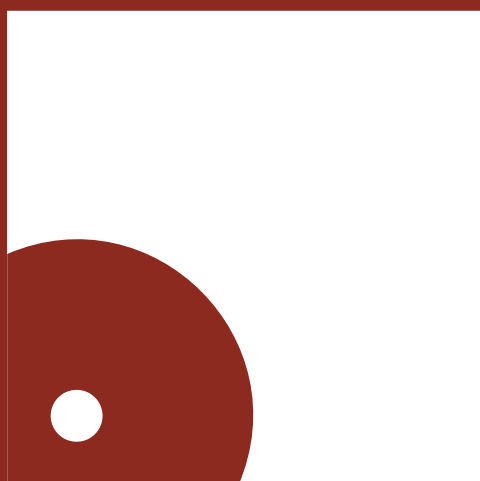




ByCandlelight

A box. A chapter. A name.

SPEC

PRIMARY

STYLE

FRAUNCES / INTER + JETBRAINS MONO

#8C2A1F • HEARTH

MONOGRAPH

Contents.

01	Foundation	3
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02	Voice	4
----	-------------	---

03	Palette	5
----	---------------	---

04	Typography	7
----	------------------	---

05	Logo Concepts	8
----	---------------------	---

10	Logo Usage	13
----	------------------	----

11	Design System	14
----	---------------------	----

12	Landscape	15
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13	Applications	16
----	--------------------	----

14	Story	17
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The foundation.

MISSION

Compose gift boxes that read like letters — quiet, specific, and made for one person.

VALUES

Intimate scale

We do not scale to anonymity. Every box is built for one person, one moment.

Quiet over loud

Luxury that whispers. No metallic bows, no oversized branding on the lid.

Hand and intention

Every box is hand-assembled. Every choice is on purpose, including the absences.

PERSONALITY

intimate • warm • considered • story-led • tactile

VISION

A version of gifting where every box is a story the recipient keeps on the shelf instead of recycling with the wrap.

Emotional precision

We choose objects for what they mean to the recipient, not for how they photograph in a flat-lay.

Story first

A box is a chapter; the contents are the sentences. The order they're unwrapped is part of the writing.

TAGLINE CANDIDATES

A box. A chapter. A name.

Gifts that read like letters.

By candlelight, on purpose.

How we sound.

Specific over universal

DO Linen napkins woven on a hundred-year-old loom in northern Italy.

DON'T Premium textiles from European artisans.

Sensory over abstract

DO It smells like beeswax and split pine — the way a cabin smells on a Friday in October.

DON'T Indulge your senses with our luxurious aromatic experience.

The story belongs to the recipient

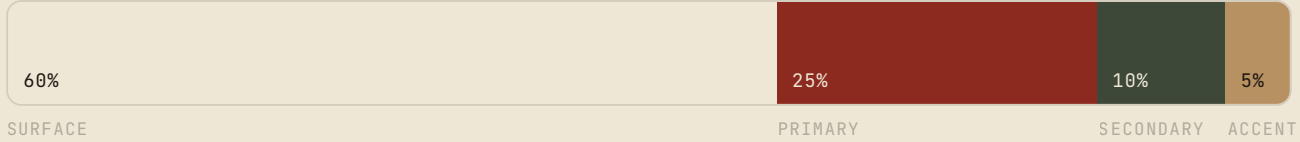
DO A note card waits inside the lid for you to write.

DON'T Personalize with a meaningful message.

The palette.



