



renegade™
WYOMING



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Renegade

Meaning Behind the Name



A renegade is a fiercely independent and rebellious spirit who forges his own path in life.



Vision

Unplug, recharge, reconnect. Naturally.

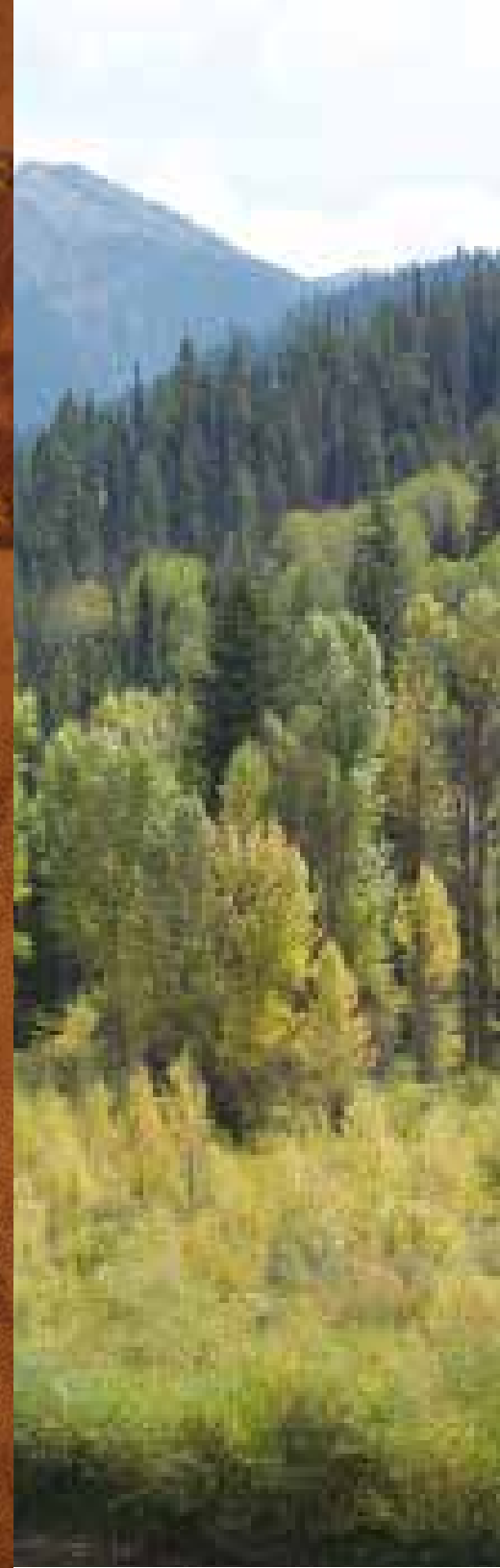
Mission

Immerse adventurers in a western luxury mountain escape.

Adventurers- Yep. Renegade calls to active outdoorsmen.

Immerse- Every effort is made to keep the Renegade environment undisturbed.

We are committed to honoring our western heritage by branding it into ours.



Values

CRAFTSMANSHIP- Life is in the details.

GREATNESS- We earn our reputation.

ADVENTURE- We answer to the call of the wild.

TRUST- We do what we say and say what we do.

CHARACTER- We ain't spineless yellow-bellied sissies.
Let's get it done.



Creed

"I've earned this, now leave me the hell alone."

Brand Descriptors

Fine, Bold, Authentic, Western, Wild, Manly

FINE- Premium, Well-crafted, Sophisticated

BOLD- Heavy, Solid, Aggressive, Risk-Taker

AUTHENTIC- Real, Timeless, Unapologetic

WESTERN- Reminiscent of the old wild west.

WILD- Untamed, Irreverent, Exciting, Dangerous

MANLY- This place is for dudes.

Consumer Brand Influences

JACK DANIELS- Irreverent, Independent, Bold, Original, Provocative

LEVI STRAUSS- Western, American, Authentic

LAND ROVER- Premium, Luxury, Unapologetically Outdoors.



