SAND & STONE

The Sandstone Collection

These guidelines exist for one reason: to make sure The Sandstone Collection is always presented with the same care that goes into building it.

Use them whenever you create — a layout, a caption, a presentation, a post. Every decision you make is part of the brand.

This is the framework. The creative space lives within it.



WELCOME



INDEX

THE BRAND

About 5
Brand Mission, Values & Promise 6
Brand Positioning 7
Voice & Tone 8
Application 9

BRANDMARKS

Our Logo 11

COLOUR

Colour Mood 13
Two Brand Colours 14
Extended Neutrals 15
Colour usage examples & dont's 16

TYPOGRAPHY

Primary Typeface 18
Secondary Typeface 19
Typography Dont's 20

IMAGERY

Architecture & Exterior 22
Interior & Lifestyle 23
Environment & Koh Phangan 24
What to avoid in imagery 25
Photography Style 26

THE BRAND



About 5
Brand Mission, Values & Promise 6
Brand Positioning 7
Voice & Tone 8
Application 9

About

Our intention — to design, build, and deliver with care. This section defines the soul of The Sandstone Collection: who we are, why we exist, and how we express our values through design, language, and the spaces we create.

Overview:

The Sandstone Collection is Sand & Stone Development's signature in-house portfolio — a small cluster of luxury villas on Koh Phangan, each with a distinct personality, held together by one cohesive design language.

Born from decades of combined experience in architecture and project delivery, Sand & Stone handles every detail under one roof. Architecture, surveying, project management, construction — one team, one table, one standard. Every villa in the collection is conceived, designed, and executed entirely in-house, from the first sketch to the final finish.

While others lead with yield projections and spreadsheet logic, The Sandstone Collection leads with craft, lifestyle, and a genuine sense of place. These are forever homes — ready-made sanctuaries built to the highest standard, delivered with complete confidence, even from afar.

Detailed Summary:

Sand & Stone was founded by two partners with decades of experience in architecture and project delivery on Koh Phangan. The firm operates entirely under one roof — architects, designers, surveyors, and project managers sharing one process and one goal. Clients pay Sand & Stone directly, not a builder. The delivery risk sits with the firm, not the buyer.

Every project is backed by a 5-year structural warranty, 2-year finishes warranty, engineering drawings, BOQ, and a contract with built-in safeguards.

The Sandstone Collection is their own portfolio — not a client commission. Eight villas, each with a distinct character: Verde, Jade, Terra, Ember, Sora, Roca, Alto and Sage. All share the same material language, the same in-house design hand, and the same standard of craft. The offer is complete — from first conversation through architecture, interior design, and construction, to final handover.

Brand Mission, Values & Promise

Who we are is reflected in our values. These are the principles that guide our decisions, unite our team, and uphold everything we build.

Overview:

Signature villas, designed and built by us — where architecture, craft, and lifestyle become one.

Our Mission:

To design and deliver luxury villas that feel like forever homes. Every villa conceived, designed, and executed entirely in-house — from the first sketch to the final finish.

Our Vision:

Craft: Every detail is considered. From floor plan to furniture, nothing is left to chance.
Cohesion: One design language across the entire collection. Distinct personalities, unified vision.
Honesty: We do not sell dreams. We build confidence. If something does not make sense, we will tell you.
Peace of Mind: Our clients are often overseas. We carry the delivery risk so they do not have to.
Sense of Place: Rooted in Koh Phangan, where architecture and nature become one.

Our Promise:

To make owning a luxury villa in Thailand less uncertain, less overwhelming, and more meaningful. Considered design. Complete delivery confidence. From the first conversation to the final handover.

Brand Positioning

The strategic lens behind every creative decision. Read this before designing anything — it defines where The Sandstone Collection stands, what it stands for, and who it is built for.

Overview:

Lifestyle-first. Not spreadsheet-first.

Positioning Statement:

The Sandstone Collection is Sand & Stone's signature in-house portfolio — a small cluster of luxury villas on Koh Phangan, conceived and built entirely by our team. Not ROI-led. Not investor-pitched. Designed for people who want to live beautifully, with complete confidence in delivery.

The Three Pillars:

01 — Lifestyle First, Not Spreadsheet First
These villas are built as forever homes. We lead with design, craft, and lifestyle. Never yield, return, or rental income.

02 — One Design Language, Distinct Personalities
A small, intentional cluster held together by consistent materials and an in-house design hand. Each villa has its own character. All live inside the same visual system.

03 — Delivery You Can Trust From Afar
5-year structural warranty. 2-year finishes warranty. Engineering drawings, BOQ, and contract safeguards. We carry the delivery risk so overseas clients do not have to.

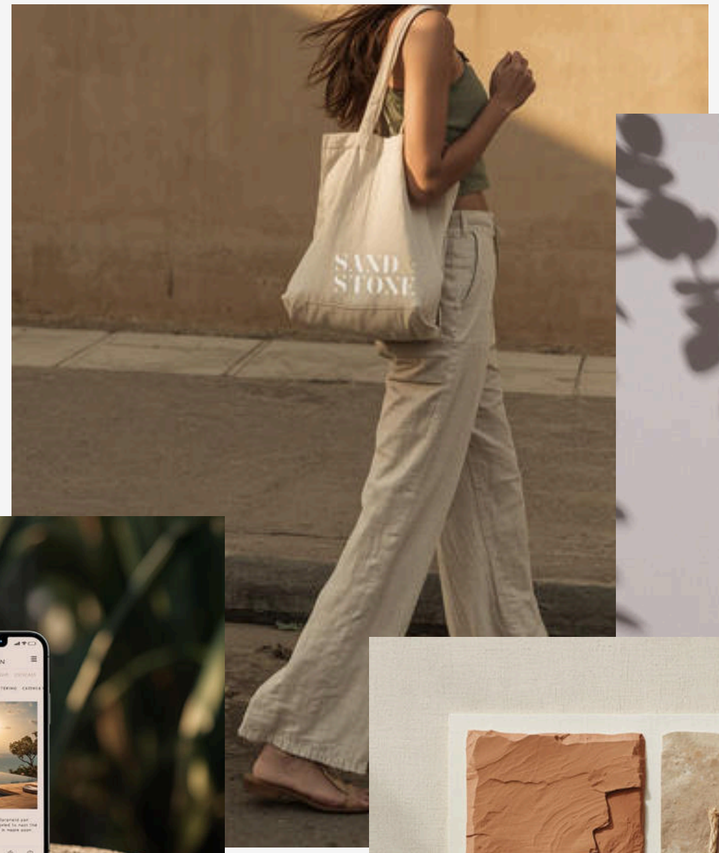
Voice & Tone

Like our design, our voice is warm, considered, and unhurried. We do not shout. We do not oversell. We speak the way a trusted adviser speaks — with clarity, honesty, and genuine care.