	ROLE	NAME	HEX	USAGE
	PRIMARY	Hearth	#8C2A1F	The signature wordmark color and the one place in the system that the brand puts its voice. A deep, warm oxblood — the color of low light through a glass of wine.
	SECONDARY	Pine	#3D4839	Quiet structural counterpoint. Used for occasional headers, charts, and cards that need to step away from Hearth without losing warmth.
	ACCENT	Tallow	#B89163	Candlelight gold. Reserved for moments that deserve a small reward — a numeral, a rule, a lid sticker. Never used as a second brand color.
	SURFACE	Linen	#EFE7D6	Default page background. Warm bone, the color of good linen card stock under a low lamp. The page should feel like paper, not a screen.
	INK	Soot	#1F1812	Body type and headlines. A warm dark espresso — reads as ink under candlelight, never as the cold black of a phone screen.
	SUCCESS	Verdigris	#6B7F5C	Aged-copper green. Confirmation, milestone-met, quiet positive states. Atmospheric, not cheerful.
	DANGER	Cinder	#5C1F14	Errors, sold-out, capacity reached. A darker oxblood that stays in the Hearth family so the palette never breaks rhythm.



Surface leads; primary speaks; accent is scarce on purpose.

The type.

DISPLAY • FRAUNCES

By Candlelight

TEXT • INTER

Compose gift boxes that read like letters — quiet, specific, and made for one person.

MONO • JETBRAINS MONO

ByCandlelight.com • v1.0 • hello@bycandlelight.com

CHARACTER SET • FRAUNCES

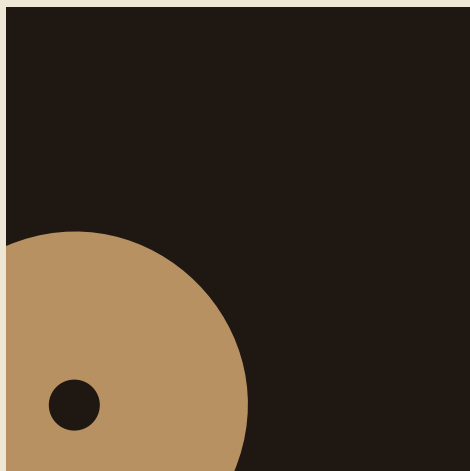
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 &?!%()

Aa 400 **Aa** 700 **Aa** 900

Fraunces gives the brand the warmth and editorial precision of a well-set memoir or a small literary magazine — high enough contrast to feel composed, soft enough in its terminals to feel handmade. Inter is the body workhorse: neutral, readable, deferential, so the writing carries the page rather than the typeface. JetBrains Mono is reserved for spec lines and small captions where precision is the point.

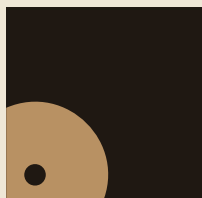


ByCandlelight

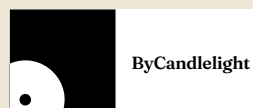


ByCandlelight

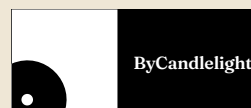
VERTICAL



SYMBOL



MONO-POSITIVE



MONO-REVERSE

01 • POOL • RECOMMENDED PRIMARY

We did not draw a candle. We drew what a candle does: one warm pool in a dark room, and everything the light doesn't reach left dark on purpose. About a quarter of the plate is lit — the radius of one small flame is the honest radius of intimacy. Inside the pool sits a single ink point: the center the whole circle of light was drawn around, the one person the box is for. The pool anchors in the lower-left corner because a letter-writer sets the candle to the left of the page, so the writing hand never shadows the words. Two flat tones, a hard linocut edge, no glow, no rays. In one-color print the pool is cut out of the plate and the point re-fills inside it, so the figure survives without its warmth.

concept-1-pool.svg



VERTICAL



SYMBOL



MONO-POSITIVE



MONO-REVERSE

02 • SIGNING C

Before there were brands there were correspondents, and a correspondent closed a letter with an initial. This is ByCandlelight's C in the brand's own Fraunces, outlined to vectors, with one brass stroke fused to the lower terminal and tapering off the page at the letter's own angle — the pen lifting after the signature. The gilt shares the terminal's exact width at the join because the letter's own edge cuts it; take the color away and the gesture stays in the silhouette. No containing circle, no stamp. The letter is the mark, the way a signature is the person.

