



IDENTITY CONCEPT 2026

 **EVOLVE**
 **CHALLENGE**

**TOPSERIES
PICKLEBALL
2026**





IDENTITY CONCEPT 2026

01. MAIN BRAND

02. TOURNAMENTS

 **EVOLVE**

 **CHALLENGE**

03. BROADCASTING

04. TOURNAMENTS PHOTOS

05. SPONSORSHIPS MODEL

06. SOCIAL MEDIA

07. CONTACT



01.

MAIN BRAND

- › MAIN LOGO VERSIONS
- › RESPONSIVE VERSIONS
- › INCORRECT LOGO USAGES
- › CORPORATE TYPEFACES
- › CORPORATE COLORS



01. MAIN BRAND
MAIN LOGO VERSIONS



COLOR VERSION:

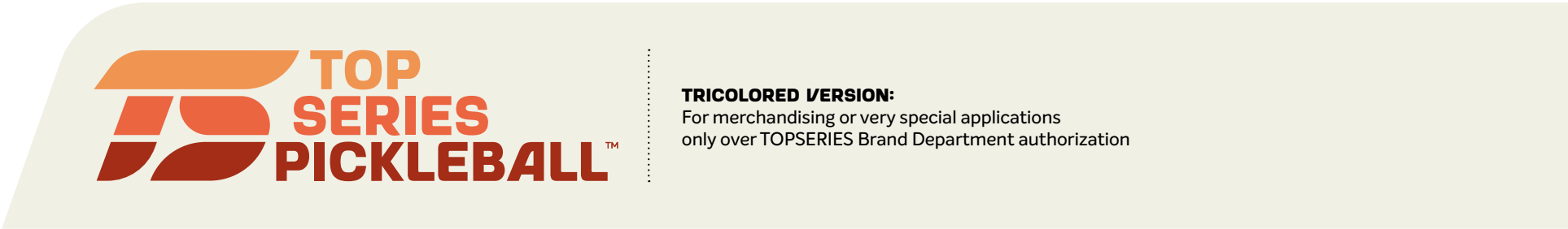
This is the official main horizontal version of the logo for TOPSERIES Pickleball



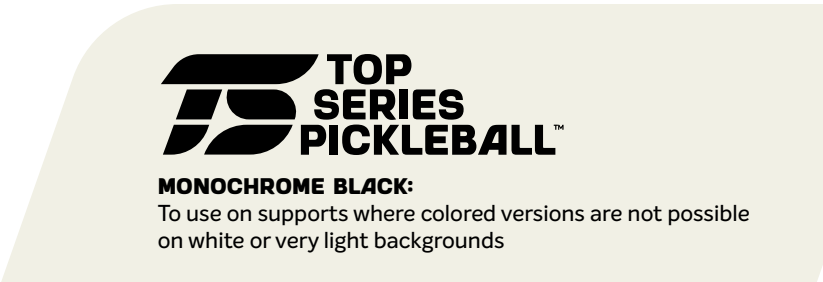
COLOR VERSION ON TS BLACK BG:
To use on TS Black background



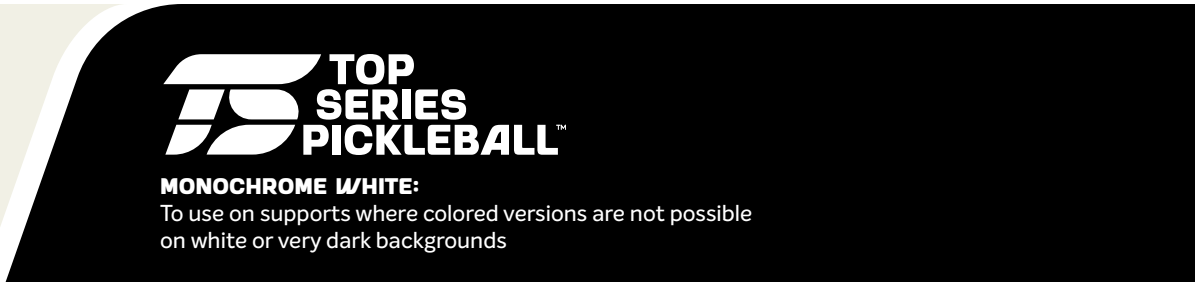
TS BEIGE VERSION:
To use on any of the
TOPSERIES Pickleball
brand colors backgrounds



TRICOLORED VERSION:
For merchandising or very special applications
only over TOPSERIES Brand Department authorization



MONOCHROME BLACK:
To use on supports where colored versions are not possible
on white or very light backgrounds



MONOCHROME WHITE:
To use on supports where colored versions are not possible
on white or very dark backgrounds

01. MAIN BRAND RESPONSIVE VERSIONS



COLOR RESPONSIVE VERSIONS:

These are the responsive versions of the logo for occasions where, due to size constraints, vertical formats, social media avatars, etc., the official horizontal version of the logo is not suitable, as it results in poor brand visibility.

They may be used in any of the color combinations detailed on the following page.



Their use must always be reviewed
by the TOPSERIES Pickleball branding department.



01. MAIN BRAND INCORRECT LOGO USAGE

The logo must be used in the forms, proportions, and colors specified in this manual. Some exceptions may be considered if necessary, but there are modifications that must never be applied.

None of the following logo applications are permitted, in any of its approved versions:

1. Non-proportional distortion of the logo
2. Modification of the proportions between its elements
3. Changes to the logo's shape not specified
4. Use of colors not defined in this manual
5. Alteration of the color order in the gradient of the symbol or the brand name
6. Alterations to the logo's approved angle or orientation
7. Unauthorized effects such as shadows, embossing, or similar
8. Combinations on unauthorized colors or image backgrounds with low contrast



 For any exceptions or applications not described in this section, please consult the branding department of TOPSERIES Pickleball.



01. MAIN BRAND
CORPORATE TYPEFACES



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

This is the typeface to be used for titles across all corporate TOPSERIES Pickleball platforms: posters, court elements, social media posts, brochures, website, etc.



Intelos Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Intelos Regular Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

This is the typeface for all other text across any corporate TOPSERIES Pickleball materials.

Consult the branding department of TOPSERIES Pickleball before using any other variants of the Intelos font family.