Tone:	Warm · Considered · Grounded · Quietly Confident · Honest
Words to use:	forever home · sanctuary · craft · considered · cohesive · in-house · handpicked · sense of place · peace of mind · lifestyle · signature · intentional · accountability · tailored · exceptional
Words to avoid:	ROI · return · yield · rental income · investment income · opulent · exquisite · world-class · any generic luxury filler
In practice:	Do not write: "High ROI potential with strong rental yield in a growing market." Write instead: "A villa designed as a forever home — built to the standard you would expect for yourself." Do not write: "World-class exquisite finishes." Write instead: "Handpicked materials. Considered finishes. Every element chosen with intention." Do not write: "Invest in paradise." Write instead: "Find your place in it."

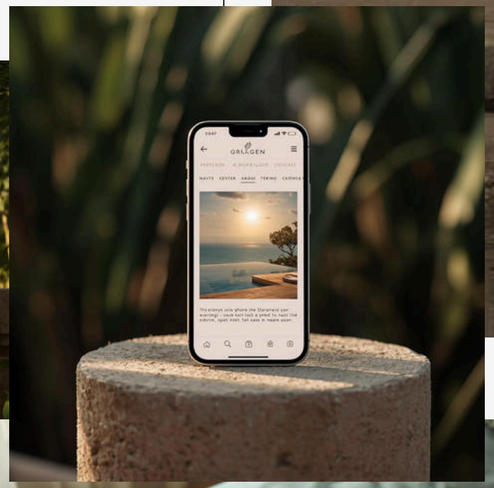
Application

This page shows how The Sandstone Collection's visual identity comes to life across real touchpoints. Every application — from a brochure to a social post — carries the same material warmth, considered layout, and quiet confidence that defines the brand. Nothing loud. Nothing staged. Every execution should feel like the villas themselves: intentional, grounded, and built to last.

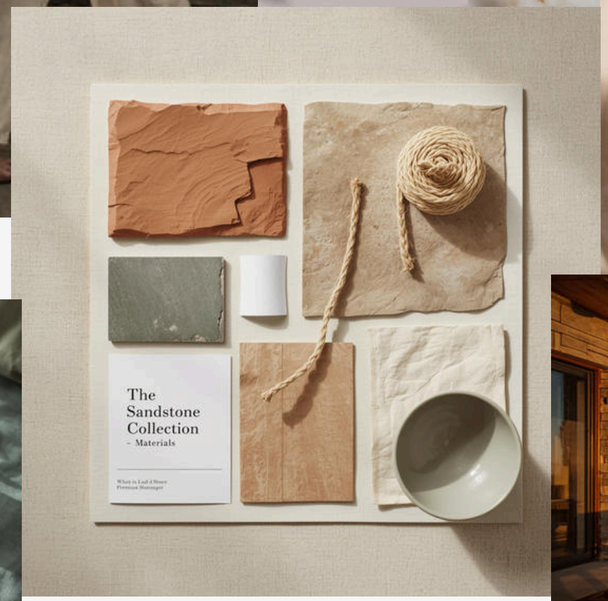


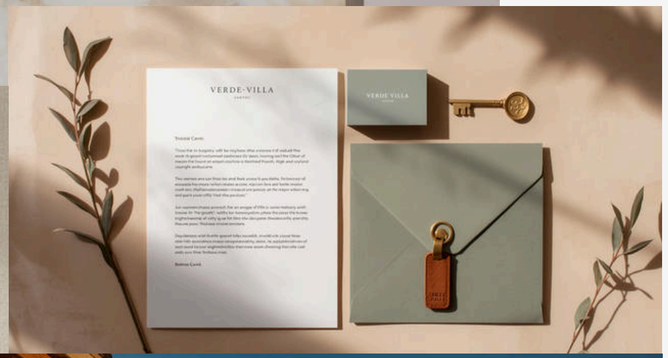














BRANDMARKS



Our Logo

The Sand & Stone logo is a circle wordmark — bold, considered, and built to hold its presence across print and digital. It exists in three versions and should always be used as supplied.

The mark combines the full brand name in a tight circular lockup — a form that carries quiet authority and works equally at scale, in embossed detail, or as a small digital mark.

1. Primary Logo



The Sand & Stone circle wordmark. Primary logo used across all key brand touchpoints — brochures, signage, digital, print.

2. Logo/White



For use on dark or photographic backgrounds. Use wherever the colour logo loses contrast.

