ledger & line.

BRAND GUIDE · NOVEMBER 2026

A clear brand for a studio that sells clarity

How Ledger & Line looks, sounds and tells its story: the logo, colour, type, voice, imagery and the parts of the design system everyone should know.

LEDGERANDLINE.CA · TORONTO, ONTARIO



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The design system in `packages/design-system` is the source of truth. Every value here comes from it, and if the two ever disagree, the code wins until it's corrected.

Clear websites for Ontario businesses, starting out or starting over

Ledger & Line is a one-person web design studio in Toronto. Pras plans, designs and builds clear websites, then looks after them, so the right customers understand what a business does and get in touch.

Who it's for

The owner or manager of an Ontario business that's ready to invest in its website. Either it's **starting out**, new or still on a template, or it's **starting over**, established and outgrowing its site. Being ready to invest matters, not the age of the business.

The name

A ledger is kept carefully and read plainly. A line is drawn with intent. Together they describe the work: careful planning, clean execution, nothing decorative for its own sake.

THE ONE-LINER

New businesses often launch with a website that looks like a placeholder, and growing ones outgrow theirs. Either way, customers can't tell what you do. I plan, design and build clear websites, then look after them, so the right customers get in touch.

Short form (footer, meta description, LinkedIn): I plan, design and build clear websites, then look after them, so the right customers get in touch.

Proof to state

18	years designing and building, 10 in enterprise UX for financial companies
50+	websites and digital experiences launched
AA	built to WCAG 2.0 Level AA, the standard Ontario's AODA sets
1	person from the first conversation to ongoing care

Every page tells the same story

The site follows the StoryBrand framework. If a word, button or image doesn't fit one of these seven parts, it goes. Full detail in BRANDSCRIPT.md.

1

A character

The customer is the hero, never us. An Ontario business owner who wants a website that brings in better customers.

2

With a problem

A website that can't explain the business. They worry they won't look credible, or they're embarrassed to send people to it.

3

Meets a guide

Pras, with empathy first: you didn't start a business to manage a website. Then proof: 18 years, 50+ launches, AODA.

4

Who gives a plan

Tell me about your business. Get a clear plan and a written quote. Launch a site you're proud of, and I'll look after it.

5

Calls to action

Direct: "Tell me about your business". Transitional: "Get the free website guide".

6

Avoids failure

Used like salt, once or twice a page: a site that looks like a placeholder, visitors leaving for a competitor.

7

Ends in success

Visitors know what you do in seconds. The right customers get in touch. A site you're glad to send people to.

TWO RULES OVER EVERYTHING

The customer is the hero. Copy about the reader comes before copy about Pras.

If you confuse, you lose. Fewer, clearer messages, said the same way everywhere.

Clear first, then easy to scan, then motivating

Every word has one job: to help the right visitor decide to get in touch. The order is a priority. When two principles pull against each other, the higher one wins.

1

Clarity

The visitor understands. Name the service, the price and the deliverable. One idea per sentence.

Stranger test. Could someone outside the industry read a section once and say back what it promises?

2

Scannability

The visitor finds it. Headlines are claims, not topics. Lead with the answer. Keep paragraphs to two or three sentences.

Skim test. Do the headings, card titles and buttons alone tell the whole pitch?

3

Motivating

The visitor acts. Back every promise with proof, remove risk, and end on one clear action.

“So what” test. Does each section give a reason to keep going and a clear next step?

INSTEAD OF	WRITE
~~Websites for businesses going places~~	Clear websites for Ontario businesses, starting out or starting over
~~Peace of mind~~	Monthly care from $75
~~Information architecture gaps~~	Customers call to ask what your website should already tell them
~~Our process~~	Three steps to a website that works
~~Learn more · Submit~~	Tell me about your business · Compare the care plans

Say it the same way everywhere

Always

- Plain, specific language: numbers, deliverables and named standards
- The reader's words for the reader's problem
- The eyebrow sets up, the headline pays off, in reading order
- End every page on the action, plus one line on what happens next: "You'll hear back from me directly."
- First person singular. It's one person, so "I", never "we"

Never

- Hype: "best", "leading", "world-class", exclamation marks
- Testimonials, reviews or results that don't exist. Never invent one, and never put numbers on success
- Scare tactics. Name what's at stake once or twice a page, calmly
- A button that says something other than what it does. A button that opens a form doesn't say "Email me"

Canadian English

Toronto, Ontario, Canada. No US, UK or Australian forms.

inquiry	~~enquiry~~
fill out	~~fill in~~
colour, centre	~~color, center~~
licence (noun)	~~license~~

PROMISES, WORD FOR WORD

A written quote before any work starts, and nothing extra without your OK

You own the design and code once it's paid for

Hosting in your name

Care plans run month to month

The wordmark

Ledger & Line in Fraunces, drawn in two colours: ink letters with a honey ampersand and full stop.
The full stop is the brand's signature detail.



