BRAND IDENTITY KIT

Headland House

Headland House is a small independent boutique hotel on the northern California coast, offering guests a calm, characterful alternative to chain accommodation in a restored historic building.



What is in this document

- The identity: direction, mark, colour and type
- The brand voice, with example lines
- Logo usage guidelines
- Business card and letterhead
- The digital card
- Packaging concepts

Created with AI-assisted tools, then selected and refined by hand.

IDENTITY

Headland House

A quiet place on the northern coast



Direction

The identity should feel like the place itself: unhurried, quietly assured, with a sense of cool coastal air and warm interior light. Every element is restrained and considered, never fussy or decorative for its own sake.

The mark

The mark pairs a minimal flat emblem, a gently asymmetric headland silhouette in slate blue-green sitting above a warm sand water band, with a narrow navy cypress left of centre, with a thin ruled line and a spaced serif wordmark reading HEADLAND HOUSE beneath it. Because the emblem uses solid geometric fills with no gradients or fine detail, it holds cleanly at the size of a key tag or avatar, and in a single colour the layered silhouette reads clearly as land meeting sea.

Name

Headland House suggests a building set on a promontory above the sea, solid and particular to its place, with the domestic warmth of the word house rather than the distance of hotel.

Colour

Headland Navy	Coastal Blue-Green	Fog Grey	Warm Sand	Off-White
#2C3A47	#5E8A7E	#B8BFC4	#D4C4A8	#F5F0E8

Headland Navy anchors the wordmark, ruled line and cypress; Coastal Blue-Green gives the landmass its cool, maritime character; Warm Sand reads as still water and as the natural linen and timber tones of the interior; Fog Grey sits in backgrounds and secondary text; Off-White is the resting ground for print and digital surfaces.

Typography

Cormorant Garamond carries all display and heading text, its fine serifs giving the brand its editorial refinement; Jost handles body copy and practical information, its geometric clarity keeping everything readable at small sizes.

Photography direction

Images should favour natural, diffused coastal light: morning fog on the water, pale window light across a wooden surface, a view through glass to grey-green hills. Prioritise atmosphere and quietness over staged scenes or bright saturated colour.

BRAND VOICE

How Headland House sounds

1. Voice in Three Words

Unhurried — We never rush the reader. Every line breathes.

Grounded — We speak from a real place, with quiet confidence and no pretension.

Warm — We make people feel genuinely welcome, not processed.

2. How We Sound

- Write short sentences. Let space do the work.
- Speak like a trusted host, not a marketing department.
- Let the place lead. The northern coast, the light, the quiet — these do the selling.
- Never oversell. If something is good, say it plainly and move on.

3. Words and Phrases to Use

Rest, settle in, the coast, morning light, unhurried, still, restored, characterful, a good book, the view from here, your own pace, quiet, considered, a little removed from everything.

4. Words and Phrases to Avoid

Luxury, world-class, elevated experience, curated, exclusive, stunning, nestled, bespoke, boutique (overused), vibrant, journey, seamless, indulge.

5. Three Example Lines

Website headline

A quiet place on the northern coast. Twenty rooms. No rush.

Short social post

The fog came in overnight. The lounge is warm. Breakfast is on. — Headland House

Customer email opening

Thank you for choosing Headland House. We're looking forward to welcoming you. Your room will be ready, and so will we.

LOGO USAGE

Using the logo

A short guide, so the mark looks the same on a sign and on a sticker.



The same logo at three sizes.

Clear space

Keep clear space around the logo equal to the height of its tallest letter. Nothing else sits inside that space.

Minimum size

Recommended: 24 mm wide in print and 96 pixels wide on screen.

Do

- Use the PNG for screens and the SVG for print and signs
- Keep it flat, in its own colours
- Give it room to breathe

Don’t

- Stretch, rotate or recolour it
- Add shadows or outlines
- Place it on a busy photo
- Redraw it or retype the name

