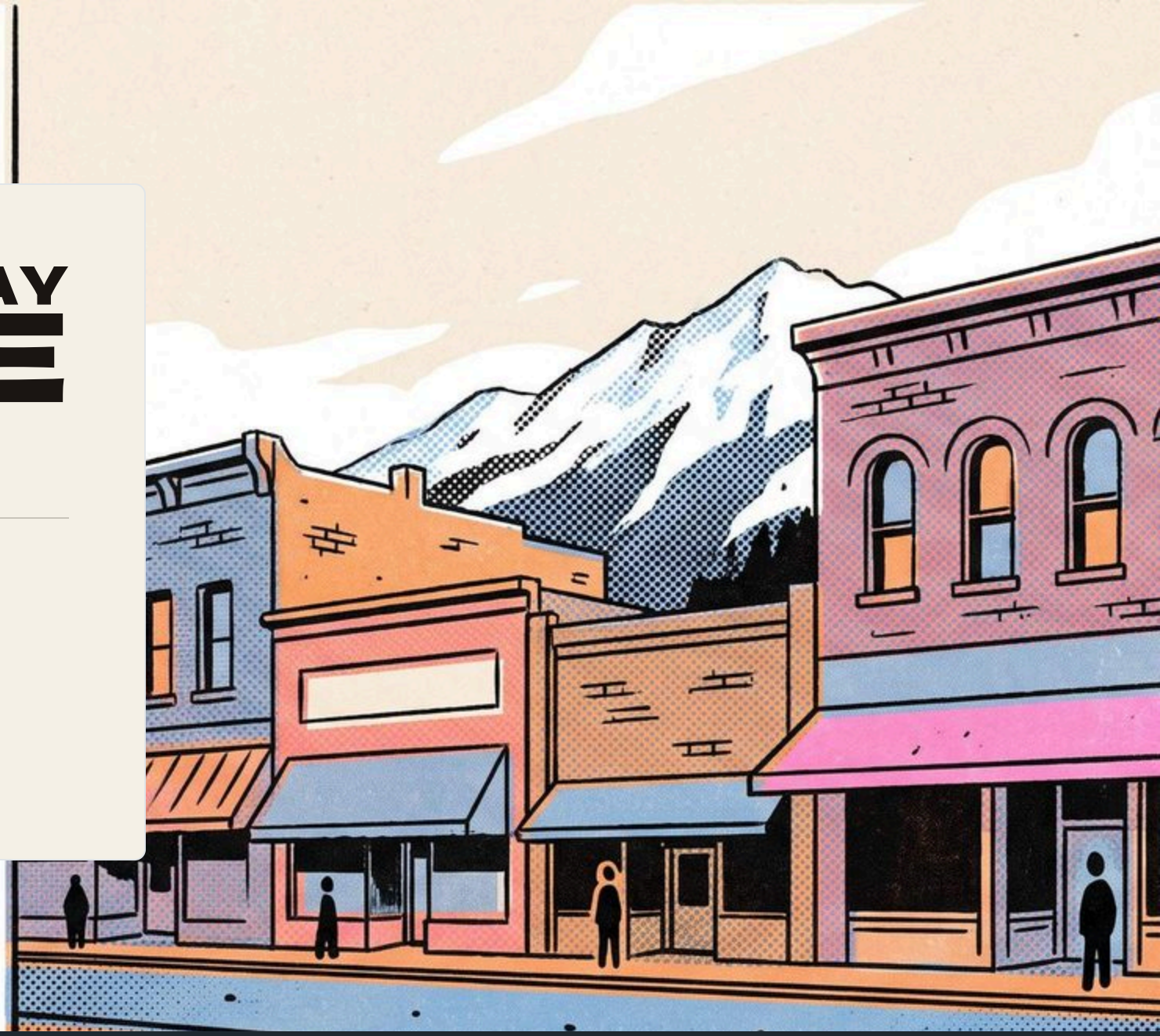
THE KOOTENAY SLATE

BRAND GUIDELINES

EDITION 1.0 · 2026



WHAT'S ON THE SLATE.

