



THE QUIET HOUSE

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Brand Guidelines // 2026

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Brand Overview

STORY

The Quiet House sits apart from a decade spent professionalizing rest — sleep science, biohacking suites, sound baths on a schedule. Just rooms, honest food, and enough quiet that a guest's own thoughts become audible again.

MISSION

To give guests who have optimized everything else permission to do nothing — without an itinerary, a program, or an apology. The honest reference point for rest, the stay every curated wellness resort is quietly measured against.

VALUES

Unhurried — no schedules pushed on guests. Restraint — nothing added for effect. Honesty — plain language, no performed wellness talk. Quiet Generosity — anticipation, not applause.

PERSONALITY



THE SAGE — BRAND ARCHETYPE

The Sage embodies clarity over hype and restraint over spectacle — honest counsel, not persuasion. It shows up here as quiet, unhurried confidence: a presence that doesn't need to perform stillness in order to hold it.

Golden Circle & Value Proposition

WHY — PURPOSE

People who have optimized every other part of their life have forgotten how to do nothing without guilt. We believe rest doesn't need to be earned, scheduled, or proven — only permitted.

HOW — APPROACH

By removing decisions instead of adding programming. No itinerary is handed over at check-in, no wellness schedule to keep pace with, no staff narrating mindfulness at guests. Restraint is applied to the operation itself — if a detail doesn't serve a guest's rest, it isn't there.

WHAT — OFFERING

A small-room boutique hotel with no wellness program: quiet rooms, a kitchen that feeds guests well, generous unstructured time, and a booking site and menu that carry the same unhurried philosophy as the building itself.

UNIQUE VALUE PROPOSITION

“The only luxury hotel that hands you nothing to do — no itinerary, no wellness program, no performance of rest. Just permission to stop.”

Target Audience

Mara

The Recovering Optimizer

AGE / DEMOGRAPHICS

42, founder & CEO of a mid-size company; based in a major city, works across time zones; financially comfortable but private about it.

GOALS

To take one exceptional week off without having to manage a new set of expectations — she wants the absence of structure, not a healthier structure.

PAIN POINTS

Every “wellness” resort she has tried hands her a new itinerary to keep up with — a spa schedule, mindfulness sessions, staff narrating calm at her. Rest becomes another performance to optimize.

PREFERRED CHANNELS

Longform journalism and word-of-mouth from peers she trusts, not influencer content; books directly rather than through an app-based hotel ecosystem.

What she wants from a hotel is simple: nobody handing her a schedule, and a good kitchen — The Quiet House is the only place that has taken “no itinerary” literally.

Theo

The Private Perfectionist

AGE / DEMOGRAPHICS

47, creative director at an independent studio; travels often for work and guards personal time fiercely; spends on one exceptional stay rather than several average ones.

GOALS

Genuine privacy and quiet without feeling like he's missing out on something curated; craft and material honesty over spectacle.

PAIN POINTS

Large-scale luxury resorts photograph beautifully but feel manufactured up close — he notices when a detail exists for a photo rather than for him. Social-proof-driven travel actively repels him.

PREFERRED CHANNELS

Design and culture publications, a small circle of trusted design-world contacts, direct email over social DMs; responds to specificity and craft, not scale claims.

He would rather have a plain, honest room and a kitchen that means it than a lobby designed for a photograph he will never take.

Brand Archetype



THE SAGE

SELECTED ARCHETYPE

The Sage embodies clarity over hype and restraint over spectacle — honest counsel, not persuasion.

WHY THIS ARCHETYPE

The Quiet House's entire position is a piece of honest counsel: rest doesn't need to be earned or performed, and most of the wellness industry has confused people into thinking otherwise. That's a Sage's territory — clarity over hype, restraint over spectacle. Both personas are intelligent, skeptical people who have spent careers seeing through marketing; they don't want to be sold a transformation, they want someone credible enough to hand them nothing and let it work.

HOW IT SHOWS UP

- Plain, brief, occasionally dry. States what is true rather than what is aspirational — never “journey” or “sanctuary.” Confident enough to say less.
- Restraint as the visual language itself — generous negative space, a narrow palette, no ornamental flourish. Typography and materials that feel considered rather than decorated.
- Staff who inform rather than perform — a short, honest answer instead of a scripted one. Anticipatory care delivered without ceremony.

