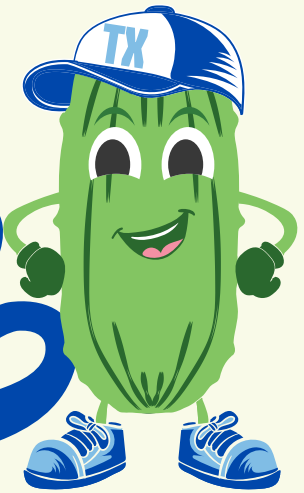
SPORTY

Pickle



SERVING FUN

Brand Book

Welcome to the Sporty Pickle *Brand Book*

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This book provides a simple but detailed set of guidelines to adhere to when representing Sporty Pickle. The following pages will guide you through some of the basic identity elements across a variety of media types.

01

About Us

Tagline
Serving Fun

Mission Statement
To cultivate a lively environment where people of all ages gather to celebrate togetherness, community, and sport.

Vision Statement
To be the go-to place for a good time in Granbury.

Elevator Pitch
In the heart of Granbury, a new spot to have fun and make memories with family and friends has hit the scene! At Sporty Pickle, gear up for a game on our indoor and covered outdoor courts, enjoy activities for the whole family, and dig into the best bites and brews in town. But hold onto your paddles—that's not all we have to offer! Sporty Pickle has all the charm of a classic sports bar, where we're screening the biggest games, ensuring you never miss a moment of action.

Round up your crew, and come down to Sporty Pickle where we're always serving good food, heated games, and FUN! And when the day is done, you will walk out saying, "We can't wait to come back."

Brand Voice
Energetic, welcoming, and playful with a dash of competitive spirit. Sporty Pickle's voice is all about creating an atmosphere of FUN. Our audience is families and groups of friends looking for a good time, and our style is casual and conversational. When writing for Sporty Pickle, keep it light, keep it exciting, and always remember to invite the reader in like they're part of the gang. Use action words to keep the energy high, make sure to highlight our offerings (games, food, drinks), and end with a warm invitation or a promise of a great time.

Logo

02

Logo

Our logo encompasses our unique spirit and FUN. You can’t help but chuckle when you see our Pickle Man. Vibrant and sporty colors show that we make fun our GAME.

Logo

Primary Logo Full Color
mascot & tagline

Primary Logo One Color
mascot & tagline

Secondary Logo One Color
with tagline

Primary Logo Full Color
with tagline

Logo Variations

Logo Full Color
no tagline

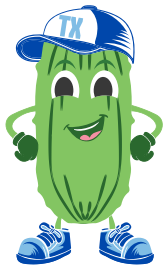
Logo One Color
no tagline

The Pickle Man

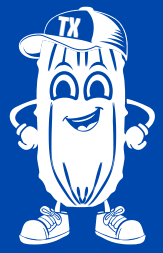
The Pickle Man embodies our love of fun and playfulness. We want to make sure our Pickle Man always exudes this and that's why he has his own set of guidelines.

1. Pickle Man should be shown in full-color whenever possible.
2. When in one-color, he should be shown in green or in white. (We don't want a blue pickle!)
3. Let the man breath! Don't overlay other graphics or text on top of or too close to him. Leave a Pickle Man hat's width between him and any other asset when he does not appear in the logo.

Pickle Man Full Color



Pickle Man One Color



Pickle Man One Color Green

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 the width of Pickle Man's hat.

Logo Misuses

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 colors.

Don't reduce opacity on the logo.

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

03

Color Palette

The Sporty Pickle Color Palette should be used in the displayed heirarchy. The main colors should be the primary colors in any visual representation followed by the secondary colors. The accent colors should be used sparingly and

Main Colors

Ace Blue
#0047AB
RGB: 0, 71, 171
CMYK: 98, 81, 0, 0

Pickle Juice
#83C562
RGB: 131, 197, 98
CMYK: 52, 0, 82, 0

Secondary

Dill With It
#83C562
RGB: 42, 104, 46
CMYK: 83, 35, 100, 27

Mid-Court Blue
#80BDE5
RGB: 42, 104, 46
CMYK: 83, 35, 100, 27

Accent

Dark Gray
#4D4E4E
RGB: 77, 78, 78
CMYK: 66, 58, 57, 36

Off-White
#F9FAE8
RGB: 249, 250, 233
CMYK: 2, 0, 10, 0

Light Blue
#B3D7EF
RGB: 179, 215 ,239
CMYK: 2, 5, 1, 0

White
#FFFFFF
RGB: 255, 255, 255
CMYK: 0

CCSpills

Accent Font

Headline

print: 24 pt // digital: 72 pt

Inter Bold

SUB-HEAD

print: 14 pt // digital: 40 pt

Countach Italic

Inter Medium

lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero

Body Copy

print: 10 pt // digital: 28 pt

04

Typography

These are general typography guidelines to keep the Sporty Pickle brand consistent. These specificiations are to be used in representing Sporty Pickle in most media including advertisments, print and web collateral. With the evolvement of the Sporty Pickle brand, there will be expansion and exceptions to these guidelines.

SPORTY
Pickle