Larch Hollow Golf Club

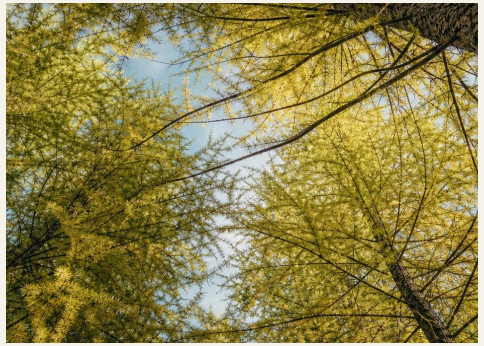
Brand Guidelines

EDITION 1.0, 2026

Concept build by Kootenay Made Digital



A course that changes with the larch.



SUMMER LARCH



MID-OCTOBER



A SHOULDER-WEEK MORNING

Larch Hollow is an 18-hole public course on the Quill River in Hartley Falls, BC. Stuart Bellamy routed it in 1977, and the members have owned it since 2012. The larch is a conifer that turns gold in October and drops its needles, so the course looks different in April, August and October. The brand keeps the same calendar, so every hour, tee time and course note is written for today.

PERSONALITY

Specific

We give the par, the yardage and the next open tee time before we reach for an adjective.

Seasonal

We say what the course is doing this week: a frost delay, carts on the paths, the three weeks of gold.

Open

We talk to a first-time visitor the way we talk to a Thursday regular.

The shield holds the course.

A green and its gold flag, a tall fir at the edge, the valley's ridges behind, and a larch sprig with its cone in the corner. The gold is the larch in October.



The crest

542 by 738 px in the master, a width of 0.73 of its height. It is used in full colour only, cut from the master art.

The wordmark

Larch Hollow in a drawn serif, its L 234 px tall. Golf Club in spaced capitals, 70 px, between two gold rules 6 px thick on the same centre line.

The lockup

Exactly three times as wide as it is tall. A gap of 69 px between crest and wordmark.

Measured from the master file the site builds every logo from (Larch Hollow Logo (NO BG).png, 2400 by 1024 px). H is the height of the lockup. The lockup is drawn art, so the master is a high-resolution raster and every size is made from it.

PRIMARY LOCKUP

Larch Hollow
GOLF CLUB

On Paper and light grounds. The default everywhere.

ON CEDAR

Larch Hollow
GOLF CLUB

Dark grounds take the lockup on a Paper plate, as the site header and footer do.



CREST



Where the name is already said: flags, tee signs, the booking panel.

APP ICON



The crest on Paper with a safe margin, 192 and 512 px, from the site.

ONE COLOUR, WORDMARK

Larch Hollow
GOLF CLUB

For one-colour jobs such as a stamp or embroidery: the wordmark alone, Paper on Cedar or Cedar on Paper.

The crest is drawn in full colour and is never reduced to one colour. Every version is cut from the same master file.

CLEAR SPACE



Keep clear space the height of the L in Larch on every side, free of type, edges and photo crops.

MINIMUM SIZES



Lockup: 40 px tall on screen, as the site's phone header sets it. 0.6 in (15 mm) tall in print.





Crest: 32 px tall on screen. 0.4 in (10 mm) tall in print.

Below 32 px the drawing closes up: at 16 px the crest reads as a green shield and the tree disappears. The site's browser icon is drawn at 64 px.

SIX DON'TS



✕ Don't stretch it.



✕ Don't recolour it.



✕ Don't set it on a dark ground without the plate.



✕ Don't retype the wordmark.



✕ Don't drop it on a busy photo.



✕ Don't add a shadow or outline.

Paper

#F5F2EA
RGB 245 242 234
CMYK 0 1 4 4*

The ground. Pages, cards, the flag.

Cedar

#3C4A35
RGB 60 74 53
CMYK 19 0 28 71*

The club colour. Buttons, signs, dark bands.

Granite

#2B2A28
RGB 43 42 40
CMYK 0 2 7 83*

Text, and the one dark interlude.

Silt

#67655F
RGB 103 101 95
CMYK 0 2 8 60*

Quiet text: labels, captions, meta.

Tamarack

#C89B3C
RGB 200 155 60
CMYK 0 23 70 22*

The larch in October. Rules and fills, never text on Paper.

Amber

#B5691F
RGB 181 105 31
CMYK 0 42 83 29*

A rare warm accent fill.

