

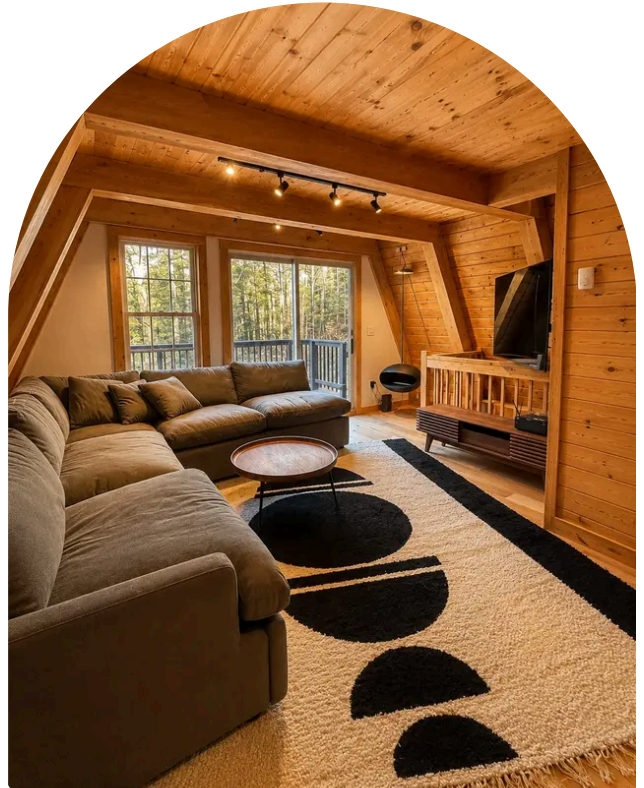


— BRAND GUIDE · V1.1 · SEPTEMBER 2026

The Curio brand

Connecting People, Place & Planet

The single source of truth for the mark, the palette, the type, the voice, and the way we show a home. If it is not in here, it is not Curio.



Vermont A-frame. Warm wood, soft light, a room made for gathering.

LOGO

CS monogram + Eras
wordmark

PALETTE

9 warm colors



TYPE

Questrial + Arial

OWNER

Curio Studio Interiors

Who we are

Every rule in this guide serves one idea. Start there and the rest makes sense.

1.1 What Curio is

A home is not a container. It is an ecosystem of living beings, rhythms, memories, and matter.

Curio Studio Interiors is a residential interior design studio rooted in the Hudson Valley, led by principal designer Savannah Dodge. We design homes for the specific people and the specific place, with materials chosen for their story as much as their look. The tagline carries all three:

Connecting People, Place & Planet.

PEOPLE

The psyche, made spatial

Design, done well, is inquiry before intervention. I don't design for myself; I design for the people living within a specific home. We translate the inner world of your psyche into the outer world of your home: spaces that hold complexity, ritual, and real life. Refuge, not performance.

PLACE

Design belongs to its context

Our work is rooted in place: the light here, the landscape, the particular character of these Hudson Valley homes. A home should feel inevitable in its setting, not imported into it. Great design belongs to where it stands.

PLANET

Regenerative by intention

A home is an ecosystem of living beings, rhythms, and matter, coexisting on behalf of one another. We design regeneratively: materials chosen for their story and their footprint, an ecological relationship honored rather than ignored.

The three pillars, word for word from the About page. Copy them exactly; never paraphrase them.

1.2 Five beliefs

Each belief is a test. If a piece of work, a sentence, or a photo breaks one, it goes back.

01 A home is not a container. It is an ecosystem.

Living beings, rhythms, memories, and matter, all coexisting on behalf of one another.

02 Inquiry before intervention.

Design, done well, asks before it acts. We learn how you actually live before we change a single thing.

03 We reveal yours. We don't impose ours.

It is not about a signature look. It is about revealing the one your life is already asking for.

04 Materials carry a story.

Where a thing came from, what it cost the earth, how long it will last: these are design decisions, not afterthoughts.

05 Refuge, not performance.

Spaces built to hold real life (complexity, emotion, ritual), not to be photographed and forgotten.

1.3 Three ideas behind the look



Merlot is the identity

A deep, grounded red that reads like wine, clay and old wood. It carries the logo, the headings, and the one primary action on a page.



Warm, never cool

Every color here sits on the warm side. Cool blues and greens fight merlot, so they stay out of the palette and out of the hero images.



Off-white, not white

The canvas is off-white, the color of unbleached linen and plaster. Pure white reads clinical, so it is saved for print on white paper.

1.4 Using this guide

It is written to be handed to three audiences and produce the same result from all three.

A designer or marketer

Take the files from chapter 02, the colors from 03, and check your copy against 05, and see it all applied in 08.

A developer

Paste the tokens from chapter 09, or use the Tailwind classes the site already ships. Never retype a hex by hand.

An AI assistant

Give it the whole page, not a summary. The hex values, ratios, and voice rules carry the weight, and a summary drops exactly those.

The logo

An interlaced CS monogram and a CURIO STUDIO wordmark set in ITC Eras Medium, both converted to outlines. Use the file. Never type it.

