Bessemer City NC

BRAND GUIDELINES | ISSUED SPRING 2025





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The Logo

Logo Collection

The Bessemer City logo is the cornerstone of our visual identity and should always be used with care and consistency. It must appear in its approved forms, colors, and proportions across all print and digital applications.

Use the logo at a size that ensures legibility and impact. Do not attempt to recreate or modify any part of the logo. Only high-resolution, approved logo files should be used to maintain brand integrity.

When in doubt, always refer to these guidelines or contact the brand manager for assistance.



LOGO MARK



Bessemer City

HEARTFELT LIVING

ESTD NC 1893

LOGO LOCK UP



BADGE LOGO

Bessemer City NC
HEARTFELT LIVING

WORKMARK



Bessemer City NC
HEARTFELT LIVING

HORIZONTAL LOGO



Bessemer City

VIDA CON EL CORAZÓN

ESTD NC 1893

ESPAÑOL TAGLINE

Logo Guidelines

Safe Area

To ensure the Bessemer City logo remains clear and impactful, always maintain a safe area around it. This space protects the logo from visual clutter and ensures legibility across all applications. No text, graphics, or other elements should encroach on this buffer zone.

Reference







Logo Guidelines

Misuse

To maintain the integrity of the Bessemer City brand, the logo must always appear in its approved forms. Altering the logo in any way can compromise recognition and dilute brand consistency. The examples below illustrate common misuses to avoid.



Do **NOT** Stretch or Distort



Do **NOT** Change the Colors



Do **NOT** Add Drop Shadows or Effects



Do **NOT** Rotate the Logo



Do **NOT** Change the Typography



Do **NOT** Place on Cluttered or Low Contrast Backgrounds



Do **NOT** Outline Logo



Do **NOT** Add Unapproved Taglines or Slogans

Typography

Selected Fonts

The primary “Bessemer City” lettering is custom hand-drawn and was specifically designed for the city’s name. It is not a typeface and must not be recreated, replicated, or used for any other text. This custom script is a unique part of the brand identity and should only appear in the official logo.

The only font used in the logo itself is Montserrat, which provides clean, modern readability for supporting text such as the tagline and establishment details. For extended applications or brand collateral, Noto Serif is recommended as a strong complementary typeface, offering a classic and approachable contrast to Montserrat’s geometric style.

Montserrat

Designer
Julieta Ulanovsky

Foundry
Google Fonts

Noto Serif

Designer
John Hudson

Foundry
Tiro Typeworks

Header

Montserrat Bold

Subheader

Montserrat Regular

Body copy should be clear, readable, and consistently styled. Use appropriate spacing and contrast to maintain visual hierarchy. Typography plays a key role in reinforcing the brand’s approachable and civic-minded personality.

Noto Serif Regular

ALL CAPS

Using all caps with proper tracking can help emphasize key information and elevate visual hierarchy. When used intentionally for headings, labels, or callouts, all caps can add structure and clarity—just be sure to adjust letter spacing (tracking) for optimal legibility.

Italics

Italic type can be used to highlight important words or phrases within body copy. It offers a subtle way to create emphasis without disrupting the overall flow or tone of the text. Use sparingly to maintain impact and avoid visual clutter.

Brand Colors

Print + Web

Color plays a vital role in expressing the identity and personality of Bessemer City. The official color palette reflects the community's warmth, vibrancy, and sense of place. Notably, the shades of green included in the palette are a nod to the city's beloved school system—fostering a sense of pride, unity, and local heritage.

Consistent use of the brand colors across all communications helps strengthen recognition and ensure a cohesive visual experience. Always use the approved color values for print and digital applications. Avoid altering or substituting colors, as doing so can dilute the impact of the brand.

Hornet Green
CMYK 89 48 80 61
RGB 0 57 40
HEX #003928

Stinger Green
CMYK 41 24 100 2
RGB 161 164 55
HEX #A1A437

Centennial Teal
CMYK 83 25 73 9
RGB 31 135 101
HEX #1F8765

Bessemer Blue
CMYK 60 0 42 0
RGB 97 195 171
HEX #61C3AB

Ella Yellow
CMYK 9 0 63 0
RGB 238 236 128
HEX #EEEC80

White
CMYK 0 0 0 0
RGB 255 255 255
HEX #FFFFFF