

SEERUHE

Rest, as the sea intended.

ZAY-roo-eh

SRI LANKA · BY THE SEA

01 — THE NAME

Two languages, one quiet word.

Sea

ENGLISH · NOUN

From Old English *sæ:* the open water. It carries horizon, salt air and distance, the view that slows the breath.

\+

Ruhe

GERMAN · NOUN, FEM.

From Old High German *ruowa*, "rest". Calm, stillness, peace: the hush of *Mittagsruhe*, the afternoon quiet.

=

SEERUHE

THE VILLA

Rest by the water. A place where the only movement is the tide.

Sea becomes See

In German, *die See* is the sea. The English word takes its German spelling: the same sound to an English ear, a native word to a German eye.

Joined, not hyphenated

German builds meaning by fusing nouns, as in *Nachtruhe*, night's rest. *See* + *Ruhe* follows that rule, so the name reads as one natural word.

An echo of Seelenruhe

Seelenruhe means peace of mind. Seeruhe sits one syllable away. Germans hear the echo; English guests hear something quietly exotic.

02 — SAY IT

ZAY — See · stressed, a voiced German "s"

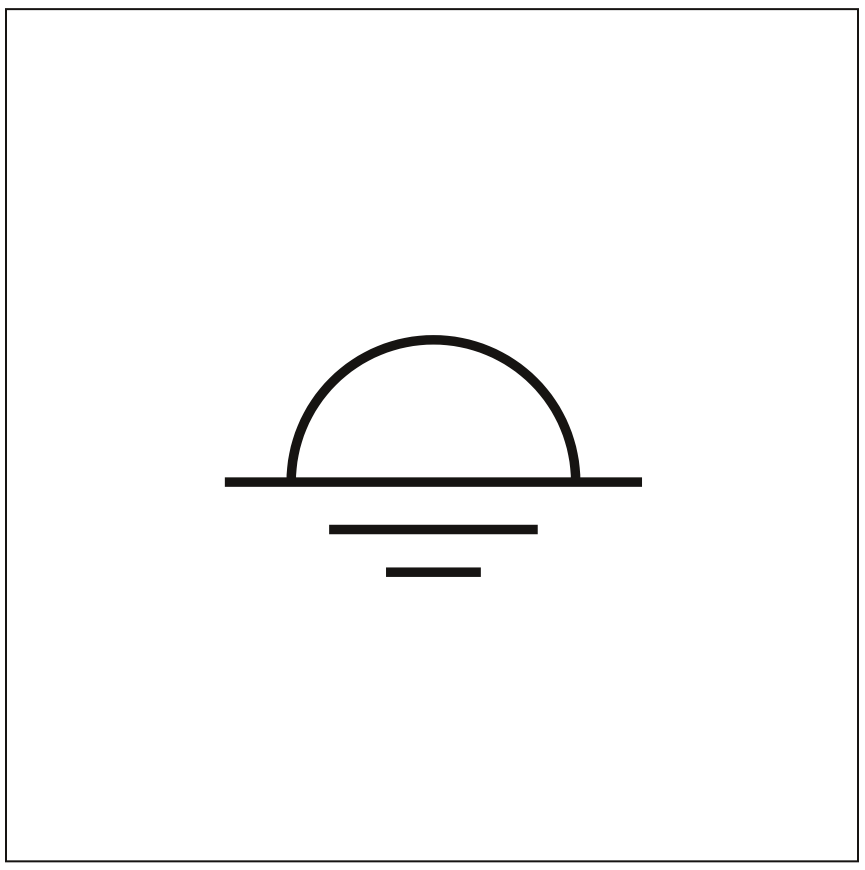
roo — ru · long and soft

eh — he · a breath out

03 — THE MARK

Horizon, the confirmed mark

A sun resting on still water. The Horizon is the single symbol of Seeruhe: the literal picture of rest by the sea.



HOW IT WAS MADE

01 **Observed**

Evening on the terrace: the sun settling into a perfectly flat sea. The single view every guest remembers.

02 **Reduced**

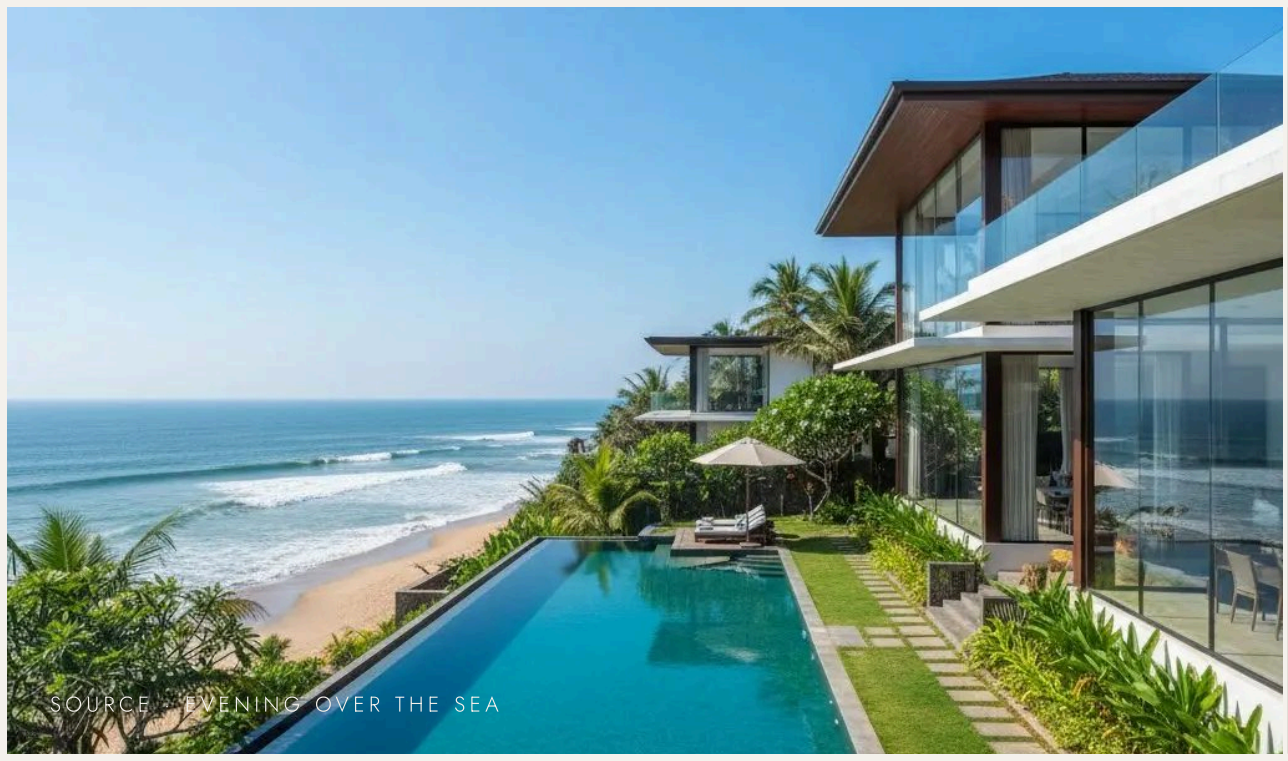
The scene is cut to its fewest lines: one half-circle and one horizon. No rays, no waves, nothing decorative.