Intelos Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Intelos Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

01. MAIN BRAND CORPORATE COLORS



TSP #1

HEX #F09552
RGB 240, 149, 82
CMYK 0, 54, 76, 0
PANTONE 715 C

TSP #2

HEX #EB6541
RGB 235, 101, 65
CMYK 0, 76, 79, 0
PANTONE 165 C

TSP #3

HEX #A32D17
RGB 163, 45, 23
CMYK 20, 98, 100, 13
PANTONE 2350 C

TSP BLACK

HEX #000000
RGB 0, 0, 0
CMYK 91, 79, 62, 97
PANTONE PROCESS BLACK EC

MAIN COLORS:

These are the primary corporate colors of TOPSERIES Pickleball



TSP BEIGE

HEX #F1F0E5
RGB 241, 240, 229
CMYK 7, 4, 13, 0

TSP DARK BEIGE

HEX #C9C7BF
RGB 201, 199, 191
CMYK 24, 18, 24, 2

TSP LIGHT BEIGE

HEX #F2F2F2
RGB 242, 242, 242
CMYK 6, 4, 5, 0

COMPLEMENTARY COLORS:

These are the complementary corporate colors of TOPSERIES Pickleball

02. TOURNAMENTS

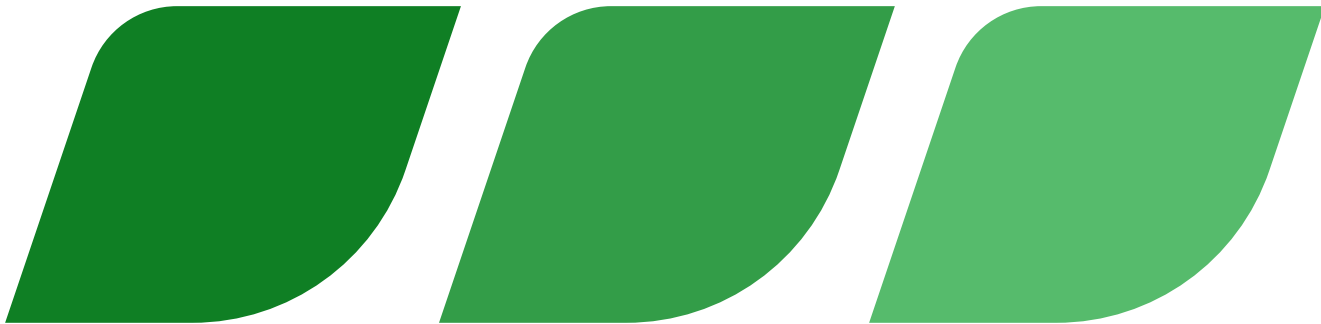


02. TOURNAMENTS

TOPSERIES EVOLVE



02. TOURNAMENTS
TOPSERIES EVOLVE



TSP #1

HEX #0F7F24
RGB 15, 127, 36
CMYK 94, 18, 100, 8
PANTONE 2258 C

TSP #2

HEX #339D48
RGB 51, 157, 72
CMYK 86, 1, 100, 0
PANTONE 347 C

TSP #3

HEX #56BB6C
RGB 86, 187, 108
CMYK 73, 0, 77, 0
PANTONE 7480 C

EVOLVE COLORS:

These are the primary corporate colors of TOPSERIES Evolve

02. TOURNAMENTS EVOLVE ARTWORK



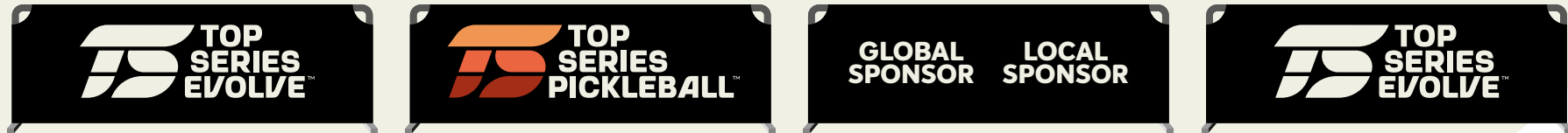
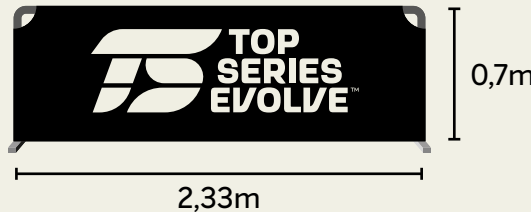
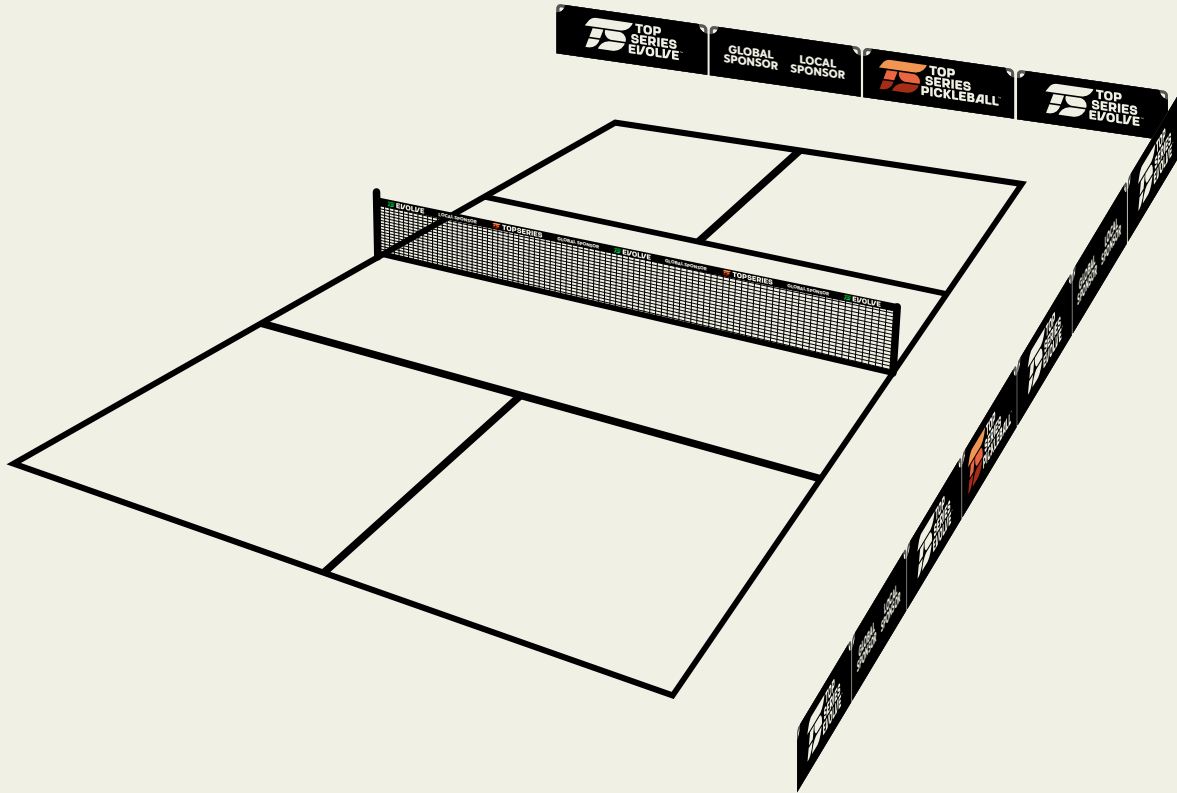
HOW TO BUILD A POSTER



