

APP

**BRAND
GUIDELINES**

UPDATED JULY 2023

WELCOME

INTRODUCTION

THESE BRAND GUIDELINES ARE DESIGNED TO ENSURE A CONSISTENT LOOK AND TONE IN ALL ITS COMMUNICATIONS. THE FOLLOWING PAGES WILL HELP YOU UNDERSTAND THE APP, WHAT IT STANDS FOR AND HOW TO EXPRESS IT IN THE BEST POSSIBLE WAY.

FOUNDED IN 2019, THE ASSOCIATION OF PICKLEBALL PLAYERS (APP) RUNS THE APP TOUR, THE FIRST AND ONLY PICKLEBALL TOUR OFFICIALLY SANCTIONED BY USA PICKLEBALL, THE NATIONAL GOVERNING BODY OF THE SPORT.

THE APP EMBODIES "PICKLEBALL FOR ALL," SERVING MALE AND FEMALE PROFESSIONALS, AMATEURS, COLLEGIATE PLAYERS, SENIOR PROFESSIONALS (50+) AND SUPER-SENIOR PROFESSIONALS (60+), AS WELL AS DEVELOPING FUTURE CHAMPIONS THROUGH THE APP NEXT GEN SERIES, AND OTHER YOUTH INITIATIVES.

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LOGOS

PRIMARY LOGO

APP

APP

LOGOS

SECONDARY LOGOS

THE ASSOCIATION OF PICKLEBALL PLAYERS LOGO



APP TOUR LOGO



LOGOS

ADDITIONAL BRAND LOGOS

APP TV LOGO



APP ACADEMY



LOGOS

ADDITIONAL BRAND LOGOS

NEXT GEN LOGO



NEXT GEN NATIONAL TEAM LOGO



LOGOS

ADDITIONAL BRAND LOGOS

AARP CHAMPIONS DIVISION



**CHAMPIONS
DIVISION**

AARP MASTERS DIVISION



**MASTERS
DIVISION**

LOGOS

TOURNAMENT LOGOS

ALL APP TOURNAMENT LOGOS UTILIZE TWO ABSTRACT LINES DEPICTING THE UPPER PART OF A PICKLEBALL PADDLE. THESE TWO LINES ARE USED THROUGHOUT EACH TOURNAMENT LOGO TO ALLOW OUR AUDIENCE TO EASILY IDENTIFY IT AS AN APP TOUR STOP.

WITHIN OUR SIGNATURE ARCHING LINES, THE APP LOGO AND TOURNAMENT NAME IS PLACED.



