Kootenay Made Digital

Brand guidelines

EDITION 1.0, 2026

Castlegar, British Columbia

An empire starts with a website you own.

Kootenay Made Digital is my web studio in Castlegar, BC. I design, write and code every site myself, for businesses in the Kootenays and anywhere else. A buyer checks a web designer's own site before anything else, so mine carries proof a visitor can test. The prices are on the services page, the free check-up grades a site in about a minute, and the guides answer what owners ask before they hire anyone.

THE NAME

Kootenay Made Digital is the full name. The logo sets Kootenay Made large with Digital beneath it, KMD is the short form in running copy, and the line under the name is Locally crafted digital. The name says where the work is made. The clients can be anywhere.

PERSONALITY

Neighbourly

I write the way I would talk across a counter in Castlegar. The free check-up asks for no email address.

Accountable

My name is on the work. Questions after launch reach the person who built the site.

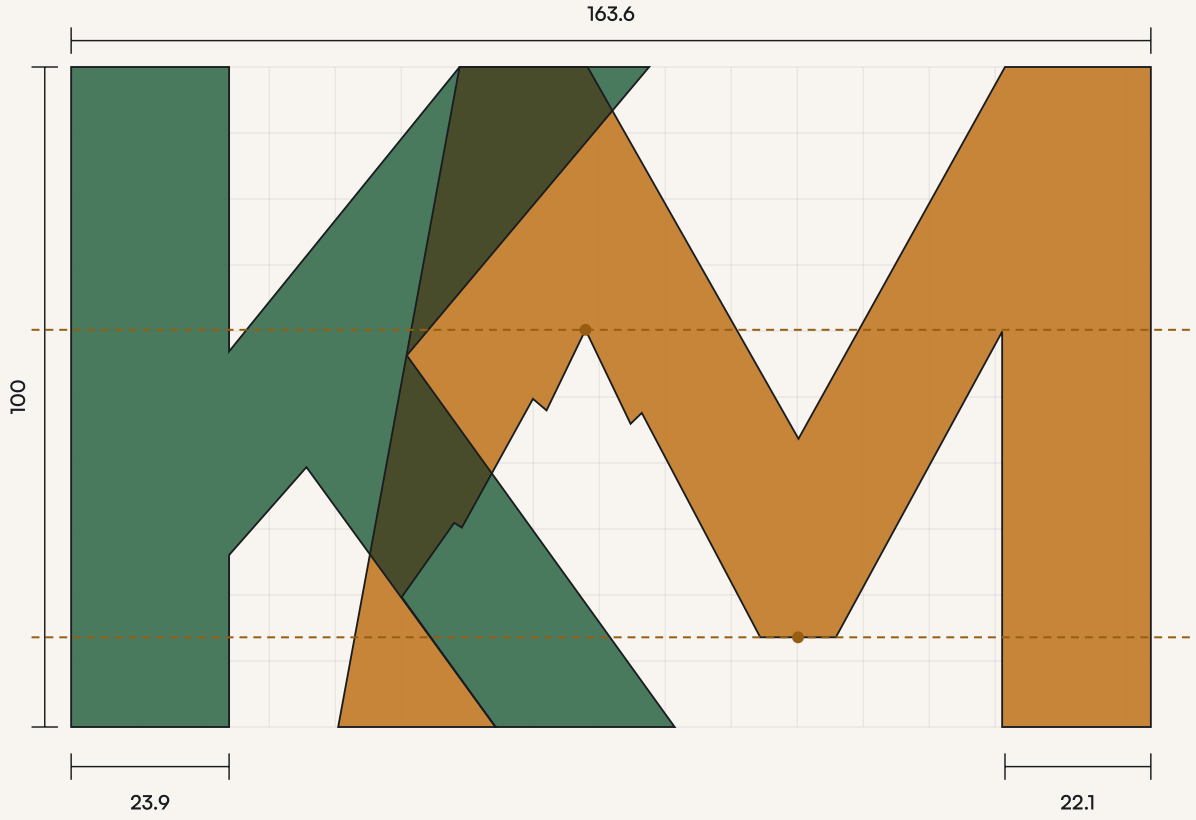
Specific

Every claim carries a number, a place or a way to check it. The prices sit on the services page for anyone to read.