Messaging Framework

ELEVATOR PITCH

“The Quiet House is a small hotel for people who've optimized everything else and forgotten how to do nothing without guilt. There's no itinerary, no wellness program, no schedule handed to you at check-in — just quiet rooms, honest food, and enough silence that your own thoughts become audible again. It's the only luxury hotel that gives you permission to stop, instead of another list of ways to improve yourself.”

PILLAR MESSAGES

Pillar 1 — No itinerary, ever.

Nothing is scheduled for you at check-in — no wellness program, no activities list, no staff narrating mindfulness. What you do with your time is entirely up to you, including nothing at all.

Pillar 2 — Restraint, not spectacle.

Every detail earns its place by serving your rest, not a photograph — honest food, plain language, and a building with nothing added for effect.

Pillar 3 — Quiet you can hear.

Small by design, with enough silence that your own thoughts become audible again — the kind of stillness most “wellness” resorts perform but rarely deliver.

TAGLINE OPTIONS

- | | |
|---|---|
| ☐ The luxury of nothing to do. | ☐ Come do absolutely nothing. |
| ☐ Permission to stop. | ☐ Rest that doesn't need a schedule. |
| ☐ No itinerary. No apology. | ☐ A hotel with nothing to prove. |
| ☐ Quiet, on purpose. | ☐ Unhurried, by design. |

Final tagline selection pending client sign-off.

Tone of Voice

TONE DIMENSIONS

DIMENSION	OUR POSITION	NOTES
Formal — Casual	Mostly Formal — plainspoken, never chatty.	Warmth comes from precision and attentiveness, not casual language or exclamation points.
Serious — Playful	Serious, with a dry undercurrent.	Restraint stays intact; understatement is welcome, but never a joke at the guest's expense.
Reserved — Enthusiastic	Reserved.	States what's true rather than selling it. Confidence shows in what's left unsaid.
Traditional — Modern	Balanced, leaning Modern.	Contemporary, unfussy sentences — no “nestled” or “boasts,” but no trend-chasing slang either.

VOCABULARY

WORDS WE USE	WORDS WE AVOID
Quiet	Sanctuary
Rest	Self-care
Honest	Curated
Unhurried	Journey
Room	Retreat

Before / After Examples

EXAMPLE 1

GENERIC VERSION

Embark on a transformative journey of self-care at our sanctuary, where our curated wellness program will guide you toward your best self. Book your rejuvenating retreat today!

BRAND VOICE

We don't have a wellness program. We have quiet rooms, good food, and nothing on the schedule. If that sounds like what you need, book a room.

EXAMPLE 2

GENERIC VERSION

Ready to find your zen? Our infinity pool + sound bath sessions are calling your name! #selfcare #wellnessjourney #luxurylife

BRAND VOICE

No sound baths. No schedule. Just a quiet room and enough time to remember what you actually think about, undistracted.

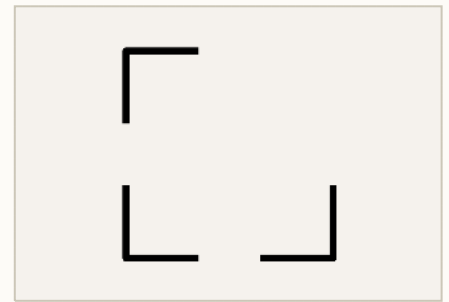
Logo System



PRIMARY LOGO

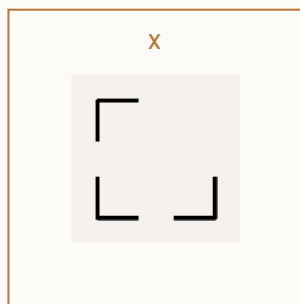


SECONDARY / MONOGRAM



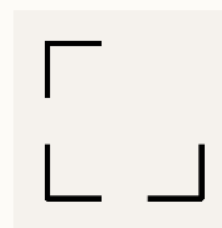
ICON-ONLY MARK

CLEAR SPACE



Minimum clear space on all sides = X, where X equals the height of the icon-only mark. No text, imagery, or graphic elements may enter this zone.

MINIMUM SIZE

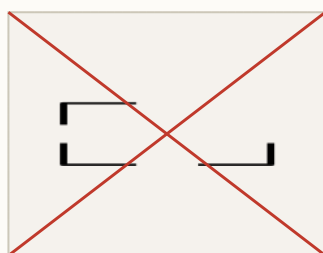


Digital: never smaller than 32px wide.
Print: never smaller than 10mm wide.

