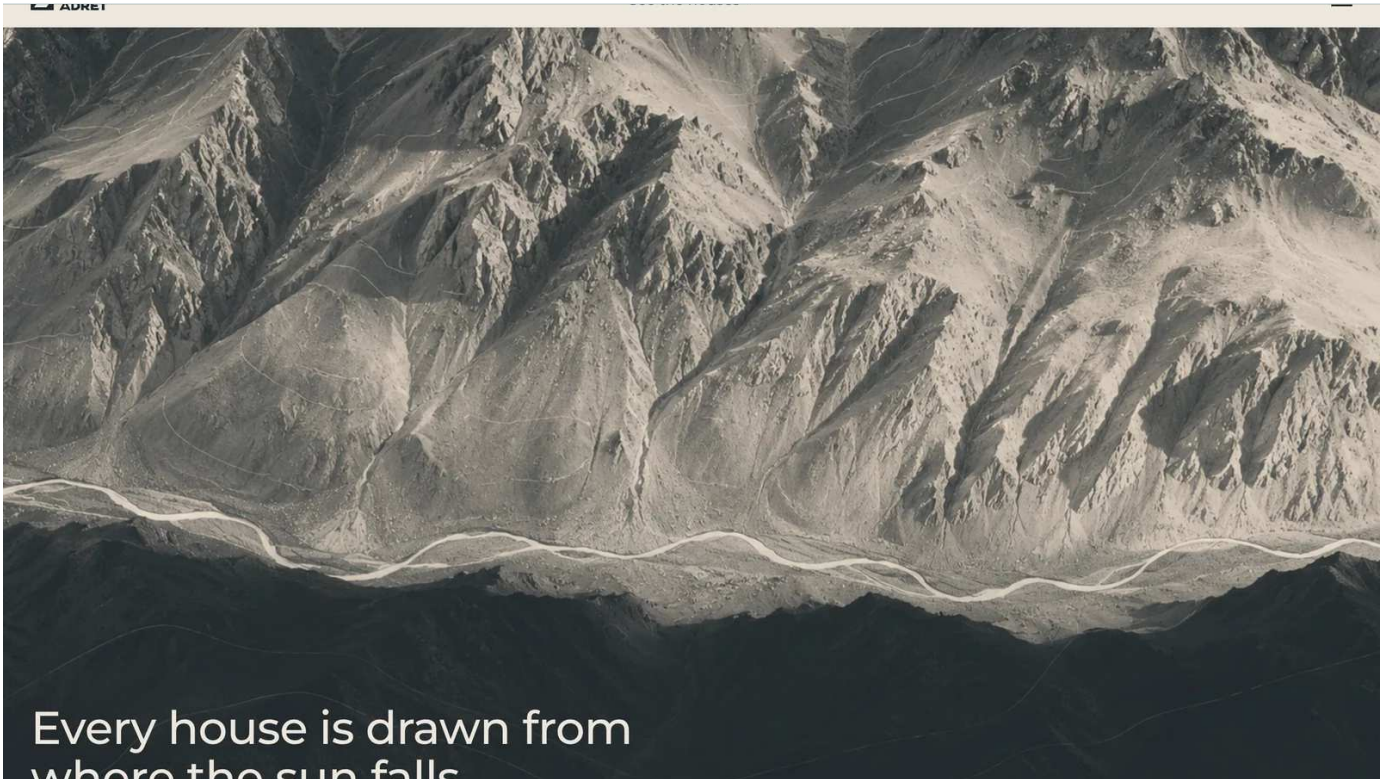
Adret Guidelines.

An architecture studio for private houses. Every house is drawn from where the sun falls on its site.

Introduction



The home page's first screen. The pointer is the sun: move it and the light on the valley turns from morning to evening.

Adret is an architecture studio that designs private houses. Before a wall is drawn, the studio studies how the sun crosses the site through the day and the year, and every plan starts from that study. In the Alps, the adret is the slope that faces the sun and the ubac the slope in shade; the studio takes its name from the first.

The mark is a room in shade with the patch of light a window throws across its floor: a dark square and one light parallelogram. The patch follows a rule. Its length, depth and floor line never change; only its lean turns, following the sun through the house's main window, so each house can carry its own patch.

