

Fairly self-explanatory: the logo in action with a nice color'd gradient.



SMASH COMING

I realized while I was brainstorming that a lot of my ideas were 'old-man-shit-talking', which: I've never been a shit-talker but have always wanted to.



**VOLLEY
TIL I DIE**

I also was clearly in the 'old' mood too.

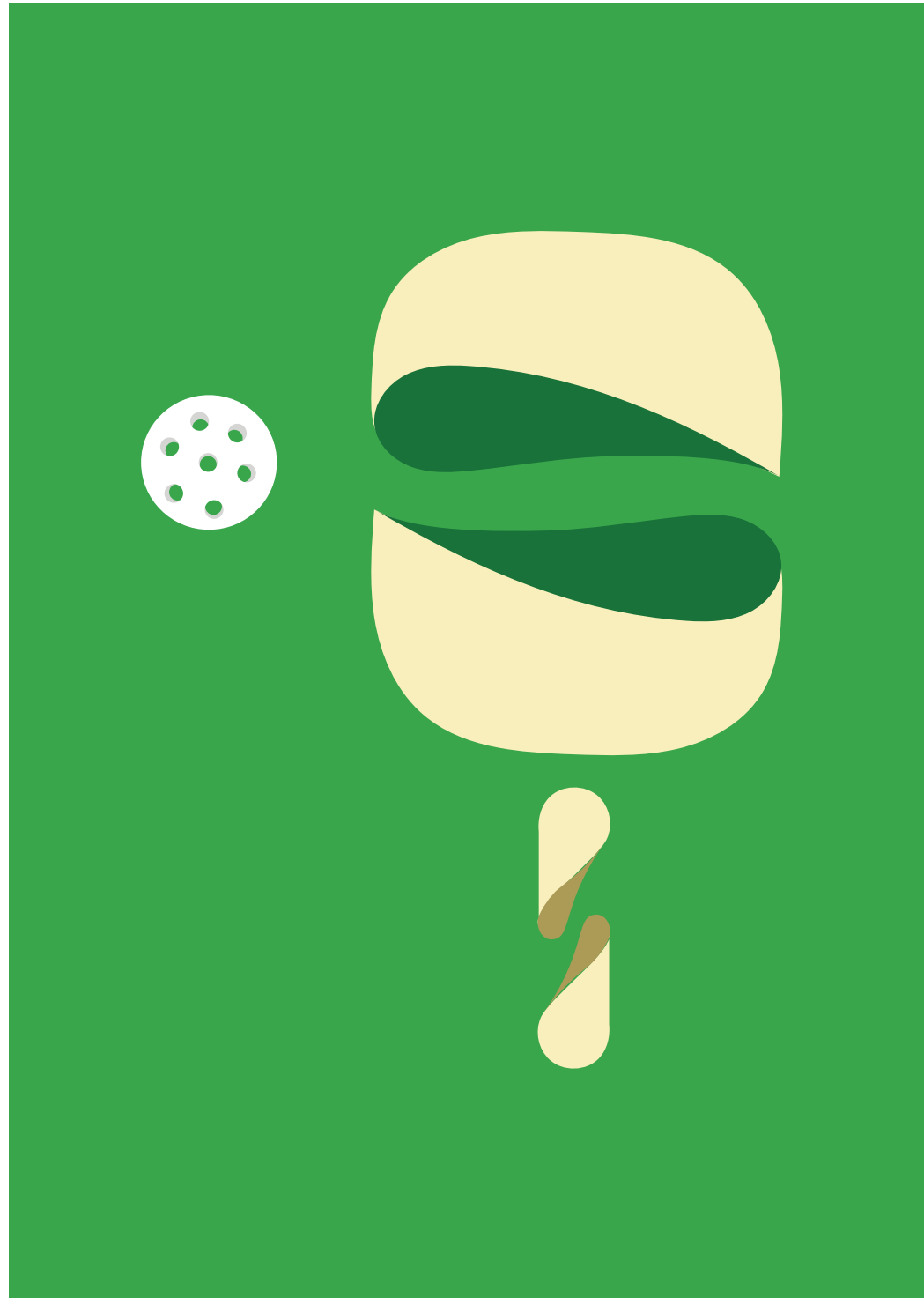
This could be much more rugged; like those MMA tees or whatever. I was going for volume and idea though.

