



Ledger & Loom

Know the margin on every piece.

SPEC

PRIMARY

STYLE

PLAYFAIR DISPLAY / SOURCE SANS 3 + IBM PLEX MONO

#24523F · BOTTLE

MONOGRAPH

Contents.

01	Foundation	3
----	------------------	---

02	Voice	4
----	-------------	---

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

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

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

06	Logo Usage	13
----	------------------	----

07	Design System	14
----	---------------------	----

08	Applications	15
----	--------------------	----

09	Story	16
----	-------------	----

The foundation.

MISSION

Ledger & Loom keeps the books for workshops that make things: materials in, work-in-progress on the bench, made-to-order invoices out. We reconcile all three so a maker knows the real margin on every piece — not at year-end, but before quoting the next one.

VALUES

Per piece, not per quarter

A workshop lives or dies on unit economics. We reconcile to the piece — this chair, that batch — because an aggregate P&L hides exactly what a maker needs to see.

Speak shop, write ledger

We take photos of receipts and torn delivery notes and give back clean double-entry books. The maker's job is the bench; translation is ours.

Small on purpose

Our clients are two-to-twenty-person shops and so are we. We price and staff for workshops, not for the day they become factories.

PERSONALITY

warm • exact • unhurried • practical • loyal

VISION

Every workshop prices from knowledge instead of habit: the maker who knows a piece's true cost to the gram and the hour, and charges accordingly, stays a maker for thirty years.

Materials are money asleep

Walnut in the rack and wool on the shelf are cash in another shape. We track WIP and stock like the balance sheet items they are, so busy never gets mistaken for profitable.

Exact is a kindness

Rounding hides trouble. To-the-cent books delivered warmly beat cheerful approximations every time; precision is how we show respect for the work.

TAGLINE CANDIDATES

Know the margin on every piece.

Books kept the way you keep your bench.

The numbers behind the making.

How we sound.

Numbers with their story

DO Material cost on the oak run rose 12% — the June board order landed at the new supplier price. Your margin per table is now £84, from £109.

DON'T Costs have increased. Please review the attached statement.

Warm about the person, exact about the money

DO Lovely month, Rosa — 14 pieces out the door. One flag: the gallery's invoice from March is still unpaid, £1,240. Want us to nudge them?

DON'T Outstanding receivables require your immediate attention.

No jargon a bench worker wouldn't use

DO This is what the tax office needs from you by the 31st — three things, an hour of your time.

DON'T Please ensure timely submission of your statutory compliance documentation.

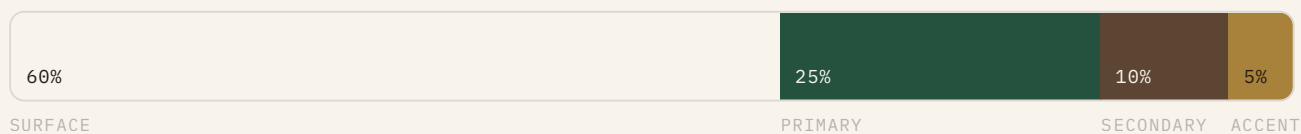
The palette.



	ROLE	NAME	HEX	USAGE
	PRIMARY	Bottle	#24523F	The green of a clothbound ledger. Carries the mark, headings that matter, and the one line a maker should read first.
	SECONDARY	Walnut	#5C4633	Bench-wood brown for rules, table furniture, and secondary labels. The color of the shop the books describe.
	ACCENT	Brass	#A8813A	The fittings: page numbers, totals rows, the flag on the one figure worth a second look. Never body text.
	SURFACE	Paper	#F8F4EC	Ledger-paper cream. Default page, report, and app background.
	INK	Iron gall	#221C15	The brown-black of old ledger ink. Body text and line work.
	SUCCESS	Paid	#3E6B4E	Settled invoices, reconciled months, margins holding. Quiet ledger green.
	DANGER	In the red	#96271D	Overdue, overdrawn, or a margin gone negative — the ledger’s original warning color, used exactly as the trade always has.