02. TOURNAMENTS EVOLVE COURT BRANDING

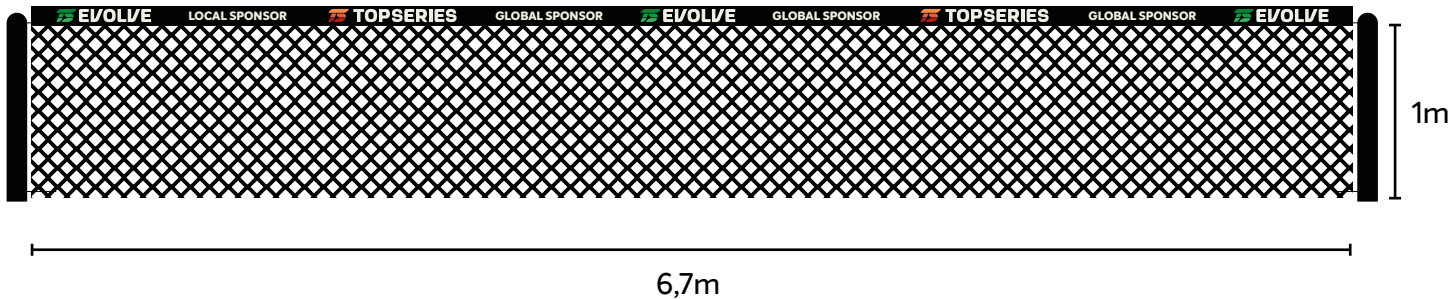
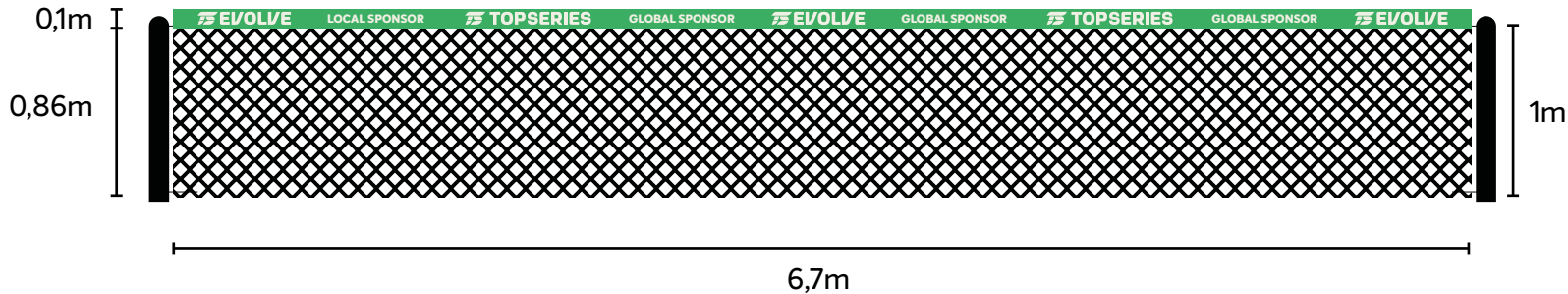
COURT PERIMETER

Material: Polysub
(opaque polyester)