If there's something you'd see expanded or 'indulged in' more, hit me, and I'll act on it.



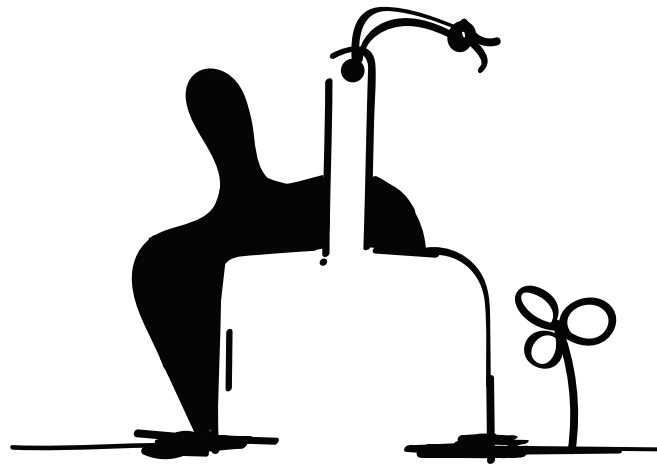
The paddles combined —especially with how the cords looked like two little hands, made me think of a two-headed hippy.

I think people like rainbows in general too. Certain people more than others, but many folks.



This actually started as my ideating on doing the next page, but became a quirky semi-Asian style 'deconstruct'd' paddle.

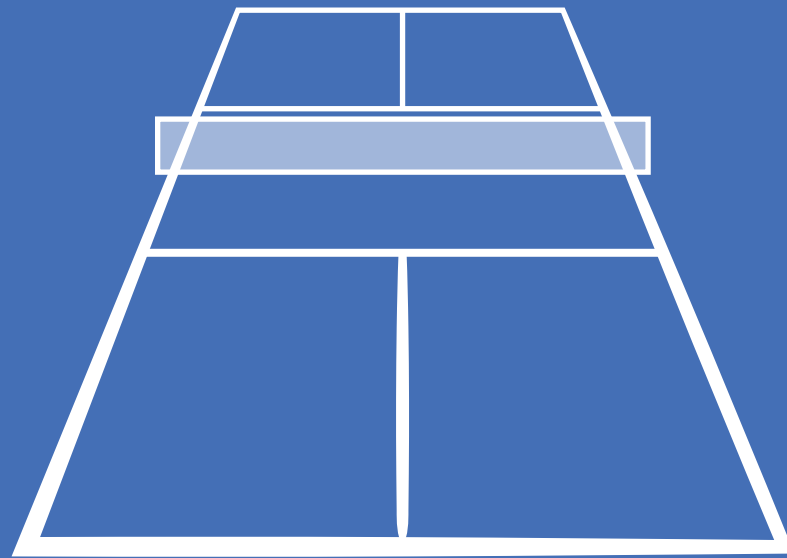
It lacks the indulgence in detail, again, I could go to, but I liked the simplicity, ultimately.



You can bury
me with it

I had a wealth of ideas around burial, but didn't want to get too morbid. (Though some older folks love to joke about death to keep it light).

