SILVER LAKE · WEST HIGHLANDS, BC

INCORPORATED 1909

CITY OF

# Silvermere

Silver Lake · West Highlands

# *Brand Guidelines*

EDITION 1.0, 2026

Concept build by Kootenay Made Digital

# The answer comes first.

Silvermere is a small city on the shore of Silver Lake, and City Hall is right downtown. Most people who contact the City came to do one thing: pay a bill, report a pothole, find out which day the garbage goes. Every notice, sign and page leads with that task and gives the answer first. In a fire season the same voice gets firmer, and the same pages carry the alert.

PERSONALITY

## Neighbourly

Warm by default. We say give us a call, drop by, and if you're not sure, ask.

## Firm

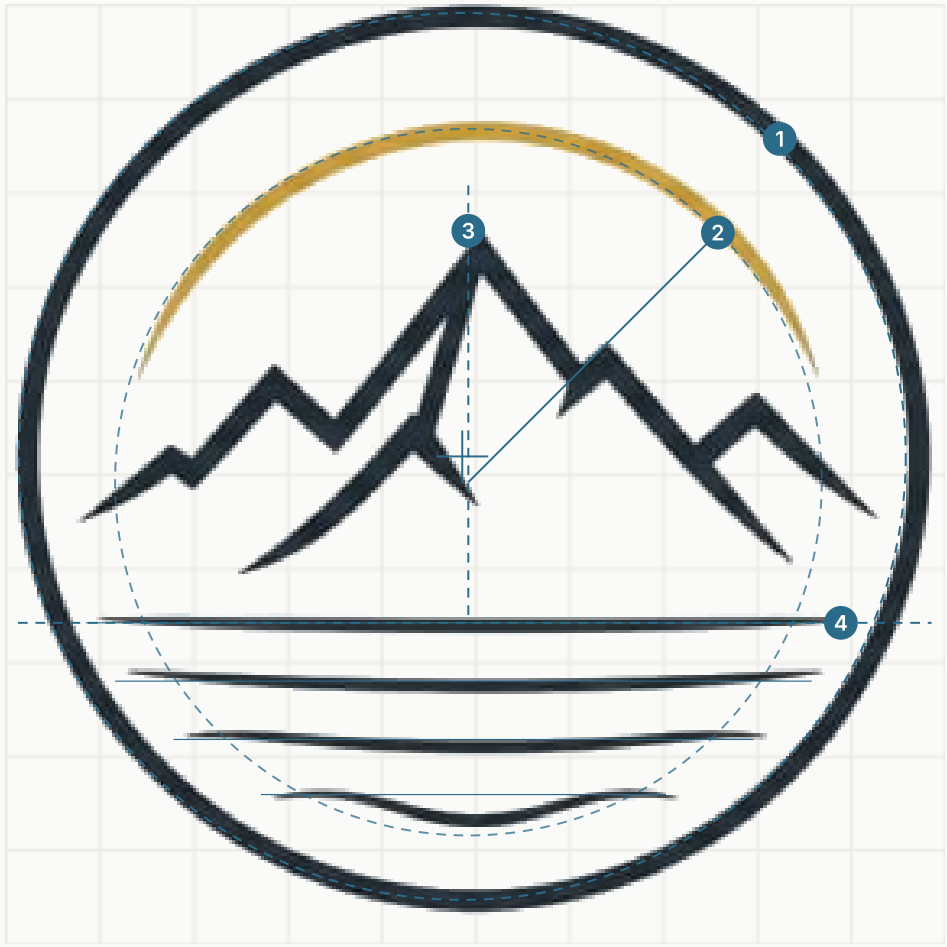
When a deadline, a fee or someone's safety is on the line, the fact comes first, then what happens, then what to do.

## Direct

Pay, report, find. We use the resident's own verb and give the answer before the explanation.

A NAMING NOTE

City with a capital C is the municipal government, as in "the City announces a return to Stage 1". A lowercase city is the place. Formal notices give the full name, City of Silvermere.




Grid at 10 units. Measured from the master file, silvermere-logo-on-light.png (1131 by 310 px). One unit is a hundredth of the ring's outer diameter, 282.8 px across and 280.9 px tall.

# The tagline drawn in one ring

1 **The ring**

One closed circle. Its stroke is 2.7 on a diameter of 100, and everything else sits inside it.