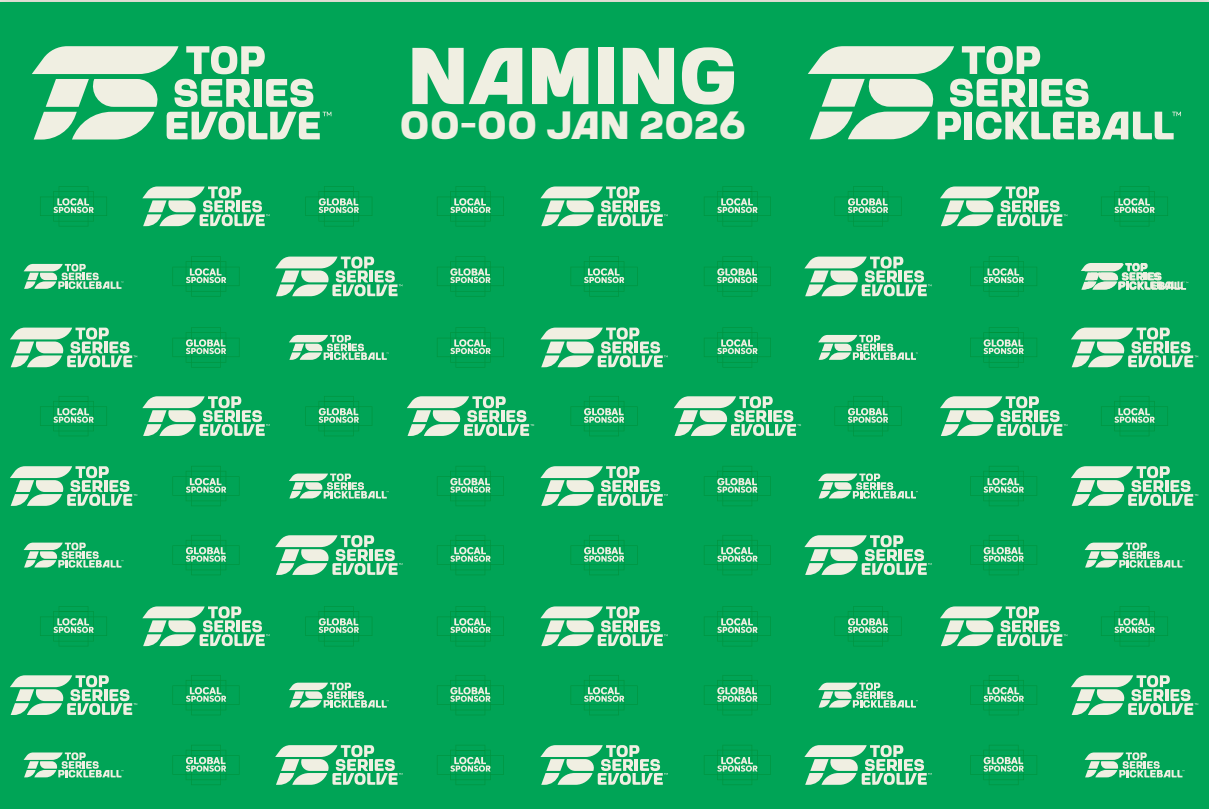


NET

Material: Tarp



02. TOURNAMENTS EVOLVE COURT BRANDING

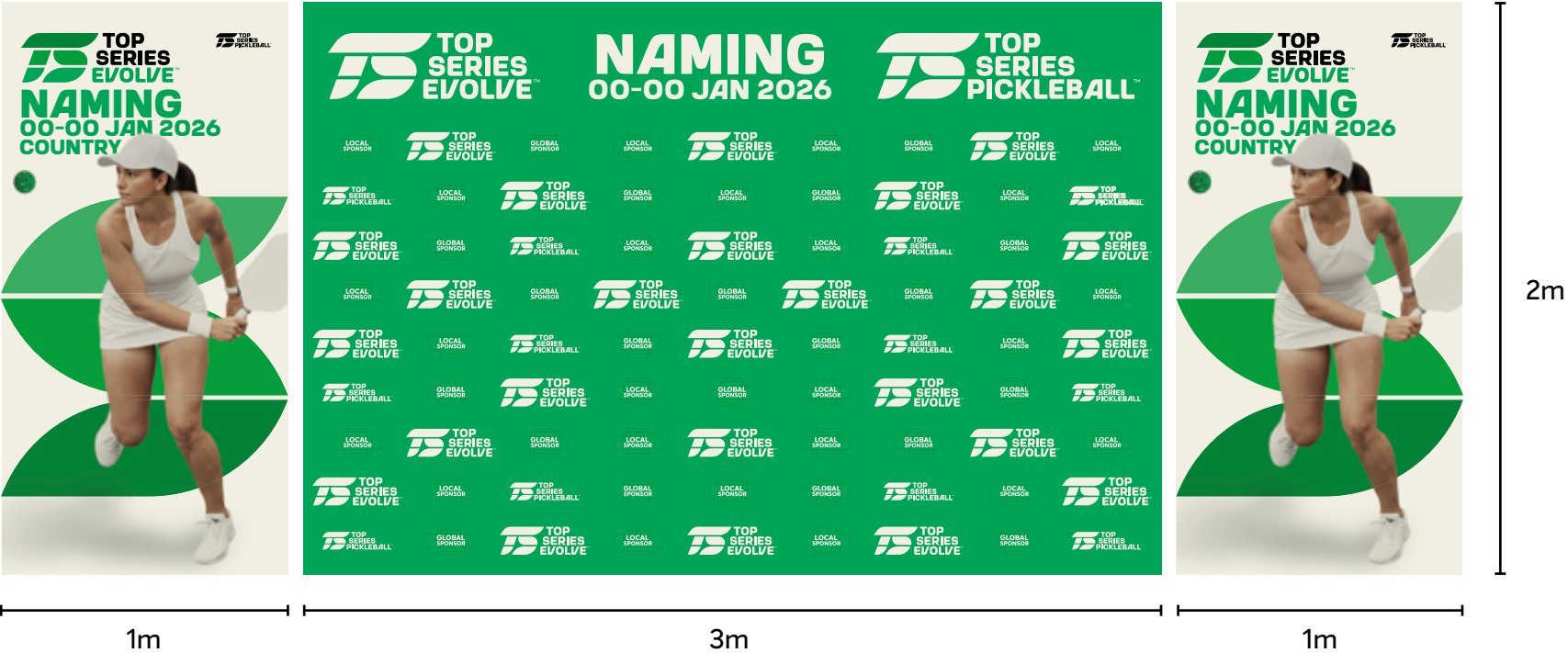


BACKDROP
Material: Polysub
(opaque polyester)

