

◇ THE ◇
MERCANTILE



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WELCOME TO R.G. STRICKLAND MERCANTILE

Welcome to the brand guidelines for R.G. Strickland Mercantile, a unique shop, southern store, and gift shop nestled in the heart of Danielsville, Georgia. Located just 15 minutes from the bustling University of Georgia in Athens and within easy driving distance from Atlanta and Greenville, South Carolina, R.G. Strickland Mercantile is your go-to destination for a laid-back experience amidst lush pastures, rolling hills, and small-town charm.

Established in 2024, we pride ourselves on offering a warm, inviting atmosphere with a focus on quality products, Southern hospitality, and community spirit. This document serves as a comprehensive guide to maintaining the consistency and integrity of our brand.



Main Logo

BRAND OBJECTIVES

COMMUNITY CONNECTION

To establish R.G. Strickland Mercantile as a central hub for the local community and visitors alike, fostering a sense of belonging and connection.

SOUTHERN CHARM

To embody the warmth, hospitality, and charm of the Southern United States in every aspect of our branding and customer experience.

QUALITY & TRADITION

To offer high-quality products and services that honor Southern traditions while providing a modern touch.

CONSISTENCY

To ensure all visual and verbal communications align with our brand identity, ensuring a cohesive and recognizable presence.



Secondary Logo

MAIN LOGO AND VERSIONS

PRIMARY LOGO

The main logo for R.G. Strickland Mercantile features all three fonts, utilizing the brand color Heritage Blue.

SECONDARY LOGO

A variation of the primary logo, with adjustments for different mediums, such as print and digital.

WORDMARK LOGO

A simplified version of the logo that serves as a powerful branding tool by visually conveying the brand's personality and values through the style and design of the word itself.

ICON/BADGE

A standalone icon or badge derived from the main logo, ideal for use on merchandise or as a favicon.



Main Logo



Secondary Logo



WordMark



Icon/Badge

LOGO VARIATIONS B+W



TYPOGRAPHY

BODY FONT

Casper is the primary font for all body text, ensuring readability and consistency across all mediums.

ACCENT FONT

Oswald serves as an accent font, perfect for headers, subheaders, and other emphasis areas.

MAIN LOGO FONT

Corki is used exclusively for the main logo, providing a bold and distinctive look. It can also be used as a header to add extra emphasis to an area.

Casper Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Oswald Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Corki Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

COLOR PALETTE

A rich, deep blue that evokes trust and tradition, paired with a strong, neutral black that grounds the brand's visual identity. A vibrant red adds warmth and energy, while a soft, creamy white balances the palette, offering a clean backdrop. These colors

define R.G. Strickland Mercantile, and when used consistently, they will become unmistakably linked to the store, solidifying its place as a staple in Danielsville and the surrounding counties.

**HERITAGE
BLUE**

RGB 76, 102, 128

HEX #4C6680

CMYK 76, 55, 34, 11

PMS 7693 U

**IRON
BLACK**

RGB 51, 51, 51

HEX #333333

CMYK 69, 63, 62, 58

PMS 5463 U

**RED
CLAY**

RGB 221, 74, 74

HEX #DD4A4A

CMYK 8, 86, 72, 1

PMS 2035 U

**SOUTHERN
CREAM**

RGB 242, 237, 220

HEX #F2EDDC

CMYK 4, 4, 13, 0

PMS 7604 U

A company uses Pantone Matching System (PMS) colors to ensure consistent color reproduction across different materials and platforms. PMS colors provide a standardized color

reference that can be precisely matched in printing, regardless of the printer, paper type, or location, ensuring that the brand's colors remain uniform and recognizable across all mediums.

PATTERN USE

An approved pattern is a key element of R.G. Strickland Mercantile’s visual identity, providing a consistent and recognizable design that reflects the brand’s southern charm and heritage. By applying this pattern across various touchpoints—such as packaging, store signage, and digital media—we reinforce the brand’s message and create a cohesive look that resonates with customers. Strict guidelines on the pattern’s use ensure it complements the R.G. Strickland Mercantile logo, aligns with our color palette, and enhances the overall design. This consistent visual element helps solidify R.G. Strickland Mercantile’s presence, making the brand unmistakable and strengthening its connection with the Danielsville community and beyond.