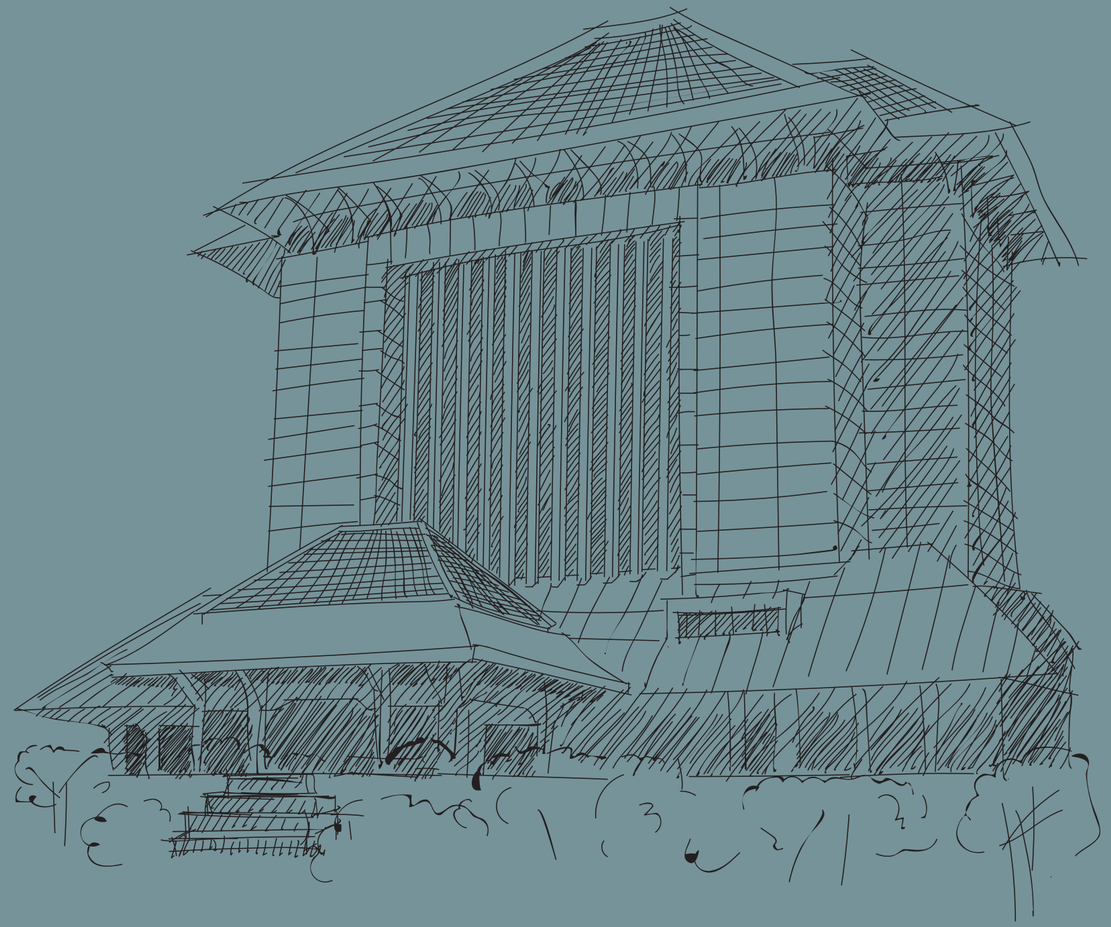
3. Logo/Black



For single-colour applications — embossing, stamps, or print contexts where brand colours cannot be reproduced.

COLOUR

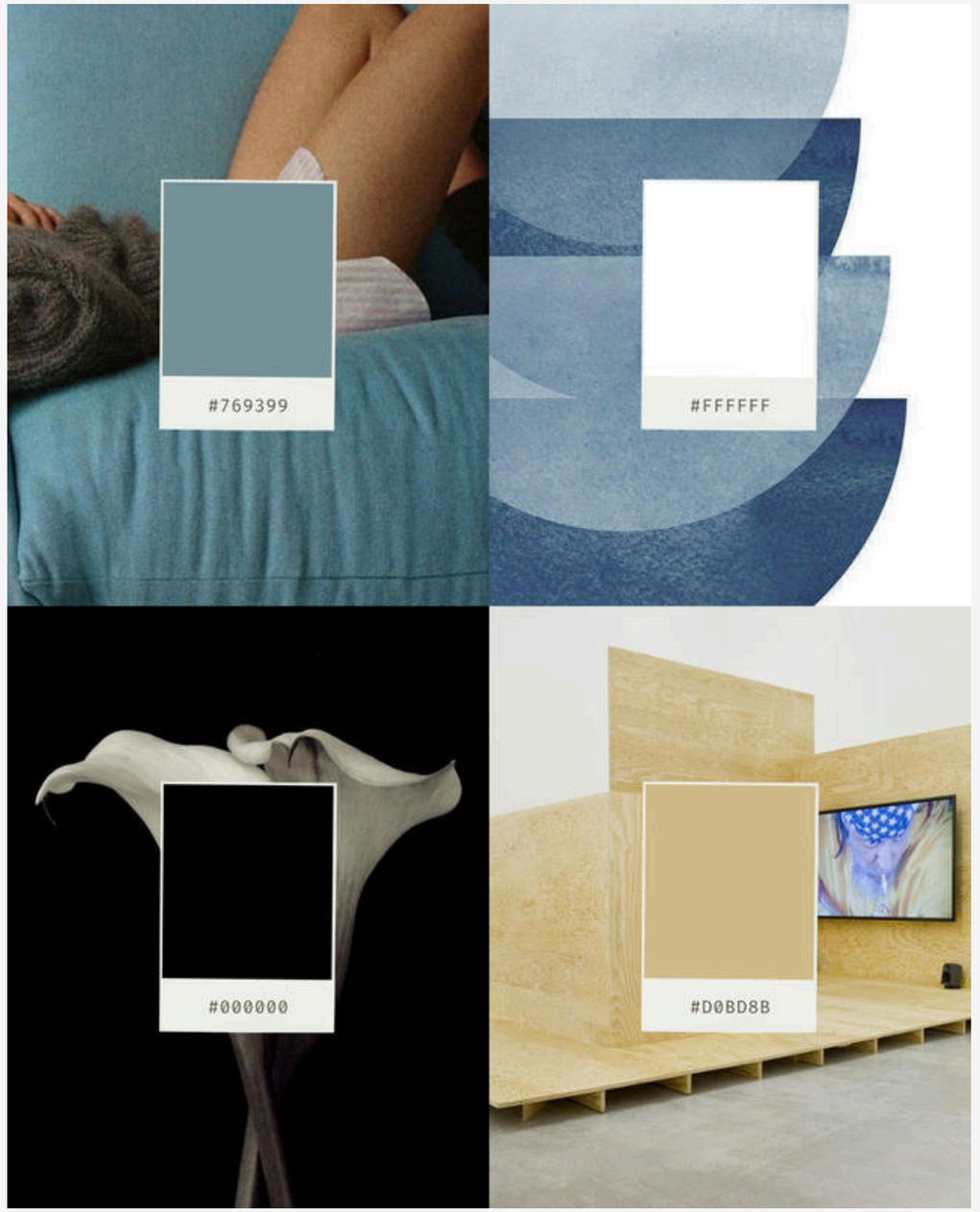
Colour Mood 13
Two Brand Colours 14
Extended Neutrals 15
Colour usage examples & dont's 16