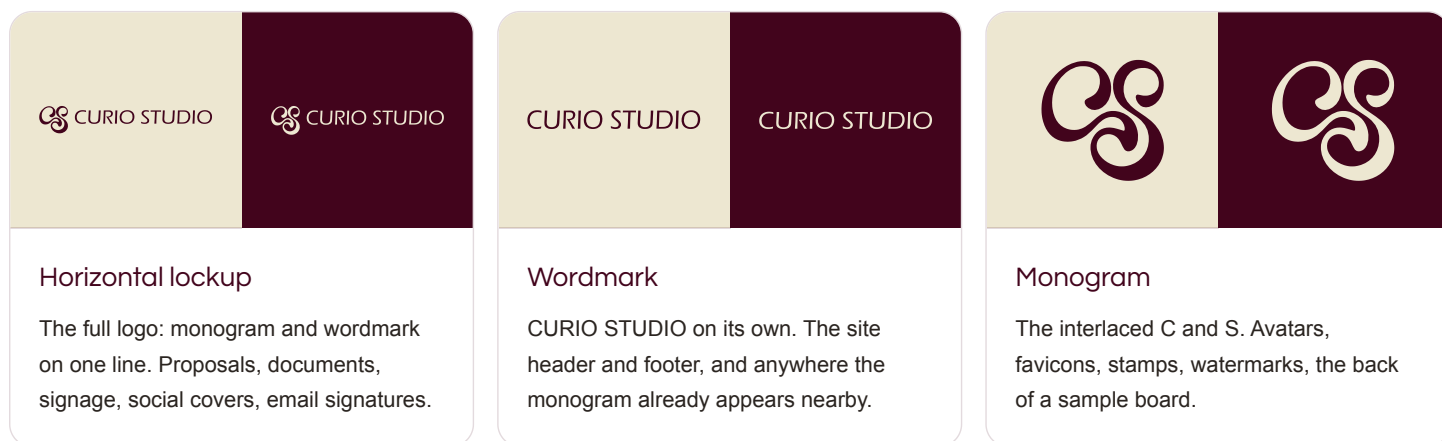
2.1 The mark



- **The monogram is a C and an S drawn as one line.** Two letters that curl into each other, the way a home, its people and its place do.
- **The wordmark is ITC Eras Medium, outlined.** The files render correctly on any machine, with or without the font installed.
- **The letters are never retyped.** Eras is licensed for the logo only and is not a web font on this site.

2.2 Lockups

Three arrangements and one tile. Each ships as an outlined SVG (the master) and a 300 dpi transparent PNG.





Monogram tile

The off-white monogram on its own merlot square. Profile pictures, app icons, the favicon.

2.3 Colorways

Merlot on a light field, or off-white on merlot. That is the whole list.

Merlot on off-white

The default positive.

Merlot on butter

The only other approved light field.

Off-white on merlot

The default reverse. Merlot is the only dark field it goes on.

2.4 Clear space and minimum size



- **X is the cap height of the wordmark.** Keep one X clear on all four sides. No type, rules, image edges, or other logos inside it.
- **Horizontal lockup minimum: 160px wide on screen, 1.25 inches in print.**
- **Wordmark minimum: 120px wide on screen, 1 inch in print.** Below that, use the monogram.
- **Monogram minimum: 16px.** That is the favicon, and it is as small as the mark goes.
- **Scale proportionally.** Hold shift. Every time.

2.5 What to avoid

× Stretched or squeezed

× Rotated or skewed

× Drop shadow or glow

× Recolored, above all in a cool blue or green



✗ Mustard or lime on a light field. It fails contrast



✗ On a color tint or a busy patch of photo



✗ Retyped in any font



✗ Rearranged or re-spaced

Color

Nine colors, all of them warm. Every one has a job. If you are reaching for a tenth, the layout is wrong, not the palette.

3.1 The nine



3.2 Warm, never cool



- **Merlot for identity. Copper for warmth. Charcoal for reading.**
- **Most of a page is Off-white and Butter.** Merlot carries the dark bands and the one primary action. Copper, lime and mustard are the smallest share, a rule or a tag at a time.
- **Lime is the one green, and it is an olive.** It came from the original sheet and it stays a small accent.

3.3 Contrast

Measured, not eyeballed. AA needs 4.5:1 for body text and 3:1 for large text (24px, or 19px bold) and graphics.

PAIR		RATIO	VERDICT
Aa Merlot on Off-white		13.39:1	✓ Pass AA
Aa Charcoal on Off-white		12.36:1	✓ Pass AA
Aa Off-white on Merlot		13.39:1	✓ Pass AA
Aa Butter on Merlot		11.13:1	✓ Pass AA
Aa Charcoal on Butter		10.27:1	✓ Pass AA
Aa Mustard on Merlot		7.44:1	✓ Pass AA
Aa Warm gray on Off-white		4.67:1	✓ Pass AA
Aa Copper deep on Off-white		4.61:1	✓ Pass AA
Aa Off-white on Copper deep		4.61:1	✓ Pass AA
Aa Copper on Off-white		3.87:1	Large only
Aa Off-white on Copper		3.87:1	Large only
Aa Warm gray on Butter		3.88:1	Large only
Aa Lime on Off-white		1.93:1	✗ Never
Aa Mustard on Off-white		1.80:1	✗ Never

✓ DO

- + Merlot or Charcoal for anything people read.
- + Copper deep when copper has to be small, or has to carry off-white type.
- + Butter labels and butter buttons on merlot. 11.13:1.
- + Off-white for the page. Butter for panels.

✗ NEVER

- ✗ Copper text under 24px on off-white. It is 3.87:1 and it fails.
- ✗ Mustard, lime or butter as text on a light field.
- ✗ Pure white as a page background. The canvas is off-white.
- ✗ Any blue, teal or cool green, anywhere near the logo.
- ✗ Invent a tint or shade of a brand color for a new job.

Typography

Sans-serif, everywhere, always. Questrial leads, Arial carries the reading, Tenor Sans labels the nav. No serif, ever.

4.1 Families

— DISPLAY AND HEADINGS	— BODY AND INTERFACE	— NAVIGATION
Aa Questrial Page titles, section heads, card titles, pull quotes, the tagline. A clean humanist sans that sits comfortably beside the Eras wordmark. One weight. ABCDEFGHGIJKLM abcdefghijklm 0123456789 400	Aa Arial Every paragraph, list, caption, button, eyebrow and form field. Installed on every machine, so documents and email match the site. ABCDEFGHGIJKLM abcdefghijklm 0123456789 400 700	Aa Tenor Sans The top nav labels only. The closest free match to the Eras wordmark, so the header reads as one piece with the logo. Services · Projects · Studio · Journal 400

4.2 The scale

Six sizes for the web. There is no seventh. If a line does not fit, cut words; do not invent a half size.

