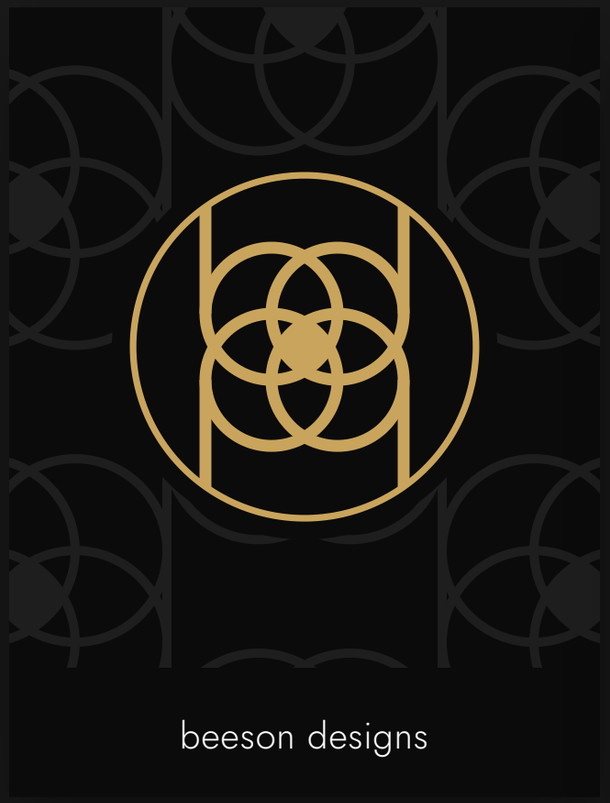
- **Gold foil:** centre of the mark
- **White ink or white foil:** wordmark and contact details



- **Gold foil:** medallion seal
- **Spot gloss UV:** lattice, kept 2.4 mm off the foil

Size	Stock	Finish	Files
3.5 × 2 in 0.125 in bleed	Heavy black stock or black flood	Soft-touch matte laminate, both sides	Art, UV mask and foil mask, separate

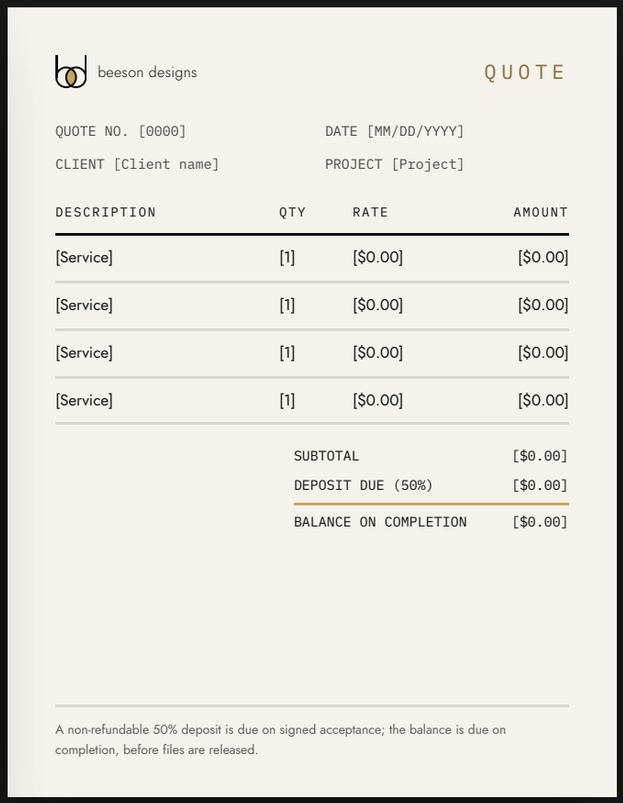
Presentation folder and quote sheet



FOLDER COVER · 9 × 12 IN



INSIDE POCKET



beeson designs

QUOTE

QUOTE NO. [0000]

DATE [MM/DD/YYYY]

CLIENT [Client name]

PROJECT [Project]

DESCRIPTION	QTY	RATE	AMOUNT
[Service]	[1]	[$0.00]	[$0.00]
[Service]	[1]	[$0.00]	[$0.00]
[Service]	[1]	[$0.00]	[$0.00]
[Service]	[1]	[$0.00]	[$0.00]

SUBTOTAL	[$0.00]
DEPOSIT DUE (50%)	[$0.00]
BALANCE ON COMPLETION	[$0.00]

A non-refundable 50% deposit is due on signed acceptance; the balance is due on completion, before files are released.

QUOTE / INVOICE SHEET

Cover
Spot UV lattice, gold foil seal, white foil wordmark

Inside
Solid Obsidian, one pocket with two card slits

Quote sheet
Paper stock, matches the Quote Builder layout

Terms
50% deposit, balance on completion

Email signature

Re: [Project name]



Bryan Beeson
BEESON DESIGNS
714 926 3144 · bryan@beesondesigns.com
beesondesigns.com · @beesondesigngroup

LIGHT MAIL CLIENTS

Re: [Project name]



Bryan Beeson
BEESON DESIGNS
714 926 3144 · bryan@beesondesigns.com
beesondesigns.com · @beesondesigngroup

