



KOOTENAY
prideguide.ca

BRAND STYLE GUIDE



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Mission

The **Kootenay Pride Guide** is a vibrant and inclusive resource celebrating 2SLGBTQ+ life throughout the Kootenays.

Our mission is to connect queer and trans folks with businesses, events, and spaces in the region, making it easier to feel at home, wherever you are.

With a friendly, accessible approach, we aim to uplift our communities, highlight local Pride, and help build a more visible, joyful, and connected Kootenays for everyone.





Personality

WARM

SAFE

INCLUSIVE



AI Policy

So called “Artificial Intelligence” or “Large Language Models” such as **ChatGPT**, **Midjourney** or **Deepseek** are not to be used under any circumstances by, or in collaboration with the **Kootenay Pride Guide**.

AI tools have **unreliable**, **unsourced** and most often **incorrect** information, and when used “creatively”, **plagiarize** the work of thousands of artists without their consent. This work also telegraphs to viewers the lack of care or forethought put in by the organization or individual.

Aside from the ethical and environmental costs, the use of AI tools takes **paying**, qualified work from, in this case, some of the **most marginalized** and discriminated against **skilled workers** in our region.



Primary Logo

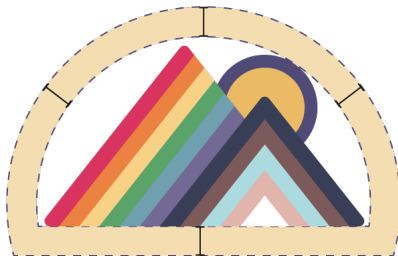
LOGOTYPE



LOGOMARK



LOGO_OUTLINE



PADDING

To ensure legibility, please keep the distance between the mountain peak and purple circle in spacing or “padding” around the logo.



On a colour or muted photograph background, please use the full colour logo option with outline to ensure legibility.



Wordmark & Secondary Logos

In some design cases, the primary logo is not appropriate. If the design calls for simplicity, or is monochromatic, please use the appropriate secondary logo.
Contact the **Kootenay Pride Guide** if you are unsure

ACCEPTABLE MONOCHROMATIC LOGO FAMILY



White_Logomark



Black_Logotype



Black_Logomark

WORDMARK FAMILY (can be combined with logo)

**KOOTENAY
prideguide.ca**

Wordmark (Case Sensitive)

KOOTENAY Pride Guide

Horizontal

**KOOTENAY
pride guide** **KOOTENAY
Pride
Guide**

Stacked (Match alignment to this image)
Keep font size and leading the same.



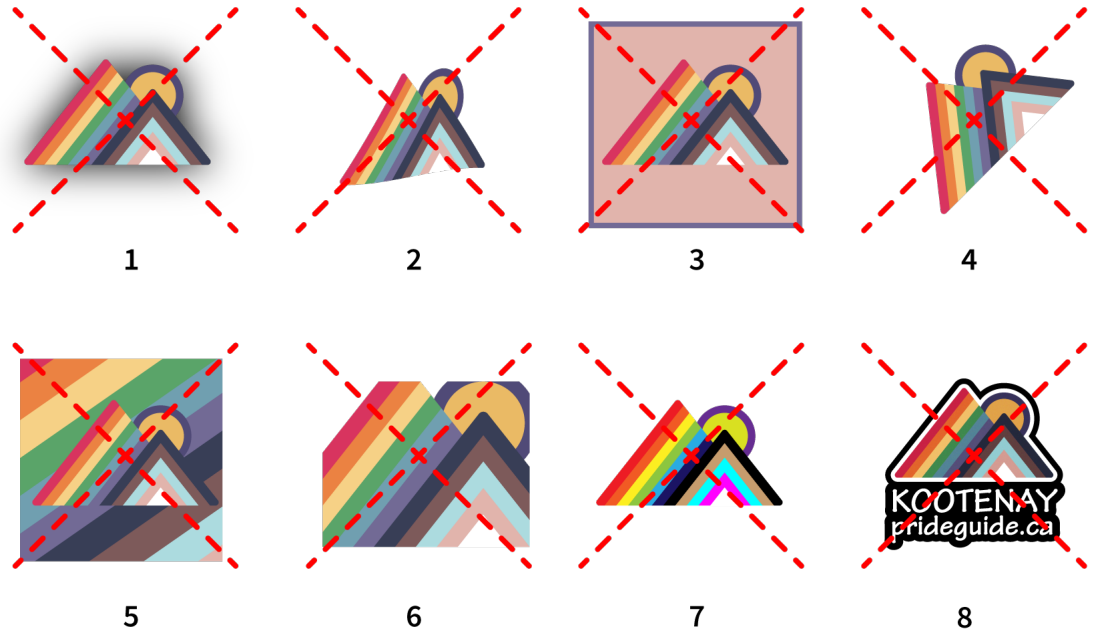
Logo Usage

PLEASE MAINTAIN THE PROPORTIONS AND VISIBILITY OF THE LOGO WHEN IN USE.