Display

Questrial
 56px · 3.5rem · 1.05
 Page title, hero. One per page. Up to 80px on a full-bleed hero.

A home that looks like the people in it

H1

Questrial
 40px · 2.5rem · 1.1
 Section head.

How a project unfolds

H2

Questrial
 24px · 1.5rem · 1.3
 Subhead inside a section, card titles.

Materials that carry a story

Body

Arial
16px · 1rem · 1.8
Paragraphs and lists. Charcoal, or
Warm gray for supporting copy.

Before we suggest a single change, we want to know how your mornings go, where the light lands, and which pieces you would never part with.

Eyebrow

Arial, uppercase
11px · 0.6875rem · 1.4
The label above a heading. 0.22em
tracking, Warm gray.

THE CURIO WAY

Micro

Arial, Warm gray
13px · 0.8125rem · 1.5
Captions, notes, footers.

Photographed in the Berkshires, late October.

4.4 Pairing in use

PLANET

Materials that carry a story

Where a thing came from, what it cost the earth, how long it will last: these are design decisions, not afterthoughts. We choose wool, wood and stone the way you would choose a friend, for the long run.

Questrial 56 display · Copper rule · Arial 16 body · Arial 11 eyebrow · Arial 13 micro

4.5 Getting the fonts

Questrial and Tenor Sans are free on Google Fonts. Arial ships with every computer. ITC Eras lives only inside the logo files.

HTML, IN THE PAGE HEAD

```
<link href="https://fonts.googleapis.com/css2?family=Questrial&family=Tenor+Sans&display=swap" rel="stylesheet">
```

✓ DO

- + Questrial for every heading, pull quote and the tagline.
- + Arial for anything people read for more than a line.
- + Uppercase with wide tracking for eyebrows and buttons only.

✗ NEVER

- ✗ A serif, anywhere. Cormorant Garamond is retired.
- ✗ Eras typed as live text. It is the logo, not a font we set.
- ✗ Bold Questrial. It has one weight, and faux bold smears it.
- ✗ Long paragraphs in uppercase.

Voice

Warm, curious, grounded. We ask before we tell, and we write about homes as places to live, never things to look at.

5.1 How we sound

A designer sitting with the people who will live in the home. Quiet confidence, plain words, and a real interest in how they live. Every line should sound like it came from someone who has been in the room.

Ask before you tell

Inquiry before intervention holds for copy too. Open with the person and how they live, then the design.

✓ LIKE THIS

Before we suggest a single change, we want to know how your mornings actually go.

✗ NOT THIS

Transform your space with our signature style.

Reveal theirs, never impose ours

There is no Curio look. Describe the home the client is already asking for, never a style we sell.

✓ LIKE THIS

The goal is a home that looks like the people in it, not like our portfolio.

✗ NOT THIS

Bring the Curio aesthetic into every room.

Refuge, not performance

Homes are for living. Never sell a room on how it photographs or who it impresses.

✓ LIKE THIS

A living room built for slow Sundays, a dog on the sofa, and friends who stay late.

✗ NOT THIS

An Instagram-worthy space your guests will rave about.

5.2 The kitchen table test

Read the copy aloud as if you are sitting at a client's kitchen table on the first visit. If a line would sound like a sales pitch in that room, or treats their home as something to be seen rather than lived in, cut it. They invited us in to listen first.

5.3 Word list

One word per thing. When the same idea goes by three names across three pages, readers assume they are three different things.

SAY	NOT	MEANING
home	property, unit, square footage (in client copy)	Where people live. It is never an asset in our copy.
way in	package, bundle	One of the five service levels, from fully managed to lightly guided.

SAY	NOT	MEANING
Custom-scoped	"starting at", price on request	How Full Service, Procurement and Spec Book are priced: by written proposal.
regenerative	eco-chic, green luxe	Materials chosen for their story, origin, footprint and durability.
refuge	showpiece, statement space	What a home is for.
Begin a conversation	Book now, Get a quote	The first step, on every call to action that starts a project.

NEVER IN CURIO COPY

Instagrammable

Instagram-worthy

wow-factor

show-stopping

elevate-your-space

signature-style

eco-chic

luxe

limited-spots

act-now

5.4 Mechanics

- **No em dashes. Anywhere. Ever.** Use a comma, a colon, a period, or rewrite the sentence. The site's tests fail on one.
- **Names in full the first time.** Curio Studio Interiors, then Curio Studio. Savannah Dodge, CEO and Principal Designer.
- **Custom-scoped work never shows a number.** Full Service, Procurement and Spec Book are priced by written proposal. Consulting (\$150 an hour) and Guidebook (per room) are the only published prices.
- **Page titles use a pipe.** "About | Curio Studio Interiors".
- **Digits for numbers.** 3 bedrooms, 2 site visits, 6 weeks.
- **No urgency theater.** No fake scarcity, no countdowns, no "last chance".

5.5 Two voices, one studio

— CURIO STUDIO

The studio voice

"We". Calm, considered, specific. The site, proposals, service pages, the newsletter, every client email from the studio.

— SAVANNAH DODGE

The designer's voice

"I". Reflective, personal, occasionally poetic. Journal essays and Savannah's own notes, signed by her. Do not switch voices inside one paragraph.

Interface

For the site, the client portal and anything else on a screen. Same rules as print, because it is the same studio.

