



BRAND GUIDELINES 2025

DENVER SUMMIT FC



MEET US
AT THE TOP.

LOGO



*When placing the Summit FC crest on backgrounds that don't match the Summit Evergreen Pantone color exactly (such as on apparel), use the version of the crest without the colored outline



DENVER SUMMIT FC

DENVER SUMMIT FOOTBALL CLUB

DENVER
SUMMIT FC



CREST CLEAR SPACING

Like a summit silhouetted against the sky, the Crest needs space to breathe. It’s the heart of our brand—a symbol of pride, motion, and place—and it should always stand tall and uninterrupted. To preserve its impact, maintain a clear exclusion zone around the Crest where no text, graphics, or other design elements may intrude.

This buffer ensures clarity, respect, and legibility across every application—from billboards to badges. The rule is simple: protect the peak.

Clear spacing should be 1x the height of the Denver Summit FC “D” scale used in the Crest.



MINIMUM SIZING

Summit FC’s marks were built for clarity—from the stadium screen to the smallest stitch. That’s why we’ve designed a flexible system: a family of logos crafted for every scale and setting.

When scaling down, always ensure the mark remains sharp, legible, and true to form. Choose the right variation for the job—tighter, rectangular spaces call for the wordmark or tertiary lockups, while taller formats are perfect terrain for the Crest. Respect the shape, honor the scale, and let each mark shine in its element.

MINIMUM SIZE .5" WIDE



MINIMUM SIZE .25" WIDE



MINIMUM SIZE .5" WIDE



MINIMUM SIZE 1" WIDE

DENVER SUMMIT FC

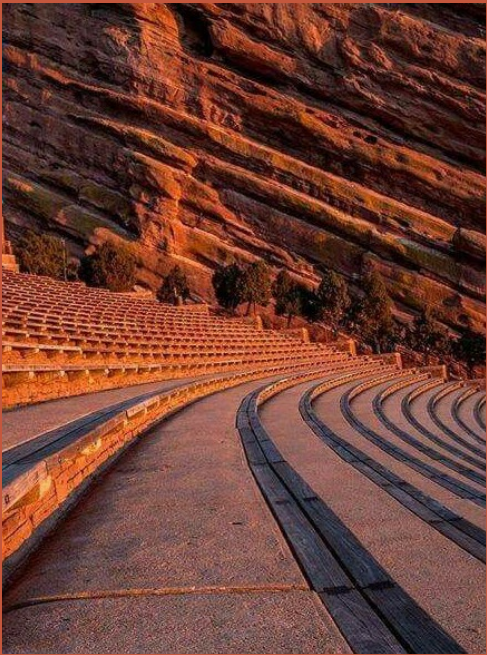
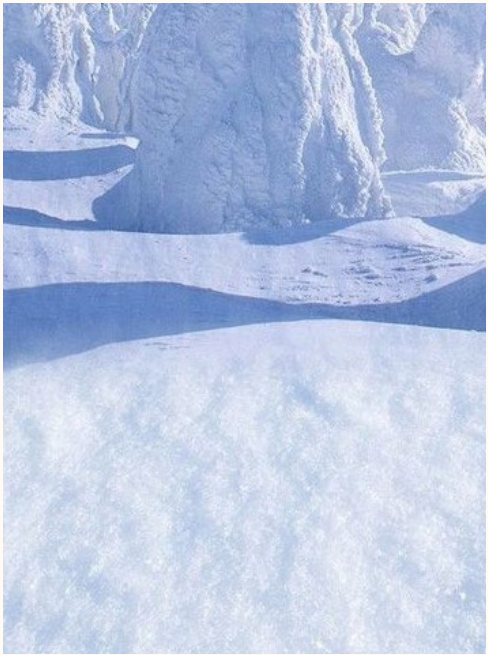
MINIMUM SIZE 1.25" WIDE

DENVER SUMMIT FOOTBALL CLUB

MINIMUM SIZE .5" WIDE

DENVER SUMMIT FC

COLOR

 EVERGREEN	 SANDSTONE	 SNOW	 AZURE	 SUNSHINE	 SAGE	 SLATE
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COLOR PALETTE

This palette is a love letter to Colorado—from snow-dusted summits to the deep greens of the forest, and the unmistakable blue of our mile-high sky. Every hue is pulled from the land itself—a spectrum that stretches from the plains to the peaks. This is our visual terrain, our emotional shorthand, our brand in full color.

