

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.



Logo

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

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

The blizzard **POWDER7** logo may only be used on dark backgrounds where sufficient contrast is present. In these cases, the wordmark must appear entirely blizzard, with no added effects, outlines, or gradients (see [logo restrictions](#)).

The logo is a visual testament to **POWDER7's** dedication to the ski community. It stands as a beacon, inviting individuals to join an exciting journey through snowy landscapes and experience the pure joy of the sport.

PRIMARY
POWDER7 BLUE



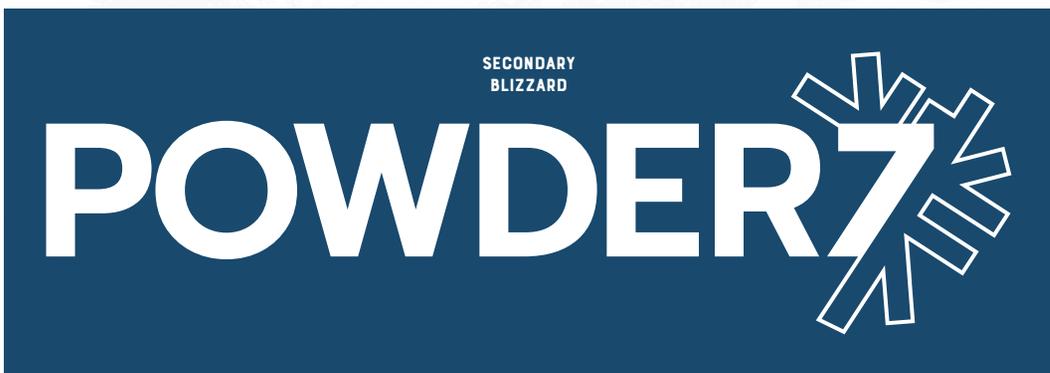
SECONDARY
MIDNIGHT



SECONDARY
EBONY



SECONDARY
BLIZZARD

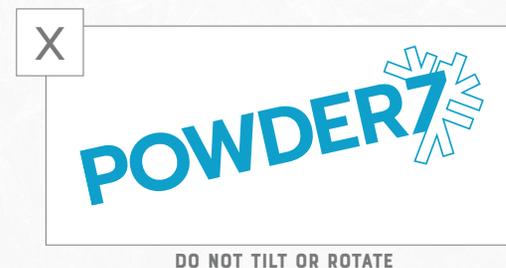
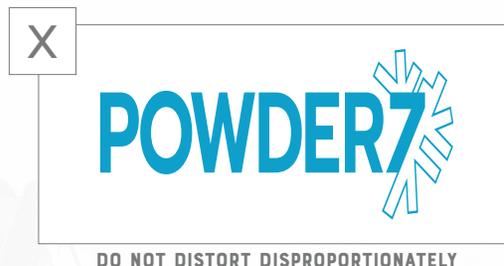


Logo Restrictions

To maintain the strength and integrity of the **POWDER7** brand, the logo must not be altered in any way. The logo has been carefully designed to reflect the brand's identity, and any modification can weaken recognition and consistency. Always use the official, approved files on [page 2](#).

The logo may not be stretched, compressed, skewed, rotated, or disproportionately scaled. It must retain its original proportions at all times. Do not recreate, redraw, or typeset the logo, and never substitute fonts or adjust spacing between characters.

Color integrity is equally important. Only approved [brand color](#) variations may be used. Do not apply unapproved colors, gradients, patterns, drop shadows, outlines, or other visual effects. The logo should never be placed on backgrounds that reduce contrast or compromise legibility.



Wordmark

The **POWDER7** wordmark is also a core expression of the brand's identity.

Consistency is essential to preserving the strength of the **POWDER7** brand. Use only the approved versions of the **POWDER7** wordmark to ensure clarity, legibility, and visual cohesion across all applications, from digital platforms to physical materials. Use only the approved versions on this page.

The blizzard **POWDER7** wordmark may only be used on dark backgrounds where sufficient contrast is present. In these cases, the wordmark must appear entirely blizzard, with no added effects, outlines, or gradients (see [wordmark restrictions](#)).

The **POWDER7** wordmark represents a shared love for skiing and the mountains. It signals quality, expertise, and an open invitation to skiers of all levels.

