



# brandbook

2026 Brand Guidelines

A design manual for Southern Renegade.

**Strong  
Classic  
Assertive  
and  
Quietly  
Rebellious**



DESIGNER . VINTAGE . CURATED



# creative introduction

Southern Renegade is where heritage meets defiance. Rooted in Southern attitude but never stuck in the past, the brand draws inspiration from craftsmanship, rebellion, and unapologetic individuality. It honors tradition, blending elegance with edge and refinement with raw character.

This is a brand for those who don't fit neatly into categories. Confident, independent, and self-possessed, Southern Renegade rejects the expected and embraces contrast. Classic silhouettes paired with unexpected details. Beauty with backbone. Luxury that isn't afraid to get a little dangerous.

Southern Renegade is not about trends. It's about identity. A quiet confidence, a sharp eye, and a refusal to dilute character for approval. Every element of the brand is intentional, expressive, and slightly subversive, designed to feel timeless, but never tame.

This is Southern, redefined.  
And Renegade by choice.

# logo identity & usage

The Southern Renegade logo is a symbol of authority, heritage, and independence. Built around a bold SR monogram, the mark communicates confidence and permanence rather than trend-driven expression. It draws from classical design language while asserting a modern, self-possessed presence.

The diamond frame conveys structure, balance, and control, while the ornamental detailing nods to Southern craftsmanship, tradition, and decorative heritage. The contrast between the strong letterforms and the refined flourishes reflects the brand's core philosophy: elegance with backbone, refinement with resolve.

This is not a decorative logo. It is a stamp of identity.  
Southern Renegade stands firmly in who it is, unapologetic and composed.

## the Southern Renegade logo system

Southern Renegade uses a two-part logo system designed to express both authority and narrative. Each mark serves a distinct purpose while sharing a common visual language rooted in heritage, strength, and rebellion.



## primary mark

### SR Monogram Emblem

The SR monogram emblem is the most distilled expression of the Southern Renegade identity. Its bold letterforms communicate confidence and permanence, while the diamond structure reinforces balance, strength, and self-possession. The ornamental framing references Southern craftsmanship and traditional decorative arts without tipping into excess.

This mark functions as a seal.

It is assertive, timeless, and authoritative, designed to stand alone without explanation.

### Usage

The SR monogram is the primary logo and should be used where clarity, impact, and recognition are essential:

Product marks and packaging

Stamps, tags, and hardware

Social avatars and icons

Website headers and brand touchpoints

This logo represents the brand at its most confident and controlled.

## monogram logo final version

The monogram logo consists of:

A central SR monogram, serving as the brand's primary identifier

A diamond-shaped frame, symbolising strength, stability, and intent

Ornamental detailing that adds heritage and character without overpowering the mark

All elements are considered part of a single, unified logo and should never be separated, altered, or rearranged.



## secondary mark

Southern Renegade Wordmark with Ornamentation

The Southern Renegade wordmark presents the brand name in full and carries a stronger narrative presence. The typography is bold and grounded, while the ornamental frame references Southern heritage and craftsmanship.

The small skull motifs are used deliberately and with restraint. They function as symbolic accents, representing defiance, independence, and a refusal to dilute identity. Their scale and placement ensure they enhance the mark without overpowering it.

This logo feels editorial and expressive, designed for moments where storytelling and brand presence matter most.

### Usage

The wordmark should be used in:

Brand introductions and editorial layouts  
Website landing pages and About sections  
Marketing, press, and feature applications

It should be used intentionally and never as a replacement for the primary mark.



## relationship between the two marks

Together, the two logos form a cohesive system:

The SR monogram is the brand's signature

The text logo is the brand's voice

They should never be used simultaneously in the same visual space. Each mark needs room to hold its authority.

This duality reflects the Southern Renegade philosophy:

Control and rebellion. Refinement and edge. Heritage and defiance.

## tone & perception guidance (Important)

Southern Renegade does not use skulls for shock value.

They are symbolic, restrained, and purposeful.

When questioned, the correct framing is not to explain or apologise, but to state intent:

This is a brand that understands its identity and stands by it.

## sizing

To preserve impact and legibility, the logos must always be surrounded by clear space. No text, graphics, or edges should intrude into this area.

As a rule, allow a minimum clear space equal to 10% on all sides.

The logos should never be reduced to a size where ornamental details or letterforms lose clarity.



## incorrect usage

To protect the integrity of the Southern Renegade brand, the logo must never be:

- Stretched, compressed, or distorted
- Rotated or tilted
- Recolored outside approved tones
- Placed over busy or textured backgrounds
- Used as a pattern, watermark, or decorative motif
- Altered with added effects, outlines, or typography

Consistency is key. The logo is a mark of authority and should always be treated as such.



# primary brand colors

The logo is designed to be used primarily in gold on white or light backgrounds, reinforcing a sense of heritage, quality, and authority.

