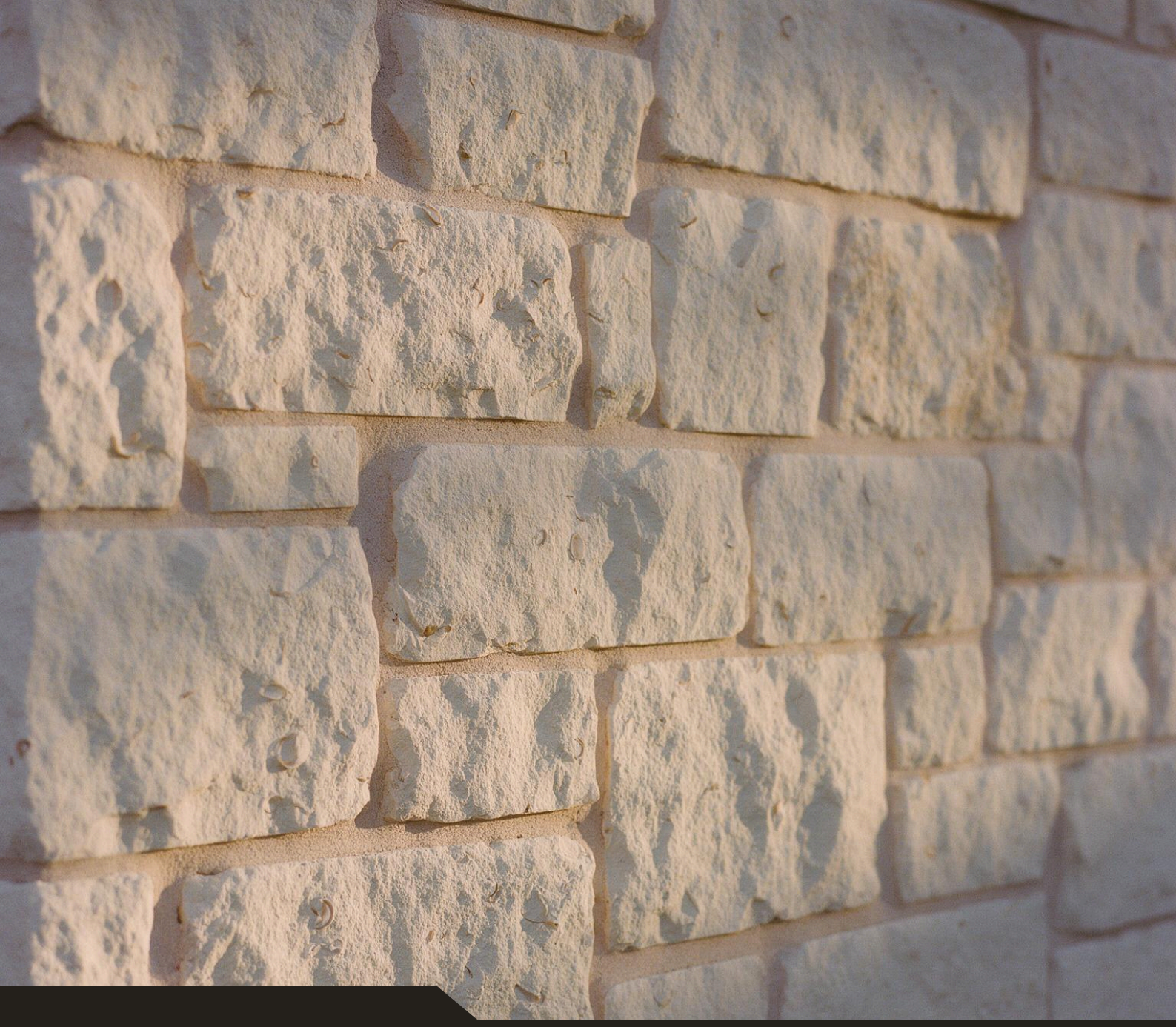


THE STORY · EDITION 1

ROUND ROCK, TEXAS · NOVEMBER 2026

A town named for a place to stop.

Why Marigold & Stone is coming to Round Rock

MARIGOLD & STONE

SAMPLE WORK · ILLUSTRATIVE BUSINESS



IN SEVEN PARTS

The story of a stone, a seam and a porch light.

A letter from Delia Navarro, founder of Marigold & Stone, on why the second house is going up a short walk from Main Street in downtown Round Rock.