Primary · deep green ink, honey ink accent on cream



On deep green · cream and honey



On sage · cream and honey



App icon and favicon · sage tile

Files: `assets/brand/logo-on-light.svg`, `logo-on-dark.svg`, `app-icon.svg` and `.png`. On the web, use `<Logo />`: it colours itself from `--color-logo-ink` and `--color-logo-accent`, so it adapts to every section.

Give it room, keep it whole



Clear space

Keep space equal to the height of the lowercase “e” (x) on every side. Nothing else sits inside it: no text, edges or photo detail.

Minimum size

The wordmark stays at least **20px** tall on screen and **6mm** in print. Below that, use the app icon.

ledger & line. 20px

Don’t



✕ Stretch or squash it



✕ Recolour it outside the brand pairs



✕ Rotate it



✕ Put it on a busy photo



✕ Add shadows or effects



✕ Fade it or drop its contrast

Cream, deep green, sage and honey

A warm page, green ink and one bright fill. Honey draws the eye, so it's kept for the primary button and highlights.

Cream

HEX **#F3EAD6**
RGB **243 234 214**
CMYK **0 4 12 5**
Token **neutral-100**

Page background

Deep green

HEX **#263A2C**
RGB **38 58 44**
CMYK **34 0 24 77**
Token **brand-900**

Text and dark surfaces

Sage

HEX **#41604A**
RGB **65 96 74**
CMYK **32 0 23 62**
Token **brand-700**

Brand sections, focus, checked controls

Honey

HEX **#F0C76A**
RGB **240 199 106**
CMYK **0 17 56 6**
Token **accent-300**

Primary buttons and highlights

Honey ink

HEX **#B5852C**
RGB **181 133 44**
CMYK **0 27 76 29**
Token **accent-500**

Logo accent on light. Never text on cream



Proportions are a guide to the balance on a typical page, not a rule. Status colours (green, orange, red, sky) are separate from the brand and only ever mean success, warning, error and information.

Three ramps on one lightness ladder

Each brand colour sits on an eleven-step ramp. A step means the same in every hue: 700 and darker is text on the light page, 300–400 is text on dark.

	50	100	200	300	400	500	600	700	800	900	950	
Neutral	#FCF6EB	#F3EAD6	#E3DEC8	#CAC8B4	#A9A998	#898B7D	#6D7065	#565A4F	#42473E	#2D322A	#1C211B	`--color-neutral-*`
Brand	#F1F9F3	#E5F2E7	#CFE4D3	#B3D0B9	#8DB396	#6D9477	#55795E	#41604A	#324C3A	#263A2C	#142319	`--color-brand-*`
Accent	#FFF6E0	#FFECC1	#FCD98F	#F0C76A	#D09E3F	#B5852C	#90651F	#745018	#5C3E15	#422B0E	#2C1B09	`--color-accent-*`

Pairings that pass WCAG AA

Aa Deep green on cream
10.2:1 · body text

Aa Deep green on honey
7.6:1 · primary button

Aa Cream on sage
5.9:1 · brand sections

Aa Honey on brand-950
10.2:1 · text on dark

Aa Accent-700 on cream
6.0:1 · links

Honey is a fill, not a text colour. Honey on cream is 1.3:1 and honey ink on cream 2.8:1, both below the 4.5:1 text needs. Links use accent-700. The design system's build fails if a theme drops any promised pair below AA.

Two typefaces, one job each

Aa

Fraunces

DISPLAY · 700 BOLD AND 900 BLACK · GOOGLE FONTS, OPEN LICENCE

A soft, old-style serif with real warmth. It sets the display line and headings h1–h2, so the brand speaks first in its own voice. Black (900) for display headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & . , ? $

Aa

Manrope

TEXT AND INTERFACE · 400, 500, 600, 700 · GOOGLE FONTS, OPEN LICENCE

A clear geometric sans for everything else: body text, h3–h6, labels, buttons and forms. Regular for reading, semibold for eyebrows and buttons.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & . , ? $

Fallbacks keep the proportions when the web fonts don't load: Georgia for Fraunces, the system sans for Manrope. In documents and slides without the brand fonts, use Georgia and Arial.

Eyebrow, headline, lede, action

The scale is a ratio of 1.2 on phones rising to 1.333 on wide screens, from a 16–18px base. Line height snaps to a 4px rhythm.

FOR BUSINESSES STARTING OUT OR STARTING OVER

A website as good as your business

I plan, design and build clear websites for Ontario businesses, then look after them, so the right customers understand what you do and get in touch.

