DESIGN REFERENCE

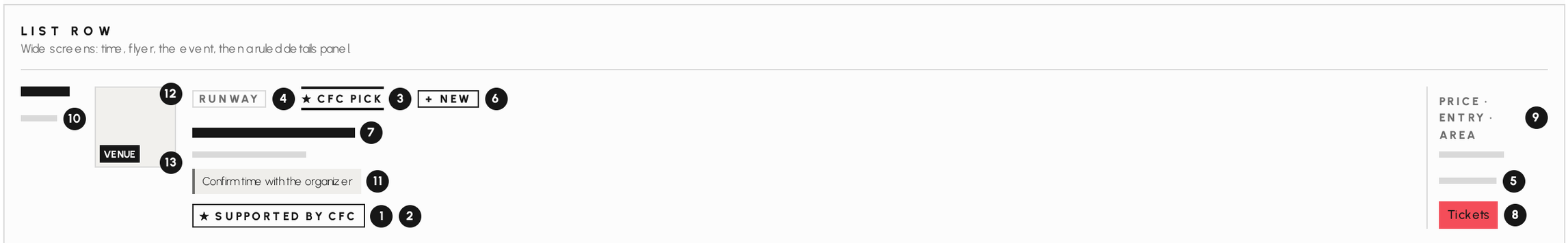
Label legend

every tag, where it appears, and what it can say

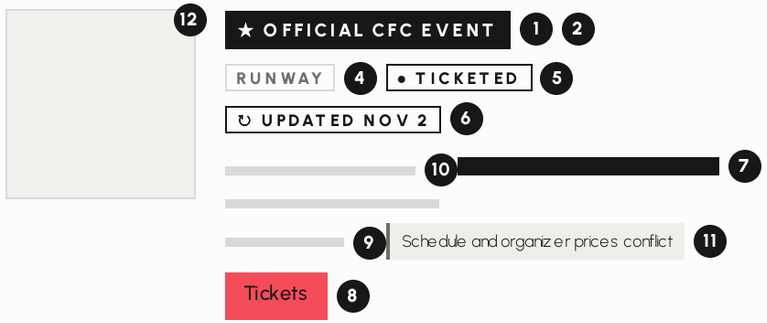
The key to the badges, tags and labels on the Chicago Fashion Calendar: where each one sits, the values it can show, what each value means and what triggers it. Examples are drawn with the site's own components and made-up data, so none is a real event.

Where labels sit

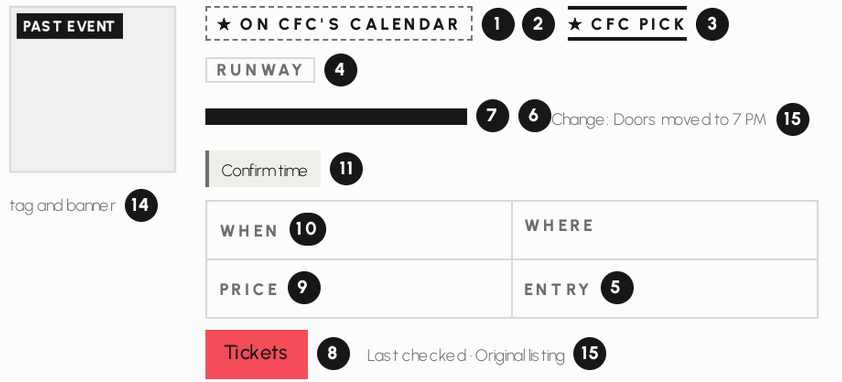
Each number matches a label in the reference below. The wireframes are schematic; the real displays follow.



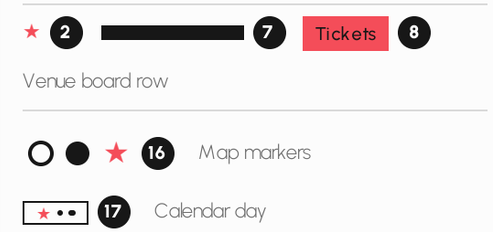
CFC CARD
Full-width. CFC-tier events lead the list.