Colour Mood

The Sandstone Collection palette is drawn directly from the landscape it inhabits — the cool, salt-touched sea air of Koh Phangan, and the warm, sun-dried stone and timber of the villas themselves.

Together, these two colours carry the entire emotional register of the brand: calm and grounded, warm and inviting.



The Two Brand Colours

Cool Steel

The calm, grounding side of the brand — sea, sky, weathered stone. The Stone half. This is the primary colour.

Lead with it on covers, headers, hero sections, and large surface areas.

Sand

The warm, inviting side — sand, raw timber, golden hour light. The Sand half. This is the accent colour.

Use it for section breaks, callouts, secondary panels, decorative details, and warmth.

Cool Steel
Hex: #769399

Sand
Hex: #D0BD8B

Extended Neutrals

Carbon Black — All body text. Never use brand colours for body copy.

Dark Slate Grey — Dark slide backgrounds, deep contrast contexts

Silver — Tinted accents, supporting tones

Sand Dune — Subtle panels, tinted backgrounds, highlight zones

Parchment — Light backgrounds, page fills, breathing space

Carbon Black
Hex: #1E2320

Dark Slate Grey
Hex: #3E5558

Silver
Hex: #C5D1D3

Sand Dune
Hex: #EDE3CB

Parchment
Hex: #F8F4EE

Color Usage Examples & Don’ts

✕ Don't use brand colours for body text

✕ Don't place Cool Steel and Sand directly adjacent without white space — they muddy

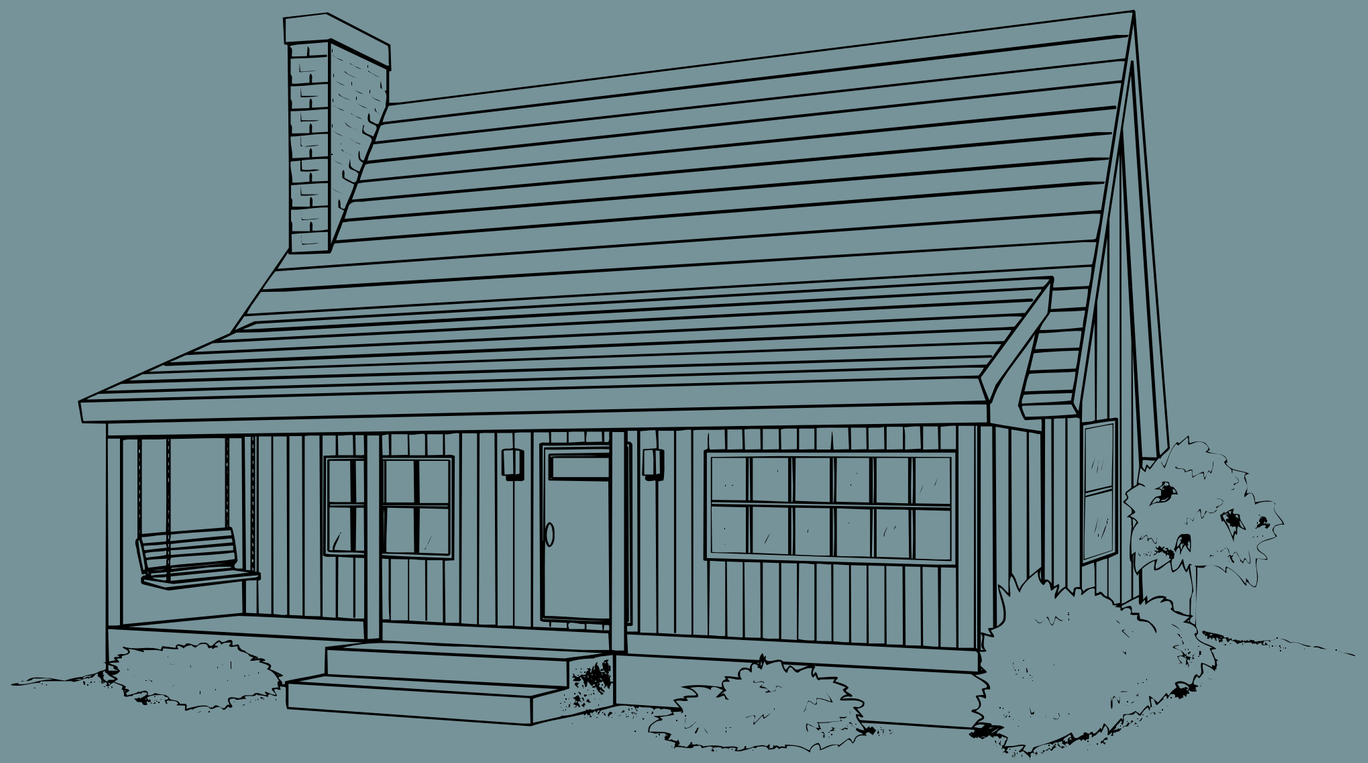
✕ Don't introduce new accent colours outside this palette

✕ Don't apply gradients, shadows, or filters to brand colours

✕ Don't use the palette in loud, high-saturation contexts — it undercuts the premium feel



TYPOGRAPHY



Primary Typeface 18
Secondary Typeface 19
Typography Dont's 20

Primary Typeface

Negita is a distinctive display serif with quiet authority and presence. Use it for moments that demand attention — brochure covers, hero titles, section openers, and key visual statements. It is not built for long reading. Never use it for body copy.

