

Vale Realty

Brand Guidelines

EDITION 1.0, 2026

Concept build by Kootenay Made Digital



Every home seen from the water first.

A NAMING NOTE

Vale Realty is the concept site's name, kept here unchanged. For a real BC agent I'd flag it. Under BCFSAs rules a name ending in "Realty" can read as a brokerage, so a real Callum would trade as "The Vale Team" or "Vale Realty Group", with his brokerage named beside it on every sign.

On Kootenay Lake, a good agent takes buyers out in a boat before the showing. Listing photos are shot from the driveway and hide what a lakefront buyer pays for: the shore, the dock and the winter depth. Vale Realty starts at the waterline.

PERSONALITY

Calm

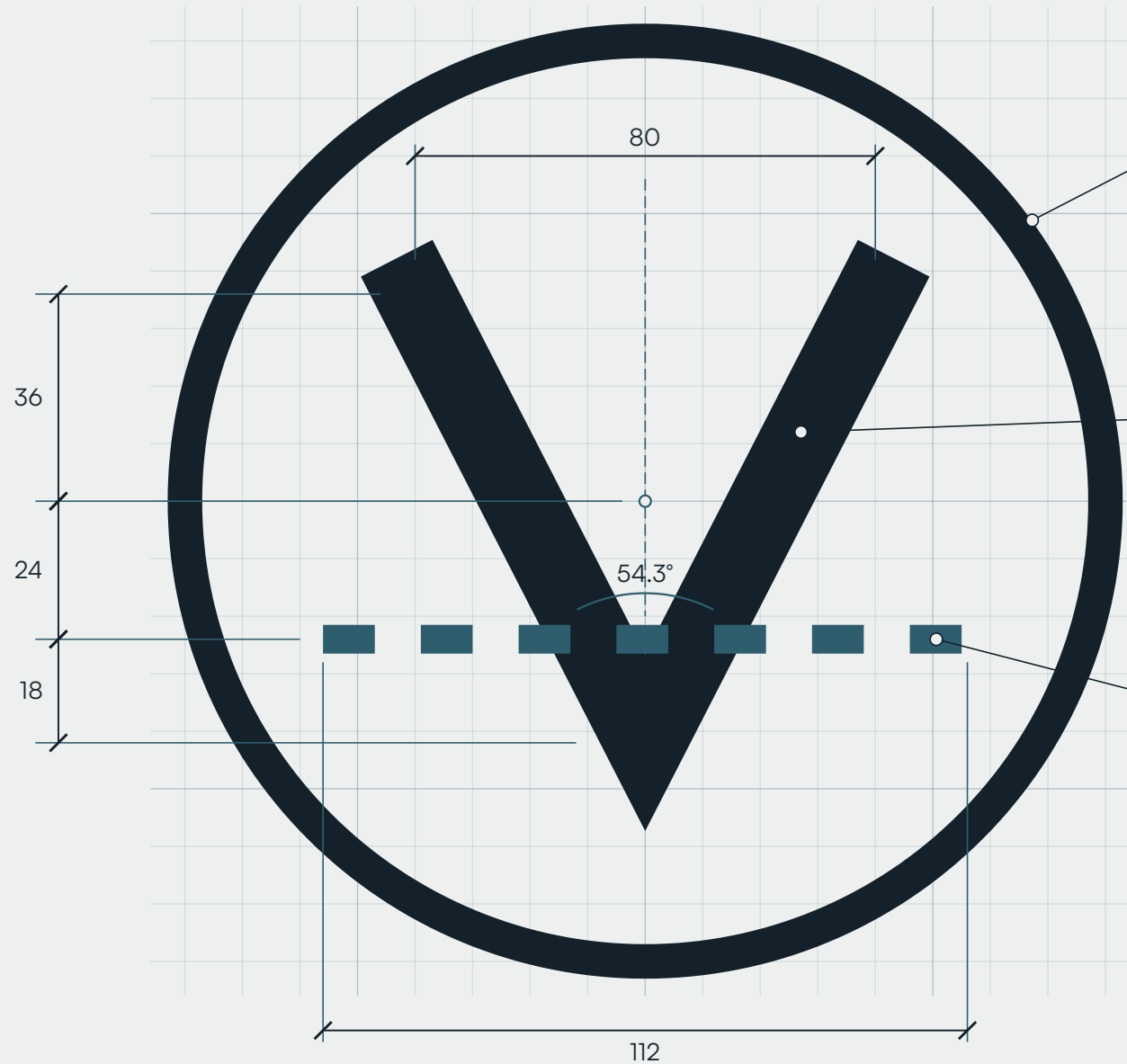
The page stays quiet so the water is the loudest thing on it.