EVENT PAGE
Label is above the title, four facts, then actions and provenance.



VENUE BOARD, MAP AND CALENDAR
The compact displays.



Every label and value

1 Who runs it

Whose event is this, and does CFC stand behind it?

One line on every listing. It never says Promoted. It names the host when that is not CFC.

Shows on: List row, Phone card, CFC card, Event page

LOOKS LIKE	MEANS	APPEARS WHEN
★ OFFICIAL CFC EVENT	The Chicago Fashion Coalition hosts or presents it.	A CFC event that CFC hosts or presents.
★ SUPPORTED BY CFC · Hosted by Example Organizer	Another organization hosts it and CFC supports it. The host is named and linked.	A CFC event that another organization hosts.
★ ON CFC'S CALENDAR · Hosted by Example Organizer	It came from CFC's own calendar without a confirmed role. We say where it came from and claim nothing more.	A CFC-calendar event with no role set.
EXTERNAL EVENT	A community listing. It does not mean CFC endorses it.	Any event that is not CFC's.
EXTERNAL EVENT · Hosted by Example Organizer	Who runs it when that is not CFC. Links to the organizer's page when there is one.	The host is not CFC.
EXTERNAL EVENT · Listed from eventbrite.com	The site an imported listing was copied from.	The listing was imported.

2 CFC star

The red star marks CFC events and nothing else. It is never decoration.

Is this one of CFC's own?

Shows on: List row, CFC card, Venue board, Map, Calendar, Fallback card, Event page

LOOKS LIKE	MEANS	APPEARS WHEN
	A CFC event: official, supported or on CFC's calendar.	The event is in CFC's tier.
No star	A community event. Only the fallback card draws an Eerie star.	Any other event.

3 CFC Pick

Did CFC's editors recommend this outside event?

An editorial choice on a community event. Never on CFC's own events and never paid for.

Shows on: List row, Event page

LOOKS LIKE	MEANS	APPEARS WHEN
✶ CFC PICK	CFC's editors recommend this event.	An editor picked it.
No badge	Not picked.	Everything else.

4 Category

What kind of event is it?

Cards show the first two. The event page shows all of them as links that filter the list.

Shows on: List row, Phone card, CFC card, Fallback card, Event page

LOOKS LIKE	MEANS	APPEARS WHEN
RUNWAY	A runway or fashion show.	The event is tagged runway.
POP-UP	A short-run shop or showcase.	The event is tagged pop-up.
MARKET	A market with several vendors.	The event is tagged market.
TALK	A talk, panel or conversation.	The event is tagged talk.
PARTY	A launch party or social night.	The event is tagged party.
EXHIBITION	An exhibition or installation.	The event is tagged exhibition.
WORKSHOP	A hands-on class or workshop.	The event is tagged workshop.
CASTING	A model or talent casting call.	The event is tagged casting.
SALE	A sample sale or retail sale.	The event is tagged sale.
NETWORKING	A mixer or industry networking event.	The event is tagged networking.

5 Entry

How do I get in?

A chip on phones and the CFC card, a line in the details panel on wide rows, and a cell on the event page.

Shows on: List row, Phone card, CFC card, Event page

LOOKS LIKE	MEANS	APPEARS WHEN
● TICKETED	You need a ticket to get in.	The organizer sells tickets.
◑ RSVP REQUIRED	You must RSVP to get in.	The organizer asks for an RSVP.
○ OPEN ENTRY	Walk in. No ticket and no RSVP.	The organizer says entry is open.
◌ ENTRY: SEE EVENT PAGE	The source did not say. Check the event page.	No entry type is known.

6 What changed

Is there anything new I should know about?

Shown for 7 days after the change. Cancelled beats Updated, and Updated beats New. A past event is never New.