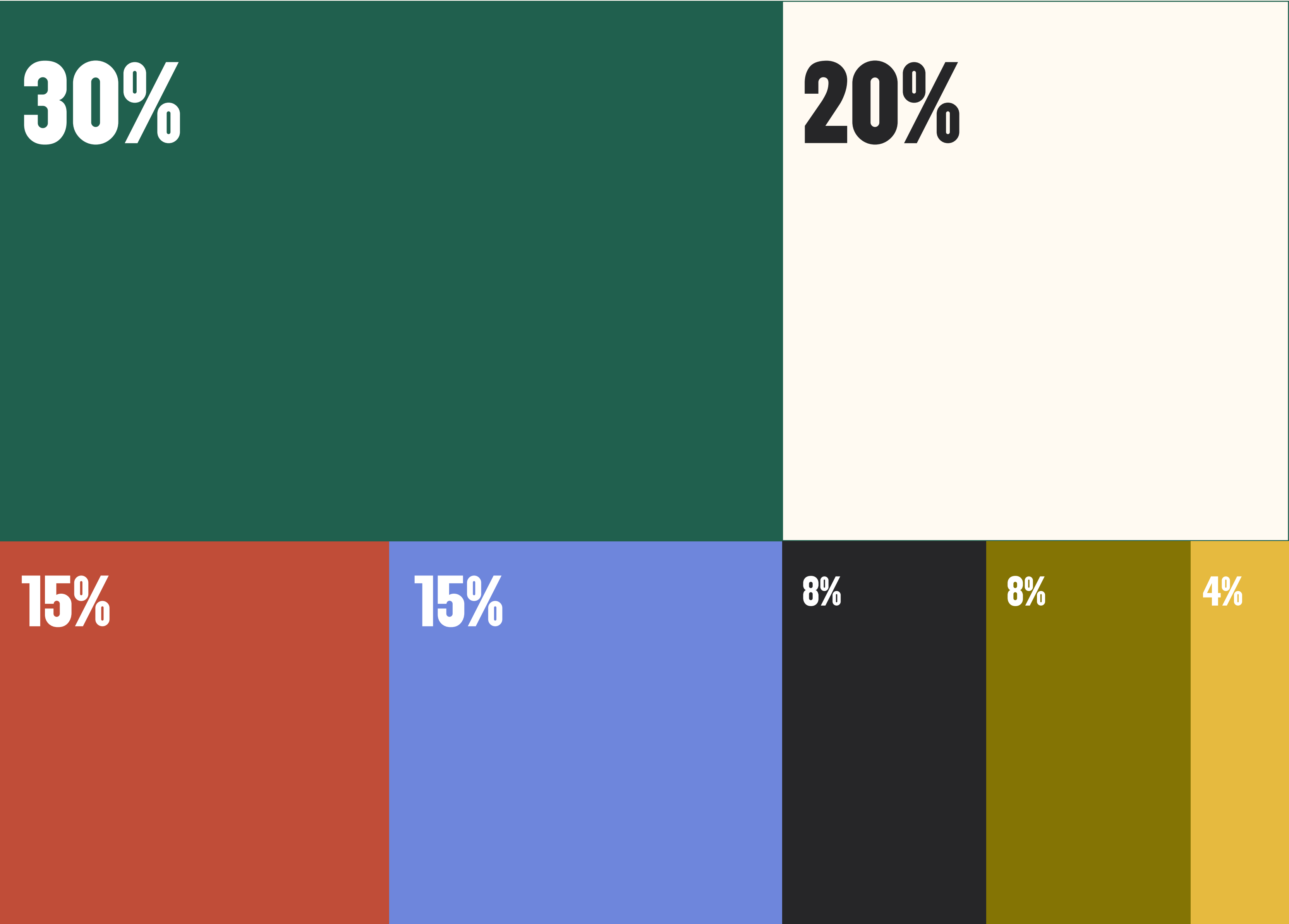
These tones are foundational and fixed. Do not alter, remix, or reinterpret. To ensure consistency across every medium, use the exact specifications provided: Pantone for physical production, CMYK for print, RGB for digital, and HEX for web. Respect the palette. It’s more than color—it’s where we come from.