Acceptable uses include:

Gold on white or cream

Gold on navy blue

Black on white or cream

Gold on soft neutral tones/leather (see facebook identity)

Use solid black or white versions when gold is not suitable

Use light blue for a secondary accent on blue backgrounds and as blocks

Avoid:

Gradients, shadows, or metallic effects added digitally

Using the logo in colors outside the approved palette

Low-contrast backgrounds that weaken legibility



**HEX: #213344**

**FOR WEB USE** R: 33 G: 51 Blue: 68

**FOR PRINTING USE** C: 86 M: 71 Y: 47 K: 48



**HEX: #AC925B**

**FOR WEB USE** R: 172 G: 146 Blue: 91

**FOR PRINTING USE** C: 36 M: 39 Y: 69 K: 5



**HEX: #668592**

**FOR WEB USE** R: 103 G: 133 Blue: 146

**FOR PRINTING USE** C: 65 M: 40 Y: 33 K: 3

# typography

LOGO PRIMARY FONT

**BOUCHERIE BLOCK**  
**SOUTHERN RENEGADE**  
**SR**

LOGO SECONDARY FONT

**ANGIE OPEN PRO**  
**DESIGNER . VINTAGE . CURATED**

GENERAL FONT FAMILY

**Helvetica Neue LT Pro**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890

Chosen for its clarity, neutrality, and timeless presence, it provides a modern counterbalance to the brand's ornate and heritage-driven logo marks.

The typeface allows the identity to breathe. It does not compete with the logos. Instead, it grounds the brand in confidence, precision, and control.

## hierachy

Together, 85 Heavy and 55 Roman create a restrained, functional system built on contrast and balance. The pairing reflects the brand philosophy: strength with restraint, refinement without excess.

Typography should always be used with intention.

Avoid unnecessary weights, italics, or stylistic effects. Simplicity and consistency are key to maintaining the Southern Renegade identity.

## Helvetica Neue LT Pro 85 Heavy

**Helvetica Neue 85 Heavy is used for all primary headings and key statements. Its weight delivers authority and structure, creating strong visual hierarchy without relying on decorative elements.**

Body Content

Helvetica Neue LT Pro 55 Roman

Helvetica Neue 55 Roman is used for all body copy and longer-form text. Clean and highly legible, it supports clarity across both digital and print applications.

This weight ensures the written voice remains refined and readable, allowing the message to lead rather than the typography itself..

# printmedia

Print media for Southern Renegade should feel deliberate, tactile, and considered. Every printed piece is an extension of the brand's authority and should reflect confidence rather than excess.

## **Business Cards**

Business cards are designed as a point of introduction, not promotion.

Layouts should be minimal and restrained, allowing the logo and typography to carry the identity.

Recommended approach:

Use the SR monogram or wordmark, never both

Generous white space

Helvetica Neue LT Pro 55 Roman for contact details

Subtle use of gold through ink, foil, or paper choice rather than decoration

The card should feel composed and intentional, leaving a lasting impression through quality rather than volume of information.

business card example



# advertising

Advertising materials should be bold, clear, and uncluttered.  
The focus is on strong brand presence, not visual noise.

Recommended approach:

One clear message or headline per layout  
Helvetica Neue LT Pro 85 Heavy for headlines  
Controlled use of the logo as a focal point or signature  
Minimal copy supported by strong hierarchy

Advertising should feel confident and assured, designed to be noticed without explaining itself.

advert example



# social elements

## social media usage

Social media applications for Southern Renegade are designed to maintain clarity, consistency, and strong brand recognition across platforms.

### Profile Images

The SR monogram is used as the profile image for both Instagram and Facebook. Its compact, authoritative form ensures immediate recognition at small sizes and performs clearly across digital platforms.

The monogram should always be:

- Centered and unobstructed
- Used in approved brand colors
- Placed on clean, high-contrast backgrounds

No additional text, ornamentation, or effects should be added.

## facebook

The Facebook header allows for a more expressive brand moment.

For this application, the Southern Renegade wordmark is used in gold, placed on a rich leather background. The leather texture reinforces craftsmanship, heritage, and authenticity, while the gold wordmark maintains clarity and authority.

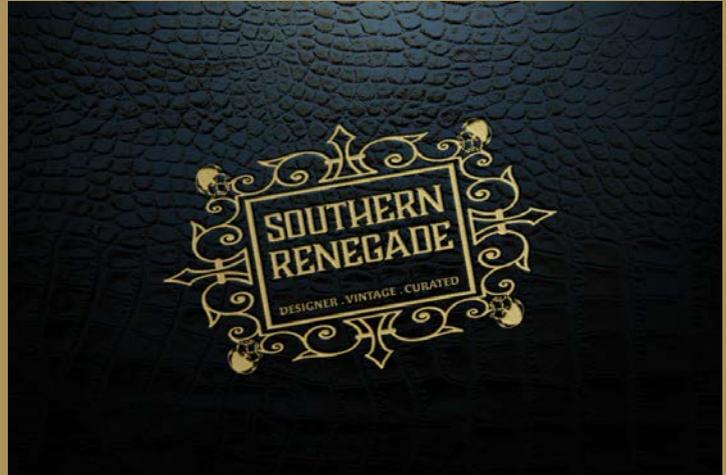
The composition should remain restrained:

The wordmark is the focal point

The leather background should support, not compete

No additional graphics, text, or overlays

This treatment balances refinement and raw character, aligning with the Southern Renegade identity.



# assets

All assets (including this document) can be downloaded from google drive

<https://drive.google.com/drive/folders/1uCdUQykT4DhdMtg9r7It0gSnbSB-M9I4?usp=sharing>

## Contact Information

Sam Brooksbank

**Tel:** + 46 704 08 5225

**E-mail:** [mrmule@mrmule.com](mailto:mrmule@mrmule.com)

[www.mrmule.com](http://www.mrmule.com)