2 **The sun arc**

The only gold in the mark. Radius 38.8, centred 2.8 below the ring's centre, sweeping 138 degrees over the summit.

3 **The Silvercrest**

The range has three ridges and one summit, which sits 24.8 above the centre, on the ring's own vertical axis.

4 **Silver Lake**

Four lines from 17.6 below the centre, shortening from 83 to 45 as they recede, the last one a wave. Silvermere says the lake keeps two of everything, one above the water and one below.

### THE WORDMARK

Drawn lettering: CITY OF in spaced capitals over Silvermere, with Silver Lake · West Highlands beneath. It lives in the master file and is never retyped. The ring is 26% of the lockup's width and sets its full height.

## ON SNOW

Full colour

CITY OF
Silvermere
Silver Lake · West Highlands



## ON CHARCOAL

Full colour in Snow ink

CITY OF
Silvermere
Silver Lake · West Highlands



## ON BIRCH

One colour in Mark Ink

CITY OF
Silvermere
Silver Lake · West Highlands



## ON CONFLUENCE DARK

One colour in Snow

CITY OF
Silvermere
Silver Lake · West Highlands



## ON A PHOTOGRAPH

Snow ink on the calm dark part

CITY OF
Silvermere
Silver Lake · West Highlands



CITY OF
Silvermere
Silver Lake · West Highlands

**Black**, for newsprint legal notices and anything faxed. The arc goes black with the rest.



**The crest** is a detailed badge used once, as the footer watermark at 5% opacity. It never stands in for the mark or carries the name.

## CLEAR SPACE




Clear space x is a quarter of the ring's height, on every side. Type, photo edges and other logos stay outside it.

## MINIMUM SIZES, SHOWN AT ACTUAL SIZE




Lockup: 200 px wide on screen, 50 mm in print. At this size the Silver Lake · West Highlands line reads as texture, so the name always appears in type somewhere nearby too.



Mark alone: 24 px on screen, 8 mm in print. At 24 px the gold arc and the ring still read and the water lines close up. Below 24 px, use no mark.

## SIX DON'TS



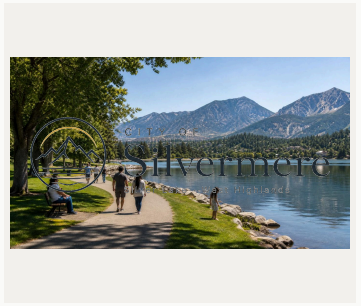

Don't stretch it




Don't retype the name




Don't recolour it




Don't set it on a busy photo




Don't add a shadow




Don't swap in the crest

## Charcoal

#1C1F22
RGB 28, 31, 34
CMYK 18 9 0 87*

Header, footer and every dark band

## Snow

#FAFAF8
RGB 250, 250, 248
CMYK 0 0 1 2*

The page. Most of every surface

## Birch

#F2F0EC
RGB 242, 240, 236
CMYK 0 1 2 5*

Warm bands and quiet panels

## Confluence Blue

#2B6B8A
RGB 43, 107, 138
CMYK 69 22 0 46*

Links and the lake. Notices run in its dark step, #1E4F66

## Ridge Green

#3D7A5F
RGB 61, 122, 95
CMYK 50 0 22 52*

Success, open and all clear

## Valley Gold

#D4A843
RGB 212, 168, 67
CMYK 0 21 68 17*

One button or one rule per surface. Gold text on light grounds uses Valley Ink, #856419

### PROPORTION

Alert Red, #C4463A, appears only when there is an emergency, and then it leads.



20 45 15 10 5 5

### CONTRAST MEASURED TO WCAG 2.2 AA. EVERY PAIR HERE PASSES 4.5:1

Aa **15.84:1** Charcoal on Snow

Aa **8.12:1** Smoke body text on Snow

Aa **5.62:1** Confluence Blue links on Snow

Aa **4.84:1** Ridge Green on Snow

Aa **5.24:1** Valley Ink on Snow

Aa **7.47:1** Charcoal on Valley Gold

Aa **8.88:1** White on Confluence Dark

Aa **4.90:1** White on Alert Red

Aa **7.47:1** Valley Gold on Charcoal

Aa **2.12:1** Valley Gold on Snow fails. Never for text.