The Kootenay Slate puts the region's events on one wall in start-time order: tonight first, then the weekend, then the rest. It reads the public calendars most mornings, from town halls and libraries to arts councils and venues. Every poster says who the event is for and what it costs when the source says so, and it links back to the calendar it came from. If the source did not say, the field stays blank. I keep it from Castlegar. It is free to read and free to post on.



THE NAME

The name is the sandwich board a pub or hall stands on the sidewalk with tonight chalked on it. The mark is that board, with the S of Slate chalked in.

PERSONALITY

FRESH

Pasted most mornings, and the stamp on the wall says when.

EXACT

It states who an event is for and what it costs, and leaves a blank before it would guess.

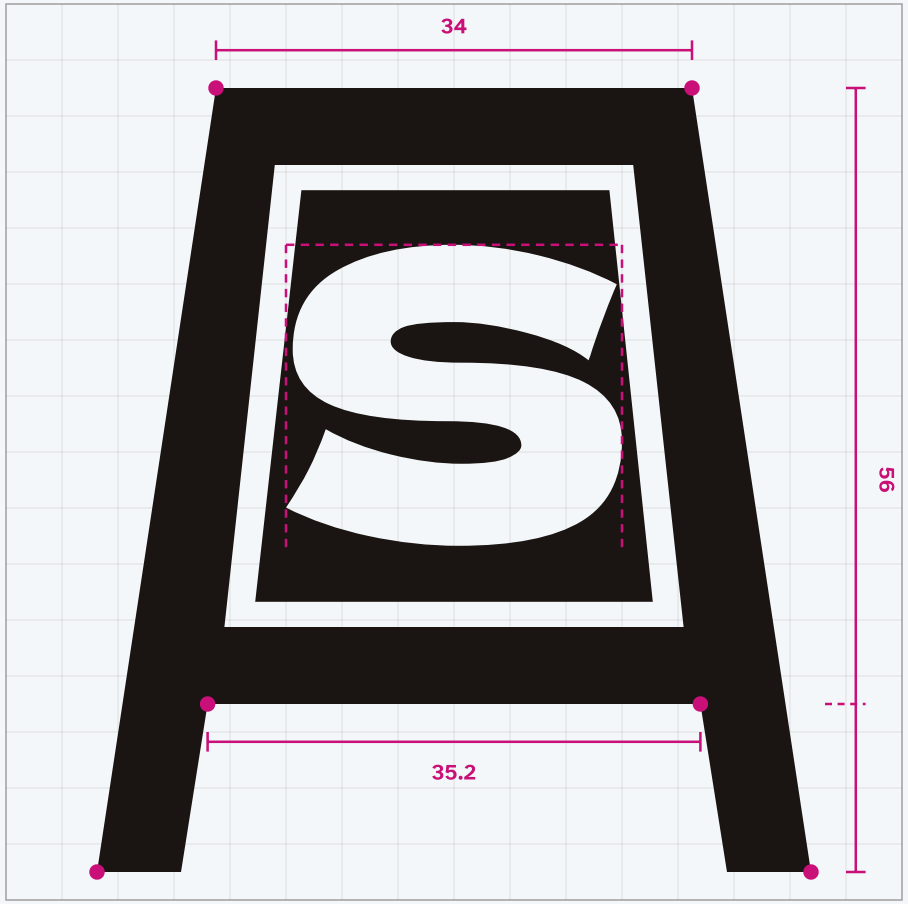
PLAYFUL

Riso inks and wood-type posters, made for kids, parents and grandparents alike.

THE BOARD

The sandwich board a pub or hall drags onto the sidewalk to chalk up what is on tonight. Every small town already uses one for exactly this job.

It is one silhouette in one colour. The frame line and the S are holes cut out of it, so it prints as chalk on slate or ink on paper with a single fill.



Drawn from the master vector on its 64-unit square. Redraw from the file, never by eye.

THE BOARD

A trapezoid, 15 to 49 at the top, 14.4 to 49.6 at the foot of the face, y 6 to 50.

THE FRAME LINE

1.8 units wide, cut out of the board, so the ground shows through.

THE S

Dela Gothic One's own outline, 24 units wide, its top at y 17.2, on the board's axis.

THE LEGS

Down to y 62, six units wide at the foot.

