POWDERHORN BASIN

Brand Guidelines



EDITION 1.0, 2026

Concept build by Kootenay Made Digital

EVERY MORNING STARTS AT 5:45.

Powderhorn Basin is a guide-owned cat and heli operation in the Selkirks above Muleshoe, BC, at the end of the plowed road. Before anyone skis, the guides meet, read the new snow and set the run lists. The brand works the same way. It shows a first-timer which group fits them, what the week costs with tax, and what happens when it storms.

PERSONALITY

STRAIGHT

A guest sees the price with tax, the storm rules and the open weeks without having to ask.

PATIENT

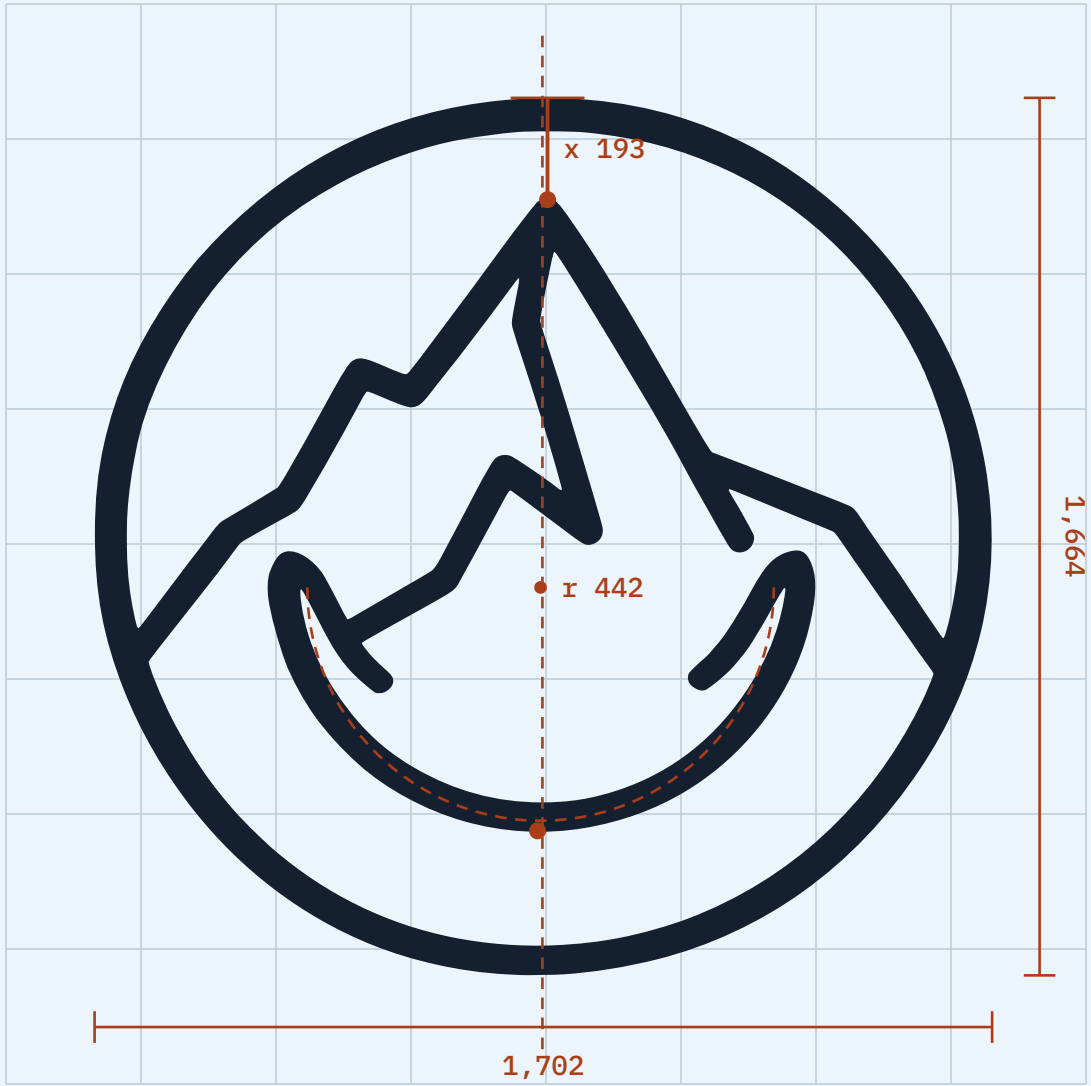
A strong resort skier who has never ridden a cat finds their group in one tap.

