

# Tap N Paddles

# BRAND BOOK

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01

# Brand Voice

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Keep a consistent brand voice on all TapNPaddles communications including social media and announcements.

 **ENERGETIC**

 **PLAYFUL**

 **WELCOMING**

**Energetic, playful, and welcoming** – that's the TapNPaddles voice! When writing for this brand, keep the tone **upbeat** and **engaging**, as if you're talking to a friend who's just as excited about pickleball as you are. Our audience is diverse, so make sure to be **inclusive and inviting** to players of all ages and skill levels. Use casual language and **sprinkle in some pickleball lingo** to show that we're true enthusiasts. Highlight the fun atmosphere, social aspect, and mouthwatering food and drinks to entice readers to join in on the TapNPaddles experience. And remember, we're all about making unforgettable memories – so **let your writing reflect the good times waiting to be had at TapNPaddles!**

02

## Sales Messaging

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Pickleball, Eats, & Local Drinks

Escape • Play • Relax

You bring your game, we bring the finest pickleball experience around! After a game at TapNPaddles, you won't settle for playing anywhere else.





# ESCAPE

# PLAY

# RELAX

**Join us. Play with us. Eat with us.**

**Train with us. Celebrate with us.**

**Partner with us.**

Are you looking for a spot with the perfect mix of pickleball, leisure, and delicious bites? Look no further than TapNPaddles, the venue taking the world of pickleball by storm.

Created by pickleball enthusiasts, TapNPaddles is a pickleball paradise where the games are hot and the drinks are cold. You bring your game, we bring the finest pickleball experience around! With indoor, pro-level playing surfaces, we're the premier spot for a game, whether you're a first-timer or a pro. People of all ages and stages will love the lively atmosphere, friendly competition, and camaraderie on our courts. After

visiting TapNPaddles, you won't settle for playing anywhere else.

We're all about fun here. No stuffy dress codes, just an easygoing vibe that lets you play, dine, and enjoy games at your own pace. TapNPaddles offers a superior experience created for pickleballers, by pickleballers. You'll make friends, enjoy social events, and make unforgettable memories.

Satisfy your appetite and celebrate your victories – big or small. Step into our vibrant restaurant and bar where our menu is loaded with tasty treats, from mouthwatering eats to refreshing cocktails. We're known for dishing out crowd-pleasers, including comfort food and gourmet delights — there's something for every taste bud. Our bartenders craft the best cocktails in town and serve up the finest local beer and wine.

New to the game? Work with our pickleball pros to take your game from beginner to advanced in no time with our Training Academy. Want to make it a hobby? Choose a membership that suits you. Unlock special perks, discounts, and more!

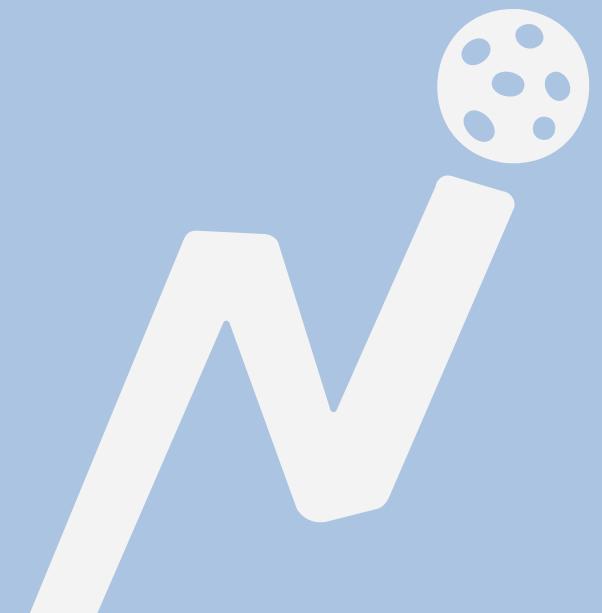
Are you ready to "Tap In?" Check us out at [tapnpaddles.com](http://tapnpaddles.com) and on Instagram, Facebook, or YouTube for more information on memberships, partnerships, events, or reserving a court.

03

# Logo

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Our logo is inspired by the joy and camaraderie Pickleball brings to players. Bouncing round letters display playfulness and action. The tapping D's/paddles display the camaraderie you feel with your partner OR opponent after a great play. Pickleball is for all. The path of the pickleball is also the N, bouncing off the tapping D's. We're always ready for a game!