Tone: Presence · Gravitas · Quiet authority

Level:

Title – Brochure covers, hero sections, biggest type on page

Heading – Section openers, the chapter markers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#€$€%@!?*



Secondary Typeface

Bahnschrift is a clean, modern sans-serif. Use it for subtitles, body copy, captions, labels, UI text — anything functional. It carries the warmth and readability that Negita cannot at small sizes.

Tone: Clear · Modern · Grounded · Readable

Level:
Subtitle – Sits under a Title; one short line of context
Subheading – Introduces a sub-section
Caption – Photo credits, footnotes, image captions

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#&$€%@!?*

AaBb

Typography Don’ts

✕ Don't use Negita for body or long-form copy — display font only

✕ Don't fake bold or italic on Negita — only use supplied weights

✕ Don't squash letter-spacing or line-height — let typography breathe

✕ Don't mix Negita and Bahnschrift in the same line of text

Digital Hierarchy

Heading

Lorem ipsum dolor sit amet, consectetur quis amet adipiscing elit, sed do eiusmod tempor interdum sed euismod non. Donec sit amet vulputate lacus. Nam vitae dignissim elit. Purus sed tortor mauris at nulla.

Get Started

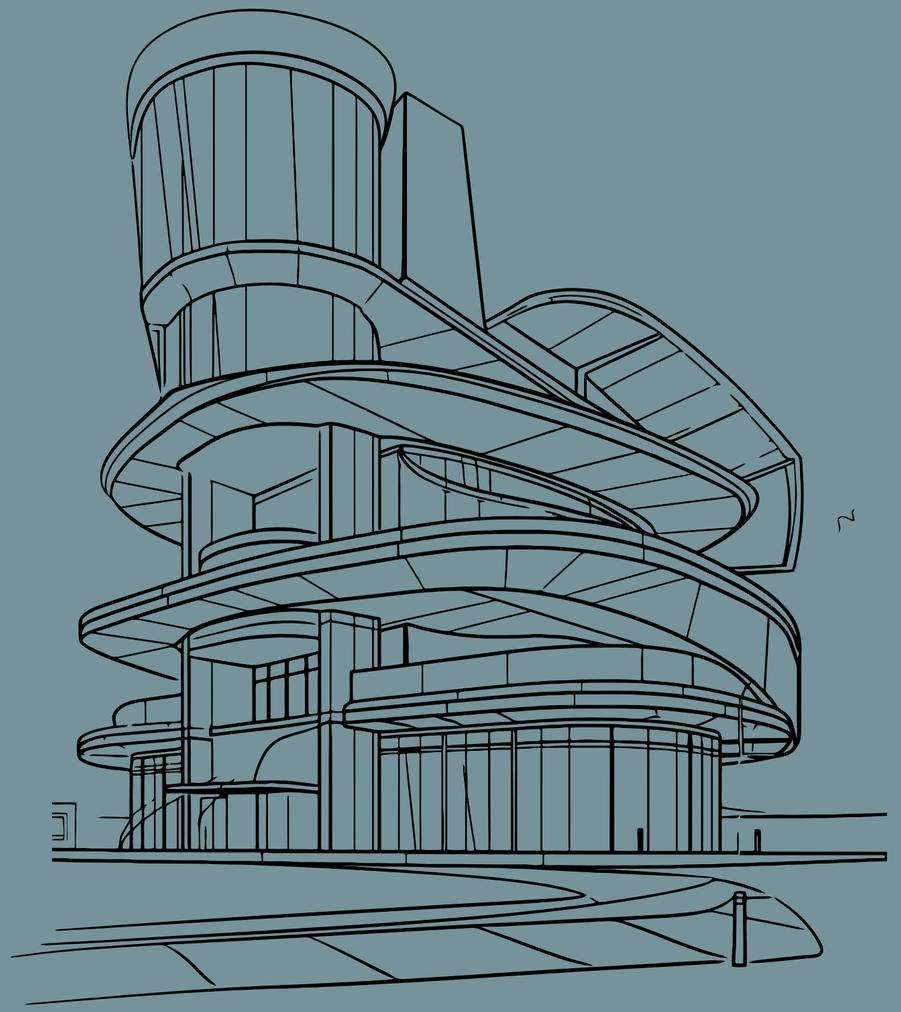
Headings
Negita
Size: 65px
Case: Sentence

Sub-copy
Bahnschrift
Size: 25px
Case: Sentence

Buttons
Bahnschrift
Size: 22px
Case: Sentence

IMAGERY

Architecture & Exterior 22
Interior & Lifestyle 23
Environment & Koh Phangan 24
What to avoid in imagery 25
Photography Style 26



Architecture & Exterior

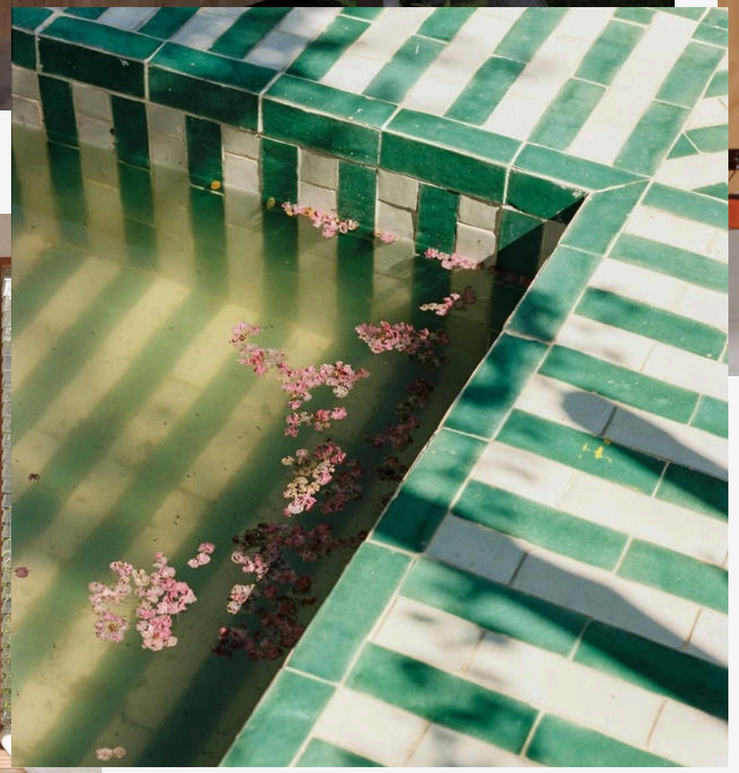
Clean daylight shots. Natural framing through vegetation.