Two colours carry the brand: Ubac, the shade, and Lime, limewashed plaster in sun. Everything else is material: stone, oak, brass, tracing paper. The brand should feel like a monograph by a serious house architect: quiet, exact, and warm where the light falls.

At a glance

LOGO

ADRET

COLOURS

Lime
#EDE8DF

Ubac
#22282B

Stone
#CFC7B8

TYPE

Aa Montserrat

Aa IBM Plex Mono

LINE

Drawn from where the sun falls.

BRAND KIT

39 files · 1.5 MB

Download the zip

Wordmark scale

64 px



52 px



40 px



32 px



24 px



18 px



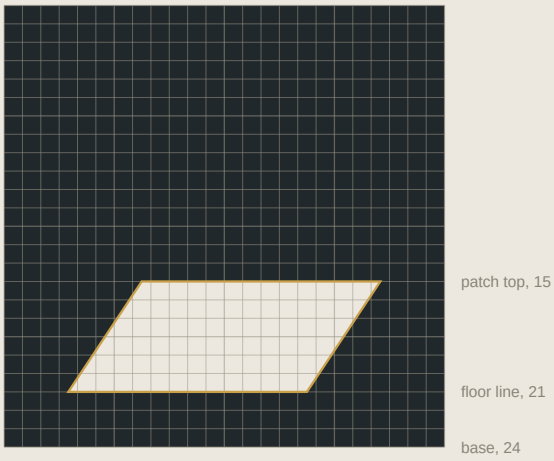
14 px



The square comes first and the word follows it, the capitals as tall as the patch reaches and standing on the square's base line. Use the lockup wherever there is room: hoardings, title blocks, the website's bar, letterheads. Use the square alone for the plaque, the favicon, the profile picture and a book's spine. The wordmark alone is for places where the square is already in view. Never redraw, respace or rearrange them.

Mark construction

Room in shade: 24 x 24 units. Patch: 13 long, 6 deep, 3 above the base, centred. Default lean 3 : 2 (56.3°).



Per house only the lean turns, following the sun through that house's main window; length, depth, floor line and area stay fixed. Mirrored when the sun comes from the right.



Sun straight in: 90° Logo default: 56.3° Lowest lean: 41°

The patch on a 24-unit square: 13 long, 6 deep, its lower edge 3 above the base, centred, leaning 3 : 2 (56.3°). Per house only the lean turns, from 90° (sun straight in) to 41°, mirrored when the sun comes from the right; length, depth, floor line and area stay fixed.

Signature

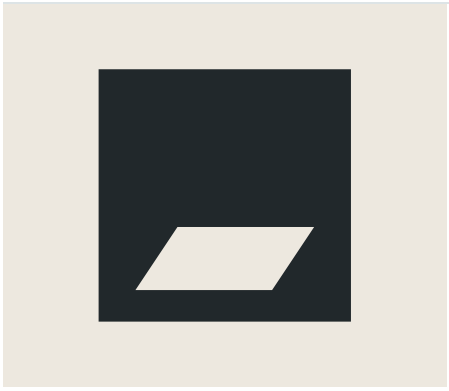


Ubac on Lime is the signature: the hoarding, the drawing, the card, the website. Use it on any warm light ground: plaster, paper, linen.



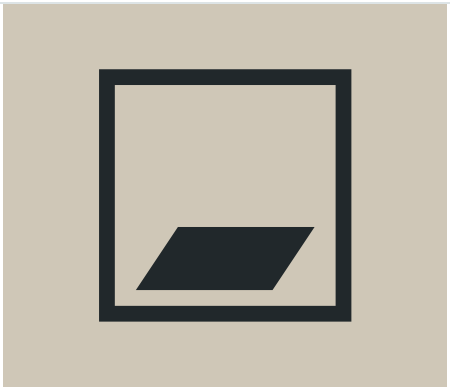
On Ubac the square becomes a frame and the patch stays light. A plain inversion would turn the patch dark and lose the idea, so on a dark ground the ground is the shade.

Three cuts



Square

The room in shade and its patch of light. The favicon, the profile picture, the spine of a book.



Outlined

The room as a frame one sixteenth of its side, the patch solid. For engraving small plaques, and the light artwork on dark grounds.