03 **Stilled**

Below the horizon, two ripples shorten into silence. The water slows, as the guest does. Ruhe, given a shape.

04 **Balanced**

Every line is centred on one vertical axis, so the mark rests evenly, like still water.



SOURCE · EVENING OVER THE SEA



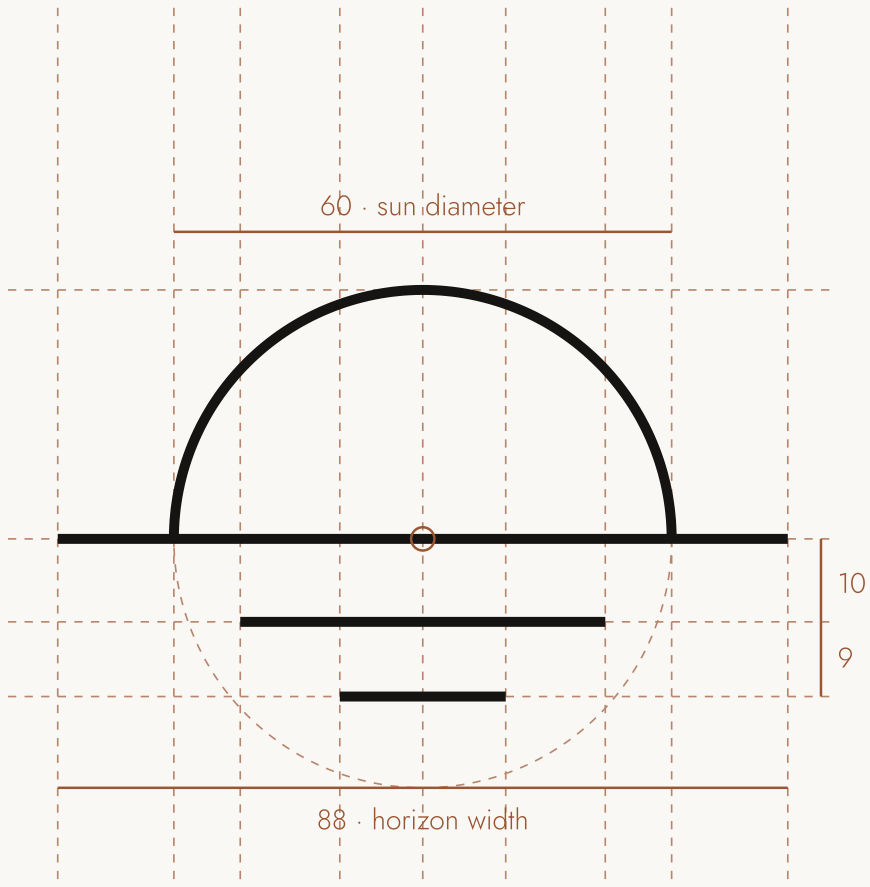
MARK · REDUCED TO FOUR LINES

CONSTRUCTION

Built on one grid

Every measurement is a whole number of units on a 120-unit square. The sun's centre sits exactly on the horizon line, and every line is centred on one vertical axis, so the mark balances perfectly.

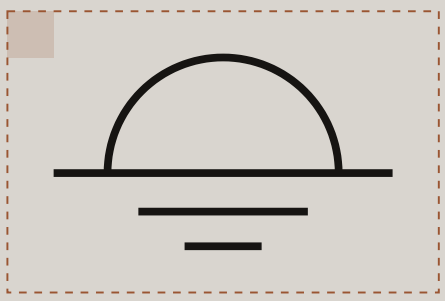
GRID	120 × 120 units
SUN	60 units diameter
HORIZON	88 units
RIPPLES	44 · 20 units
RIPPLE SPACING	10 · 9 units
STROKE	2 units · 3 below 48px



CLEAR SPACE & SIZE

Room to breathe

Keep a margin of 12 units clear on every side. Below 48px, switch to the heavier stroke so the openings stay legible. Never reproduce the mark smaller than 16px on screen or 8mm in print.





LOCKUPS

Mark and name together

Three approved arrangements. The horizontal lockup is the default; the stacked version suits square formats; the endorsed version is used wherever the company relationship should be stated.



HORIZONTAL · DEFAULT



STACKED



ENDORSED

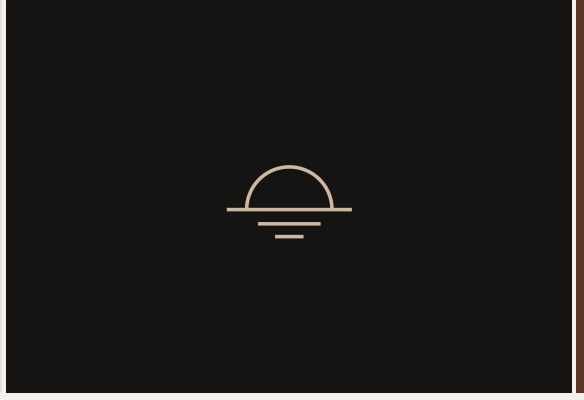
COLOUR

Approved colourways

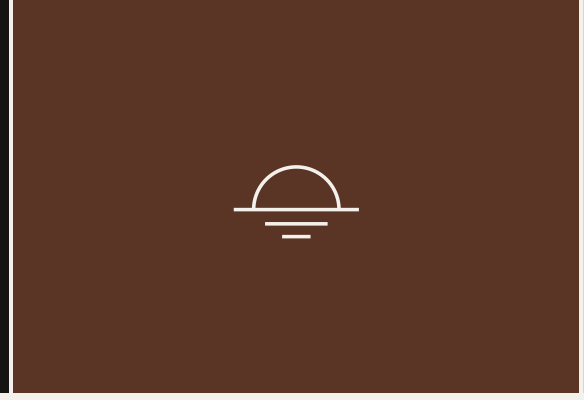
The mark appears in one colour only. Pair light on dark or dark on light from the palette; sun, horizon and ripples always share one colour.