The palette, in use.

PROPORTIONS



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

WORKING PAIRS

● Bottle	Aa PAPER	BRASS
● Walnut	Aa PAPER	IRON GALL
● Brass	Aa IRON GALL	BOTTLE
○ Paper	Aa IRON GALL	Aa BOTTLE
● Iron gall	Aa PAPER	Aa BRASS
● Paid	Aa PAPER	
● In the red	Aa PAPER	

Pairs showing “Aa” carry text at 4.5:1 or better, measured. Everything else meets only as blocks — fills, rules, plates — never as type.

The type.

DISPLAY · PLAYFAIR DISPLAY

Ledger & Loom

TEXT · SOURCE SANS 3

Ledger & Loom keeps the books for workshops that make things: materials in, work-in-progress on the bench, made-to-order invoices out. We reconcile all three so a maker knows the real margin on every piece — not at year-end, but before quoting the next one.

MONO · IBM PLEX MONO

ledgerandloom.com · v1.0 · hello@ledgerandloom.com

CHARACTER SET · PLAYFAIR DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 &?!%()

Aa 500 **Aa** 700 **Aa** 900

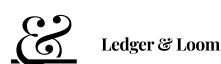
Playfair Display has the high-contrast warmth of a hand-ruled ledger heading and ships real weights from 500 to 900 — the mark is cut from the 900. Source Sans 3 keeps client letters friendly and quick. IBM Plex Mono sets what the firm is judged on: the figures.



VERTICAL



SYMBOL



MONO-POSITIVE



MONO-REVERSE

Tested where logos die: the tab bar.



APP ICON



32 PX



16 PX — ACTUAL SIZE

01 • WEAVE • RECOMMENDED PRIMARY

The ampersand drawn as the whole mark, with a brass rule woven through it the way a thread crosses a loom — over on one side, under on the other. The firm's service is the conjunction itself: the ledger and the loom, the books and the bench. So the joining glyph carries the brand, and the weave turns it from a letter into a made thing.

REMEMBER An outlined ampersand with a brass rule woven through it, over and under, like thread on a loom.

CHOOSE THIS WHEN the join is the story — two crafts kept in one hand — and you want a mark built from the ampersand rather than a picture.

File • concept-1-weave.svg

Ledger & Loom



Ledger & Loom

VERTICAL



SYMBOL

Ledger & Loom

MONO-POSITIVE

Ledger & Loom

MONO-REVERSE

Tested where logos die: the tab bar.



APP ICON



32 PX



16 PX — ACTUAL SIZE

02 · WORDMARK

The full name set as a masthead in high-contrast serif, centered over a single brass rule. No symbol to maintain — just the name given the weight of a chartered firm and one warm line to sit on. It reads as letterhead and title page first.

REMEMBER The name centered in heavy serif over one brass rule, masthead-style.

CHOOSE THIS WHEN the name should carry everything and you want a title-page register with nothing to maintain but type.

File · concept-2-wordmark.svg



Ledger & Loom

VERTICAL



SYMBOL



MONO-POSITIVE



MONO-REVERSE

Tested where logos die: the tab bar.



APP ICON



32 PX



16 PX — ACTUAL SIZE

03 • EMBLEM

A circular seal: two concentric rings around the name in italic serif, with “EST. 2026” set above and a small monospaced caption running below. It is the chartered-firm register — the stamp for engagement letters, report covers, and the last page of a set of books. It crowds at very small sizes, so give it room.

REMEMBER A two-ring seal with the name in italic serif at the center, dated above and captioned below.

CHOOSE THIS WHEN the brand lives on formal paper — engagement letters and report covers — where a firm’s stamp buys trust.

File • concept-3-emblem.svg



Ledger & Loom



Ledger & Loom

VERTICAL



SYMBOL



Ledger & Loom

MONO-POSITIVE



Ledger & Loom

MONO-REVERSE

Tested where logos die: the tab bar.



