

NORTHWEST ELITE FC | Brand Style Guide





VALUE PROPOSITION

Northwest Elite helps youth soccer players develop the technical, fitness, and personal skills necessary to excel at their highest level – both on the field and in their community. We facilitate the growth of athletes that are that are confident, caring, community-minded leaders prepared to compete for local and national opportunities.

NORTHWEST ELITE FC | Brand Style Guide

MAIN LOGO



[MAIN]



[FLAT]



[WHITE BORDER]

LOGO WITH ARCHED WORDMARK



[MAIN]



[FLAT]



[WHITE BORDER]

"NWE" LOGO



[MAIN]



[FLAT]



[WHITE BORDER]

NORTHWEST ELITE FC | Brand Style Guide

COLOR PALETTE

GRASS



CMYK	C = 97	M = 11	Y = 100	K = 1
RGB	R = 0	G = 152	B = 76	
LAB	L = 55	A = -49	B = 29	
HSB	H = 150	S = 100	B = 60	
HEX	#00984C			
PMS	347			

Meaning: Growth, embodies the environment of a player's home, "the pitch" and the first phase of player development; love of the game.

SLATE



CMYK	C = 0	M = 0	Y = 0	K = 90
RGB	R = 65	G = 64	B = 66	
LAB	L = 27	A = 0	B = -1	
HSB	H = 254	S = 3	B = 26	
HEX	#414042			
PMS	419			

Meaning: Commitment and Innovation: Embodies how NW ELITE FC players are committed to their respective path and elevating their game; and how NW ELITE FC will stay ahead of the always changing environment of top level soccer to help expand our NW ELITE FC community.

EMERALD



CMYK	C = 97	M = 22	Y = 100	K = 9
RGB	R = 0	G = 131	B = 69	
LAB	L = 48	A = -44	B = 24	
HSB	H = 152	S = 100	B = 60	
HEX	#008345			
PMS	348			

Meaning: Development, embodies the importance of developing the "whole player"

SILVER



CMYK	C = 0	M = 0	Y = 0	K = 30
RGB	R = 179	G = 179	B = 179	
LAB	L = 73	A = 0	B = 0	
HSB	H = 0	S = 0	B = 70	
HEX	#B3B3B3			
PMS	421			

Meaning: Class and Integrity: Embodies the manner in which all staff and member go about representing NW ELITE FC both on and off the field.

NORTHWEST ELITE FC | Brand Style Guide

Our logo design is inspired by the pentagon shape often associated with soccer balls. Inside the pentagon is an outline of the Cascade mountains, with an upward trajectory representing the elite level of play the club promotes, as well as the idea of leading athletes to the top of their own personal development, on and off the pitch.



TYPOGRAPHY

LOGO FONT

JAWBREAK SANS

JAWBREAK SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



NORTHWEST ELITE FC | Brand Style Guide



NORTHWEST ELITE FC | Brand Style Guide