Local

Kootenay Lake by name: the West Arm, the Balfour ferry, the February low.

Exact

The numbers that matter, measured, and nothing rounded up to sound better.



Sounding ring

The circle around a depth read from the boat, drawn at radius 80 with a stroke of 6.

V for Vale

The initial, cut heavy at 14 so it still reads at 24 px. The arms climb at 62.9°.

The waterline

Seven dashes in Terrain Teal, 9 on and 8 off at stroke 5. Land above, water below.

Measured from the master SVG on a 200-unit square. Redraw from these numbers, never by eye.

ON MIST

Full colour

 Vale Realty
Vale Realty

ON SEA INK

One colour, Mist

 Vale Realty
Vale Realty

ON TERRAIN TEAL

One colour, Mist

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ON PHOTOGRAPHY

Mist on a 70% Sea Ink scrim

 Vale Realty
Vale Realty

CLEAR SPACE



Clear space x is a quarter of the ring's diameter, on every side. Nothing enters it: not type, not a photo edge, not a fold.

MINIMUM SIZES, AT ACTUAL SIZE WHEN PRINTED AT 100%



Below 24 px the dashed waterline merges into a bar. 16 px is for the browser tab only, where the V carries it.

SIX DON'TS



✗ **Don't stretch it.**
Scale it evenly.



✗ **Don't recolour it.**
Palette colours only.



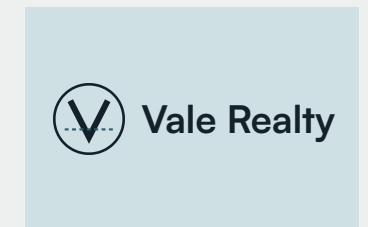
✗ **Don't rotate it.**
The waterline stays level.



✗ **Don't drop it on a busy photo.**
Use the 70% scrim.



✗ **Don't close the waterline.**
Keep the dashes.



✗ **Don't retype the name.**
The wordmark is drawn.

Mist

#EDFOEF
RGB 237, 240, 239
CMYK 1 0 0 6*

The paper every piece starts on

Sea Ink

#14212A
RGB 20, 33, 42
CMYK 52 21 0 84*

Type, the mark, the dark ground

Terrain Teal

#2E5E6E
RGB 46, 94, 110
CMYK 58 15 0 57*

The water: waterline, bands, links

Lake Tint

#CFE0E4
RGB 207, 224, 228
CMYK 9 2 0 11*

Shallow water: quiet grounds and bands

Fog Grey

#3B4A53
RGB 59, 74, 83
CMYK 29 11 0 67*

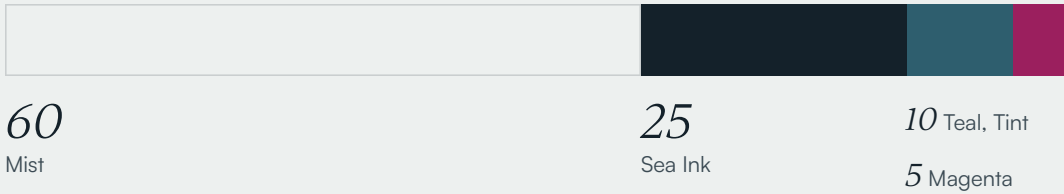
Secondary text on light grounds

Marker Magenta

#9B1F5E
RGB 155, 31, 94
CMYK 0 80 39 39*

The one accent, used sparingly

PROPORTION



Fog Grey is a text colour and takes no area.

* CMYK is computed from RGB and approximate. Confirm with your printer.

ACCESSIBLE PAIRINGS, EVERY ONE AT OR ABOVE THE 4.5:1 OF WCAG 2.2 AA

Aa	14.3:1	Aa	12.05:1	Aa	14.3:1
Sea Ink on Mist		Sea Ink on Lake Tint		Mist on Sea Ink	
Aa	7.99:1	Aa	6.66:1	Aa	6.22:1
Fog Grey on Mist		Magenta on Mist		Teal on Mist	
Aa	6.22:1	Aa	5.75:1	Aa	4.84:1
Mist on Teal		Brokerage grey on Mist		Brokerage grey on Tint	

Aa

Gambetta

For what you read first

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light 300 · Regular 400 · *Italic 400*

Headlines at leading 1.05, tracking -0.01em. Italic for soundings, with tabular lining numerals.

