Smokefall

Brand Guidelines



EDITION 1.0, 2026

Concept build by Kootenay Made Digital

One fire cooks everything.

Smokefall cooks in a 1912 fruit-packing shed at the end of the wharf in Waxwing Landing, on Sorrel Lake. There is no gas line in the building. June bakes the morning loaves as the oven cools, Ren cooks dinner over birch coals, and the late crowd gets the embers. Everything the restaurant prints or posts answers the two questions a diner brings to the door. Is the fire lit, and what is on it tonight?

PERSONALITY

Unhurried

One fire sets the pace. The bread waits for the oven to fall, and dinner waits for the coals.

Punctual

It always knows the time. The board goes up at 4 p.m., the last table sits at 9, and the ferry home leaves at 10:40.

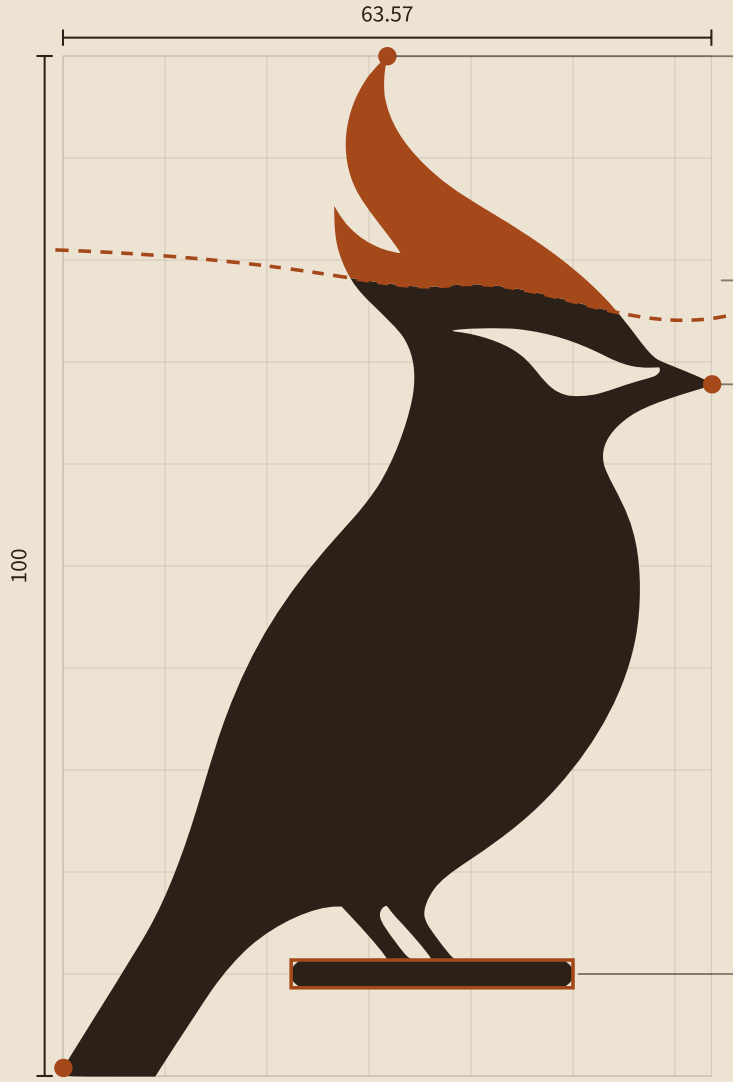
Wry

Serious about the fire, light about the rest. The wharf itself is for feet, dogs, and the occasional wheelbarrow.

The waxwing

Every fall the bohemian waxwings come down to the bench orchards above Waxwing Landing and strip the last fruit. The town took its name from them, and the restaurant took the bird.

It stands upright on a perch and faces right. Its crest is cut to read as a flame.



THE CREST TIP
x 31.8, y 0

THE CREST LINE
From y 19 at the back of the head to y 25.5 past the beak. Above it, the two-tone mark takes the accent.

THE BEAK
x 63.6, y 32.2

THE PERCH
A bar 27.6 units long and 2.7 deep, set at y 88.6.

THE BODY
One path, 63.57 by 100 units, so the mark prints in one colour by construction.

Measured from the master vector on its 63.57 by 100 unit grid. Redraw from the file, never by eye.

LOGO VERSIONS

ON FIRST LIGHT
Two-tone with a Hearth brick crest

ON SMOKEFALL
Two-tone with an Ember crest

ON EMBER
One colour in Smokefall

ON PHOTOGRAPHY
One colour in Ash on a dark part of the frame

THE LOCKUP









THE CRATE SEAL IN ONE COLOUR ONLY









THE MARK









CLEAR SPACE

x

Smokefall

WOOD-FIRED · WAXWING LANDING

Clear space is x on every side, where x is half the width of the mark. Keep type, photo edges and folds outside it.

