



POWDER7

BRAND & STYLE GUIDE

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Our Story

The soul of skiing takes countless forms. You find it in the lifelong blue-square cruiser. The four-year-old tyke making her first turns. The human-powered adventurer who traded season passes for an adventure dog and a pair of skins. The gate-crashing prodigy headed for Olympic gold. The grizzled sage who's skied 100 days each winter for the past 40 years. The powder chaser. The freestyle punk. The mogul ripper. The rad dad. The badass mom. The weekend warrior. The mountain-town local. The gear nerd. The sporty endurance athlete. The lifty. The resort exec. The shop employee.

The soul of skiing beats inside all of them. Sliding on snow is addictive. You might see it as a commodity. Or, it's a way of life. Skiing offers freedom, therapy, adrenaline, reassurance, consistency, adventure, purpose, identity, belonging, healing. The skier's journey is predictable yet unique. Idyllic yet consuming. Trivial yet vital. And for some, inevitable. Whether you build your life around it or just a weekend each year, you have a key. You've unlocked the world of winter in the mountains. You know the secret and you carry the torch.

As skiers, we know that having the right equipment can make all the difference in your experience on the mountain. We also know that each skier has their own preferences and style, and we love matching each individual to the skis and gear perfect for them. At **POWDER7**, your experience level and budget don't matter, our vast selection of gear offers something for every skier. We are skiing, and nothing but skiing, everyday of the year.



The Logo

Our logo is more than just a visual mark; it encapsulates the spirit and values of **POWDER7**. It's the face of our brand, a representation of our passion for skiing and a commitment to providing exceptional experiences to fellow enthusiasts.

The heart of our brand is the **SNOWFLAKE7**. This iconic element represents the core of our story; a ski shop founded in 2007.

To maintain brand integrity, use only the approved versions of the **POWDER7** logo or icons shown on this page.

The logo and icon ratios should remain consistent when scaling. Do not alter the ratio. Scaling the logo should always be done proportionally.

The secondary white logos and icons may only be used when placed on a dark background for better readability and contrast. In this usage, the logos and icons must all white *with no exceptions*.

Our logo is a visual testament to our dedication to the ski community. It stands as a beacon, inviting individuals to join us on an exciting journey through the snowy landscapes and experiencing the pure joy of our sport.



PRIMARY LOGO



PRIMARY OUTLINE BLUE ICON



PRIMARY LOGO WITH TAGLINE



PRIMARY SOLID BLUE ICON



PRIMARY SOLID WHITE ICON



SECONDARY WHITE LOGO



SECONDARY WHITE LOGO WITH TAGLINE



LEGACY LOGO



LEGACY LOGO WITH TAGLINE



LEGACY WHITE LOGO



LEGACY WHITE LOGO WITH TAGLINE



Colors

At **POWDER7**, we believe our color palette carries our unique story and adds a unique dimension to our brand.

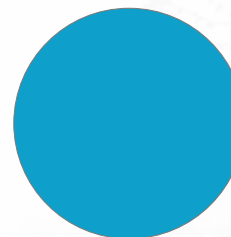
Our carefully curated colors reflect the essence of adventure, exhilaration, and the joy of carving a line in fresh snow. These colors embody the exhilarating rush of a downhill descent and the serenity of untouched snow-covered peaks.

Our primary brand color is referred to as **POWDER7 BLUE** and has been with us from our founding. It's the original spark that ignited the brand, and carries with it the legacy of the **POWDER7** story.

Additional colors should be used for contrast, brand cohesiveness and variety. This includes website and web applications, social media, email campaigns, multimedia presentations, brochures, marketing materials and more.

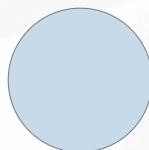
Our color palette is designed to be versatile, evoking all the positive emotions and experiences associated with skiing and the great outdoors. It provides an engaging visual identity across all brand touch points and reflects our love for skiing and our dedication to providing the best experience to fellow enthusiasts.

POWDER7 BLUE



HEX **#00A1CB**
RGB **0.161.203**
CMYK **77.19.10.0**
PMS 2995

ARCTIC



HEX **#C8D9E6**
RGB **200.217.230**
CMYK **20.8.4.0**

BLUEBIRD



HEX **#3279B7**
RGB **50.121.183**
CMYK **81.47.4.0**

ALPINE



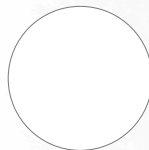
HEX **#006699**
RGB **0.102.153**
CMYK **93.58.18.2**

MIDNIGHT



HEX **#194B6E**
RGB **25.75.110**
CMYK **95.70.35.20**

BLIZZARD



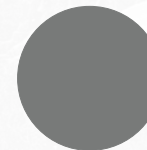
HEX **#FFFFFF**
RGB **255.255.255**
CMYK **0.0.0.0**

APRÈS



HEX **#EAE9E6**
RGB **234.233.230**
CMYK **7.5.7.0**

GLACIER



HEX **#777777**
RGB **119.119.119**
CMYK **55.45.45.10**

EBONY



HEX **#000000**
RGB **0.0.0**
CMYK **60.60.60.100**



Typography

Typography is the silent storyteller of our brand, communicating our message with every letter and curve. Our carefully selected fonts are designed to resonate with the skiing community and encapsulate the adventure, precision and camaraderie that define **POWDER7**.