Emphasise materials — stone, raw timber, rendered surfaces. Golden hour preferred. No HDR. No drone drama.

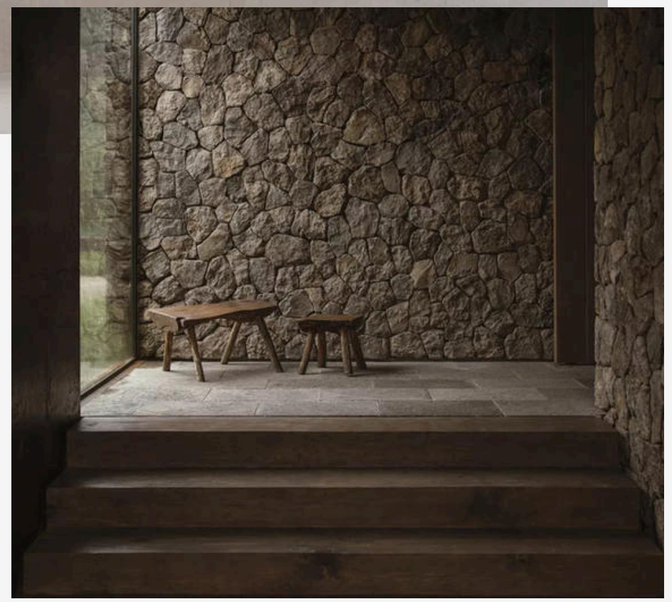
Tone: Grounded · Honest · Material











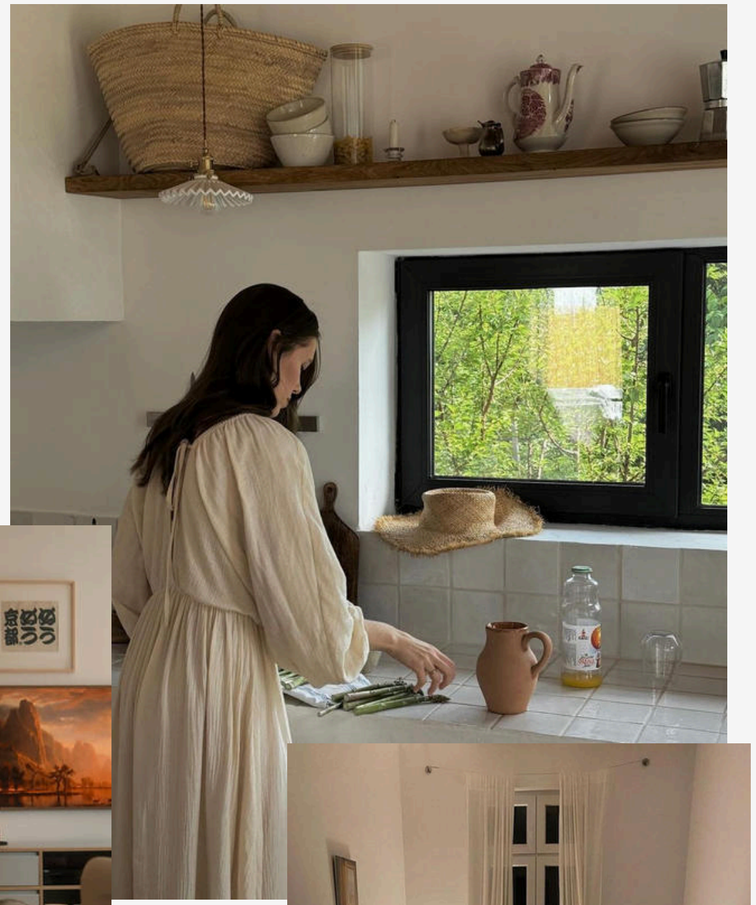
Interior & Lifestyle

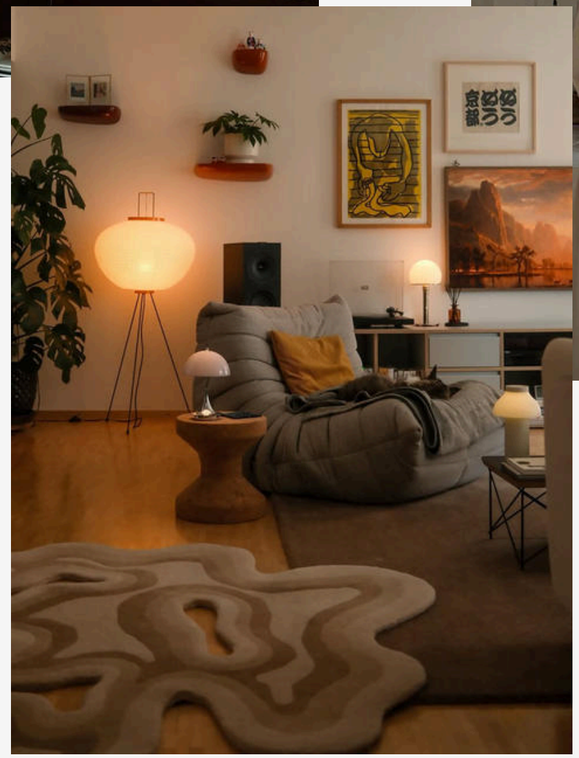
Warm natural light.