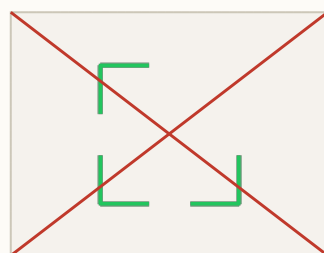


Applies to the icon-only mark. Full lockup (icon + wordmark) should not fall below 90px / 20mm wide.

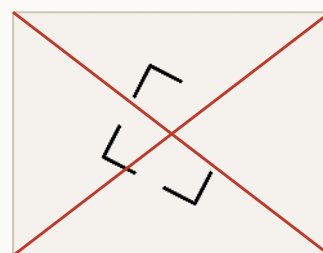
MISUSE



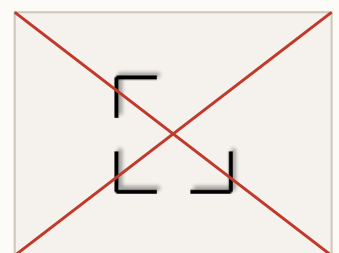
DON'T
stretch or distort



DON'T
recolor off-palette

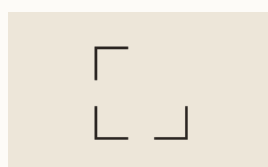


DON'T
rotate or tilt



DON'T
add shadows/effects

APPROVED COLOR VARIANTS



PRIMARY
Ink on Warm Stone



REVERSED
Warm Stone on Ink

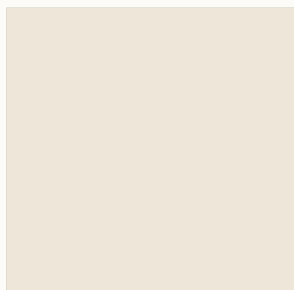


ACCENT
Clay on Warm Stone

Any of the three palette colors may be used for the mark. A color outside this palette — like the example in the Misuse section above — is what “off-palette” refers to.

Color Palette

PRIMARY



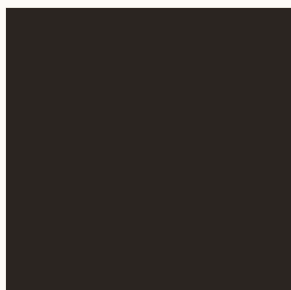
Warm Stone

HEX #EDE6D9

RGB 237, 230, 217

CMYK 0, 3, 8, 7

 PANTONE 663 C



Quiet Ink

HEX #2B2521

RGB 43, 37, 33

CMYK 0, 14, 23, 83

 PANTONE Black 4 C



Weathered Clay

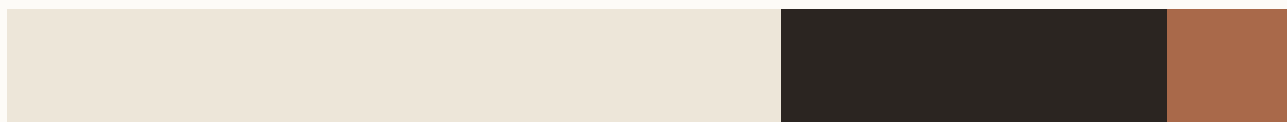
HEX #A9694A

RGB 169, 105, 74

CMYK 0, 38, 56, 34

 PANTONE 7525 C

USAGE RATIO



60% — Warm Stone

30% — Quiet Ink

10% — Weathered Clay

Accent color (Weathered Clay) should never exceed 10% of the visual area on any single page or application — reserved for highlights, dividers, and small emphasis details only.

Nearest coated (C) match, algorithmically matched by color distance — confirm against a physical swatch book before production.

