**Crown Courts**

Branding Questions:

* **Exact name you would like to be used in your logo**

Crown Courts Pickleball

* **Website address**

<https://crowncourts.com>

* **tag line, if any**

*Connect, Compete, Celebrate*

**At Crown Courts, we believe pickleball is more than a game — it’s a catalyst for connection.**

From the first serve to the final point, every moment on our courts is an opportunity to **connect** with others who share your passion.

Whether you’re a fierce competitor or just discovering the game, Crown Courts is where you come to **compete** at your level — with purpose, pride, and precision. And when the matches end, we **celebrate**: the wins, the growth, the friendships, and the community we’re building together. This is more than a club. It’s a court you can call home.

**Crown Courts. Connect. Compete. Celebrate.**

* **Specifically describe your field of business- Indoor Pickleball Club**

Crown Courts is a premier indoor pickleball club launching in Swansea, Massachusetts, just 15 minutes from downtown Providence. Our 49,000 square foot facility will feature 15 climate-controlled courts, tournament-grade lighting, a mezzanine viewing area with bar seating, and best-in-class programming designed for players of all levels. The club is designed to serve the rapidly growing regional pickleball community and establish Crown Courts as the anchor destination in the area.

Mission Statement:

*“Our mission is to grow a vibrant pickleball community where players of all levels can come together, compete with heart, and have fun in a welcoming space where everyone can feel at home on the court.”*

* **What/who is your target clientele?**

The target customers are pickleball players, including both enthusiasts and new or casual players. Pickleball is played by people of all ages and has enjoyed explosive growth over the past few years. Crown Courts will offer players a lively well-operated high-quality year-round facility with classes and clinics, facilitated competitive play opportunities, including leagues and rated play, open play, social play, private court rentals, and tournaments. The large club will have more prime-time availability and allow for programming for underserved niches in the pickleball community, like singles players for example. The club will provide new and casual players opportunities to learn from coaches, develop their skills, and compete. Courts will be available for private rentals and the space supports functions and corporate events. Premium memberships will provide steady cash flow to the business and offer value to those players who play multiple times per week.

* **What colors would you like us to use in your logo?**

Flexible on colors – Looking to do something different than the green/blue combination most other clubs are using. Clubs often use the court colors as their logo colors and blue, light blue and green are the most common court colors.

We like a deep purple and silver/gray. The silver could be swapped out with gold however gold would not be used as a court color due to it being too light. Also like navy or a dark blue instead of the purple.

* **Do you want the logo to be text only, graphic only, text, or text and graphic together?**

Text and graphic

* **Please describe any special type of graphic/icon you desire**

See attached and we can set up a quick call to discuss also.

* **Describe any ideas you have in mind for your new logo**

Should include a crown.

* **What should come to your customers mind when they see your logo?**

Quality

Pickleball

With the potential for multiple locations, we want customers to recognize the brand as being a quality facility and meeting customer’s expectations consistently.

* **Who are your competitors and what do you think about their logos?**

See attached document of competitor logos. We like Crush Yard and had a similar idea with the paddle outline built into the C prior to seeing this logo. We also like PickleLand specifically that it has its own unique font and a unique graphic that can be used on merchandise.

* **Please provide reference images or links to logo styles you like.**

See attached.

* **Anything you do not want to see in your logo?**

We do not want cross paddles/pickleball logo that many clubs have.

* **List 3 different items you see being used to represent your company (ie: person walking, tree, house, etc)**

A crown, the letter “C”, a representation of the court’s outline

* **Your preferred font style**

Elegant type font in all caps