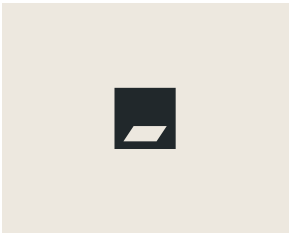
Wordmark

Five heavy, calm capitals. The A's diagonals and the R's leg lean like the patch; the A's crossbar sits low, like a floor line.

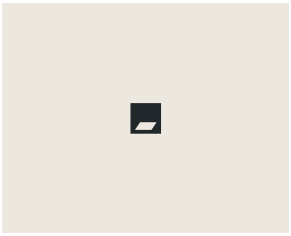
Small sizes



Lockup, 120 px wide



Square, 32 px



Square, 16 px



Wordmark, 14 px

Clear space



Clear space is the patch's depth, 6 units of the 24-unit square, on every side. Nothing else enters it: no text, edge or picture.

Logo on your background



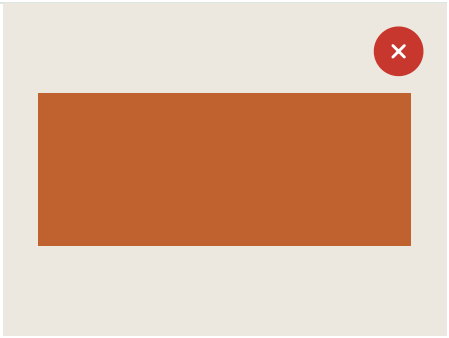
Please don’t



Don’t stretch the square. The room is always square and the patch keeps its proportions.



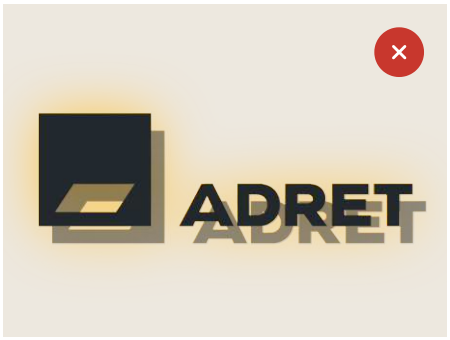
Don’t tilt it. The floor line is level; only the patch’s lean may turn, by the rule.



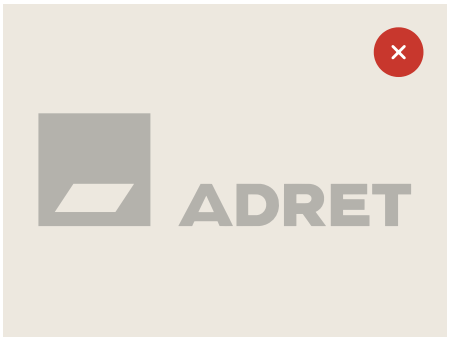
Don’t recolour it. Ubac or Lime; brass only as the metal of a plaque.



Don’t set it on a mid-grey that swallows the shade. Check the ground with the tool above.



Don’t add shadows or glows. The only light in the mark is the patch.



Don’t fade it. The shade is solid.