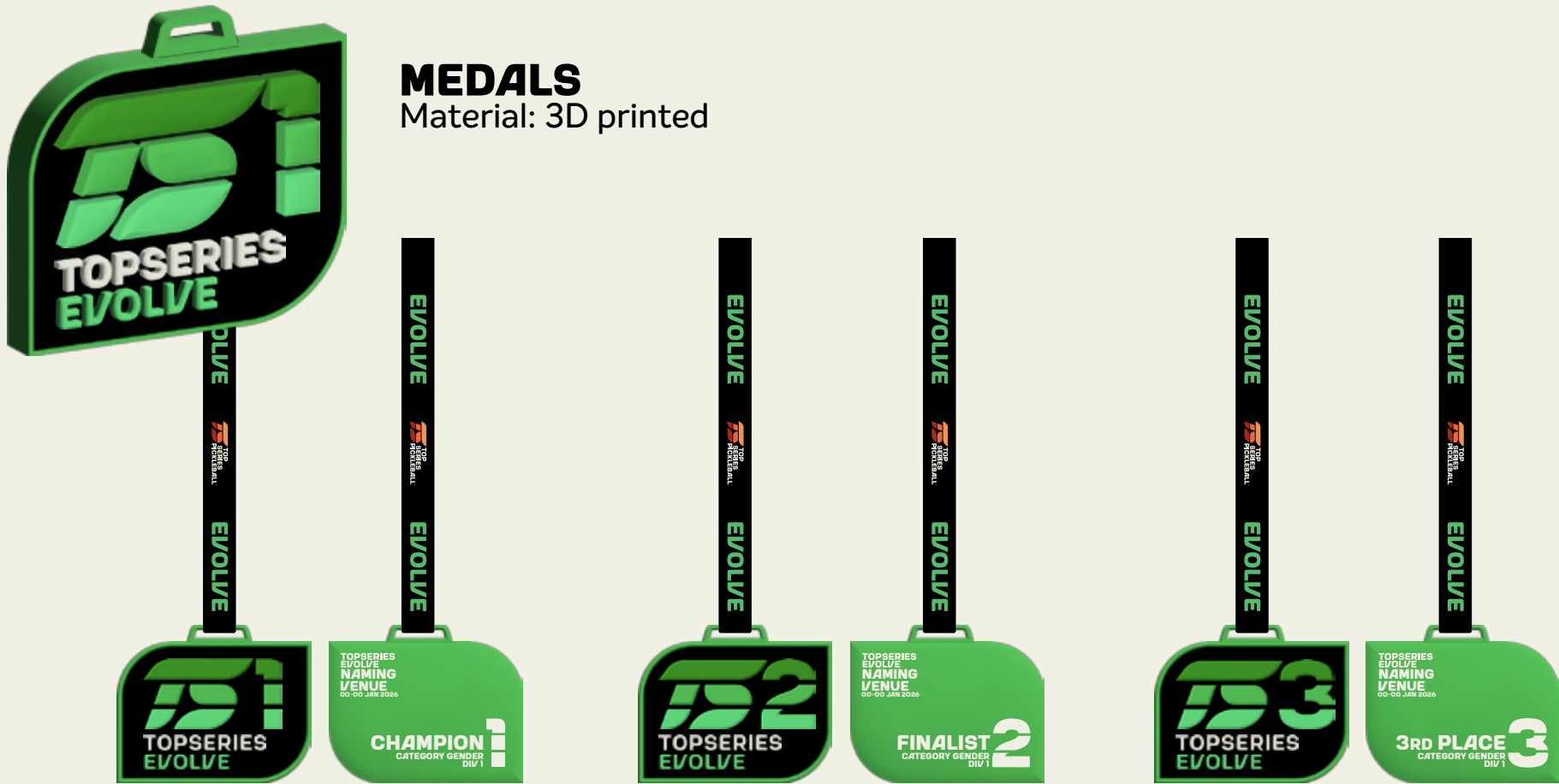


TOTEM
Material: Rollup

AWARDS SETUP



02. TOURNAMENTS AWARDS



MEDALS
Material: 3D printed

PRIZE CHECK

Material: Foam



02. TOURNAMENTS SIGNAGE AND BADGES



SIGNAGE
Material: Foam

BADGES
Material:
Mate Cardboard
250g



02. TOURNAMENTS
TOPSERIES CHALLENGE



02. TOURNAMENTS
TOPSERIES CHALLENGE



TSP #1

HEX #138C8C
RGB 19, 140, 140
CMYK 90, 17, 48, 3
PANTONE 7717 C

TSP #2

HEX #2BAEB0
RGB 43, 174, 176
CMYK 81, 0, 37, 0
PANTONE 347 C

TSP #3

HEX #42D0D3
RGB 66, 208, 211
CMYK 71, 0, 27, 0
PANTONE 3115 C

CHALLENGE COLORS:

These are the primary corporate colors of TOPSERIES Challenge

02. TOURNAMENTS CHALLENGE ARTWORK



HOW TO BUILD A POSTER

Tournament level logo

TOPSERIES Pickleball logo in black

Same color

Swoosh gradient.
Aligned to both sides of the poster
See folder:
Links/SWOOSH/SWOOSH_level.svg

Sponsors area

Photo of a player in a dynamic game situation position.
Skin at -20/-30 saturation.
Clothing and sneakers at -100 saturation, with a #F1F0E5 color layer set to Multiply applied on top.

Ball in the color of the level.
See folder:
Links/BALLS/level BALL.png

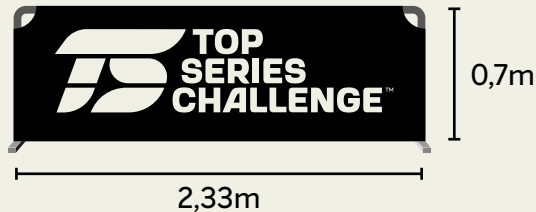
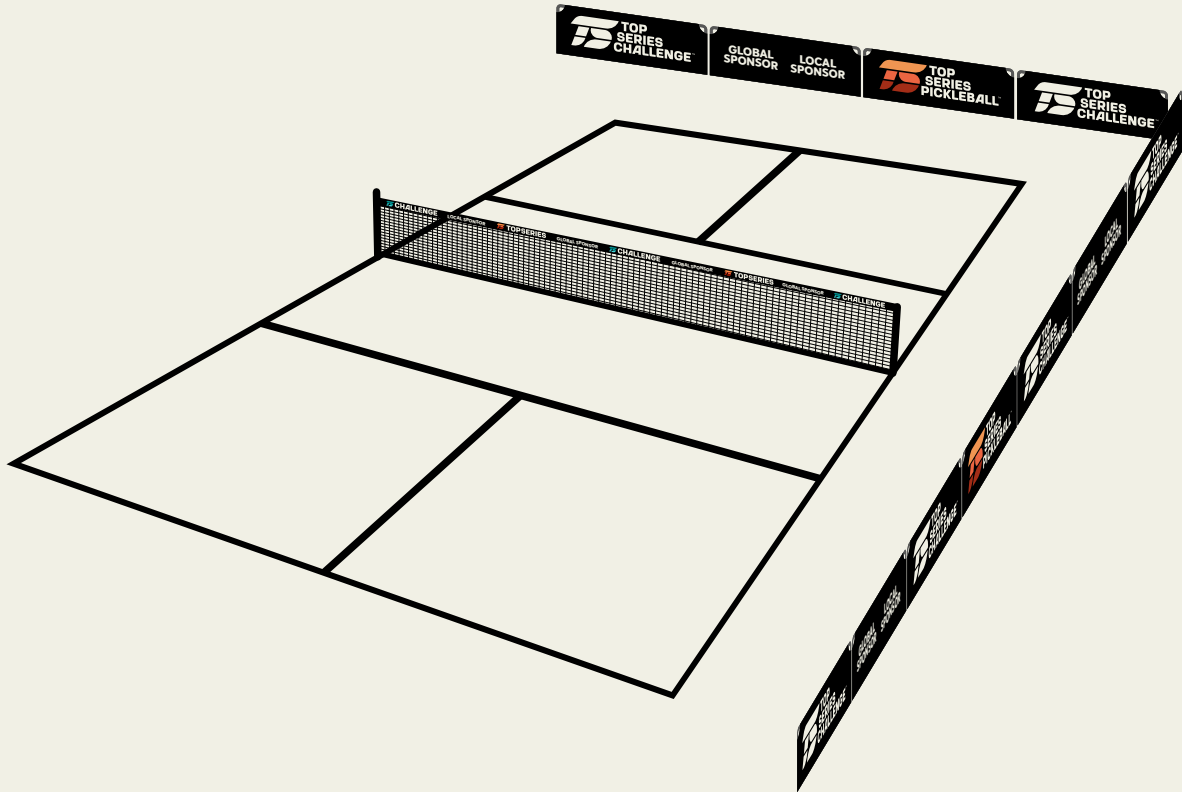
#F1F0E5 background on the bottom layer.
Grainy texture layer applied on the top layer of the poster: Multiply blending mode at 15% opacity.
See folder:
Links/TEXTURE/GRAINY.jpg