Amber ink #98551A
Text in amber, on Paper

Tamarack ink #866828
Text in gold, on Paper

Tamarack light #D7B978
Gold text on Cedar, Granite and photos

PROPORTION, AS A GUIDE



60 22 10 4 3

Paper leads and Cedar carries the club. Tamarack and Amber are fills and rules. When gold or amber is text, it uses its ink, measured for its ground. *CMYK is computed from RGB and approximate: proof it with the printer. The crest prints from its master in its own drawn inks (#1D3B26 green, #968552 gold), never re-mixed.

CONTRAST, MEASURED TO WCAG 2.2 AA (4.5:1 FOR TEXT)

Aa 12.82:1 AA
Granite on Paper

Aa 5.21:1 AA
Silt on Paper

Aa 5.14:1 AA
Amber ink on Paper

Aa 4.66:1 AA
Tamarack ink on Paper

Aa 8.44:1 AA
Paper on Cedar

Aa 4.99:1 AA
Tamarack light on Cedar

Aa 7.58:1 AA
Tamarack light on Granite

Aa 5.14:1 AA
Paper on Amber ink

Aa 5.61:1 AA
Tamarack on Granite

Aa 2.29:1 Fails
Tamarack on Paper

Aa

Gambetta

Display and headings · Regular 400 · Fontshare, ITF Free Font License

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Switzer

Text, buttons and forms · 400 and 500 · Fontshare, ITF Free Font License

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

JetBrains Mono

Labels and the today line · 400 and 500 · SIL Open Font License

HOLE 12 · PAR 3 · 214 YD

THE HIERARCHY IN USE

HOLE 12 · PAR 3 · 214 YD FROM THE BLACK

The 12th is the one people talk about.

A long par 3 with a forced carry over a forested ravine to a green set against the trees.

Book a tee time

Label	JetBrains Mono 500 · 12 px · caps · tracking 0.16 em
Display	Gambetta 400 · 92 / 64 / 44 / 28 px · tracking -0.015 em
Body	Switzer 400 · 17 to 19 px · leading 1.65
Button	Switzer 500 · 15 px on Cedar · radius 2 px

The today line

Hole 12 · Par 3 · 214 yd from the Black

Day 199 of the season · Friday

- Pro Shop 8 am to dusk · The Larchview Grill 10 am to 6 pm

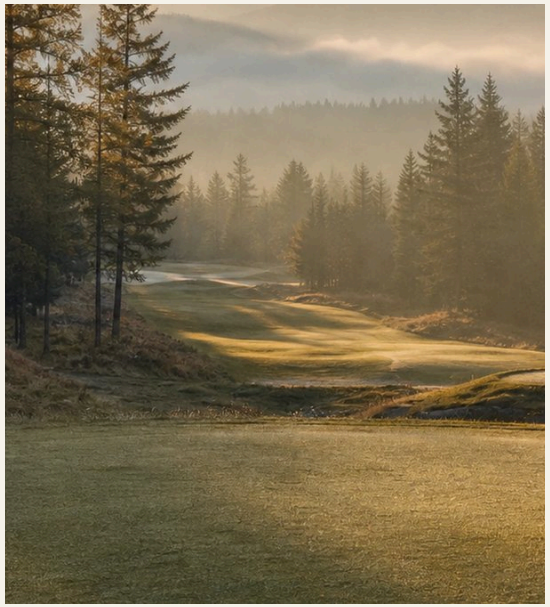
1. **Facts only.** Set in JetBrains Mono, separated by a middle dot.
2. **One line.** It sits above a headline or under a photo and never wraps into a paragraph.
3. **A Cedar dot** leads it when something is open right now.
4. **A date** goes on anything that changes.

