0001
0002
0003
0004
0005
0006
0007
0008
0009
0010
0011
0012

# THE KOOTENAY LIST




## Brand guidelines

EDITION 1.0, 2026

# EVERY BUSINESS IN THE KOOTENAYS, IN ONE FREE LIST.

The Kootenay List is a free directory of the businesses in the Kootenays, from the Boundary to the Rockies. I built it in the summer of 2026 and I run it from Castlegar. It holds 5,700+ businesses in 83 towns, and nearly every listing names the public page it came from. A resident gets one place to find who around here does the job. An owner gets a free page with a real link to their website, and can claim it to add their own words.

### A NOTE ON THE NAME

The name has to be true. It said West Kootenay for as long as that was all it held. When the East Kootenay listings arrived in July 2026, the Kootenays became the honest claim. In running copy it is the List, with a capital L.

PERSONALITY

## Dry

It lets the record speak. A listing says what a business does and where it is, and the List adds no praise of its own.

## Precise

Every figure is one the site can count, every listing names its source, and every date sits where people can see it.

## Quietly proud

It shows off what it has. The directory, The State of Kootenay Business and the funding finder do the boasting.

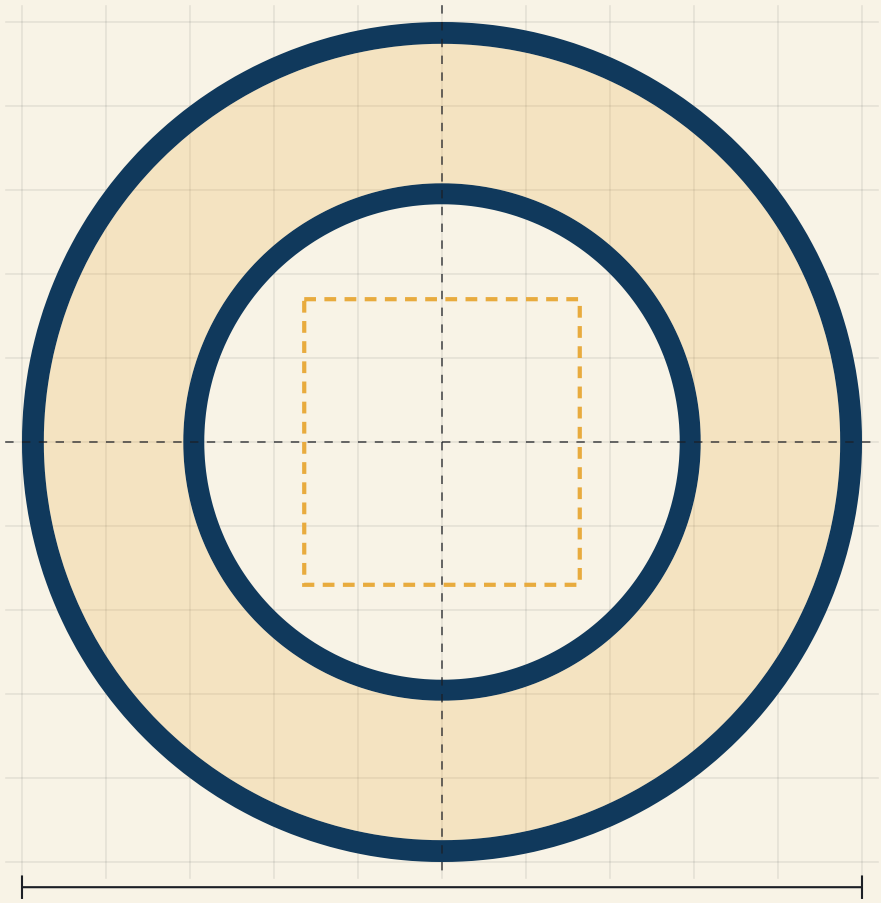
# The roundel

It is a rubber date stamp, the tool a records office presses onto a card. Every listing on the site wears a small stamped date, and the roundel is that stamp at full size.

