

SUPERLATIVE BRAND GUIDELINES

7/11/22

SUPERLATIVE is a brand introduced in *Pickleballs!* – A *SUPERLATIVE* love story as a drinking game and then lives on after it.

SUPERLATIVE - should always be capitalized and bold.

Sub brand should always be lowercase and regular typeface.

Tagline goes below sub-brand. It should always be in italics with exclamation mark at the end.

Each brand should have a logo with QR codes embedded in it.

All words should be centered on top of the next row.

For example:

SUPERLATIVE

beverages

we make everything taste great!

The “master” logo, **SUPERLATIVE** should be sleek, simple, clean, confident, and visually eye-catching. The logo itself should be like a modernized reverse Nike swoosh logo with the widest part on the top left of the word **SUPERLATIVE** and getting narrower as the swoosh points toward the end of the word.

Master brand logo:

SUPERLATIVE

we make everything great!

Pages/sub-pages/categories:

Each brand should have its own logo and tagline

Beverage’s logo:

SUPERLATIVE

beverages

we make everything taste great!

Wine – Superlative wines (Chip)

SUPERLATIVE WINES

best tasting wines!

Spirit – Superlative Vodka (Boris)

SUPERLATIVE VODKA

best tasting vodka!

Energy drinks – Superlative Energy (Chip and Boris)

SUPERLATIVE ENERGY

best energy booster!

SUPERLATIVE DRINKING GAME

best drinking game ever!

Each category will have its own, individual brand with tagline

Beauty

SUPERLATIVE BEAUTY

we make beauty great!

Cosmetics – Lacey’s line for seniors

SUPERLATIVE COSMETICS

making youthful beauty great!

Personal enhancements (Lacey, Chip and Boris) Example:

SUPERLATIVE ENHANCEMENT PRODUCTS

We make everything bigger and better!

Plastic surgery - Lacey’s secret beauty trix

SUPERLATIVE YOUNGER YOU or SUPERLATIVE SURGERY

We make you look great, again!

Botox – Lacey’s secret beauty trix

SUPERLATIVE BOTOX

we fill in the gaps better!

Implants

SUPERLATIVE IMPLANTS

We make everything look bigger and better!

Penis Brands – Chip S:cox, S:dick trix, S:cox for men, S:cox trix, S:cox.crusher

Breast - Lacey’s secret beauty trix

Dental (Boris)

Hearing Aids (Boris)

Business/Financial Services

SUPERLATIVE WEALTH

we make great money, better!

Retirement planning – Superlative Investments (President Underhill)

SUPERLATIVE INVESTMENTS

SUPERLATIVE RETIREMENT PLANNING

we give great financial advice!

Asset enhancement services (Dave)

Resort consulting division (Dave)

SUPERLATIVE PROPERTIES

we make great properties!

Gambling (Rocky)

SUPERLATIVE GAMING

we give great advice!

Debt Collection (Rocky)
SUPERLATIVE COLLECTIONS

we get paid faster!

Franchise Development (Dave)
SUPERLATIVE FRANCHISES

we build great portfolios!

Technology (Ricky)
SUPERLATIVE TECHNOLOGY

we make great technology!

SUPERLATIVE Third Eye
see the future better!

SUPERLATIVE Smartglove
Safely greet people better!

SUPERLATIVE GLASSES
See personal details better!

SUPERLATIVE Apps for Echo
wake-up great!

Personal Branding (Kayla)
SUPERLATIVE BRANDING
we make your brand great!

Brand development consulting
Social media management – comprehensive

Wellness
SUPERLATIVE WELLNESS
we help make you great!

Mental (Dayne)
 CBD (Boris/Gizmo)
 Dispensaries (Boris/Gizmo)
 Life Advice (Lacey/Marcus/Kayla)
Physical
 Yoga/stretching (Lacey)
 Russian style yoga (Boris)
 Diet (Lacey/Kayla)
 Personal training (Kayla)
 Sexual Performance Aids (Chip)

Branded Merchandise – (all)

SUPERLATIVE BRANDS

we make everything great!

Paddles

Shirts

Hats

Undergarments (Lacey)

Fitness gear/workout clothes for men and women

More

Hospitality – (Dave/Kyle)

SUPERLATIVE HOSPITALITY

we make travel great!

Preferred Resorts with pickleball

Camps/clinics

Resort Services (redundant – b to b)

Music

SUPERLATIVE MUSIC

we make great music!

Movie soundtracks

FILMS

SUPERLATIVE FILMS

We make great films funny!

SUPERLATIVE FILMS

Presents

Pickleballs! – A SUPERLATIVE love story