DO NOT:

- 1• Add effects like shadows, dimensions, and gradients to the logo.
- 2• Stretch, compress, or otherwise distort the logo.
- 3• Place the logo in a container.
- 4• Rotate the logo.
- 5• Place the non-outlined logo on busy backgrounds.
- 6• Outline or create a keyline around the logo.
- 7• Change the colours of the logo.
- 8• Change the typeface of the logo.





Fonts

TITLE/WORDMARK*

Cooper Std Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ**

**abcdefghijklmn
opqrstuvwxyz**

1234567890

*Please keep "KOOTENAY" in all caps when using this font as a header or wordmark.

HEADERS/SUBHEADERS**

DOSIS SEMIBOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ**

1234567890

**Only use in all caps.

BODY COPY

Dosis Light / Regular / Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

If you are designing for print, the smallest legible size is 6pt for most fonts. Please keep accessibility in mind when designing.

EXAMPLE

**Title
HEADER**

"You never completely have your rights, one person, until you all have your rights"
- Marsha P. Johnson



Swatches

Please use the **BLK** swatch for backgrounds and any of the top row swatches for spot colours.

All colours are (where possible) overlaid with a **black (#000000)** layer using the “soft light” blending mode at 50%

Make sure to match colours to their respective flags on the logo when being used to represent those groups.

When in doubt, contact the **Kootenay Pride Guide**.

Please remember **CMYK** is used for print and **RGB/HEX** is used for screens and web.

ds

RED C: 11 M: 94 Y: 49 K: 0 R: 216 G: 52 B: 95 #d8345f	ORN C: 4 M: 60 Y: 84 K: 0 R: 235 G: 130 B: 66 #eb8242	YLW C: 3 M: 17 Y: 55 K: 0 R: 246 G: 209 B: 134 #f6d186	GRN C: 68 M: 14 Y: 76 K: 1 R: 90 G: 164 B: 105 #5aa469	BLU C: 58 M: 27 Y: 25 K: 0 R: 112 G: 159 B: 176 #709fb0	VLT C: 62 M: 62 Y: 20 K: 2 R: 114 G: 106 B: 149 #726a95	
BLK C: 81 M: 73 Y: 43 K: 34 R: 56 G: 62 B: 86 #383E60	BRN C: 45 M: 63 Y: 54 K: 23 R: 125 G: 90 B: 90 #7d5a5a	LBL C: 31 M: 1 Y: 12 K: 0 R: 172 G: 219 B: 223 #acdbdf	PNK C: 10 M: 31 Y: 26 K: 0 R: 225 G: 180 B: 172 #e1b4ac	GLD C: 8 M: 27 Y: 71 K: 0 R: 234 G: 186 B: 101 #eaba65	PRP C: 78 M: 77 Y: 28 K: 12 R: 80 G: 74 B: 119 #504a77	WHT C: 0 M: 0 Y: 0 K: 0 R: 255 G: 255 B: 255 #ffffff



Graphics & Imagery



When finding images look for high-resolution (72 ppi for web, 300 ppi for print) that are medium to high contrast in either grayscale or with distinct, bold colours.

Keep photography use and graphics minimal and striking—do not use any graphics or photos that look like generic, “cheesy” stock imagery and do not use **copyrighted** material without express **permission** and **attribution** to the **copyright holder**.

Where possible when using photographs of people, show **diversity** in races, ages, abilities, etc. Stay away from overly sexual, violent, and incendiary imagery.

Triple-check the source and accuracy of the image, particularly if you are creating a graphic with a specific person or historical figure.

If you are unsure, err on the side of caution and use a different image.

Brand colour overlays may be used on top of a muted version of photos to be used as background for materials.

When in doubt, contact the **Kootenay Pride Guide**.



Editorial Style Guidelines

This guide is intended as reference for anyone writing, editing, or otherwise reviewing any written material or collateral intended for use by the Kootenay Pride Guide.

COMMON ABBREVIATIONS & ACRONYMS

Consider including their meanings if the content is intended for a wide or beginner audience.

Unless specified, acronyms should be presented without periods. (Example: BIPOC, not B.I.P.O.C.)