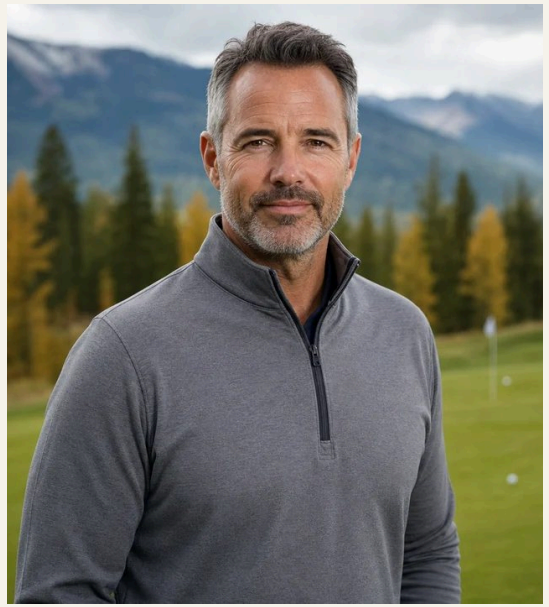
Photography

1. **From where a golfer stands.** Tee, fairway and green, at eye height or lower.
2. **The season it is.** Green larch in summer, gold in mid-October, fog and frost in the shoulder weeks.
3. **Low sun.** Early morning or evening, long shadows across the grass.
4. **The club's own people.** Staff are named, like Marcus Reid at the Pro Shop.









From the site: the cup in October, a foggy morning, the first tee at dawn, Marcus Reid, head professional.



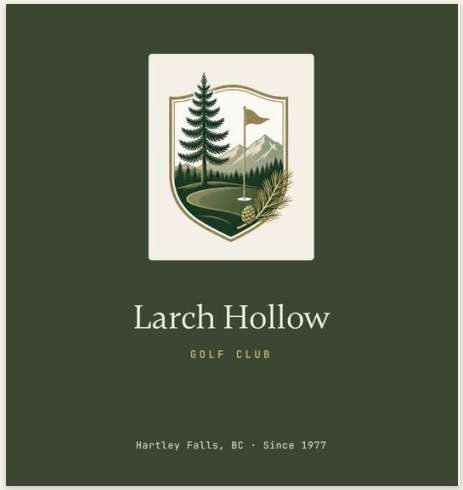


PIN FLAG

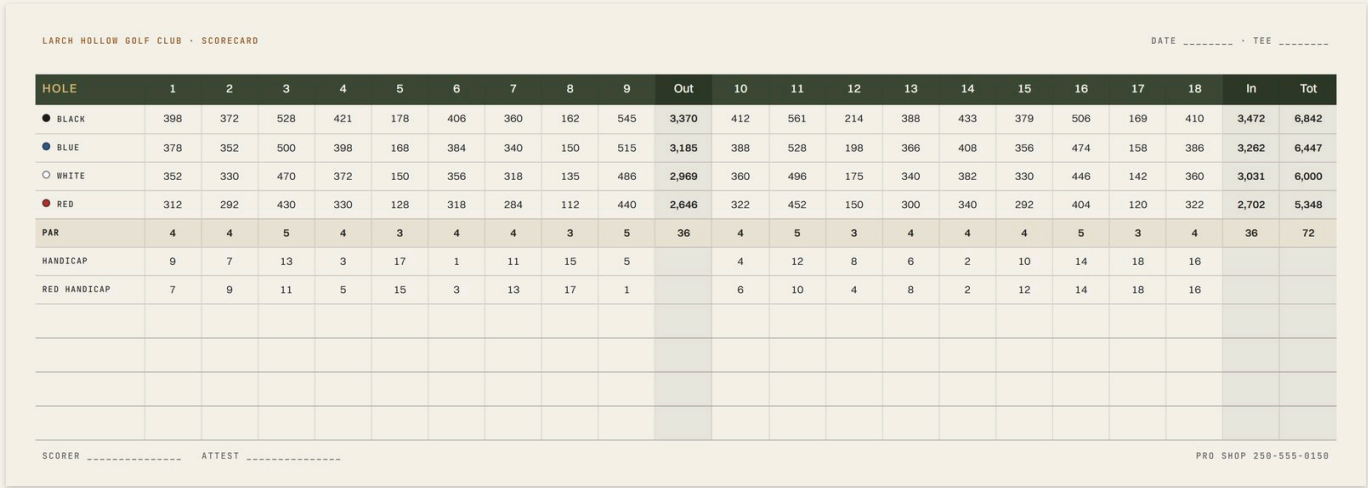
20 by 14 in, Paper nylon with a Cedar sleeve, the crest printed in full colour. It flies from a white fibreglass flagstick seated in the cup.

TEE SIGN, THE 12TH

An 18 by 24 in panel in a cedar frame beside the cart path: the hole, the par, a yardage for each tee, the handicap and one line on how to play it.