Heritage Worn

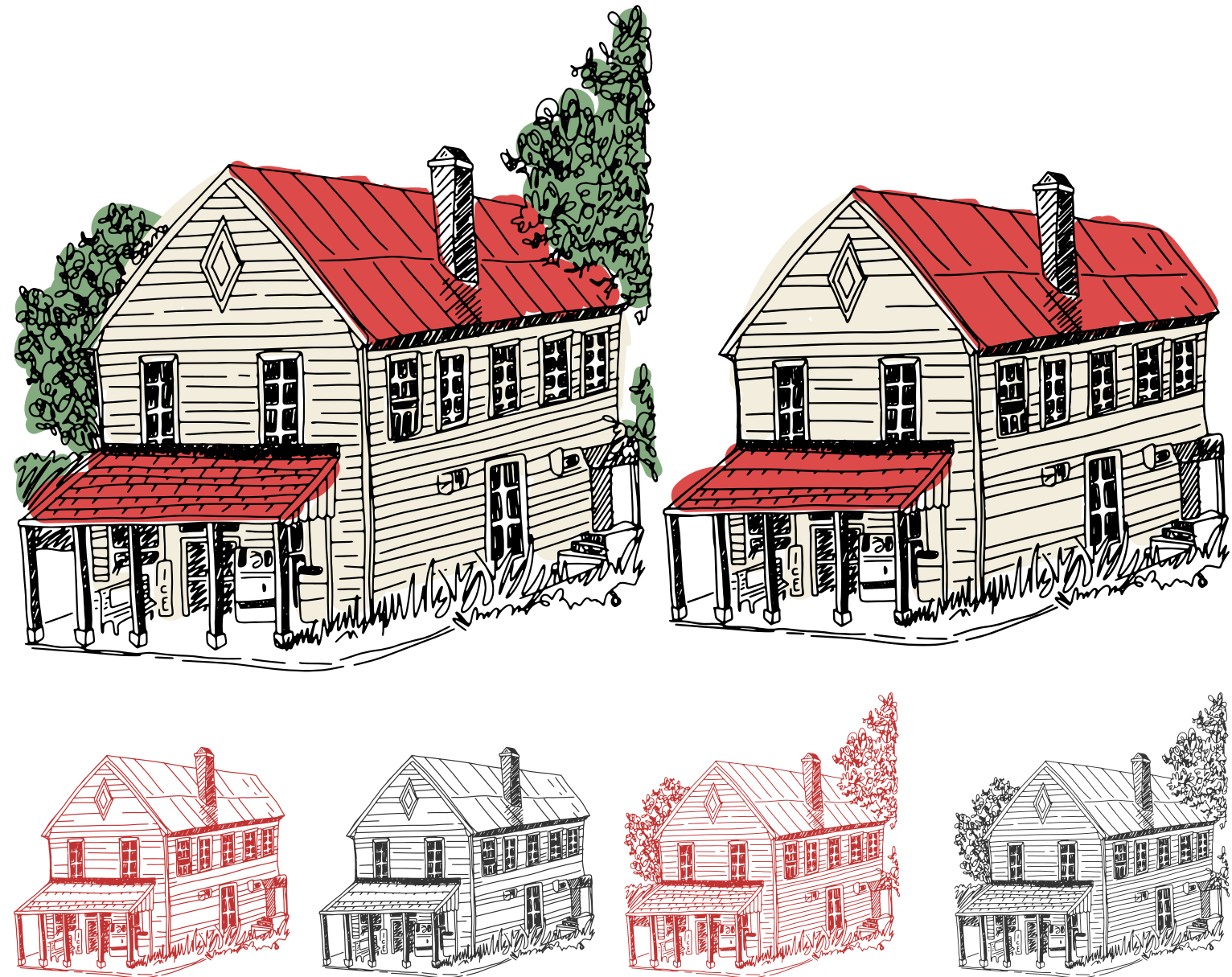


Roundabout Diamond



ILLUSTRATIONS

An approved illustration is crucial for a brand like R.G. Strickland Mercantile as it adds a unique and personal touch to the brand’s visual identity, distinguishing it from competitors. By using a consistent illustration style across various applications—such as marketing materials, signage, and product packaging—R.G. Strickland Mercantile can effectively convey its message and brand story. An illustration that reflects the brand’s character, values, and heritage enhances its visual appeal and deepens customer engagement. Adhering to approved guidelines ensures that the illustration integrates seamlessly with other brand elements, maintaining a cohesive and professional look that strengthens brand recognition and leaves a memorable impression.