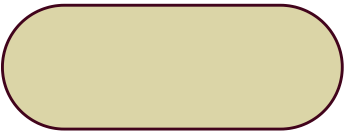
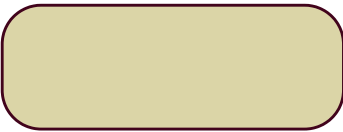
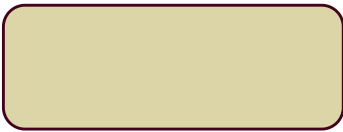
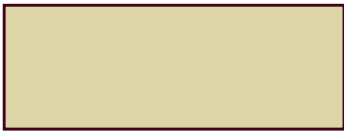
6.1 Buttons

STYLE	DEFAULT	HOVER	FOCUS	DISABLED
Primary The one action on the screen				
Secondary Everything else				
On merlot Dark heroes and the footer				

Every button is a pill: Arial 14px, uppercase, 0.15em tracking. On merlot the button is butter with a merlot label (11.13:1). Off-white on copper is 3.87:1 and fails at this size.

6.2 Corners

Soft and round, like the monogram. The one square edge is a form field.

			
Pill 999px Every button, chip and tag, and the nav bar.	Panel 28px Nav dropdowns and large glass panels.	Card 16px Cards, image tiles, callouts.	Field 0px Form fields. A square hairline, nothing more.

6.3 Fields, cards, and tables

EMAIL

you@example.com

Transparent fill, square Merlot hairline at 30%, Charcoal text, merlot focus ring. Select the field to see it.

ROOM	PIECES	LEAD TIME
Living room	14	6 weeks
Primary bedroom	9	10 weeks
Entry	4	3 weeks

Merlot header, Butter labels, hairline rows, tabular figures.

ELEMENT	SPEC
Links	Merlot #42041C, underlined in running text. On merlot, Butter.
Body text	Charcoal #2A2420 on Off-white. Warm gray #6B6558 for supporting copy and captions.
Cards	Off-white or Butter fill, 16px corners, a soft merlot-tinted shadow on hover only.
Hairlines	The text color at 15%: Merlot on light, Off-white on merlot.
Section rules	Copper #9E653B, 1px, under an eyebrow or heading.
Glass	The nav bar only. Merlot glass over a dark hero, Butter glass everywhere else.
Focus	2px Merlot ring (Butter on merlot), 2px offset, on every interactive element. Never removed.
Touch targets	44px minimum. Text inputs at least 16px so phones do not zoom on focus.

Imagery

Real homes, real light, real life. A room is photographed the way it is lived in, never staged for the camera.

7.1 Photography



Warm wood, low lamps, a room ready for the evening.



Natural light, honest material.



Lived in, not staged.

✓ DO

- + Our own projects, with the client's permission.
- + Warm light: golden hour, lamps on, wood, wool and stone.
- + Signs of life. A book left open, a dog on the rug.

✗ NEVER

- ✗ Stock interiors, or anyone else's work presented as ours.
- ✗ Cool, blue or green-dominant heroes. They fight merlot.
- ✗ Color tints over photos. Keep the photo true; a soft shadow under type is the most it gets.

7.2 Warm light for heroes



✓ Gold, amber and sunset. It sits beside merlot.



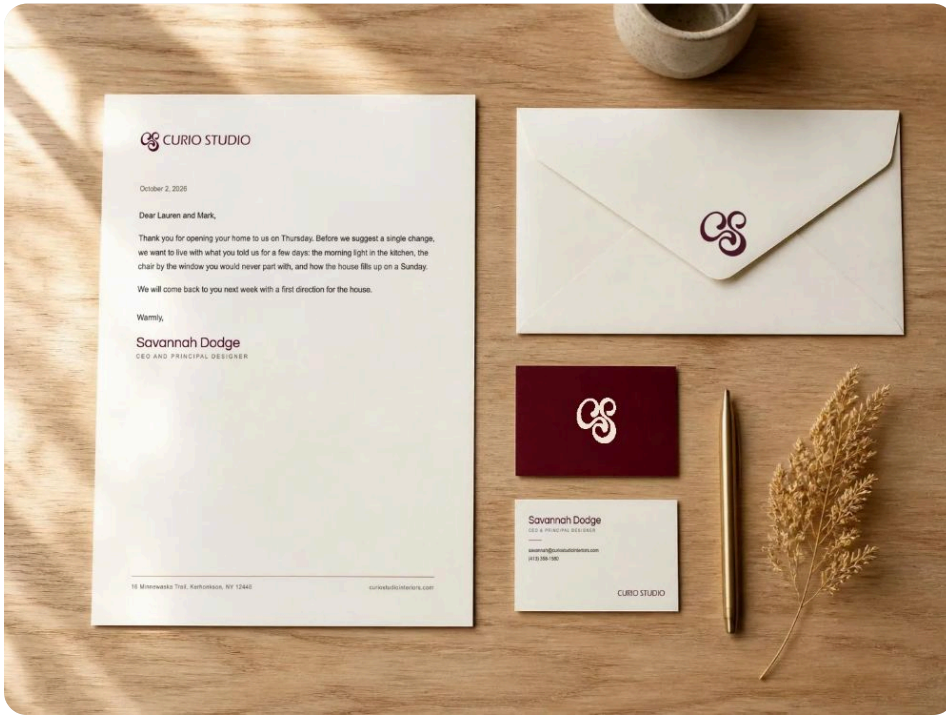
✗ A blue river and summer green. It clashes with the logo.

For a Hudson Valley scene that keeps both the place and the palette, shoot autumn at golden hour: reds, oranges and golds, not summer green or water.

In use

The brand on the things it is printed on and posted to. Everything here uses the real logo files, the nine colors and the brand type.