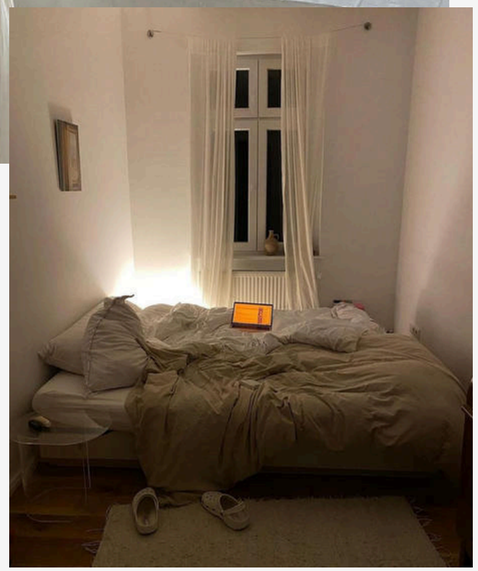
Occupied or styled spaces that feel lived-in, not staged. Show tactile materials up close. Soft, unhurried composition. Suggest slow living and gentle ritual.

Tone: Warm · Considered · Intimate











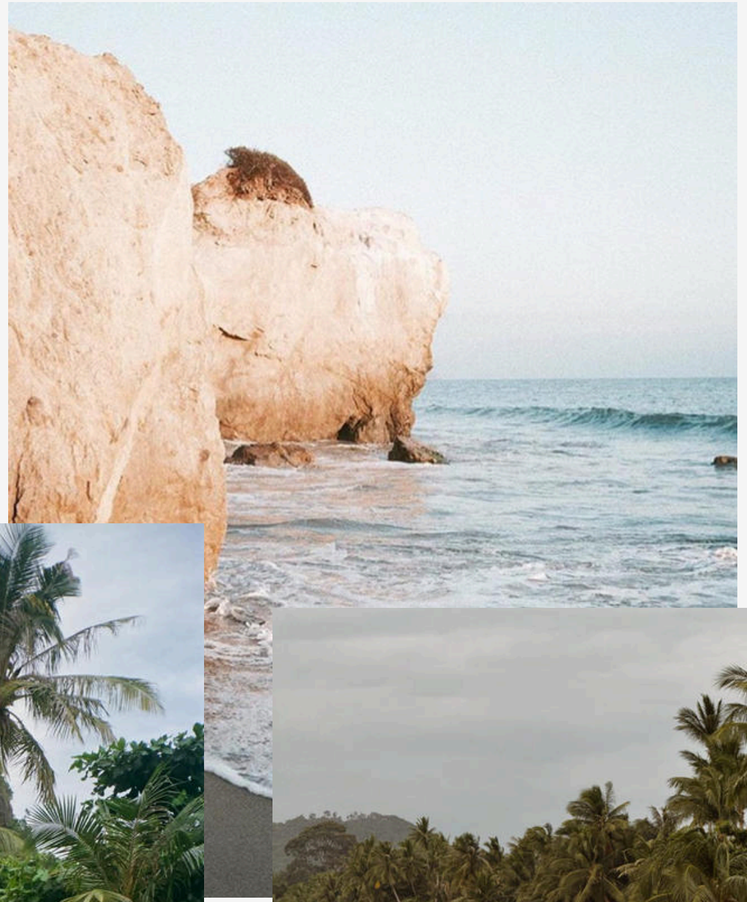
Environment & Koh Phangan

Nature as context: jungle, coast, light, water.

Reinforces sense of place without becoming a tourism cliché. Minimal human presence. Let the landscape speak.

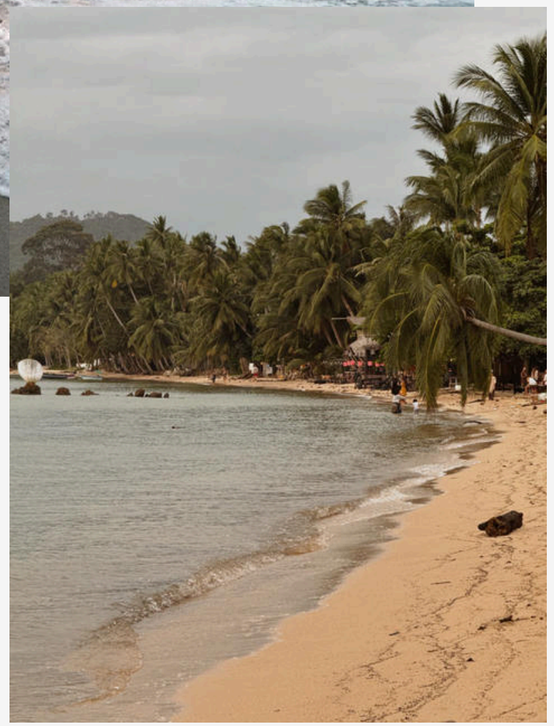
Tone: Serene · Authentic · Rooted





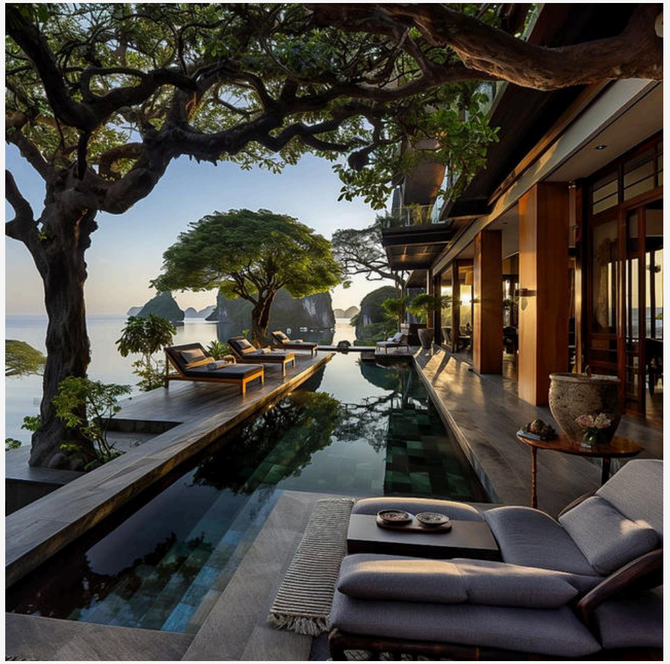






What to avoid in imagery

✕ HDR or over-edited photography
✕ Drone shots that feel like marketing renders
✕ Staged lifestyle shots that look polished rather than real
✕ Generic "luxury" imagery with no sense of place
✕ High-saturation, over-saturated filters