CHARCOAL ON IVORY



SAND ON CHARCOAL



IVORY ON CLAY ROOF



CLAY ROOF ON MIST

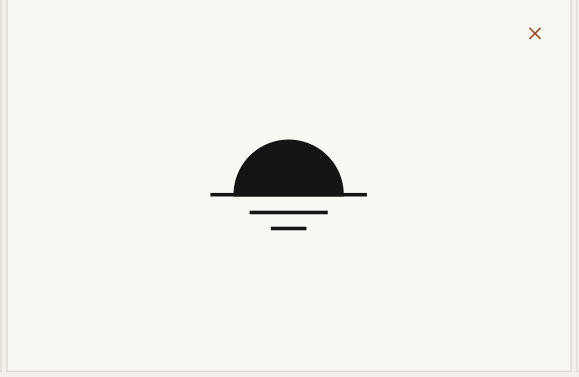
MISUSE

What to avoid

The mark's calm depends on its proportions and its open sun. Do not alter either.



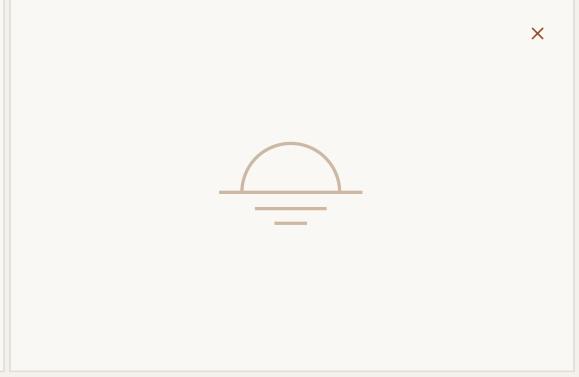
DO NOT ROTATE



DO NOT FILL THE SUN



DO NOT STRETCH



DO NOT USE LOW CONTRAST

IN USE

At the villa

The mark is applied by hand wherever possible: engraved in timber at the gate, debossed on paper, printed in a single colour.



GATE PLAQUE · ENGRAVED TEAK



ROOM KEY CARD

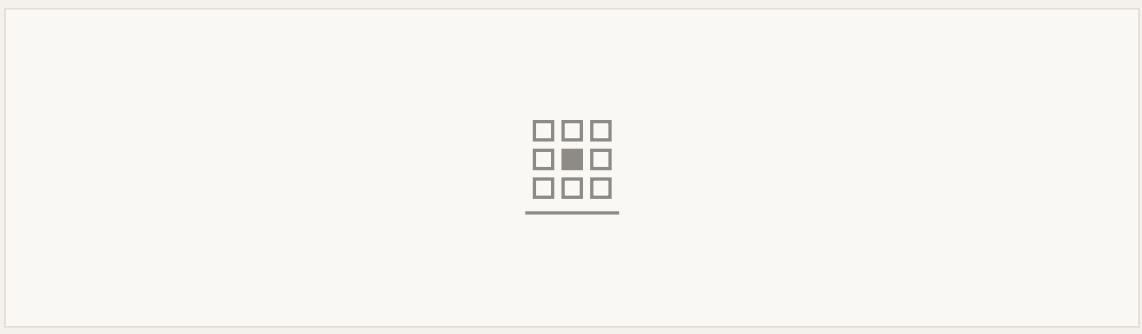


WELCOME CARD · DEBOSSED

EXPLORED

Alternatives considered

Two other directions were drawn before the Horizon was chosen. They are kept on record but are not for use.



LATTICE · NOT CHOSEN



SHELTER · NOT CHOSEN

SEERUHE

SRI LANKA · BY THE SEA

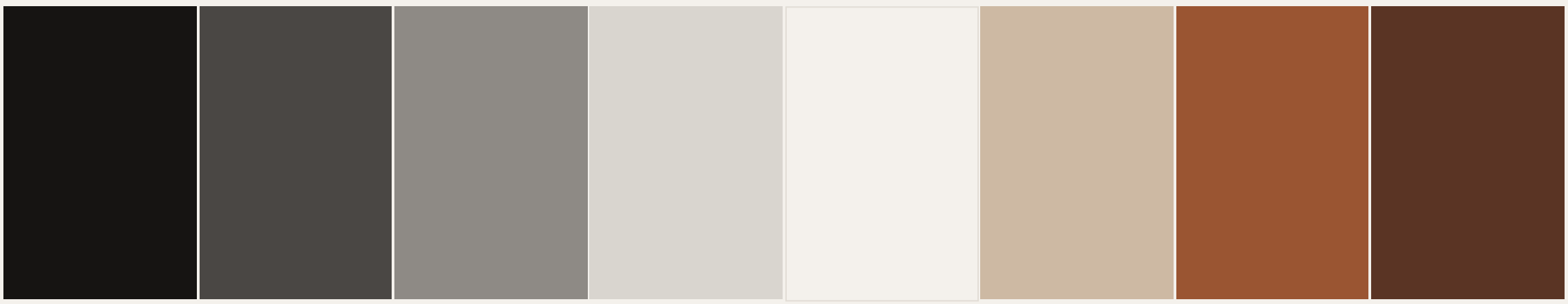
SEERUHE

A PRIVATE VILLA BY THE CEYLON VILLAS & CO.

04 — COLOUR

Ivory, charcoal and driftwood

Lime-washed walls, wet sand, driftwood and the last light on the water. Every pairing below meets text-contrast standards; browns bring warmth and are never used for long passages of body copy.



Charcoal
#161412
Primary type

Slate
#4A4744
Body copy

Stone
#8E8A85
Plaster grey

Mist
#D9D5CF
Quiet grounds

Ivory
#F4F1EC
Paper, walls

Sand
#CDB9A3
Soft accent

Teak
#9A5532
Signature accent

Clay Roof
#5A3424
Deep accent

05 — TYPE

A fine serif with character, a sans that recedes

DISPLAY · CORMORANT GARAMOND

Aa

Rest, as the sea intended.

Light 300 for headlines · Regular 400 for names · tracked +20% in capitals for the wordmark.

TEXT · JOST

Aa

Slow mornings, the sound of the tide and long evenings on the terrace.

Light 300 for body · Regular 400 for labels, set in capitals at +24%.

06 — THE SEERUHE WAY

Rest, felt in six ways

Architecture

Low, open rooms that face the water and frame the horizon.