100% 15%

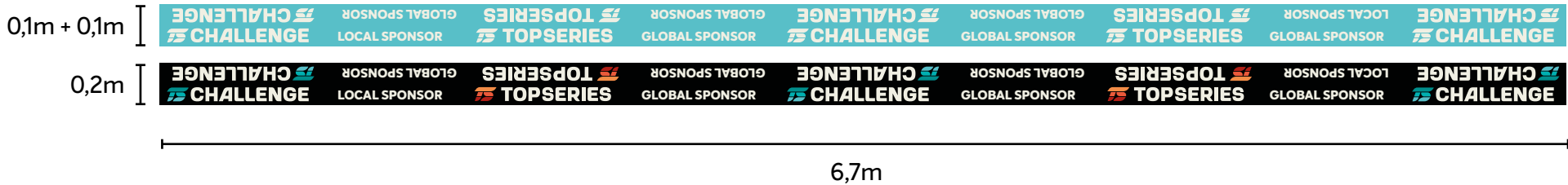
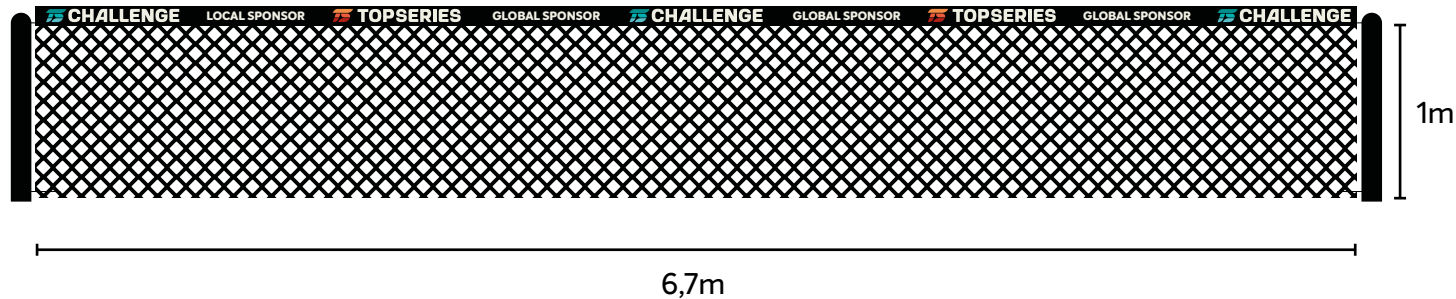
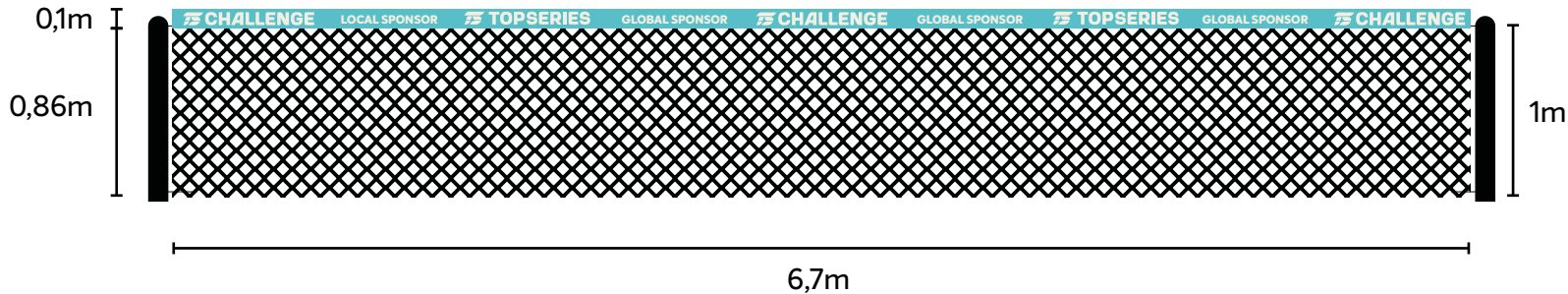
DIN-A4 proportions

02. TOURNAMENTS CHALLENGE COURT BRANDING

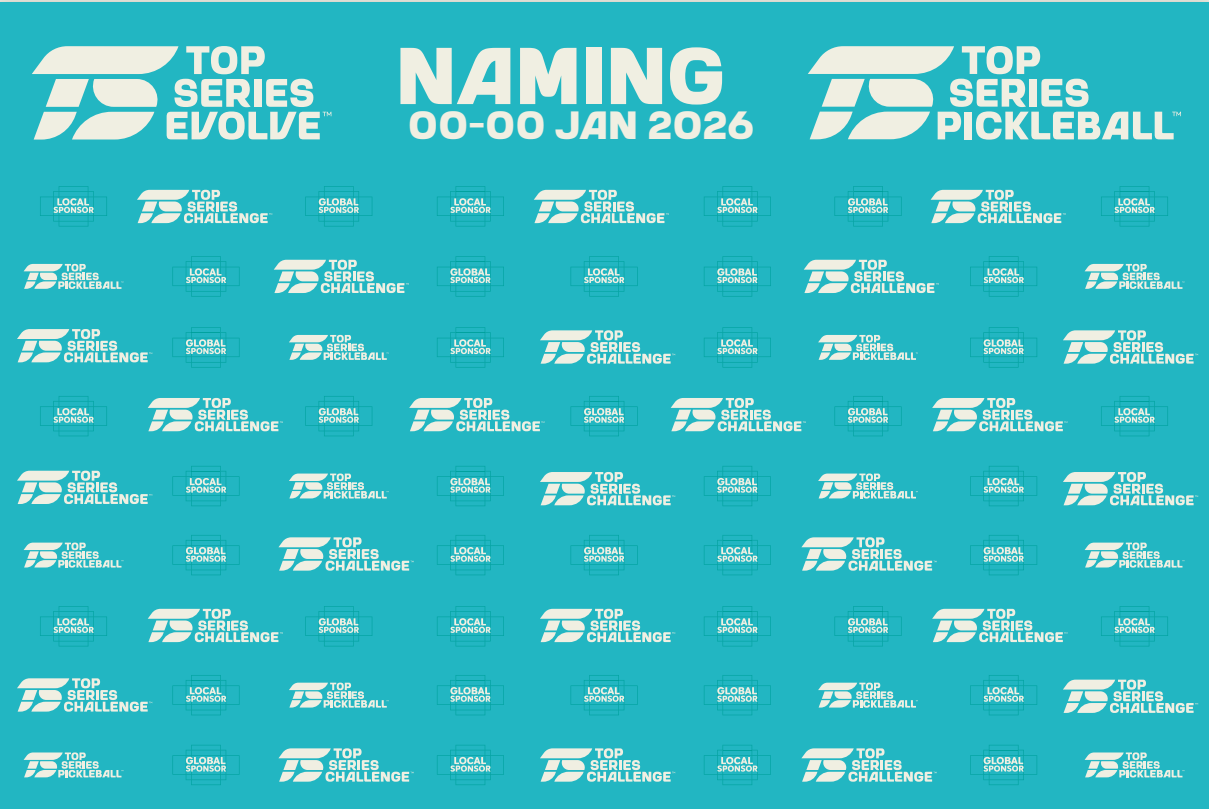
COURT PERIMETER
Material: Polysub
(opaque polyester)