THE WORDMARK

THE KOOTENAY SLATE

Cut from Dela Gothic One's outlines, tracked +0.01 em. THE KOOTENAY sets the measure and SLATE is scaled to fill it: 1000 by 246 units, 4.06 to 1.

ON THE SLATE BAND

Chalk, the primary use: the header and the footer







ON THE WALL

Ink, wherever the ground is light







THE SLATE CHIP

Chalk on a slate tag, for any ground







THE APP ICON

The Board on a slate square





The tab, the home screen and the installed app. From 24 px the S reads. At 16 the silhouette carries it.

CLEAR SPACE



Clear space on every side is the height of the S in SLATE. On the slate chip that space is the chip's own padding, so a chipped mark needs nothing added.

MINIMUM SIZES

THE KOOTENAY SLATE

Stacked
120 px wide

THE KOOTENAY SLATE

One line
200 px wide

The Board
16 px, the S reads from 24

Below these the first line closes up. In the header the Board sits at 30 px beside the one-line wordmark, and in the footer at 88 px beside the stacked one.

SIX DON'TS

The Kootenay Slate

THE KOOTENAY SLATE

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THE KOOTENAY SLATE

- **Don't retype it.** The mark is paths, never live text.
- **Don't stretch it.** Set it by width, height follows.
- **Don't tint it.** Chalk, ink or the chip. Never pink.
- **Don't soften the chip.** Sharp corners, no shadow.
- **Don't swap the grounds.** Ink on the wall, chalk on slate.
- **Don't use two colours.** One fill, every time.

COLOUR

SLATE BAND

#1E2830
RGB 30 40 48
CMYK 37 17 0 81*

The header, the footer and the dusk.

SLATE TAG

#2A343D
RGB 42 52 61
CMYK 31 15 0 76*

The Tag and the chip, chalked.

CHALK

#EEEBE4
RGB 238 235 228
CMYK 0 1 4 7*

Words and the mark on slate.

WALL

#F4F7F9
RGB 244 247 249
CMYK 2 1 0 2*

The ground of every page.

PASTE

#F4F0E6
RGB 244 240 230
CMYK 0 2 6 4*

Poster paper, on posters only.

INK

#1A1512
RGB 26 21 18
CMYK 0 19 31 90*

Wood-type words and body text.

RISO PINK

#F14499
RGB 241 68 153
CMYK 0 72 37 5*

The one colour that acts, under black ink.

PINK DEEP

#C90F78
RGB 201 15 120
CMYK 0 93 40 21*

Links, prices and the button.

PROPORTION



The wall takes 60 to 70 percent of a page. Pink stays under 10 percent of any screen.

MEANING INKS

The only colours that mean something, each with its deep partner, always beside its word.

Family #85BCF5 · #1467C2

Outdoors #83D494 · #007835

Music #FEA668 · #A94800

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

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

Aa **16.83:1** Ink on Wall

Aa **15.91:1** Ink on Paste

Aa **5.26:1** Ink 3 on Paste

Aa **10.64:1** Chalk on Slate tag

Aa **12.59:1** Chalk on Slate band

Aa **5.11:1** Pink deep on Wall

Aa **5.11:1** Wall on Pink deep

Aa **5.20:1** Ink on Riso pink

Aa **9.06:1** Ink on Family

Aa **5.21:1** Family deep on Wall

Riso pink is a fill and never text on the wall: it measures 3.24:1 there. Words in pink are set in Pink deep.

Aa

DELA GOTHIC ONE

The poster voice. One weight, capitals, display sizes only, tracked +0.01 em.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 & ? ! ' ·

All six faces are open source: the SIL Open Font License 1.1, and Apache 2.0 for Permanent Marker. The site serves them from its own domain.

Aa

ATKINSON HYPERLEGIBLE NEXT

Every line a reader acts on. Body at 400, labels at 700 in capitals, tracked 0.06 em, figures tabular.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & ? ! ' ·

HIERARCHY IN USE

Wall headline · Dela Gothic One

THIS WEEKEND

Label · Atkinson 700, capitals

FRIDAY, OCTOBER 30 TO SUNDAY, NOVEMBER 1

SAT 8 PM

Halloween Punk Show

The Legion, Fernie

Body · Atkinson 400

Every poster tells you two things other calendars skip: who it is for, and what it costs.

