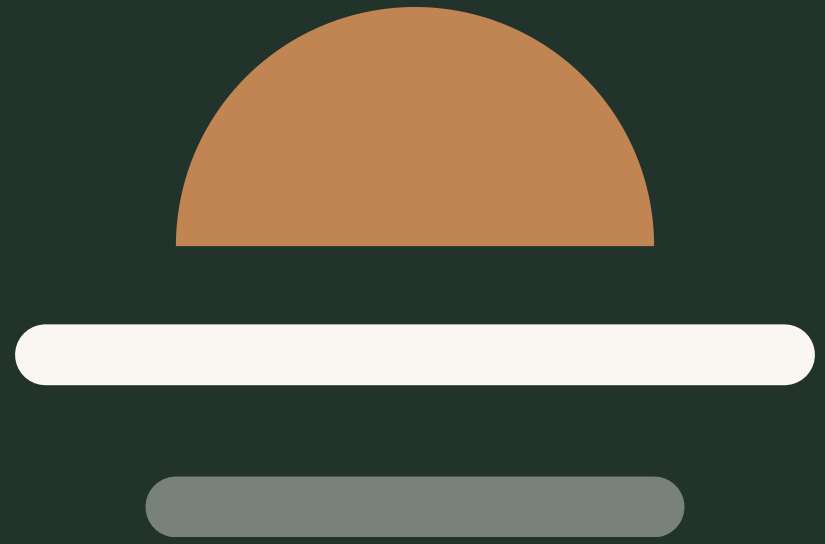
The Morrow Clinic

Brand Guidelines



EDITION 1.0, 2026

Concept build by Kootenay Made Digital

Care that starts the way a morning should.

The Morrow Clinic keeps massage therapy, physiotherapy, counselling and acupuncture under one roof, in the old Reach Mercantile on Alder Street. People usually find a clinic in pain or in doubt, often after a bad night. So the brand stays calm first, then answers billing, referrals, cost and the first visit before it asks anyone to book.

PERSONALITY

Unhurried

Slow light, slow transitions and short sentences, so a nervous first-timer never feels rushed.

Plain

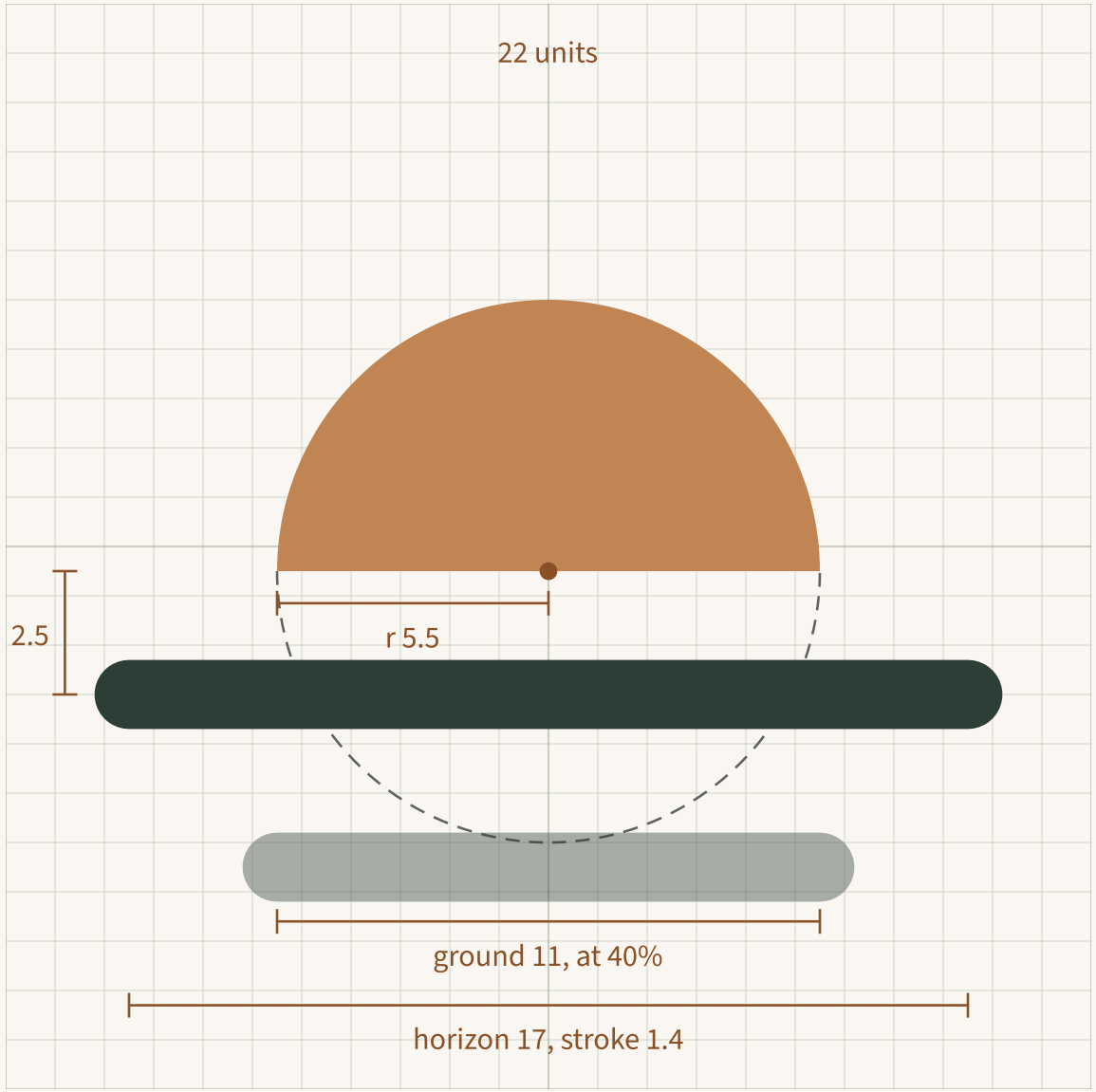
It names the body the way patients do, a stiff neck or a bad night, and explains direct billing and rates up front.

