



PRESS RELEASE

For Immediate Release

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PACIFIC NORTHWEST SKI ASSOCIATION ANNOUNCEMENT

New Logo Launches for the 2021/22 Winter Season

Quincy, Washington, September 17, 2021 - The Pacific Northwest Ski Association unveils its new logo. Earlier this year, the Pacific Northwest Ski Association, and the Pacific Northwest Ski Education Foundation (the fundraising arm of the Division), assigned a team to rebrand their respective logos to ensure their identity was unifying, clear, and aspiring.

Also, the team's goal was to retire the indigenous "totem" mark to ensure the Divisional logo was not viewed as disparaging out of respect and consideration to Native Americans.

"Having one Brand mark for all of our teams that also aligns with US Ski and Snowboard will enable us to create an exciting visual platform for our ski racing community in the Pacific Northwest" said Karl Wardrop, President of the Pacific Northwest Ski Association.

Aligning on a single iconic mark for the Alpine, Nordic and Master's skiers, while uniting the Pacific Northwest Ski Education Foundation within the framework of the Pacific Northwest Ski Association logo, allows for one voice across all respective platforms.

Nordic coach and past Pacific Northwest Ski Education Foundation Board Member, Vicki Longhini and Nike Marketing advisor and current President of the Pacific Northwest Ski

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Education Foundation, Kerry Godfrey Scroggins led the re-branding workstream while leveraging input from a variety of Pacific Northwest expert stakeholders to provide insight and perspective to crafting the mark. Team members included, Scott Macartney, former US Ski Team member, coaches, Zach Hill and Justin Rackley, former Pacific Northwest Ski Association President Curtis Hammond, former Pacific Northwest Ski Education Foundation President Debbie Kray, and Claudia Yamamoto, Executive Director of the Pacific Northwest Ski Association. Jennifer Simon-Becker, proprietor of Mountain Flower Studios in Belgrade, MT, a design, and consulting firm developed a variety of iterations before zeroing in on the uniquely crafted "PNW" mark with the unique coniferous tree design.

On the Division's new logo, Scott Macartney said, "While I grew up racing in the Pacific Northwest where the totem mark represented our PNW Division, I'm really proud of the evolution of our new Divisional mark and this next chapter for our ski racing community."

The Brand Guideline debuts the new logo for the Pacific Northwest Ski Association that unites multiple entities within the community, ultimately helping to elevate the Division's presence and impact for the athletes, coaches and fans across North Idaho, Washington, and Oregon. "Harmonizing the Divisional mark across the organization, especially for the Pacific Northwest Ski Education Foundation, will enable our community to better understand the tightly knit affiliation the foundation has in financially supporting athletes and coaches and venues in the Pacific Northwest Ski Association," Godfrey Scroggins says.

We ask for patience as we make the transition to this new logo. The updates will be iterative as we want to ensure our members know how to find and source ongoing information throughout the season. <https://PNSA.org> will continue to be the URL for the Pacific Northwest Ski Association with a "Donate" link to the Pacific Northwest Ski Education Foundation site <https://PNWSEF.org>.

The new logo will be introduced for the 2021/2022 season including rebranded digital sites and social media channels. The "PNW" mark will be available for the community to promote across their ski clubs effective immediately.

Primary Logo

The primary mark is a fresh and modern design approach that features the heritage of the Pacific Northwest while giving a nod to our partnership with US Ski and Snowboard with color and design elements.

All teams and athletes in Ski (Nordic and Alpine) as well as with the Ski Education Foundation are united under one primary and proprietary brand mark.



The unique tree design represents the heritage of the great Pacific Northwest coniferous trees (pines, firs, redwoods, etc).

Two red stripes complement the U.S. Ski and Snowboard logo which is an ode to our country's flag and the angle celebrates speed and movement.

Primary Logo



PNW Logo Mark



PNW Shield Logo Mark



Ski Education Foundation Logo



The primary logo for the Pacific Northwest Division - PNW - is the lead mark for all affiliations.

“Ski Education Foundation” text with the frame shape is added to the primary mark for all communication platforms.