Materials

Timber, textured plaster, stone and woven fabrics.

Garden

Salt-tolerant planting, shaded hammocks and sand underfoot.

Food

Fresh catch, island fruit and breakfast served whenever you wake.

Service

Present when needed, invisible when not.

Atmosphere

No music, no schedules: only the sea setting the pace.

07 — FOUNDING STORY

Seeruhe joins the English sea with the German Ruhe, meaning calm and stillness. Two languages, one quiet promise: a house where the only movement is the tide, and the only schedule is the sun.

SEERUHE

The full name, always one word, never hyphenated. Used everywhere: signage, booking platforms and guest communication.

SEERUHE

In capitals for the wordmark, signage and engraving only, tracked at +20%.

08 — VALUES & VOICE

How Seeruhe behaves and speaks

Four values guide every decision, from the linen we choose to the words in a booking email. The voice follows them: soft, specific and unhurried.

01

Grace

Every detail considered, nothing performed.

02

Warmth

A welcome that feels personal, never scripted.

03

Quiet

Space to rest. We speak only when it adds something.

04

Craft

Timber, stone, cloth and food made by careful hands.

TONE OF VOICE

We say, we avoid

WE SAY	WE AVOID
Welcome home.	~~Welcome to your luxury escape!~~
Breakfast is served when you wake.	~~Breakfast: 7:00 to 10:00 sharp.~~
A quiet corner of the coast.	~~The ultimate beachfront paradise.~~
We would be glad to arrange it.	~~No problem!!~~

EMAIL

“Dear Anna, your suite is ready and the garden is in bloom. We will meet you at the gate whenever you arrive.”

INSTAGRAM

“Low tide, late light. Nothing else to do today.”

IN-VILLA NOTE

“Tea is on the verandah. Take your time.”

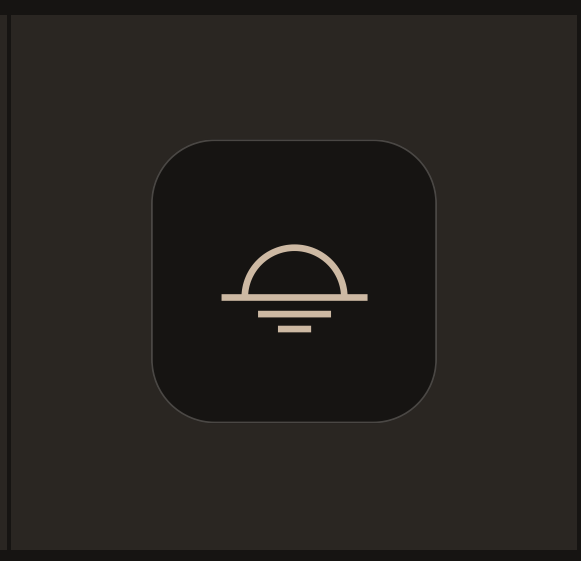
09 — MONOGRAM & PATTERN

The mark, made small and made endless

For tiny or tactile uses the Horizon stands alone without the name. Repeated edge to edge, it becomes the house pattern, echoing the ripples of the tide.