I — The stone in the creek — 3
Before there was a town there was a rock.

II — Where the hills meet the prairie — 4
Stone on one side. Something warm and growing on the other.

III — The guests who kept driving south — 5
I don't need another place to go. I need one place to stop.

IV — The house we are building — 6
You will find it by the porch light.

V — What we promise, and what we never will — 8
An hour that belongs to you, close to your own front door.

VI — The first two hundred and fifty — 9
A town named for a stone seemed to deserve a new one.

VII — Neighbors first — 10
Come early. Bring a neighbor.

SIX WEEKS TO THE PORCH LIGHT · 11

NOTES AND SOURCES · 12

Round Rock has been a crossing for a hundred and seventy-five years. People have been stopping here on the way to somewhere else since before there was a street to stop on.

FROM CHAPTER VII

SAMPLE WORK Marigold & Stone is an illustrative business created for a portfolio sample; its people, prices and dates are invented. Round Rock and every place named here are real.

CHAPTER I

Before there was a town there was a rock.

It sits in Brushy Creek, large and round and shaped something like an anvil, and in 1851 it marked the spot where the water ran low enough to cross. Wagons stopped there. Horses stopped there. Later, cattle coming up the Chisholm Trail stopped there on the long way to Kansas. A small community grew on the bank beside it and called itself Brushy, until 1854, when it took the name of the thing everyone already used to find it.

Round Rock is a town named for a place to stop.

We have thought about that sentence more than we expected to.

THE CROSSING, IN FIVE DATES

READ WEST TO EAST, PAST TO PRESENT

1851

A settlement grows on the bank of Brushy Creek, beside a large, round, anvil-shaped rock that marks the low-water crossing.

1854

The settlement called Brushy takes the name of the stone everyone already used to find it: Round Rock.

After the Civil War

The Chisholm Trail crosses Brushy Creek at the same rock, cattle bound north for Kansas.

1870

The Italianate storefronts of the 100 and 200 blocks of East Main Street go up. On the National Register since 1983.

2026

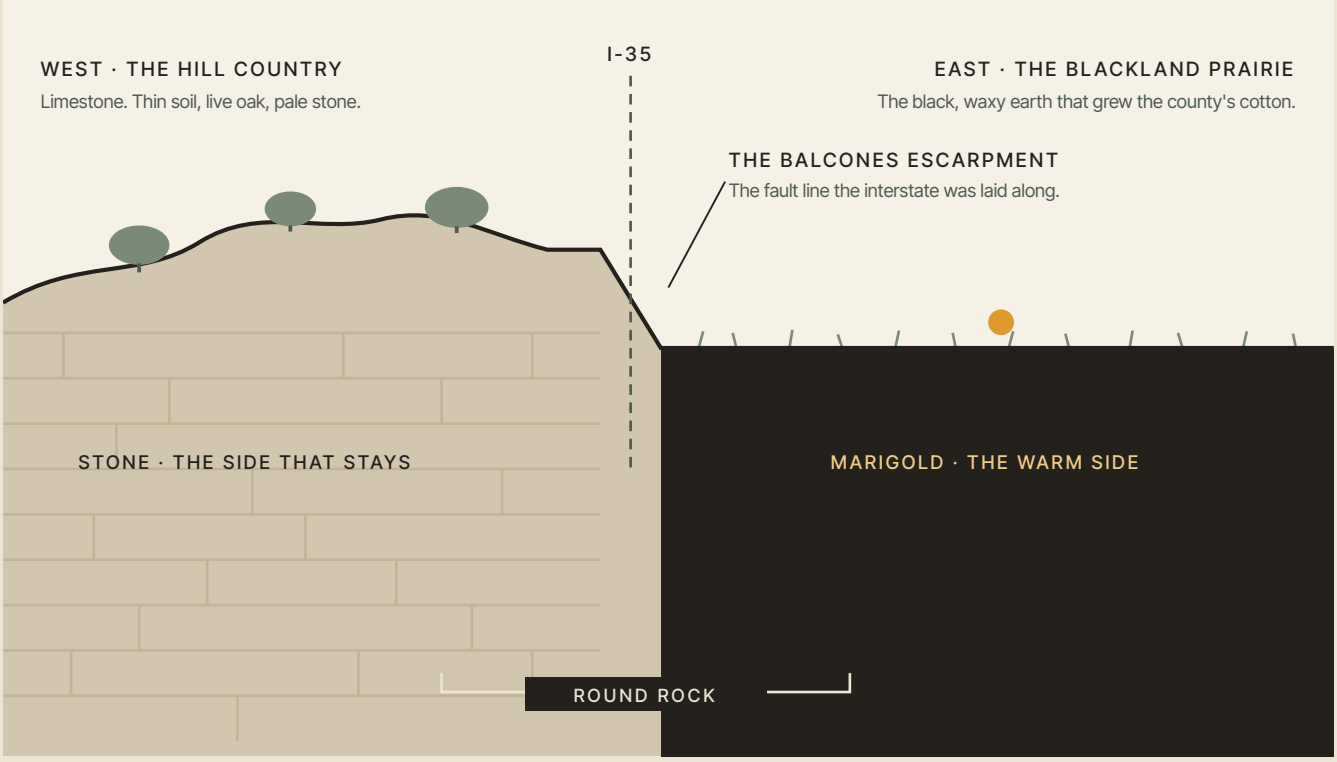
December 17. A new stone by a new door, with 250 names cut into it. The illustrative part of this page.