PRINT



Stationery

Letterhead, envelope and business cards · merlot ink on uncoated cream, the monogram on merlot



Thank-you card

A2 folded, off-white on merlot · handwritten inside, at every install



The Spec Book

Linen cover, off-white foil · one per home, every selection inside



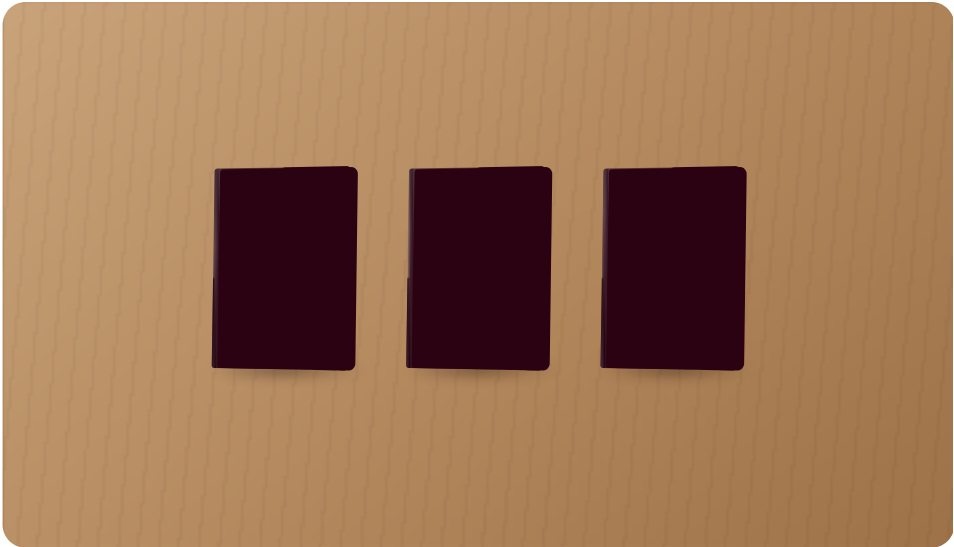
Material sample box

Linen-wrapped lid, off-white foil · sent before selections are final



Canvas tote

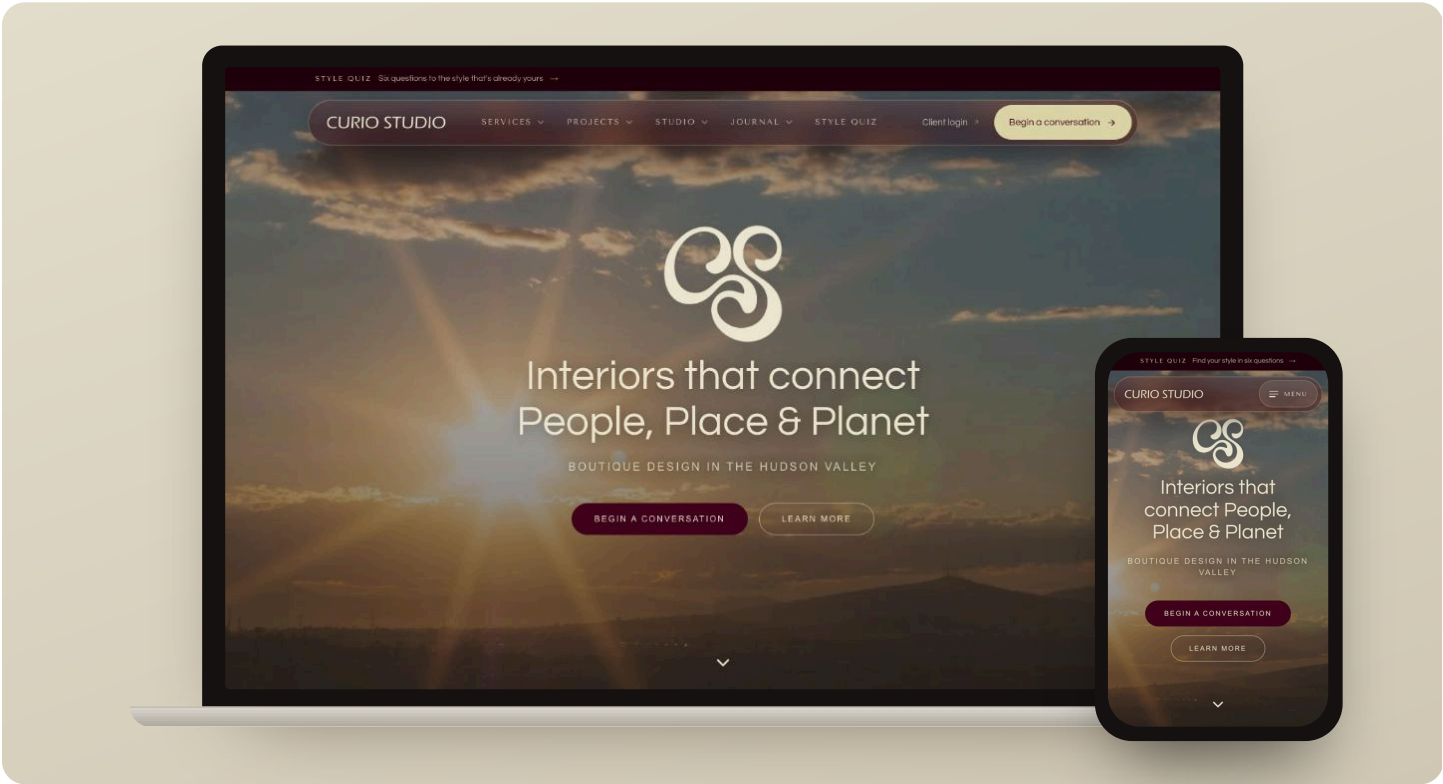
Undyed canvas, merlot ink · the install-day gift