Core palette

Lime

HEX #EDE8DF

RGB 237, 232, 223

CMYK 0, 2, 6, 7

Ubac

HEX #22282B

RGB 34, 40, 43

CMYK 21, 7, 0, 83

Stone

HEX #CFC7B8

RGB 207, 199, 184

CMYK 0, 4, 11, 19

Slate

HEX #5C625F

RGB 92, 98, 95

CMYK 6, 0, 3, 62

Brass

HEX #B8955A

RGB 184, 149, 90

CMYK 0, 19, 51, 28

Sunline

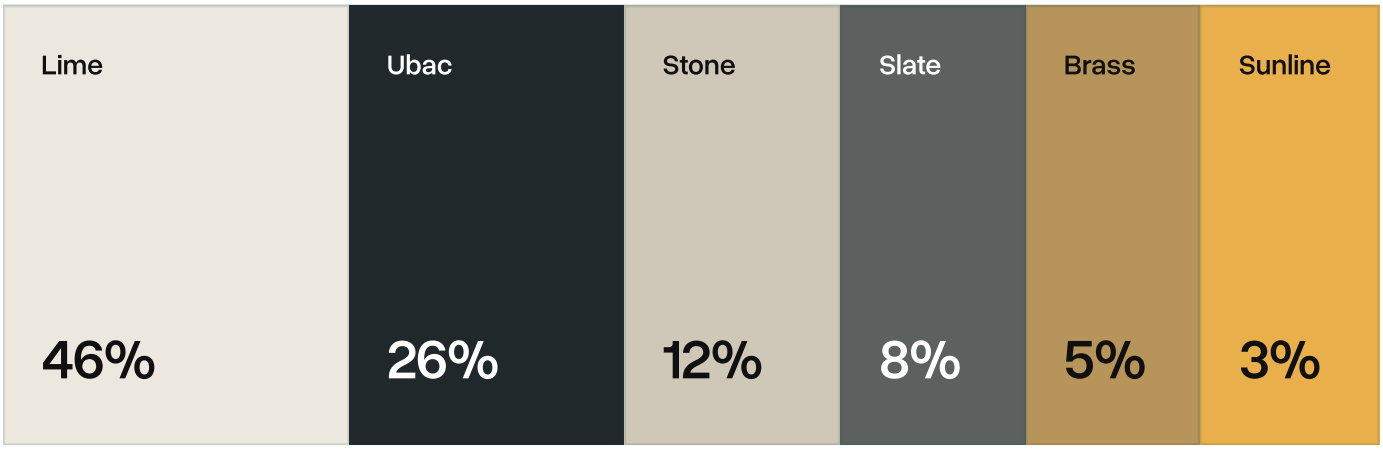
HEX #E8B04A

RGB 232, 176, 74

CMYK 0, 24, 68, 9

Two colours from the mark carry everything: Ubac, the shade, and Lime, the light. Stone and Slate are the same shade at lower volume, for panels, rules and captions. Brass is the studio's metal, on the plaque and the door. Sunline appears once, wherever the sun's angle is drawn. CMYK values are a plain device conversion for reference; proof Lime and Brass against printed swatches.

Color proportions



Lime carries most of every surface and Ubac carries the words. Stone and Slate support; Brass and Sunline appear once at most.

Readable combinations

Aa	Ubac on Lime	12.2:1	AAA
Aa	Lime on Ubac	12.2:1	AAA
Aa	Slate on Lime	5.1:1	AA
Aa	Ubac on Stone	8.8:1	AAA
Aa	Slate on Stone	3.7:1	AA Large
Aa	Ubac on Brass	5.3:1	AA
Aa	Sunline on Ubac	7.6:1	AAA
Aa	Brass on Lime	2.2:1	Fail

Slate on Stone is for 18.66 px bold or larger. Brass on Lime fails for text: it is the plaque's metal and a line colour, never a word. Ratios are WCAG 2 contrast, measured on the sRGB values above: AAA from 7:1, AA from 4.5:1,

AA Large from 3:1 (large or bold text only).

Check a pairing

Type system

Montserrat: Every house is drawn from where the sun falls.

Statements, headings and text, as on the website: medium 500 for statements at 48 px on 52 px lines, regular 400 for text at 17 px. Wide and geometric like the wordmark, so the letters and the logo speak alike. By Julieta Ulanovsky, SIL Open Font License 1.1, on Google Fonts; about 40 KB a weight as WOFF2 (Latin). This preview doesn't load it yet, so the line above falls back to your system's face.

IBM Plex Mono: Sun 56° · south-east · 09:40

Drawing notes, sun angles, dates and the title block, in capitals or figures at 11 to 13 px. It reads like the annotations on a plotted drawing. By Mike Abbink and Bold Monday for IBM, SIL Open Font License 1.1, on Google Fonts; about 25 KB a weight as WOFF2 (Latin). This preview doesn't load it yet, so the line above falls back to your system's face.

Type scale

DISPLAY

Montserrat · 500 · 71.5px · 4.472rem

Where the sun falls.

HEADING 1

Montserrat · 500 · 53.7px · 3.355rem

Every house is drawn from where the sun falls.

HEADING 2

Montserrat · 500 · 30.2px · 1.888rem

We plot the light on the site before we draw a single wall.

HEADING 3

Montserrat · 500 · 22.7px · 1.416rem

House on a south slope · Sun study

BODY

Montserrat · 500 · 17px · 1.063rem

Each house begins with a study of how the sun crosses its site through the day and the year. The plan follows the light.

CAPTION

Montserrat · 500 · 12.8px · 0.797rem

Architecture studio · Private houses

Tone of voice

Adret speaks like an architect walking a client across their land in the morning: few words, all of them exact, and always about the place.