DARK MODE

Build
HTML table, no background images

Mark
Hosted PNG at 2×, shown at 58 px tall

Type
Jost with Arial fallback, 12 to 16 px

Social kit



beesondesigngroup

Marketing and design studio
Orange County, California

PROFILE



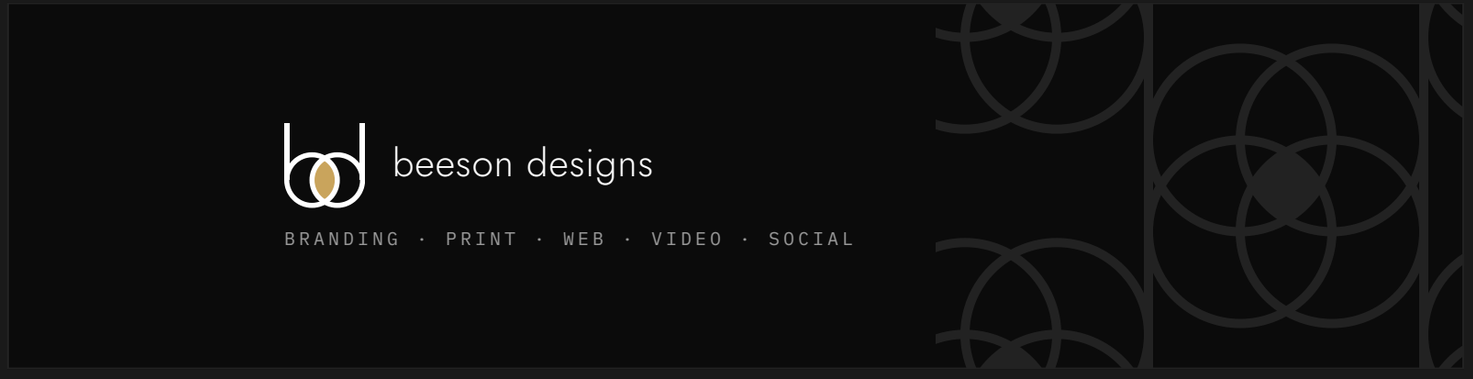
POST · QUOTE



POST · PROJECT



POST · PROCESS



LINKEDIN / FACEBOOK COVER



STORY

Profile
1080 × 1080 px,
mark on Obsidian

Posts
1080 × 1080 px or
1080 × 1350 px

Story
1080 × 1920 px,
seal centred

Covers
LinkedIn 1584 × 396 px
Facebook 1640 × 624 px

Apparel



TEE · LEFT-CHEST MARK



TEE BACK · SEAL + WORDMARK



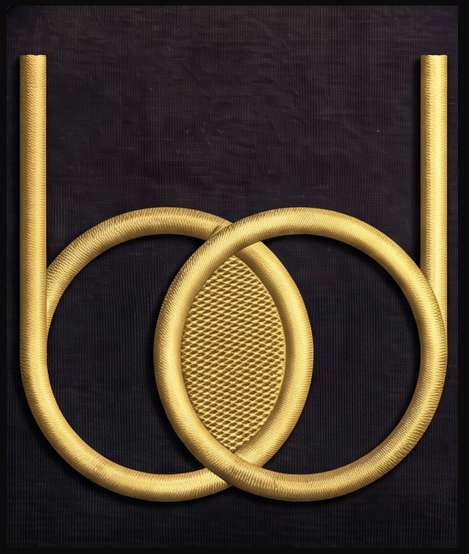
DETAIL · BACK PRINT



WORN



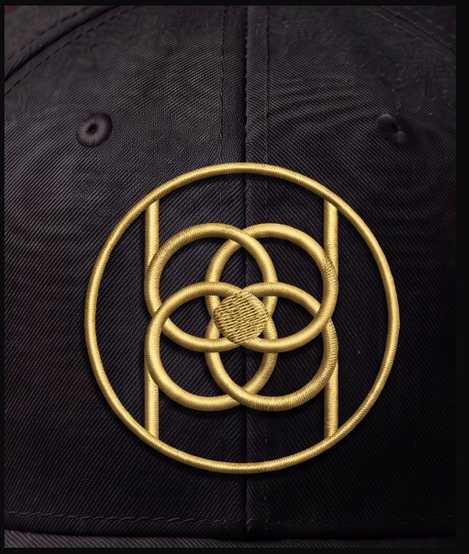
HOODIE · GOLD EMBROIDERY



DETAIL · SATIN STITCH



CAP · GOLD SEAL EMBROIDERY



DETAIL · SEAL EMBROIDERY

Drinkware and carry



THE FULL KIT



MUG · GOLD SEAL



TUMBLER · ETCHED SEAL



TOTE · BLACK LOCKUP



DETAIL · TOTE PRINT



DETAIL · MUG

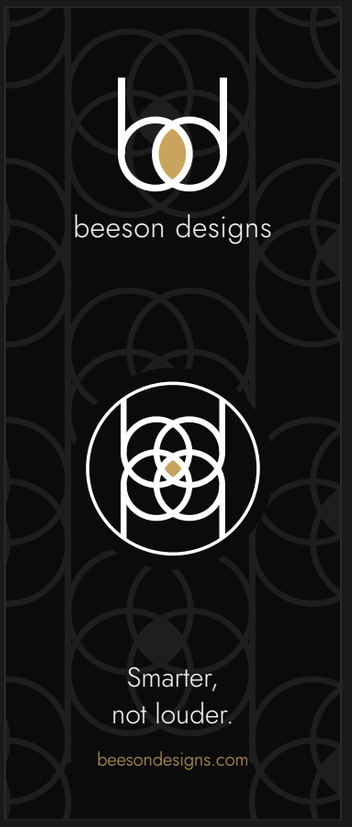


DETAIL · TUMBLER

Signage and trade show



10 × 8 FT BACKWALL



33 × 80 IN BANNER



OFFICE WALL SIGN

Brushed-gold dimensional seal, white acrylic letters on a graphite wall.

Backwall
Dye-sublimated fabric, tension frame

Banner
Retractable stand, matte vinyl

Wall sign
Brushed-gold seal, white acrylic letters

Rule
Seal always on a clear Obsidian disc