Shows on: List row, CFC card, Event page

LOOKS LIKE	MEANS	APPEARS WHEN
+ NEW	Listed in the last 7 days and not over yet.	Recently added.
↻ UPDATED NOV 2	A fact changed in the last 7 days. A note says what changed.	Recently edited.
✕ CANCELLED	The organizer cancelled it in the last 7 days.	Recently cancelled.

7 Cancelled treatment

Is it still on?

A cancelled event stays listed for 48 hours with its title struck through and its actions removed, then leaves the list.

Shows on: List row, CFC card, Venue board, Map, Event page

LOOKS LIKE	MEANS	APPEARS WHEN
~~Example event title~~ ✕ CANCELLED	Struck-through title and a solid tag. On the map list the price reads Cancelled.	Cancelled in the last 48 hours.
Not shown	Gone from every list. Calendar feeds still send a cancelled status.	Cancelled more than 48 hours ago.

8 Button

What can I do about it?

Driven by ticket state. A card with nothing to act on has no button. Red is used here and on the star only.

Shows on: List row, Phone card, CFC card, Venue board, Event page

LOOKS LIKE	MEANS	APPEARS WHEN
Tickets	Opens the organizer's ticket page.	There is a ticket link and the event is not free.
RSVP	Opens the organizer's RSVP page.	There is only an RSVP link.
Free	Free to attend. Opens the organizer's page.	The event is free and has a link.
Waitlist	Sold out, with a waitlist. Opens it.	The organizer runs a waitlist.
Sold out	No tickets left. A quiet box, not a link.	The organizer marks it sold out.
Open entry	Walk in. A quiet box, not a link.	Entry is open and there is no link.

9 Price, Entry and Area

What does it cost, how do I get in, and where is it?

Always the same three facts in the same order. When the source did not say, the card says so plainly.

Shows on: List row, Event page, Map

LOOKS LIKE	MEANS	APPEARS WHEN
Free	No charge.	The event is free.
$40 · $20 – $60 · From $25	One price, a range, or a starting price.	A price is known.
$40 · sold out	Sold out, with the price when it is known.	Marked sold out.
Price not listed	The source gave no price. Shown in muted text.	No price and not free.
$12 student (conditions apply)	A condition printed under the price.	The organizer added a note.
West Loop	The venue's neighborhood.	The venue has a neighborhood.
See event page	No venue or neighborhood yet. Shown in muted text.	No venue is known.

10 Time details

When do I need to be there?

All times are Chicago time. An overnight event appears once, on the day it starts.

Shows on: List row, Phone card, CFC card, Venue board, Map, Event page

LOOKS LIKE	MEANS	APPEARS WHEN
7 – 10 PM	Start and end.	Both times are known.
All day	No set hours.	The event is all day.
Doors 6:30 PM	Doors open before the start.	Doors differ from the start.
Day 2 of 3 · through Sun	One date of a run of several days.	The event runs several days.

11 Verification callouts

Is anything about this listing in doubt?

A short note an editor adds when a fact needs a second look.

Shows on: List row, CFC card, Event page

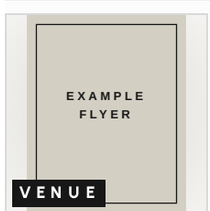
LOOKS LIKE	MEANS	APPEARS WHEN
Confirm time with the organizer	A time that is not yet confirmed.	An editor added a note.
Schedule and organizer prices conflict	Two sources disagree.	An editor added a note.

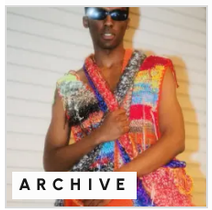
12 Whose picture it is

Is this the event's own flyer?

The event's own flyer has no tag. Without one, the card uses the venue's photo, then the organizer's image, and says so.

Shows on: List row, Phone card, CFC card, Venue board, Calendar, Event page

LOOKS LIKE	MEANS	APPEARS WHEN
	The organizer's own flyer, shown whole.	The event has a flyer.
	The venue's own photo.	No flyer, but a venue photo.