THE PRINT SHOP TYPECASE, FOR POSTERS ON THE WALL

Halloween Rave

Anton
Long titles, tall wood type

Halloween in Fernie!

Alfa Slab One
The flyer heading

Elks Hall, Fernie

Courier Prime
The typewriter line

WEEKLY

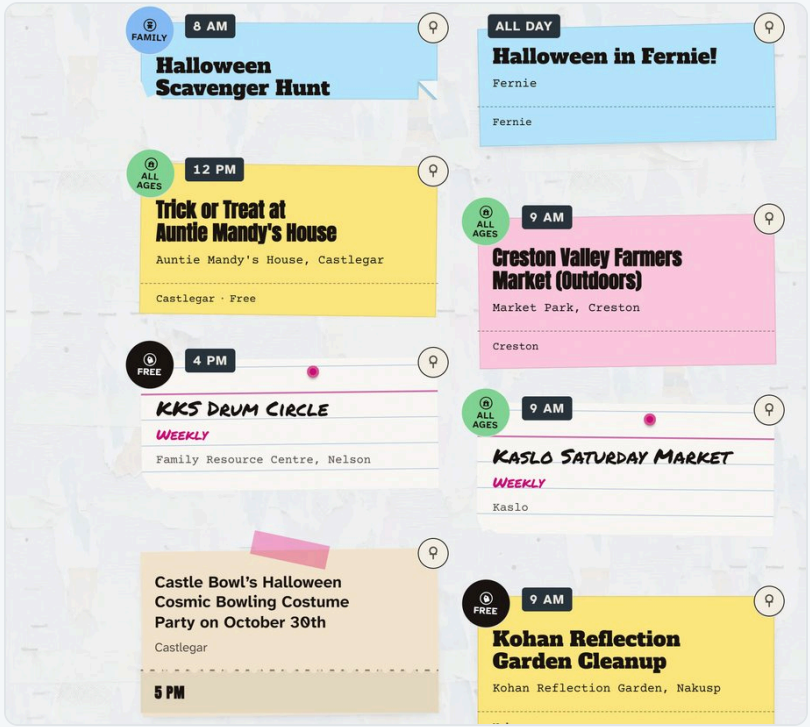
Permanent Marker
The hand on index cards

THE POSTER WALL

Every event is a piece of paper on one wall: a poster, a flyer, an index card, a ticket or a handbill, chosen by the event's own data and pasted in start-time order.

1. **The Tag.** A chip of slate, chalked with the time.
2. **The Sticker.** Who it is for, in a meaning ink, with its word.
3. **The Pin.** The one circle. Tap it to plan a night out.
4. **The Strip.** A cancelled show keeps its poster, struck across.

Pink acts and never means. Family, outdoors and music are the inks that mean, and each sits beside its word, so colour is never the only cue.



The live wall, This weekend, captured 29 October 2026.

