


# LOGO LIBRARY

## The E.H. picklebALL shield collection

Main Club + Seven Crews • Colors • Rules • Files

A PLACE FOR ALL | October 2026

# THE COLLECTION

**One club. Every crew. Same shield, its own color.**




MAIN CLUB SHIELD




LEAGUES CREW




CHAMPIONS CREW




SENIOR CREW




JUNIOR CREW




WOMEN'S CREW




MEN'S CREW




SOCIAL CREW

# COLOR PALETTE

**Red, navy and white lead every shield. One accent per crew is its ID color.**

## BASE — ON EVERY SHIELD

**E.H. Red**
#B71426 RGB 183 20 38

**E.H. Navy**
#17306B RGB 23 48 107

**E.H. White**
#FFFFFF RGB 255 255 255

## CREW ACCENT ID COLORS — ONE PER SHIELD

**LEAGUES CREW**
#E8AC2C
Metallic gold

**CHAMPIONS CREW**
#FC8011
Sunset orange

**SENIOR CREW**
#06E1FB
Ice blue / cyan

**JUNIOR CREW**
#FCE405
Sunshine yellow

**WOMEN'S CREW**
#F020A5
Berry / magenta

**MEN'S CREW**
#C0C0C2
Steel silver

**SOCIAL CREW**
#8235F5
Royal purple

**NO GREEN ANYWHERE in the E.H. palette.**

Main Club shield carries no accent. Hex values are sampled from the approved artwork.
CMYK values for print are in 03_Colors/EH_Palette.txt (approximate; confirm with your printer).

# MAIN CLUB SHIELD

**IDENTITY ACCENT: NONE — PURE RED, NAVY, WHITE**




| | |
|---|---|
| **WORDMARK** | E.H. / picklebALL |
| **RIBBON** | CLUB |
| **ACCENT** | None — pure red, navy, white |
| **SCENE** | East Hartford skyline and arched bridge over the Connecticut River at dusk |
| **BOTTOM LINE** | EAST HARTFORD ★ EST. 2025 |
| **FILE** | 01_EH_Main_Club_Shield (.png / .eps / .pdf) |

# LEAGUES CREW

**IDENTITY ACCENT: METALLIC GOLD / BRONZE**




| | |
|---|---|
| **WORDMARK** | E.H. / picklebALL |
| **RIBBON** | LEAGUES CREW |
| **ACCENT** | Metallic gold / bronze #E8AC2C |
| **SCENE** | Two adults tapping paddles across the net — we take care of each other |
| **BOTTOM LINE** | EAST HARTFORD ★ EST. 2025 |
| **FILE** | 02_EH_Leagues_Crew (.png / .eps / .pdf) |

# CHAMPIONS CREW

**IDENTITY ACCENT: SUNSET ORANGE**




| | |
|---|---|
| **WORDMARK** | E.H. / picklebALL |
| **RIBBON** | CHAMPIONS CREW |
| **ACCENT** | Sunset orange #FC8011 |
| **SCENE** | A sport-wheelchair athlete and a standing player rallying at sunset |
| **BOTTOM LINE** | EAST HARTFORD ★ EST. 2025 |
| **FILE** | 03_EH_Champions_Crew (.png / .eps / .pdf) |

# SENIOR CREW

**IDENTITY ACCENT: ICE BLUE / ELECTRIC CYAN**




| | |
|---|---|
| **WORDMARK** | E.H. / picklebALL |
| **RIBBON** | SENIOR CREW |
| **ACCENT** | Ice blue / electric cyan  #06E1FB |
| **SCENE** | Crossed paddles, Hartford skyline, arched bridge and flowing river |
| **BOTTOM LINE** | ACTIVE • CONNECTED • STRONG ★ EST. 2025 |
| **FILE** | 04_EH_Senior_Crew  (.png / .eps / .pdf) |

# JUNIOR CREW

**IDENTITY ACCENT: BRIGHT SUNSHINE YELLOW**




| | |
|---|---|
| **WORDMARK** | E.H. / picklebALL |
| **RIBBON** | JUNIOR CREW |
| **ACCENT** | Bright sunshine yellow  #FCE405 |
| **SCENE** | Two kids rallying on a blue court under a bright yellow sun |
| **BOTTOM LINE** | A PLACE FOR ALL ★ EST. 2025 |
| **FILE** | 05_EH_Junior_Crew  (.png / .eps / .pdf) |