Sentences are short and concrete. They name the slope, the window, the hour and the angle. The light is the subject, not the studio.

The site speaks first

Every line starts from the land and the light on it, never from the studio's taste. Clients are trusting the studio with a house they will live in for decades, so the voice is calm, specific and never sells.

SIGNATURE

Drawn from where the sun falls.

HEADLINE

Every house is drawn from where the sun falls.

METHOD

We plot the light on the site before we draw a single wall.

INTRODUCTION

Adret is an architecture studio. Each house begins with a study of how the sun crosses its site.

THE NAME

Adret: the slope that faces the sun.

CALL TO ACTION

See the houses

Name the light

Say where the sun is, when and at what angle. A real measure beats an adjective.

SAY	AVOID
The kitchen takes the sun from seven until eleven.	Light-filled spaces you'll love.
Sun 56° from the south-east, at 9:40 in March.	Bright, airy, stunning interiors.

Quiet, not modest

Few words and plain ones. Confidence comes from the precision, not the volume.

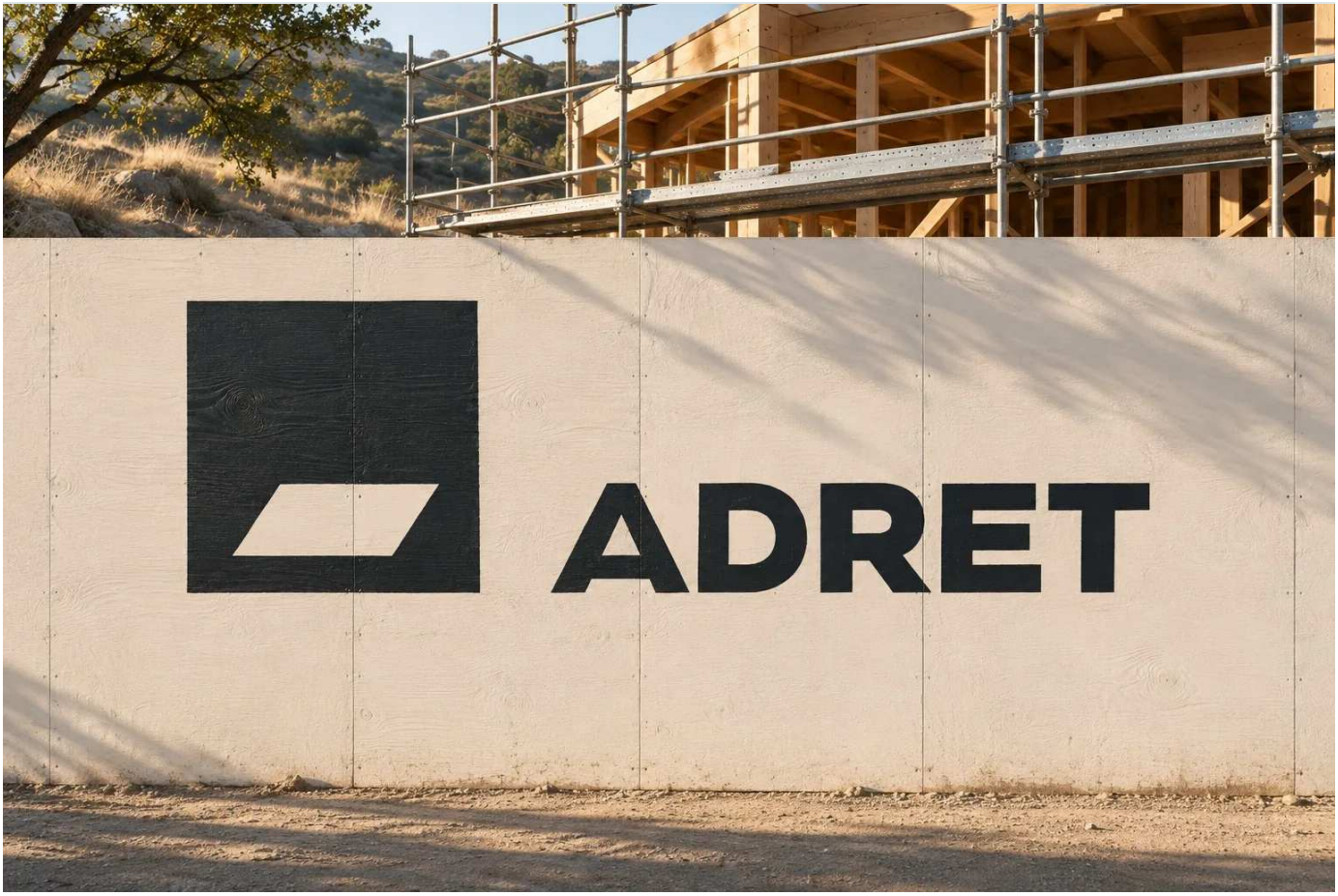
SAY	AVOID
We plot the light on the site before we draw a single wall.	Award-worthy, visionary architecture!

