REVIEW OUTCOME

Build outward from the existing identity.

A practical inventory for the founding-member launch and late-2027 opening.

Keep the forest-cabin emblem, the established wordmarks, the earthy palette and the working-farm story. Make the assets reliable at every size, then apply them consistently from the invitation to the cabin door.

Carry forward warm, natural-light photography, a calm and plainspoken voice, and the primary signature: “Where people & planet thrive together.” The guide explicitly labels its secondary taglines as proposed.



EXISTING PRIMARY EMBLEM / GUIDE P. 10

PRIORITY	REVIEW FINDING
01 / Reconcile the standards	The PDF, main website and invitation page currently use different type systems and color values. Set one approved source before extending the identity.
02 / Make the logo suite usable	Four logo forms already exist. A simpler micro icon is explicitly requested by the guide. Separate vector masters and production-ready exports were not supplied in this review.
03 / Build the guest journey	Prioritize web, invitation and email assets now. Plan signs against the real property layout, then finalize arrival information and physical items before opening.

Evidence: the 27-page supplied PDF; Karishma Sharma's October 31 email; Home, About, Contact and the linked invitation page, inspected November 5. **Confirmed** means documented or observed. Deliverable lists and timing are recommendations, not an approved client scope.

LOGO INVENTORY

One family, with a clear job for each mark.

Preserve the supplied artwork. New variants should be deliberate derivatives of an agreed master.

ASSET	CONFIRMED BASELINE	RECOMMENDED ACTION
Primary emblem	**Existing.** Engraved cabin, evergreens, garden, arched name and founding line. Guide pp. 10, 14.	Retain for larger brand moments, welcome print and signs where its detail survives. Confirm the source master and test reproduction.
Horizontal wordmark	**Existing.** Five ink variants; already used in website navigation. Guide p. 13.	Make this the routine choice for narrow headers, email and wide signs. Preserve actual letterforms; supply dark and light exports.
Stacked wordmark	**Existing.** Called “Monogram” in the guide; it spells out the name with the founding line. Guide p. 11.	Use for square and vertical spaces. Name files “stacked wordmark” to avoid confusion with an initials monogram.
Illustrated submark	**Existing.** Cabin, trees and garden without ring or lettering. Guide p. 12.	Keep as a supporting illustration. Removing the name does not remove its fine-detail limitations.
Simplified cabin icon	**Explicitly needed.** The guide says the submark is too fine below approximately 48 px. Guide p. 12.	Draw a reduced cabin-derived icon for favicon and very small digital uses. Test at the actual output sizes before setting its minimum.
Production-specific versions	**Recommended when needed.** No reversed primary emblem exists yet. Wordmarks already have light variants.	Use an existing light wordmark now. Develop a reverse emblem or simplified physical-production mark only for an identified application; proof each process.

Resolve before redrawing: p. 19 names Rundeck Texture, but the wordmark examples on pp. 11 and 13 are visibly cleaner than that specimen. The cabin drawing in the p. 22 sign mockup also differs from the primary logo. Obtain the authoritative artwork and font provenance; use mockups as placement references.

STANDARDS AUDIT

Keep the palette. Resolve the contradictions.

These are the guide's stated values and rules. They are not newly proposed print specifications.

Forest Green
#23372A

Bark
#36302A

Canvas
#F6F3EC

Clay
#B9A590

Sand
#ECE4DA

Moss
#5A6849

Ember
#A6552F

AREA	WHAT IS VERIFIED	REFINEMENT
Type	Guide: Marcellus + PT Serif. Main site: Gilda Display + PT Serif. Invitation page: Montserrat.	Use Marcellus + PT Serif as the working baseline unless the client confirms a later approved change. Define web, email and print roles separately.
Color	Guide Ember: #A6552F. Main site sampled accent: #BD5A35. Invitation button: #EA6A1E.	Normalize approved color tokens. Guide p. 17 also gives conflicting usage proportions in labels vs. its closing sentence; replace them with one clear rule.
Type rules	P. 19 calls Special Elite logo-only, then allows it for section labels and captions. P. 20 shows sentence case despite the all-caps instruction.	Clarify casing, tracking and Special Elite usage. Keep logo lettering separate from editable body text. Define an email fallback rather than assuming brand fonts load.
Icons	P. 21 shows eight motifs, a roughly 2 px stroke on a 24 px grid, and suggests Thin/Light library weights.	Choose one actual weight and one library. Test icons with labels; add operational symbols only when the relevant facility or instruction is confirmed.

Existing numeric rules: emblem minimum 130 px for digital / 32 mm for print; clear space at least one-quarter of its diameter. Horizontal wordmark clear space: one cap-height. PT Serif body: 15-17 px / 1.8 line height; Canva scale is separately specified in points. These values need application proofs, not automatic extension to embroidery or engraving.