concept-2-signing-c.svg



ByCandlelight



ByCandlelight

VERTICAL



SYMBOL



ByCandlelight

MONO-POSITIVE



ByCandlelight

MONO-REVERSE

03 • BOXED LETTER

The box, seen from above, open. Inside, the contents are set like a letter: a short salutation line, two full lines of body, and a gilt line at the lower right — the signature. The studio's rule is that the order things are unwrapped is part of the writing, so the mark reads top to bottom like a page. The signature does what signatures do: it runs through the tray wall and past it, because a letter doesn't stop at its box. The tray wall is heavy on purpose; it is a box holding writing, not a document icon. There is no curve anywhere in this mark.

concept-3-boxed-letter.svg



VERTICAL



SYMBOL



MONO-POSITIVE



MONO-REVERSE

04 • FOLDED SENTENCE

One line, folded twice. The mark is the edge of a letter folded into thirds — the view you get holding the sheet edge-on, which is the one viewpoint logo design never uses. The cut ends are square because a sheet is cut; the turns are round because paper rolls; the three leaves lengthen toward the bottom the way a hand-folded letter staggers its edges, top leaf shortest because it closes last. The line stops a breath short of its brass lozenge — daylight between sentence and full stop — and the lozenge is the point where a letter is sealed. A sentence, folded into its own envelope.

concept-4-folded-sentence.svg



ByCandlelight



ByCandlelight

VERTICAL



SYMBOL



ByCandlelight

MONO-POSITIVE



ByCandlelight

MONO-REVERSE

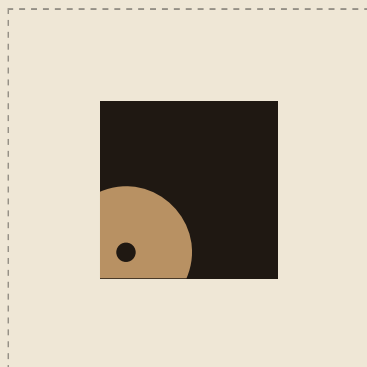
05 • OVERHAND

One thread, drawn at the moment before the knot closes. The strand comes in low from the left, loops once, and leaves low to the right; at the crossing the under-strand slips beneath the over-strand and re-emerges tangent to the loop, the over-under logic of a hand actually tying. Round caps, one weight, one color on the light ground. Every gift closure in the genre is a bow photographed mid-bloom; this is the quieter instant just before — closed on purpose, by a person, and you can still see how. The favicon pulls the same thread tight on a wax-red plate.

concept-5-overhand.svg

Using the mark.

CLEAR SPACE



Keep one quarter of the symbol's height clear on every side. Nothing enters this zone — no type, no rules, no page edge. The dashed line marks the minimum; more is better.

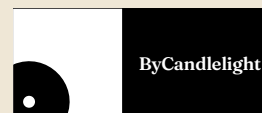
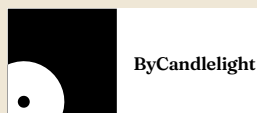
MINIMUM SIZE



10 MM PRINT • ACTUAL SIZE 16 PX SCREEN • ENLARGED

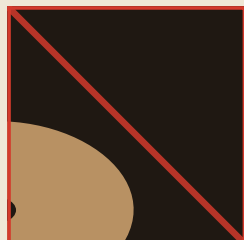
Below these sizes, switch to the favicon file — its geometry is drawn for 16–32 px rendering. Never scale the full lockup below 40 mm in print.