The master is a vector traced from the site's 640 px file, so the press texture holds at any size: ink bleed, speckle and a rim about 1.5 px off a true circle. Use the file. A stamp rebuilt by eye loses the marks that make it read as pressed.




The master, masters/roundel.svg, traced from the site's public/brand/roundel.webp



The rings fitted as circles to 720 edge points each on the site's file, where the stamp is 570.6 px across. Units are hundredths of that diameter.

### OUTER RING

From 47.4 to 50.0 units out from the centre, where the whole stamp is 100 across.

### LETTERING BAND

Between 30.8 and 47.4: THE KOOTENAY LIST over the top, EST. 2026 under the bottom.

### INNER RING

From 28.3 to 30.8 units out from the centre.

### THE K

A swash K, 34.0 units tall and 32.8 wide, on the centre.

### INK AND PAPER

The master's ink is #10395C on paper #FBEEDA, sampled from the file.




### The master

On its own paper. On a light page it multiplies into the paper, as the site's header does.

masters/roundel.svg




The Kootenay List

### The header lockup

The roundel beside the name in Chivo 700, the gap a third of the roundel's width.




### The wafer seal

The outer paper cleared and the disk kept. For dark grounds and posts, where it reads as a seal.

masters/roundel-wafer.svg




### One colour

The ink alone, on the master's own paths. For vinyl, a rubber stamp and one-ink print.

masters/roundel-one-colour.svg

## CLEAR SPACE




Keep x clear on every side, where x is a quarter of the roundel's width. Type, photo edges and the edge of a card stay outside it.

In the lockup the name sits a third of the roundel's width away, which is 10 px beside the 32 px roundel in the site's header.

## MINIMUM SIZES



**Screen**
32 px, the header



**Favicon**
16 px



**Print**
20 mm across

At 16 px the K carries the mark and the ring lettering turns to texture. That is expected. Anywhere the lettering must read, keep the roundel at 32 px or larger.

## SIX DON'TS



**Don't invert it.**
A colour invert flattens the lettering into a blank disk.



**Don't set the master on a dark ground.**
Its paper prints as a pale square. Use the wafer seal.



**Don't stretch it.**
It is a circle at every size.



**Don't use the old serif K.**
The stamp on the first Facebook cover is not the mark.



**Don't recolour the ink.**
Stamp ink, always.



**Don't add a shadow or a glow.**
A stamp is pressed flat into the paper.

### Silt

#E9F3EF
RGB 233 243 239
CMYK 4 0 2 5

The room the register lives in: the page ground.

### Bone

#F8F3E6
RGB 248 243 230
CMYK 0 2 7 3

Paper objects: cards, the specimen, the deck.

### Manila

#F0E7D3
RGB 240 231 211
CMYK 0 4 12 6

Card stock, drawers, posts and print.

### Stamp blue

#1D487C
RGB 29 72 124
CMYK 77 42 0 51

The one working accent: links, the Stamp, tabs and focus rings.

### Record ink

#1C1F25
RGB 28 31 37
CMYK 24 16 0 85

Type on paper.

### Cedar

#0C1F13
RGB 12 31 19
CMYK 61 0 39 88

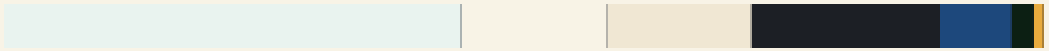
The one dark band on a page.

### Larch

#E8AB3E
RGB 232 171 62
CMYK 0 26 73 9

Cedar's accent, and the gold pulled under the broadside.

## PROPORTION



Silt 44 · Bone 14 · Manila 14 · Record ink 18 · Stamp blue 7 · Cedar 2 · Larch 1

Mostly room and paper. Record ink carries the words, Stamp blue stays under a tenth of any screen, and Cedar makes one dark band with Larch as its only accent.

Opened green #286037 and Closed rust #8E402D mean opened and closed on the List, and nothing else.

