



THIRD SHOT SPORTS
PICKLEBALL

BRANDING GUIDE



PREPARED BY:

The Innovative Bee Agency

PRIMARY LOGO



CLEAR SPACE

To ensure legibility, the logo should have a minimum clear space around it whenever it is used (as indicated below). The clear space should be maintained as the logo is proportionately resized.



MINIMUM SIZE

The smallest the logo should be resized to is 2" wide (as indicated below).



SECONDARY LOGOS

Third Shot Sports' secondary logos provide alternate options to use in place of the primary logo.

Stacked Logo - Works best for vertical orientations.



THIRD SHOT SPORTS
PICKLEBALL

Text Only - Use sparingly.

THIRD SHOT SPORTS
PICKLEBALL

3S Shield - Works best where the brand name is already displayed or referenced. The shield can also be used as the favicon for the website.



ONE COLOR LOGOS

A one color logo works well on a solid colored background and for one color print jobs. The white logo should be used on dark backgrounds and the dark gray logo should be used on light, white, or neutral backgrounds.



REVERSE LOGO

The reverse logo can be used on dark backgrounds where there wouldn't be enough contrast if the primary logo were used.



SUB-BRAND LOGO EXAMPLE

For consistency across sub-brands within the Third Shot Sports umbrella, the logo can be altered to create sub-brand logos. The color of the three dots, bottom of the shield, and "PICKLEBALL" text portion of the logo can be changed to create a new logo that is still consistent with Third Shot Sports overall branding. The "PICKLEBALL" text portion of the logo should be changed to the sub-brand name, as illustrated below.



USAGE GUIDELINES

1. Legibility

To ensure the legibility, the logo should only be placed on background images with simple, uniform fields of color. Avoid placing it on visually complex photography or patterns. If needed, place the logo within a solid, single-colored box over the background.

DO



DO NOT



2. Improper Usage - DO NOTS



Do NOT modify, stretch, rotate, squish or distort the logo any way



Do NOT use colors outside of the Third Shot Sports primary or secondary color palette.



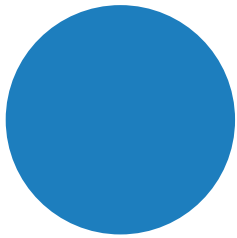
Do NOT fill either part of the shield with a gradient, image, or pattern.



Do NOT incorporate or combine any other Third Shot Sports logos, or other marks, symbols, or graphics.

PRIMARY COLORS

The primary color palette includes the the 3S blue from the original logo. Blue represents trust, dependability, and intelligence. The blue is paired with a very dark gray and light gray which are neutral colors that represent reliability, intelligence, and solidness. Utilizing blue and gray keep the brand familiar to the current audience, while incorporating other colors such as golden yellow help make variations of the logo more energizing, youthful, and fun.

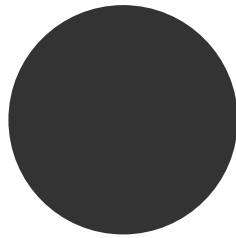


3S BLUE

CMYK: 83, 44, 2, 0

RGB: 28, 125, 190

HEX: #1C7DBE

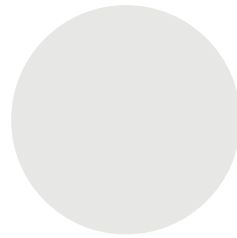


DARK GRAY

CMYK: 69, 63, 62, 58

RGB: 51, 51, 51

HEX: #333333

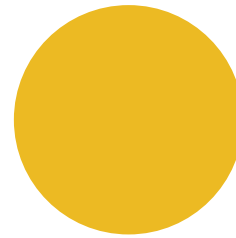


LIGHT GRAY

CMYK: 9, 6, 7, 0

RGB: 230, 230, 229

HEX: #E6E6E5



GOLDEN YELLOW

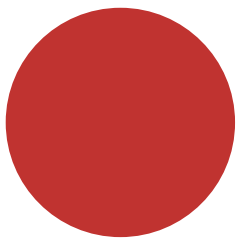
CMYK: 7, 26, 98, 0

RGB: 236, 18, 35

HEX: #ECBA23

SECONDARY COLORS

The secondary color palette provides additional colors for sub-brand use that pair well with the primary color palette. Secondary colors can also add interest to designs and can be used on their own or in combination with the primary colors, but overall should be used sparingly.