CAREFUL

We say how the guides manage avalanche risk every morning, and that nobody can remove it.

A NAMING NOTE

The full name is Powderhorn Basin Cat + Heli, with a plus sign. Powderhorn Basin is the short form. The Horn is the summit at 2,610 m. The business is always Powderhorn Basin.



THE HORN IN ITS BASIN

The summit of the tenure rising out of the basin below it, inside one ring. It is the badge's own peak and bowl, drawn again without the lettering so it reads at header size.

01 **The ring**
Drawn by hand, 1,702 wide and 1,664 tall on the 2,048 master, so two per cent wider than it is tall. Keep it as drawn and never swap in a perfect circle.

02 **The Horn**
The apex sits on the ring's centre line, 193 below the ring's top edge. That gap is x, the unit for clear space on page 5.

03 **The bowl**
An arc of radius 442 on the same centre line, its low point 558 below the ring's centre.

04 **One pen**
The ring is 59 thick and the drawing inside it 55, near enough one weight, so the mark prints in one colour at any size.

Measured on the 2,048 px master the site's header mark is cut from. Grid lines every 256 units.

ON SNOWFIELD

Ink on the page ground







The badge, the lockup and the mark

ON NIGHT

Frost on the 5:45 ground







ON SLATE

Chalk on the board

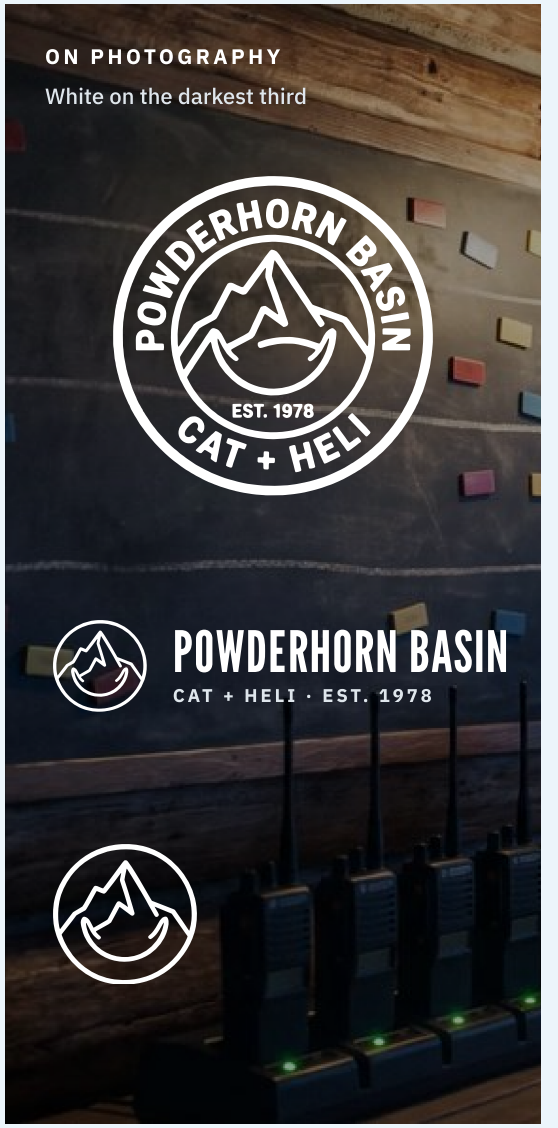






ON PHOTOGRAPHY

White on the darkest third



Three versions: the badge for anything 112 px and up, the lockup for headers and letterheads, the mark alone for small sizes and profile images. Each in one colour, never two.

CLEAR SPACE

x

POWDERHORN BASIN
CAT + HELI · EST. 1978

x is the gap between the top of the ring and the peak of the Horn, about a ninth of the mark's height. Keep x clear on every side of the badge, the lockup and the mark, with type, photo edges and folds outside it.

MINIMUM SIZES



Badge
112 px, 30 mm

POWDERHORN BASIN
CAT + HELI · EST. 1978

Lockup
name at 28 px, 7 mm

Mark
38 px, 10 mm

Below 112 px the badge's ring lettering closes up, so the site's header carries the mark at 38 to 52 px instead. League Gothic is never set below 28 px, so the lockup stops there.