2SLGBTQ+: 2 Spirit, Lesbian, Gay, Bisexual, Transgender, Queer, + Others in the Queer umbrella.

AGAB: Assigned Gender at Birth (note: avoid referring to someone's AGAB without their express permission)

BIPOC: Black, Indigenous, and People of Colour.

PUNCTUATION

APOSTROPHES

Referencing decades or last names does not require an apostrophe. 100 Gecs, not 100 Gec's. (If it's referring to ownership, then apostrophe after the 's:')

Ex. 100 Gecs' music is not for everybody, not 100 Gecs's or 100 Gec's.

1990s, not 1990's. An exception to this would be rare: time using a decade in the possessive:

Ex: 'Wow, the 1990s' love for shoulder pads really was prevalent!

OXFORD COMMA

Include a final comma before and/or in your sentence that is listing items. This adds clarity to your intent.

SINGLE SPACE BETWEEN SENTENCES

NO INDENTATIONS FOR NEW PARAGRAPHS

MISCELLANEOUS

Spell out numbers one through ten, then numerals for 11 and above. Also spell out large generalized numbers such as hundreds, millions, billions, trillions.

Always use people's true pronouns, with no exceptions. She/he/they and all iterations. If it's unclear and you legitimately can not find out, default to 'they' or try to reword so it's not an issue.

Please keep Black and Brown capitalized when referring to Black or Brown folks.

Italicize book titles and film titles if font permits.

COMMON MISUSES SPELLCHECK WILL PROBABLY NOT CATCH

Affect vs. effect. ____ (Consider replacing with the word "impact" if you're blanking on which is correct, it will almost never fail you!)

Everyone vs. every one. Oh, everyone knows Annie. Yes, but does Annie know every one of us?

Its vs. It's. Possession vs contraction of it is.

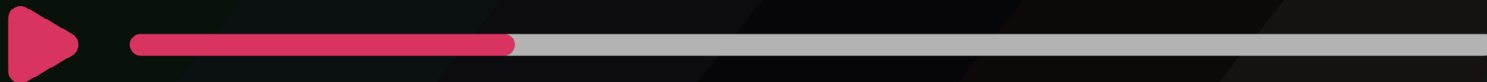
Who versus whom.

Whose versus who's. Whose boots are those? Who's that diva and where did she get those boots?



Video Style Guidelines

- 1• All Video content must be recorded at a minimum of 1920x1080 (16:9 aspect ratio) native resolution at 24fps with Horizontal orientation. Audio must be recorded at 48kHz.
- 2• Subject must be appropriately light, clearly visible, and in sharp focus.
- 3• Avoid using motion stabilizer software or feature when recording video with a smartphone.
- 4• Unless the recording is of a live event, Camera must be stabilized through the use of a tripod or other similar mechanical devices.
- 5• Whenever possible, use an external microphone, not an onboard or internal microphone.
- 6• Recording audio levels must fall between -12dB – -3dB. Avoid excessive peaking (0dB).
- 7• Follow official font and color swatches for Title cards and graphic inserts.





Social Media Guidelines

When running an official **Kootenay Pride Guide** social media account, whether it be on **Bluesky**, **Facebook**, **Instagram** or elsewhere, it is important to maintain a responsible and adult presence. You are representing the organization and by extension, other **Pride** organizations in the region.

OFFICIAL ACCOUNTS



kootenayprideguide



kootenayprideguide



kootenayprideguide

DO

- Use recent best practice guides for posting images on specific platforms.
(Instagram does not use square images any more!)
- Follow the rules of the platform you are posting on.
- Use a consistent, positive voice in captions.
- Repost and engage with relevant posts from other Pride organizations.
- Use a consistent, positive voice in captions.

DON'T

- Promote or participate in violence, hatred or bullying on any official account.
- Use any slurs or bigoted language even in reference.
- Pick fights with or promote bigots, TERFs, fascists etc,
- Tag any account or public figure who is not supportive of 2SLGBTQ+ people and/or causes.
- Post sexual content or nudity, except in historical context or in support of sex workers



Non-Branded Graphics

We support creativity from our community!

Community members are welcome and encouraged to design graphics to promote the **Kootenay Pride Guide** that don't adhere to brand guides so long as they follow our **social media posting guidelines**. These graphics are to be only shared via social media and will not be considered officially designed by the **Kootenay Pride Guide**.

These will not be used for official statements and **Kootenay Pride Guide** printed documents, without the express **permission, attribution** and/or **compensation** of the creator.

Make sure to tag us or email info@kootenayprideguide.ca so we can see and share your work!