Renegade OS – Design Feedback

Thanks for the mockup. A few key points to align the design closer to our brand guidelines:

1. Colour & Palette

   - The grey/white foundation must remain the base.

   - Beige should only be used sparingly as an accent (section highlight, hover state, subtle divider), not as the dominant background.

   - Our visual system is built on stone, grey, white and charcoal – this ensures architectural minimalism and premium restraint.

2. Contrast & Readability

   - The all-beige approach reduces clarity.

   - Please use dark brown text on light backgrounds as default.

   - Headings and calls-to-action should always have strong contrast – no beige-on-beige combinations.

3. Brand Personality

   - Renegade must feel systematic, architectural, and premium, not soft or generic.

   - The current beige direction drifts towards "coaching" aesthetics – our brand must stay aligned with "operating system" authority.

4. Hierarchy & Layout

   - Reinstate clear section breaks with white/grey backgrounds and generous spacing.

   - Each block should feel distinct, not washed together.

   - Beige can sit behind a single feature section, but not full-page.

5. Overall Direction

   - Think architectural minimalism: structured, clean, premium.

- ○ Beige = accent only. Grey/white = foundation.

- ○ Contrast and clarity must drive hierarchy.

Please revise the mock to reflect this palette and hierarchy. This will keep us consistent with the Renegade brand system and ensure the product feels like an operating system rather than a generic coaching platform.

Colours

Renegade OS Colour System

Foundation (Primary Backgrounds & Base)

- Pure White: #FFFFFF

- Soft Grey: #f2f2f2

- Dark brown: #1d0200

- Stone: #e3dcd2

- Cream: #fffbef

Usage Rules

- Default page background: White #FFFFFF or Stone #e3dcd2.

- Text: Always Charcoal #1d0200 for body and headings. Never beige on beige.

- Section breaks: Alternate White and Stone.

- Accent colours: Stone use only for calls-to-action, highlights, or small UI details.

- Background: Stone can be used as a background block sparingly, not as the overall canvas.