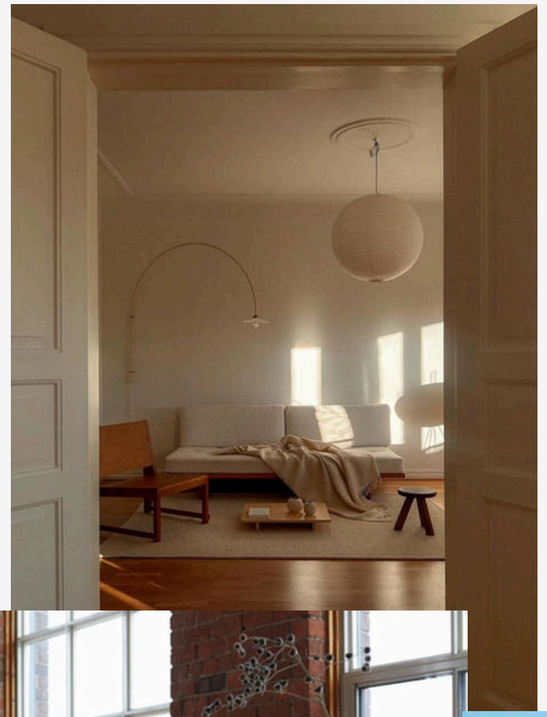




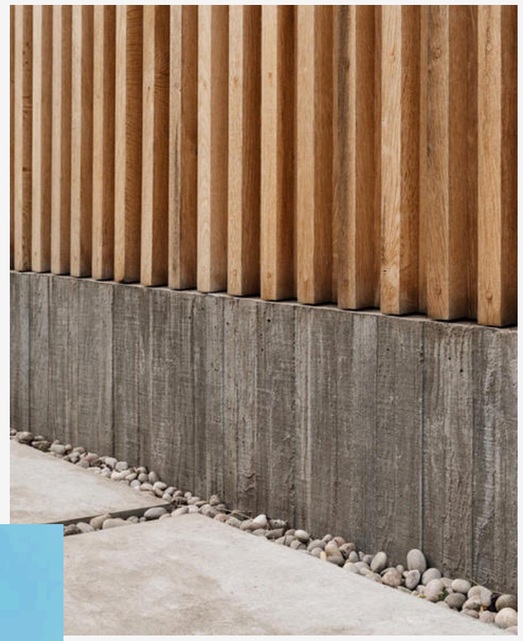
Photography Style

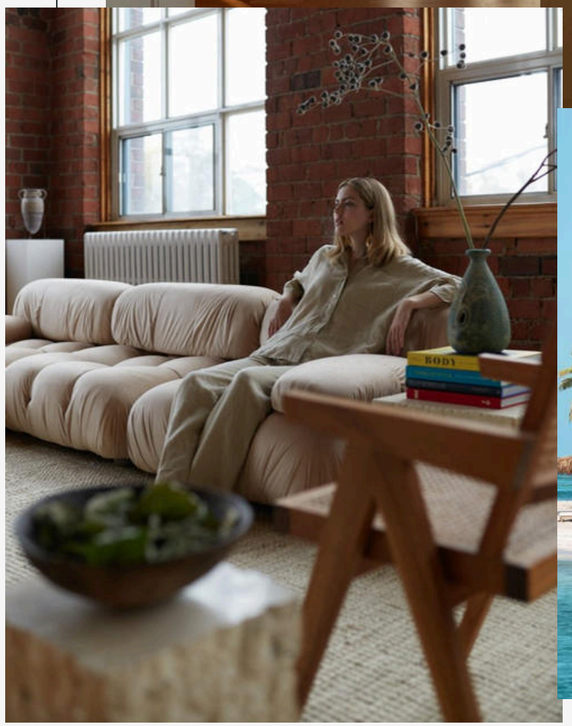
When sourcing stock photography, search for:

warm interior natural light · tropical architecture texture · raw timber detail · stone and plaster finish · slow living interiors · jungle light and shadow · Koh Phangan lifestyle · handcrafted materials · golden hour architecture · open-air tropical living

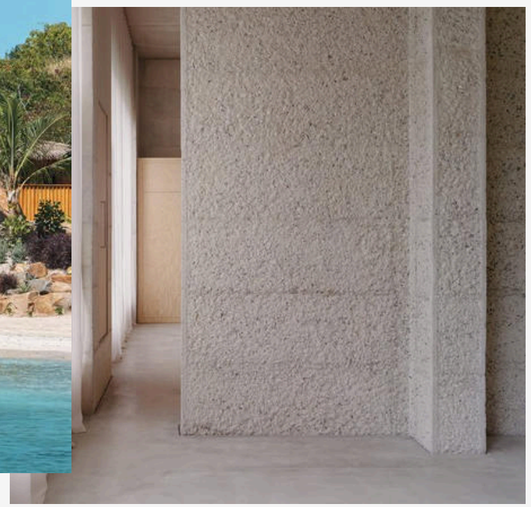












For more information about the brand, please contact Sand & Stone Development Team or Kaila Krayewski.



Sand & Stone Development
itay@sandandstonevillas.com

Kaila Krayewski
kaila.krayewski@gmail.com