FRONT



LARCH HOLLOW GOLF CLUB · SCORECARD

DATE _____ · TEE _____

HOLE	1	2	3	4	5	6	7	8	9	Out	10	11	12	13	14	15	16	17	18	In	Tot
BLACK	398	372	528	421	178	406	360	162	545	3,370	412	561	214	388	433	379	506	169	410	3,472	6,842
BLUE	378	352	500	398	168	384	340	150	515	3,185	388	528	198	366	408	356	474	158	386	3,262	6,447
WHITE	352	330	470	372	150	356	318	135	486	2,969	360	496	175	340	382	330	446	142	360	3,031	6,000
RED	312	292	430	330	128	318	284	112	440	2,646	322	452	150	300	340	292	404	120	322	2,702	5,348
PAR	4	4	5	4	3	4	4	3	5	36	4	5	3	4	4	4	5	3	4	36	72
HANDICAP	9	7	13	3	17	1	11	15	5		4	12	8	6	2	10	14	18	16		
RED HANDICAP	7	9	11	5	15	3	13	17	1		6	10	4	8	2	12	14	18	16		

SCORER _____ ATTEST _____

PRO SHOP 250-555-0150

INSIDE

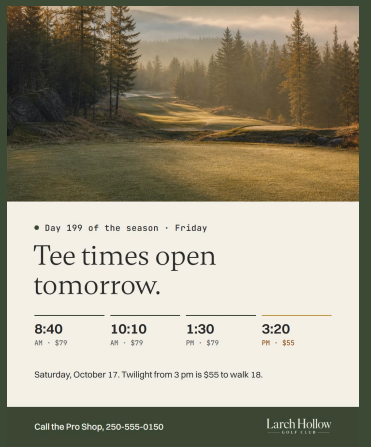
SCORECARD

12 by 4.25 in, folded in thirds to 4 by 4.25 in. The front is Cedar with the crest on its Paper tile. Inside, every yardage, par and handicap comes from the course data, Black tees to Red: 398 yards on the 1st from the Black, 6,842 in all.

Digital



Profile image: the crest on Paper, 1080 by 1080, cropped for the circle.



Post template, 1080 by 1350: a course photo above, then the today line, the headline and four open times. The twilight time is marked in Tamarack. The Pro Shop number closes every post.

On the phone: the club's profile at the first tee, the tee-time post at the top of its grid.

Voice and tone

The club writes as "we", the way the Pro Shop talks across the counter.

Like the counter talks.

Short sentences, facts first.

We name the place.

The 12th, the Quill River, the patio over the 18th green.

We date it.

Anything that changes carries its day.

WE SAY	WE DON'T SAY
Carts stay on the paths today. The fairways are wet.	*Enjoy our immaculate course conditions!*
Take enough club on the 12th. Long is fine and short is gone.	*Our signature hole will challenge every golfer!*
Twilight starts at 3 pm, $55 to walk 18.	*Unbeatable rates you won't want to miss!*
The larches along the river go gold in mid-October.	*Experience breathtaking fall colours!*
Frost delay this morning. The new first tee time is on the Conditions page.	*Don't let a little weather stop your game!*

Quick reference



THE MARK

Crest and wordmark, three times as wide as tall. Clear space: the height of the L in Larch. Smallest: 40 px or 0.6 in tall; the crest alone 32 px or 0.4 in.

Dark grounds and photos take the Paper plate. The crest stays full colour.

TYPE

Gambetta 400 for display. Switzer 400 and 500 for text. JetBrains Mono 500 for labels and the today line.

COLOUR

- Paper #F5F2EA
- Cedar #3C4A35
- Granite #2B2A28
- Silt #67655F
- Tamarack #C89B3C
- Amber #B5691F

Every approved text pair measures 4.5:1 or more. Gold text on Paper is Tamarack ink #866828.

THE TODAY LINE

Facts in mono, a middle dot between them, one line, dated.

PHOTOGRAPHY

From where a golfer stands, in the season it is, in low sun. The club's own people, named.

VOICE

Specific, seasonal and open. The club speaks as "we", the way the counter talks.

Larch Hollow
GOLF CLUB

Pro Shop 250-555-0150
1450 Fairway Drive, Hartley Falls BC
larchhollowgolf.example

Concept build by Kootenay Made Digital

kootenaymade.ca

Larch Hollow Golf Club, the Quill River Golf Society, Hartley Falls, the Quill River and every person, rate and tee time in this book are fictional.