MINIMUM SIZES

Smokefall

The lockup
36 mm in print
150 px on screen

SMOKEFALL · WAXWING LANDING · EST 2021

The crate seal
25 mm in print
120 px on screen

The mark
8 mm tall in print
24 px on screen

On small screens the line under the name drops away, as it does in the site's header on a phone. Below its minimum the seal's lettering fills in, so use the mark instead.

SIX DON'TS



Don't stretch it.
Scale it evenly.



Don't turn the bird around.
It always faces right.



Don't recolour the crest.
Ember or Hearth brick only.

Smokefall

Don't retype the name.
Smokefall is set in Besley 800.



Don't set it on a busy photo.
Use a quiet, dark part of the frame.



Don't add a glow.
Flat colour, no effects.

Smokefall

#16181D
RGB 22, 24, 29
CMYK 24 17 0 89*

The ground after dark: the evening site, the feed, the cover.

Ash

#ECE4D8
RGB 236, 228, 216
CMYK 0 3 8 7*

Type and the mark on Smokefall.

Ember

#FF7A3D
RGB 255, 122, 61
CMYK 0 52 76 0*

The crest, the coal on the day rail, and anything you can press.

First light

#EDE3D2
RGB 237, 227, 210
CMYK 0 4 11 7*

Paper: the menu, the cards, the morning site.

Crate ink

#2C2118
RGB 44, 33, 24
CMYK 0 25 45 83*

Type on paper, brown-black like a crate stamp.

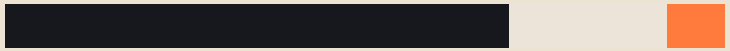
Hearth brick

#A6491A
RGB 166, 73, 26
CMYK 0 56 84 35*

Ember's partner on paper: the crest and the hand notes.

PROPORTION

On screens after dark



Smokefall 70 · Ash 22 · Ember 8

On paper



First light 72 · Crate ink 22 · Hearth brick 6

Ember never sits on paper as text: it measures 2.04:1 on First light, so on paper the accent is Hearth brick. Secondary text uses the soft inks, #6D5A48 on paper at 5.15:1 and #A89E8F after dark at 6.72:1.

* CMYK is computed from RGB and approximate. Proof it on the stock before a run.

TEXT PAIRS, EVERY ONE AT OR ABOVE THE 4.5:1 OF WCAG 2.2 AA

Aa **14.08:1**
Ash on Smokefall

Aa **6.85:1**
Ember on Smokefall

Aa **6.85:1**
Smokefall on Ember

Aa **6.06:1**
Ember on Crate ink

Aa **12.35:1**
Crate ink on First light

Aa **4.60:1**
Hearth brick on First light

Aa **4.60:1**
First light on Hearth brick

Aa **12.45:1**
Ash on Crate ink

Aa

Besley

Display. A Clarendon revival, the lettering of fruit-crate labels and freight signs.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & ? ! ’ ·

ExtraBold 800 for the name and headings. Regular 400 for dishes and prices. Italic for the hand notes.

Aa

Source Sans 3

Text. Descriptions, hours, labels and every line of body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & ? ! ’ ·

Regular 400 and SemiBold 600. Labels in capitals, tracked 0.12 em.

HIERARCHY IN USE

Board title · Besley 800 · 34 px

The evening board

Label · Source Sans 3 SemiBold · capitals, 0.12 em

WEDNESDAY TO SUNDAY, 5 P.M. TO 10 P.M.

Hand note · Besley Italic · Hearth brick

tonight: the waxwings’ apples, roasted in the cooling oven with burnt honey and cream

Section · Besley 800 · 21 px

From the fire

Dish · Besley 400 · a dot leader to the price

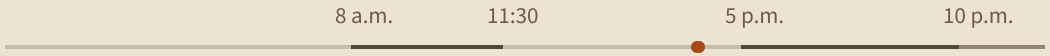
Coal-roasted lake char 38
whole or half, charred lemon, brown butter

Ironbell hanger steak 42
three weeks in the cold room, ember shallots, drippings toast

Both faces are open source under the SIL Open Font License 1.1, and the site serves them from its own domain.

The day rail

The restaurant's day drawn as one hairline. The services are lit and a coal marks the hour. It runs under the site's header, along the foot of every post, and across the cover of this book.



The morning board, dinner and embers are lit, and the coal sits at 4 p.m., when the board is chalked.