The house, not the studio

Write about the site and the people who will live there. The studio is the one listening.

SAY	AVOID
Your site faces south-east. The house will open that way.	Our signature style transforms every home.

Site hoarding



The lockup painted on the hoarding of a house in progress, the first thing a neighbour sees. Paint on plywood, the grain and the panel joints showing through.

Drawing title block



The section starts from the sun: its angle is drawn first, across the house. The lockup sits in the title block like any other plotted line.

Studio plaque



The outlined cut engraved in brass and filled with Ubac enamel, beside the studio door. The room is a frame and the patch stays solid.

Monograph



The square on a linen cover, and beside it the thing it is drawn from: a window's patch of light on the floor.

Studio door



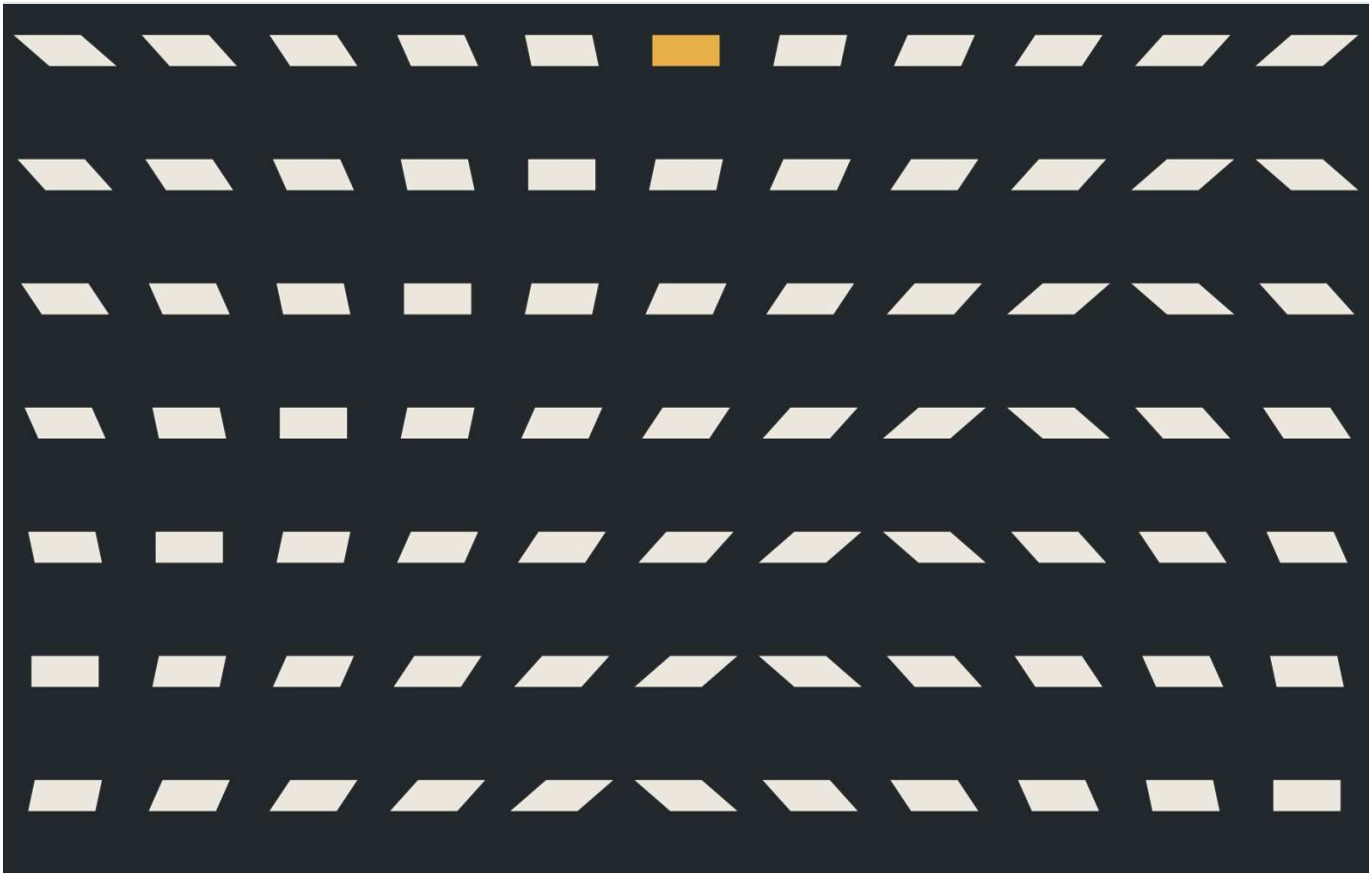
Cut vinyl on the glass. In the morning the sun throws the lockup across the floor inside, patch and all.