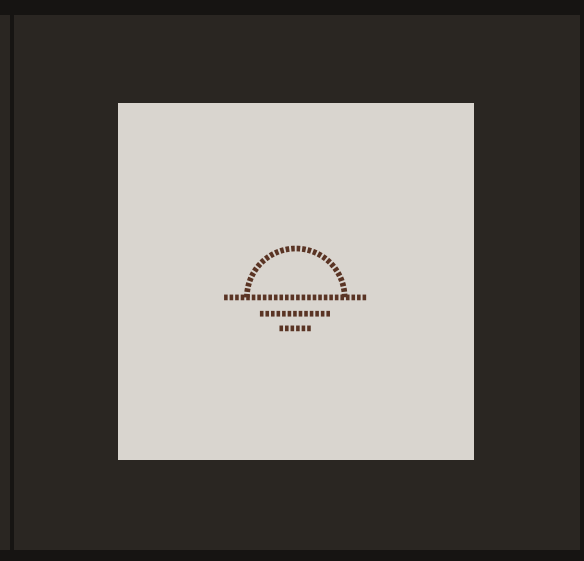
WAX SEAL · CLAY



APP ICON



FAVICON · 64 / 32 / 16



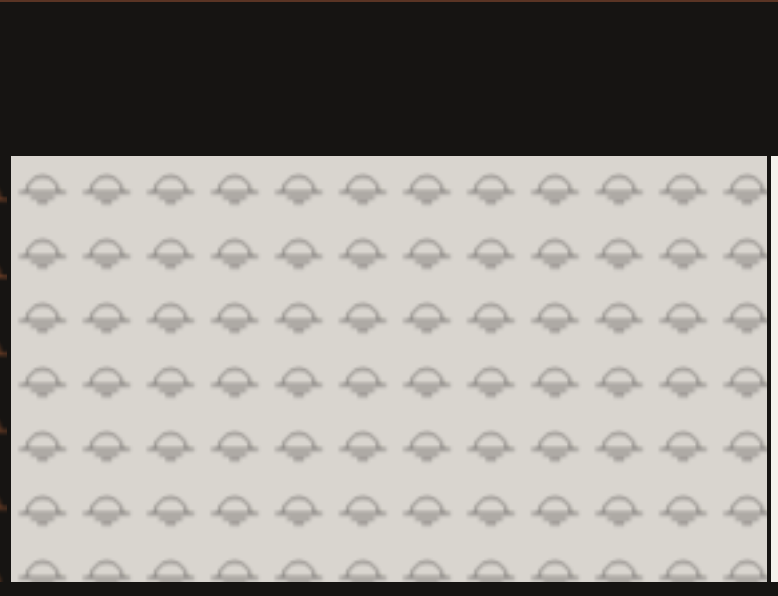
EMBROIDERY · SATIN STITCH



HOUSE PATTERN · SAND ON CLAY ROOF



GIFT WRAP



CUSHION WEAVE

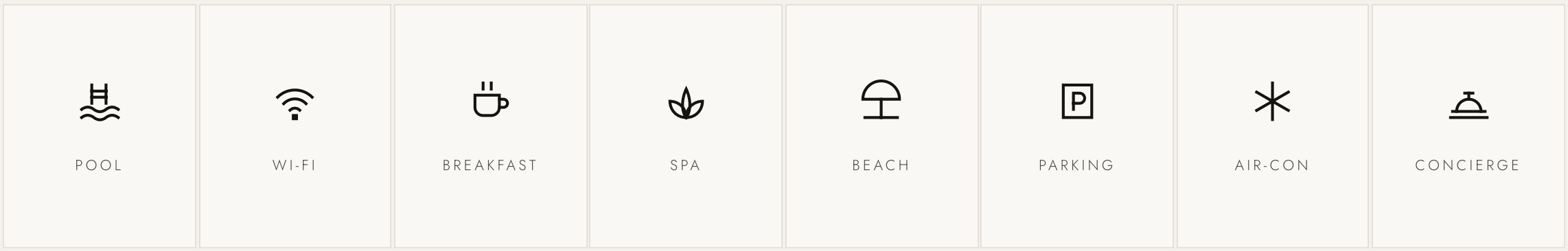


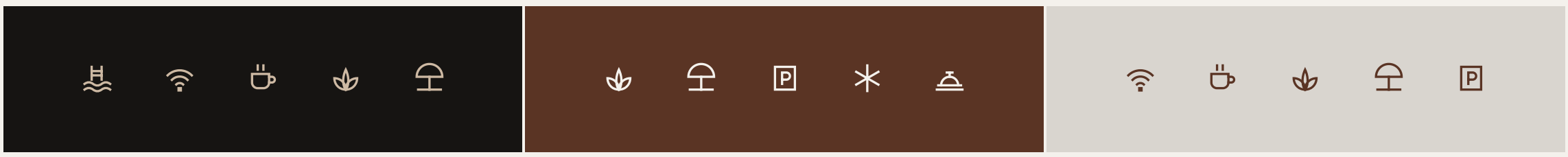
WEBSITE BACKGROUND

10 — ICONOGRAPHY

Drawn with the same hand

Icons follow the mark: a 24-unit grid, a single 1.4 stroke, square ends and no fills except where one small solid detail helps recognition.





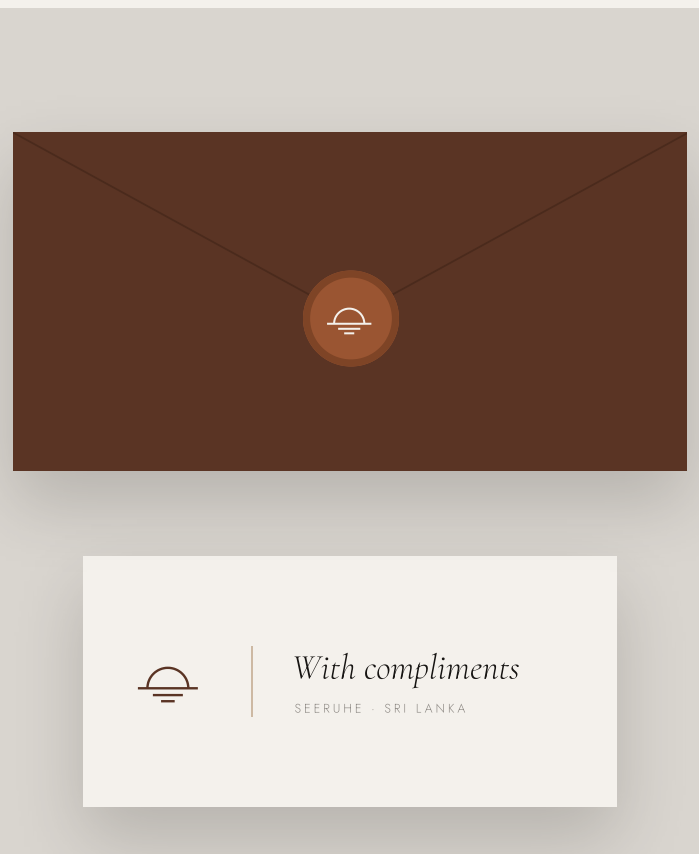
11 — STATIONERY

Paper that feels like the house

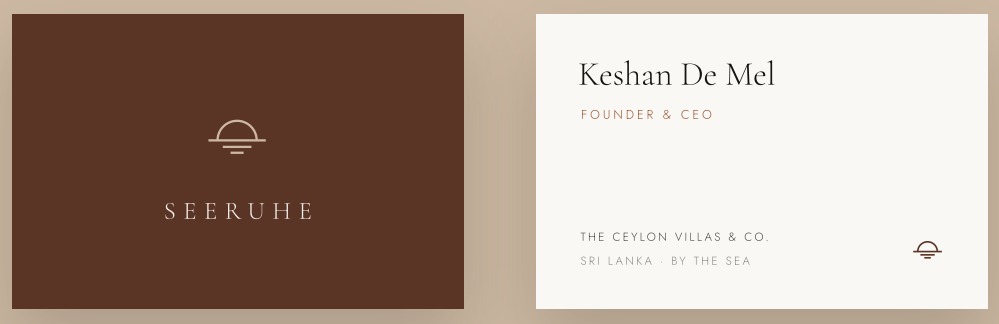
Uncoated cotton stock in Ivory and Clay Roof. The mark is blind-debossed or printed in a single colour; type stays small and generous with space.



LETTERHEAD · A4



ENVELOPE DL · COMPLIMENT SLIP



BUSINESS CARD · FRONT AND BACK

12 — GUEST TOUCHPOINTS

The small things guests keep

Everything a guest touches carries the mark quietly. Copy is short, warm and handwritten in tone; colour shifts by purpose, from Ivory for rest to Clay Roof for privacy.