Place facts as read for the Positioning and Voice Guide, section 9; sources listed on page 12. The rock itself is not pictured anywhere in this book: a real place is photographed for real or not shown.

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CHAPTER II

Stone on one side. *Something warm and growing on the other.*



A SECTION THROUGH ROUND ROCK, DRAWN WEST TO EAST, NOT TO SCALE. THE CROSSING IS THIS DRAWING MADE SMALL.

Drive north out of Austin on I-35 and you cross a seam you cannot see from the road. Round Rock sits on the Balcones Escarpment. To the west, the land climbs into the limestone of the Hill Country: thin soil, live oak, pale stone. To the east, it flattens into the Blackland Prairie, the black, waxy earth that once grew the county's cotton. The interstate was laid along the edge of that fault line, so the whole city lives on both sides of it at once.

When we opened our first house in Austin in the spring of 2021, we named it for exactly that pairing, without knowing the town that would explain it best was a short drive up the road.

STONE

The Hill Country side. The round rock in the creek. The thing that stays put.

MARIGOLD

The prairie side. The warm colour, the flower that grows in anything, the welcome.

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CHAPTER III

For five years we watched the same thing happen in our Austin guest book.

One in four names came with an address north of the river and north of the county line: Teravista, Forest Creek, Behrens Ranch, Paloma Lake, Mayfield Ranch. Our guests were driving down I-35 or around on SH-45 for an hour that was supposed to be theirs, and spending a good part of it in traffic.

They told us about their weeks. A standup at 9:00 from the kitchen island. Pickup at 3:15. Saturdays at the ball fields in Old Settlers Park. A Friday at Dell Diamond with the kids asleep by the seventh inning. A city with a median age of 35, where nearly four households in ten have children at home, is not short on love or on plans. It is short on hours that belong to one person.

119,468 people in Round Rock	**35.0** the median age
43,536 households	**38.7%** of households with children under 18

THE 2020 CENSUS, AS READ FOR THIS KIT · SOURCES ON PAGE 12

> *“I don't need another place to go. I need one place to stop.”*
>
> A FOUNDING GUEST FROM OUR FIRST YEAR, AT THE FRONT DESK

So we are coming to the town named for one.

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THE FRONT ROOM · THE LONG OAK TABLE, THE GUEST BOOK, THE KETTLE ON DIRECTION FRAME, NOT YET A PHOTOGRAPH OF THE HOUSE

CHAPTER IV · THE HOUSE WE ARE BUILDING

You will find it by the porch light.

The Round Rock house is a short walk from Main Street, where the 1870s storefronts of the old commercial district still stand and the fountain runs in Prete Plaza. We wanted to be part of a downtown people walk through, not a strip on a frontage road.

Inside, it is built from what the land already offers. A limestone wall you can put your hand on. White oak floors. Linen at the windows that turns the late afternoon gold. Lime plaster the color of the creek bed.

The Front Room is a sitting room before it is anything else: a long oak table, the guest book, the kettle on, and a shelf where our neighbors leave their schedules and their notes. The private rooms are named for the ground under the house: the Limestone Room, the Prairie Room, the Creek Room. They are quiet and they are warm, and the light in each one was set by hand at 4:40 on an October afternoon.