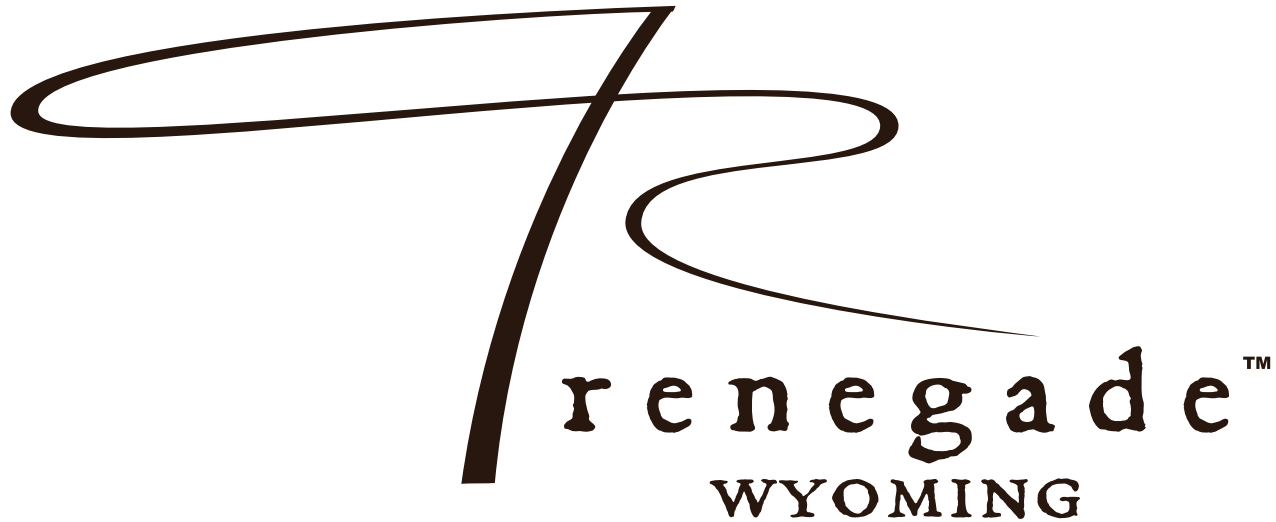


Design Elements

Use the following design elements consistently
to keep the Renegade brand on target.



Logo



The large sweeping R mark hints at fly fishing.

The umber colored logo is preferred.
Use it whenever possible.

Logo

Anatomy



The large sweeping R mark can be used without the logo type as long as the logotype can be easily seen close by. For example the sweeping R can be printed on the chest of a shirt with the logotype on the sleeve.

Logo

Fence Line



Don't crowd the logo. Use the size of the small "g" in the logo to create a fence line. Don't allow other words, graphics or logos within the logo territory.

Logo

Black 'n' White



Use this black logo for 1-color printing when it absolutely has to be black.



Use the white logo for one color printing on black or busy dark backgrounds.

(This is also a great choice for white vinyl stickers on windows.)

Logo

With and Without the Sweeping R

The logo with the sweeping R can be used in these colors along with white and black.



When there just isn't room for the sweeping "R" use one of these versions.



Logo

The Good the Bad and the Ugly

Good



Bad



Don't switch up the colors in the logo.

Ugly



Don't you dare use an outlaw color for the logo.

Ugly











Never stretch or squash the logo.

Colors



color inspiration

COLOR	Pantone	CMYK	RGB	HEX
Umber	 2322 C	 58 71 74 79	40 23 14	28170E
Blue Steel	 5415C	 71 49 38 11	85 111 127	556F7F
Mahogany	 505C	 19 82 44 65	80 24 33	501821
Buckskin	 465C	 9 29 66 24	214 156 72	D69C48



Gold trim is tasty!

Photography

Grand, Natural, Rich,
Warm, Exciting





Fonts

Handmade- Authentic to the early 1800's-

Body Copy..... Caslon Antique

Headline/ Logo..... Blackbeard Regular

Subscript/ Accent..... *Jane Austen*

Vocabulary

Use words that denote a sense of Old Western adventure and toss in some aviation terminology for good measure.

Examples:

fly, land, take off, wild, mountain, retreat, spurs, hide-a-way

Examples:

"Hole up." Hunt'n, Fish'n, Mountain Man.

"Answer the call of the wild."

"Bold enough to conquer."

"The outside of a horse is good for the inside of a man."

"Hidden in the Rocky Mountains of western Wyoming is a hideaway on a private airstrip for men brave enough to drop in."

Also, mild curses like hell and damn are used to break down pretenses.

Example: "What the hell are you waiting for?!"

Stationery



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