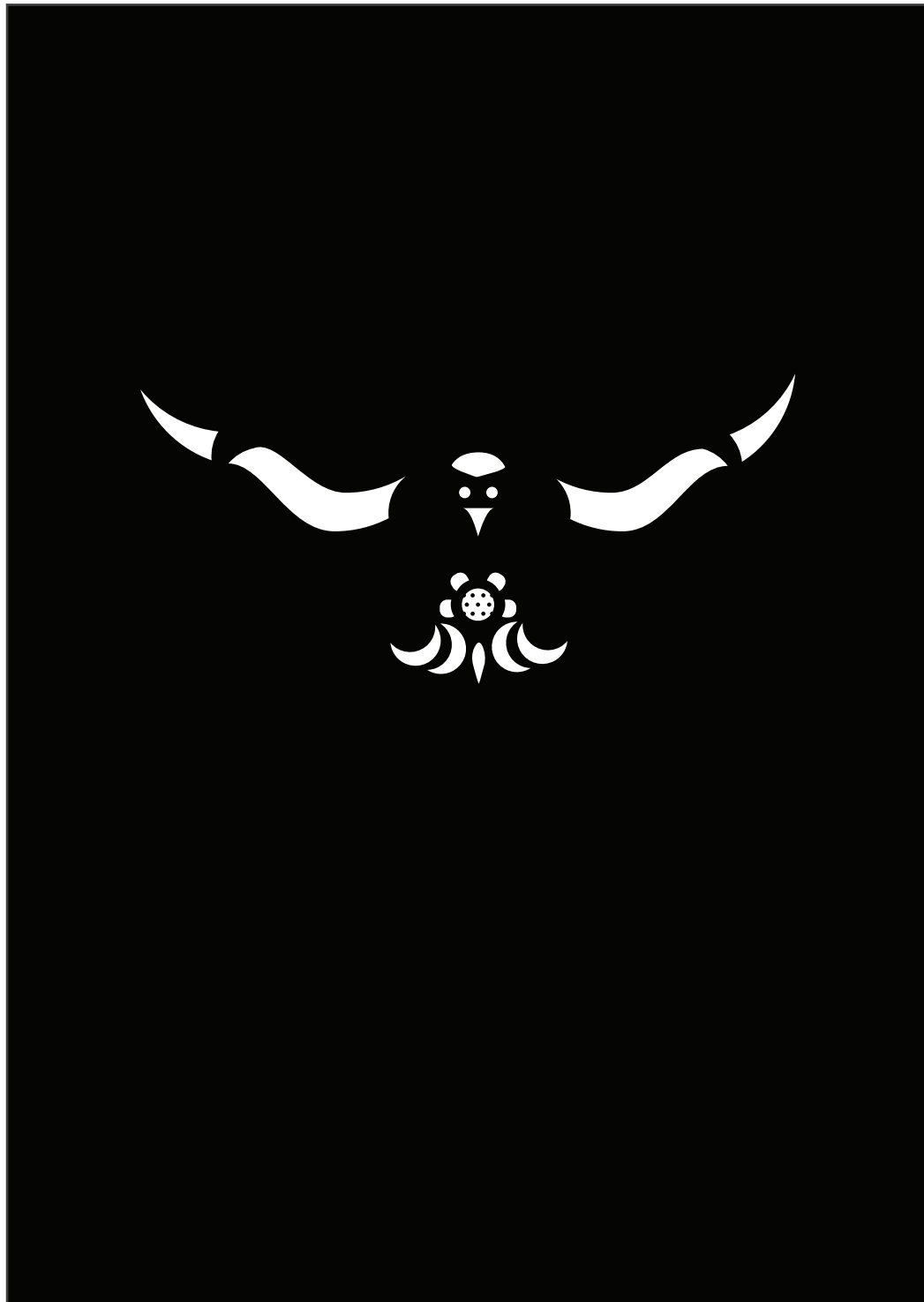
Man digging with paddle.
Man in boat with paddle
on chest.
This was the earliest.



PICKLEBALL

Originally I was going to do a diagram of the pickleball court and say:

'No, it's not badminton'.



I wanted to do an eagle clasping a pickleball.

Thought it was good for the army dudes.

Instead I ended up with a sort of Mauri-style bird.

I could still do the eagle. There's time yet :)

I beat you to eleven once.
I'll do it again.

This is my sassy old-man
thing again.

I was trying to imply that
the guy turned 11
years old before
whoever he's playing.

Maybe this doesn't get
that across entirely.

Thoughts?



*My Lob is
Deliberate*

I think the slowness,
the finesse of pickleball
is a selling factor.

The lob, the dropshot
the dink. They're all
shots that are opposite
the first idea I posed
(the smash.)

**I GOT A
SOFT SPOT
FOR THE
DROPSHOT**

Like the way these
words go together.

A logo wouldn't hurt
on this either. Small.

Thankee, sir.(s).

A handwritten signature in black ink, consisting of a stylized initial 'J' followed by the letters 'EW'.