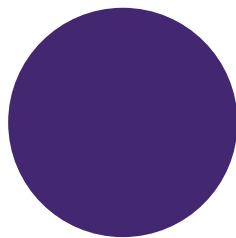


DEEP RED

CMYK: 18, 94, 91, 7

RGB: 191, 50, 47

HEX: #BF322F

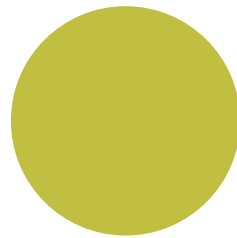


DARK PURPLE

CMYK: 89, 100, 19, 14

RGB: 67, 40, 112

HEX: #432870



GREEN

CMYK: 29, 15, 92, 0

RGB: 191, 191, 66

HEX: #BFBF42

LOGO & HEADLINE TYPEFACES

Bebas Neue is used for the “3S” lettermark on the shield and “THIRD SHOT SPORTS” in the text portion of the logo. Montserrat Medium Italic is used for “PICKLEBALL” in the text portion of the logo and will be used for the sub-brand names for the sub-brand versions of the logo. Montserrat Medium Italic provides a feeling of movement to the logo.

BEBAS NEUE - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat - Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

BODY TYPEFACE

Montserrat Light, Light Italic and Bold should be used for body copy. Montserrat is a sans serif font that has a simple, clean, and modern feel and pairs well with Bebas Neue.

Montserrat - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Montserrat - Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Montserrat - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

BRANDED COMMUNICATION MATERIALS & PROMOTIONAL ITEMS

1. T-Shirt Design



2. Pickleball Paddles



3. Email Newsletter



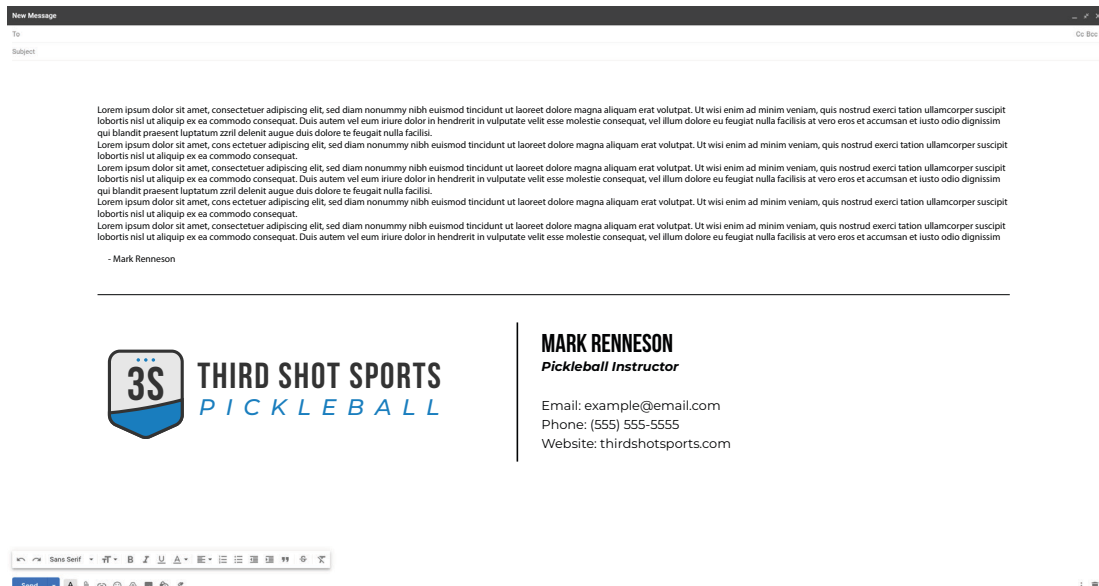
The Principal of Same

By Mark Renneson

Believe it or not, many intermediate players can hit 5.0 quality shots. Whether we're talking about a solid return of serve, a low drop or a tough-to-attack dink, non-pros can hit the same quality of shots as some of the game's best.



4. Email Signature



5. Business Card

