COCA STUDIO

Vale

Draft Logo
28 September 2026

MOODBOARD

Look & Feel

We are staying close to our original direction: slightly retro and preppy, with a relaxed take on the American country club feel. There is a sense of tradition and quality, but with enough personality to keep it fresh and stop it feeling too serious.

The greens and creams, vintage sportswear, caps and collegiate details all help create that feeling. The references mix classic club styling with a more casual, everyday look - clothes you would want to wear beyond the court, which is how I would like the Vale brand to work too.

The aim is for everything to feel considered but easy-going. A club with its own style, where you can enjoy a good game and feel just as comfortable hanging around afterwards. Aspirational, but somewhere you can see yourself belonging.





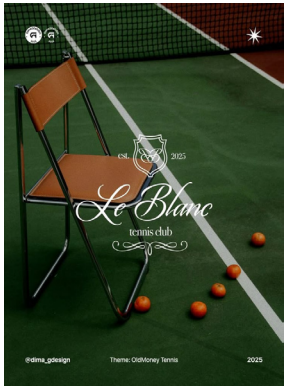










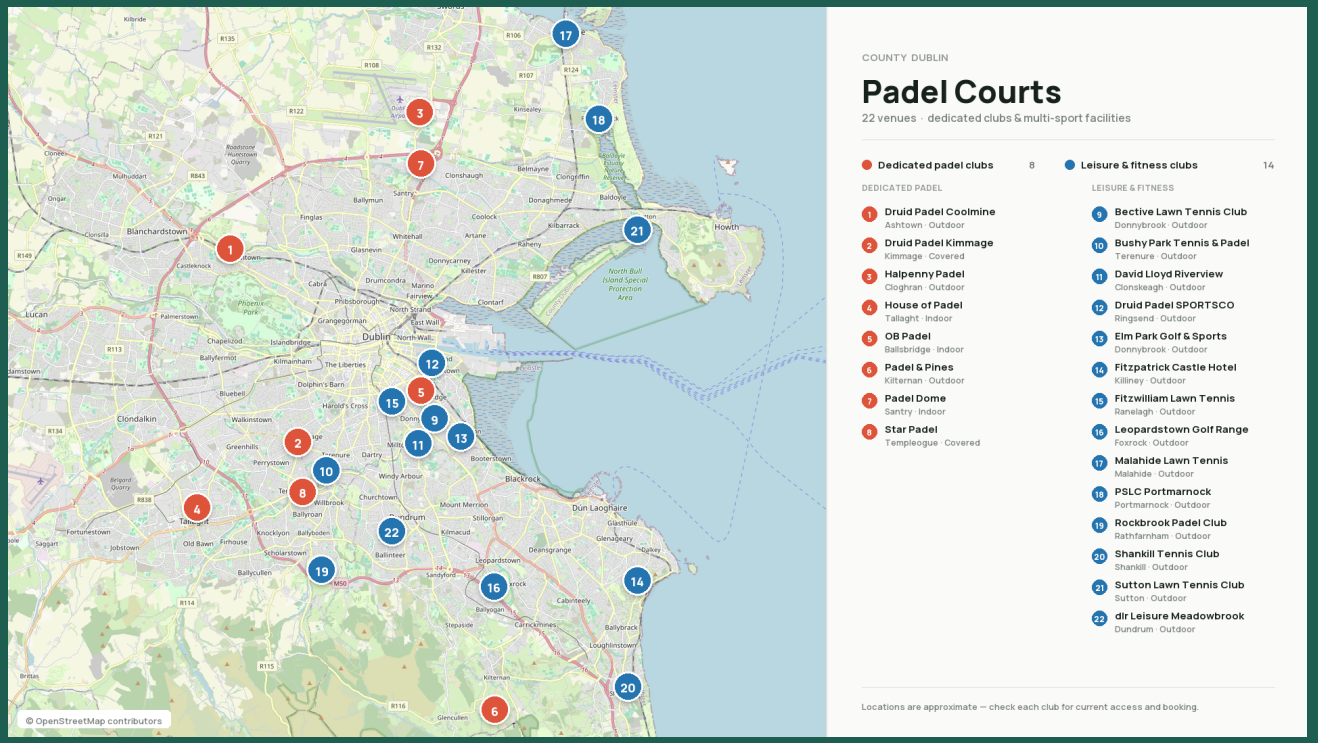



VALE

Padel Club

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Padel Club



Where we want to sit

The map shows the range of places people can play padel across Dublin, from dedicated padel clubs to tennis and fitness clubs with courts. These are all part of the competition, so we need to be clear about what would make someone choose us and keep coming back.

My feeling is that we want to sit above the “pay per play” market, where people go onto a booking app and choose whichever court is available or cheapest. We want people to become members, feel part of the club and be loyal to it. Somewhere they enjoy spending time, meet people and stay for a coffee after a game.

That also means we are competing with clubs like Fitzwilliam, Elm Park and David Lloyd for people’s membership spend and free time. The quality of the courts matters, but so does everything around them: the welcome, the surroundings, the social side and how the brand makes people feel.

I think the opportunity is to create an aspirational club that still feels relaxed and welcoming. Somewhere people are proud to say they belong. The name and identity need to support that from the outset.



Why Vale Padel Club

Vale feels like a good fit for this positioning. It is short, easy to remember and has a quietly established feel. It sounds like a club you could already know, while giving us room to build our own character around it.

The word means “valley”, which brings associations of greenery, space and a little escape from the everyday. There is something in that which suits the kind of club we want to create: a place to play, switch off and spend time.

“Padel Club” makes the offer clear, while “Vale” gives it an identity of its own. It also works naturally in conversation: “I’m playing at Vale” or “I’ve joined Vale”, which is how we would want members to talk about it.

We also need a name we can build a brand around with some confidence. Based on our initial checks, Vale looked promising, with **valepadel.com/.ie and valepadelclub.com/.ie** appearing available at that stage. There are similar names in the wider market, so I would describe it as a strong option to progress, with final domain, social handle and trademark checks still to be completed.

Vale also gives the club room to grow. If the offer expands into other areas over time, the name can comfortably carry that. Padel is the starting point, but Vale can become the name people associate with the whole club experience.



THE LOGO

The logo brings together two sides of the club: a clean, confident VALE wordmark and a more relaxed, flowing "Padel Club" underneath. That combination picks up on the slightly retro, preppy direction, while still feeling fresh.

The details in the VALE lettering — the angled edges, varying line weights and shorter middle bar on the E — give it its own character.

The script adds some softness and a nod to traditional club lettering. Together, they create a balance between feeling established and keeping things easy-going.



THE MONOGRAM

The monogram takes the strong V from the main logo and weaves the P and C through it in script. It carries the same mix of structure and fluidity into a smaller mark that can become recognisable in its own right.

The oval badge builds on this with the club name, Dublin and the founding year. The border, stars and "The Art of Padel" line give it the feel of a traditional sporting emblem, with a little personality. It ties back to the country club references on the moodboard and gives Vale a sense of belonging from the outset.










THE ART OF PADEL
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