The guides

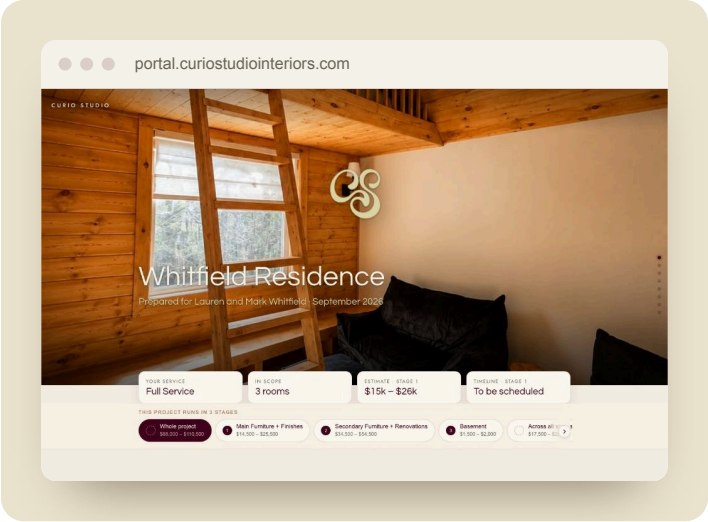
Printed and PDF · one series, one cover system: number, Questrial title with the turn in butter, a portrait, the audience