ONE COLOR

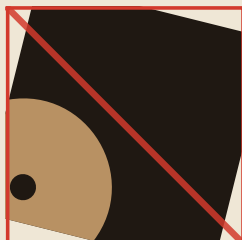


ON LIGHT • MONO-POSITIVE ON DARK • MONO-REVERSE

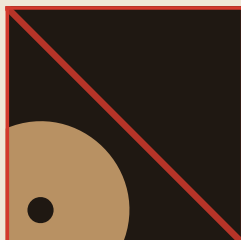
NEVER



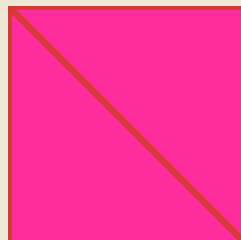
DON'T STRETCH OR
SQUASH



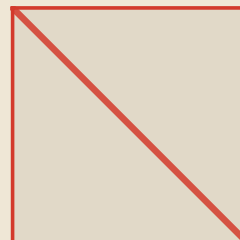
DON'T ROTATE THE MARK



DON'T ADD DROP
SHADOWS



DON'T RECOLOR OUTSIDE
THE PALETTE

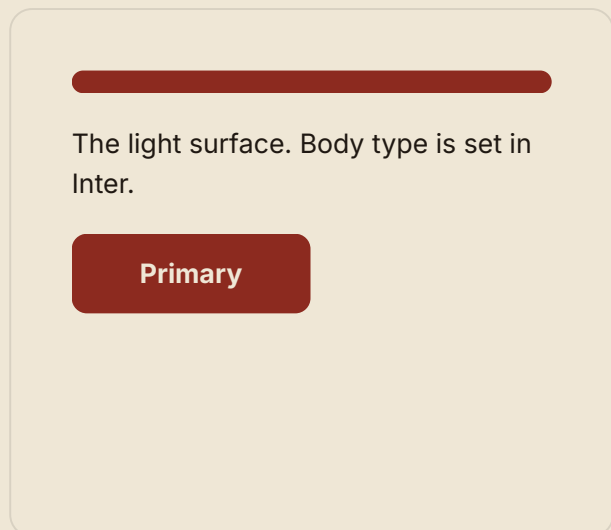


DON'T USE LOW-
CONTRAST COLOR
COMBINATIONS

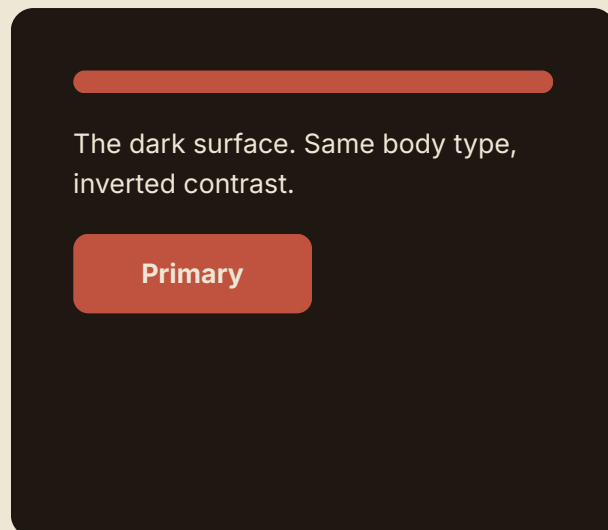
- Redraw the wordmark in another typeface, or set it in a banned face.
- Place the full-color mark on photography without a surface-colored plate behind it.

The system.

LIGHT MODE



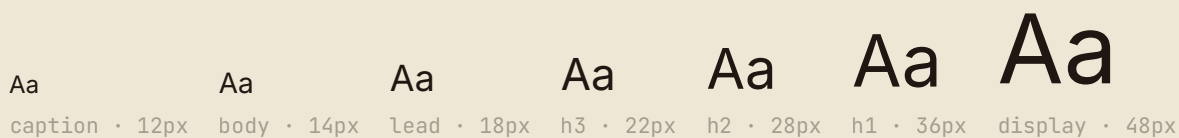
DARK MODE



SPACING SCALE



TYPE SCALE



The landscape.

boxfox.com

Custom gift boxes for effortless & elevated gifting.

Premium curated and customizable gift boxes for individuals and corporate clients, built and shipped fast.



greetabl.com

Greetabl makes gifting easy!

