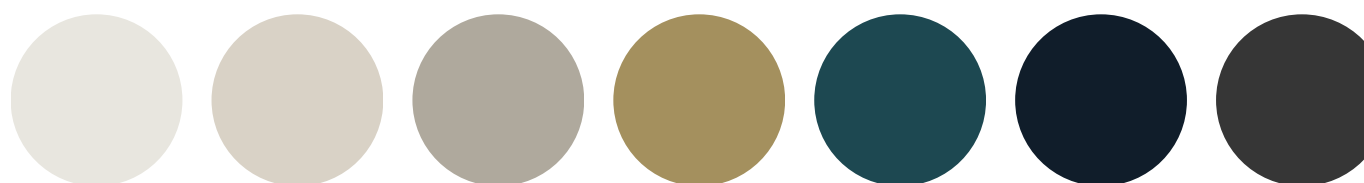




SOUTHERN PRINTING

BRAND GUIDELINES



PRESENTED BY KINDRED CREATIVE

WELCOME

Southern Printing has been a cornerstone of the Mississippi Gulf Coast since 1972. For over 50 years, this shop has been more than a place to get t-shirts made — it's been a trusted partner for schools, businesses, and community organizations who rely on quality, consistency, and personal service.



THE BRAND

Under new ownership, Southern Printing is writing its next chapter. The goal isn't to change what people love — it's to build on that foundation. We're refreshing the brand, updating our systems, and investing in the future while staying true to what matters most: honesty, craftsmanship, and customer loyalty.

Today, Southern Printing offers a full range of printing services — from screen-printed apparel and embroidery to signage, promotional products, and marketing materials — all under one roof. Whether it's uniforms for a local school, signage for a new business, or branded apparel for a growing company, we approach every job with the same commitment to quality and care.

Our promise is simple: every customer is family, every order matters, and we're here to help our community look its best.

BRAND VOICE

Southern Printing's voice is where heritage meets hospitality. We speak with the warmth of a trusted neighbor and the confidence of a shop that's been getting it right since 1972. Our tone is approachable, professional, and just a little proud — because we've spent 50+ years earning it.



BRAND VOICE

Voice Attributes

- Rooted in Legacy – We honor our history and talk about it with pride. We reference our Gulf Coast roots and 1972 heritage often, reminding customers we've been here through generations.
- Approachable & Neighborly – We speak like we know our customers by name (because we probably do). Friendly, warm, and never overly corporate.
- Trustworthy & Confident – We sound sure of ourselves because we know our craft. Our words should inspire confidence that their order is in the best hands.
- Community-Minded – We highlight our connection to schools, local events, and fundraisers, showing that we're as invested in the Coast as our customers are.
- Clear & Helpful – We make the process easy, avoid jargon, and explain things in plain language so customers feel informed, not overwhelmed.



SOUTHERN
PRINTING

TARGET AUDIENCE

Because printing needs are universal, our audience is broad and diverse. What ties them together is a need for quality, reliability, and a partner they can trust.

TARGET AUDIENCE

Local Schools & Community Organizations

- PTOs, sports teams, clubs, and nonprofits
- Need: affordable spirit wear, team uniforms, fundraiser shirts, banners, and signage
- Value: reliability, quick turnaround, friendly service

Small Businesses & Corporations

- Local boutiques, restaurants, construction companies, corporate offices
- Need: branded uniforms, promotional products, business cards, signage, marketing collateral
- Value: consistency, professionalism, long-term partnership

Event Planners & Individuals

- Brides & grooms, birthday hosts, family reunion organizers, festival planners
- Need: custom apparel, giveaways, banners, koozies, printed invitations
- Value: creativity, ease of process, memorable keepsakes

Civic & Community Leaders

- City events, chambers of commerce, government departments
- Need: professional signage, apparel for city workers, event marketing materials
- Value: credibility, expertise, community involvement

PRIMARY LOGO



LOGO VARIATIONS

Logo variations are approved versions of the primary logo that give you flexibility across different uses. They might include a stacked version, a horizontal version, a simplified mark, or an icon.

These variations make sure the brand stays consistent while still looking its best on everything from signage to social media.



LOGO BADGES



Secondary logos and badge-style marks are perfect for smaller spaces or informal uses, such as social media profiles, hats, shirt pockets, and promotional items. Keeping consistent with which badge is used where helps maintain a polished, professional brand presence across all touchpoints.



