

BRAND GUIDELINES · TEMPLE, GEORGIA

HOBBS PEAK DESIGNS

A faith-based, family-owned custom apparel shop — embroidery, leather patch hats, screen printing, and DTF. Every order carries someone's name, so we make it right.

EMBROIDERY

LEATHER PATCH HATS

SCREEN PRINTING

DTF

WHO WE ARE

BUILT BY HAND, MADE WITH CARE

Hobbs Peak Designs is a family operation in Temple, Georgia, decorating apparel for the teams, churches, schools, work crews, and small businesses of West Georgia — and shipping nationwide.

Our faith is part of who we are, and it shows up the way good work does: quietly, in how we treat people and how we finish a job. These guidelines keep our look and voice consistent everywhere the brand shows up — from a hat tag to a homepage.

LOGO USAGE

THE MARK

Three approved treatments. Give the logo room to breathe and never stretch, recolor, or add effects to it.

PRIMARY LOCKUP

Full-color on light
backgrounds

REVERSED Ivory on Summit Pine for dark
backgrounds

ONE- COLOR

Single-ink for patches &
stamps

DO

- ◇ Keep clear space around the logo equal to the height of the "H" on all sides.

DON'T

- Don't stretch, rotate, or add drop shadows or outlines.

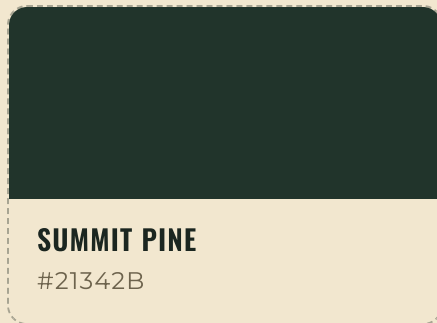
- ◇ Default pairing is Summit Pine on Ivory Highlight.
- ◇ Use the reversed mark any time the background is dark or busy.
- Don't recolor outside the brand palette.
- Don't place the full-color logo on a low-contrast background.

COLOR

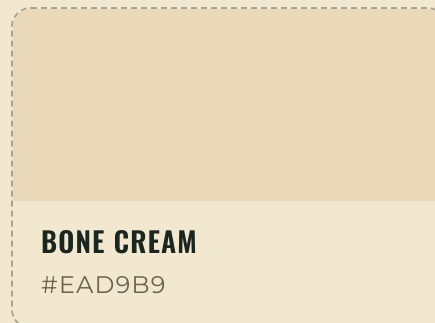
THE PALETTE

Eight locked colors. Summit Pine leads, Cognac Leather accents, and the creams and earth tones carry everything in between.

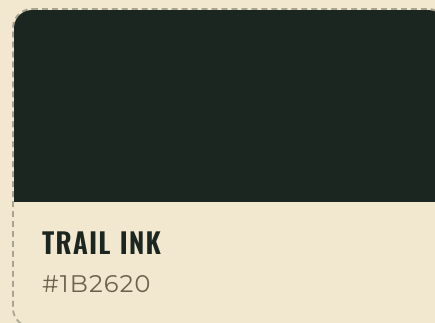
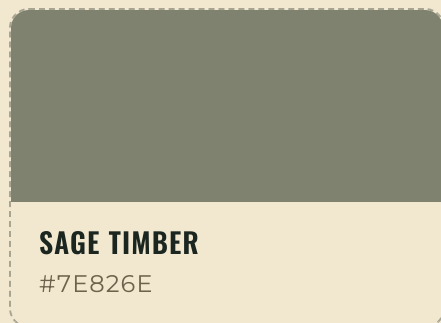
PRIMARY



NEUTRALS & BACKGROUNDS



EARTH SUPPORT & INK



Default pairing: **Summit Pine** on **Ivory Highlight**. Use **Cognac Leather** sparingly as the accent — buttons, rules, and patch details — never as a background for body text.

TYPOGRAPHY

TYPE SYSTEM

Three faces, three jobs. Anton makes the statement, Oswald organizes, Montserrat reads.

HEADLINES — ANTON

**MADE RIGHT
IN TEMPLE, GA**

Uppercase only. Big, tight, and confident — headlines and hero statements.

SUBHEADS — OSWALD

CUSTOM HATS BUILT FOR THE WHOLE ROSTER

Section headers, eyebrows, labels, and buttons. Letter-spaced and uppercase for structure.

BODY — MONTSERRAT

Embroidery, leather patch hats, screen printing, and DTF — decorated in-house and finished by people who care how it turns out. Montserrat keeps long copy clean and easy to read across web, print, and email.

Regular and Medium for body; Semibold for emphasis. Sentence case.

BRAND VOICE

HOW WE SOUND

Hobbs Peak Designs is a faith-based, family-owned custom apparel shop in Temple, GA — embroidery, leather patch hats, screen printing, and DTF. We speak like a trusted neighbor who's also a craftsman: warm, plainspoken, and proud of the work. Confident, never slick. Faith shows up naturally — never preachy. We outfit teams, churches, schools, crews, and small businesses, treating every order like it carries someone's name, because it does.

WARM

CONFIDENT

DOWN-TO-EARTH

FAITHFUL

CRAFTSMAN-PROUD

DO

- ✓ Lead with the customer's people and mission — their team, church, crew — not our machines.
- ✓ Use plain, concrete words: stitched, built, pressed, made right.
- ✓ Let faith show through quietly — gratitude, service, made with care.
- ✓ Be specific about quality and turnaround, and back it up.

DON'T

- ✗ Don't be preachy, salesy, or lean on hype like "revolutionary" or "game-changing."
- ✗ Don't sound like a generic print shop or a big-box brand.
- ✗ Don't over-promise or bury the offer in fluff.
- ✗ Don't use slang that fights the craftsman tone.

SAMPLE LINES BY AUDIENCE

CHURCHES

"Outfit your ministry team in something they'll be proud to wear on Sunday and beyond."

SCHOOLS

"Spirit wear that holds up to game day, wash day, and everything after."

SPORTS TEAMS

"Custom hats built for the whole roster — and the parents in the stands."

WORK CREWS

"Durable, branded gear that looks as hard-working as your crew."

SMALL BUSINESSES

"Your logo, stitched and pressed right — gear that turns your team into a walking billboard."

ONE ORDER AT A TIME.

hobbspeak.com

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