On-demand personalized gift boxes with customization and corporate gifting automation.

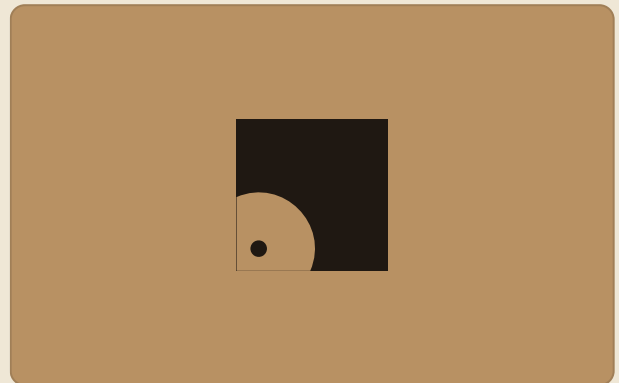


WHERE THE GAPS ARE

1. Both sell speed and ease — 'ships by tomorrow', 'gifting made easy'. No one is selling slowness on purpose. A studio that composes over days, not hours, owns the opposite of the whole category.
2. The incumbents scale by making every box the same box. 'One recipient, one box, never repeated' is a promise neither can make without breaking their model.
3. Both lean corporate — bulk, automation, procurement. The individual sender writing one hard note to one person is an afterthought, and that is exactly ByCandlelight's person.
4. The palettes are e-commerce neutral: white, black, warm-beige. A brand built on low, warm, candlelit light looks like a different medium entirely next to them.

In the wild.

BUSINESS CARDS · 85.6 × 54 MM



APP ICON



180 PX

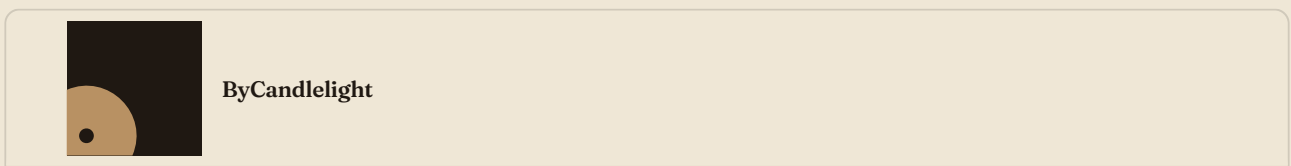


64 PX



32 PX

EMAIL HEADER



The ByCandlelight story

The promise

A ByCandlelight box is composed for one person and one moment. It is meant to be opened slowly, and remembered. Nothing inside is filler.

The story

Most gifting today is logistical. A list, a cart, a ribbon, a delivery confirmation. The recipient feels it. They open the box politely, set it on the counter, and put it away. The gift did not say anything in particular.

A gift can do more than that. It can carry a story — the place an object came from, the reason it was chosen for this person, what it asks them to notice about themselves. That is what the studio composes. Each box is built around a recipient, not a category. The objects come from small makers we know by name. The arrangement, the paper, the order in which things are unwrapped — all of it is part of the message. When the box is finished, there is a card waiting inside the lid for the sender to write on. The studio leaves the last sentence to them.

The positioning

For people who give gifts on purpose — for a parent leaving for a trip, a friend recovering from a hard year, a colleague crossing a milestone — ByCandlelight composes the box around the recipient. We do not stock products. We compose moments.

Premium rules

- No metallic ribbons. No oversized branding. No logo on the lid.
- Every photograph is taken in warm, low light. We do not shoot on white seamless and we do not shoot in daylight white-balance.
- Every box has a handwritten note inside the lid, on linen card.
- We do not list prices alongside items in marketing. The composition is the offer.
- We do not bundle. Two recipients never get the same box.

Voice in action

- A 404: "This page is folded into a different box."
- A confirmation: "Your box is being composed."
- A hard message: "We are at capacity through December. We can hold a date for spring; reply with a name and we will write back by Friday."