# WOMEN'S CREW

**IDENTITY ACCENT: BERRY / MAGENTA**




| | |
|---|---|
| **WORDMARK** | E.H. / picklebALL |
| **RIBBON** | WOMEN'S CREW |
| **ACCENT** | Berry / magenta #F020A5 |
| **SCENE** | Two women teammates high-fiving at the kitchen line |
| **BOTTOM LINE** | EAST HARTFORD ★ EST. 2025 |
| **FILE** | 06_EH_Womens_Crew (.png / .eps / .pdf) |

# MEN'S CREW

**IDENTITY ACCENT: STEEL SILVER / CHARCOAL**




| | |
|---|---|
| **WORDMARK** | E.H. / picklebALL |
| **RIBBON** | MEN'S CREW |
| **ACCENT** | Steel silver / charcoal  #C0C0C2 |
| **SCENE** | Two men teammates fist-bumping at the kitchen line |
| **BOTTOM LINE** | EAST HARTFORD ★ EST. 2025 |
| **FILE** | 07_EH_Mens_Crew  (.png / .eps / .pdf) |

# SOCIAL CREW

**IDENTITY ACCENT: ROYAL PURPLE**




| | |
|---|---|
| **WORDMARK** | E.H. / picklebALL |
| **RIBBON** | SOCIAL CREW |
| **ACCENT** | Royal purple  #8235F5 |
| **SCENE** | Four players of all ages mixing in together at the net |
| **BOTTOM LINE** | A PLACE FOR ALL ★ EST. 2025 |
| **FILE** | 08_EH_Social_Crew  (.png / .eps / .pdf) |

# THE SEAL

**The circular club mark for general E.H. communications**




| | |
|---|---|
| **WORDMARK** | E.H. picklebALL CLUB on the top arc |
| **COLORS** | Red #B71426 ring, navy #17306B center, cream #F6F2E6 lettering |
| **CENTER** | E.H. / EAST HARTFORD |
| **BOTTOM** | EST. 2025 |
| **WHEN TO USE** | General club communications. Shields are for crews, teams and leagues. |
| **FILES** | 02_Seal (.svg / .eps / .pdf / .png) |

**TRUE VECTOR: the seal scales to any size, banners, court signs and embroidery included.**

# BRAND RULES

**Keep these with the artwork, every time.**

### WORDMARK

E.H. on line one, picklebALL on line two. Lowercase "pickleb", uppercase "ALL."

### BASE COLORS

Red #B71426, navy #17306B and white lead every shield.

### ONE ACCENT

Each crew uses only its own accent color. Never mix crew accents.

### NO GREEN

No green anywhere: no grass, no rainbow, no green tones. No laurel wreaths.

### ART STAYS AS-IS

Do not redraw, recolor, stretch, crop or rearrange the shields.

### WHOLE CREST

Keep the full shield: motion streaks, frame and bottom point. Resize proportionally.

### SILHOUETTES

Player scenes use mature athletic silhouettes. No cartoons, no stick figures.

### ONE PER IMAGE

Each shield stands on its own. Never merge shields into one logo.

### CLEAR SPACE

Leave space around the shield at least the width of the flying pickleball.

### BACKGROUNDS

Use on white, navy or a clean photo area. Avoid busy or green backgrounds.

# WHICH FILE DO I USE?

**Everything lives in the EH Brand Kit folder.**

### PRINT SHOP, BANNERS, SHIRTS

**EPS_Print or PDF_Print**

Prints sharp up to about 4 inches wide (300 dpi). See note below.

### WEBSITE, EMAIL, DOCUMENTS

**PNG_Transparent_Full or PNG_Web_512**

Transparent background, drops onto anything.

### SMALL SPOTS, SIGNATURES

**PNG_Small_256**

Email signatures, app icons, small web spots.

### SOCIAL POSTS AND PROFILES

**PNG_On_Navy_1080**

Square on navy, ready for Facebook and Instagram.

### LIGHT BACKGROUNDS

**JPG_On_White_1080**

When a white square is needed.

### FACEBOOK PAGE

**04_Social_and_Web**

Cover 1640x624, profile picture, crew lineup post.

### WEBSITE TAB ICON

**04_Social_and_Web**

favicon.ico and favicon PNGs (32, 180, 192, 512).

### COLORS FOR DESIGNERS

**03_Colors**

EH_Palette.ase (Adobe), .css, .json, .txt, swatch sheet.

IMPORTANT ABOUT THE EPS FILES
The shields were created as high-resolution artwork (1254 x 1254), not drawn as vectors. The EPS and PDF files carry that artwork with a clean cut-out edge, ready for any print shop. For very large prints (banners, court signs) or embroidery, have a designer redraw the shield as a true vector first.