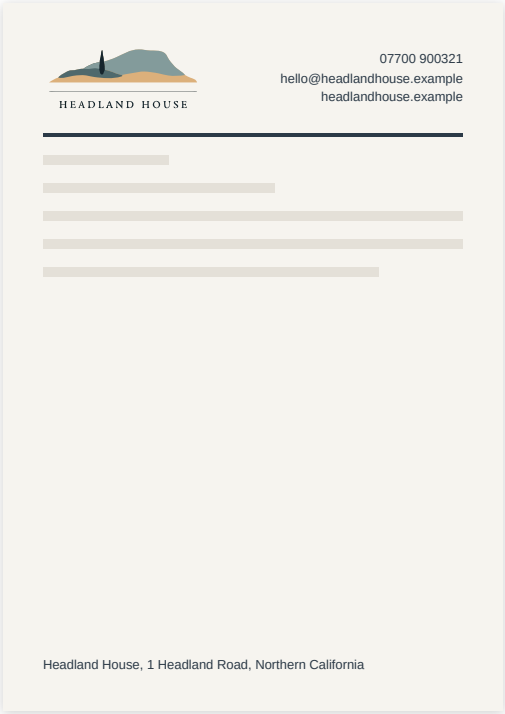
STATIONERY

Business card and letterhead

Printed pieces that carry the same character as the brand.



Business card, 85 × 55 mm, front and back. Names and contact details are examples.



Letterhead

A4, ready to print or send as a PDF. The logo sits top left and the contact details top right, with one rule beneath them. The address sits quietly at the foot.

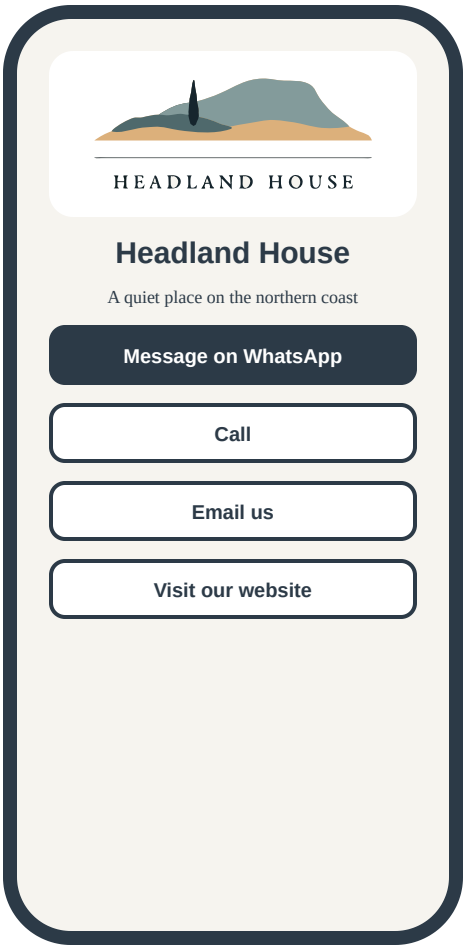
On the card

The front carries the logo alone. The back carries the name and contact details on the main brand colour.

DIGITAL CARD

The digital card

A page that opens from a link or a QR code on the physical card.



What it does

WhatsApp, call, email and website are one tap away, and it works on any phone with no app to install. Details shown are examples.

What you receive

- Logo files: PNG for screens, SVG for print
- Colour codes and font pairing
- Brand voice guide with example lines
- Business card, ready for print
- Letterhead, ready for print
- Digital card page

PACKAGING

Packaging concepts

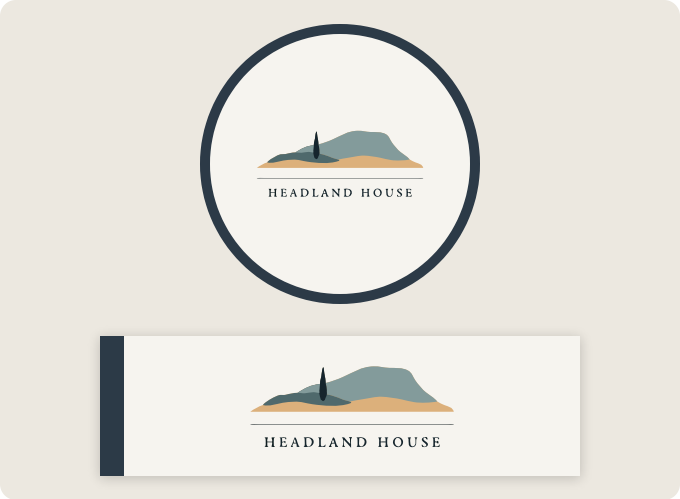
The logo and colours applied to the packaging a small brand usually needs. Flat concept mockups, for direction rather than print.



Shopping bag



Box



Round and wrap-around labels



Hang tag