Cards and letterhead



Letterpress on thick cotton paper. On the Ubac card the square becomes a frame so the patch stays light, as the rule asks.

Pattern: a day of light



The patch alone, with no room around it. Across each row the sun crosses a day and the lean turns, by the mark's own rule; each row is the next day. One noon patch in Sunline. As a device, a single patch sits under a word or in a picture's corner.

Export assets

▶ What's inside the zip · 39 files · 1.5 MB

Lockup

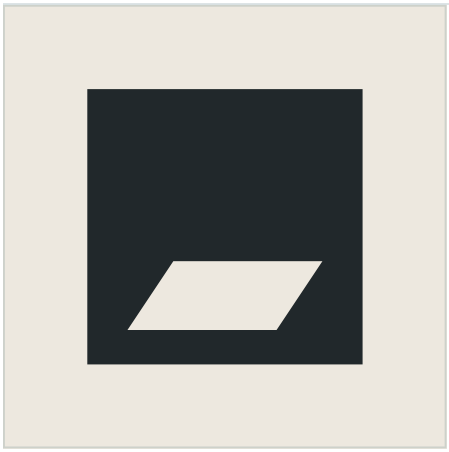


Ubac



Lime, for dark grounds

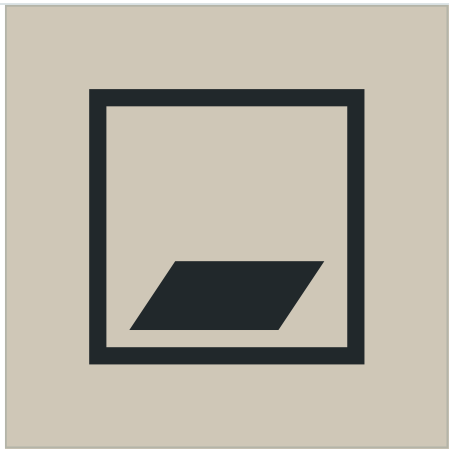
Square



Ubac



Lime, for dark grounds



Outlined, for engraving

Wordmark

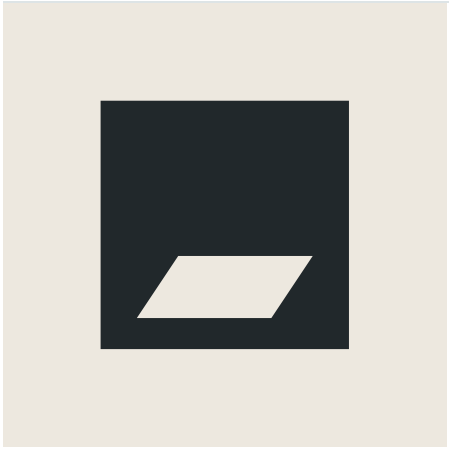


Ubac



Lime

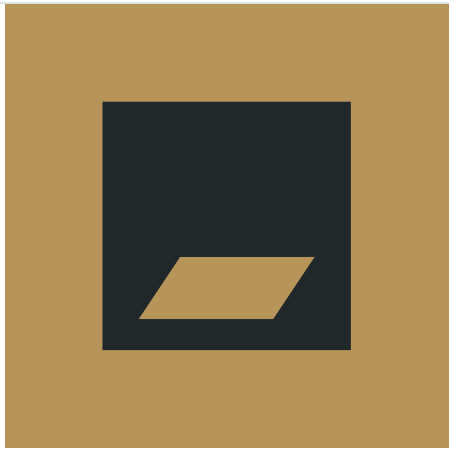