PRIORITY 0 / USEFUL NOW

The first working asset kit.

Recommended scope for the current website, founding-member campaign and everyday communication.

ID	DELIVERABLE	EVIDENCE / GAP	CONTENTS TO PRODUCE
N01	Logo master library	Guide shows four forms; separate original masters are unverified.	Verified source art; existing lockups and ink variants; simplified icon; transparent web exports and supplier-ready vector files where genuine vectors exist. Include a file index and version date.
N02	Compact usage sheet	Rules exist but conflict across the guide and live pages.	One approved palette, type hierarchy, logo-selection chart, background rules, copy terminology and export naming. Include approved examples rather than a new long manifesto.
N03	Website components	Home, About, Contact and a linked invitation funnel are live.	Desktop/mobile logo placements; header/footer; primary/secondary buttons and states; form labels/error/success styles; cabin/amenity cards; FAQ and image-caption modules.
N04	Founding-member invitations	Current CTA and offer exist; submission and post-payment flows were not inspected.	Aligned landing-page header, invite graphic, offer/FAQ block, confirmation and next-step templates. Clearly distinguish email interest, paid membership reservation and a booked stay.
N05	Email system	October 31 email has a branded signature with a generic team-member label.	Staff signatures with correct names/roles; build-update template; inquiry reply; invite confirmation; date-release email. Use live text, a fallback font and approved small logo exports.
N06	Image and share kit	Photography direction is documented; the FAQ confirms cabin imagery is rendered.	Curated original-property photo set, clearly labeled cabin renderings, crops and captions, alt-text pattern, social avatar and link-preview artwork. Record source and approval status.

Release condition: the same identity should survive a mobile header, invite page, email signature and a small printed sample. These are design assets and templates; sending emails or changing the live sites is outside this review.

PRIORITY 1 / BEFORE RESERVATIONS OPEN

Prepare booking, print and the property plan.

Start signage planning early. Final artwork depends on the actual route, names, operating decisions and selected suppliers.

ID	DELIVERABLE	EVIDENCE / GAP	CONTENTS TO PRODUCE
B01	Cabin and amenity information	Main site previews cabins and sauna; FAQ mentions approved plans for six cabins.	Reusable cabin page/card layout, amenity rows, feature icons, availability and construction-status labels. Finalize names, capacities and included experiences with the team.
B02	Booking communication	The visible journey is invitation-led. Full booking templates are unverified.	Reservation confirmation, payment/cancellation message, pre-arrival email, change/cancellation notice and post-stay thank-you. Match the actual booking platform and approved policies.
B03	Founder print essentials	Business and loyalty cards are illustrated on p. 24; production files are not established.	Founder business card plus one adaptable invitation/farm information card or sheet, with URL and optional QR. Produce now if there is a real event or outreach use. A loyalty program is a separate decision.
B04	Sign schedule and naming	P. 22 shows a welcome sign; it does not locate signs on the real property.	Entrance, parking, check-in, cabins, trails, amenities and staff-only destinations. Assign consistent names/IDs, locations, directions and message hierarchy on an approved site plan.
B05	Guest map and directions	A public location map exists on the invitation page; an operational property map is unverified.	A verified arrival route and site map with parking, cabins, amenities, paths and guest boundaries. Keep a printable version and a digital version generated from the same plan.
B06	Guest-information master	A welcome kit is mocked up on p. 25; its contents are not specified.	An editable source for arrival/departure, contacts, Wi-Fi, cabin equipment, farm etiquette and amenity instructions. Assign a content owner and revision date so print and digital stay aligned.

Copy to reconcile: the invitation page alternates between the list closing when the property opens and when booking opens. The main site describes a refundable membership reservation, while the visible invitation page begins with email capture. Define the sequence and its terminology once before printing the offer.

PRIORITY 2 / BEFORE THE FIRST GUEST ARRIVES

Make the identity useful on the property.

The following are recommended guest-service applications, not a confirmed purchase list or fabrication specification.