SIX DON'TS

× Don't stretch it.
The ring stays as drawn.

× Don't colour it Signal.
Signal is for buttons.

× Don't rotate it.
The Horn points up.



× Don't set it on noise.
Use the darkest third.

× Don't add effects.
No outline or shadow.

× Don't shrink the badge.
Below 112 px use the mark.

SNOWFIELD

#ECF5FB
RGB 236 245 251
CMYK 6 2 0 2*

The page ground, every snow page

INK

#142030
RGB 20 32 48
CMYK 58 33 0 81*

Text on snow; the black diamond

NIGHT

#0A1423
RGB 10 20 35
CMYK 71 43 0 86*

The 5:45 meeting and the evening

SLATE

#22272C
RGB 34 39 44
CMYK 23 11 0 83*

The board and the seat card

TRAIL BLUE

#1762B6
RGB 23 98 182
CMYK 87 46 0 29*

The blue square on snow

SIGNAL

#E14C2F
RGB 225 76 47
CMYK 0 66 79 12*

Buttons and the seat marker only

PROPORTION



Mostly snow. Night for the early meeting and the evening, Slate for the board, Ink for words. Signal stays under a tenth of any screen or page, and one accent per page.

* CMYK is converted from RGB and approximate. Proof it with the printer before a run. Ink 3 and Signal Ink are the site's text partners for meta and orange words on snow.

CONTRAST, MEASURED TO WCAG 2.2 AA: EVERY PAIR AT 4.5:1 OR ABOVE

AA 14.87:1 Ink on Snowfield

AA 5.40:1 Ink 3 on Snowfield

AA 5.57:1 Signal Ink on Snowfield

AA 5.50:1 Trail Blue on Snowfield

AA 16.05:1 Frost on Night

AA 4.64:1 Signal on Night

AA 4.64:1 Night on Signal

AA 12.28:1 Chalk on Slate

HORN

Aa

League Gothic
Display only, always capitals

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Regular 400. Never below 28 px. SIL Open Font License 1.1, The League of Moveable Type.

IBM Plex Sans
Everything you read

ABCDEFGHIJKLM
abcdefghijklm
nopqrstuvwxyz

Medium 500 body, SemiBold 600 buttons, Bold 700 labels. SIL Open Font License 1.1, IBM.

IBM Plex Mono

05:45 · 2,610 m · 1,540 m

Medium 500, tabular figures: times, heights, prices.

HIERARCHY IN USE

Headline · League Gothic · 64 px

CAT + HELI.
DEEP ALL DAY.

Lead · Plex Sans 500 · 18 px

Small-group cat skiing in BC's Selkirks, heli days on top.

Label · Plex Sans 700 · 11 px, tracked 0.16 em

FIND YOUR GROUP

Figures · Plex Mono 500 · 15 px

First cat 08:00 · last pickup 16:00

Body · Plex Sans 500 · 14.5 px, leading 1.6

Pick the line that sounds like you, and the board seats you.

TRAIL MARKS AND THE BOARD

Three devices carry the look: trail-map symbols, the slate board, and the radio rule between sections.

Blue square, the first-week end

Black diamond, the deep end

Always the shape and the word together, never colour alone. Cat Two wears both.

CAT TWO · JUNIPER

Dev Tarrant leads, with a second guide

10 to 12 runs a day · steady pace

The seat card: a slab of the board with the Signal edge. It carries a guest's cat, guide and pace to every surface.

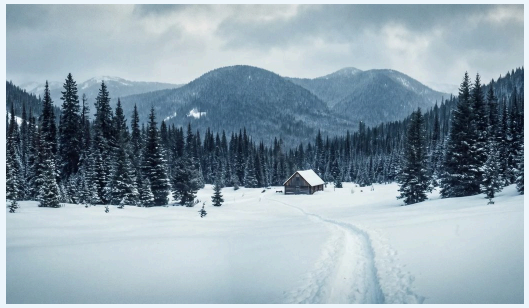
The radio rule: two keylines and a short burst. Only on the seam between two sections, never as decoration.











PHOTOGRAPHY

01 **The real hours.** Blue light before the meeting, flat storm light, high daylight on snow. Golden light only when the day ends there.