APP ICON



32 PX



16 PX — ACTUAL SIZE

04 · MONOGRAM

Two serif Ls in cream on a rounded bottle-green tile — the avatar fallback for the places a wordmark cannot fit. Plain on purpose: legible initials beat a clever picture in a small square.

REMEMBER Two cream serif Ls on a rounded bottle-green tile.

CHOOSE THIS WHEN square slots dominate — avatars and app icons — and legible initials matter more than a picture.

File · concept-4-monogram.svg



VERTICAL



SYMBOL



MONO-POSITIVE



MONO-REVERSE

Tested where logos die: the tab bar.



APP ICON



32 PX



16 PX — ACTUAL SIZE

05 · GLYPH

A single stroke that swings wide and then settles in smaller and smaller waves onto a brass dot — a year's ups and downs closing to one reconciled figure. The loosest and most personal of the five; it says the least on its own and the most beside the name.

REMEMBER One green stroke bouncing in shrinking waves until it settles on a brass dot.

CHOOSE THIS WHEN you want the most human, least formal option — the season's swings closing to one settled number.

File · concept-5-glyph.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



Ledger & Loom

ON LIGHT • MONO-
POSITIVE



Ledger & Loom

ON DARK • MONO-
REVERSE

NEVER



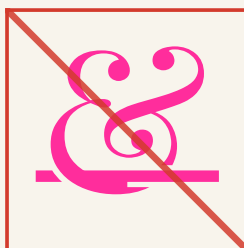
DON'T STRETCH OR
SQUASH



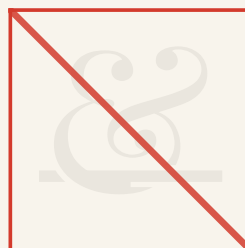
DON'T ROTATE THE MARK



DON'T ADD DROP SHADOWS



DON'T RECOLOR OUTSIDE
THE PALETTE

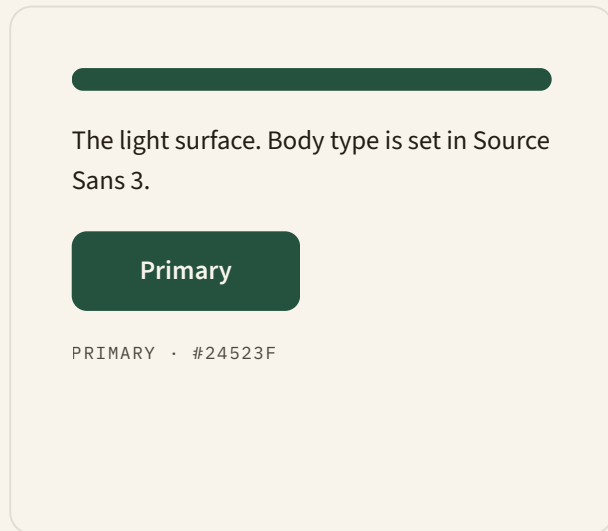


DON'T USE LOW-CONTRAST
COLOR COMBINATIONS

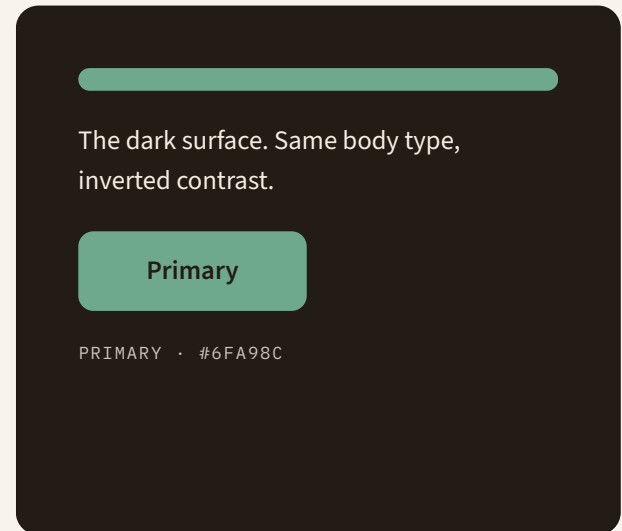
- × REDRAW THE WORDMARK IN ANOTHER TYPEFACE, OR SET IT IN A BANNED FACE.
- × PLACE THE FULL-COLOR MARK ON PHOTOGRAPHY WITHOUT A SURFACE-COLORED PLATE BEHIND IT.

