



### **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.

MAIN LOGO



[MAIN]



[FLAT]



[WHITE BORDER]

LOGO WITH ARCHED WORDMARK



[MAIN]



TUALATIN HILLS

[FLAT]



[WHITE BORDER]

"NWE" LOGO



[MAIN]



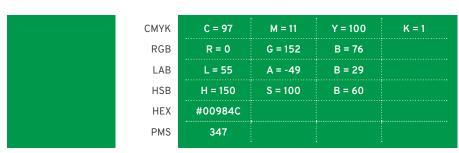
[FLAT]



[WHITE BORDER]

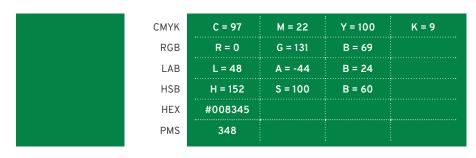
### **COLOR PALETTE**

#### **GRASS**



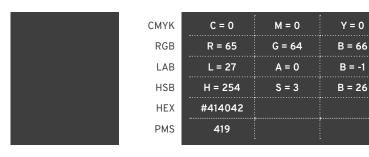
**Meaning:** Growth, embodies the environment of a player's home, "the pitch" and the first phase of player development; love of the game.

#### **EMERALD**



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

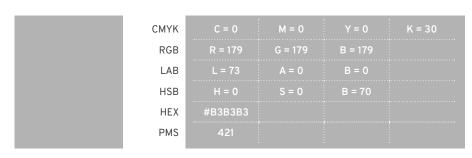
#### **SLATE**



**Meaning:** Commitment and Innovation: Embodies how NW ELITE FC players are committed to 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 to help expand our NW ELITE FC community.

K = 90

#### SILVER



**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.

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