NET
Material: Tarp



02. TOURNAMENTS CHALLENGE COURT BRANDING

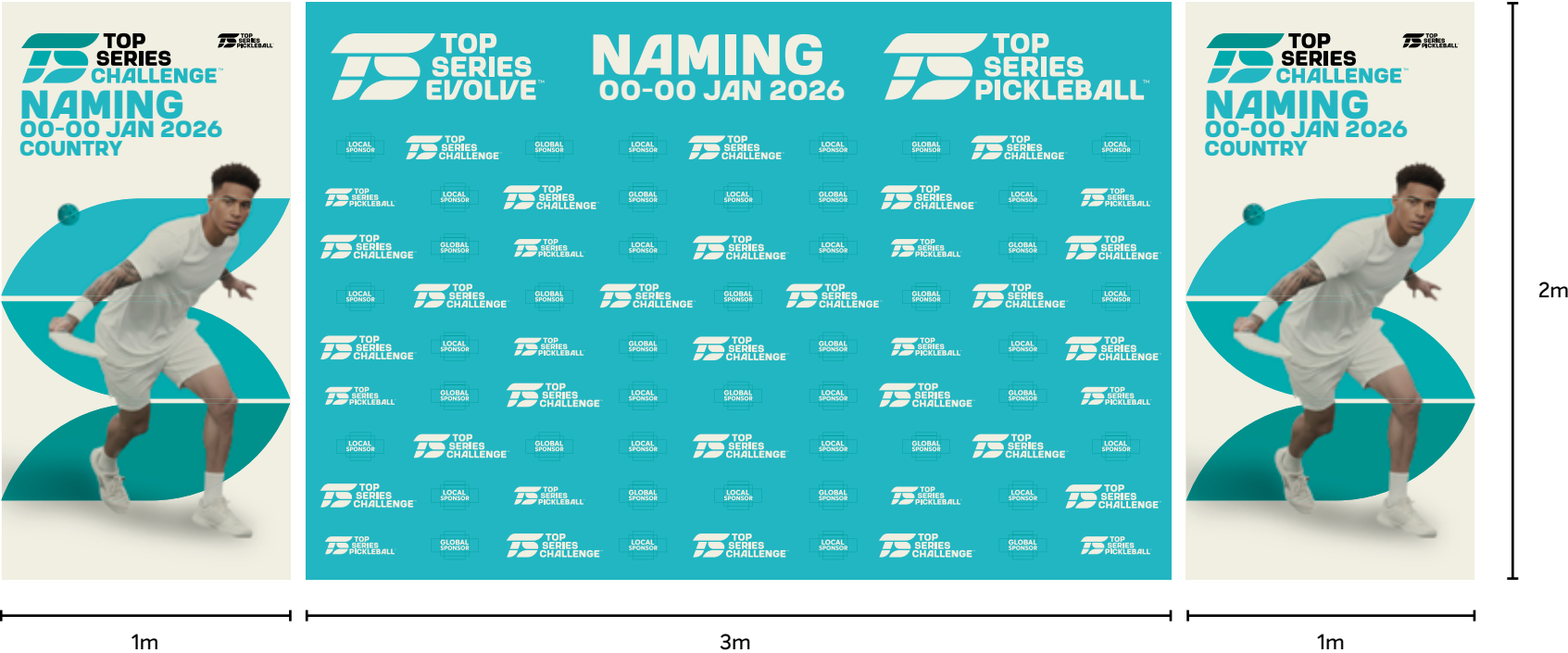


BACKDROP
Material: Polysub
(opaque polyester)