The KM mark

A K and an M cut from one block. The K is green, the M is copper, and a mountain is cut into the M.

Kootenay and Made, with the mountain inside Made. It is the only picture in the logo. It sits where the two letters meet.



CAP HEIGHT

The mark is drawn on a cap height of 100 units and is 163.6 wide.

THE SUMMIT

The space inside the M is one peak with a ledge on each shoulder. Its summit stands 60.2 units above the baseline.

THE V

The M's V stops 13.6 units above the baseline, so the peak and the letter stay two clear shapes.

THE CROSSING

The K's arm rises at 51 degrees and the M's left leg leans 10 degrees. Where they cross, the inks overprint to a darker green.

These outlines are the SVG masters in the masters folder, fitted to the 4K raster at 99.6 percent coverage. Use the file. Never redraw it by eye.

FULL COLOUR ON CREAM

The header lockup, the stacked lockup and the mark







Every version is a file. Use the file, never a rebuild in a design app.

FULL COLOUR ON SLATE

The header as the site carries it, and the mark



The stacked lockup has no full-colour file for dark grounds. On Slate, use it in one colour, Cream.



ONE COLOUR, SLATE

For one-ink print, stamps and forms







ONE COLOUR, CREAM

Reversed on Forest, Slate or a dark photo







CLEAR SPACE



Clear space is x on every side, where x is the width of the K's stem. Keep type, photo edges and folds outside it.

MINIMUM SIZES



Header lockup
120 px on screen
30 mm in print



Stacked lockup
80 px on screen
22 mm in print



The mark
16 px, the favicon
6 mm in print

Below 120 px the word Digital fills in, so use the mark alone. At 16 px the summit inside the M is a notch, and the two colours carry the mark.

SIX DON'TS



Don't stretch it.
Scale it evenly, always.



Don't swap the inks.
The K is green, the M is copper.



Don't tilt it.
The baseline stays level.



Don't retype the name.
The wordmark is artwork. Use the file.



Don't add shadows or glows.
Flat colour only.



Don't set full colour on Copper.
The M disappears. Use one colour.

COLOUR

Slate

#1A1D20
RGB 26, 29, 32
CMYK 19 9 0 87*

The ground of every header, the survey map and the feed.

Cream

#F8F4F0
RGB 248, 244, 240
CMYK 0 2 3 3*

Paper: page grounds, the report, and type on Slate.

Copper

#C17817
RGB 193, 120, 23
CMYK 0 38 88 24*

The M, rules, the map's contours and large type. Text on Slate.

Copper ink

#975E12
RGB 151, 94, 18
CMYK 0 38 88 41*

Copper for small text on Cream, and behind white in buttons.

Forest

#2D6A4F
RGB 45, 106, 79
CMYK 58 0 25 58*

The K, the brush marks and the reversed mark's ground.

River

#4A90A4
RGB 74, 144, 164
CMYK 55 12 0 36*

A cool note inside the map. Used sparingly.

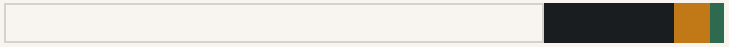
PROPORTION

On screens



Slate 60 · Cream 30 · Copper 7 · Forest 3

On paper



Cream 75 · Slate 18 · Copper 5 · Forest 2

Copper on Cream measures 3.22:1 and fails for small text, so small copper text on Cream is always Copper ink.

Inside the mark, the master files print Mark green #366D4E, Mark copper #C27926 and Overlap #494C2B. Use the files, never a refill from these swatches.

* CMYK is computed from RGB and approximate. Proof it on the stock before a run.