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THE PRIVATE ROOMS

Named for the ground under the house.

Each host learns the story of their room and tells it standing in it. Here are the three, as the hosts say them: the stone, the soil, the water between.



The Limestone Room

"This is the Hill Country side of the house. That wall is Texas limestone, the same stone that runs west of I-35. Put your hand on it; it's cool all year."

LIMESTONE · WHITE OAK · LINEN

THE EAST SIDE OF TOWN

Plaster the colour of the soil after rain.

The Blackland Prairie, brought indoors: the darkest room in the house, lamplit, with marigolds on the sill.

The Prairie Room

"This one's for the east side of town, the Blackland Prairie. The color in the plaster is meant to be the soil after rain. The marigolds on the sill are what grows in it."

LIME PLASTER · IRON · MARIGOLD



The Creek Room

"And this is the water between the two. Round Rock started at a crossing on Brushy Creek, so the creek gets the quietest room in the house. The light in here was set at 4:40 in the afternoon."

LIME PLASTER · LINEN · WHITE OAK

There is no lobby television. There is no clipboard on arrival. There is a host who meets you on the porch, learns your name the first time, and uses it the second.

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CHAPTER V

WE MAKE ONE PROMISE IN ROUND ROCK, THE SAME ONE WE MADE IN AUSTIN.

An hour that belongs to you, close to your own front door, in a house that knows you.

We will tell you about the room. We will tell you about the welcome, the light, the tea, the hours we keep for members on Tuesday and Thursday evenings. We will not tell you what you will look like or feel like when you leave. That is not ours to say, and you have heard enough people say it.

There are other places in Round Rock to book an hour. Some of them are close by. We are not here to talk about them. We are here to be the place you belong to, which is a different thing from a place you visit.

WHAT WE SAY	WHAT WE NEVER SAY
The room. The welcome. The light. The tea. The hours.	What you will look like, or feel like, when you leave.



THE KETTLE ON · DIRECTION FRAME



CHAPTER VI

The best houses are built by the people who show up before they are finished.

THE FOUNDING STONE

ANA DELGADO · BEN WHITLOCK · CARLA NGUYEN · DARIUS COLE · ELENA VARGA
FRANK & JUNE ABBOTT · GRACE ODUYA · HECTOR SALAS · IMANI PRICE
JONAH REYES · KATE LINDELL · LUIS MORENO · MAYA BRANDT · NORA HADDAD
OWEN PAK · PRIYA SHAH · QUINN AVERY · ROSA IBARRA · SAM TELLER
AND TWO HUNDRED AND THIRTY MORE

FOUNDING GUESTS · ROUND ROCK · DECEMBER 2026

THE FOUNDING STONE AS DRAWN · THE NAMES SHOWN ARE ILLUSTRATIVE

So the first 250 people who join us before the doors open will become our founding guests. They will book before anyone else, starting December 7. Their membership rate is held for as long as they stay. They are invited, with one guest, to the Founding Evening on Thursday, December 17.

And their names will be cut into a panel of Texas limestone beside the front door: the Founding Stone. It will be there long after the paint has needed doing twice.

A town named for a stone seemed to deserve a new one.

250	Dec 7	Dec 17
founding places, then the list goes to the carver	founding guests book first, twelve days before the doors	the Founding Evening, you and one guest

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MARIGOLDS ON THE PORCH, WAITING FOR THE EVENING

DIRECTION FRAME

CHAPTER VII

Neighbors first.

We are writing to the yoga studio down the road, to the boutique on the next block, to the salon whose chairs are full every Saturday. Not to sell to them. To introduce ourselves the way a new neighbor should: in person, with a note, before the moving truck is gone.

Round Rock has been a crossing for a hundred and seventy-five years. People have been stopping here on the way to somewhere else since before there was a street to stop on. We would like to be one more good reason to stop, and a reason to stay a while.

The porch light goes on December 17.