DINNER MENU



DOOR HANGER · BOTH SIDES

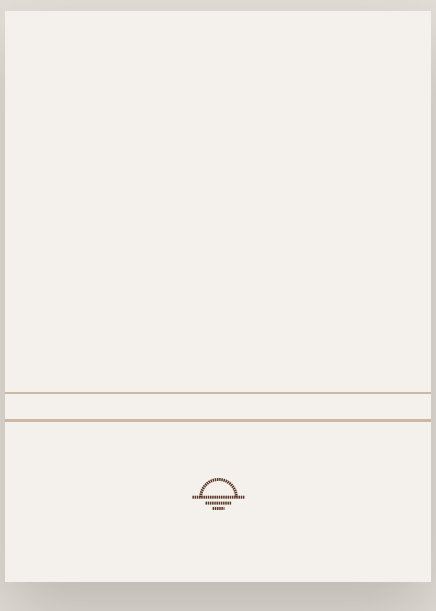


PILLOW NOTE · LUGGAGE TAG

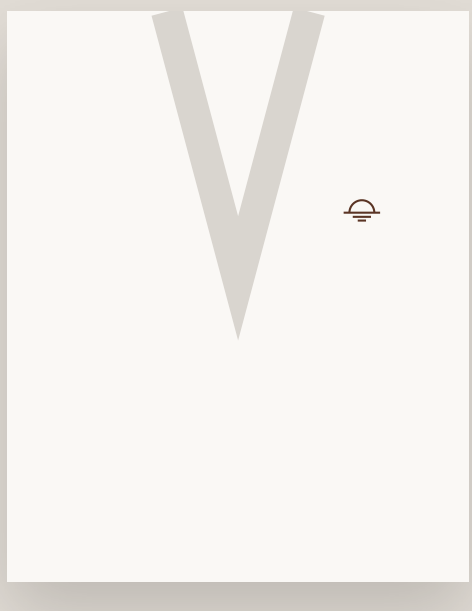
13 — LINEN & AMENITIES

Embroidered, never printed

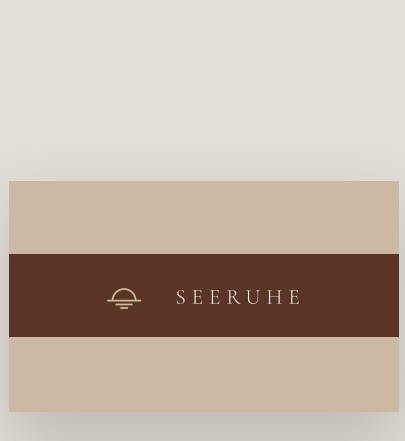
On cloth the mark is stitched tone-on-tone or in Clay Roof thread, at 25 to 40mm. Amenities use one wrap band and one colour, so the bathroom stays calm.



BATH TOWEL · DOBBY BAND



ROBE · LEFT CHEST, 30MM



SOAP WRAPPER

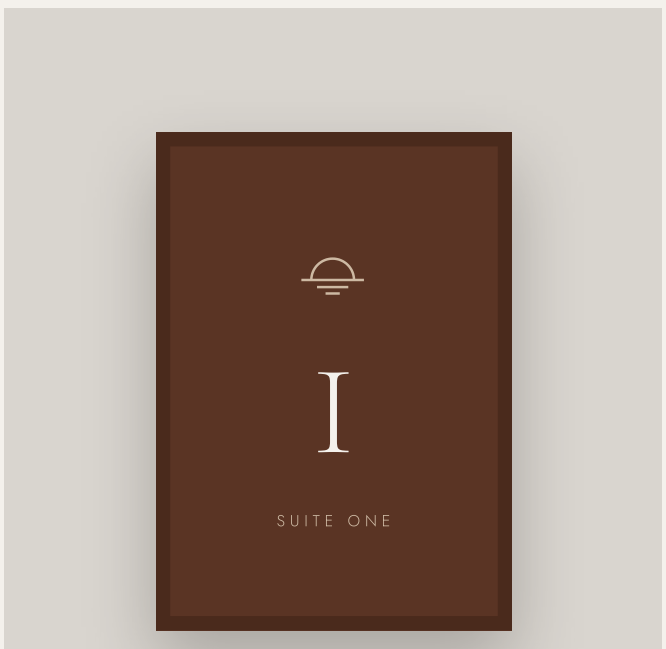


CANDLE LABEL

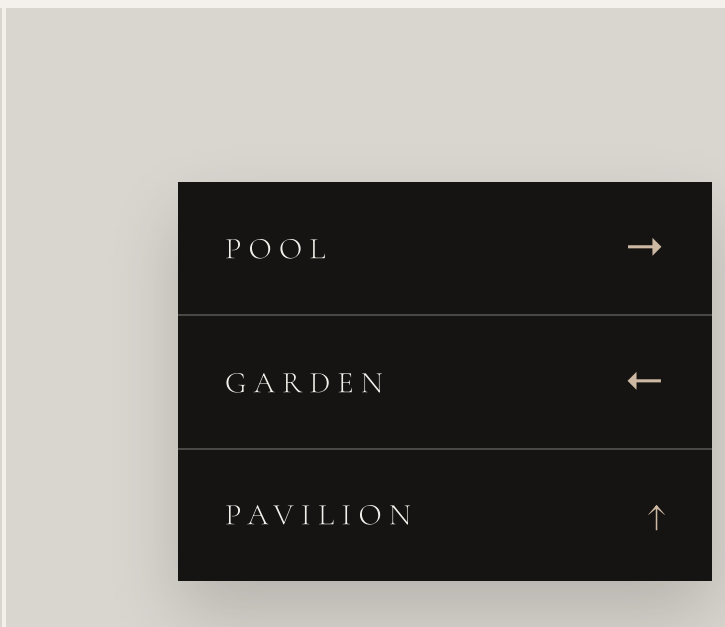
14 — SIGNAGE & UNIFORM

Engraved, brushed, worn lightly

Room and wayfinding signs are engraved teak or brushed charcoal metal. Staff wear soft linen in Slate with a tone-on-tone chest mark, and a Sand name badge.