Careful

It names who does what, says when the clinic refers out, and never promises a result.

A NAMING NOTE

In BC, massage therapist, physiotherapist and acupuncturist are titles reserved for licensed practitioners. The brand uses each one only beside the named person who holds it, and calls the whole team practitioners.



The sun

Morrow is the old word for morning, and the clinic opens at 7:00. A Clay half sun of radius 5.5 sits 2.5 above the line.

The horizon

One line, 17 long, at a stroke of 1.4 with round ends. Everything in the brand rests on it.

The ground

A shorter line, 11 long, at 40% opacity, so the mark reads as land below the sky.

RISEN AND SET



Risen: open

Set: closed

The header and posted hours carry the risen sun. The footer and anything after closing carry the set sun, below the line.

Measured from the site's SunMark on a 22-unit square. Redraw from these numbers, never by eye.

ON MORNING
Full colour

The Morrow Clinic

The Morrow Clinic

ON EVERGREEN
Clay sun, Morning ink

The Morrow Clinic

The Morrow Clinic

ON LINEN
One colour, Spruce

The Morrow Clinic

The Morrow Clinic

ON PHOTOGRAPHY
Morning on a 60% Evergreen scrim

The Morrow Clinic

The Morrow Clinic

CLEAR SPACE



Keep x, the height of the sun, clear on every side of every version. Type, photo edges and folds stay outside it.

MINIMUM SIZES

The Morrow Clinic

Horizontal
120 px, 32 mm

The Morrow Clinic

Stacked
72 px, 20 mm

Mark
16 px, 6 mm

Shown at actual size. Below 120 px the name thins out, so use the mark alone. At 16 px the ground line falls to a hairline and the sun and horizon carry the mark.

SIX DON'TS



✕ Don't stretch it.
Scale it evenly.



✕ Don't recolour the sun.
It is Clay, or the one ink colour.



✕ Don't add a glow.
Light in this brand only falls.



✕ Don't set it on a busy photo.
Use the Evergreen scrim.



✕ Don't retype the name.
Use the outlined master.



✕ Don't show a risen sun when closed.
Closed hours take the set mark.

Morning

#FAF7F2
RGB 250, 247, 242
CMYK 0 1 3 2*

The paper every page starts on.

Linen

#F1EAE0
RGB 241, 234, 224
CMYK 0 3 7 5*

Panels, cards and quiet fields.

Spruce

#2C3E36
RGB 44, 62, 54
CMYK 29 0 13 76*

Ink for type and the lines of the mark.

Evergreen

#22332C
RGB 34, 51, 44
CMYK 33 0 14 80*

Dark grounds: the footer and the card front.

Sage

#96A88F
RGB 150, 168, 143
CMYK 11 0 15 34*

Decoration on light grounds, labels on Evergreen.

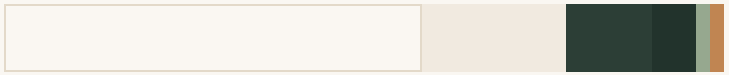
Clay

#C08552
RGB 192, 133, 82
CMYK 0 31 57 25*

The sun and one small accent per surface.

Text tones: Boughs #51605A for muted text, Stone #5E635F for small labels, Clay Ink #8A5127 for the accent at text sizes. *CMYK is computed from RGB and approximate. Proof it with the printer.

PROPORTION, BY AREA



Mostly warm paper and linen, with Spruce for the words. Clay appears where the sun is, and almost nowhere else.