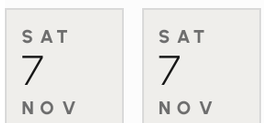
LOOKS LIKE	MEANS	APPEARS WHEN
	The organizer's own image.	No flyer or venue photo.
	CFC archive photography, kept apart from photos of the listed event.	An archive photo is used.

13 Fallback card

What shows when there is no image?

A panel built from the listing's own date and title, so a missing flyer never leaves an empty box or blocks a valid event.

Shows on: List row, Phone card, CFC card, Event page, Fallback card

LOOKS LIKE	MEANS	APPEARS WHEN
	The small version, in rows, the board and the calendar.	No image, small slot.
	The large version, on CFC cards and the event page.	No image, large slot.

14 Past event

Can I still go?

A finished event's page stays as a record with its actions switched off.

Shows on: Event page

LOOKS LIKE	MEANS	APPEARS WHEN
	A tag on the greyed-out flyer.	The event has ended.
PAST EVENT **This event has already happened.** It took place Saturday, November 7, 2026. Tickets, RSVPs and calendar links are turned off. This page stays as a record. See upcoming events More at Example Venue	A banner that says what is switched off and links to upcoming events.	The event has ended.

15 Event page extras

How current is this page?

Freshness and sources sit at the foot of the page. A page never claims a check that did not happen.

Shows on: Event page

LOOKS LIKE	MEANS	APPEARS WHEN
Change: Doors moved to 7 PM	What changed, in the organizer's terms.	A change is on record.
Last checked Nov 3, 2026	The last time the facts were confirmed.	A check is on record.
Not yet verified, confirm with the organizer	No check on record.	Never checked.
Original listing	Link to the organizer's own page.	The listing was imported.
What does this mean?	Opens the short key on the About page.	Always, beside the relationship line.

16 Map markers

Where is it, and is it CFC's?

One pin per place. The compact phone list keeps a CFC star under the time on CFC rows.

Shows on: Map

LOOKS LIKE	MEANS	APPEARS WHEN
	A community event.	Not a CFC event.
	A CFC event.	A CFC event.
	The listing you selected or are pointing at.	Selected or hovered.

17 Calendar marks

Which days have something on?

Month cells list up to three titles, CFC first, then +n more. The phone week strip shows a star for a CFC day and a dot for each other event, up to three.

Shows on: Calendar, Venue board

LOOKS LIKE	MEANS	APPEARS WHEN
	The day has a CFC event.	Any CFC event that day.
	One dot per other event, up to three.	Community events that day.
	Today.	It is today.
+2 more	More events than fit. Opens that day's list.	More than three events.

In context

The real list row, CFC card, venue board, map list, month grid and event page, showing the combinations that change how a listing reads.

List view

The same row reflows by its own width: a timetable line when wide, a bordered card when narrow.

TYPICAL LISTING Plain plaque, Entry outline, doors time and a callout.

7 PM – 10 PM

Doors 6:30 PM



RUNWAY + NEW

Example event title

Example Venue · West Loop

Confirm time with the organizer

EXTERNAL EVENT · Hosted by Example Organizer

PRICE $40
ENTRY Ticketed
AREA West Loop

Tickets

+ Save Details →

PICK, NEW, FREE The Pick mark and a New chip. Free with open entry, so the button is a quiet box.

7 PM – 10 PM



POP-UP MARKET ✶ CFC PICK + NEW

Example event title

Example Venue · West Loop

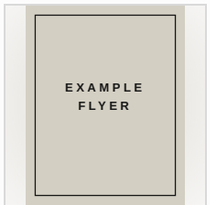
EXTERNAL EVENT · Hosted by Example Organizer

PRICE Free
ENTRY Open entry
AREA West Loop

+ Save Details →

CANCELLED Struck title, solid tag and chip. The button is removed.