Profile pictures



Lime



Ubac



Brass

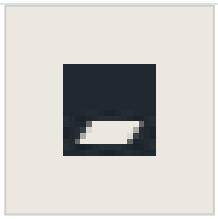
Favicons



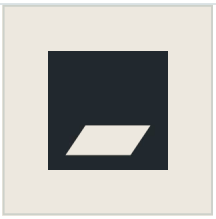
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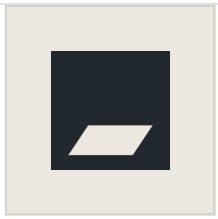
Favicon PNG



Favicon ICO



Apple icon

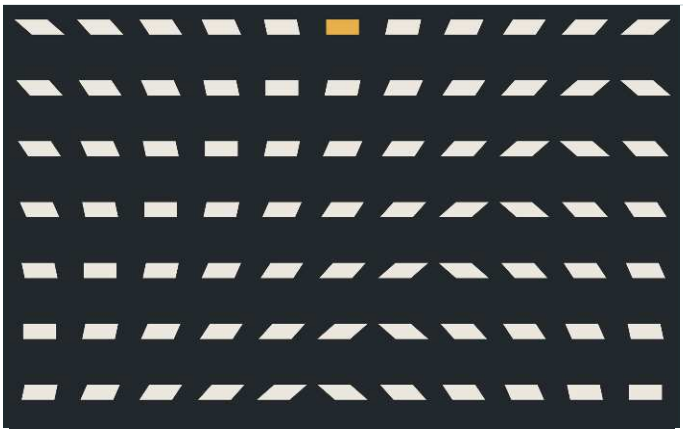


PWA icon

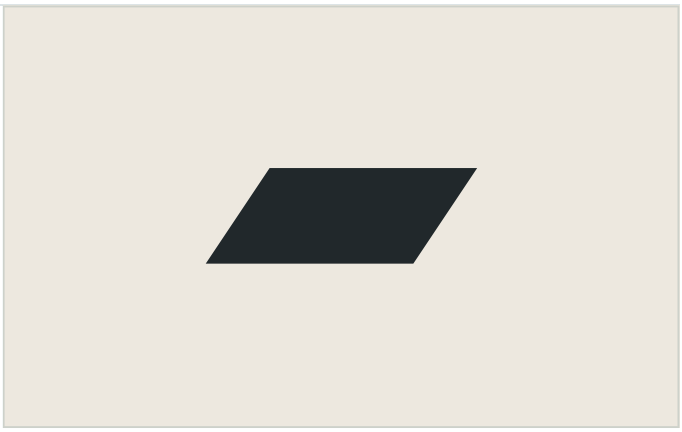


PWA icon large

Pattern



A day of light, tile

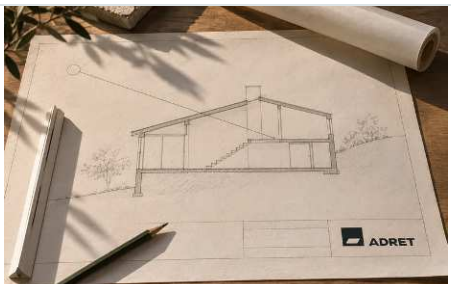


The patch, device

Applications



Adret · 01



Adret · 02



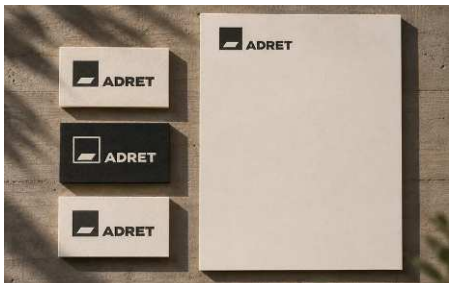
Adret · 03



Adret · 04



Adret · 05



Adret · 06

Typography

Aa Montserrat

Aa IBM Plex Mono

Brand and website designed by Plumage.

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