THE SECRET PICKLE

BRAND GUIDELINES

LYNCHBURG'S BEST-KEPT PICKLEBALL SECRET.

Color, typography and voice for The Secret Pickle.

COLOR SCHEME

Deep night-court navy and forest, brightened with two pickleball greens. Navy carries most of the page. Green and lime are for the moments that should pop.

NIGHT COURT

#13172E

RGB 19 · 23 · 46

Backgrounds, headlines, main text on light.

FOREST

#142C15

RGB 20 · 44 · 21

Deep green sections, footers.

COURT BLUE

#436A93

RGB 67 · 106 · 147

Labels, links, supporting accents.

LOGO GREEN

#BBD646

RGB 187 · 214 · 70

Main brand green. The logo color.

PICKLE GREEN

#99C455

RGB 153 · 196 · 85

Supporting accent. Never in the logo.

LIME

#D8DF50

RGB 216 · 223 · 80

Buttons and key words on dark.

ROUGH PROPORTIONS



USING THE COLORS

A few simple rules keep every layout feeling like us.

DO

- ✓ White text on navy or forest.
- ✓ Navy text on green or lime.
- ✓ Lime for the one thing you want clicked.
- ✓ Logo Green for the logo and as the main green. Pickle Green only as a supporting accent.

DON'T

- ✗ Put green or lime text on white. It's too faint to read.
- ✗ Use red, orange or purple.
- ✗ Mix more than two accent colors in one layout.
- ✗ Recolor the logo to Pickle Green. The logo is always Logo Green.

FUTURA PT

One typeface does everything. It matches the lettering in the logo, so headlines and logo feel like one voice. Headlines are bold and uppercase. Body copy is regular.

HEADLINES

Aa

FUTURA PT BOLD

Bold 700, uppercase, +0.02em tracking, line-height 1.0–1.1.

BODY & UI

Aa

FUTURA PT BOOK

Book 400 for body. Medium to Bold for buttons and labels.

DISPLAY Bold · 48–80 px	**PSST. GAME ON.**
HEADING Bold · 32–48 px	**INDOOR COURTS. EVERY DAY IS GAME DAY.**
BODY Book · 17 px / 1.6	No rain. No wind. No sun in your eyes. Just you, a paddle, and a court that's ready when you are.
LABEL Bold · 12 px · caps	3200 CARROLL AVENUE · LYNCHBURG, VA

NO FUTURA ACCESS? USE JOST

Jost is our secondary font. It's free, and it's the closest match to Futura. Use it whenever Futura PT isn't available through Adobe Fonts or isn't installed, like in Google Docs, Canva, email or partner materials.

HOW TO USE IT

- ✓ Use it exactly like Futura: bold uppercase headlines, regular body text.
- ✓ Weights: 400 for body, 600–700 for headlines, buttons and labels.
- ✓ Free download at fonts.google.com/specimen/Jost.
- ✓ Never mix Jost and Futura in the same piece. Pick one.

PSST. GAME ON.

No rain. No wind. No sun in your eyes. Just you, a paddle, and a court that's ready when you are.

SHOWN IN JOST

HOW WE SOUND

A cigar club, but modern and a lot more fun. Velvet-rope energy without the stuffiness: we whisper, we wink, and we let you in on it. Everyone is invited, but it should feel like you found us.

01
SECRETIVE

We hint more than we tell. Short, low-key lines that make people lean in and ask for more.

02
CHEEKY

A raised eyebrow, a little sass, a good pickle pun. Never mean, never at anyone's expense.

03
CLUBBY

Members-only warmth. Lounge chairs, good company, "your usual?" Insiders, not outsiders.

TAGLINE

LYNCHBURG'S BEST-KEPT PICKLEBALL SECRET.

SOUNDS LIKE US

TEASER
"Psst. You didn't hear it from us."

SIGN-UP
"Get on the list. We'll keep your secret if you keep ours."

LOUNGE
"Play hard. Then settle in. The good chairs are waiting."

OPENING
"The doors open soon. Wear comfortable shoes and a poker face."

HOUSE RULE
"What happens in The Secret Pickle stays in The Secret Pickle."

DOESN'T SOUND LIKE US
"Unlock premium recreational synergies at our state-of-the-art facility!!!"

WORDS WE LIKE

psst · insider · in the know · hush · between us · the inside list · best-kept · the good chairs · happy hour · your spot

DON'T

- ✗ Gatekeep or sound snobby.
- ✗ Reference actual smoking or alcohol.
- ✗ Stack puns. One per piece, max.