Cedar & Stone

LODGE · RADIUM HOT SPRINGS

Brand Guidelines



EDITION 1.0, 2026

Concept build by Kootenay Made Digital

The morning is why you came.

Cedar & Stone is five rooms near Radium Hot Springs, run by Mara and Theo, with Charli at the door. Mara cooks breakfast at the stone table every morning, and the Parks Canada hot pools are 3 km up the road. A small lodge lives on direct bookings, so every room shows its full price with BC taxes before a guest sends a request, and the request goes straight to the hosts.

PERSONALITY

Warm

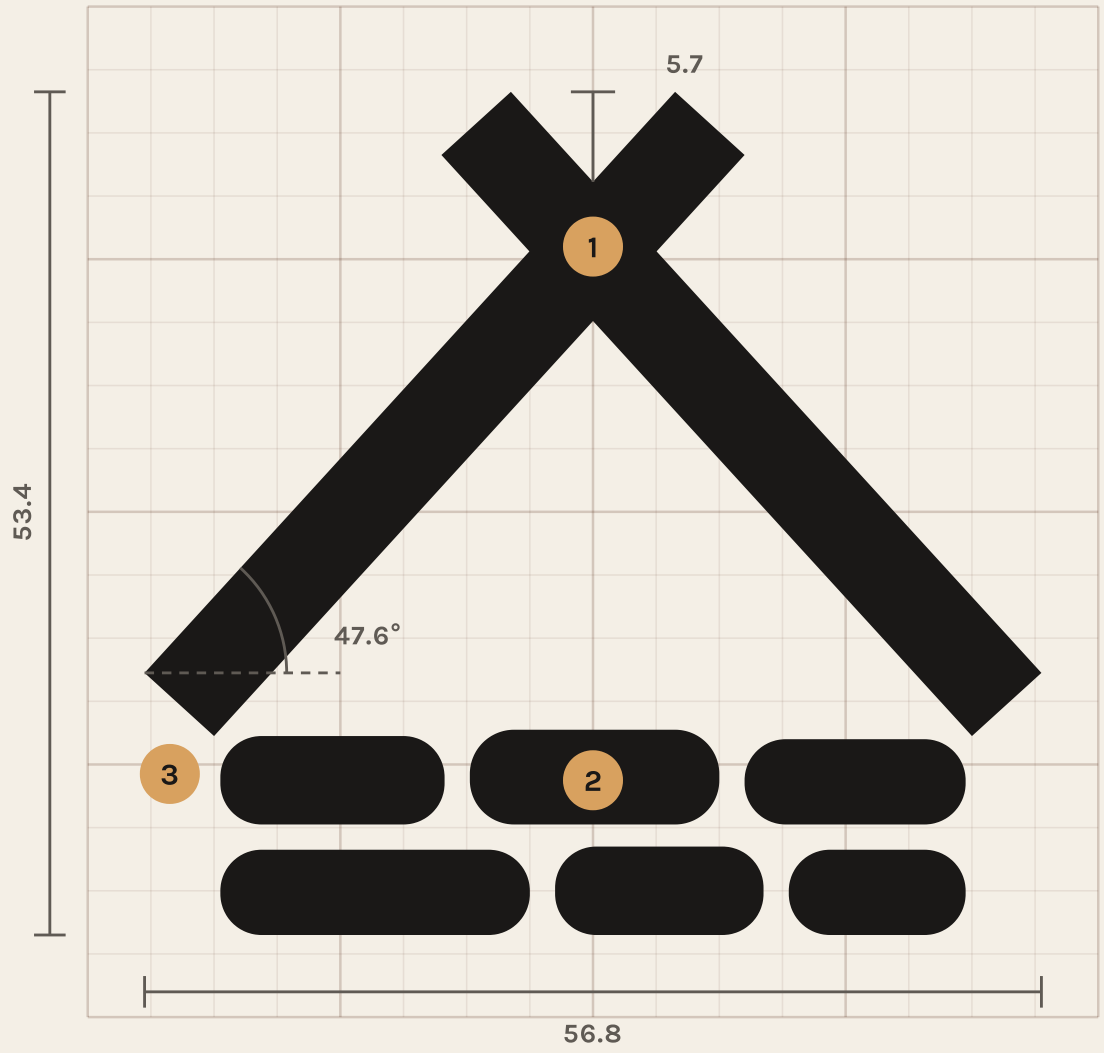
Written by the two people who meet you at the door.

Steady

Each price, time and house rule is written once and reads the same everywhere.

Unhurried

Short sentences and real times: the porch at four, breakfast at 07:30.