* CMYK is computed from RGB and approximate. Proof it with the printer. Ratios computed from the hex values. In the mark itself, the ink is #2A333A and the arc #C6A052, measured from the master file.

Aa

DISPLAY

## Playfair Display

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Headlines and section titles. Regular 400 for the big line, 450 to 500 for titles, italic 400 for a pull quote.

Aa

UTILITY

## Inter

**ABCDEFGHIJKLM**
**NOPQRSTUVWXYZ**
**abcdefghijklm**
**nopqrstuvwxyz**
**0123456789**

Eyebrows, labels, navigation and the conditions strip. Semibold 600, capitals, tracked 0.15em.

Aa

TEXT

## Source Sans 3

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Everything people read through. Regular 400 at 18 px, line height 1.6. Semibold 600 for facts on a notice.

THE SCALE ON THE SITE, SHOWN REDUCED

Silver
Display, up to 120 px

Silver
Section, 56 px

Silver
Heading, 32 px

Silver Lake
Body, 18 px

SILVER LAKE
Eyebrow, 11 px

All three are free under the SIL Open Font License 1.1, served by Google Fonts. The site loads them through next/font.

HIERARCHY IN USE

Eyebrow · Inter 600 · 11 px · 0.15em

GARBAGE AND RECYCLING

Title · Playfair Display 450 · 44 px

# Carts out by 7 a.m.

Body · Source Sans 3 400 · 18 px · 1.6

Carts go out between 4 a.m. and 7 a.m. on collection day, never the night before. Set a phone alarm for 6:30 a.m. on your collection day.

Button · Inter 600 · 15 px on Valley Gold

Find your collection day →

# The ridgeline

Three layered ridges of the Silvercrest close a dark band, once per piece. They are drawn in tints of the band's own colour, so they read as weather, never as decoration.




The conditions strip sits under it on the site: tracked capitals, the live value in gold.

# Three alert levels, three colours

An evacuation order must never look like a road closure. The alert level chooses the colour, so no writer has to.

| | |
|---|---|
| NOTICE | Restrictions and schedules. Dismissible. |
| WARNING | Closures and disruptions. Dismissible. |
| EMERGENCY | Orders and evacuations. Never dismissible. |

PHOTOGRAPHY



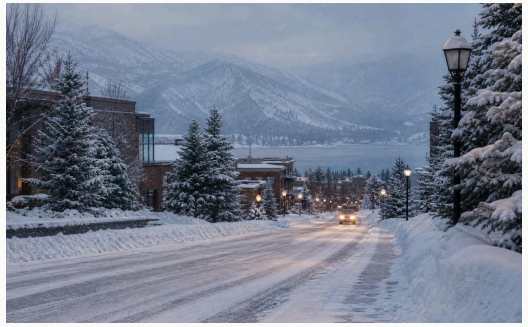
### 1. Show Silvermere, not any town.

A shot should place someone here within a second: the lake path, Lakeshore Avenue, the Silvercrest behind.



### 2. People at work, not posing.

Crews doing the job the notice is about. A recognizable face needs a signed release.



### 3. Overcast and mid-morning light.

Golden hour is allowed, never required. No heavy HDR or tinted skies.



### 4. Rooms as architecture.

Council Chambers wide, empty or mid-meeting, the way a resident would see it from the gallery.

These photographs come from the concept site and were generated for the concept.



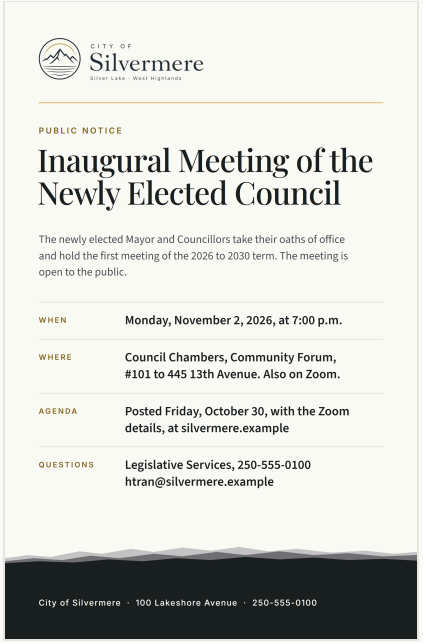

### COMMUNITY ENTRANCE SIGN

96 by 48 in, a painted aluminum face on cedar posts over a river-cobble base. Charcoal with a Valley Gold border, the lockup in Snow, WELCOME TO and INCORPORATED 1909 in Inter capitals. It reads from a car at highway speed because it carries five lines and nothing else.