DIGITAL



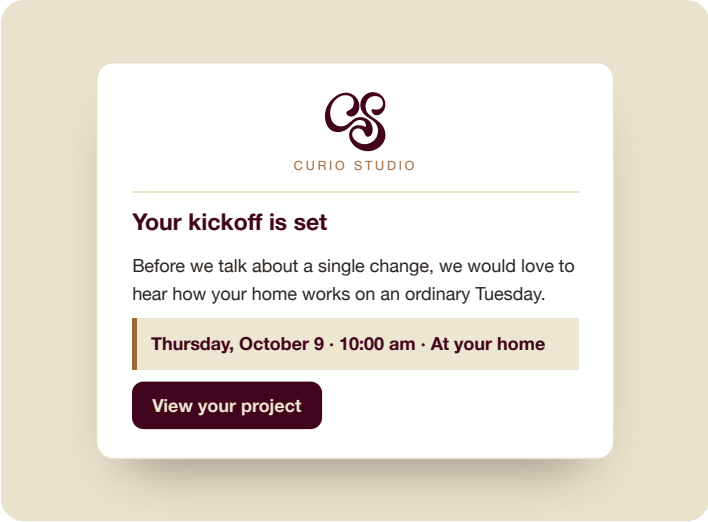
Website

curiostudiointeriors.com · desktop and phone, live screenshots



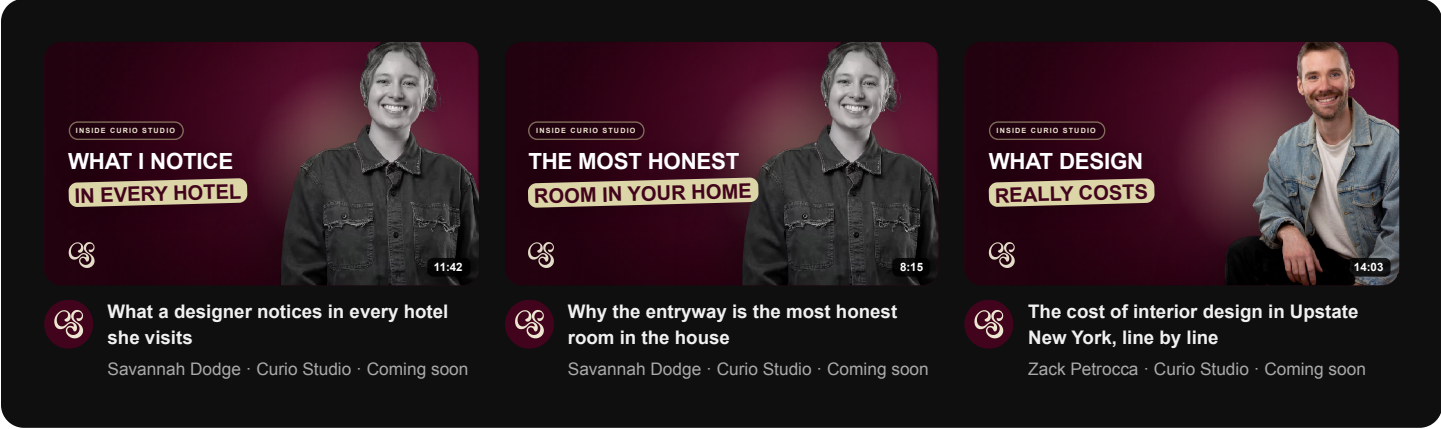
Client proposal

The live proposal page (demo project) · full-color photo, no tint



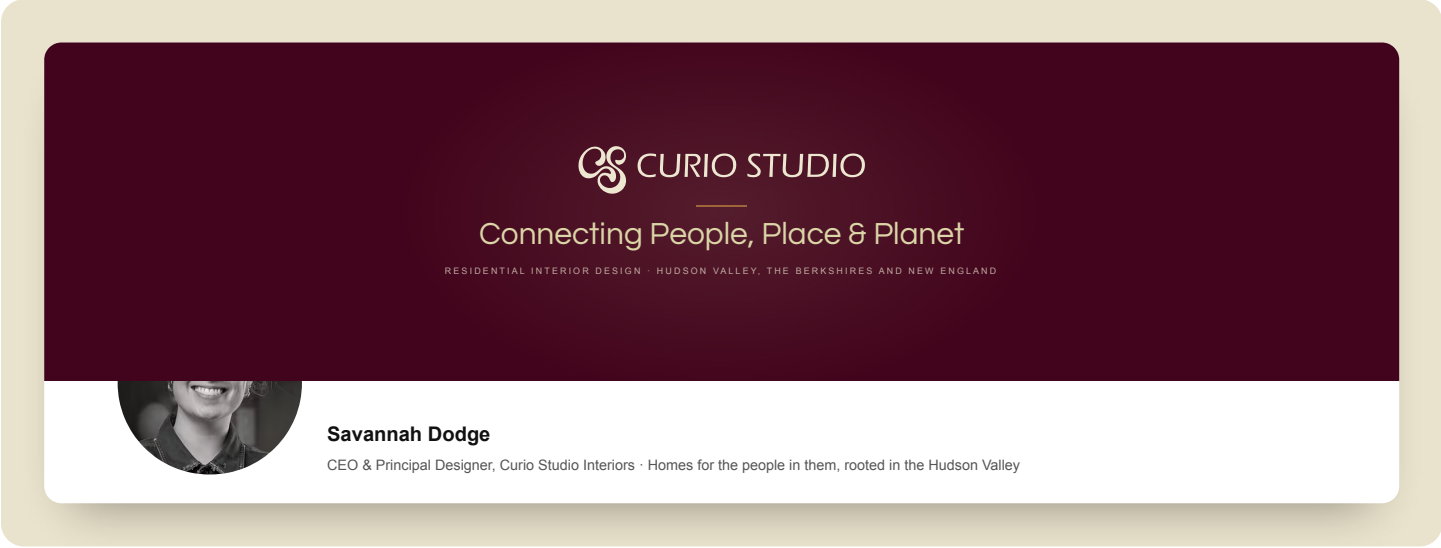
Client email

Every client email · monogram, one callout, one button (8px corners in email)



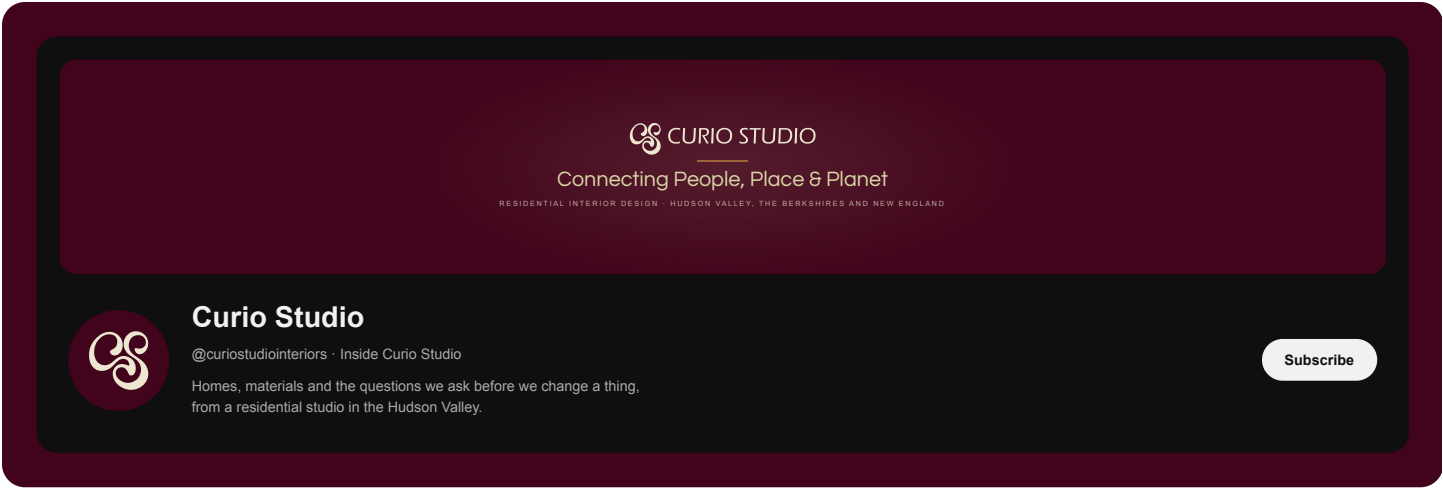
YouTube

Thumbnails 1280 x 720 · merlot, Savannah cut out, the hook in two lines, the turn on a butter tab



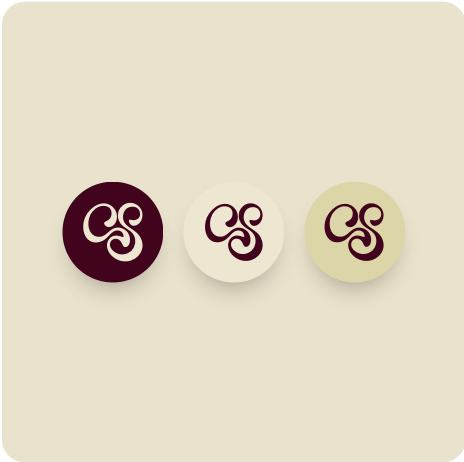
LinkedIn banner

1584 x 396 · the lockup over the tagline, centered · Savannah's profile



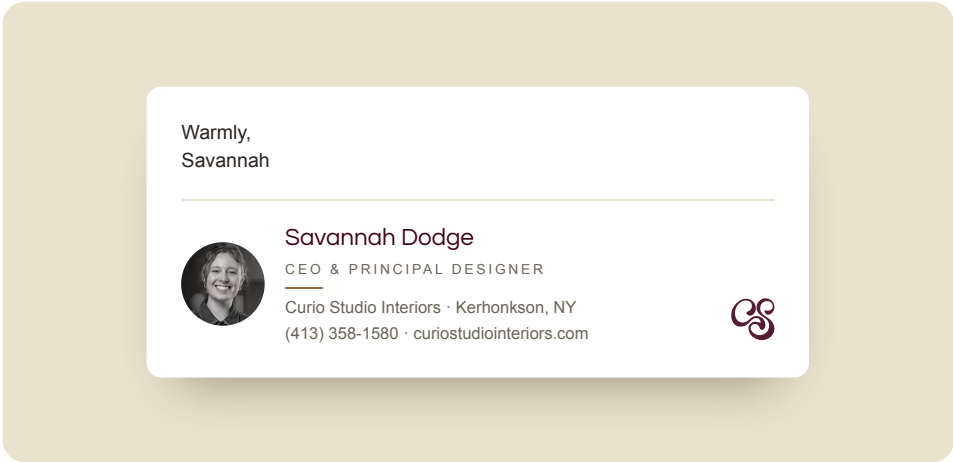
YouTube channel banner

2560 x 1440 · everything inside the center safe area, so it reads on phones and TVs