THE 64-UNIT GRID, RULED EVERY 4

The Joint

Two cedar rafters crossed at the peak stand on a laid course of fieldstone, so the lodge's name reads as a building. The mark prints in one colour by construction.

1 The rafters

Two cedar rafters, each 49.8 units long and 5.9 thick, pitched at 47.6 degrees. They cross 5.7 units below their tips: the joint the mark is named for.

2 The fieldstone

Two courses of three rounded stones, 5.4 to 6 units tall, laid so no joint sits over the joint below, as a mason lays a wall.

3 The footing

Each rafter lands on the outer end of the top course, so the roof stands on the wall.

These numbers come from the master on its 64-unit grid. The drawn shape is 56.8 units wide and 53.4 tall, and any redraw starts from them.

ON PAPER

Ink, for the site and for print.

Cedar & Stone
LODGE · RADIUM HOT SPRINGS

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ON LINEN

Cedar, for signage, menus and anything printed on kraft or linen.

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ON MOSS

Honey mark and Paper name, for the header, the profile tile and dark bands.

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ON A PHOTOGRAPH

Paper over a 60% Ink veil, so a busy picture never shows through the name.

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CLEAR SPACE



Clear space x is a quarter of the mark's height, on every side. Type, photo edges and folds stay outside it.

MINIMUM SIZES, AT ACTUAL SIZE WHEN PRINTED AT 100%



Horizontal
140 px or 35 mm wide



Stacked
120 px or 30 mm wide



Mark
16 px or 6 mm

The stacked minimum keeps its place line the same size as the horizontal one at 140 px. Under 16 px the stones run together, so the mark stops there.

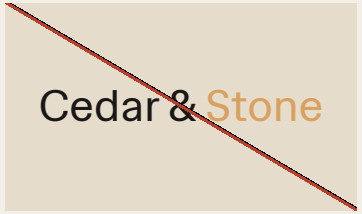
SIX DON'TS



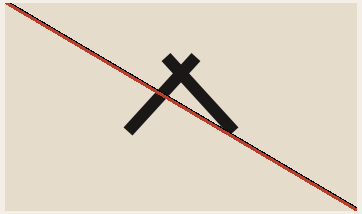
✕ Don't stretch it.



✕ Don't recolour it.



✕ Don't pick out one word.



✕ Don't drop the stones.



✕ Don't set it on a busy photo.



✕ Don't retype the name.

Paper

#F4EFE6
RGB 244, 239, 230
CMYK 0 2 6 4*

The page ground on the site and on every printed piece

Ink

#1A1817
RGB 26, 24, 23
CMYK 0 8 12 90*

Headlines, body type and the mark on paper

Moss

#2F3A2B
RGB 47, 58, 43
CMYK 19 0 26 77*

The dark interlude, buttons, the profile tile

Cedar

#5B321F
RGB 91, 50, 31
CMYK 0 45 66 64*

Print and signage ink, menu prices, the signature

Honey

#D8A15F
RGB 216, 161, 95
CMYK 0 25 56 15*

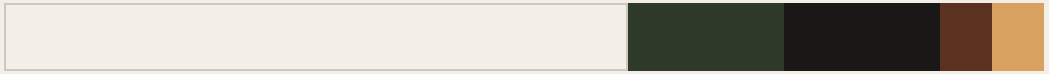
The mark on dark grounds and the one warm accent

Ledger

#5F5A54
RGB 95, 90, 84
CMYK 0 5 12 63*

Captions, labels and small text on light grounds

PROPORTION, BY AREA



60 Paper
15 Moss
15 Ink
5 + 5 Cedar, Honey

Ledger is a text colour and takes no area. On Moss and Ink, small text moves to Ledger Light, #C9C1B3.
* CMYK is converted from RGB and approximate. Proof on the real stock before a run.

PAIRS THAT PASS THE 4.5:1 OF WCAG 2.2 AA, COMPUTED

Aa 15.44:1 Ink on Paper
Aa 10.41:1 Moss on Paper
Aa 9.54:1 Cedar on Paper
Aa 5.95:1 Ledger on Paper
Aa 10.41:1 Paper on Moss
Aa 5.21:1 Honey on Moss
Aa 6.67:1 Ledger Light on Moss
Aa 7.73:1 Honey on Ink
Aa 7.73:1 Ink on Honey

Honey on Paper measures 1.99:1, so Honey never carries text on a light ground.

Aa

Hedvig Letters Sans

The poster voice, for headlines from 28 px up

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789 &

One upright weight, Regular 400. Hierarchy comes from size, never from a synthesised bold or italic. Leading 1.04, tracking -0.015em.