### CIVIC WORKS TRUCK

Cut vinyl on a white door: the full-colour lockup, CIVIC WORKS and 250-555-0140, with the ridgeline in Confluence along the sill. No maker's badge or dealer sticker goes on a City vehicle.

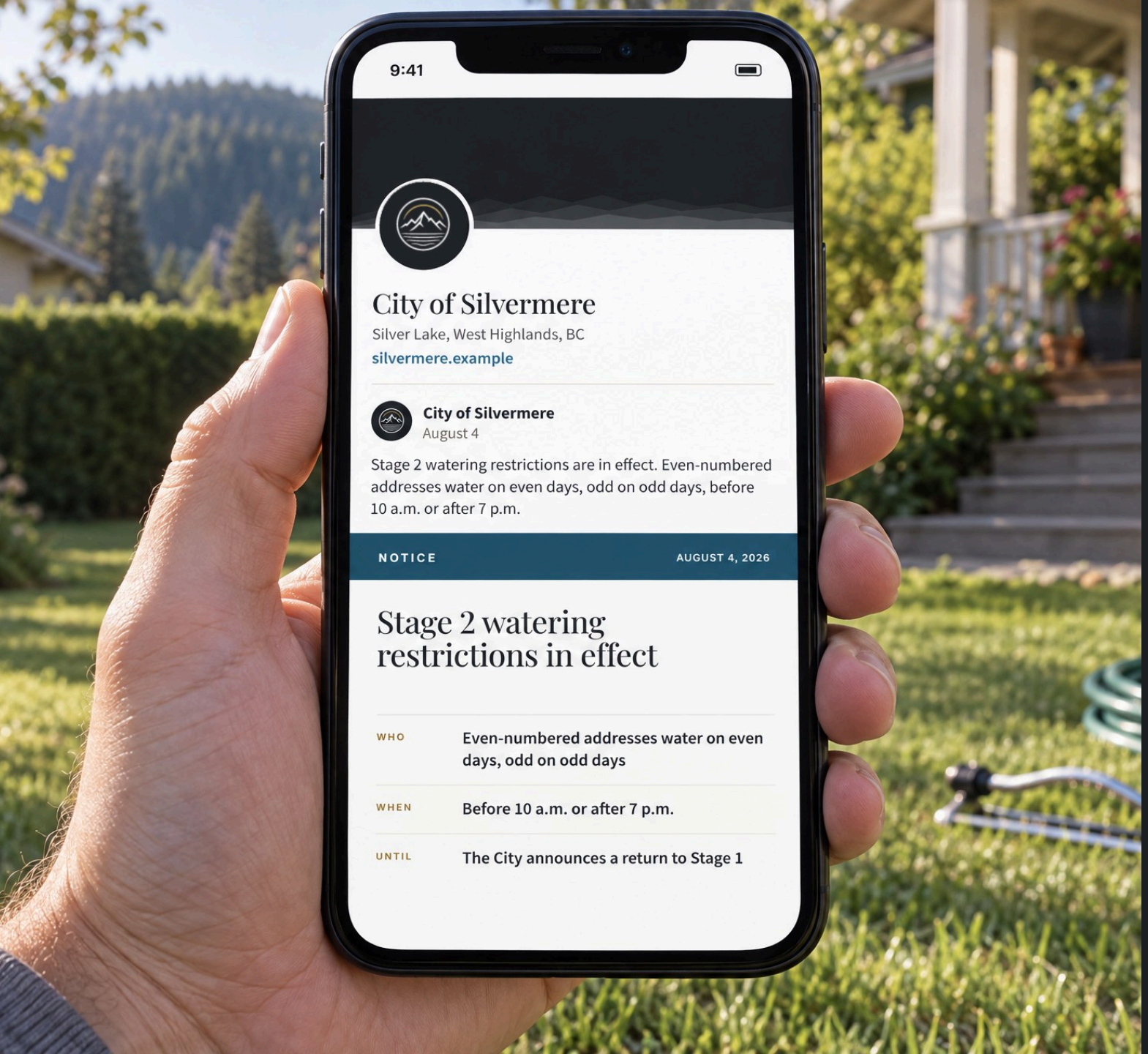



### PUBLIC NOTICE

11 by 17 in. What, when, where, and who to ask, in that order, each fact on its own line.