EVERGREEN	HEX 20604E	CMYK 85 40 71 30	RGB 32 96 78	PANTONE 4165 C
SANDSTONE	HEX C04D38	CMYK 18 82 86 7	RGB 192 77 56	PANTONE 167 C
SNOW	HEX FFFAF2	CMYK 0 1 4 0	RGB 255 250 242	PANTONE P 1-1 C
AZURE	HEX 6E86DC	CMYK 59 46 0 0	RGB 110 134 220	PANTONE 2129 C
SAGE	HEX 847404	CMYK 46 43 100 18	RGB 132 116 4	PANTONE 7760 C
SLATE	HEX 262628	CMYK 72 66 62 68	RGB 38 38 40	PANTONE BLACK 6 C
SUNSHINE	HEX E6B93F	CMYK 7 27 100 0	RGB 230 186 63	PANTONE 7408 C

COLOR HIERARCHY

The power of our palette lies not just in the colors themselves, but in how we use them. Balance matters. Use the ratios below as a guide to ensure each tone plays its intended role—supporting clarity, contrast, and cohesion across every touchpoint.

Evergreen and Snow form the foundation—broad, expansive fields of color that shape the brand’s visual terrain. Azure and Sandstone bring energy and edge, creating contrast and a contemporary feel. Sage and Slate serve as accents and tonal punctuation, adding depth without distraction. Sunrise is reserved, radiant, and purposeful—used primarily in the Crest where it carries the warmth and optimism of the brand.



COLOR COMBO

Our Brand is equal parts style and legibility—and our color combinations strike that balance. These curated pairings prioritize contrast and clarity while reflecting the strength and spirit of the Summit FC brand.

Whether you’re building a scoreboard graphic, a social post, or a stadium banner, contrast is non-negotiable. Core information should always be easy to read, never lost in the landscape. The combinations shown here are designed to be both functional and aspirational—where bold meets beautiful, and readability meets elevation.

When in doubt, lead with contrast.



COLOR ADA

Designing for all isn't just best practice—it's core to who we are. Summit FC's visual system is built with accessibility in mind, ensuring clarity, legibility, and usability for everyone, including those with visual impairments.

When designing core web elements—like headlines, body copy, buttons, and navigation—contrast is key. This page serves as your guide for choosing compliant color combinations that meet or exceed ADA and WCAG standards. Our colors have been tested and optimized for digital accessibility without compromising the strength or beauty of the brand.

AA LARGE ONLY	AA LARGE ONLY		AA LARGE ONLY	AA LARGE ONLY		AA LARGE ONLY
WHITE	WHITE	BLACK	BLACK	WHITE BLACK	WHITE	BLACK

TYPOGRAPHY

GOAL!
GOAL!
GOAL!



2026

DENVER SUMMIT FC
SEASON PREMIER

WHEN
Sunday, August 24

WHERE
Sante Fe Yards

TYPE SYSTEM

Our typography system is clear, bold, and built to carry the voice of the Summit—strong, elevated, and unmistakably Colorado. These typefaces were chosen not just for style, but for clarity, legibility, and the layered storytelling they bring to every touchpoint.

VTC Martin is our headline workhorse—a tall x-height sans serif inspired by jobbing fonts of the westward expansion. It’s sturdy, elegant, and linear—echoing the strength of our wordmark and the enduring promise of the region. Normalidad offers balance—squat, expansive, and perfect for subheads or punchy moments of secondary content. Geist, in both Mono and Regular, rounds out the system as our utility player: clean, versatile, and perfect for body copy, UI, and captions. Together, these fonts create a confident hierarchy—modern, legible, and ready to move.

PRIMARY CHARACTER SET

TYPEFACE: VTC MARTIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!1234567890!

SECONDARY CHARACTER SET

TYPEFACE: NORMALIDAD (ULTRAEXTENDED BOLD)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!1234567890!

ACCENT / BODY CHARACTER

TYPEFACE: GEIST (MONO & REGULAR)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!1234567890!

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!1234567890!

TYPE HIERARCHY

Good design guides the eye and great typography leads with intention. Our typographic system is built in layers, creating a visual rhythm that moves the reader through bold headlines, supporting details, and essential information with clarity and ease.

Establishing clear hierarchy is critical for strong messaging and thoughtful layout. Headlines should command attention, subheads should support, and body text should inform. This page provides guidance on scale, weight, and style to ensure your messaging always feels structured, legible, and on-brand—whether you’re designing for web, print, or scoreboard.