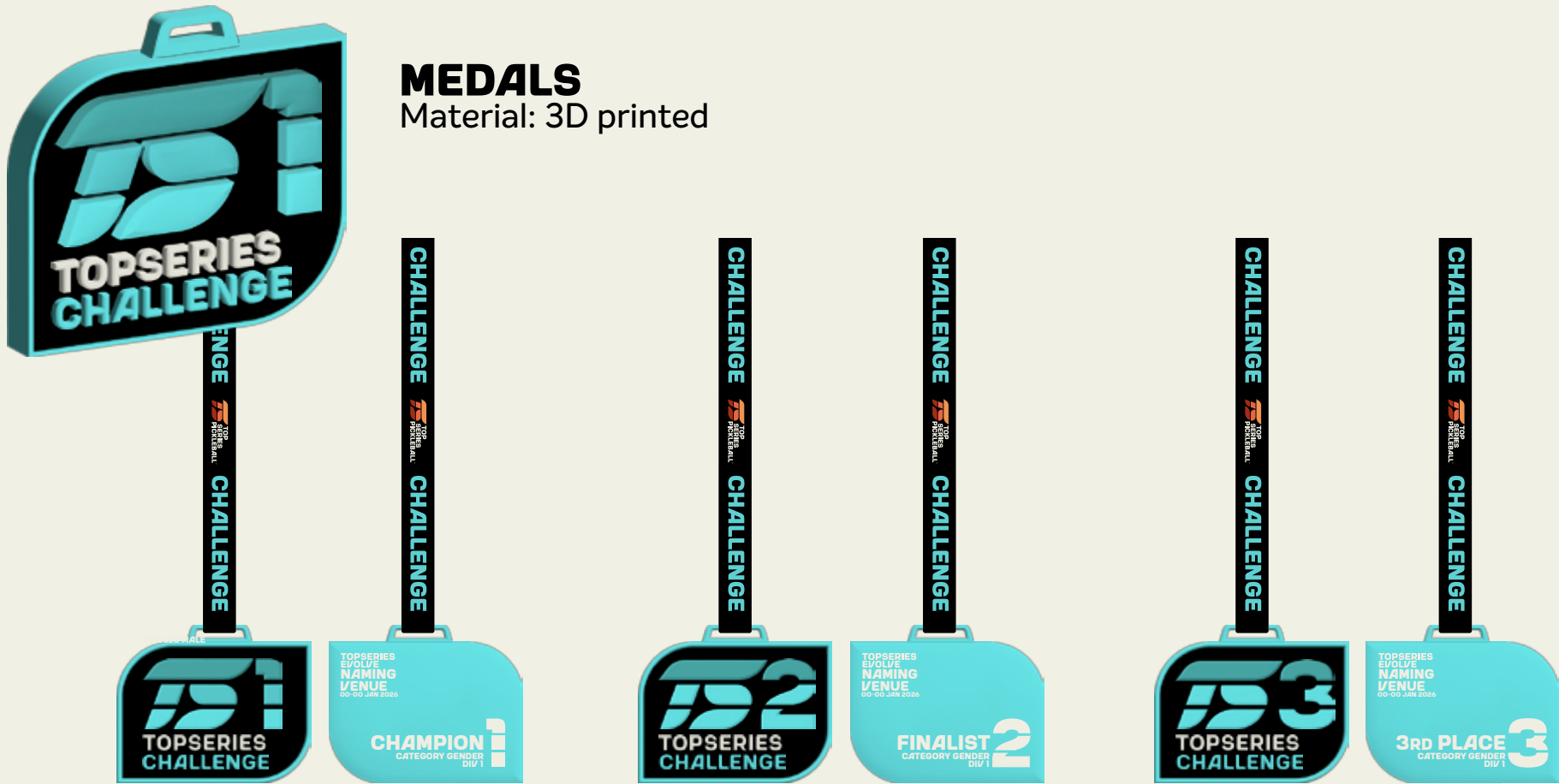


TOTEM
Material: Rollup

AWARDS SETUP



02. TOURNAMENTS AWARDS



PRIZE CHECK

Material: Foam



02. TOURNAMENTS SIGNAGE AND BADGES



DIN-A3

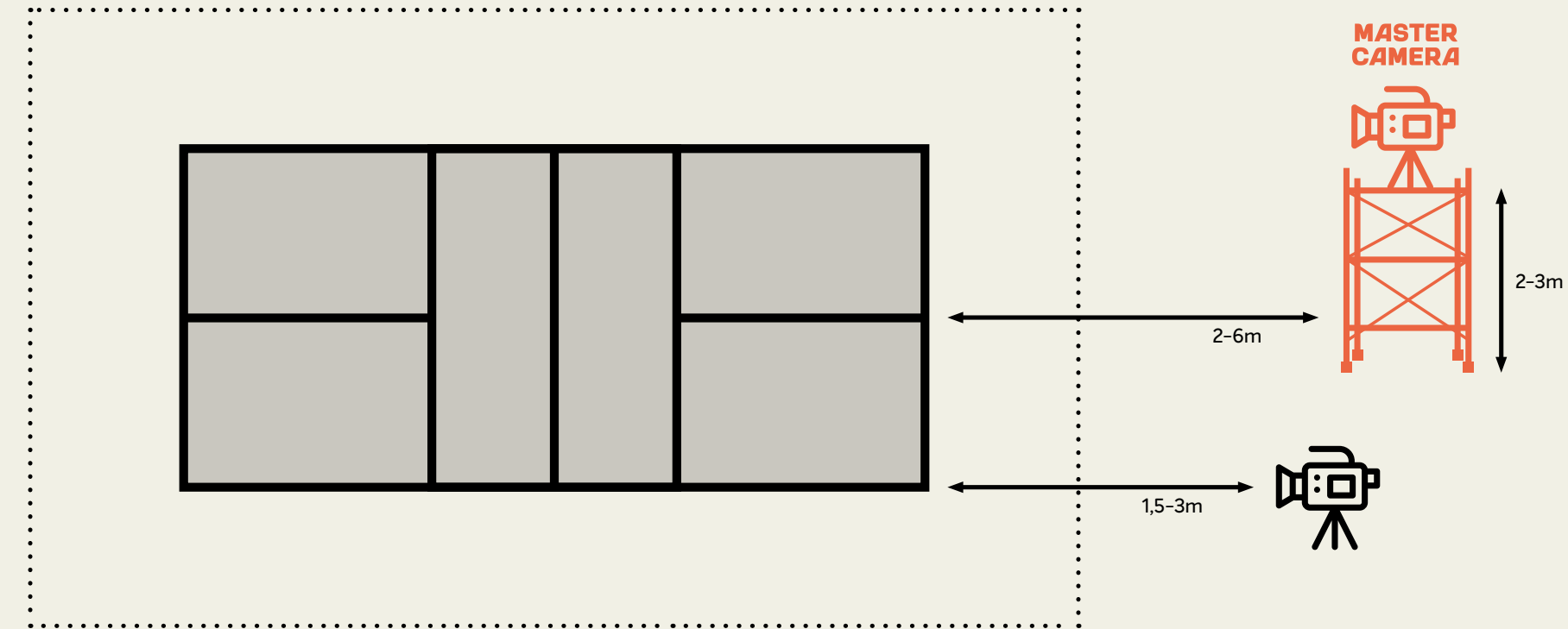
SIGNAGE
Material: Foam

BADGES
Material:
Mate Cardboard
250g



03. BROADCASTING COURT RECORDING SET UP

CAMERA SET UP



04. TOURNAMENTS PHOTOS LOOK&FEEL AND STYLE



05. TOPSERIES PICKLEBALL SPONSORSHIP MODEL

COMMERCIAL SUGGESTIONS TO LOCAL ORGANIZERS:

	Courts			Materials					Digital		Entrances		Commercial	
	Banner	Net Cover	Net Side	Poster	Accreditations	Rollup	Backdrop	Prize check	Streaming Spot	Social Media	Vip Box	Tickets	Other Invitations	Commercial Stand
Title	2	1	1	✓	✓	✓	✓	✓	2	✓	1	6	2	2
Main	2			✓	✓	✓	✓	✓	1	✓	1	4	1	1
Official	1			✓	✓	✓	✓	✓				2	1	1



Suggested WELCOME PACK

- Gym bag
- Sponsor gifts (suggested):
 - Water / soft / energy drinks
 - T-shirt
 - Water bottles
 - Sponsors' products

06. SOCIAL MEDIA TOURNAMENT COVERAGE

URL STRUCTURE:

@ TS + city + category
Ex: @TSSevillaChallenge

ASSETS TO SPONSORS:

- Tournament point
- Products during the event
- Winners of the tournament



CONTACT:




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