### EVERY NOTICE CARRIES FOUR FACTS

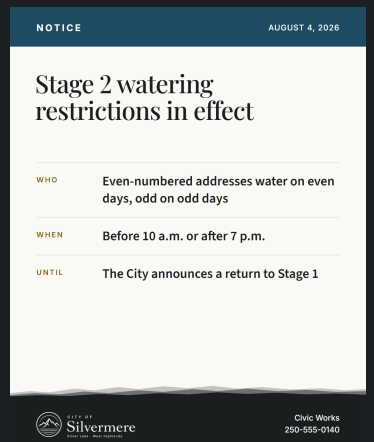
What is happening, where, when, and who to contact by name of office, phone and email. If one is missing, the notice is not ready to post. Dates carry the weekday. Times say a.m. or p.m. Phone numbers take hyphens.

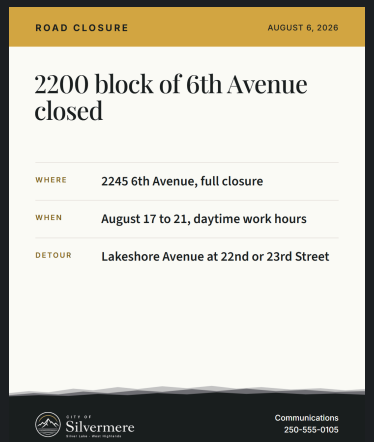



## PROFILE IMAGE

1080 by 1080, the full-colour mark in Snow on Charcoal, sized to survive the circle crop.

## SERVICE UPDATE POST




One template, 1080 by 1350. The alert level sets the band: Notice for the watering restrictions, Warning gold for the 6th Avenue closure. The headline says what changed. The rows give who, where, when and the detour. The office and its phone close it.

On the phone, the post leads the City's feed in the morning, while there is still time to water before 10 a.m.

# Voice and tone

The City writes as "we", like a kind, competent neighbour who works at City Hall.

## Neighbourly by default

Short words and short sentences, with the verb a resident would use: pay, report, find, call.

## Firm when it counts

For a deadline, a fee or a safety order, the fact goes first, then the consequence, then the action, with no softeners.

| WE SAY | WE DON'T SAY |
| --- | --- |
| Carts out 4 a.m. to 7 a.m. on collection day, never the night before. | *Residents are kindly reminded to place carts curbside in a timely manner.* |
| Even-numbered addresses water on even days, odd on odd days. | *In an effort to conserve water, residents are asked to limit usage at this time.* |
| Property taxes are due July 2. A 10% penalty applies to any balance after that. | *Please be advised that late payment may result in penalties.* |
| Be ready to leave on short notice. | *We are committed to keeping our valued residents safe.* |
| If you're not sure, give us a call at 250-555-0100. | *Please reach out to the appropriate department with any questions.* |

# Quick reference



The lockup from the master file only. Clear space is a quarter of the ring's height. Minimum 200 px or 50 mm, the mark alone 24 px or 8 mm.

### COLOUR

- Charcoal #1C1F22
- Snow #FAFAF8
- Birch #F2F0EC
- Confluence Blue #2B6B8A
- Ridge Green #3D7A5F
- Valley Gold #D4A843
- Alert Red #C4463A

Snow and Birch carry most of every surface. Gold once per surface.

### TYPE

Playfair Display for headlines. Inter 600 capitals for labels. Source Sans 3 at 18 px for reading.

### ALERTS

Notice in Confluence Dark, Warning in Valley Gold, Emergency in Alert Red. An emergency banner has no close button.

### VOICE

Neighbourly by default, firm when it counts. The City writes as "we". The answer comes first.

### NOTICES

What, where, when, and who to contact. City Hall, 100 Lakeshore Avenue, 250-555-0100, silvermere.example.

CITY OF
Silvermere
Silver Lake · West Highlands

## Concept build by Kootenay Made Digital

kootenaymade.ca

City of Silvermere is a fictional municipality. The City, its council and staff, and every name, address, bylaw, date and phone number in this book are invented. Phone numbers sit in the reserved 555-01xx range.