7 PM – 10 PM



RUNWAY ✕ CANCELLED

~~Example event title~~ ✕ CANCELLED

Example Venue · West Loop

EXTERNAL EVENT · Hosted by Example Organizer

PRICE $40
ENTRY Ticketed
AREA West Loop

Details →

PHONE WIDTH Same labels in a narrow card.



RUNWAY · TICKETED · CFC PICK · + NEW

7 PM – 10 PM

Example event title

Example Venue · West Loop

$40

EXTERNAL EVENT

· Hosted by Example Organizer

Tickets + Save Details

NOTHING KNOWN A fallback card, with unknown entry, price and area said plainly.

7 PM – 10 PM

SAT 7 NOV

RUNWAY · + NEW

Example event title

Location to be announced

EXTERNAL EVENT

PRICE Price not listed

ENTRY See event page

AREA See event page

+ Save Details →

CFC card

OFFICIAL, UPDATED The solid plaque and red star. CFC hosts it, so there is no host line.



OFFICIAL CFC EVENT

RUNWAY · TICKETED · UPDATED NOV 2

7 PM – 10 PM

Example event title

twelve chicago designers, one night.

Example Venue · West Loop

$40

Tickets + Save Details

Event page

LABEL ROW Plaque, Pick, change chip and category links above the title.

EXTERNAL EVENT · Hosted by Example Organizer What does this mean? ✶ CFC PICK + NEW

RUNWAY POP-UP

~~Example event title~~

✕ CANCELLED

FACTS: PAID, DOORS EARLIER When, Where, Price and Entry.

WHEN	WHERE
Saturday, November 7, 2026 7 PM – 10 PM	Example Venue West Loop See on city map Directions
PRICE	**ENTRY**
$40	Ticketed Doors 6:30 PM

PHONE BOTTOM BAR Below 1024 px the price and button pin to the bottom of the screen.

$40 Tickets

FACTS: GAPS SAID PLAINLY Sold out, entry unknown, no venue yet.

WHEN	WHERE
Saturday, November 7, 2026 7 PM – 10 PM	Location to be announced
PRICE	**ENTRY**
$40 · sold out	See event page

Venue board, map list and calendar

VENUE BOARD A star in the heading means a CFC event. A cancelled row keeps its solid tag.

WEST LOOP 3 events

✶ example venue

EXAMPLE FLYER

FRI · NOV 6
Fri 7 PM – Sat 10 PM
✶ Example CFC runway

EXAMPLE FLYER

SAT · NOV 7
11 AM – 4 PM
Example community market

EXAMPLE FLYER

SUN · NOV 8
Sun 6 PM – Sat 10 PM
~~Example cancelled talk~~ ✕ CANCELLED

MAP LIST (PHONE) A CFC star under the time. Cancelled replaces the price.

SAT · NOV 7 3 events

7 PM
✶ CFC

EXAMPLE FLYER

Example CFC runway
Example Venue · West Loop
$40
→

11 AM

EXAMPLE FLYER

Example community market
Example Venue · West Loop
$40
→

6 PM

EXAMPLE FLYER

~~Example cancelled talk~~
Example Venue · West Loop
Cancelled
→

MONTH GRID CFC titles first, then +n more. Today has a small red star. Day 12 has a listing with no flyer.

MONTH

november 2026

← Today →

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3  Example community market	4	5 ✶	6	7  ✶ Example CFC runway Example pop-up Example talk +1 more
8	9	10	11	12 Example sample sale	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Status and outputs

What an event's status does to all of it

Published	Every label above applies.
Pending, draft, rejected	Not public. Pending events wait in the review queue.
Cancelled	Visible for 48 hours with the cancelled treatment, then hidden.
Archived	Not listed. The page stays reachable as a past event.

Where the same facts leave the website

Calendar feed (.ics)	Every event, or only CFC's with ?tier=cfc. A cancelled event is sent as cancelled so subscribers' calendars drop it.
JSON API	Tier, role, category, entry type, price, pick and status as data fields, not drawn labels.
Embed for the main site	A short list of upcoming events with the same relationship words. No filters or map.
Search listings	Event markup on each event page: name, dates, status, place, price, organizer and image.