All three faces are the site's own, served by Google Fonts under the SIL Open Font License.

Aa

Karla

Body text and the label voice

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789 &

Regular 400 · *Italic 400* · **Bold 700**

Body at 17 px, leading 1.6. Labels in capitals at 11 px, weight 600 to 700, tracking 0.18em.

HIERARCHY IN USE

LABEL · KARLA 600 · 11 PX

ENTRY NO. 02 · THE ROOM LEDGER

HEADLINE · HEDVIG 400 · 46 PX

Five rooms. Pick the kind of quiet you want.

BODY · KARLA 400 · 17 PX / 1.6

Garden rooms on the ground floor, mountain rooms upstairs. Every rate includes breakfast for two.

BUTTON · KARLA 700 CAPITALS ON HONEY

CHECK AVAILABILITY

SIGNATURE · LA BELLE AURORE · NOTES ONLY

Mara & Theo

The register

The lodge keeps its days like a guest register, and the page is ruled the same way.

From $120	3 km	Five	07:30
A NIGHT WITH BREAKFAST FOR TWO	TO THE RADIUM HOT POOLS	ROOMS IN THE WHOLE LODGE	BREAKFAST AT THE STONE TABLE

1. Every band opens on the double rule: a 2 px Ink line with a 1 px hairline below it.
2. Facts sit in ruled rows, the figure in Hedvig and its label beneath in tracked capitals.
3. Every photo carries a two-sided caption: what it is on the left, the hour on the right.
4. Captions and fact rows keep the 24-hour clock, 07:30 and 16:00. Sentences say 7:30 am.

Photography

1. **Light at its real hour.** Frost and first light outside, lamp and fire inside, and the caption names the time.
2. **Materials up close.** Cedar trim, river stone, linen and stoneware, filling the frame.
3. **The valley by name.** Steam on the hot pools, the red walls of Sinclair Canyon, the bighorn sheep in the village.
4. **People when they belong.** Mara at the stone table, Theo with the firewood, Charli at the door. On a concept they are marked illustrative.