HEADLINE & SUBHEAD TYPE SCALE

TYPEFACE: VTC MARTIN & NORMALIDAD

4X —

FEARLESS

1X —

BY NATURE

HEADLINE & BODY TYPE SCALE

TYPEFACE: VTC MARTIN

2X —

BUY TICKETS NOW

1X —

The NWSL has announced it has awarded Denver, Colorado the league’s 16th franchise. The Denver NWSL team, set to begin play in the 2026 season, is comprised of a robust ownership group that includes local and national investors including Rob Cohen, Project Level, a subsidiary of Ariel Investments led by Chairwoman Mellody Hobson and former Washington Commanders President Jason Wright, FirstTracks Sports Ventures LLC (FTSV), led by siblings Jon-Erik Borgen and Kaia Borgen Moritz, Neelima Joshi and Dhiren Jhaveri and Molly Coors. Cohen will serve as the club’s controlling owner and Governor with Hobson as Denver NWSL’s Alternate Governor.

TYPE SPECIFICATIONS

Every message starts with intention. Our type system is designed not just to look good—but to work hard, guiding the eye, amplifying clarity, and bringing rhythm to every layout. The way we use typography should always serve the story: bold where it counts, quiet where it supports, and always in service of strong, clear communication.

This page is your guidebook for applying type with purpose. From scale and spacing to weight and alignment, use these specifications to ensure that every design—whether for digital, print, or motion—delivers messaging that feels sharp, structured, and distinctly Summit.



Typeface: Martin
Font: Regular
Case: Uppercase
Size: 260 pt
Leading: 160 pt

MILE HIGH.
GAME HIGHER.

Typeface: Normalidad
Font: Ultraextended Bold
Case: Uppercase
Size: 50 pt
Leading: 50 pt