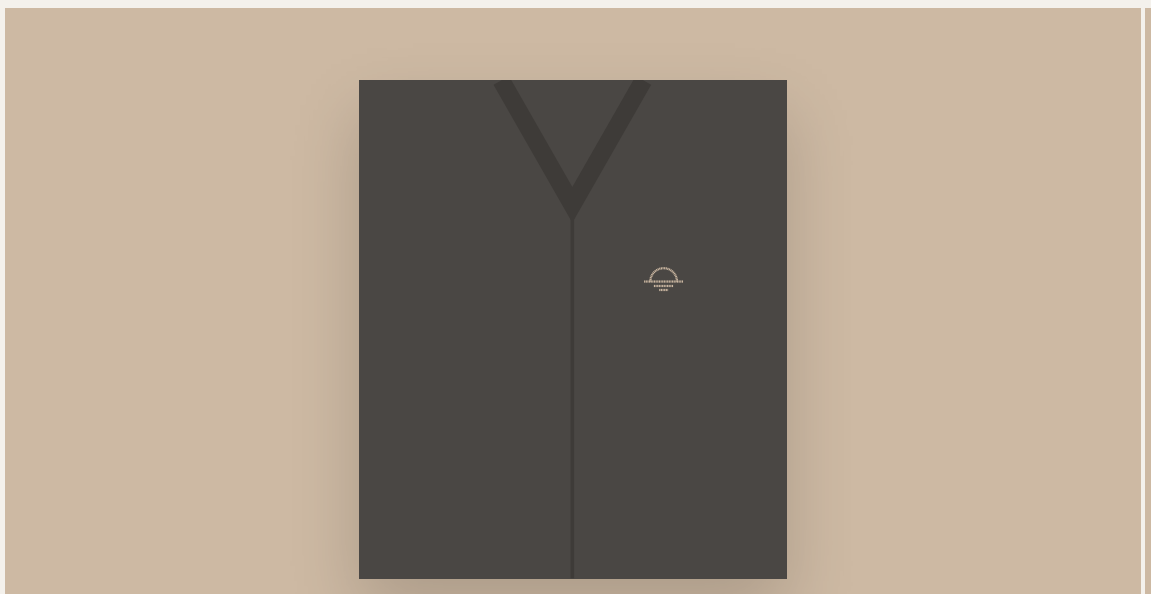
ROOM PLAQUE · ENGRAVED TEAK



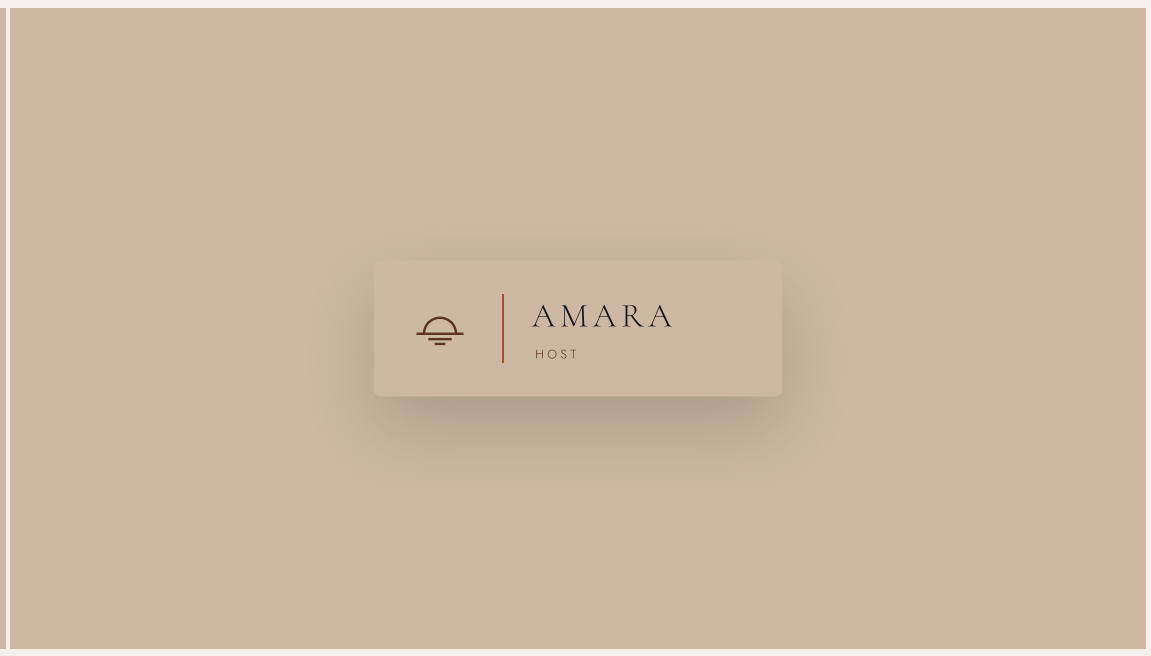
WAYFINDING · CHARCOAL



POOL SIGN



STAFF SHIRT · SLATE LINEN, SAND THREAD



NAME BADGE

15 — DIGITAL

Online, the same quiet

Photography leads; the mark and serif type frame it. Every third square in the grid is a brand tile, so the feed reads as one calm surface.

INSTAGRAM GRID

STORY TEMPLATE · 9:16



WEBSITE HERO



EMAIL SIGNATURE

16 — IMAGERY

The mood of Seeruhe

Sea first, house second. Photograph at dawn or dusk, keep the horizon level, and let water and sky fill most of the frame.

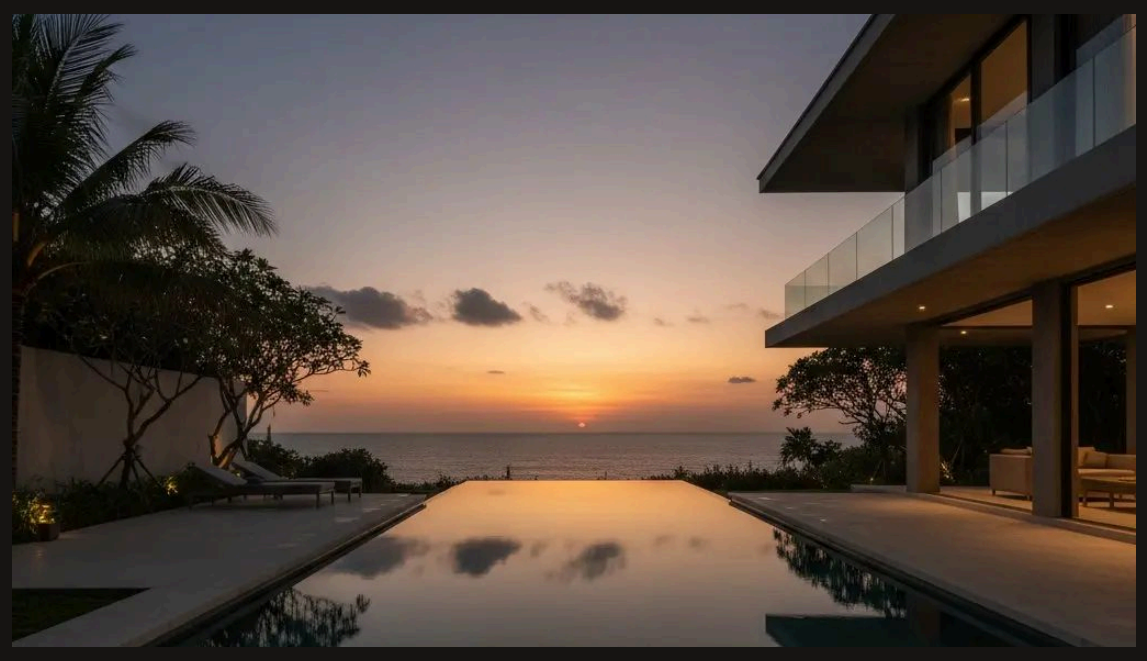
PHOTOGRAPHY DIRECTION

Light first, then architecture

DO	DON'T
+ Golden hour or soft overcast light	× Posed people or staged smiles
+ Level horizons and true verticals	× Wide-angle distortion
+ Empty, lived-in spaces with one small human trace	× Heavy filters or saturated skies
+ Natural textures in close detail	× Clutter, signage or cars in frame