EXAMPLES



COLOR

PRIMARY COLORS

MALIBU

PANTONE: 118-6 C

HEX: #00BBDA

RGB: 0, 187, 218

CMYK: 71, 2, 11, 0

BLUE CHARCOAL

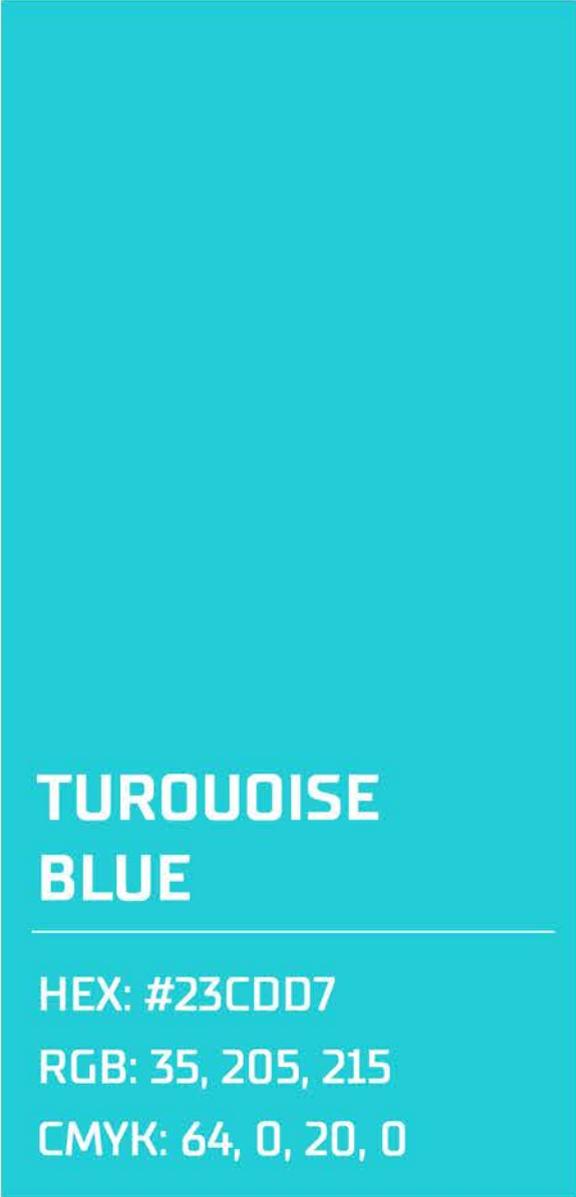
HEX: #232C34

RGB: 35, 44, 52

CMYK: 80, 68, 57, 60

COLORS

SECONDARY COLORS



TUROUOISE BLUE

HEX: #23CDD7

RGB: 35, 205, 215

CMYK: 64, 0, 20, 0



GRAY

HEX: #636468

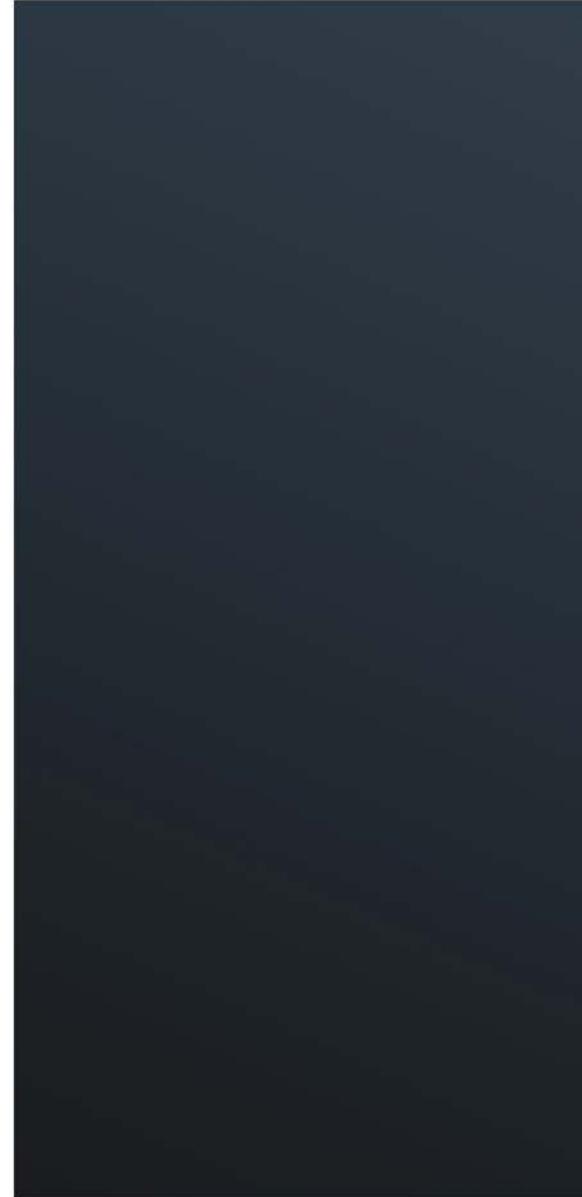
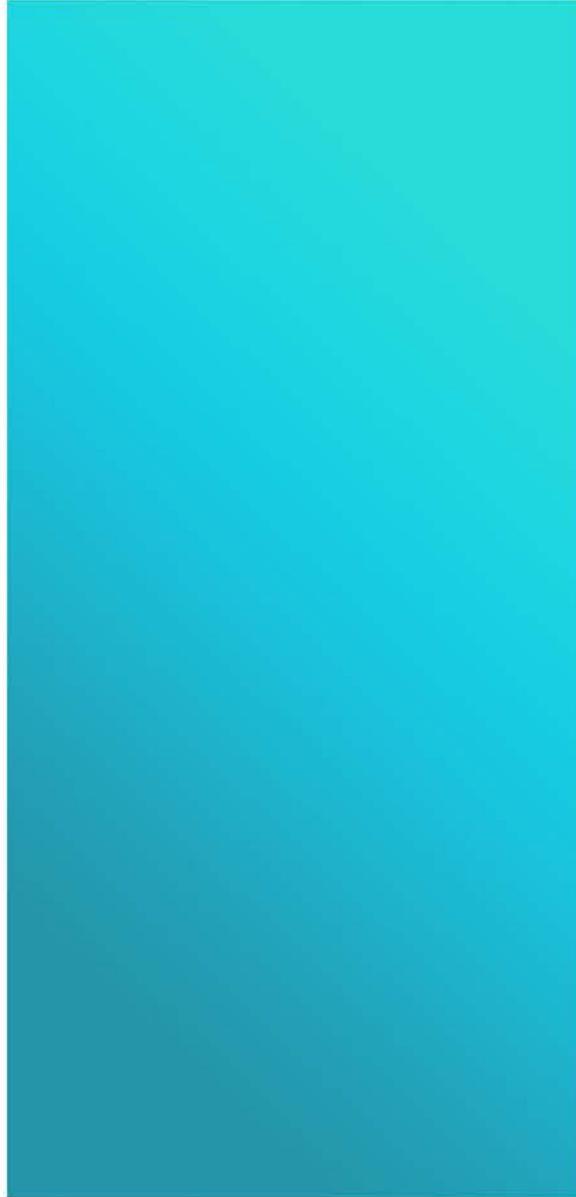
RGB: 35, 44, 52

CMYK: 80, 68, 57, 60

PMS: 179 - 11C

COLORS

GRADIENTS



FONTS

PRIMARY TYPE FACE

TT SUPERMOLOT NEUE - THIN
 TT SUPERMOLOT NEUE - LIGHT
 TT SUPERMOLOT NEUE - MEDIUM
 TT SUPERMOLOT NEUE - DEMI-BOLD
 TT SUPERMOLOT NEUE - BOLD

TT SUPERMOLOT NEUE - EXPANDED REGULAR
TT SUPERMOLOT NEUE - EXPANDED DEMI-BOLD ITALIC
TT SUPERMOLOT NEUE - EXPANDED BOLD ITALIC
TT SUPERMOLOT NEUE - EXPANDED EXTRA BOLD ITALIC
 TT SUPERMOLOT NEUE - EXPANDED BLACK
TT SUPERMOLOT NEUE - EXPANDED BLACK ITALIC

PRIMARY HEADLINE AND SUB-HEADLINE

TT SUPERMOLOT NEUE - BOLD
 TT SUPERMOLOT NEUE - MEDIUM

EXAMPLE

PLAYER NAME
 GOLD MEDALIST

TEXTURES

TEXTURE

COURT SURFACE TEXTURE IS UTILIZED THROUGH APP DESIGNS TO ADD VISUAL INTEREST AND DEPTH, ALONG WITH GIVING CREATIVE A SIGNATURE STYLE/LOOK.