Aa

Satoshi

For everything you act on

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular 400 · **Bold 700**

Body at 17 px, leading 1.6. Labels in 700 capitals at 12 px minimum, tracking 0.12em.

HIERARCHY IN USE

| Label · Satoshi 700 · 12 px

JUST LISTED · HARROP

| Headline · Gambetta 300 · 52 px

Orchard
lakefront at
Harrop

| Sounding · Gambetta Italic 400 · 20 px

*220 ft of cottonwood beach · 5 ft at the
dock, winter low*

| Body · Satoshi 400 · 17 px / 1.6

I took this one out in the boat before I listed it.
The beach faces the evening.

[Plan a viewing](#)

The sample listing from the kit's post template. It is fictional.

The waterline

- 1 **One per surface.** A second waterline turns the device into a pattern.
- 2 **It divides.** The name, photo and headline sit above it. Depth, phone and brokerage sit below.
- 3 **Dashed and level.** 9 on and 8 off at the mark's scale, the same rhythm anywhere else.
- 4 **Teal on light, Mist on dark.** Mist on Sea Ink and over the photo scrim.



Photography

- 1 **Shoot from the water.** About 150 m offshore, level with the shore.
- 2 **Soft natural light.** Overcast, or the flat hour before the sun. Never dusk with every lamp on.
- 3 **A normal lens.** No wide-angle distortion. Walls stay straight, rooms stay their size.
- 4 **People only when they belong.** Someone on the dock or at the ferry. Never posed for the shot.





BUSINESS CARD

3.5 by 2 in with 0.125 in bleed. Front in Sea Ink with the waterline running edge to edge through the mark. Back on Mist, the brokerage in a Lake Tint band below the line. Name in Gambetta 400 at 17 pt, title in Satoshi 700 at 6 pt caps, contact in Satoshi 400 at 7.6 pt.



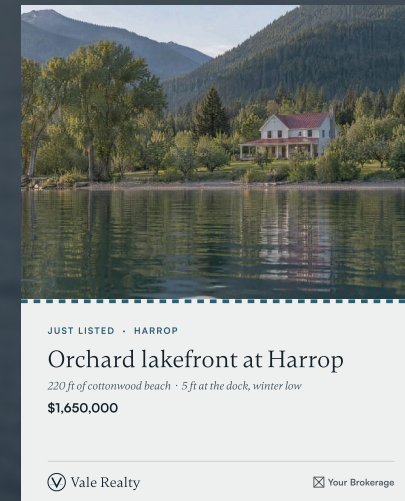
SIGN FACE AND RIDER

The face is 24 by 32 in, with "For Sale" in Gambetta 400 at 417 pt and the phone in Satoshi 700 at 215 pt. Rider 24 by 6 in. The brokerage sits at 1.6 in caps beside the 2.1 in wordmark, because BC rules require it to be clear, prominent and easy to read in relation to the rest of the sign.

