

LINDEN & OAK · THE STANDING HOUR · PRINTED PIECES

The welcome *box*

What a new member finds waiting on their chair.

The box is never mailed. It is waiting on the member's chair at their first member visit, so the first thing membership feels like is arriving somewhere that expected you. Everything inside is something to keep, something to fill in and give back, or something to give away. Nothing inside is a coupon.

02	The box and its bone tag · the tea · the oak leaf	KEEP
03	The member card and the brass tag	KEEP
04	A letter from June	KEEP
05	The house card	GIVE BACK
06	The year card · two cards to give away	KEEP · GIVE
07	The ritual of the first member visit	FOR HOSTS



The bone tag under the cotton tape, in the host's own hand. It is the first thing a member reads, and the only thing on the outside of the box besides the seal.

THE PALETTE

Undyed oatmeal linen	Warm bone paper	Aged brass	Oak-gall ink	Linden green, sparingly

Sample work. Linden & Oak is a fictitious Charlotte spa, created to show what a membership launch like this could look like. The people, prices and dates are invented; Dilworth and SouthPark are very real.

The box, *and what rides on it*

About 10 × 7 × 2 in, wrapped in undyed linen, tied once with natural cotton tape. Shown at half size.



THE LID · A BLIND-DEBOSSED L&O SEAL IN BRASS, THE BONE TAG TUCKED UNDER THE TAPE

The member's first name is handwritten in ink by the host. Shown for Ellie, the page's example member.



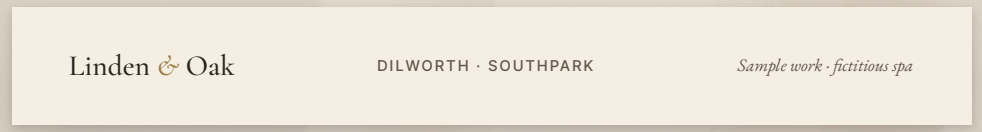
THE TEA · UNBLEACHED PAPER POUCH

Labelled only with the season. No brand, no blend name.



THE OAK LEAF · GLASSINE ENVELOPE

Pressed from the Dilworth yard, the date in pencil on the flap.



INSIDE THE LID · PRINTED SMALL, OAK-GALL INK

"Your host will leave you alone to open it. Then the hour is yours."

FROM THE MEMBERSHIP PAGE

Sample work: Linden & Oak is a fictitious spa, created to illustrate this launch.

The member card *and the brass tag*

The card is 3.375 × 2.125 in, heavy cotton, shown here a quarter larger than life. The tag is the object members keep longest.

The Standing Hour

Ellie Hart

Member since November 2026 · Dilworth

The Month

L & O

FRONT · LETTERPRESS, OAK-GALL INK

The member's name is blind-debossed, pressed into the cotton with no ink at all.

Your next hour is already yours.

Dilworth · 704-555-0119 SouthPark · 704-555-0142

Sample work · Linden & Oak is a fictitious spa

BACK · THE HERO LINE, BOTH HOUSES, THE SAMPLE LINE



THE BRASS TAG

A small brass oval on a linen loop, made to hang on a keyring. Stamped with the member number and home house.

It should feel like a house key, not a loyalty fob. No logo larger than the number.



FOUNDING MEMBERS

The oak leaf

The first 150 members across both houses who join by Sunday, December 13, 2026 carry a small oak leaf stamped beside the number, for as long as they're with us. That is the whole perk.

Tag shown at about twice its size, founding stamp included.

Sample work: Linden & Oak is a fictitious spa, created to illustrate this launch.

A letter *from June*

One sheet, folded once, in a bone envelope with the member's first name on the front.

Linden & Oak — DILWORTH · SOUTHPARK

Dear Ellie,

When I was little, my grandmother kept a porch on Euclid Avenue with more chairs on it than she had family. Anybody who came up the steps got one, and a glass of tea, and her full attention. Nobody ever had to ask twice.

That porch is the whole reason Linden & Oak exists, and it's the reason for The Standing Hour. I never wanted a place people visit once. I wanted a place people come back to without having to think about it, where the chair is ready and somebody already knows how you take your tea.

So from today, your next hour is held for you. Before you leave, you'll choose it together with Tess, and it'll be in our book in ink. If life gets in the way, tell us and we'll move it. You don't have to remember. That's our job now.

Fill in the little house card when you have a quiet minute, and bring it back next time. It tells us the things a regular shouldn't have to repeat.

I'm so glad you're here. I mean that the way my grandmother meant it.

With love from the porch,

June

JUNE CALLOWAY, LINDEN & OAK

P.S. The oak leaf in the glassine envelope fell in our Dilworth yard this season. I pick them up myself.

Sample work: Linden & Oak and June Calloway are fictitious, created to illustrate this launch.