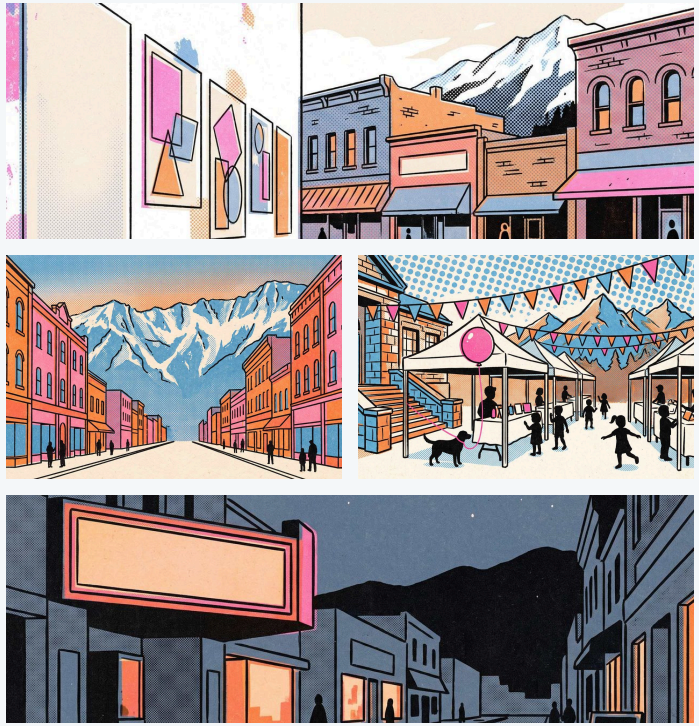


ILLUSTRATION: THE RISO PLATES

1. **Four inks only.** Black, fluorescent pink, a soft riso blue and a warm orange, on warm uncoated paper.
2. **Printed, never photographed.** Flat shapes, bold outlines, halftone grain, inks misregistered a millimetre or two.
3. **Wordless.** No plate carries lettering. The site's type carries the words.
4. **Real places, no faces.** Towns drawn from their own landmarks, people as small silhouettes at most.



THE KOOTENAY SLATE

PRINTED FROM THE WALL AT KOOTENAYSLATE.CA/FERNIE

FERNIE

FRIDAY, OCTOBER 30 TO THURSDAY, NOVEMBER 12, 2026

The next two weeks on the Fernie wall, in time order, with who each one is for when its board said so.

FRI OCT 30
1:30 pm — Tea & Talk Book Club: October — Fernie Heritage Library

SAT OCT 31
All day — Halloween in Fernie! — Fernie Visitor Info Centre, 102 Commerce Road
11 am — Halloween Movies at the Vogue! — Vogue Theatre
1 pm — Fernie Cemetery Walking Tours — St Margaret's Cemetery
8 pm — Halloween Punk Show — The Legion
10 pm — A Nightmare on Main St — Northern Bar & Stage
10 pm — Halloween Rave — Elks Hall

SUN NOV 1
1 pm — Fernie Cemetery Walking Tours — St Margaret's Cemetery

TUE NOV 3
3:30 pm — Youth Workshop: Nature Colours Tote Bag — The Fernie Arts Station Upstairs Studio — FAMILY
6:30 pm — Begonia — Knox on 2nd

THU NOV 5
6:30 pm — 100 Women Who Care Fernie Giving Event — SOAR Studios

FRI NOV 6
5:30 pm — Fast Ski Swap 2026 — Max Turyk
6:30 pm — A Luxurious Experience Fernie Premier — Vogue Theatre
7 pm — Fernie Ghostriders vs Osoyoos Coyotes — Fernie Memorial Arena — ALL AGES

SAT NOV 7
10 am — Christmas in the Country Farmers' Market — 7369 Jaffray Village Loop Road, Jaffray — ALL AGES
7 pm — Fernie Ghostriders vs Princeton Posse — Fernie Memorial Arena — ALL AGES

SUN NOV 8
10 am — Christmas in the Country Farmers' Market — 7369 Jaffray Village Loop Road, Jaffray — ALL AGES
8 pm — Genevieve Racette — Knox on 2nd

TUE NOV 10
7 pm — Fernie Ghostriders vs Kimberley Dynamiters — Fernie Memorial Arena — ALL AGES

WED NOV 11
9 pm — Reuben and the Dark — Northern Bar & Stage

THU NOV 12
7 pm — Jingle & Mingle Shopping Social — 441 2nd Ave
7 pm — Life Drawing — The Fernie Arts Station

EVERY WEEK

MONDAYS · 7:30 PM — Jam Night at Kodiak Lounge — 892 6th Ave
THURSDAYS · 5 PM — Jam Night at Freshies — Freshies Cafe
TUESDAYS · 10:30 AM — Fernie Fibre Guild — The Arts Station
THURSDAYS · 9 PM — Karaoke Thursdays at the Kodiak — Kodiak Lounge
TUESDAYS · 7 PM — Fernie Community Choir — The Arts Station
FRIDAYS · 9 PM — Music Bingo Night at Kodiak Lounge — 892 6th Ave

The whole wall — Scan for every Fernie poster.

Got a poster? Snap it and put it on the wall, free.

Confirm with the organiser before you drive. kootenayslate.ca

FERNIE · TWO WEEKS

THE BI-WEEKLY SHEET

US Letter, two riso inks, black and pink, on uncoated paper. Two weeks of one town's wall in time order, with what happens every week along the foot. Every event on it is on the live Fernie wall.