Six light states

The site re-lights itself on the restaurant's clock. Every state keeps the same type and mark and changes only the ground and the accent.

First light	Bench light	Golden hour	Smokefall	Embers	Banked
6 to 11	11 to 4	4 to 7	7 to 10	10 to 2	2 to 6

Dot leaders

Between every dish and its price, the way a day board is lettered.







Photography

1. **Lit by the fire or the lake.** Firelight indoors, the lake's own light outside. No flash.
2. **Food where it was cooked.** Stoneware on worn fir, the hearth glowing behind.
3. **The room, not the people.** No faces. The food, the shed and the fire carry every frame.
4. **Clear air.** Smoke stays in the hearth. Nothing drifts over the forest.



THE DINNER MENU AND THE CHEQUE PRESENTER

The evening board, 5.5 by 11 in on uncoated cream card, clipped to a fir board. Print it each afternoon after the board is chalked at 4, so paper and chalk agree. The insert, 4 by 9 in, rides in the presenter's left pocket.



THE FRONT DOOR HOURS

12 by 16 in, cut vinyl in Ash, applied inside the glass. The hours match the site's to the minute, so the door and the open sign never disagree.

Print

A wood-fired room prints three things a guest holds or reads at the door: the night's menu, the card that comes with the bill, and the hours.

1. **The menu matches the board.** Same sections, same order, same prices, with dot leaders to every price.
2. **Paper is First light.** Crate ink for type, Hearth brick for the crest and the hand note.
3. **One mark per piece.** The lockup heads the menu. The insert and the door carry the bird.

Insert copy

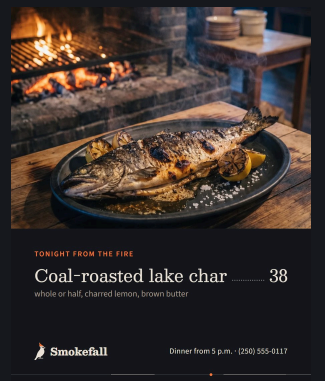
Thanks for sitting by the fire.

The board changes every day. We chalk it at 4 p.m., Wednesday to Sunday.

Digital



Profile image: the two-tone mark on Smokefall, 1080 by 1080, sized to sit inside the platform's circle crop.



Tonight from the fire

The post template, 1080 by 1350. The dish photo above, the dish and price on a dot leader below, and the day rail along the foot with its coal at 4 p.m., when the board goes up.

The phone: the post as it lands in the feed, on the bar at Waxwing Landing. One post a night, the dish of the night, written the way the board reads.

Voice and tone

Smokefall writes as we: Ren and June, talking across the bar.

Unhurried

We let the fire set the pace, and we say so.

Punctual

We give the hour, the day and the last sailing.

Wry

We keep it light. The fire is the only serious thing in the room.

WE SAY	WE DON'T SAY
We chalk the board at 4. When a dish sells out, we cross it off.	*Our ever-changing menu celebrates the seasons!*
Birch first for heat, fir at the end for smoke.	*Every dish is crafted with passion.*
The char came out of Sorrel Lake this morning.	*Fresh, local, farm-to-table goodness.*
Twenty-eight seats on the deck, first come, first seated.	*Reserve your spot on our stunning patio today!*
The last ferry leaves at 10:40. Tell us and we'll time dessert.	*An unforgettable dining experience awaits.*

Quick reference



THE MARK

The waxwing, one path, 63.57 by 100. Two-tone on paper and after dark, one colour on Ember and photos.

Clear space x on every side, x half the mark's width. Lockup 36 mm or 150 px, mark 8 mm or 24 px, seal 25 mm or 120 px.

TYPE

Besley 800 for names and headings, 400 for dishes and prices, Italic for hand notes. Source Sans 3 for text and labels.

COLOUR

- Smokefall #16181D
- Ash #ECE4D8
- Ember #FF7A3D
- First light #EDE3D2
- Crate ink #2C2118
- Hearth brick #A6491A

Ember after dark, Hearth brick on paper. Every text pair measures 4.5:1 or above.

THE LOOK

The day rail under every header and post. Dot leaders to every price. Six light states on the restaurant's clock.

PHOTOGRAPHY

Firelight and lake light, food where it was cooked, no faces, clear air.

VOICE

We: Ren and June. Unhurried, punctual, wry. Name the hour, the farm and the price.



Concept build by Kootenay Made Digital

kootenaymade.ca

Smokefall, Waxwing Landing, Sorrel Lake, Ren Calloway, June Okada and every farm and dish named here are fictional.