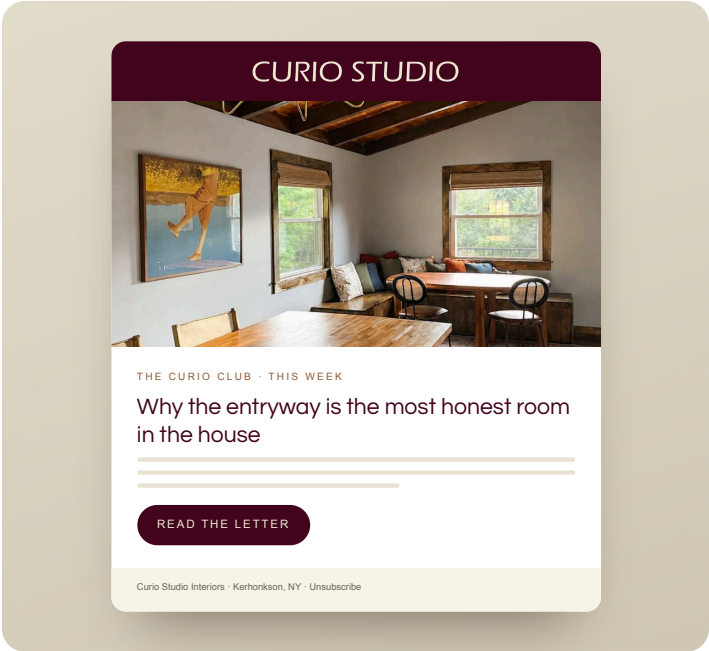
Profile image

Avatar, every platform · the tile is the default



Email signature

Savannah's, in every reply · plain text links, no images but the headshot



The Curio Club

The weekly letter · 600 px, one photo, one ask



On-screen name

Video and interviews · lower third on a merlot bar

Print pieces are photographs with the real logo files composited in; the rest is drawn from the logo files and palette. The Hale family, Birch Hill Farmhouse, episode titles and the YouTube handle are samples. The website and proposal are live screenshots.

Tokens and files

Paste these. Do not retype a hex by hand.

— EVERYTHING IN ONE FILE

The Curio logo kit

Horizontal lockup, wordmark and monogram in merlot and off-white, the monogram tile, and the favicon set. Outlined SVG and 300 dpi PNG.

9.1 CSS custom properties

CSS

```
:root {
  --curio-merlot:      #42041C;
  --curio-off-white:   #EDE7D1;
  --curio-butter:      #DBD5A7;
  --curio-copper:      #9E653B;
  --curio-copper-deep: #8F5A34;
  --curio-charcoal:    #2A2420;
  --curio-lime:        #A1AD7E;
  --curio-mustard:     #CCAA4C;
  --curio-warm-gray:   #6B6558;

  --font-display: 'Questrial', Arial, sans-serif;
  --font-nav:     'Tenor Sans', Arial, sans-serif;
  --font-body:    Arial, Helvetica, sans-serif;

  --radius-pill:  999px;
  --radius-panel: 28px;
  --radius-card:  16px;
}
```

9.2 Tailwind v4

These are the names the site already uses (bg-merlot, text-copper-deep, font-questrial). In this repo they come from [@curio/brand/tokens.css](#).

```
@theme {
  --color-merlot:      #42041c;
  --color-off-white:   #ede7d1;
  --color-butter:      #dbd5a7;
  --color-copper:      #9e653b;
  --color-copper-deep: #8f5a34;
  --color-lime:        #a1ad7e;
  --color-mustard:     #ccaa4c;
  --color-warm-gray:   #6b6558;
  --color-charcoal:    #2a2420;

  --font-questrial: 'Questrial', Arial, sans-serif;
  --font-tenor:      'Tenor Sans', Arial, sans-serif;
  --font-arial:      Arial, sans-serif;
}
```

9.3 Print values

COLOR	HEX	RGB	CMYK
 Merlot	#42041C	66, 4, 28	0, 94, 58, 74
 Off-white	#EDE7D1	237, 231, 209	0, 3, 12, 7
 Butter	#DBD5A7	219, 213, 167	0, 3, 24, 14
 Copper	#9E653B	158, 101, 59	0, 36, 63, 38
 Copper deep	#8F5A34	143, 90, 52	0, 37, 64, 44
 Charcoal	#2A2420	42, 36, 32	0, 14, 24, 84
 Lime	#A1AD7E	161, 173, 126	7, 0, 27, 32
 Mustard	#CCAA4C	204, 170, 76	0, 17, 63, 20
 Warm gray	#6B6558	107, 101, 88	0, 6, 18, 58

CMYK is a conversion, not a spec. Pull a proof before anything that matters goes to press. Merlot and copper shift the most.

9.4 Versions

v1.1 · September 2026	An editorial hero in the About page style, the In use chapter (stationery, Spec Book, sample box, tote, guides, website, proposal, email, social, YouTube, banners, newsletter), a downloadable PDF edition, and a simpler contents row on smaller screens. Photos stay untinted: no color overlays, only a soft shadow under type where it has to read.
v1.0 · September 2026	First web edition, at curiostudiointeriors.com/brand-guide . Traced SVG logo kit, Copper deep for small copper type, measured contrast rules, and the voice.

2026

The site goes sans-serif only. Questrial replaces Cormorant Garamond for every heading.

The original sheet

The CS monogram, the Eras Medium wordmark, and six colors: Off-white, Butter and Merlot as the main colors; Lime, Copper and Mustard as accents.

Questions about using the brand: savannah@curiostudiointeriors.com.