THE CAFÉ-BOARD POSTER

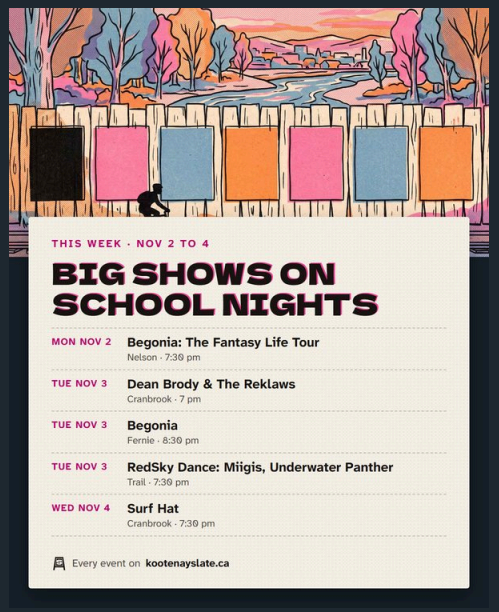
11 by 17 in, a plate across the top and the slate band along the foot. It carries no event, so it stays true for as long as it hangs.



THE COUNTER TENT CARD

4 by 6 in a face, folded into its own small A-frame, for a library desk or a café counter. It asks for posters, in three steps.

ON THE PHONE



The weekly post

1080 by 1350, a riso plate over a paste card on the slate. The kicker is pink and the headline is in the poster voice. Each row is one real event with its date, town and time, and the foot points to kootenayslate.ca.

The profile image. The Board in ink on a riso pink disc with a slate ring, the brightest of three tested in a feed, made from the vector and never generated.

The phone is the live site, captured headless on 29 October 2026: the wall's pasted stamp, the line that says what is on, and the five tabs along the foot. The Slate posts on Instagram as @kootenayslate and on Facebook.

I SAY, I DON'T SAY

The Slate speaks as I: Brett, keeping the wall from Castlegar. Buttons and tabs say what they do: Tonight, Kids, Add an event. The wall's own words, pasted and the slate, live in the headings.

FRESH

I say when the wall was pasted, to the minute.

EXACT

I give the day, the time and the room, and leave a blank before a guess.

PLAYFUL

I keep it light. Posters shout, the controls stay calm.

I SAY	I DON'T SAY
What's on the slate.	Discover the best events happening near you!
Only what a board said welcomes children.	Fun for the whole family!
If the source did not say, the poster stays blank.	Details coming soon!
Got a poster? Snap it and put it on the wall, free.	Submit your event today and reach thousands of locals!
If something is wrong, tell me and I will fix it.	We value your feedback.

Every line on the left is on the live site today.

QUICK REFERENCE



THE MARK

The Board, one evenodd path on a 64-unit square, the S cut from Dela Gothic One. Chalk on slate, ink on the wall, or the slate chip, always in one colour.

Clear space: the height of the S in SLATE. Stacked 120 px, one line 200 px, the Board 16 px.

TYPE

Dela Gothic One for poster words, in capitals. Atkinson Hyperlegible Next for everything a reader acts on. Anton, Alfa Slab One, Courier Prime and Permanent Marker on the posters.

COLOUR

- Slate band #1E2830
- Slate tag #2A343D
- Chalk #EEEBE4
- Wall #F4F7F9
- Paste #F4F0E6
- Ink #1A1512
- Riso pink #F14499
- Pink deep #C90F78

Pink is the button, the price and the pin. Every text pair measures 4.5:1 or above.

THE LOOK

The poster wall: the Tag, the Sticker, the Pin and the Strip. Posters on the wall's cool white, paste paper on posters only.

ILLUSTRATION

Riso plates in four inks, wordless, with real places and no faces. Venues are drawn, never photographed.

VOICE

I, Brett, from Castlegar. Fresh, exact, playful. Say who it is for and what it costs, or leave it blank.



THE KOOTENAY SLATE

kootenayslate.ca

hello@kootenayslate.ca · @kootenayslate on Instagram
Built and kept by Kootenay Made Digital