Design spec

Palette

Ivory
`#FCFCFC · 40%`
Page background. Text on dark.

Eerie Black
`#171717 · 40%`
Text, dark background, solid label blocks.

J2 Chicago
`#F44D59 · up to 30%`
Buttons, the CFC star, active filters, focus.

J2 ink
`#C8303C · rare`
Red text where needed (4.5:1 on Ivory).

Bone
`#D3CFC3 · 5%`
Callout and fallback panels, frames on dark.

Platinum
`#D9D9D9 · 5%`
Hairlines and image frames. Never text.

Type

EYEBROW AND LABELS	Urbanist 800, capitals, wide tracking (0.3 em on phones, 0.6 em on desktop). Chips are 10 px. CHICAGO FASHION COALITION PRESENTS
HEADER	Urbanist 500, title case.

Label families

FAMILY	USED FOR	DRAWN AS
Plaque	Who runs it	Solid block, 1 px outline, dashed outline, or plain text with a left rule

	Find Runway Shows
ALT HEADER	The Seasons italic, lowercase. Editorial lines and fallback-card titles. *twelve chicago designers, one night.*
BODY	Urbanist 300 at 16 px and above, 400 below 16 px for legibility. Golden-ratio scale: 16, 26, 42, 68, 110 px. Where to go, when to arrive, and what has changed.

FAMILY	USED FOR	DRAWN AS
Mark	CFC Pick	Heavy top and bottom rules with a red star, no fill
Outline chip	Category, Entry	1 px Platinum (quiet) or Eerie (stronger) outline; Entry adds a round symbol
Status chip	What changed, Cancelled	1 px Eerie outline with a symbol; Cancelled is a solid Eerie block
Button	Button	Solid J2 red; a quiet outline when there is no link
Image tag	Whose picture, Past event	Small corner block on the flyer: Ivory, Eerie, or Ivory with an Eerie outline
Callout	Verification, fallback card, past banner	2 px Eerie rule on a faint Bone panel
Map and calendar marks	Markers, day marks	Ring, red star and dots in Eerie and J2
Plain text	Time, price, area, page extras	Regular or muted text, no box

How the labels meet the brand guide

Source: Chicago Fashion Coalition Brand Guide by OTHER, revised 04.30.24, and the build spec.

RULE	SOURCE	IN THE LABELS
Ivory and Eerie Black are the backgrounds. J2, Bone and Platinum are subtle accents, used sparingly. Share: Ivory 40, Eerie 40, J2 up to 30, Bone 5, Platinum 5.	Guide §10	Labels sit on Ivory or Eerie. The only fills are solid Eerie, Ivory on a photo, and the callout and fallback panels.
Eerie Black is the text color. J2 highlights important information such as buttons.	Guide §10	Label text is Eerie, or Ivory on a solid block. Red is limited to the button, the CFC star, active filters and focus.
The eyebrow is Urbanist Extra Bold with wide tracking. The serif is for titles.	Guide §11 to §13	Chips and tags use the eyebrow style. Labels never use the serif.
The star is Eerie Black, Ivory or J2 Chicago and may accent photography.	Guide §07	J2 on CFC items, Eerie on community fallback cards, never recolored otherwise.
Photography sits in frames and carries the color.	Guide §03	Image tags are small Ivory and Eerie corner blocks inside the 1 px Platinum frame.
Minimal, generous space, hairlines, no shadows, no rounded corners.	Guide §02, §10	Labels differ by shape and fill, with square corners and no shadows.
Text contrast of 4.5:1 or better, a visible focus ring, and a text equivalent for every symbol.	WCAG AA	Label text is Eerie, Ivory or the muted tone (about 5:1). Symbols are decoration and hidden from screen readers.
Dark mode swaps Ivory and Eerie.	Build spec	Every label uses the color tokens, so solid blocks invert. The star and J2 stay red.