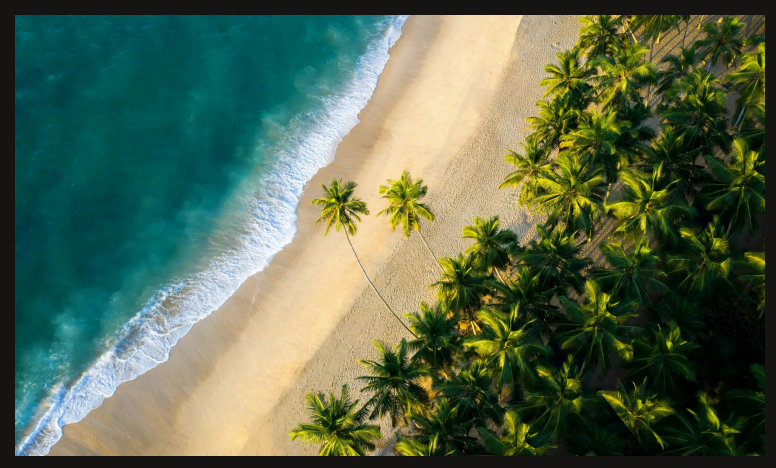
I · STILL WATER



II · DUSK TIDE



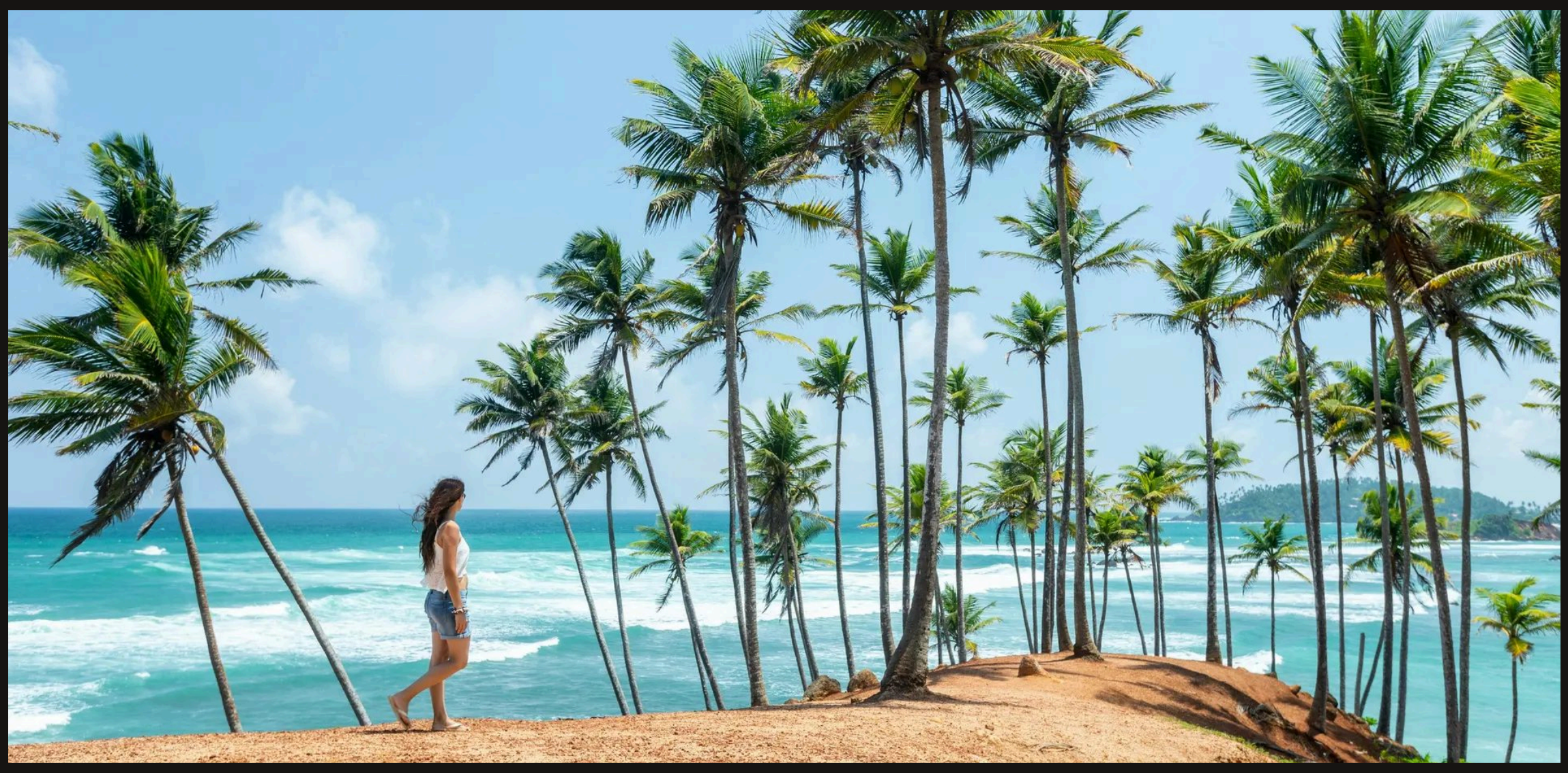
III · OCEAN-VIEW BEDROOM



IV · MORNING ON THE DOCK



V · POOLSIDE



VI · OPEN SKY



VII · SHORE HOUSE



VIII · SEA MIST

17 — FILES & USAGE

The right file for the job

Always use master artwork, never a screenshot. Single-colour files only; the sun, horizon and ripples are one mark and are never separated or recoloured.

ASSET	FORMAT	USE
Primary lockup	SVG · PDF	Print, signage, documents
Primary lockup	PNG @2x	Web, presentations
Mark only	SVG · ICO	Favicon, app icon, social avatar
Mark only	DST	Embroidery, single thread, min. 25mm
Mark only	DXF · SVG outline	Engraving, laser cutting, brass
Pattern tile	SVG · PDF	Gift wrap, textiles, web background
Social templates	PNG 1080 · 1080×1920	Feed tiles and stories

Sample imagery for illustration only
Brand Book · Sample Edition · October 2026
Prepared by Keshan De Mel | Founder & CEO | The Ceylon Villas & Co.