TEXT PAIRS, EVERY ONE AT OR ABOVE THE 4.5:1 OF WCAG 2.2 AA

Aa **15.47:1** Cream on Slate

Aa **4.89:1** Copper ink on Cream

Aa **6.03:1** Muted on Cream

Aa **4.81:1** Copper on Slate

Aa **5.35:1** White on Copper ink

Aa **9.25:1** Muted on dark on Slate

Aa **4.81:1** Slate on Copper

Aa **5.84:1** Cream on Forest

Aa **4.69:1** River on Slate

Aa

Satoshi

Display. Headings, the hero, buttons and labels.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & ? ! ’ • @

Semibold 600 for headings, Medium 500 for buttons, Bold 700 for labels in capitals.

Aa

General Sans

Text. Body copy, leads and every long read.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & ? ! ’ · @

Regular 400 for reading, Medium 500 for emphasis.

HIERARCHY IN USE

Kicker · Satoshi Semibold 11 px · capitals, 0.18 em

NO WEBSITE YET?

Hero · Satoshi Semibold · one copper word

Kootenay web design, built in Castlegar.

Lead · General Sans Regular 17 px

An empire starts with a website you own. I design, write and code every site myself, for businesses anywhere.

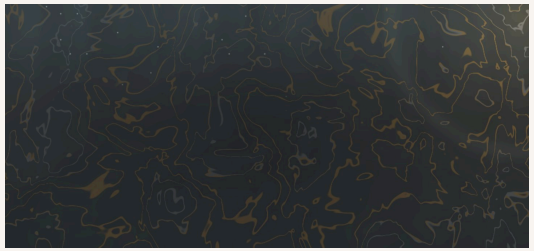
Button · Satoshi Medium 16 px · white on Copper ink

Start My First Website → Get a Free Check-Up →

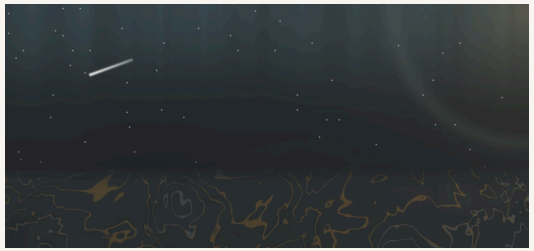
Fontshare lists both faces under its ITF Free Font License, read on 31 October 2026. The licence allows commercial use, print and self-hosting, and the site serves them from its own domain. A printer gets the finished artwork, never the font files.

The survey map

One WebGL shader draws a living survey map of a Kootenay valley, with contour lines and beacons. It runs behind the site, and each page views it through its own lens. These are real frames from the live site, lifted for print.



Home. The valley at night. Contours in cream and copper under an aurora.



Guides. The sky lens. Land below and open stars above, with a shooting star.



Contact. The flare lens. A click sends a signal flare up from the map.

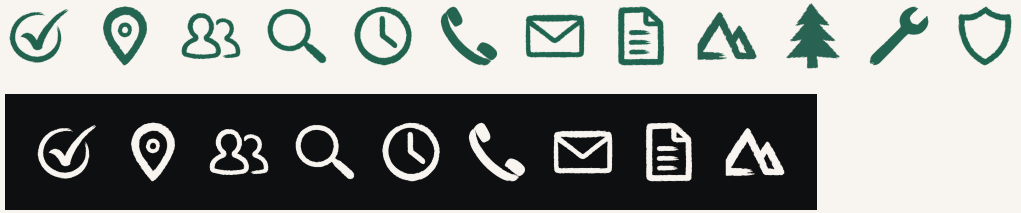


About. Dusk at basecamp in the ember palette.

1. **One map, many lenses.** A new page gets a lens on the same shader, never a new effect.
2. **Alive on the home page.** It moves there from the first frame. The other lenses wake when a visitor moves.
3. **A pause on every map.** It sits at the bottom left of the header.

The brush marks

Twenty-seven icons drawn in one hand: thick strokes, a ragged edge, tapered ends. Forest on light grounds, Cream on dark, judged at 16 to 20 px. A new icon is drawn in the same hand, never taken from a stock set.