PRIMARY WORDMARK
POWDER7 BLUE

POWDER7

SECONDARY WORDMARK
MIDNIGHT

POWDER7

SECONDARY WORDMARK
EBONY

POWDER7

SECONDARY WORDMARK
BLIZZARD

POWDER7

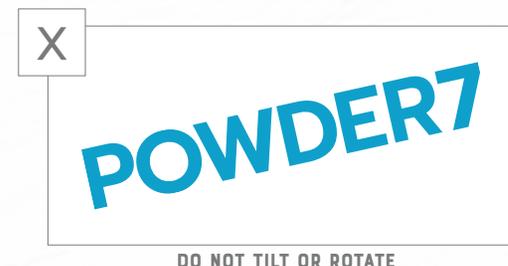
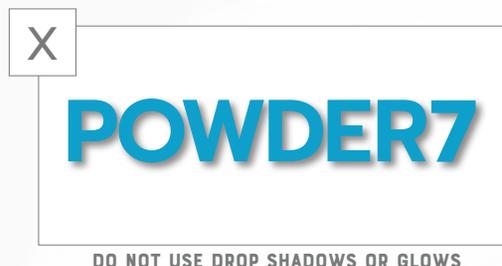


Wordmark Restrictions

To maintain the strength and integrity of the **POWDER7** brand, the wordmark must not be altered in any way. The wordmark has been carefully designed to reflect the brand's identity, and any modification can weaken recognition and consistency. Always use the official, approved wordmarks on [page 4](#).

The wordmark may not be stretched, compressed, skewed, rotated, or disproportionately scaled. It must retain its original proportions at all times. Do not recreate, redraw, or typeset the wordmark, and never substitute fonts or adjust spacing between characters.

Color integrity is equally important. Only approved [brand color](#) variations may be used. Do not apply unapproved colors, gradients, patterns, drop shadows, outlines, or other visual effects. The wordmark should never be placed on backgrounds that reduce contrast or compromise legibility.



Snowflake7 Icon

The **SNOWFLAKE7** icon is a bold, recognizable symbol that captures the energy and movement of skiing. Abstract yet intentional, it evokes snow, motion, and direction—key elements of the **POWDER7** experience. The icon functions as a visual shorthand for the brand, instantly signaling connection to the mountains and a passion for life on snow.

As a primary brand asset, the icon should always be used with care and consistency. Use only the approved **SNOWFLAKE7** icons on this page.

The blizzard version of the icon may only be used on dark or high-contrast backgrounds to preserve clarity and visual impact.

The **SNOWFLAKE7** icon represents more than a graphic mark—it is the soul of the brand identity.

SNOWFLAKE7 PRIMARY
POWDER7 BLUE



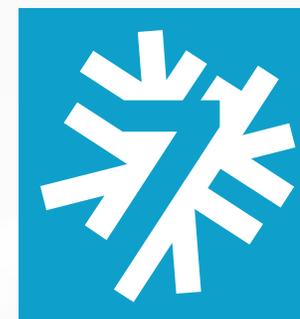
SNOWFLAKE7 SECONDARY
MIDNIGHT



SNOWFLAKE7 SECONDARY
EBONY



SNOWFLAKE7 SECONDARY
BLIZZARD



Snowflake7 Icon Restrictions

To maintain the strength and integrity of the **POWDER7** brand, the **SNOWFLAKE7** must not be altered in any way. The **SNOWFLAKE7** has been carefully designed to reflect the brand's identity, and any modification can weaken recognition and consistency. Always use the official, approved files on [page 6](#).

The **SNOWFLAKE7** may not be stretched, compressed, skewed, rotated, or disproportionately scaled. It must retain its original proportions at all times. Do not recreate, redraw, or adjust spacing between elements.

Color integrity is equally important. Only approved [brand color](#) variations may be used. Do not apply unapproved colors, gradients, patterns, drop shadows, outlines, or other visual effects. The **SNOWFLAKE7** should never be placed on backgrounds that reduce contrast or compromise legibility.



DO NOT DISTORT DISPROPORTIONATELY



DO NOT OUTLINE OR REVERSE SNOWFLAKE7



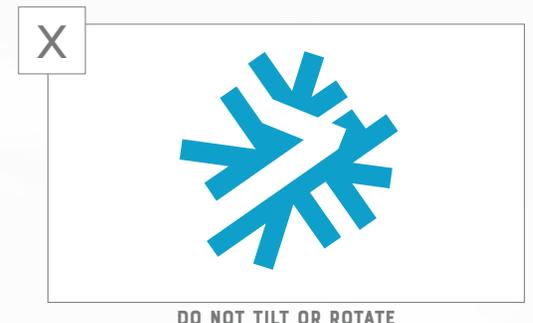
DO NOT USE INCOMPLETE SNOWFLAKE7



DO NOT ALTER COLORS



DO NOT USE DROP SHADOWS OR GLOWS



DO NOT TILT OR ROTATE

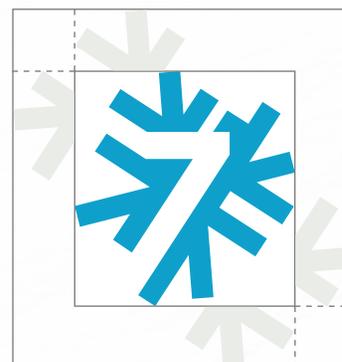


Clear Space

To preserve clarity and visual impact, the **POWDER7** logo, wordmark, and icon must always be surrounded by adequate clear space. This buffer protects the brand from visual clutter and ensures each mark remains legible, balanced, and instantly recognizable in any application.