## CONTRAST, MEASURED TO WCAG 2.2

**Aa** **14.57:1** Record ink on Silt

**Aa** **13.42:1** Record ink on Manila

**Aa** **8.35:1** Stamp blue on Bone

**Aa** **8.35:1** Bone on Stamp blue

**Aa** **15.52:1** Bone on Cedar

**Aa** **8.46:1** Larch on Cedar

Every pair clears AA for body text (4.5:1). Larch on paper measures 1.84:1 and never carries words. CMYK is an approximate conversion: proof it on the stock before a run.

DISPLAY

Aa

### Chivo, 700 and 900

The broadside: heavy capitals, tight leading, with a Larch pull printed under the ink, 0.028 em right and 0.034 em down, at 80%. One broadside per page.

TEXT

Aa

### Public Sans, 400 and 700

It sets every sentence on the site. Labels and buttons set it at 700 in capitals, tracked 0.06 em.

DATA

Aa

### Spline Sans Mono, 500

Counts, dates, entry numbers and the Stamp, in capitals tracked 0.08 em with tabular figures.

All three are under the SIL Open Font Licence and served through Google Fonts. Fallbacks: Arial for Chivo and Public Sans, Courier New for the mono.

NO. 06

YOUR TURN

## THREE THINGS YOU CAN DO, ALL OF THEM FREE.

### Take your listing into your own hands.

Your listing is already here. It stays free. Claim it to tell people what you do, in your own words, and add your logo and photos.

Mono, 500

LAST CHECKED 14 SEP 2026

Mono entry numbers on ruled lines

001 **Bernie's Wild Game Cutting**

002 **Rocky Mountain Meats**

Button, Public Sans 700

Claim your listing

## THE CONNECTIVE KIT

LAST CHECKED 14 SEP 2026

### The Stamp

The dated chip on every listing, a degree or two off square, in Stamp blue.

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**0417** **Entry**

### The Rule

Numbered hairline entries. Lists and tables are ruled, never boxed.

CASTLEGAR

### The Tab

Index tabs for towns and trades: the filing system made visible.

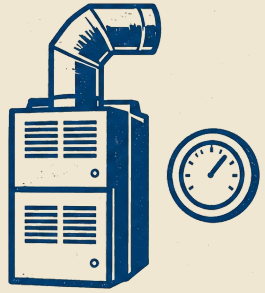
## 5,708 listed

### The Tally

The live count in tabular figures. It moves only when the record does.

## THE PRESS AND THE PHOTOGRAPHS














Category prints, the Castlegar town plate, a regional duotone, the Front Window storefront and the deal's card back, all from the site as shipped.

**01** Illustration comes from one press: two-colour civic screen prints in stamp blue on manila, generated to the locked clause in public/brand/PROMPTS.md with only the subject changed.

**02** Photographs of the region are duotones in stamp blue and manila, and none of them names a place.

**03** Town plates are drawn, never photographed, so nobody mistakes one for a picture of the town.

**04** An owner's photos go up as the owner sent them. The only filter is the refusal list: stock or AI images shown as the business, watermarks, images the owner has no rights to, strangers' children.




## The window decal

5 by 7 inches, printed vinyl on the inside of the glass, reading out to the street. A listed business puts it at eye height by the handle.




## The noticeboard poster

11 by 17 inches on manila stock for halls, co-ops and laundromats, with eight kootenaylist.ca tabs along the foot.



The flat file




## The claim card

7 by 5 inches, sent when a claim goes live. It says what went live, links the record and repeats the standing promise: corrections and removal on request, always.

Every word on every piece is set from the live site. The card shows Kootenay Made Digital's own claimed listing, as it appears on the List.

## PROFILE IMAGE






At the size a feed shows it.

The roundel, the same file as the favicon, on Instagram (@KootenayList) and Facebook (@kootenaylist). The circle crop sits just outside the rim.




## A POST: THE DRAWER

Every business in one town that does one thing, all of them, never a top six. The roundel is struck about 150 px in the bottom corner, a few degrees off square.