ID	DELIVERABLE	EVIDENCE / GAP	CONTENTS TO PRODUCE
O01	Entrance and arrival signs	Guide p. 22 is an illustrative welcome-sign example.	Master layout for entrance identification, parking and arrival directions; final sign schedule, artwork and installation proof. Confirm viewing distance, lighting, mounting and supplier constraints.
O02	Cabin identifiers	Cabin hospitality is confirmed; numbering, naming and access hardware are not.	Consistent cabin name/number plaques and matching key tags or access instructions, depending on the chosen entry system. The identifier must agree with maps and booking records.
O03	Trails, farm and amenities	Guide p. 21 proposes wayfinding icons; site describes trails, farm and sauna.	Directional arrows, destination labels, trail/farm interpretation and operational notices where needed. Pair icons with words. Validate every route and amenity before it appears on a sign.
O04	Welcome and guest guide	Welcome kit concept exists on p. 25.	Welcome note, concise printed guide and maintained digital companion; property map, contact route and departure checklist. Keep practical arrival information available without relying only on a QR code.
O05	Cabin reference cards	No complete instruction-card system is documented.	Wi-Fi/contact card; equipment and heating instructions; sauna/firewood use where applicable; recycling/compost guidance and emergency information supplied by the operator. Use approved instructions and readable text.
O06	Selected physical touchpoints	Doormat, totes, mug and welcome materials appear in pp. 23-25.	Choose the items that are actually part of the stay. Create placement artwork for the selected doormat, guest mug or welcome-item tag, then order a physical proof before the production run.

Plan before fabricating: confirm property layout, cabin names, guest access, operator-approved instructions and supplier requirements. Brand artwork does not establish sign dimensions, safety wording, accessibility details, materials or installation requirements.

CONDITIONAL SCOPE / PRODUCTION

Keep optional merchandise behind actual need.

The guide shows possible applications. Their presence is evidence of direction, not proof that the client has commissioned them.

APPLICATION	SOURCE STATUS	TRIGGER / RECOMMENDATION
Caps, staff apparel and totes	Guide pp. 23-24	Develop if staff uniform, guest utility or retail demand is confirmed. Select the blank and process first; create simplified artwork if fine details cannot reproduce.
Loyalty cards and souvenirs	Guide p. 24	Hold until the program or sales use is defined. A founding-member invitation does not automatically require a loyalty scheme or a separate membership logo.
Mushroom / tea / botanical packaging	Mushroom box example on p. 25; crops discussed in the guide and site	Only develop for actual products, pack sizes and sales channels. Confirm required label content, supplier dielines and the product itself before layout.
Workshop and event materials	Retreats/workshops are planned in guide p. 3 and About	Create a reusable event announcement and handout when an event is scheduled and its operating details are known.

PRODUCTION LIMITS TO RECORD

Confirmed in the guide
HEX/RGB colors; stated emblem size and clear-space rules; type roles and scales; illustrative icon weight/grid. Logo examples on pp. 10-13 are embedded raster images. The PDF has no attached source files.

Not established by the reviewed material
CMYK or spot-ink targets; paper stocks, bleeds or dielines; sign dimensions/materials; embroidery stitch files, engraving limits or minimum physical line weight; quantities or production budgets.

Recommended handoff: original editable source, approved SVG/PDF vectors where available, transparent PNG exports, application templates, a versioned index and a proof record. A raster illustration placed inside an SVG or PDF is still raster. Establish vendor-specific production settings only after the process and proof are agreed.

DELIVERY BRIEF / EVIDENCE

What the first build must settle.

Use this as the review checklist before scaling the identity across more applications.

DECISION	COMPLETION TEST	SUGGESTED OWNER
Artwork authority	Identify the original logo master and the intended wordmark lettering. Confirm which shown variants are approved and which are only mockup treatments.	Client + designer
One type and color system	Resolve Marcellus vs. Gilda Display vs. Montserrat; reconcile accent values, logo-only type and label rules. Document any approved platform fallback.	Client + designer
Offer and imagery	Use one founding-member vocabulary and closing trigger. Separate email interest from membership reservation and a booked stay. Label renderings consistently.	Client / offer owner
Proofs and version control	Check micro-icon readability, logo proportions and transparency, email fallback/dark-mode appearance, and the selected physical process. Archive approved assets by version.	Designer + supplier

Contrast spot-check: using the retrieved solid colors, white on the invitation orange (#EA6A1E) is approximately 3.19:1, and the main button's #F5EFE4 on #BD5A35 is approximately 3.92:1. Both are below the 4.5:1 threshold for normal-size text. The guide's Canvas on Ember is approximately 4.78:1. Verify final button states and text sizes in context; this is not a complete accessibility audit. [6]

SOURCE REGISTER / REVIEWED 05 NOVEMBER 2026

[1] October 31 email + ForestFarmWA_BrandGuidelines_073026.pdf, 27 pages. Key evidence: pp. 3-8, 10-15, 17, 19-27.

[2] Home: current identity, cabin previews, offer and visitor journey.

[3] About / FAQ: late-2027 opening target; cabins under construction; cabin images identified as renderings.

[4] Contact: current inquiry form. [5] Invitation: current sign-up page, type/color treatment and public offer wording.

[5] Invitation page: get.forestfarmwa.com. No form submission, purchase or post-sign-up email inspection was performed.

[6] W3C: Understanding WCAG 2.2, Contrast (Minimum). Ratios calculated from retrieved foreground/background colors.