02 **Machines as built.** Cats with their tracks, cab and passenger box. The A-Star with three main rotor blades.

03 **People at work.** Dev in the study pit, guests at the landing, the long table at dinner. Nobody posing.

04 **Selkirk ground.** Fir and spruce timber and rounded forested ridges, never jagged Alps.





GUEST PASS

54 by 86 mm on rigid card, slot punched for a lanyard. The seat card made physical: Slate with the Signal edge, the cat in League, the guide, the week. Handed out at the day-one briefing.

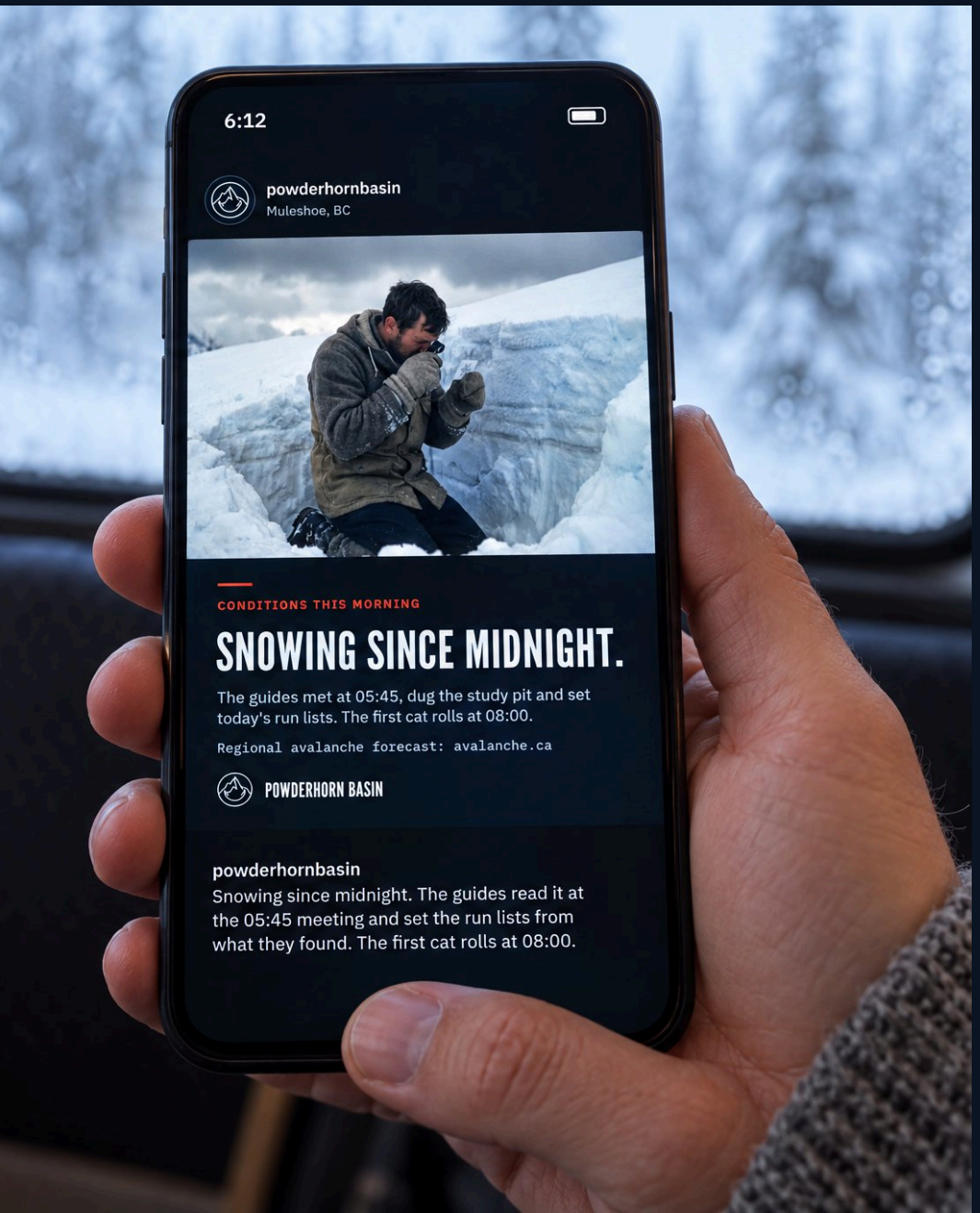
DAY ONE SHEET

US Letter on uncoated stock, left on the boot-room bench the first morning. The day's times from the site, in Plex Mono, and what the guides do at 5:45.

