



OFFICIAL BRAND & IDENTITY PLAYBOOK

SEASON 01

ceylonpickleleague.com

THE GUIDE

The Ceylon Pickle League is built to be unmistakable. Every element in this system — the logomark, the Dink Chain, the colours, the typography — works together to express a brand that is bold, precise, and unmistakably Ceylon. These guidelines exist to keep that identity consistent across every touchpoint. When the brand shows up right, the league shows up right.



Primary Logo Application
For light and white backgrounds



Reverse Logo Application
For dark and black backgrounds

SINGLE-COLOR LOGO (ALL WHITE)

[Download Logo Kit](#) 



This monochrome version of the CPL logo is used for high-contrast applications where full colour reproduction is not possible. Designed for dark backgrounds, it ensures maximum clarity, legibility, and visual impact. Ideal for merchandise, embossing, signage, apparel, and single-colour print executions.

CPL DINK CHAIN

The CPL Dink Chain is the official signature pattern of the Ceylon Pickle League. Drawn from the rhythm of the dink — pickleball's most calculated and precise shot — the pattern translates that on-court energy into a bold, repeating visual language. Each angular break and upward shift in the chain mirrors the sharp, deliberate nature of the game itself: always building, always climbing, never settling.

More than a decorative element, the Dink Chain is a system. It lives across jerseys, court surfaces, merchandise, and digital environments — tying every franchise and touchpoint back to a single, unmistakable identity. It is the pulse beneath the brand, the thread that connects the league from its first season to its legacy.

[Download Adobe Illustrator Brush](#) 

OFFICIAL COLOR SCHEME

[Open the full color palette](#)



Primary
Season Colors

Blue Violet

#7E3BED

Chartreuse

#C6FF34

Secondary
Season Colors

Black

#000000

White

#FFFFFF

Primary Font

aktifo

[Download font](#)

Secondary Font

POLENO

[Download font](#)



Thank You

FOR BRANDING RELATED INQUIRIES:

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