Primary Logo Full Color



Primary Logo One Color



Secondary Logo One Color



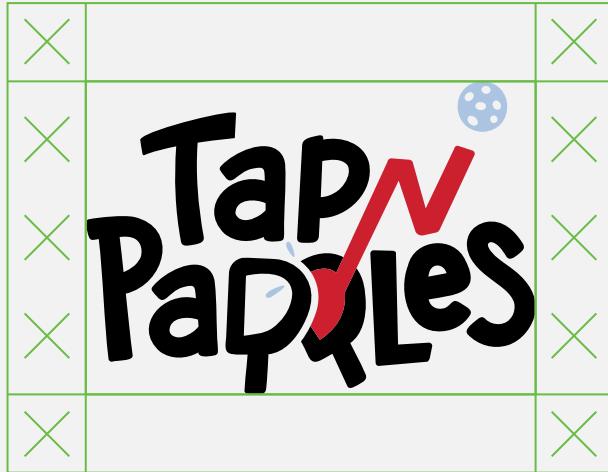
Secondary Logo Full Color



Full Color Reversed Logos for use on dark backgrounds



## Logo Misuses



## Safe Zone

The safe zone is the area around the logo in which no text or other graphic elements can be placed as not to take away from the logo or make the logo illegible. There may be exceptions if it is part of the corporate identity. The Safe Zone of the logo is equal to half of its height.



✗ **Don't** distort or rotate the logo.



✗ **Don't** change the logo colors to colors other than those shown on page 9 or other non-branded



✗ **Don't** reduce opacity on the logo.



✗ **Don't** apply any effect to the logo (such as Shadow or Blur.)

04

## Icons & Illustration

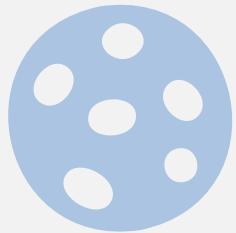
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The following iconography and illustration assets are to be used on social media and in some cases in place of the TapNPaddles logo. They are to help support the TapNPaddles visual branding and can also be used in print, merchandise designs and more.





Tapping D's/Paddles



pickleball



tagline

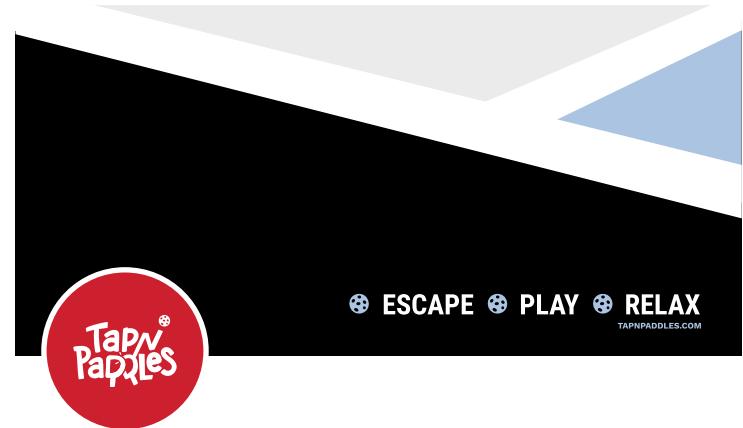


N ball path

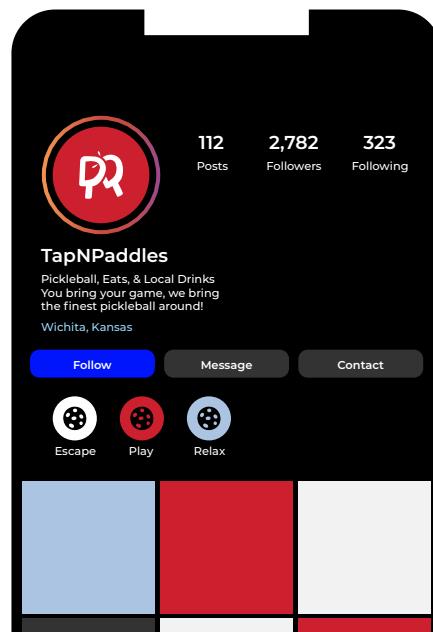


## Social Media Use

Facebook Profile Example



Instagram Profile Example



# Color Palette

## Baseline Blue

Hex #ADC5E2  
RGB 173 / 197 / 226  
CMYK 31 / 14 / 2 / 0  
Pantone 658 C

## Game Time Gray I

Hex #F3F3F3  
RGB 243 / 243 / 243  
CMYK 4 / 2 / 2 / 0

## Winning White

Hex #FFFFFF  
RGB 255 / 255 / 255  
CMYK 0 / 0 / 0 / 0

## Replay Red

Hex #CD202F  
RGB 205 / 32 / 47  
CMYK 13 / 100 / 91 / 3  
Pantone 185 C

## Double Bounce Black

Hex #000000  
RGB 0 / 0 / 0  
CMYK 60 / 40 / 40 / 100  
Print: Rich Black

## Game Time Gray II

Hex #EDEDED  
RGB 237 / 237 / 237  
CMYK 6 / 4 / 4 / 0

## Headline

100 pt // 120 leading // 0 tracking

## SUB-HEAD

40 pt // 48 leading // 50 tracking

## Body Copy

30 pt // 40 leading // 0 tracking

06

# Typography

These are general typography guidelines to keep the TapNPaddles brand consistent. These specifications are to be used in representing TapNPaddles in most media including advertisements, print and web collateral. With the evolution of the TapNPaddles brand, there will be expansion and exceptions to these guidelines.

## Roboto Condensed

### WORK SANS BOLD

#### Work Sans Regular

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