The system.

LIGHT MODE



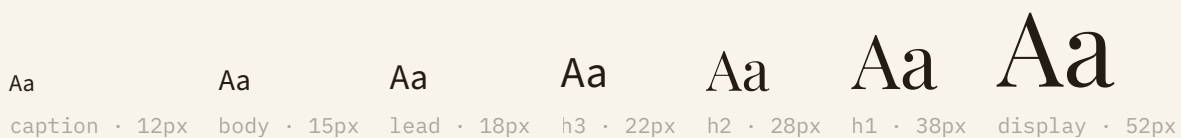
DARK MODE



SPACING SCALE



TYPE SCALE



In the wild.

BUSINESS CARDS · 85.6 × 54 MM



APP ICON



180 PX

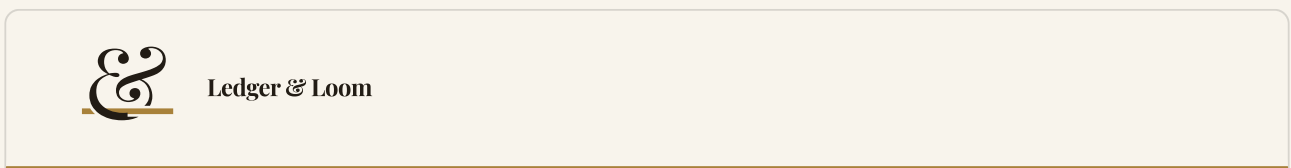


64 PX



32 PX

EMAIL HEADER



The story.

The promise

You know the margin on every piece that leaves your workshop — the chair, the batch, the commission — before you quote the next one. The books are kept to the cent, written in the language of the bench, and someone warm answers when you call.

The story

Most workshop owners can tell you the moisture content of their walnut and the tension of their warp to a fault, and cannot tell you what last month's commission actually earned. Not because they're careless — because ordinary bookkeeping is built for companies that buy and sell, not for ones that transform: materials into work-in-progress into a finished piece with a name on it. The accountant's P&L averages it all into fog, and the maker prices the next piece by habit and hope.

Ledger & Loom keeps books the way a workshop actually runs. Materials in — tracked as the sleeping money they are. Hours and stock on the bench — counted as work-in-progress, not lost in overhead. The invoice out — reconciled back to this piece, so the margin lands next to the thing that earned it. Photos of receipts and torn delivery notes go in; clean double-entry books come back, with the numbers explained in sentences.

The name says the two sides plainly: the ledger and the loom, the books and the bench. We are the ampersand — the firm that holds them together.

The positioning

For craft manufacturers of two to twenty people, Ledger & Loom is the bookkeeping service that reconciles materials, work-in-progress, and made-to-order invoices down to margin per piece — so pricing comes from knowledge, not habit. Unlike generalist bookkeepers, who see a workshop as a small factory with strange inventory, we built the practice around the bench.

Premium rules

1. Reconcile to the piece. Every material, hour, and invoice lands against the work that used it; an aggregate that hides a losing product line is a failure of ours, not a feature of accounting.
2. To the cent, warmly. Precision is non-negotiable; coldness is. Every figure that needs attention arrives with its story and a next step.
3. Speak shop. If a sentence wouldn't be said across a bench, it doesn't go in a client letter — statutory jargon gets translated, never forwarded.
4. Flag it before it hurts. A rising material cost or an aging invoice gets raised when it can still change a quote, not discovered at year-end.
5. Stay workshop-sized. We take on clients at a pace that keeps every book hand-known by the person who keeps it.



Ledger & Loom