THE ENVELOPE · BONE, THE FIRST NAME IN INK

Letterpress body inside; June's signature reproduced in ink. Open Door members receive the same letter with a short line added by hand.



JUNE'S DESK · DILWORTH, WHERE THE LETTERS ARE SIGNED

Sample work: Linden & Oak is a fictitious spa, created to illustrate this launch.

The house card, *to fill in and bring back*

Folded, about 5 × 7 in closed, bone stock. Shown filled in as Ellie might, at about three quarters size.

SO WE DON'T HAVE TO ASK

What would you like us to call you?
Ellie

How do you take your tea?
HOT · (ICED) · SWEET · (UNSWEET) · SOMETHING ELSE

The room
WARM · (COOL) · WHATEVER'S EASY

Music or quiet?
Quiet, please

Would you rather talk, or rest?
Rest, mostly

The best time of day for you to come in
Mornings, before work

Anything that would help you feel at ease here
A blanket, the window seat

Anything we should never bring up

A Charlotte place you love (we're always collecting)
Freedom Park in October

LINDEN & OAK · SAMPLE WORK · FICTITIOUS SPA

INSIDE · GENEROUS LINED SPACE, FILLED IN AT HOME IN THE MEMBER'S OWN HAND

Hospitality preferences only. Health information belongs in the spa's own intake, never on this card.

Please bring me back.

So we don't have to ask.

A few things a regular shouldn't have to repeat.

Linden & Oak

COVER · THE LINDEN-GREEN TAB

We keep this card at your home house and read it before you arrive. You can change your answers any time; just tell us at the desk.

Sample work · fictitious spa

BACK

Sample work: Linden & Oak is a fictitious spa, created to illustrate this launch.

The year card, *and two cards to give away*

THE STANDING HOUR

Your year at *Linden & Oak*

Winter

Members' evening: Thursday, December 10 · Candlelight on the Dilworth porch, 6 to 8

Your hour: Tues, Dec 1 · 10:00

Spring

Members' evening: Saturday, March 20 · A morning walk through Latta Park, coffee after at the house

Your hour: _____

Summer

Members' evening: Thursday, July 15 · SouthPark, after the doors close

Your hour: _____

Autumn

Members' evening: Sunday, October 24 · The oaks on East Boulevard, an afternoon on the porch

Your hour: _____

Pencil, so it can move. Ink in our book, so it won't be forgotten.

Sample work · dates illustrative

THE YEAR CARD

4 × 9 in, made to stand on a desk or tuck into a mirror frame. Shown at three quarters size.

Four seasonal bands, each with its members' evening and a blank line for the member's held hour, filled in by hand in pencil at the end of each visit.

Month and Open Door members receive the same card with twelve monthly lines on the reverse.



POSTCARD FRONT · 4 × 6 IN, A SOFT DAYLIGHT PHOTOGRAPH, NO PEOPLE

Come with me.

Ellie wanted you to have a chair at Linden & Oak.

Bring this card to either house. We'll pour your tea and show you around.

DILWORTH
off East Boulevard

SOUTHPARK
near Phillips Place

Linden & Oak

Sample work: Linden & Oak is a fictitious spa.

POSTCARD BACK · AN INVITATION, NOT A REFERRAL CODE

Sample work: Linden & Oak is a fictitious spa, created to illustrate this launch.



FOR THE HOSTS, IN ORDER

The ritual of the *first member visit*

The box is only half the welcome. The other half is what the house does.

1 **The name at the door.** The host says the member's name before the member does. ("Hi, Ana. We've got you.") The house card from intake has been read at the morning huddle.

2 **The spot.** Month and Open Door members at Dilworth: the space under the willow oak is marked with a small brass stand bearing their first name.

3 **The chair.** The box is waiting on the member's chair in the quiet room, tag up. Tea is already poured the way they like it, or, if we don't know yet, the host asks once and writes it down.

4 **The robe** (Month and Open Door). Hanging on its brass hook with their initials, a sprig of something green from the yard in the pocket.

5 **Time to open it.** The host leaves the member alone with the box for a few minutes. No narration, no tour of the contents.

6 **The visit itself,** exactly as any visit, with the same care.

7 **Choosing the next hour, together.** The host sits down with the member, not across a desk, opens the year card, and they choose the next hour. The member writes it in pencil. The host writes it in the book in ink, out loud: "Tuesday the twelfth, ten o'clock. It's yours."

8 **The walk to the door.** The host walks the member out. No checkout line for members on their first member visit; the desk has handled it.

9 **A note within the week.** A handwritten postcard from June or the host arrives at home: *"It was good to have you on the porch. See you on the twelfth."*

THE MEASURE OF THE RITUAL

A member leaves without ever having had to ask for anything, and with their next visit already in their pocket.

Sample work: Linden & Oak is a fictitious spa, created to illustrate this launch.