Photography

1. **Real captures for proof.** Every site shown is a capture of the live site, never a mock-up.
2. **My face is a real photograph.** No generated person stands in for me or for a client.
3. **Real places.** Scenes are drawn from the Kootenays as they are: brick main streets, river benches, gold larch in October. Never the Rockies postcard.



The portrait on the about page.



THE CHECK-UP REPORT

The free check-up prints on uncoated cream US Letter. The cover carries the site checked, the five things the check-up reads and my contact lines, under the header lockup and a Copper rule.

THE BUSINESS CARD

3.5 by 2 in on charcoal stock, with a blind-embossed mountain line on the front. The back carries my name in copper, the phone, the email and a QR code to the free check-up.



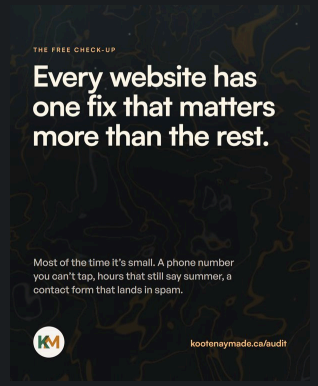
THE EMBROIDERED MARK

The one-colour mark in cream satin stitch, about 9 cm wide on the left chest of a charcoal work jacket. The peak inside the M stays open fabric.

Digital



The profile image: the full-colour mark on Slate, 1080 by 1080, with room to sit inside the platform's circle crop.



The post template

1080 by 1350. Slate with the survey map, a copper kicker in capitals, the headline in Satoshi Bold, the KM roundel and the address. The words are from a real post. Its caption carries both doors: the check-up for a site that exists, a first website for an owner without one.

The phone shows the live home page, a real capture of kootenaymade.ca at 390 px wide.

Voice and tone

I write as myself, Brett, in the first person: a knowledgeable neighbour, warm and specific.

I, always

I build, I reply, I check. KMD can carry a capability line. I am never third person in my own copy.

The free check-up

That is its name in copy and on buttons. Every check-up door has a first-website door beside it.

Clean punctuation

No em dashes. Canadian spelling: colour, neighbour, centre.

I SAY	I DON'T SAY
I design, write and code every site myself, for businesses anywhere.	~~Our team of passionate experts crafts stunning digital experiences.~~
You get the site, and you get me. Questions after launch reach the person who built it.	~~We offer dedicated support every step of the way.~~
Templates help you launch. Custom code helps you compete.	~~Cutting-edge solutions tailored to your unique needs.~~
Someone hears your name, checks you out, and finds a site that feels dated or thin.	~~In today's digital landscape, your online presence matters more than ever.~~
If it does not make the business easier to trust, easier to find, or easier to choose, it does not belong in the build.	~~We leverage best-in-class tools to maximize your ROI.~~

Every line on the left is on kootenaymade.ca today.

Quick reference



THE MARK

The KM mark, a K in green and an M in copper with a peak cut inside it. Full colour on Cream and Slate, one colour on Copper, Forest and photos.

Clear space x on every side, x the width of the K's stem. Header lockup 120 px or 30 mm, stacked 80 px or 22 mm, mark 16 px or 6 mm.

TYPE

Satoshi for headings, buttons and labels. General Sans for reading. Both from Fontshare.

COLOUR

- Slate #1A1D20
- Cream #F8F4F0
- Copper #C17817
- Copper ink #975E12
- Forest #2D6A4F
- River #4A90A4

Small copper text on Cream is Copper ink. Every text pair here measures 4.5:1 or above.

THE LOOK

The survey map behind every header, one lens per page, a pause at the bottom left. Brush marks for every content icon.

PHOTOGRAPHY

Real captures, real portrait, real Kootenay places.

VOICE

I, never we. Neighbourly, accountable, specific. The free check-up beside a first-website door.



Kootenay Made Digital

Locally crafted digital. Castlegar, BC.

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