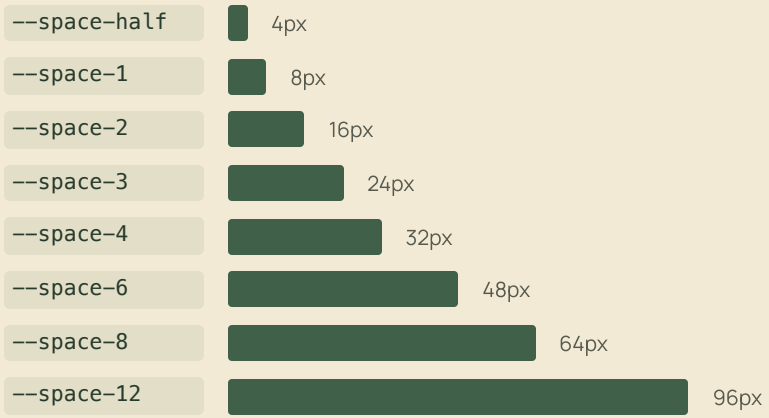
Tell me about your business

Get the free website guide

EYEBROW	Manrope 600 · 12px · caps, +0.16em · sage
Display	Fraunces 900 · step 6–7 · leading 0.88
Heading 2	Fraunces · step 4–5
Heading 3	Manrope 700 · step 3
Lede	Manrope 400 · body-lg
Body	Manrope 400 · 16–18px · leading ~1.5
Button	Manrope 600 · body-sm

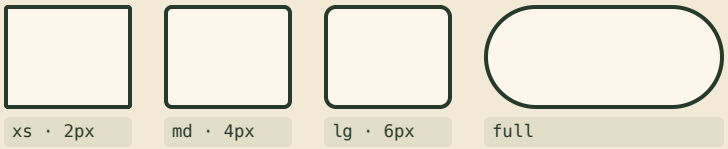
An 8-point grid, soft corners, pill buttons

Spacing



Headings sit closer to their own text than to what came before. Buttons at the end of a block get extra room (space-4), not the text gap.

Radius



`xs · 2px`	`md · 4px`	`lg · 6px`	`full`
checkboxes	fields, menus	cards, dialogs	buttons, tags

Ruled lines, the one texture



Lines 28px apart in the section's text colour at 14%, strongest in one corner and fading away. Class `.ruled-lines`.

Breakpoints: 40rem small, 48rem composition, 62rem navigation, 64rem wide. Shadows are soft and green-tinted, never black.

The parts people touch

29 components in the design system. These are the ones that carry the brand most. Live examples are on the style guide at /docs/.

Buttons

Tell me about your business

Compare the care plans

See the work →

One primary (honey) button per view, worded the same on every page. Labels say what happens.

Badges and tags

New AODA From $6,000

Clinics Home services Nonprofits

Alert

Looks like a template

It looks like everyone else's, looks dated or falls apart on a phone.



SELECTED WORK

CabinetHive

Cards: cream raised surface, 6px corners, a soft green shadow, an eyebrow over a Manrope title.

Drawn like the wordmark

Small illustrations for feature lists: 2px ink line work on a 32-unit grid, round caps and joins, with exactly one detail in honey.

website
care
research
readable
fast
keep
search
lock
booking
invoice
contract
results



On dark: cream ink, bright honey

They're decorative: the heading beside them carries the meaning, so they're hidden from screen readers. Keep them at 48px or larger, and never fill them, add a second accent or mix them with another icon style.

Source: `astro/spot-icons.ts`, 29 drawings.

Real work, warm light, the customer in frame

Images show how the customer feels once the problem is solved, not the studio's tools.









Light and colour

Natural, warm daylight. Cream walls, wood and greens that sit with the palette. No cold blue offices.

Subject

Businesses like the ones the studio serves, at work: hands, tools and real places. Calm, not posed or celebratory.

Room for text

Leave quiet space on one side for a headline. Supply a tall crop for phones, where wide photos crop hard.

Pras, as the guide





Portraits

Pras appears as a duotone, deep green shadows to honey highlights, or in natural colour wearing the brand's greens against a soft, warm background. Either way, it's the same person on every page.

Use portraits where Pras speaks as the guide (About, the guide section), after the page has talked about the reader.

Client work

Show real sites on real devices, in settings that suit the client. Only for clients who've given permission: CabinetHive, Comdu.it and Dr. Vaishna. No invented results.





A friendly guide, in pixels

Pras as pixel art: bald, full beard, sage blazer and the logo's honey full stop as a lapel pin. It's the guide saying hello, not the logo.



Idle · 26 × 26



Wave



On dark, the outline turns cream



Delighted head · 16 × 16

Where it belongs

Where Pras speaks directly: the inquiry form's thank-you and the 404 page. Not on selling sections, where the reader is the hero.

How to draw it

Only at whole multiples of the grid, so every pixel stays square. Colours come only from the brand ramps. The head reads from 16px, the figure from 52px.

How it moves

Each pose plays once, under three seconds, then holds still: a blink, a wave, a hop. Nothing moves for people who prefer reduced motion.

ledger & line.

I plan, design and build clear websites, then look after them, so the right customers get in touch.

WEB ledgerandline.ca

EMAIL hello@ledgerandline.ca

STUDIO Toronto, Ontario

Brand guide, November 2026. Built from the Ledger & Line design system. Questions about using the brand: hello@ledgerandline.ca