Typography

Aa

Poppins

GEOMETRIC SANS-SERIF // HEADINGS

Aa

Lora

SERIF // BODY TEXT

TYPE SCALE

XL DISPLAY

Nothing Is Planned For You 48px / Medium

L HEADLINE

Nothing Is Planned For You 32px / Medium

M HEADLINE

Nothing Is Planned For You 24px / Medium

S HEADLINE

Nothing Is Planned For You 18px / Medium

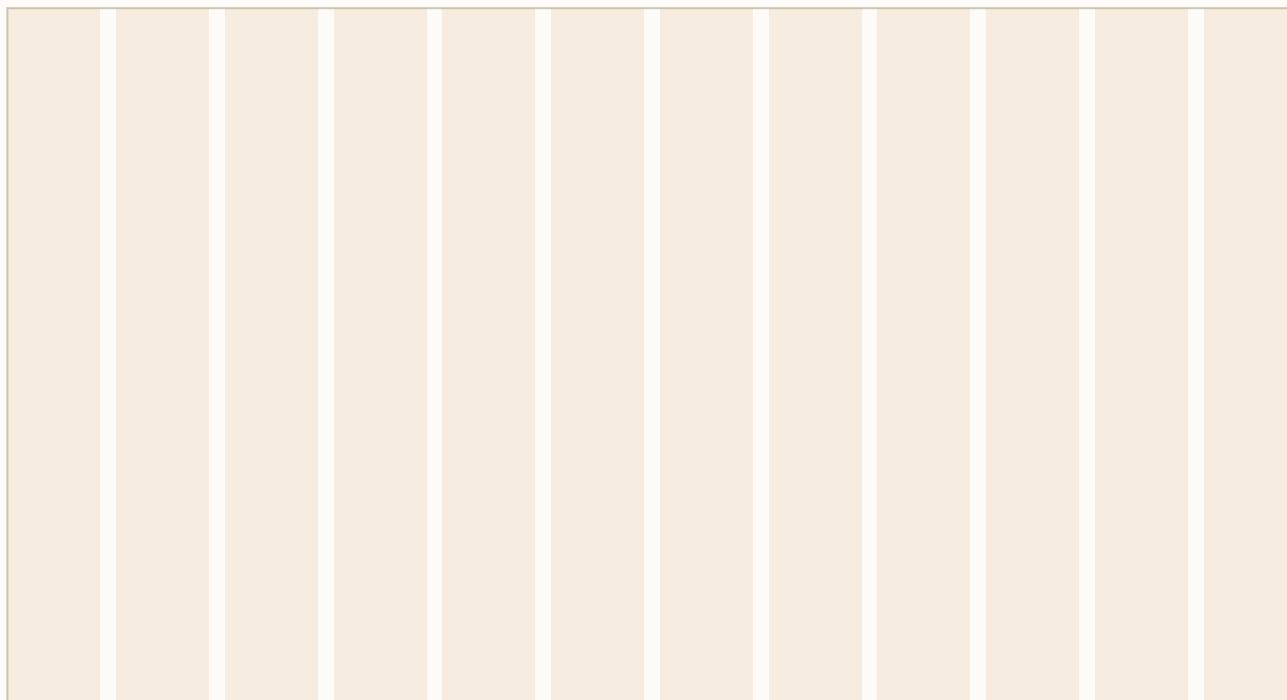
BODY BASE

Set in the neutral serif for extended reading

16px / Regular

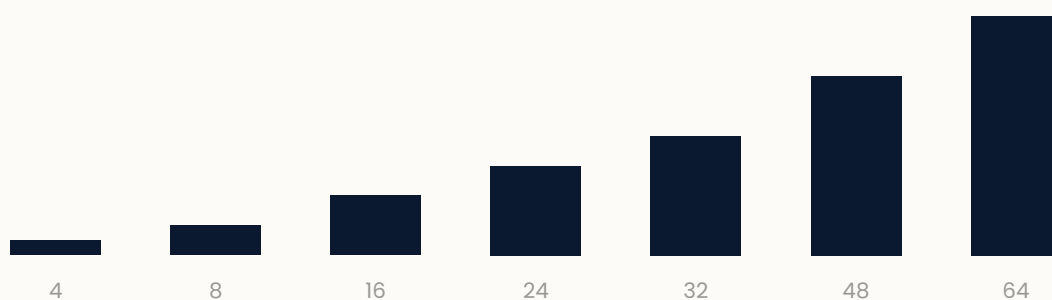
Grid & Layout System

COLUMN GRID



12-COLUMN GRID // GUTTER 24px // MARGIN 64px

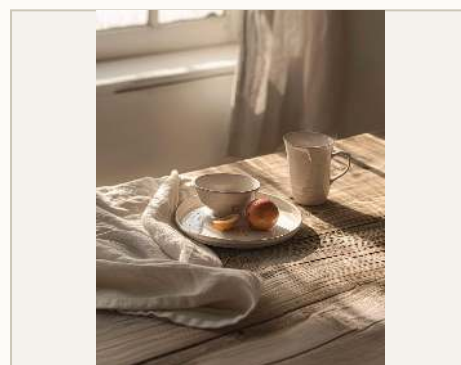
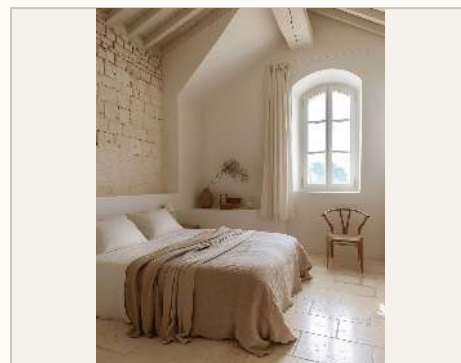
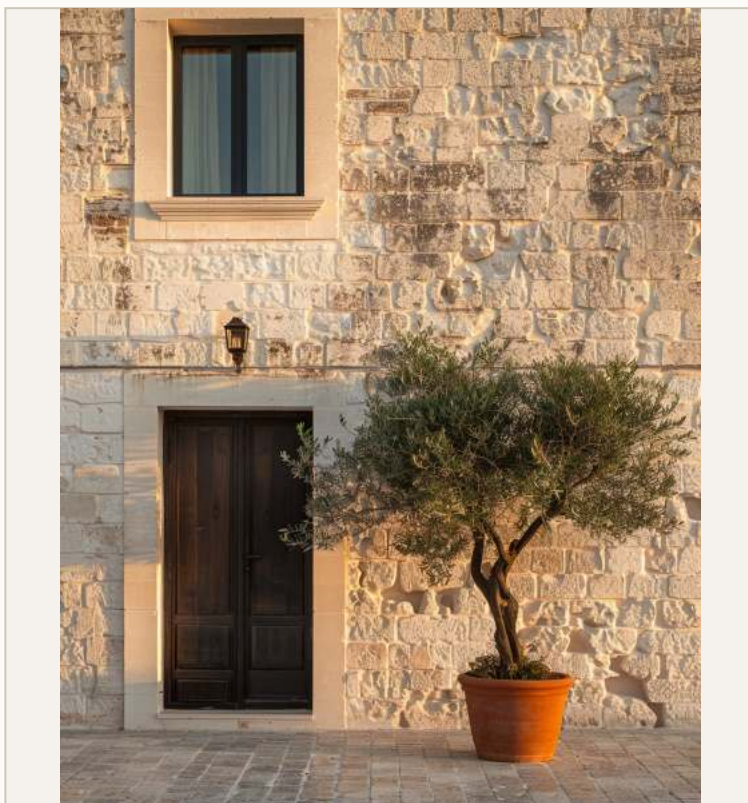
SPACING UNIT



Spacing is derived from a base unit of 8px. All padding, gaps, and margins should be multiples of this unit to keep rhythm consistent across print and digital applications.

Photography & Imagery

MOOD // LIGHTING // COMPOSITION



Reference imagery should feel quiet, considered, and precise – natural light, generous negative space, muted tones with restrained copper accents where relevant.

Brand Applications



SIGNAGE



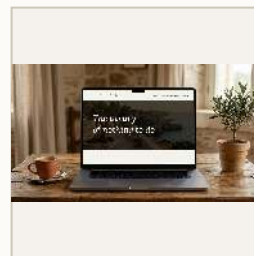
KEY CARD



STATIONERY



TEXTILE



DIGITAL

The identity applied across five key touchpoints — from exterior signage to the website — each shown in full on the following pages.

Signage



Brushed brass entrance plaque, engraved in Weathered Clay against warm limestone — the Primary Logo at true architectural scale.

Key Card



The Icon-Only Mark, blind debossed into a warm-stone key tag — felt rather than announced.