WELCOME TO
DENVER SUMMIT FC

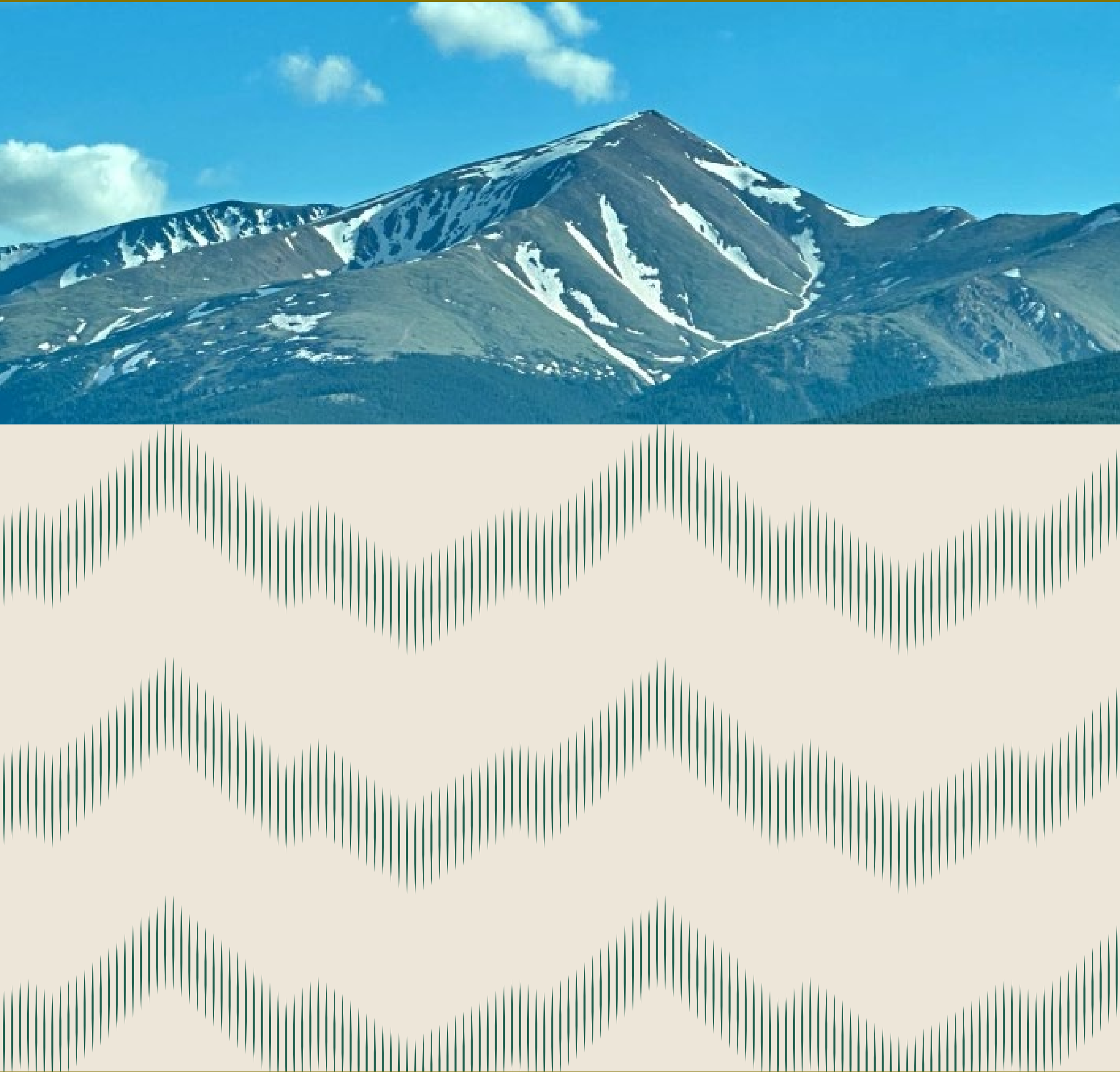
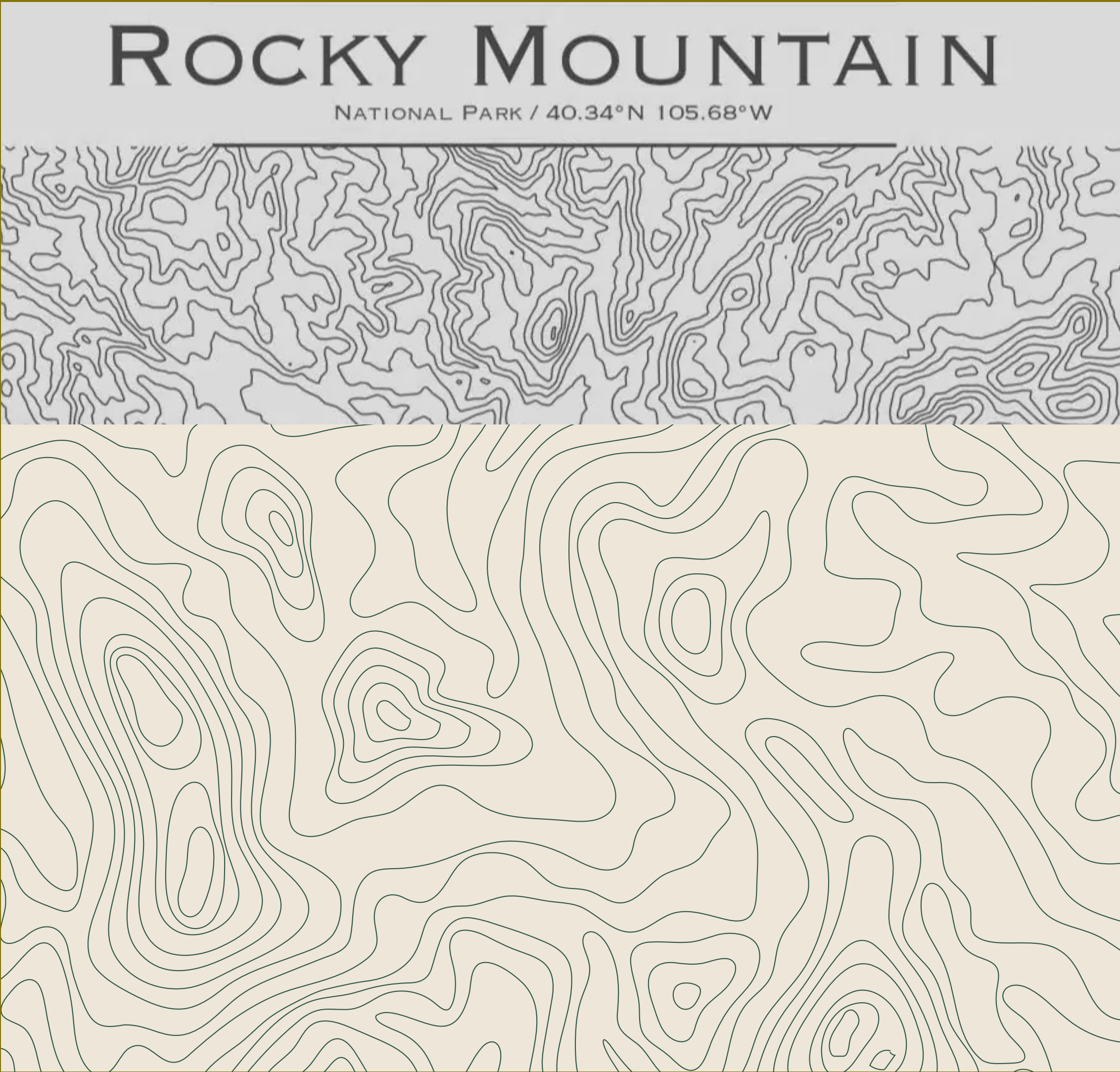
Typeface: Geist Mono
Font: Regular
Case: Uppercase
Size: 26 pt
Leading: 35 pt