The required clear space around the logo, wordmark, and icon is equal in width, height, and proportion to the top segment of the **SNOWFLAKE7** icon. This measurement defines the minimum distance that must be maintained on all sides of the brand assets, creating a consistent and intentional visual frame.

No text, imagery, or graphic elements may enter this clear space. The only exception is when the secondary blizzard logo, wordmark, or icon is placed on a solid, dark background color, where the background itself may extend into the clear space without compromising integrity.



Legacy Logos

The **POWDER7** brand has matured since it's inception in 2017. Because of that, there are legacy logo versions that may be in use that should be discontinued.

The legacy **POWDER7** logo has two (2) versions; 2023 and 2017. The 2017 **POWDER7** legacy logo is the original "soul source" of the brand redesign. The 2023 **POWDER7** legacy logo eliminated the left fill of the **SNOWFLAKE7** and made the "7" a solid color. Both legacy versions are outdated and should be replaced wherever applicable. Use the logo versions on [page 2](#).

Both legacy **POWDER7** logo versions also have corresponding "tagline" versions. The tagline **GOLDEN, CO**, has fallen out of favor due to the implication that the brand is small and localized. Use only the approved **POWDER7** logo on [page 2](#), replacing these versions wherever applicable.

The legacy **SNOWFLAKE7** icon has two (2) versions; outline and solid fill. Both versions are no longer used due to difficulties to discern from distances and the aggressive angles on the top right corners of the "7"s. Use only the approved **SNOWFLAKE7** icons on [page 6](#), replacing these versions wherever applicable.

LEGACY LOGO
2017



LEGACY LOGO
2023



LEGACY TAGLINE LOGO
2017



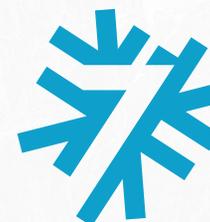
LEGACY TAGLINE LOGO
2023



LEGACY SNOWFLAKE7
OUTLINE



LEGACY SNOWFLAKE7
SOLID FILL



Colors

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

The 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 **#C8E6E4**
RGB **200.230.228**
CMYK **20.0.8.0**

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 **#e9e9e9**
RGB **233.233.233**
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. These carefully selected fonts are designed to resonate with the skiing community and encapsulate the adventure, precision and camaraderie that define **POWDER7**.

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

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

Headlines and sub headlines should be in the **Bourton** family or **Better Times**. Headline and sub headlines should be above 18pt and maintain the **POWDER7** [color palette](#).

For style conformity, **POWDER7** should be written as **POWDER7** (bold, all caps, and no space) or as **Powder7** (bold, lowercase, and no space).

MAIN TEXT

Prompt Regular
Prompt Medium
Prompt Semibold
Prompt Bold

AaBbCcDdEeFf
abcdefghijklmnopqrstuvwxyz
0123456789!@#
[Download for Use](#)

Roboto Regular
Roboto Bold

AaBbCcDdEeFf
abcdefghijklmnopqrstuvwxyz
0123456789!@#
[Download for Use](#)

HEADLINES & SUB HEADLINES

BOURTON BASE DROP
BOURTON BASE
BOURTON LINE
BOURTON OUTLINE

ABCDEF
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789!@#
[DOWNLOAD FOR USE](#)

Better Times

AaBbCcDdEeFf
abcdefghijklmnopqrstuvwxyz
0123456789!@#
[Download for Use](#)



Branded Products

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 designed to embody the spirit of the skiing experience.

For proper usage and restriction examples, please refer to the images on this page.

Each piece of merchandise should feature some part of the brand identity; the **POWDER7 logo**, the **wordmark**, or the iconic **SNOWFLAKE7**. These integrations ensure that our merchandise is instantly recognizable as part of the overall **POWDER7** community.

Branding use for merchandise should meet the following requirements:

- Adequate spacing (see [page 8](#)).
- Blizzard logos and wordmarks on dark backgrounds only (ideally dark blue, navy, or black).
- Logos, wordmarks, and the **SNOWFLAKE7** icons should maintain the brand **colors** whenever possible. Do not change colors to match merchandise.

With **POWDER7** 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.



PROPER SPACING AND SNOWFLAKE7 ICON USAGE



PROPER USAGE OF SNOWFLAKE7 FOR STICKERS



PROPER SPACING AND DARK BACKGROUND



INCORRECT TYPOGRAPHY FOR WORDMARK



BACKGROUND NOT DARK ENOUGH FOR READABILITY





POWDER7.COM