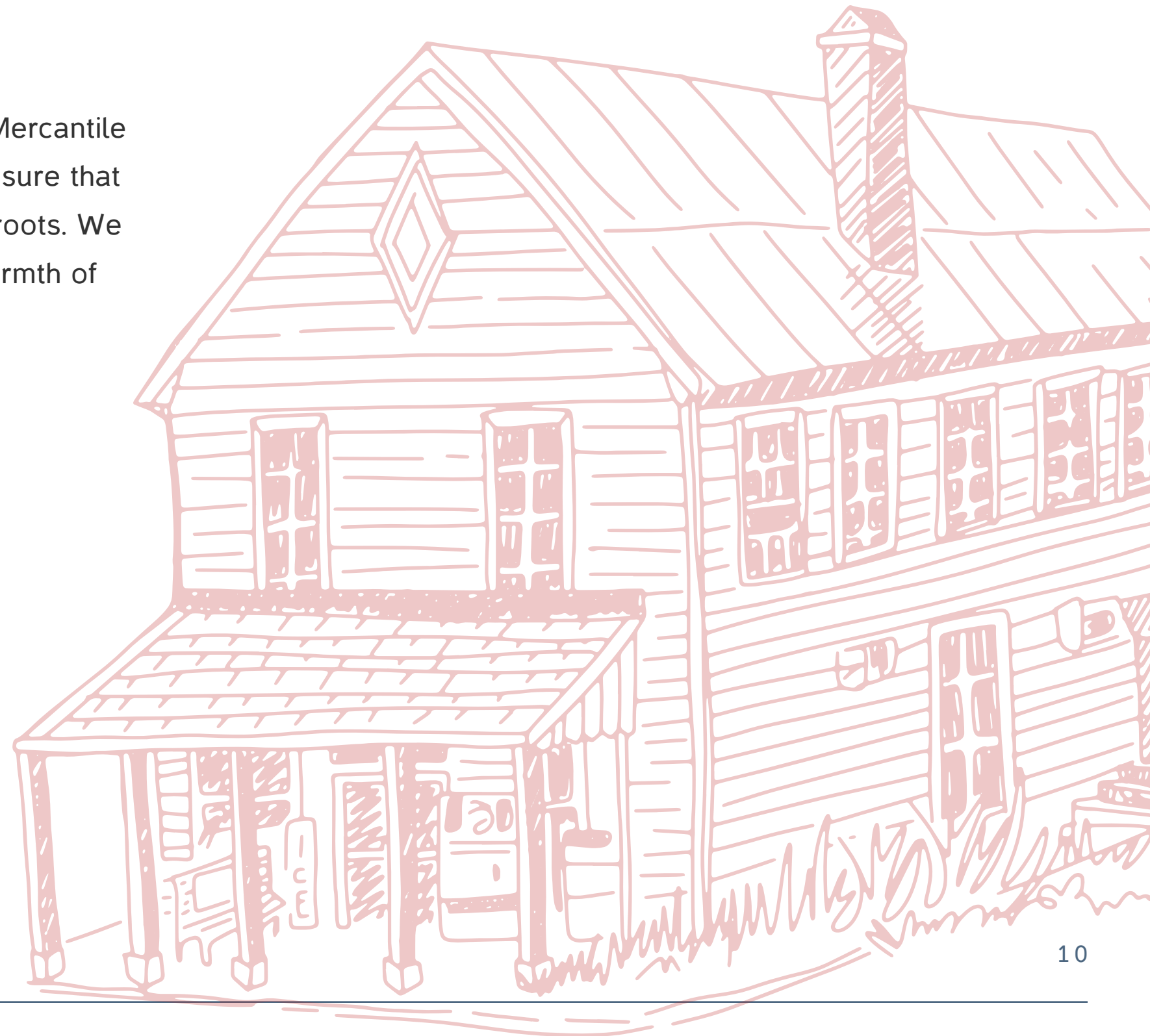


PROMOTIONAL MATERIAL EXAMPLES



CONCLUSION AND THANK YOU

Thank you for taking the time to review the R.G. Strickland Mercantile brand guidelines. By following these guidelines, you help ensure that our brand remains consistent, recognizable, and true to its roots. We look forward to working together to bring the charm and warmth of R.G. Strickland Mercantile to our community and beyond.



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