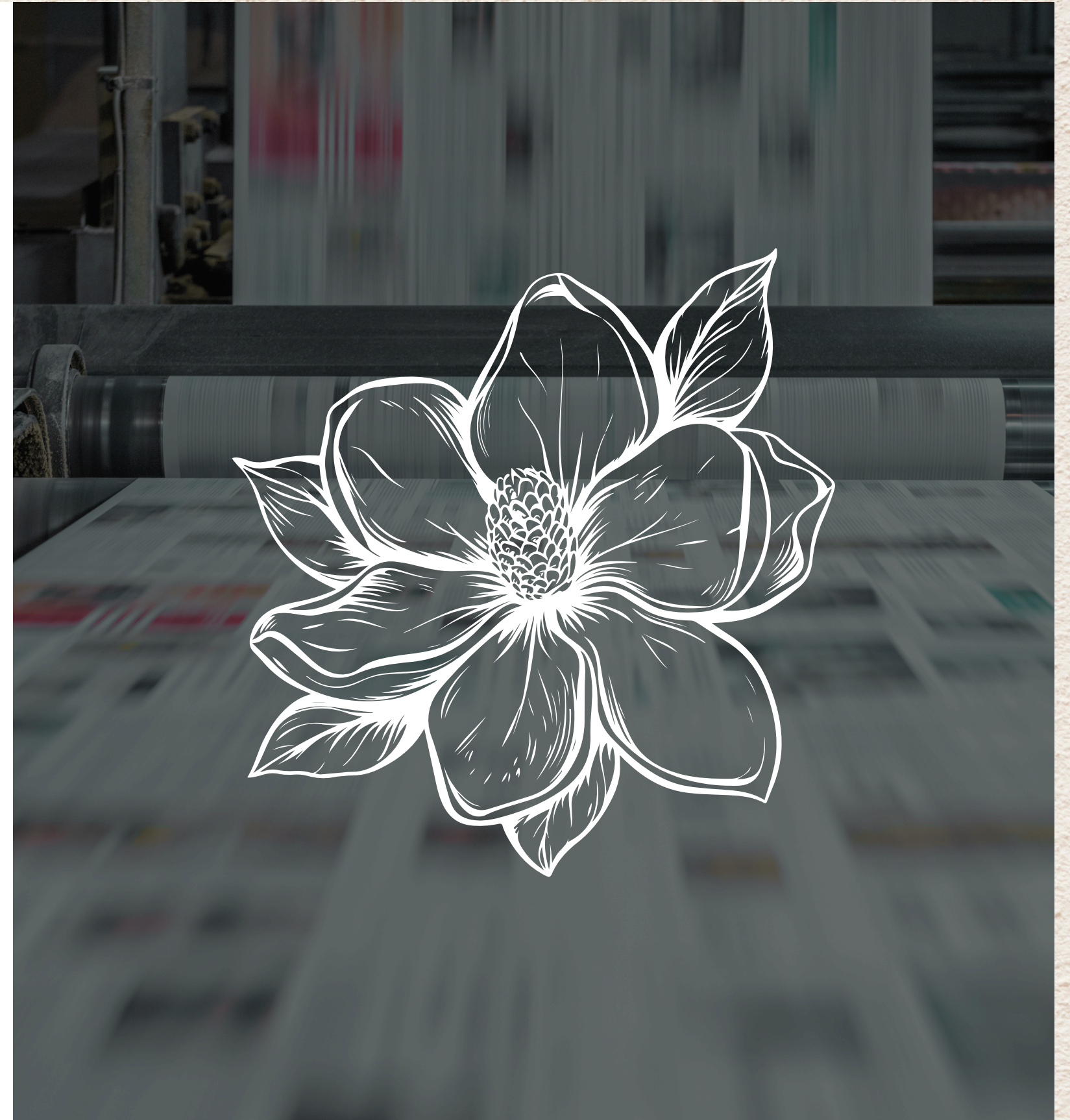
BRAND ILLUSTRATIONS

The magnolia is a nod to Mississippi pride and Southern Printing's Gulf Coast roots. It adds warmth and personality to the brand, connecting tradition with modern craftsmanship.

Suggested Uses:

- Accent on business cards, packaging, or tags
- Social media graphics or watermarks
- Branded merch like t-shirts, stickers, or totes
- Subtle in-store décor or signage

Use it thoughtfully to enhance the brand — it should complement the logo, not compete with it.



TYPEFACES

This is your brand's font family and it should be used across all applications — print, web, social media, and beyond. Consistent typography is one of the strongest ways to visually stay on brand. Using the same typefaces every time creates a cohesive presentation that reinforces your identity, even on a subtle, subconscious level.



BROOKSHIRE

INLANDER SMOOTH

Montserrat is a clean, modern sans-serif that's easy to read and approachable. It keeps your copy looking fresh and professional, perfect for paragraphs, captions, and longer text.

HEADLINES

HEADLINES & SUBHEADINGS

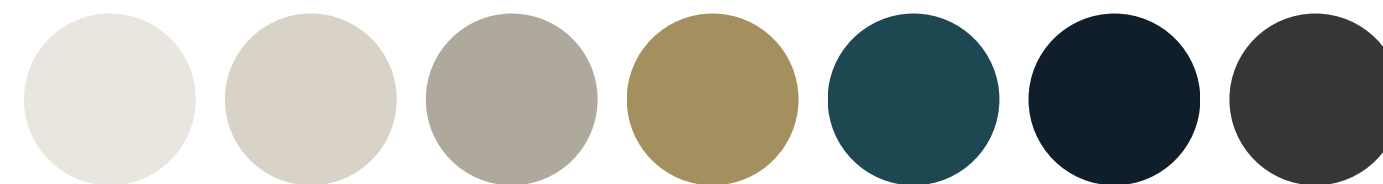
Body copy

Captions and small text

- Headlines & Subheadings: Use one of the two primary display typefaces for maximum impact. Keep them bold, clear, and minimal.
- Body Copy: Use the chosen body font for readability and consistency. Stick with regular weight for long passages.
- Captions & Small Text: Use the body font in smaller sizes. Keep tracking and line height generous for clarity.

Maintaining this hierarchy ensures everything from Instagram graphics to printed brochures feels cohesive and polished.

COLOR PALETTE



This palette is built on timeless neutrals with just enough depth to feel grounded and trustworthy. The soft creams and warm grays keep the design approachable and never distract from a customer's vision — exactly what a print shop's brand should do. The navy and gold tones add personality giving the brand subtle moments to shine without overpowering the work being produced.

This combination keeps Southern Printing's look simple, professional, and versatile across everything from apparel tags to storefront signage.

BRINGING IT ALL TOGETHER

The Southern Printing brand is more than ink on paper — it's a legacy. Every word, color, and interaction tells the story of a company that has been proudly serving its community for decades.

Use this guide as your reference point. Whether you are designing new materials, posting on social media, or speaking with customers, let it remind you what Southern Printing stands for: quality craftsmanship, approachable service, and a commitment to helping our clients bring their ideas to life.



BRAND SUPPORT

For questions about using this guide,
accessing logo files, or creating new brand
assets, please reach out:

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