Digital

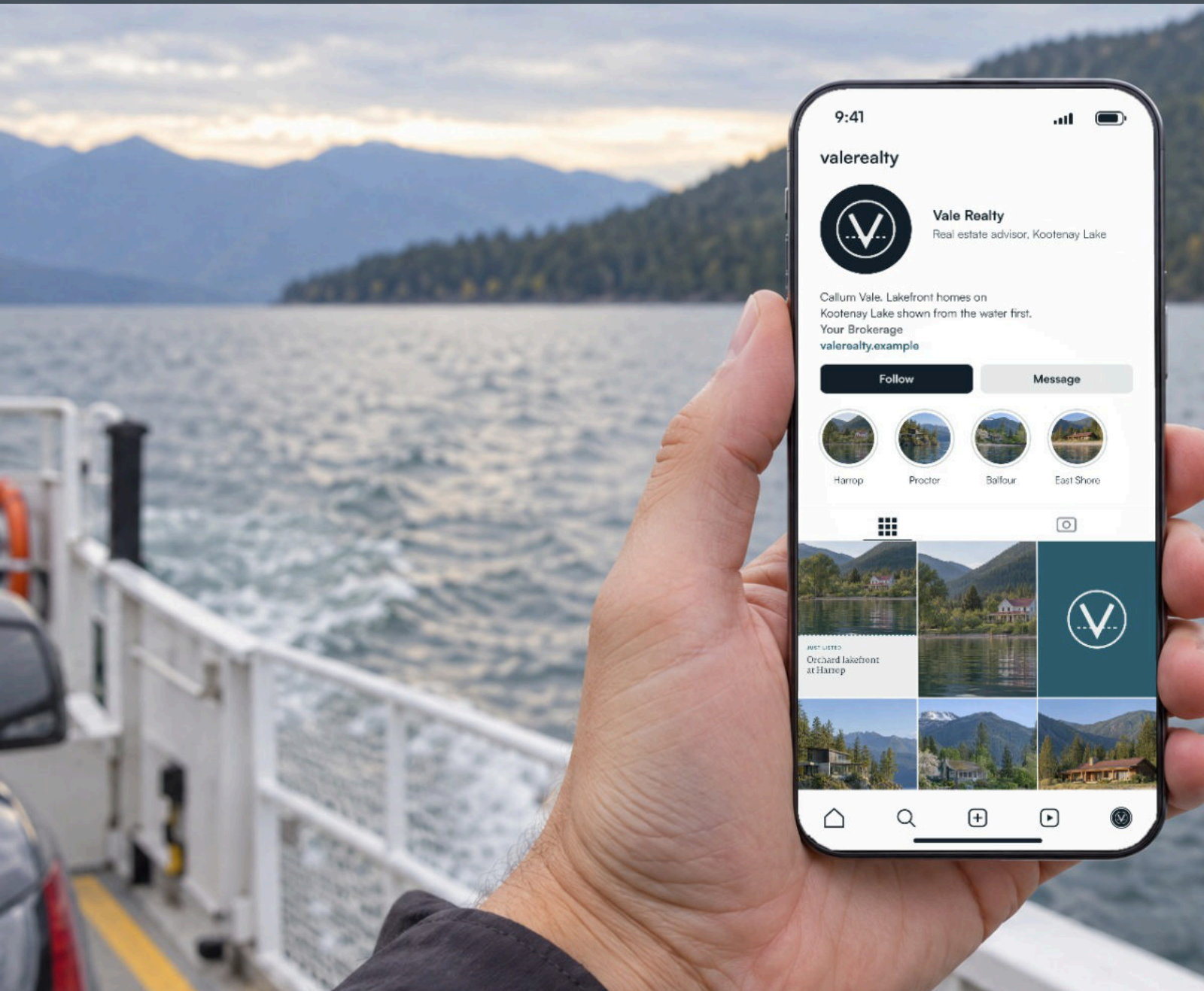


Profile image, 1080 by 1080, drawn to survive the circle crop at 110 px.



Post template, 1080 by 1350. The photo sits above the waterline and the listing below it.

The profile on a phone at 1170 by 2532, as in the scene.



Voice and tone

Callum writes in the first person, the way he talks on the dock.

Calm

I never shout. A home on the water sells on the water, so I keep my adjectives out of the way.

Local

I name the place: the West Arm, the Balfour ferry, Harrop, the February low.

Exact

I give the number that matters and say where it came from.

I SAY

The beach faces west, so you get the evening sun.

I'll take you out in the boat before the showing.

Here is the depth at the end of the dock in a February low.

Call me before there is a listing.

The ferry is part of the drive, so I'll time it with you.

✗ I DON'T SAY

Breathtaking sunsets await!

Your dream home is just a click away.

Luxury lakefront living at its finest.

Don't miss this rare opportunity!

Paradise found on Kootenay Lake.

Quick reference



Ring 6, V 14 and waterline 5 on a 200-unit square.
Dashed 9 on and 8 off.

THE MARK

Clear space x is a quarter of the ring's diameter, on every side.

Minimums: horizontal 130 px or 1.35 in, stacked 90 px or 0.9 in, icon 24 px or 0.25 in. 16 px for the browser tab only.

On a photo the Mist mark sits on a flat Sea Ink scrim at 70%.

TYPE

Gambetta 300 or 400 for headlines, leading 1.05.
Italic 400 for soundings.

Satoshi 400 for body at 17 px. Satoshi 700 capitals for labels, 12 px minimum.

COLOUR

	Mist	#EDF0EF
	Sea Ink	#14212A
	Terrain Teal	#2E5E6E
	Lake Tint	#CFE0E4
	Fog Grey	#3B4A53
	Marker Magenta	#9B1F5E

Proportion 60 Mist, 25 Sea Ink, 10 Teal and Tint, 5 Magenta.

Every text pair at 4.5:1 or better. Sea Ink on Mist is 14.3:1.

THE WATERLINE

One per surface. Land above, facts below. Teal on light grounds, Mist on dark.

PHOTOGRAPHY

From the water, in soft natural light, through a normal lens. People only when they belong.

VOICE

Calm, local and exact. First person, Callum Vale.



Concept build by Kootenay Made Digital

kootenaymade.ca

Vale Realty, Callum Vale and every listing are fictional.