### THE CAPTION, IN THE SITE'S OWN WORDS

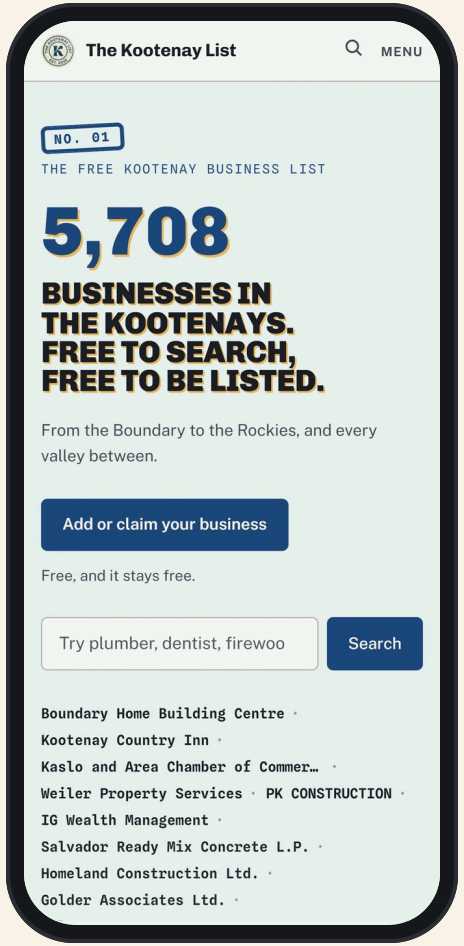
The Kootenay List has 3 butchers & meat in Sparwood, BC: Bernie's Wild Game Cutting, Rocky Mountain Meats and Wes Country Meat and Sausage.

Each one comes from a public source or from its owner, and the list is current as of 28 OCT 2026.

Free to search, free to be listed.

kootenaylist.ca/butchers-meat/sparwood

Lead with what the reader is looking for, then the page that answers it, then the number as evidence. Every name is a live listing, shown as the List shows it, and every figure reconciles with the site on the day it posts.




kootenaylist.ca at 390 px, a headless capture of the live home page, 29 October 2026.

| I SAY | I DON'T SAY |
| --- | --- |
| **Free to search, free to be listed.** | Join the region's premier business directory today. |
| **You should not have to take my word for it.** | Trusted, verified listings you can count on. |
| **Send me a name, yours or the fellow who plows your driveway.** | Submit a new business listing through our online portal. |
| **Ask to come off the List and I'll take you off.** | Removal requests are processed by our support team. |
| **Somewhere in there is a bakery, a farm stand or a fishing guide two valleys over that you've never heard of.** | Discover amazing local businesses near you. |

**THE RULES**

· The List speaks as I, Brett, who runs it.
· Show the date. Never promise accuracy, so never say verified or every entry checked.
· Say what the List has. Never talk about what other directories get wrong, or about paid placement.
· A number earns its place by answering someone's question.
· Grade 8 words: a neighbour gets it the first time through.

The left column is quoted from kootenaylist.ca. The right column is the line each one replaces.




## The roundel

Master on paper. Wafer seal on dark. One colour for vinyl and stamps. Clear space a quarter of its width. Never under 32 px where the lettering must read. A circle, always.

### COLOUR

- **Silt** #E9F3EF
- **Bone** #F8F3E6
- **Manila** #F0E7D3
- **Stamp blue** #1D487C
- **Record ink** #1C1F25
- **Cedar** #0C1F13
- **Larch** #E8AB3E

Stamp blue under a tenth of the screen. One Cedar band at most.

### TYPE

**CHIVO 900**
Display. One broadside per page.

Public Sans
Text 400, labels 700 in capitals.

SPLINE MONO
Counts, dates, entries, the Stamp.

### VOICE

I, Brett. Short sentences a neighbour gets first time.

Show the date, never promise accuracy.

Say what the List has.

### CONTACT

kootenaylist.ca
hello@kootenaylist.ca
instagram.com/KootenayList
facebook.com/kootenaylist

Built and kept by Kootenay Made Digital, Castlegar.

# FREE TO BE LISTED. FREE TO USE.

EVERY LISTING DATED