CONTRAST, MEASURED TO WCAG 2.2 AA

Aa — 10.63:1 — Spruce on Morning — AA text

Aa — 6.20:1 — Boughs on Morning — AA text

Aa — 5.13:1 — Stone on Linen — AA text

Aa — 5.98:1 — Clay Ink on Morning — AA text

Aa — 12.45:1 — Morning on Evergreen — AA text

Aa — 10.63:1 — Morning on Spruce — AA text

Aa — 5.26:1 — Sage on Evergreen — AA text

Aa — 2.93:1 — Clay on Morning — Not for text

Aa

Newsreader

Headlines, names and field notes. Weights 400 to 500, never bold, with optical sizing on.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 *Italic for field notes*

Aa

Source Sans 3

Body, labels, rates and hours, set with tabular lining figures.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Both faces are open source under the SIL Open Font License and ship with the site through Google Fonts.

HIERARCHY IN USE

Label, Source Sans 3 600, 11 px caps

HERON REACH, BC · INTEGRATED CARE

Headline, Newsreader 400, 34 px

Care that starts the way a morning should.

Field note, Newsreader Italic 400, 17 px

Nobody needs ten exercises. They need the right two.

Body, Source Sans 3 400, 14 px, leading 1.75

Massage therapy, physiotherapy, counselling, and acupuncture under one roof on the Sorrel River. One conversation, one plan, and no rushing.

Hours, tabular figures

Monday to Friday	7:00 am to 7:00 pm
Saturday	8:00 am to 2:00 pm

Book a visit

The horizon



Open: the sun on the line



Closed: the sun below it

1 **One horizon per surface.** A hairline across the page, the card or the post, with the sun on it.

2 **The sun tells the time.** Risen for open hours and mornings, set for closing time and evenings.

3 **Light falls, it never glows.** Soft bands of warm light, the way the east windows throw them on plaster.

Photography

1 **Morning light from the east.** A low sun patch on warm plaster and fir floors.

2 **Rooms at rest.** Interiors show nobody, with the table made and the towel folded.

3 **People as themselves.** Practitioners in their own clothes against warm plaster, never mid-treatment.

4 **Things from the valley.** Pressed plants on handmade paper, clay cups, linen and river stones.













APPOINTMENT REMINDER CARD

3.5 by 2 in on heavy uncoated stock. The Evergreen front carries the reversed lockup. The back leaves three lines for the desk to fill in, with the 24-hour change line and the phone.