COMING 2026

Typeface: Geist
Font: Regular
Case: Sentence Case
Size: 16 pt
Leading: 18 pt

The NWSL has announced it has awarded Denver, Colorado the league’s 16th franchise. The Denver NWSL team, set to begin play in the 2026 season, is comprised of a robust ownership group that includes local and national investors including Rob Cohen, Project Level, a subsidiary of Ariel Investments led by Chairwoman Mellody Hobson and former Washington Commanders President Jason Wright, FirstTracks Sports Ventures LLC (FTSV), led by siblings Jon-Erik Borgen and Kaia Borgen Moritz, Neelima Joshi and Dhiren Jhaveri and Molly Coors. Cohen will serve as the club’s controlling owner and Governor with Hobson as Denver NWSL’s Alternate Governor.

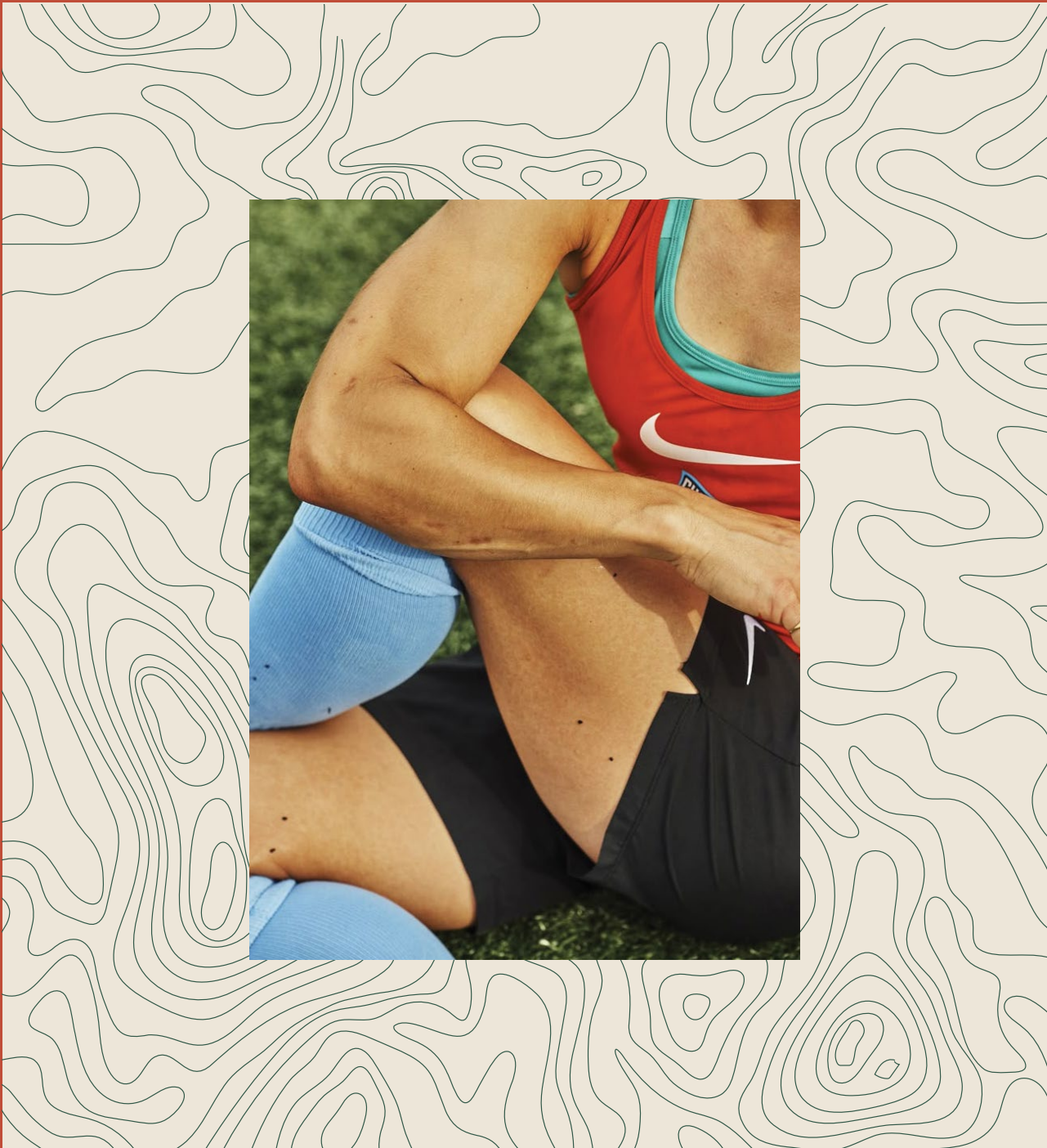
SYSTEM



TOPOGRAPHY USAGE

The Summit’s proprietary topography pattern grounds the brand in its origins—the iconic natural landscape of the state. Designed as a large-scale field, the pattern can be colorized, cropped, or allowed to flow freely through a composition, much like a river winding through the mountains.

This page highlights various use cases for the pattern across digital, print, and web applications.



TOPOGRAPHY PATTERN AS FULL
BLEED BACKGROUND TEXTURE OVER
SOLID COLOR



TOPOGRAPHY PATTERN WITH
ORGANIC EDGE

MOUNTAIN USAGE

The Colorado horizon is celebrated across the Summit FC name, crest, and pattern system. The mountain forms in the pattern mirror the angles found in the crest, creating a cohesive and intentional visual language. Custom-designed as a seamless, tile-able system, the pattern can extend infinitely in any direction.

It’s built for flexibility—scaling from bold and prominent to subtle and textured, depending on application. As color contrast increases, so does the visual impact of the pattern, offering dynamic range across brand expressions.



MOUNTAIN PATTERN SMALL SCALE
AS FULL BLEED BACKGROUND
TEXTURE OVER SOLID COLOR



MOUNTAIN PATTERN LARGE SCALE
BEHIND TYPOGRAPHY

ICONOGRAPHY

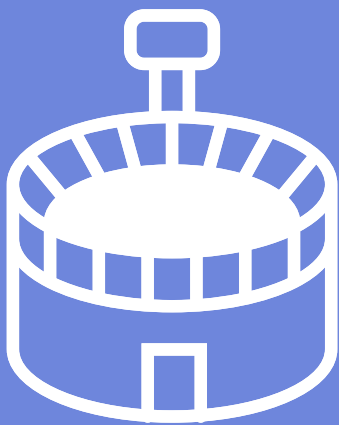
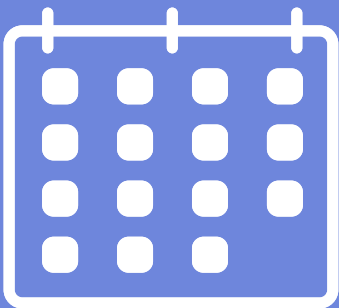
Icons are our visual shortcuts—small but mighty tools that help guide, inform, and connect. At Summit FC, iconography should feel as intentional as our typography and as rooted as our palette. Every icon should be clear, consistent, and unmistakably part of the system.

Use icons to enhance communication, not to clutter it. They should clarify meaning, support navigation, and reinforce brand tone across digital environments. Stick to the approved style set, maintain consistent stroke weight and scale, and always pair with legible type when necessary.