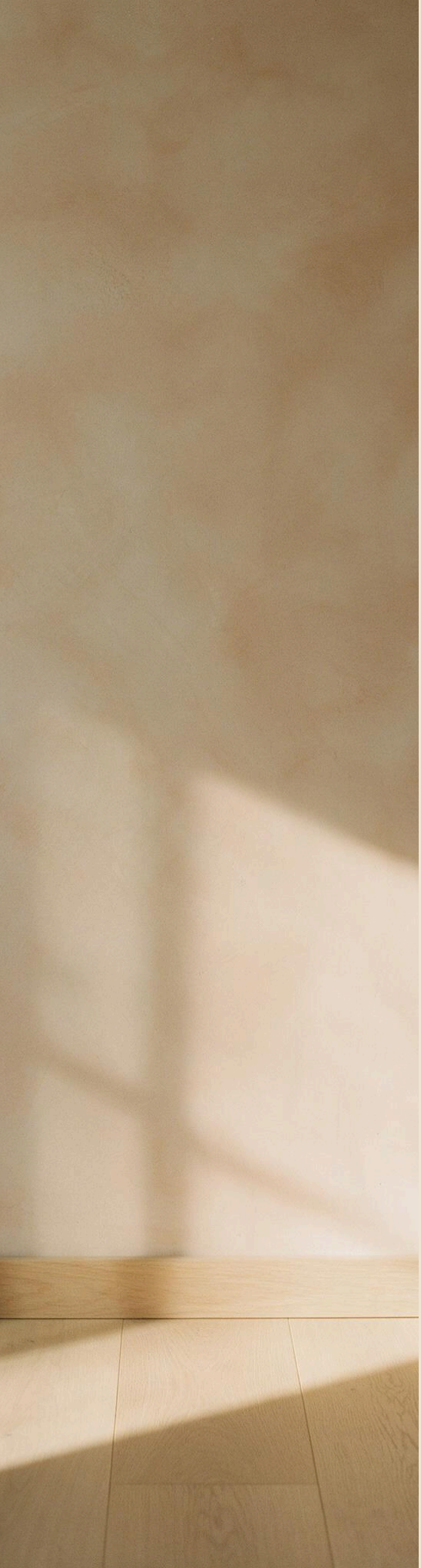
Come early. Bring a neighbor.

Delia Navarro

FOUNDER, MARIGOLD & STONE

THE STUDIO	THE BOUTIQUE	THE SALON
down the road	on the next block	full every Saturday

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THE CALENDAR

From the first letter to the open door.

Mon, Nov 9	Letters to the neighbors, delivered by hand, each with a small marigold in a clay pot.
Week of Nov 16	Postcards in homes downtown and in Old Town, Teravista, Forest Creek, Behrens Ranch, Mayfield Ranch and Paloma Lake.
Week of Nov 30	A second, smaller postcard run: the last week to hold a founding place.
Fri, Dec 4	Founding places close, or sooner if all 250 are held. The list goes to the stone carver.
Mon, Dec 7	Founding guests book first. The stone is cut this week.
Thu, Dec 17	**The Founding Evening**, 6:00 to 9:00. The Founding Stone is unveiled at a quarter past seven.
Sat, Dec 19	The doors open to everyone.

THE HOUSE, IN SHORT

The Front Room	Tea, the guest book, our neighbors' shelf
The rooms	The Limestone Room · the Prairie Room · the Creek Room
Late Light	Tuesday and Thursday evenings until 9:00, members only
Find us	Downtown Round Rock, a short walk from Main Street. The porch light is the one that's on.

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Set the day down.

THE PLACE, AS READ

Every fact about Round Rock in this book traces to the Positioning and Voice Guide, section 9, read on 1 November 2026 on these pages:

Round Rock, Texas (the stone, the crossing, the escarpment, the 2020 census, Old Settlers Park)
Round Rock Commercial Historic District
Prete Main Street Plaza
Dell Diamond

THE PICTURES

The photographs are direction frames made for this sample: the materials, the light and the rooms the house is meant to have. None is a photograph of a real Round Rock place, and no real landmark is pictured. The Founding Stone is drawn, never photographed.

THE LETTERS

Set in Cormorant Garamond and Inter Tight, both under the SIL Open Font License.

ABOUT THIS SAMPLE

Marigold & Stone is an illustrative business created for a portfolio sample. Its people, prices, dates and guest figures are invented, as are the names on the stone. Round Rock's history, geography and census figures are real. The address, email and phone number use reserved forms (.example, 555-01xx) so no real business is impersonated.

MARIGOLD & STONE

DOWNTOWN ROUND ROCK, TEXAS · MARIGOLDANDSTONE.EXAMPLE/ROUNDROCK

HELLO@MARIGOLDANDSTONE.EXAMPLE · (512) 555-0147