CAB DECAL

White cut vinyl on the passenger cab, the badge 600 mm across with the cat's number and name in League beneath. One colour on the fleet's own red paint, with no backing panel and no maker's badge beside it.

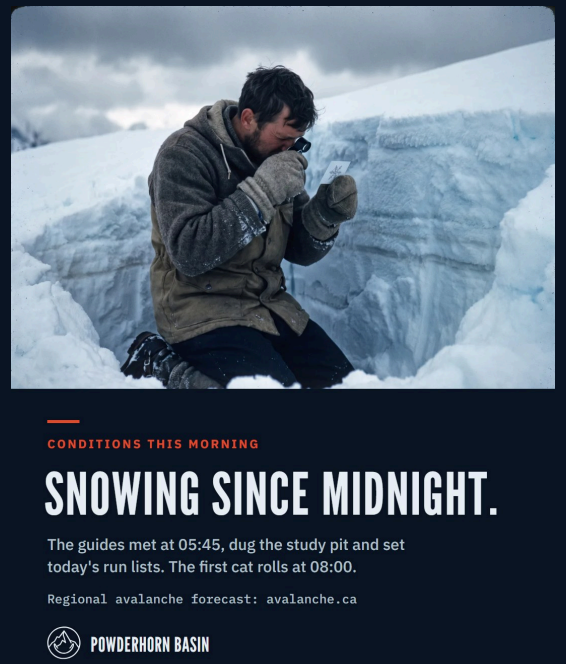
Every word on these pieces comes from the site: the group, the guide, the week and the day's times.





PROFILE IMAGE

The mark in Frost on Night, 1080 by 1080, sized for the circle crop. The badge's ring lettering closes up at avatar size, so the mark stands alone here.



POST TEMPLATE

Conditions this morning, 1080 by 1350. A site photo above, a Night panel below, the headline in League. It reports what the guides did and points to the regional avalanche forecast at avalanche.ca. It never rates the snow or promises the day.

PHONE

The post on a guest's phone in the cat on the way up, where the morning's word gets read.

VOICE AND TONE

Powderhorn writes as the people who run the basin, in the first person: we, our guides, the lodge.

NAME THE THING

The creek road, the study pit, the 5:45 meeting.

GIVE THE NUMBER

With its unit, its tax and where it came from.

SAY THE LIMIT

What the guides do every morning, and what nobody controls.

WE SAY	WE DON'T SAY
Pick the line that sounds like you, and the board seats you.	~~Adventures for every ability level!~~
We manage avalanche risk every morning, and nobody can remove it.	~~Your safety is our top priority.~~
Take two powder lessons at a resort first, then come to the first-week group next season.	~~Anyone can ski powder!~~
Boards ride the fall-line glades. We lend telescopic poles for the two traverses.	~~Snowboarders welcome!~~
Last pickup is at 16:00 at the creek road.	~~Ski until you drop!~~



THE MARK

Badge from 112 px or 30 mm. Mark alone from 38 px or 10 mm. One colour only.

Clear space x on every side: the gap from the ring to the Horn's peak.

TYPE

League Gothic caps for display, never under 28 px. Plex Sans 500 to read, Plex Mono 500 for figures.

COLOUR

- #ECF5FB Snowfield
- #142030 Ink
- #0A1423 Night
- #22272C Slate
- #1762B6 Trail Blue
- #E14C2F Signal

Signal under a tenth of any page. Every text pair at 4.5:1 or above.

THE LOOK

Trail marks with their words. The seat card on Slate. The radio rule on seams only.

PHOTOGRAPHY

The real hours, machines as built, people at work, Selkirk ground.

VOICE

We, the people who run the basin. Name the thing, give the number, say the limit.

CONTACT

bookings@powderhornbasin.example
1-250-555-0184



CONCEPT BUILD BY KOOTENAY MADE DIGITAL

kootenaymade.ca

Concept build by Kootenay Made Digital. The operator, its people, the town of Muleshoe and every figure are fictional. The airports and the mountains are real.