THE PORCH 16:00



THE STONE TABLE 07:30

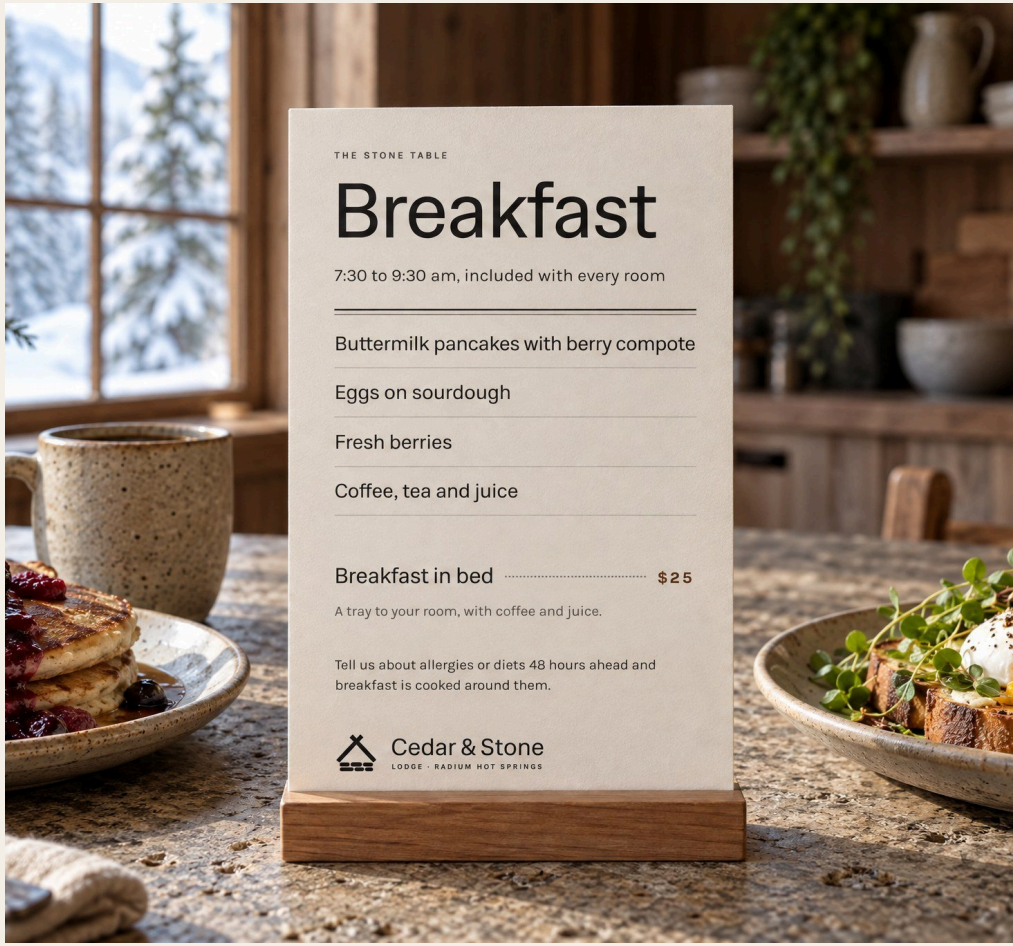


THE HOT POOLS 10:15



RIVER STONE THE PORCH PILLAR





WELCOME CARD

5 by 7 in on uncoated Paper stock, left on the bed before the guests arrive. The room by name, breakfast and the phone, signed in Cedar.

ROOM KEY TAG

2 by 3.5 in on 30 pt rigid board, Moss on both sides, with a brass grommet. The Honey mark, the room in Hedvig Letters Sans, the lodge in Karla capitals.

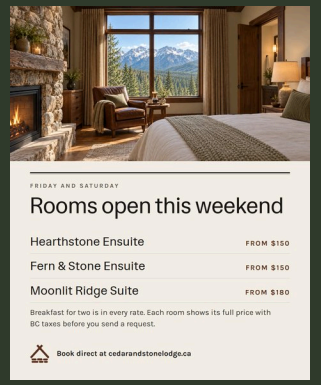
BREAKFAST MENU

5.5 by 8.5 in on uncoated Paper stock, standing in a cedar block on the stone table. Ruled like the site's menu ledger, with the horizontal lockup at the foot.

Digital



Profile image: the Honey mark on a Moss tile, 1080 by 1080, cropped for the circle at 84 px. The same tile is the site's app icon.



Post template, 1080 by 1350. A room photo above the register rule, the open rooms and their starting rates below it, read from the room pages.

The profile on a phone: the Moss and Honey tile as the avatar, the post template first in the grid, the site's own photos after it. In the scene, the porch at first light, looking west across the Columbia Valley to the Purcells.

Voice and tone

Mara and Theo write as we, the way they talk at the door. Every line names the real thing: the room, the hour, the number of steps.

Warm

Written by the two people who meet you at the door.

Steady

Each price, time and house rule is written once and reads the same everywhere.

Unhurried

Short sentences and real times: the porch at four, breakfast at 07:30.

✓ WE SAY	✕ WE DON'T SAY
Breakfast is included, 7:30 to 9:30 at the stone table.	*Indulge in our gourmet breakfast experience!*
The hot pools are 3 km up the road.	*Minutes from world-class hot springs!*
Moonlit Ridge is up one flight of 14 steps, with a handrail.	*A charming suite bursting with rustic character!*
Cancel free until 7 days before arrival.	*Flexible booking for total peace of mind!*
Arriving after 9 pm? Tell us your time and we will leave a lit path and a key.	*Late check-in may be available upon request.*

Each line on the left comes from the site's room pages and house policies.

Quick reference



The Joint: two rafters on two courses of stone, 56.8 by 53.4 on a 64-unit grid.

THE MARK

Clear space is a quarter of the mark's height on every side. Minimums: horizontal 140 px or 35 mm, stacked 120 px or 30 mm, mark 16 px or 6 mm.

TYPE

Hedvig Letters Sans 400 for headlines from 28 px. Karla 400 for body at 17 px, Karla 600 to 700 capitals for labels. La Belle Aurore for signed notes only.

VOICE

Warm, steady and unhurried, written as we by Mara and Theo.

COLOUR

Paper	#F4EFE6
Ink	#1A1817
Moss	#2F3A2B
Cedar	#5B321F
Honey	#D8A15F
Ledger	#5F5A54

Paper 60, Moss 15, Ink 15, Cedar 5, Honey 5. Text on any ground passes 4.5:1.

THE REGISTER

The double rule opens every band. Facts in ruled rows, two-sided captions, the 24-hour clock in captions.

PHOTOGRAPHY

Real light at its real hour, materials up close, the valley by name, people only when they belong.

CONTACT

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Concept build by Kootenay Made Digital

kootenaymade.ca

Cedar & Stone Lodge, Mara, Theo, Charli, the rooms and the rates are fictional.