Stationery



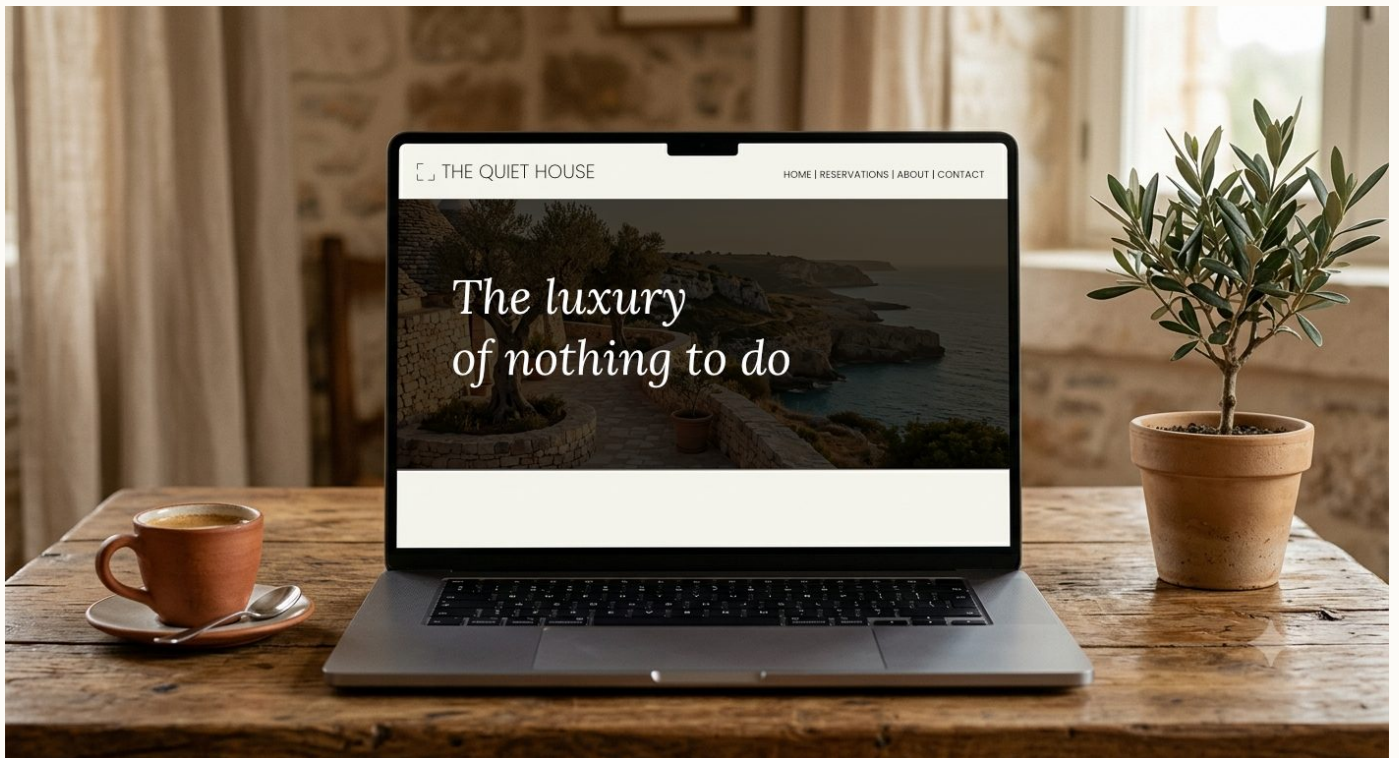
Letterhead, envelope, and business card in the Secondary Logo lockup, printed in Weathered Clay.

Textile



The Icon-Only Mark and wordmark, woven into a tonal patch on waffle-weave robes and towels.

Digital



The Secondary Logo in the site header, scaled down for navigation without losing legibility.

Quick Reference Guide

LOGO

Never recolor, stretch, rotate, or add effects. Clear space = X. Min width 32px / 10mm.

COLOR

Warm Stone and Quiet Ink as primary surfaces. Weathered Clay as accent only — never more than 10% of any page.

TYPOGRAPHY

Poppins for headings, Lora for body. Maintain the defined type scale.

GRID

12-column grid, 24px gutters, 64px margins. Base spacing unit = 8px.

PHOTOGRAPHY

Quiet, natural light, generous negative space, muted tones with restrained copper accents.

VOICE

The Quiet House speaks with precision and restraint — minimal, considered, never ornamental.

APPLICATIONS

Signage, key card, stationery, textile, and digital touchpoints are locked — do not modify layout.

CONTACT

For approvals or asset requests: studio@thequiethouse.com

MISUSE

No shadows, gradients, outlines, or unapproved color substitutions on any brand mark.