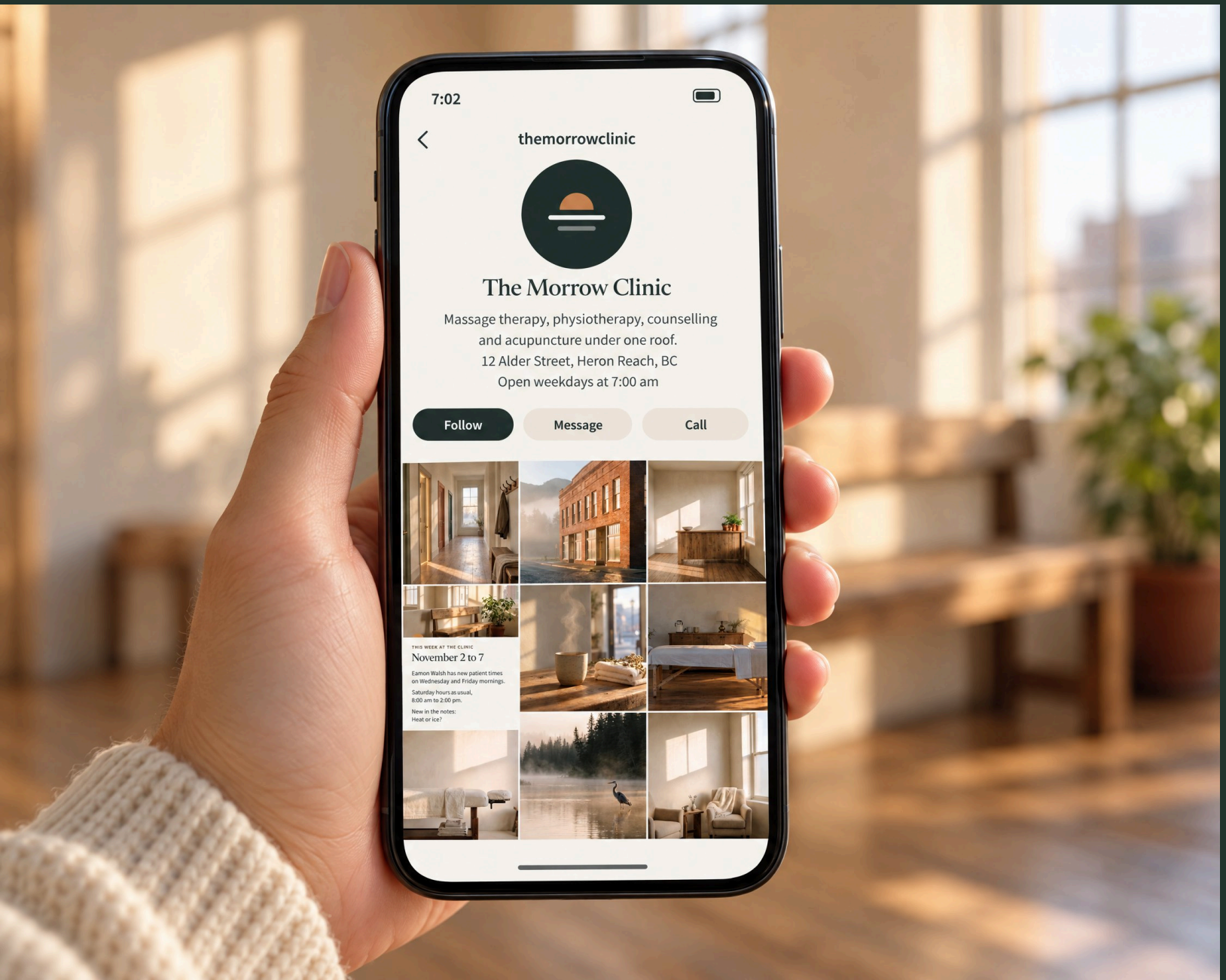
CARE PLAN SHEET

Letter size, on a clipboard at the desk. The headings follow the order a visit is explained: what we found, what we are doing about it, what to do at home.

DOOR DECAL

18 by 24 in of cut vinyl inside the glass, in white with a Clay sun and a frosted ground line. The hours, the phone and step-free entry read from the sidewalk before anyone reaches the handle.

Digital





Post template, 1080 by 1350: This week at the clinic. A site photo above the horizon, the week below it, and the lockup and phone at the foot.

Profile image: the risen mark on Evergreen, 1080 by 1080, sized for the circle crop.

The clinic profile on a phone in the waiting area, set at 1170 by 2532.

Voice and tone

The clinic writes as we, the way the front desk talks: short sentences, the patient's own words for what hurts, and the price and the process before the booking button.

THE RULES IT WRITES UNDER

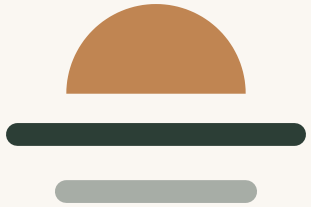
The College of Complementary Health Professionals of BC licenses the massage therapists and the acupuncturist. Its advertising standard asks four things:

1. Every claim is accurate, clear and verifiable.
2. Patients are never asked for testimonials.
3. Nobody is called an expert or a specialist, or better than another practitioner.
4. Nothing pressures anyone to book.

The clinic holds all four disciplines to that standard. It never promises a result.

WE SAY	✕ WE DON'T SAY
Bring your ICBC claim number and we bill them directly.	*Hassle-free billing, zero out-of-pocket costs!*
Maren Holt, Registered Massage Therapist.	*Meet our massage experts.*
Here is how we approach low back pain, and when we refer out.	*Say goodbye to back pain for good.*
We describe the visit. We never promise a result.	*See why our patients rave about their results!*
Massage therapy is subject to GST. Physiotherapy is not.	*Affordable wellness for every budget!*

Quick reference



Sun radius 5.5, horizon 17, ground line 11 at 40%, on a 22-unit square.

THE MARK

Clear space is x, the height of the sun, on every side. Minimum 120 px for the lockup, 16 px for the mark. Risen for open, set for closed.

TYPE

Newsreader 400 to 500 for headlines and names, its italic for field notes. Source Sans 3 for everything else, with tabular figures on every hour and rate.

THE HORIZON

One per surface, with the sun on it. Light falls, it never glows.

PHOTOGRAPHY

Morning light from the east, rooms at rest, people as themselves, things from the valley.

VOICE

We, short sentences, the patient's own words, the price and the process first. Never a promised result.

COLOUR

Morning	#FAF7F2
Linen	#F1EAE0
Spruce	#2C3E36
Evergreen	#22332C
Sage	#96A88F
Clay	#C08552
Boughs	#51605A
Stone	#5E635F
Clay Ink	#8A5127

THE CLINIC

The Morrow Clinic
12 Alder Street
Heron Reach, BC V0G 0H0
(250) 555-0147
hello@themorrowclinic.ca

HOURS

Monday to Friday, 7:00 am to 7:00 pm
Saturday, 8:00 am to 2:00 pm
Sunday, closed



The Morrow Clinic

Concept build by Kootenay Made Digital

kootenaymade.ca

The Morrow Clinic, Heron Reach and its six practitioners are fictional.