**Princess Pickleball**

Branding Questions:

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

Princess Pickleball, Princess Pickleball Style

* **Website address**

https://princesspickleball.com

* **tag line, if any**

Play Bold. Rule Your Court.

Athletic Elegance. On and Off the court.

* **specifically describe your field of business**

Pickleball athletics company with a focus on apparel.

Princess Pickleball stands for… Confidence: The brand empowers players to feel bold, proud, elite. Playfulness: It’s not stiff or stuffy — it’s stylish, vibrant, fun. Premium: It feels exclusive but accessible — not cheap or cartoonish. Community: Players belong to something bigger when they wear it or play under its events.

The plan is to be exclusive to Crown Courts pro shops to start. Can be seen as a companion brand to Crown Courts.

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

Female-forward (but not limited to women). Apparel for the entire family. Primary appeal to women but also crossover to broader fun events and mixed play. Includes apparel for all sizes including plus size which is an underserved market.

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

Open to colors. Companion brand to Crown courts. We could see similar colors. The name brings to mind pink tiaras however we are looking for something more sophisticated than that with more universal appeal.

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

Text and Graphic with a graphic that can also stand alone.

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

A few ideas we have had are the letter P or PP, the P(s) with a crown/tiara (that would be understated). Looking to have the graphic be appealing to everyone and be understated when used on clothing.

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

I’m very open put thinking the logo would be the graphic then the company name in a unique font.

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

Quality and softness as it pertains to the fabrics, durability and made for competition. Quality fabrics aligned with brands like Lulu and Vuori, Banana Republic

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

See attached. We like that the graphic can stand alone without screaming pickleball to be put on the clothing. With the full logo having the company name.

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

See attached.

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

We are open to all ideas.

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

The letter(s) P, crown/tiara (understated), Open to other unique out of the box ideas.

* **Your preferred font style**

We don’t have a preferred font.