Through the careful selection and application of our fonts, we aim to elevate our brand, engage our audience and forge a connection that goes beyond words – typography that harmonizes with the spirit of skiing and the great outdoors.

Consistency in font sizing and spacing is fundamental to maintaining a cohesive visual identity. We adhere to predefined guidelines to ensure uniformity across all brand materials, maintaining a balance between readability and aesthetics.

Main body text should be in the **Prompt** family and be between 13 – 17pt in **Ebony**. All links should be in **POWDER7 BLUE**.

Headlines and sub headlines should be either within the **Bourton Suite** or be **Better Times**. Headline and sub headlines should be above 18pt and maintain the **POWDER7 color palette**.

MAIN TEXT

Prompt Light
 Prompt Regular
 Prompt Medium
 Prompt Semibold
 Prompt ExtraBold

AaBbCcDdEeFf

abcdefghijklmnopqrstuvwxyz
 0123456789!@#

[Download for Use](#)

HEADLINES & SUB HEADLINES

BOURTON BASE DROP
BOURTON BASE

ABCDEF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789!@#

[Download for Use](#)

Better Times **AaBbCcDdEeFf**

abcdefghijklmnopqrstuvwxyz
 0123456789!@#

[Download for Use](#)



Merch

At **POWDER7**, our merchandise is an extension of the skiing lifestyle and the sense of adventure that defines our brand. Whether it's apparel, gear or accessories, each piece is meticulously designed to embody the spirit of the mountains and enhance the skiing experience.

Each piece of merchandise reflects our brand identity, featuring our iconic **SNOWFLAKE7**. This integration ensures that our merchandise is instantly recognizable as part of the **POWDER7** community, fostering a sense of belonging and pride.

All **POWDER7** custom merchandise items may include either the primary logo, the legacy logo or the **SNOWFLAKE7** icon (see [logos](#)).

The **SNOWFLAKE7** icon may be used as a standalone mark, but it is preferred to be accompanied elsewhere on an item with the words **POWDER7** written out in Bourton Base (see [typography](#)). The **SNOWFLAKE7** icon and the primary and legacy logo should generally not appear on the same item.

With our merchandise, we strive to provide more than just products. Every item represents our commitment to the joy of skiing, enhancing the journey of every skier who embraces the **POWDER7** brand.



Emails

PRIMARY CTA

Colored box to match graphic.
Prompt 12pt, box height .35".



SECONDARY CTA

No colored box. Prompt 10pt, underlined.

Call to Action

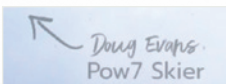
PHOTOGRAPHY

POWDER7 photos with staffers and skiers should be used as often as possible. Brand Stock Photos should be used to promote a brand or a product.

ILLUSTRATIONS

Use as design accents, draw attention to product, leading lines to other parts of email.

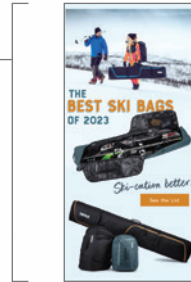
PHOTO CREDIT



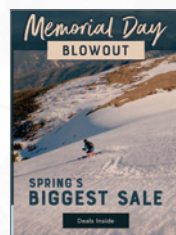
Arrow, Skier Name in Better Times, Prompt in Pow7 Staff/Skier.

FEATURED BAR

Large image, several photos collage style (product, product feature and action image). Add staff testimonial if applicable. **Big sale emails should be themed-similar color scheme throughout the email bars and promo.**



PROMOS



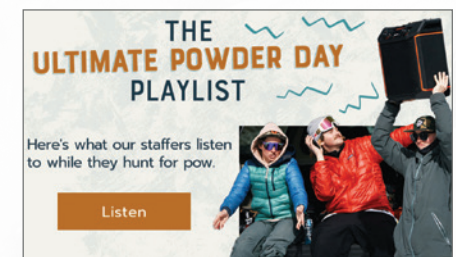
Large Image **1200x1600/1800px**.
Color palette should match photo.

SALE BAR



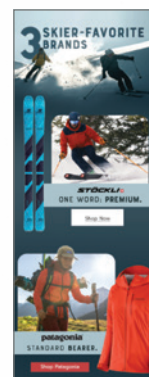
Image with text over should match website homepage.

SMALL CONTENT BAR



1200x700px. Collage image with text.

ROUND UP BAR



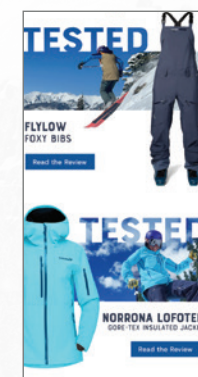
Action image, product and text sometimes under header.

FEATURED CONTENT BAR



Large photo or collage photos and text below.

TESTED BAR



Tested a part of action image, product and staff testimonial.





powder7.com
GOLDEN, COLORADO