CREST BOUNDED



UNBOUNDED



ICONOGRAPHY

MINIMUM SIZE

When scaling down icons, always ensure they remain sharp, legible, and detailed. As the scale reduces the outer boarder of the crest should be removed in favor of the icon on its own. They are designed to get to very small scales but make sure that the icons are paired with clear and concise supporting text.



MINIMUM SIZE .25" WIDE



MINIMUM SIZE .25" WIDE



OUTCOMES

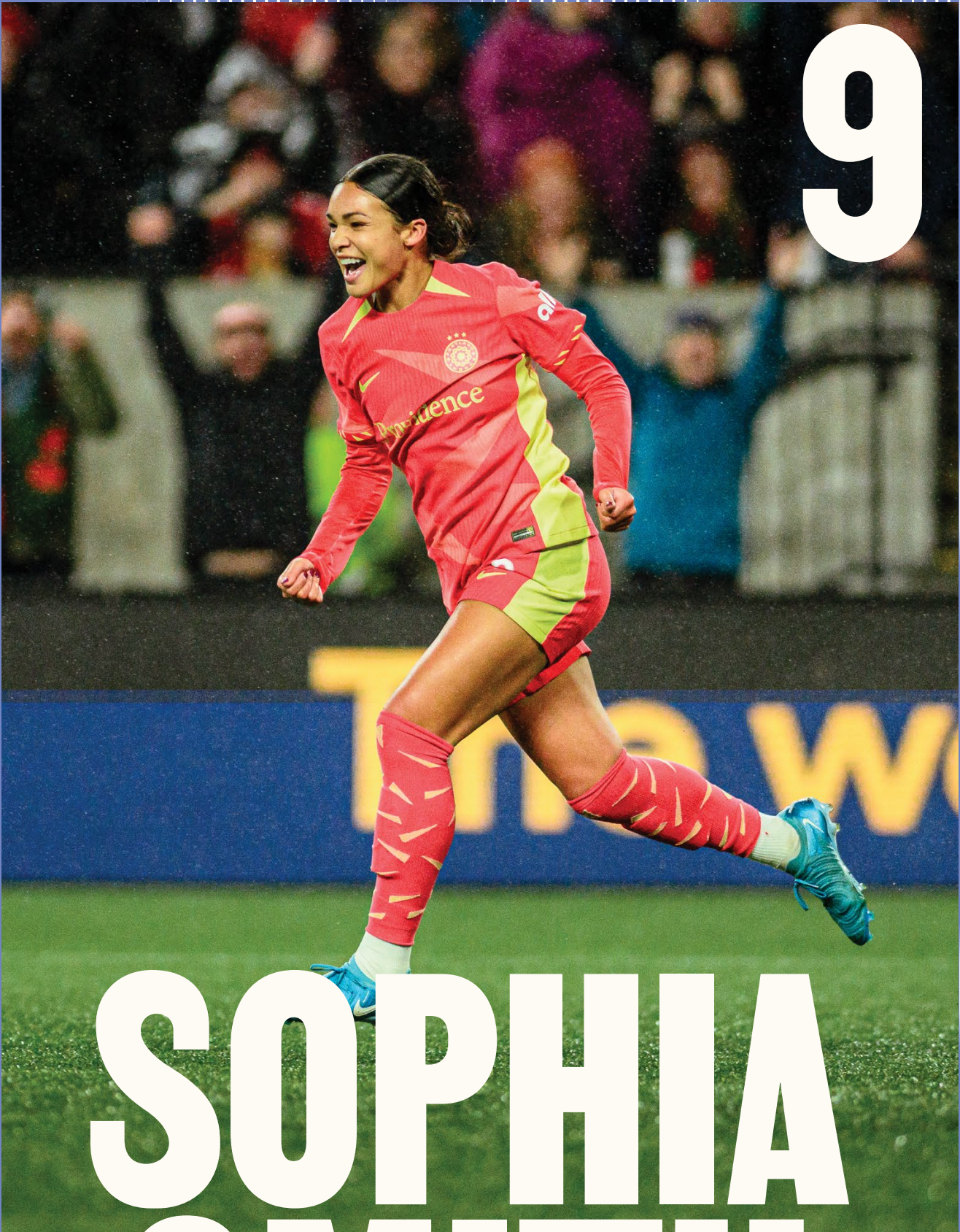


MEET US AT THE TOP.

WELCOME TO
DENVER SUMMIT FC

POSITION: FORWARD

AGE: 28



SOPHIA
SMITH

